

JULY 8

\$3.95

Broadcasting & Cable

The Newsworthy of Television and Radio

Vol. 126 No. 29 65th Year 1996 A Cahners Publication

**Big Getting Bigger
in Television**

Top

*From
CBS/Group W
to Allbritton:
Making the most of
the new latitude*

25
Television

**Steadily upward
as she goes
in a seller's
market**

Groups

*****3-DIGIT 591

|||||

BC075184 AUG97 REGD 839

JOHN C JOHNSON

KTVQ-TV

979 NEPTUNE BLVD

BILLINGS, MT 59105-2129

TOP OF THE WEEK / 4

BROADCASTING / 23

CABLE / 29

TECHNOLOGY / 41

We've got 189 great reasons to say thank you.



We want to express
our gratitude
to the great stations
covering 95% of America
who are including
Dr. Quinn, Medicine Woman
in their lineups
this Fall.

DR. QUINN
Medicine Woman



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Fast Track

Must Reading from

**Broadcasting
& Cable**

July 8, 1996

TOP OF THE WEEK / 4

Renaissance times at Tribune The \$1.13 billion purchase of Renaissance Communications will extend Tribune Co.'s reach into more households than any other TV group owner. / **4**

FCC postpones plan to ration UHF spectrum Commission officials, concerned over their proposed spectrum mini-auction's potential impact on digital TV service, put the proposal on hold. / **10**

Cable indecency decision leaves lawyers guessing The Supreme Court's decision on cable indecency offers only hints at the future for scrambling, must-carry rules and other important issues affecting broadcasting and telecommunications. / **21**



Tribune Entertainment likes the 'Bzzz!' on its new dating show debuting in the fall. / **27**

BROADCASTING / 23

NBC and affiliates still at odds over MSNBC promotion The network and its affiliates remain conflicted over affiliates' role in promoting NBC's cable/online venture with Microsoft. / **23**



Paul Reiser will host this year's Emmy Awards. / **23**

Gore backs 3-hour kids programing Vice President Gore criticizes excessive violence on kids TV shows and looks for broadcasters to demonstrate good corporate citizenship in providing something more educational. / **24**

Cuomo changes talk format Former New York governor Mario Cuomo is abandoning his talk radio show to aid President Clinton's re-election campaign, largely by putting forth the Democratic Party view over TV and radio. / **28**

COVER STORY

Top 25 TV station groups

The merger of last year's fifth- and ninth-largest TV station groups has produced a clear leader in coverage: Westinghouse/CBS. But that giant combo won't be lonely at the top. Last year's number four, Tribune, rose to number two through the acquisition of Renaissance, and a deal with New World helped NBC keep its third-place status. Despite ABC's merger with Disney, the network fell from first to fourth place on the list. / **12** Cover by David R. Borucki

Top
25
Television
Groups

CABLE / 29

Renewal hardball in King County Three years of bruising negotiations between Tele-Communications Inc. and King County, Wash., result in a precedent-setting franchise agreement. / **29**

Nickelodeon develops movies Nickelodeon is developing 13 movie projects, including three that are based on popular TV shows. / **32**

Jones approved for Virginia phone service Jones Communications gets approval to offer local phone service in northern Virginia. / **32**

PacTel stakes claim on wireless digital Pacific Bell Video Services ramps up digital wireless service in the Los Angeles market. / **36**

Telemedia Week

Spider-Man spins online web Spider-Man and other Marvel Comics characters will become interactive on America Online. / **39**



TECHNOLOGY / 41

Model Station gets first UHF HDTV transmitter Colmar, Pa.-based Comark will supply the first UHF transmitter to broadcast HDTV signals at the MSTV/EIA Model Station project. / **41**

Changing Hands.....27	Datebook.....56	In Brief.....60
Classified.....45	Editorials.....62	Network Ratings.....26
Closed Circuit.....11	Fates & Fortunes.....58	Washington Watch.....22

Tribune's Renaissance

\$1.13-billion purchase of six more TVs brings broadcaster into one-third of U.S. homes

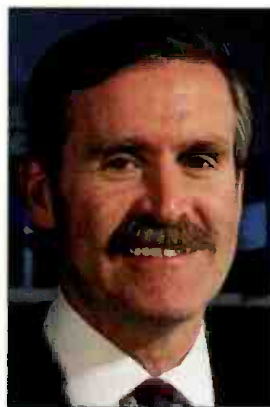
By Elizabeth A. Rathbun

Tribune Co.'s \$1.13 billion cash purchase of Renaissance Communications will extend Tribune's reach into arguably more households than any other TV group owner.

Under the deal, which is subject to FCC and federal antitrust review, Tribune will acquire four Fox and two WB Network affiliates. Tribune's holdings will grow to 16 TVs that cover 33.374% of the nation's TV households. Including WBDC(TV) Washington, which Tribune has an option to acquire, that cover-



Jim Dowdle, executive vice president/media operations, and Dennis FitzSimons, executive vice president, Tribune Broadcasting, will oversee 16 TV and five radio stations.



count—and by BROADCASTING & CABLE's exclusive ranking of the top 25 TV groups—Tribune actually reaches 24.963% of U.S. households. Westinghouse/CBS wins in that category with 30.95% (see list, page 12).

By any measure, the advantage of wide household reach should pay off handsomely for Tribune's programming unit, Tribune Entertainment (see page 9). The deal, the biggest in company history, is "a great opportunity for us," says Jim Dowdle, Tribune's executive vice president/media operations. "It greatly enhances our distribution system and...we have much room to grow."

age would be 35.4%.

Whether Tribune is the top group depends on who's counting. The FCC lowers a group's reach by discounting the reach of UHF's by half. By the FCC's

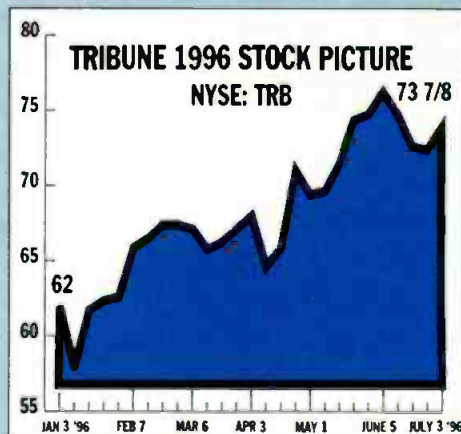
Likewise, there's plenty of room for programming on Tribune/Renaissance stations. All 17 are WB or Fox affiliates, except WGNX(TV) Atlanta,



Tribune's Chicago landmark

TRIBUNE

	1995 Revenue (\$millions)	1995 Operating Profit (\$millions)
Publishing	\$1,312	270
Broadcasting & Entertainment		
TV 1	630	186
Radio	88	11
Entertainment 2	104	(21)
Cable TV 3	7	(16)
Education	103	5
Corporate Expenses	—	(30)
	2,245	405



1 With five TV stations only, Renaissance reported 1995 operating profit of \$47 million on revenue of \$148 million. 2 Includes Chicago Cubs and related minor-league baseball operations and Tribune Entertainment Co., TV producer and syndicator. 3 Includes Chicagoland, 24-hour regional cable services: 31% interest in TV Food Network, 33% interest in Qwest Broadcasting, owner of two TV stations, and 11.1% interest in WB Network.

TV—35.4% coverage/17 stations

WPXI New York (WB, ch. 11)
KTLA Los Angeles (WB, ch. 5)
WGN-TV Chicago (WB, ch. 9)
WPHL-TV Philadelphia (WB, ch. 17)
WLVI-TV Boston (WB, ch. 56)
KDAF Dallas (WB, ch. 33)
WGNX Atlanta (WB, ch. 46)
KHTV Houston (WB, ch. 39)

WDZL Miami (WB, ch. 39)

KWGN-TV Denver (WB, ch. 2)
KTXL Sacramento, Calif. (Fox, ch. 40)
WXIN Indianapolis (Fox, ch. 59)
WTIC-TV Hartford, Conn. (Fox, ch. 61)
KTTY San Diego (WB, ch. 69)
WGNO New Orleans (ABC, ch. 26)
WPMT Harrisburg, Pa. (Fox, ch. 43)
WBDC* Washington (WB, ch. 50)

Radio—5 stations

WGN(AM) Chicago
KEZW(AM) Aurora/Denver
KOSI-FM Denver
KKHK(FM) Denver
WQCD-FM New York

Renaissance Stations—Yellow

*Management agreement with option to buy

*When is
NOTHING
Really
Something?*

When it's the #1

#1 Among All Key Young Adults!

Show	Adults 18-34	Adults 18-49	Adults 25-54
Seinfeld	6.6	6.1	6.0
Home Improvement	5.7	5.7	5.6
Jeopardy!	3.4	4.2	4.9
Wheel Of Fortune	3.2	4.1	4.9
Entertainment Tonight	3.2	3.7	4.1
Inside Edition	2.0	2.6	3.2
Extra	2.2	2.5	2.8
Hard Copy	1.9	2.3	2.7
American Journal	1.6	2.2	2.7

Seinfeld

*The show about NOTHING
that's really something.*

Source: NIELSEN, May 96; All Prime Access occurrences weighted rating. Ranked by Adults 18-49.

Show in Access!



CASTLE ROCK
ENTERTAINMENT



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES

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Reflections of the Renaissance man



Renaissance executives (l-r) CFO John C. Ferrara, CEO Michael Finkelstein and COO Edward Karlik are reported on the way out after the company's merger with Tribune.

Renaissance Communications Chairman Michael Finkelstein can afford to sit back and calculate the rate of return on the original \$35 million investment in his company: 43% annually. Finkelstein has that luxury now that he has sold Renaissance's six TV stations to Tribune Co. for \$1.13 billion.

"I don't think I'm looking for a job," he said with a laugh last Tuesday, the day after the announcement of the deal.

Renaissance actually had been looking to grow. Given the heated TV activity of the past year, "we weren't going to stand still," Finkelstein says. "We were quite prepared to be a consolidator." However, that wasn't happening, he says. "There aren't many strategic assets left."

Renaissance last year lost a major public battle for several strategic assets: WCMH-TV Columbus, Ohio; WJAR-TV Providence, R.I., and WNCN-TV Raleigh-Durham, N.C. NBC Inc. outbid Renaissance for the stations, offering \$396 million. "That was very frustrating for us," Finkelstein says. Renaissance also was reported as a merger candidate for Sinclair Broadcast Group Inc., which in April bought River City Broadcasting LP for \$1.2 billion.

As Renaissance was searching for other stations to buy, it kept meeting up with Tribune, Finkelstein says. He feels comfortable that his stations are going to Tribune: "Tribune is basically a broadcast company, like we are."

Finkelstein founded Renaissance in 1989 with 60% investor Warburg, Pincus Capital Co. The company went public in 1994.

—EAR

particular.

Tribune is paying 13 times Renaissance's projected 1996 cash flow of \$85 million, according to Bloomberg Business News (BBN). Tribune projects that to 12 times estimated cash flow of \$90 million in 1997, says Senior VP Don Grenesko, Tribune's chief financial officer. He calls that "a reasonable multiple based on recent acquisitions," citing Young Broadcasting Inc.'s purchase of KCAL-TV Los Angeles for 16 times cash flow and NBC Inc.'s payment of 12 1/2 times cash flow for KNSD(TV) San Diego and WVTM-TV Birmingham, Ala.

With the acquisitions, Tribune's debt will double, from \$900 million to \$2 billion, Grenesko says, but adds that "we're still comfortable with this amount of debt."

Moody's Investors Service isn't quite as comfortable with it, however, lowering the company's long-term senior debt ratings to "A2" from "A1." Moody's says it may cut Tribune's ratings further once the purchase is completed early next year, BBN says.

Although the deal requires Tribune to take on more debt, the diversity offered by Renaissance's stations is a plus, Moody's adds.

The deal "puts us clearly on the top tier of television businesses," FitzSimons says. Tribune's goal has been to acquire stations in the top 30 markets. Renaissance's stations give it five more, for a total 15 stations in the top 30 markets (including Washington).

The deal gives Tribune just one more station in a top 10 market: Dallas, the nation's eighth-largest market. A combined Tribune/Renaissance would have stations in eight of the top 10 markets and 11 of the top 20 (including Washington).

A permanent waiver of the FCC's crossownership rule will be sought to allow Tribune to own Renaissance's WDFL Miami and Tribune's nearby newspaper, the *Fort Lauderdale Sun-Sentinel*. "We expect to retain the Miami station," says Crane Kenney, Tribune's chief legal officer.

Tribune also will seek permanent waivers for "slight overlaps" between Renaissance's Hartford station and Tribune's WPIX(TV) New York and WLVI-TV Cambridge/Boston, Mass., and for Renaissance's Harrisburg station and Tribune's Philadelphia station, WPHL-TV.

This deal labels Tribune as an "aggressive, growth-oriented company," Madigan says. Publishing, which

which is CBS, and WGNO(TV) New Orleans, which is ABC. Tribune has a 12.5% equity interest in the WB that could grow to 25%.

"Programming needs for WB and Fox stations are very similar," says Dennis FitzSimons, executive VP, Tribune Broadcasting. Syndication savings are expected beginning with the fall 1998 season. "Our main emphasis will be on programming," he says.

Despite Tribune's holdings in WB, Tribune President John Madigan says the company will maintain the Renaissance stations' Fox affiliations. In fact, Tribune will seek long-term contracts with Fox once the stations' affiliations expire in 1998, Madigan says. "There are WB affiliates in each of those markets," he notes.

"I don't think that's inconsistent" for WB investor Tribune to own Fox stations, says Steve Pruett, senior vice president, Communications Equity Associates. "I don't think that's as important...as it is to own the assets."

And Renaissance provides a "collection of the best assets that are out there," Pruett says.

Renaissance's stations are Fox affiliates KTXL(TV) Sacramento, Calif.; WTIC-TV Hartford, Conn.; WXIN(TV) Indianapolis; WPMT(TV) York/Harrisburg, Pa., and WB affiliates WDFL(TV) Miami and KDAF(TV) Dallas. As part of the deal, Tribune gets 100% of the voting power over WTIC-TV. Renaissance had held a 98% nonvoting interest in the station.

No station swaps with other companies are anticipated, but "we are positioned to do that if necessary," Madigan says. Observers question whether Tribune will hang on to WPMT York, in

For a complete list of the top 25 TV groups with each company's station holdings, see pages 12-20.

had accounted for two-thirds of the company's revenue, now will be superseded by broadcast revenue. "Our largest segment," broadcasting, will account for 48% of Tribune's cash flow, Grenesko says.

With the announcement of the deal last Monday, Renaissance stock hit a 52-week high of 34 1/8. It closed last

Wednesday at 34. Tribune stock, meanwhile, rose to 73 5/8 last Monday from the previous Friday's closing of 72 5/8. It closed last Wednesday at 73 7/8.

Renaissance is largely owned by Warburg, Pincus, Capital Co. LP. "We have a firm commitment" that Warburg Pincus will sell, Madigan says. Renaissance Chairman Michael

Finkelstein says he will strike out on his own rather than go to work for Tribune (see box at left).

Of Renaissance management, FitzSimons says, "Their margins are good. It's been a very well run group." However, Tribune expects to shave \$3 million-\$4 million a year in corporate overhead, Grenesko says. ■

Renaissance buy should boost Tribune Entertainment

Programing division gains six new customers with company's acquisition of stations

By Cynthia Littleton

Tribune Entertainment may gain the most from its parent company's move to become the largest TV station group in the country.

Tribune Broadcasting's programing unit already had an ambitious development slate for 1997 before it added six new in-house customers last week. Tribune's purchase of Renaissance Communications provides a shot in the arm for the entertainment division, capping a transition that began when former president Rick Jacobson departed for Fox's Twentieth Television last year.

"We have been much more aggressive in terms of our development slate," says Dick Askin, the former head of Samuel Goldwyn Television, who succeeded Jacobson late last year. "We have programing for a variety of day-parts in various stages of development."

Corporate synergy helped at least one of those projects get off the ground. Tribune Entertainment is developing a weekly action hour based on Tribune Co.'s long-running comic strip *Terry and the Pirates*. Tribune Media, moreover, handles all print advertising for the entertainment wing, whose existing slate includes two series Askin brought from Goldwyn: *Flipper* and *Gladiators 2000*. Tribune also is launching a dating game show, *Bzzz!*, this fall.

At the same time, the stations make Tribune Entertainment an attractive partner for first-run co-ventures. Tribune is teaming with All American Television for the spring launch of two game show revivals, *Match Game* and *Tattletales*. Tribune is expected to begin selling the

block in August.

Tribune also may team again with King World Productions on a new first-run project. The two companies joined forces last January when King World took over station sales for *The Geraldo Rivera Show*, prompting speculation that Tribune was getting out of the distribution business.

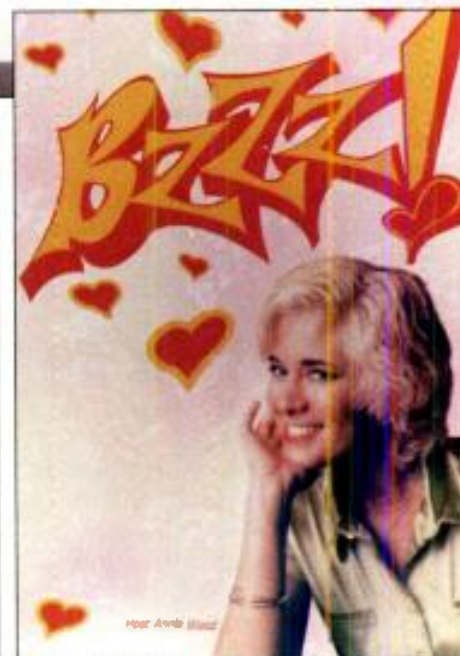
But with or without partners, Askin's goal is to bring three or four new shows to next year's NATPE convention, including a daytime strip companion to the game shows. The needs of Tribune's stations drive the development slate, but programing decisions are still made by general managers on a market-by-market basis.

"Tribune has seen the highs and lows of having its own syndication operation," Askin says. "My job is to give them as many top-tier projects and development deals to choose from as possible."

That process has been helped by the entertainment unit's recent move from Tribune's home base in Chicago to the KTLA(TV) lot in Hollywood. Insiders say it marks a significant strategy shift for Tribune. High-level micromanagement has been blamed by some for Tribune



Tribune's TV programing unit, headed by Dick Askin (above), is rapidly developing programing. In its portfolio: 'Bzzz!', a dating game show to debut this fall.



Entertainment's spotty performance during the past few years.

"With the creative community based [in Los Angeles], it makes sense to have Tribune Entertainment's headquarters there," says Dennis FitzSimons, executive vice president of Tribune Broadcasting. "We're not going to try to run everything from Chicago." ■

FCC postpones plan to ration UHF spectrum

Quello, Chong want more time to review proposal

By Chris McConnell
and Christopher Stern

FCC officials have placed their spectrum "mini-auction" proposal on hold.

Commissioner James Quello last week pulled the item from the FCC's July 11 open-meeting agenda, citing concerns over the plan's potential impact on digital TV service, sources say. The mini-auction plan, which is part of the FCC proposal to match each TV broadcaster with a new channel for digital television, calls for assigning fewer than 30 new digital licenses between channels 60 and 69.

The rest of the spectrum could then be reallocated and auctioned for other services such as mobile communications. New operators in the band would have to avoid interfering with TV stations using the spectrum. In addition to the planned digital stations, 100 analog stations are now using the spectrum.

Quello's office last week said that it wanted more time to review the proposal. Also requesting a delay was the office of Commissioner Rachelle Chong.

Sources say that neither commissioner has decided whether to support the proposal for channels 60-69. Officials also say that the proposal could

still make the commission's July 25 meeting.

The plan to clear the upper UHF band for an up-front auction has drawn strong protest from broadcasters who fear that the loss of spectrum will hinder their ability to reach audiences in the digital age.

"They're making it harder for us," says Victor Tawil, vice president of the Association for Maximum Service Television. "You're taking 15% of the spectrum off the table."

"We're not interested in talking about auctions," says the National Association of Broadcasters' Lynn Claudy, who cites potential problems of interference and reduced service areas.

Others would like to see the spectrum go on the auction block. The Association of Public Safety Communications Officials this month wrote FCC Chairman Reed Hundt to push for reallocating the spectrum to public safety radio communications. Sources also say that PBS President Ervin Duggan has visited FCC officials to support the mini-auction, which could raise money to support public television.

Also eying the channels as a potential revenue source for public broadcasting is House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.). He already has introduced a

bill that would auction vacant noncommercial spectrum to finance noncommercial broadcasting.

In a letter to the FCC, also signed by Representative Ed Markey (D-Mass.), Fields asked 15 questions about the impact of an auction of channels 60-69.

In answer to the letter last week, FCC officials said their studies indicate it will be possible to locate most new digital channels below channel 60. "This will allow us to make unassigned spectrum on these channels available for other uses very soon."

The commission also said that under its proposed table of digital TV allotments, 63% of all TV stations would receive a digital channel replicating 99% or more of their existing service area. The FCC said 93% of all stations would receive a digital channel replicating at least 90% of their existing service area.

Senator John McCain (R-Ariz.) favors an auction of the 60-69 channels and made his views known last week in a Senate-floor speech. "I can see no reason whatsoever for an auction of channels 60-69 not to occur. Any effort to thwart an auction of these channels is being done in direct contradiction of the best interest of the American people."

McCain's statement came after leading members of the Senate and the House wrote a letter to the FCC which, among other recommendations, "strongly discouraged" the commission from auctioning 60-69. Auction proponents, however, cite Senate Commerce Committee Chairman Larry Pressler's (R-S.D.) refusal to sign the letter. ■

TCI, TelQuest Canadian satellite plans on regulatory rocks

TCI and TelQuest's efforts to beam DBS signals to the U.S. from Canadian satellites got a thumbs-down from the Clinton administration last week.

In a July 1 letter to the FCC, administration officials cited several concerns, including potential "anti-competitive behavior" by TCI. The letter was signed by the departments of Commerce, State and Justice, and the Office of the U.S. Trade Representative.

"There is some concern that TCI, given its market position, may have an incentive to engage in anti-competitive behavior in parts of the U.S. market," the letter stated. TCI is the largest cable operator in the U.S.

Federal officials also cited Canada's refusal to allow U.S. companies to provide service in Canada as a key



reason for refusing the requests. Other concerns cited by the letter are Canadian restrictions on U.S. programming and potential conflicts with international trade agreements. The letter is not binding on the FCC.

Scott Harris, a former FCC official in charge of satellite policy, said last week that the administration's letter effectively has killed TCI's efforts to

procure a Canadian satellite for U.S. service. "The TCI/Canada deal is for now dead and buried," Harris said that a change in Canada's own trade policy is the only thing that could resurrect the transaction.

TelQuest called the letter "disappointing," but also said that it was not the final word, adding, "TelQuest's applications are being held hostage to the larger trade issues between the U.S. and Canada." —CS

Evans's move may signal Fox reshuffling

Hill may be asked to re-energize network

By Cynthia Littleton

David Evans, former president of Fox Television, was named head of News Corp.'s worldwide satellite ventures last week in a move that may signal further reshuffling of executive duties at Fox.

Evans's appointment as News Corp.'s executive vice president, office of the chairman, was old news to Fox insiders, who say that he has been focusing on the international expansion of Fox and News Corp. programming services. In his new post Evans will coordinate activities of News Corp.'s satellite broadcasting systems and continue to serve as president of Sky Latin America.

Evans, who was named president of Fox in August 1994, reports to Rupert Murdoch, chairman of News Corp. Evans's exit from Fox renewed speculation that David Hill, president of Fox Sports, will be promoted to a newly created post in an effort to reduce the number of division heads reporting to Chase Carey, CEO of Fox Television.

Oversight for the Fox Children's Network, entertainment and other areas was added to Carey's watch after Fox Broadcasting Chairman Lucie Salhany left the network in July 1994. Sources say Carey wants to spend more time on strategic planning. He is credited with brokering Fox's ground-breaking affiliation pact with New World Communications Group, its pact with the NFL and other critical deals.

Hill, meanwhile, is being considered for a larger role with the network in part because of his skill at motivating and energizing his staff. Although the network had a strong May sweeps, morale is said to be flagging in some areas. On screen, Fox hasn't fielded a new hit series since *The X-Files* in 1993-94. ■

Closed Circuit

LOS ANGELES

Diller looks local

Barry Diller's vision for his Silver King Communications station group may best be described at the moment as "localcasting," insiders say. Ever the contrarian, Diller's goal is to fill the local programming void, for viewers and advertisers, that is widening as broadcast and cable networks intensify efforts to build global platforms. Diller and his new executive team of former Fox senior VPs Adam Ware and Doug Binzak are tight-lipped about what that local alternative will look like, but advertiser-sponsored local events surely will be part of the mix when the 12 stations drop the Diller-owned Home Shopping Network by the end of next year.

One thing Silver King isn't trying to be is a national network—yet. Speculation that Diller wants to bring other HSN broadcast affiliates into the Silver King fold next year after HSN converts to purely cable distribution is flat-out wrong. "The old definitions of networks and affiliates don't apply to the business we're trying to build," says Ware.

DENVER

Rethinking WSN

Liberty Media-owned Women's Sports & Entertainment Network (WSN) may not have much of a cable future now that Liberty, News Corp. and Tele-Communications Inc. (TCI) are in the midst of merging their sports properties into Fox Sports Net. The future of WSN, which gained sheltered launch on Liberty's regional sports networks in 1995, is "being re-evaluated" in the wake of the Liberty/Fox sports alliance, says Liberty spokesman Renaldo Leonard. In addition, this month WSN was pulled from TCI's sampler network IntroTV! to make room for other proposed cable networks.

LOS ANGELES

In the works at Rysher

Rysher Entertainment's syndicated program development slate for 1997 includes at least one talk show and one game show. The company is said

to be developing a talk show with Naomi Judd. And former Fox programming wunderkind Steve Chao reportedly is developing a game show called *Icon* for Rysher. Reached last week, Chao referred questions about the project to Rysher officials, who weren't available at deadline.

Open mouth, insert foot

Creative Artists Agency has been shopping pop singer Donny Osmond as a possible talk show host, but Osmond didn't help his cause during a recent appearance on *The Rosie O'Donnell Show*. Osmond was telling O'Donnell, a longtime fan, of an upcoming concert during which he'll parachute from a plane into the audience. O'Donnell offered to come along, "and be your body guard." Osmond's response: "I don't think the plane will hold that much weight." Reaction from television programmers and station types was that Osmond may have killed any future talk show career. "He thought he was being funny, but it sounded nasty," said one. Osmond is said to be "extremely remorseful," over the incident, apologizing and showering O'Donnell with flowers. According to a source at Warner, which distributes *Rosie*, "she feels bad for the guy. He really stuck his foot in his mouth."

NEW YORK

What's next for CBS?

Now that it has Telenovelas under its belt (BROADCASTING & CABLE, July 1), what's next for Westinghouse/CBS in the cable department? That's the question du jour, what with all the other networks—NBC, Fox and ABC—having either outlined or implemented strategies. It's a question made even more timely with CBS executives telling affiliates a retransmission consent plan will be ready by early July. So far, CBS is mum on its cable plans beyond calling the Telenovelas buy "the first in a series of steps we plan to expand CBS into cable and satellite markets." And cable MSOs are either in the dark or taking the "no comment" tack.

Westinghouse/CBS tops in TV

Newly merged giant reaches the most homes with its 14 stations; Tribune ranks second

By Jessica Sandin and
Harry A. Jessell

A year of mergers and station trading, spurred by government deregulation, has shuffled BROADCASTING & CABLE's exclusive annual ranking of the top 25 TV groups.

Westinghouse/CBS, the product of a merger between 1995's fifth- and ninth-ranked groups, popped to the top of the 1996 chart, replacing Capital Cities/ABC as the number-one station group.

And by virtue of its \$1.13 billion purchase of Renaissance Broadcasting last week, Tribune Co. moved up from fourth to second place.

NBC managed to hold on to the third slot by purchasing two stations from 11th-ranked New World, while Capital Cities/ABC, now merged into the Disney entertainment conglomerate, settled for fourth. Fox dropped from second to fifth.

The groups are ranked on the percentage their stations collectively reach of the nation's 95.3 million TV homes. Consistent with the FCC ownership rules, UHF stations are credited only for half the homes in their markets. Also in line with the rules, stations controlled through local marketing agreements and time brokerage agreements are not counted.

By this measure, top-ranked Westinghouse/CBS boasted 31% coverage, nearly six points ahead of number-two Tribune. Number-25 Allbritton's coverage stops just short of 4%.

Other ranking methods produce different results. If UHF stations are credited with full coverage and LMA and TBA stations are counted, Paxson Communications is the top group, with 39.2% coverage. Tribune is second, at 35.34%, followed by Westinghouse/CBS, 31.9%; Silver King, 31.1%, and Fox, 27.6%.

Paxson's and Silver King's lofty rankings may be overstated. They rely on crediting their fringe market UHF stations with full coverage of their markets. For practical purposes,

es, Tribune is number one.

By sheer number of stations, Sinclair is the largest group, with 29, including seven LMAs. Paxson is second, with 27, including 11 LMAs or TBAs.

Many of the changes in the 1996 rankings can be traced to Washington, where the FCC and Congress loosened

ownership restrictions.

Through the 1996 Telecommunications Act, Congress eliminated the numerical cap of 12 on station ownership and raised the coverage cap from 25% to 35%. That action (or the anticipation of it) permitted Westinghouse to absorb CBS, Tribune to buy Renaissance and Sinclair to acquire River City.

The FCC's repeal of rules that barred the common ownership of one of the Big Three broadcast networks and major studios cleared the way for Disney's purchase of Capital Cities/ABC.

Consolidation has not nearly affected TV to the extent that it has radio (see the Top 25 Radio Groups, BROADCASTING & CABLE, July 1). That may be due in large part to Congress's decision to keep in place the FCC duopoly rule, which limits each TV broadcaster to just one station per market. ■

Top 25 Television Groups

THE NEW ORDER

	1996 % of US homes	1995 rank/% of US homes
1. CBS/Westinghouse	31.53	5/19.05/ 9/12.93
2. Tribune (Renaissance)	25.71	4/20.44 (19/6.27)
3. NBC	24.65	3/21.75
4. Disney/ABC	24.07	23/5.21/ 1/23.46
5. Fox	22.05	2/22.36
6. Silver King	22.00	6/18.34
7. Paxson	17.974	N/A
8. Chris Craft	17.70	7/17.86
9. Gannett	14.08	11/9.95
10. Univision	12.86	10/10.45
11. New World	12.78	8/13.93
12. Telemundo	10.35	12/9.18
13. Viacom	10.12	22/5.71
14. Young	9.08	N/A
15. Sinclair/River City	8.91	25/4.81
16. Scripps Howard	8.00	14/8.10
17. A.H. Belo	7.99	13/8.13
18. Cox	7.74	15/7.65
19. Hearst	7.32	17/6.66
20. Post-Newsweek	6.98	16/7.02
21. LIN TV	6.31	18/6.44
22. Providence Journal	5.40	24/4.99
23. Pulitzer	5.21	20/5.76
24. Ellis Acq./Raycom	4.04	N/A
25. Allbritton	3.94	N/A

*River City only

How to read the Top 25

In the facing list that runs through page 20, each station is followed by affiliation and channel, market (DMA) rank and the percentage of U.S. households in that market, according to Nielsen's January 1996 estimates. The right-hand column shows the coverage upon which the rankings are based. Consistent with FCC rules, UHF stations are credited for only half the market homes, and stations controlled through local marketing or similar agreements are not counted. Groups controlling more than one station in a market are credited only once for that market's homes. Numbers in italics do not count toward the group's total.

1 Westinghouse/CBS

51 W. 52nd St., New York 10019; (212) 975-4321

Michael Jordan, chairman, Westinghouse; Jonathan Klein, president, CBS
Television stations
(NYSE:WX)

30.95%/14 stations

WCBS-TV New York (CBS, ch. 2)	-1/6.987	-6.987
KCBS-TV Los Angeles (CBS, ch. 2)	-2/5.132	-5.132
WBMM-TV Chicago (CBS, ch. 2)	-3/3.216	-3.216
KYW-TV Philadelphia (CBS, ch. 3)	-4/2.761	-2.761
KPIX-TV San Francisco (CBS, ch. 5)	-5/2.355	-2.355
WBZ-TV Boston (CBS, ch. 4)	-6/2.214	-2.214
WWJ-TV Detroit (CBS, ch. 62)	-9/1.813	-.907
WCCO-TV Minneapolis (CBS, ch. 4)	-14/1.473	-1.473
WFOR-TV Miami (CBS, ch. 4)	-16/1.399	-1.399
KCNC-TV Denver (CBS, ch. 4)	-18/1.210	-1.210
KDKA-TV Pittsburgh (CBS, ch. 2)	-19/1.200	-1.200
WJZ-TV Baltimore (CBS, ch. 13)	-23/1.023	-1.023
KUTV Salt Lake City (CBS, ch. 2)	-36/.685	-.685
WFRV-TV Green Bay, Wis. (CBS, ch. 5)	-71/.388	-.388
Total	-31.856	-30.95

Other media holdings

CBS Radio Network, CBS Television Network, 82 radio stations, Eyemark, Maxam Entertainment, Group W Productions, Group W Satellite Communications, Westinghouse Broadcasting International

2 Tribune (incl. Renaissance*)

435 N. Michigan Ave., Suite 1900, Chicago 60611; (312) 222-3333

Dennis FitzSimons, executive vice president, Tribune Broadcasting
(NYSE:TRB); (NYSE:RRR)

24.963%/16 stations

WPIX New York (WB, ch. 11)	-1/6.987	-6.987
KTLA Los Angeles (WB, ch. 5)	-2/5.132	-5.132
WGN-TV Chicago (WB, ch. 9)	-3/3.216	-3.216
WPHL-TV Philadelphia (WB, ch. 17)	-4/2.761	-1.381
WLVI-TV Boston (WB, ch. 56)	-6/2.214	-1.107
KDAF Dallas (WB, ch. 33)	-8/1.901	-.951
WGNX Atlanta (WB, ch. 46)	-10/1.652	-.826

KHTV Houston (WB, ch. 39)	-11/1.643	-.822
WDZL Miami (WB, ch. 39)	-16/1.399	-.700
KWGN-TV Denver (WB, ch. 2)	-18/1.210	-1.210
KTXL Sacramento, Calif. (Fox, ch. 40)	-21/1.149	-.575
WXIN Indianapolis (Fox, ch. 59)	-25/.966	-.483
WTIC-TV Hartford, Conn. (Fox, ch. 61)	-26/.951	-.476
KTTV San Diego (WB, ch. 69)	-27/.949	-.475
WGNO New Orleans (ABC, ch. 26)	-41/.640	-.320
WPMT Harrisburg, Pa. (Fox, ch. 43)	-44/.604	-.302

Management agreement with option to buy

wbdc Washington (WB, ch. 50) -7/1.966

Total -35.34 -24.963

*acquisition pending FCC and shareholders approval (see also page 4)

Other media holdings

CLTV News, Tribune Entertainment Co., 5 radio stations, Tribune Radio Networks, Farm Journal Inc., 4 newspapers (including the *Chicago Tribune*), Tribune Media Services, 14 niche publications, Chicago Online, Orlando Sentinel Online, 33% of Qwest Broadcasting (owns TV stations in Atlanta and New Orleans), 31% of TV Food Network, 11.125% of The WB TV Network, 5% of America Online, 8.1% of Excite, 15.1% of Softkey, 4.4% of StarSight, 16% of Peapod (interactive online shopping), 54% of PNI

3 NBC

30 Rockefeller Plaza, New York 10112; (212) 664-4444

Robert Wright, president

24.648%/11 stations

WNBC-TV New York (NBC, ch. 4)	-1/6.987	-6.987
KNBC-TV Los Angeles (NBC, ch. 4)	-2/5.132	-5.132
WMAQ-TV Chicago (NBC, ch. 5)	-3/3.216	-3.216
WCAU-TV Philadelphia (NBC, ch. 10)	-4/2.761	-2.761
WRC-TV Washington (NBC, ch. 4)	-7/1.966	-1.966
WTVJ Miami (NBC, ch. 4)	-16/1.399	-1.399
KNSD-TV San Diego (NBC, ch. 39)	-27/.949	-.475
WNCN-TV Raleigh-Durham, N.C. (NBC, ch. 17)	-30/.826	-.826
WCMH Columbus, Ohio (NBC, ch. 4)	-34/.757	-.757
WJAR Providence, R.I. (NBC, ch. 10)	-46/.581	-.581
WVTM-TV Birmingham, Ala. (NBC, ch. 13)	-51/.548	-.548

LMA wwhc Columbus, Ohio (WB, ch. 53) -34/.757

Total -25.122 -24.648

The week of mega-deals

It took everyone by surprise. Viewers of ABC's *Good Morning America* on July 31, 1995, were the first to hear the news: Walt Disney Co. had agreed to purchase Capital Cities/ABC for \$15.5 billion, completely overshadowing the week's other media mega-merger—Westinghouse Electric's anticipated \$5.4 billion bid for CBS.

With the acquisition of the ABC network and stations, Disney created what may become the model for vertically integrated media companies, able not only to produce shows but to deliver them all the way to America's living rooms. Disney also was enticed by the endless promotional and marketing opportunities. Clearing the way for the deal was the demise of FCC rules barring common ownership of major



Michael Eisner and Tom Murphy

studios and broadcast networks.

The Westinghouse/CBS deal involved considerably fewer dollars, but it produced the largest TV group—15 stations covering 33% of the nation's TV homes. Both figures exceeded the ownership cap then in place, but the deal correctly anticipated the loosening of the federal ownership caps.

After eight years in control of CBS, Larry Tisch wanted to cash out. When Westinghouse met his asking price, he quickly cut the deal. Westinghouse CEO Michael Jordan had reviewed the many businesses in his conglomerate and concluded that broadcasting had the most attractive upside. He underscored the company's commitment to broadcasting last month, purchasing Infinity Broadcasting to create a radio behemoth of 83 stations in 15 top markets.



Michael Jordan and Larry Tisch

Other media holdings

NBC Television Network, CNBC, MSNBC (joint venture with Microsoft), A&E and The History Channel (joint venture with Hearst and Disney/ABC), American Movie Classics (joint venture with TCI and Cablevision), interest in Court TV, Bravo and Independent Film Channel (joint ventures with TCI and Cablevision), NewSport and Prime Sports Channel Networks (joint venture with Liberty Media and Rainbow Holdings), NBC SuperChannel Europe, NBC Asia, CNBC Asia, CNBC Europe

4 Disney/ABC

77 W. 66th St., New York 10023-6298; (212) 456-7777
Michael Eisner, Disney chairman; Robert Iger, ABC president
(NYSE:DIS)

24.065%/10 stations

WABC-TV New York (ABC, ch. 7)	-1/6.987	-6.987
KABC-TV Los Angeles (ABC, ch. 7)	-2/5.132	-5.132
WLS-TV Chicago (ABC, ch. 7)	-3/3.216	-3.216
WPVI-TV Philadelphia (ABC, ch. 6)	-4/2.761	-2.761
KGO-TV San Francisco (ABC, ch. 7)	-5/2.355	-2.355
KTRK-TV Houston (ABC, ch. 13)	-11/1.643	-1.643
WTVD Durham-Raleigh, N.C. (ABC, ch. 11)	-30/.826	-.826
KFSN-TV Fresno, Calif. (ABC, ch. 30)	-56/.503	-.525
WJRT-TV Flint, Mich. (ABC, ch. 12)	-60/.470	-.470
WTVG Toledo, Ohio (ABC, ch. 13)	-65/.423	-.423
Total	-24.316	-24.065

Other media holdings

ABC Radio Networks, ABC Television Network, Walt Disney Pictures, Touchstone Pictures, Hollywood Pictures, Caravan Pictures, Miramax Films, Walt Disney Television, Buena Vista Television, Touchstone Television, The Disney Channel, 21 Radio stations, 14% of Young Broadcasting (see below), 80% of ESPN/ESPN2 (which owns Creative Sports marketing, 80% of SportsTicker, 33% of Eurosport and 20% of Japan Sports Network), 37.5% of A&E and The History Channel (joint venture with Hearst and NBC), Hearst-ABC Video services (joint venture with Hearst), 50% of Lifetime TV (joint venture with Hearst and Viacom), Disney Interactive, Disney Televentures, Rainbow Holdings (joint venture with TCI and Cablevision), 7 daily newspapers (including Kansas City Star and Fort Worth Star-Telegram), Diversified Publishing Group (more than 100 periodicals) weekly newspapers in Ill., Mich., Ore., Pa., Fairchild Publications (14 periodicals), Institutional Investor (4 publications), International Medical News Group (6 publications), Chilton Enterprises, interests in German Tele-Munchen (50%) and RTL-2 (23%), French Hamster Productions and TV Sports of France, Tesoro of Spain, Scandinavian Broadcasting System (23%)

5 FOX

1999 S. Bundy Dr., Los Angeles 90025; (310) 369-2300
Chase Carey, chairman, Fox Television; Mitch Stern, president,
Fox Television stations

22.05%/12 stations

WYVW New York (Fox, ch. 5)	-1/6.987	-6.987
KTTV Los Angeles (Fox, ch. 11)	-2/5.132	-5.132
WFLD-TV Chicago (Fox, ch. 32)	-3/3.216	-1.608
WTFX Philadelphia (Fox, ch. 29)	-4/2.761	-1.381
WFXR Boston (Fox, ch. 25)	-6/2.214	-1.107
WTTG-TV Washington (Fox, ch. 5)	-7/1.966	-1.966
KRIV Houston (Fox, ch. 26)	-11/1.643	-.822
KDVR Denver (Fox, ch. 31)	-18/1.210	-.605
KSTU Salt Lake City (Fox, ch. 13)	-36/.685	-.685
WNOB-TV Memphis (Fox, ch. 13)	-42/.632	-.632
WGHP Greensboro, N.C. (Fox, ch. 8)	-47/.577	-.577
WBRC Birmingham, Ala. (Fox, ch. 6)	-51/.548	-.548
Total	-27.571	-22.05

Other media holdings

Parent company News Corp. (NYSE:NEWV) owns Fox Broadcasting Company, Fox Filmed Entertainment (20th Century Fox, Fox 2000, Fox Searchlight, Fox Family Films, Fox Animation Studios, Twentieth Century Fox Television, Twentieth Television), FX Networks (Fox, FXM: Movies from Fox), 40% of BSKyB, UK, Canal Fox and News Corp./Globo joint venture, Latin

Can he shop?!



Bud Paxson

"Shop" may as well be his middle name. Lowell W. "Bud" Paxson, chairman/owner of West Palm Beach, Fla.-based Paxson Communications Corp., has built an empire of TV stations that air only infomercials. Launched in January 1995 with four stations, Paxson's Infomall TV Network (inTV) now comprises 28 owned or operated stations and four affiliates. In his quest to blanket the country with inTV, Paxson this year made a host of acquisitions. His strongest market buys have come through the Christian Network, which Paxson co-founded and backs financially. By taking advantage of must carry and improving the stations' often marginal signals, the company intends to reach 85% of the cable homes in its markets (it now reaches 53.7%). Besides having advertisers pay for the programming, infomercials also allow major reductions in station operating expenses.

America, 49.9% of VOX, Germany, Fox Studios, 15% of Seven Network and 50% of Foxtel, Australia, Star TV and 49.9% of Zee TV, Asia, *New York Post*, 5 newspapers in the UK, including *The Times*, the *Sunday Times* and *The Sun*, 127 newspapers in Australia and the Pacific Basin, including *The Australian*, magazines and inserts in North America, Europe, Australia and the Pacific Basin, including *TV Guide*, HarperCollins U.S./UK/Australia, numerous printing plants, 71% of Sky Radio UK, 50% of Delphi Internet services, News Datacom and other media technology providers, interests in New World and Blackstar Communications

6 Silver King

12425 28th St. N., Suite 300, St. Petersburg, Fla. 33716-1826; (813) 573-0339
Barry Diller, chairman
(Nasdaq:SKTV)

20.002%/16 stations

WHSE-TV Newark, N.J. (HSN, ch. 68)	-1/6.987	-3.494
WHSI-TV New York (HSN, ch. 67)	-1/6.987	-3.494
KHSC-TV Los Angeles (HSN, ch. 42)	-2/5.132	-2.566
WEHS-TV Chicago (HSN, ch. 60)	-3/3.216	-1.608
WHSP-TV Philadelphia (HSN, ch. 65)	-4/2.761	-1.381
WHSR-TV Boston (HSN, ch. 66)	-6/2.214	-1.107
KHSX-TV Irving, Tex./Dallas (HSN, ch. 49)	-8/1.901	-.951
KHSH-TV Houston (HSN, ch. 67)	-11/1.643	-.822
WQHS-TV Cleveland (HSN, ch. 61)	-13/1.515	-.758
WBHS-TV Tampa, Fla. (HSN, ch. 50)	-15/1.456	-.728
WYHS-TV Miami (HSN, ch. 69)	-16/1.399	-.700
WHSW-TV Baltimore (HSN, ch. 24)	-23/1.023	-.512
WVUE New Orleans (Fox, ch. 8)	-41/.640	-.640
WALA-TV Mobile, Ala. (Fox, ch. 10)	-61/.455	-.455
KHON-TV Honolulu (Fox, ch. 2)	-70/.398	-.398
WLUK-TV Green Bay, Wis. (Fox, ch. 11)	-71/.388	-.388
Total	-31.128	-20.002%

Other media holdings

Home Shopping Network, Telemation Inc. (production), 25 LPTVS, non-voting 30.3-49% equity interest in TV stations wbsx Ann Arbor, Mich./Detroit; wbsf Melbourne, Fla.; kbss-TV Salem/Portland, Ore.; kevn-TV Rapid City-kvvv-TV Lead-Rapid City, S.D.; wvys Hammond, Ind./Chicago; wtmw Arlington, Va./Washington; ktvj Boulder, Colo./Denver; wmsl East St. Louis, Ill., and kpst-TV Vallejo, Calif./San Francisco

7 Paxson Communications

601 Clearwater Pk., West Palm Beach, Fla. 33401; (407) 659-4122
Lowell W. "Bud" Paxson, chairman/owner

17.974%/16 stations

WHA1-TV New York (Infomall, ch. 43)	-----1/6.987	-----3.494
KZKI Los Angeles (Inf., ch. 30)	-----2/5.132	-----2.566
WTGI-TV Philadelphia (Tel., ch. 61)	-----4/2.761	-----1.381
KLXV-TV San Francisco (Inf., ch. 65)	-----5/2.355	-----1.178
WGOT Boston (Inf., ch. 60)	-----6/2.214	-----1.107
WVNN Martinsb'g, W.Va./Washington (Inf., ch. 60)	-----7/1.966	-----983
WTLK-TV Atlanta (Inf., ch. 14)	-----10/1.652	-----826
KTFH-TV Houston (Inf., ch. 49)	-----11/1.643	-----822
WAKC-TV Cleveland (ABC/Inf., ch. 23)	-----13/1.515	-----758
KUBD Denver (Tel., ch. 59)	-----18/1.210	-----605
KWBF Phoenix (Inf., ch. 13)	-----17/1.220	-----1.220
WCEE St. Louis (Inf., ch. 13)	-----20/1.157	-----1.157
WTWS Hartford, Conn. (Inf., ch. 26)	-----26/951	-----476
WTJC Dayton, Ohio (Inf., ch. 26)	-----53/523	-----523
WAAP Greensboro, N.C. (Inf., ch. 16)	-----47/577	-----577
WPBF-TV Palm Beach, Fla. (ABC, ch. 25)	-----45/602	-----301

LMAs and time brokerage agreements

WNGM-TV Athens, Ga./Atlanta (Inf., ch. 34)	-----10/1.652	
WOAC-TV Canton, Ohio/Cleveland (Inf., ch. 67)	-----13/1.515	
KXLI Minneapolis (ch. 41)	-----14/1.473	
WFCT-TV Bradenton/Tampa, Fla. (Inf., ch. 66)	-----15/1.456	
WCTD Miami (Inf., ch. 35)	-----16/1.399	
WIRB Melbourne, Fla. (Inf., ch. 56)	-----22/1.041	
WHKE Kenosha, Wis./Milwaukee (Ind., ch. 55)	-----31/817	
WTVX-TV West Palm Beach, Fla. (UPN/WB, ch. 34)	-----45/602	
WHBI-TV West Palm Beach, Fla. (HSN, ch. 67)	-----45/602	
WODD Amsterdam/Albany, N.Y. (Inf., ch. 55)	-----52/529	
WSJN San Juan, P.R. (Inf., ch. 24)	-----N/A	
WRMY Rocky Mount, N.C./Raleigh (under construction)		
WJUE-TV Battle Creek, Mich. (construction permit)		
WOST Providence, R.I. (construction permit)		
KZAR Salt Lake City (construction permit)		
Total	-----39.18	-----17.974

Other media holdings

40 radio stations, Infomall Television Network, 4 state radio networks, 4 regional sports networks

8 Chris Craft/BHC/United Television

767 5th Ave., 46th Fl., New York 10153; (212) 421-0200

Herbert J. Siegel, chairman/president; Evan C. Thompson, executive vice president, television division
(NYSE:CCN); (ASE:BHC); (Nasdaq:UTVI)

17.704%/8 stations

WWOR-TV Secaucus, N.J./New York (UPN, ch. 9)	-----1/6.987	-----6.987
KCDP Los Angeles (UPN, ch. 13)	-----2/5.132	-----5.132
KVHK-TV San Francisco (UPN, ch. 44)	-----5/2.355	-----1.177
KMSP-TV Minneapolis (UPN, ch. 9)	-----14/1.473	-----1.473
KUTP Phoenix (UPN, ch. 45)	-----17/1.220	-----610
KPTV Portland, Ore. (UPN, ch. 12)	-----24/974	-----974
KTVX Salt Lake City (ABC, ch. 4)	-----36/685	-----685
KMOL-TV San Antonio, Tex. (NBC, ch. 4)	-----37/666	-----666
Total	-----19.492	-----17.704

Other media holding: The UPN Network

9 Gannett

1100 Wilson Blvd., Arlington, Va. 22234; (703) 284-6760

John C. Curley, chairman, Gannett Co. Inc.; Cecil L. Walker, president, Gannett Broadcasting
(US:GCI)

14.076%/15 stations

WUSA Washington (CBS, ch. 9)	-----7/1.966	-----1.966
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Covering the USA

Gannett became one of the top 10 broadcast groups with its \$1.7 billion purchase of Multimedia a year ago. In addition to newspapers, radio stations and cable systems, Gannett picked up five more TV stations. That gave it a total 15 stations and a reach of 14% of TV homes. The latest speculation has Gannett swapping its radio stations to Jacor Communications for two more TVs.



Chairman John Curley

WXIA-TV Atlanta (NBC, ch. 11)	-----10/1.652	-----1.652
WKYC-TV Cleveland (NBC, ch. 3)	-----13/1.515	-----1.515
KARE Minneapolis (NBC, ch. 11)	-----14/1.473	-----1.473
KPNX-TV Mesa, Ariz./Phoenix (NBC, ch. 12)	-----17/1.220	-----1.220
KUSA-TV Denver (NBC, ch. 9)	-----18/1.210	-----1.210
KSDK St. Louis (NBC, ch. 5)	-----20/1.157	-----1.157
WLWT Cincinnati (NBC, ch. 5)	-----29/827	-----827
KOCO-TV Oklahoma City (ABC, ch. 5)	-----43/611	-----611
WFMV-TV Greensboro, N.C. (CBS, ch. 2)	-----47/577	-----577
WTLV Jacksonville, Fla. (NBC, ch. 12)	-----55/507	-----507
KTHV-TV Little Rock, Ark. (CBS, ch. 11)	-----58/493	-----493
WBIR-TV Knoxville, Tenn. (NBC, ch. 10)	-----62/448	-----448
KVUE-TV Austin, Tex. (ABC, ch. 24)	-----64/435	-----218
WMAZ-TV Macon, Ga. (CBS, ch. 13)	-----123/202	-----202
Total	-----14.293	-----14.076

Other media holdings

11 radio stations, 92 daily newspapers (including *USA Today*), *Baseball Weekly*, non-daily publications in 35 states, Multimedia Cablevision

10 Univision

605 3rd Ave., New York 10158; (212) 455-5200

A. Gerald Perenchio, chairman, Univision Television Group
(NYSE:UVN)

12.8%/11 stations

WXTV Paterson, N.J./New York (Uni., ch. 41)	-----1/6.987	-----3.494
KMEX-TV Los Angeles (Uni., ch. 34)	-----2/5.132	-----2.566
WGBO-TV Chicago (Uni, ch. 66)	-----3/3.216	-----1.608
KDTV-TV San Francisco (Uni., ch. 14)	-----5/2.355	-----1.178
KUVN Dallas (Uni., ch. 23)	-----8/1.901	-----951
KXLN-TV Houston (Uni., ch. 45)	-----11/1.643	-----822
WLTV Miami (Uni., ch. 23)	-----16/1.399	-----700
KTVW-TV Phoenix (Uni., ch. 33)	-----17/1.220	-----610
KWEX-TV San Antonio, Tex. (Uni., ch. 41)	-----37/660	-----330
KLUZ-TV Albuquerque, N.M. (Uni, ch. 41)	-----48/577	-----289
KFTV Fresno, Calif. (Uni., ch. 21)	-----56/503	-----252
Total	-----25.593	-----12.80

Other media holding: Univision Network, manages Galavision

11 New World

3200 Windy Hill Rd., Suite 1100-West, Atlanta 30339; (770) 955-0045

Ronald O. Perelman, chairman; William C. Bevins, CEC
(Nasdaq:NWCG)

12.78%/10 stations

KOFW Dallas (Fox, ch. 4)	-----8/1.901	-----1.901
WJBK-TV Detroit (Fox, ch. 2)	-----9/1.813	-----1.813

Once upon a time, the television business was simple. Advertisers knew what they wanted. Government knew what the rules should be. The decision process was less frantic. Profits, it seemed, were easily obtainable if you just did your job well.

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The News Magazine of the Media

WAGA-TV Atlanta (Fox, ch. 5) -----	10/1.652	-----	-1.652
WJW-TV Cleveland (Fox, ch. 8) -----	13/1.515	-----	-1.515
WTVT Tampa, Fla. (Fox, ch. 13) -----	15/1.456	-----	-1.456
KSAZ-TV Phoenix (Fox, ch. 10) -----	17/1.220	-----	-1.220
KTVI-TV St. Louis (Fox, ch. 2) -----	20/1.157	-----	-1.157
WITI-TV Milwaukee (Fox, ch. 6) -----	31/1.817	-----	.817
WOAF-TV Kansas City, Mo. (Fox, ch. 4) -----	32/1.814	-----	-.814
KTBC Austin, Tex. (Fox, ch. 7) -----	64/1.435	-----	-.435

LMA: KOFI-TV Dallas (Ind., ch. 27) -----8/1.901
Total -----12.78 -----12.78

Other media holdings

New World Broadcast Group, New World Entertainment, New World/Genesis Entertainment, New World Sales and Marketing, equity interests in *Premiere* magazine and Guthy/Renker

12 Telemundo

2290 W. 8th Ave., Hialeah, Fla. 33010; (305) 882-8700
 Roland Hernandez, president

10.351%/8 stations

WNJU New York (Tel., ch. 47) -----	1/6.987	-----	-3.494
KVEA Los Angeles (Tel., ch. 52) -----	2/5.132	-----	-2.566
WSNS-TV Chicago (Tel., ch. 44) -----	3/3.216	-----	-1.608
KSTS San Jose, Calif. (Tel., ch. 48) -----	5/2.355	-----	-1.178
KTMO Houston (Tel., ch. 48) -----	11/1.643	-----	-.822
WSCV Fort Lauderdale, Fla. (Tel., ch. 51) -----	16/1.700	-----	-.350
KVOA San Antonio, Tex. (Tel., ch. 60) -----	37/1.666	-----	-.333
WKAO San Juan, P.R. (Tel., ch. 2) -----	N/A	-----	N/A
Total -----	20.699	-----	-10.351

Other media holdings: Telemundo Network, 13 LPTVs

13 Viacom (Paramount)

5555 Melrose Ave., Los Angeles 90038; (213) 956-5000
 Sumner M. Redstone, Viacom chairman; Anthony Cassara, president,
 Paramount station group
 (ASE:VIA)

10.222%/12 stations

WPSG Philadelphia (UPN, ch. 57) -----	4/2.761	-----	-1.381
---------------------------------------	---------	-------	--------

He loves L.A.

Vincent Young's Young Broadcasting leapt onto the top 25 list in April with its \$385 million purchase of KCAL(TV) Los Angeles. Reaching 5.132% of the nation's TV homes, the independent VHF station doubled the reach of the Young station group to 9.08%. Disney had to sell the station after it acquired KABC-TV Los Angeles as part of its purchase of Capital Cities/ABC. FCC rules now prohibit ownership of two TVs in a market, but Disney eventually may recapture KCAL should the FCC loosen its local ownership restrictions. Disney owns a 14% interest in Young Broadcasting and has options to substantially increase its stake.



Vincent Young

WSBK-TV Boston (UPN, ch. 38) -----	6/2.214	-----	-1.107
WOCA Washington (UPN, ch. 20) -----	7/1.966	-----	-.983
KTXA Fort Worth (UPN, ch. 21) -----	8/1.901	-----	-.951
WKBO Detroit (UPN, ch. 50) -----	9/1.813	-----	-.907
WUPA Atlanta (UPN, ch. 69) -----	10/1.652	-----	-.826
KTXH Houston (Ind., ch. 20) -----	11/1.643	-----	-.822
WBFS-TV Miami (Ind., ch. 33) -----	16/1.399	-----	-.700
KMOV St. Louis (UPN, ch. 4) -----	20/1.157	-----	-1.157
WVIT Hartford, Conn. (UPN, ch. 30) -----	26/1.951	-----	-.476
WNYT Albany, N.Y. (UPN, ch. 13) -----	52/1.529	-----	-.529
WHEC-TV Rochester, N.Y. (UPN, ch. 10) -----	73/1.383	-----	-.383
Total -----	18.369	-----	-10.222

Other media holdings

One World, Paramount Pictures, Paramount Television, 77% of Spelling Entertainment Group, MTV, VH1, Nickelodeon/Nick at Nite, Nick at Nite's TV Land, 50% of USA Network, Comedy Central and Sci-Fi Channel, Showtime, The Movie Channel, Sundance Channel, Flix, cable systems serving 1.1 million subs (are being sold), 10 radio stations, Macmillan Publishing, Blockbuster

14 Young Broadcasting

599 Lexington Ave., 47th Fl., New York 10022; (212) 688-5100
 Vincent Young, chairman
 (NASDAQ:YBTY)

9.076%/13 stations

KCAL Los Angeles (Ind., ch. 9) -----	2/5.132	-----	-5.132
WKRN Nashville (ABC, ch. 2) -----	33/1.799	-----	-.799
WTEN Albany, N.Y. (ABC, ch. 10) -----	52/1.529	-----	-.529
WCOC Adams, Mass./Albany, N.Y. (ch. 19) -----	-satellite of WTEN		
WRIC-TV Petersburg/Richmond, Va. (ABC, ch. 8) -----	53/1.523	-----	-.523
WATE-TV Knoxville, Tenn. (ABC, ch. 6) -----	62/1.448	-----	-.448
WBAY-TV Green Bay, Wis. (ABC, ch. 2) -----	71/1.388	-----	-.388
WLNS-TV Lansing, Mich. (CBS, ch. 6) -----	106/1.238	-----	-.238
KLFY-TV Lafayette, La. (CBS, ch. 10) -----	121/1.210	-----	-.210
WKBT LaCrosse, Wis. (CBS, ch. 8) -----	135/1.172	-----	-.172
WTVQ Rockford, Ill. (ABC, ch. 17) -----	136/1.171	-----	-.086
KWOC-TV Davenport, Iowa (NBC, ch. 6) -----	88/1.312	-----	-.312
KELO-TV Sioux Falls, S.D. (CBS, ch. 11) -----	105/1.239	-----	-.239
Total -----	9.161	-----	-9.076

15 Sinclair Broadcasting

2000 W. 41st St., Baltimore 21211; (410) 467-4545
 David Smith, president
 (NASDAQ:SBLI)

8.91%/22 stations

WPGH-TV Pittsburgh (Fox, ch. 53) -----	19/1.200	-----	-.600
KONL-TV St. Louis, Mo. (ABC, ch. 30) -----	20/1.157	-----	-.579
KOVR Sacramento, Calif. (CBS, ch. 13) -----	21/1.149	-----	-1.149
WBFF Baltimore (Fox, ch. 45) -----	23/1.023	-----	-.512
WTTV-WTTK Indianapolis (UPN, ch. 4/29) -----	25/1.966	-----	-.966
WSTR-TV Cincinnati (UPN, ch. 64) -----	29/1.827	-----	-.414
WLFL Raleigh-Durham, N.C. (Fox, ch. 22) -----	30/1.826	-----	-.413
WCGV-TV Milwaukee (Fox, ch. 24) -----	31/1.817	-----	-.409
KSMO-TV Kansas City, Mo. (Ind., ch. 62) -----	32/1.814	-----	-.407
WSYX Columbus, Ohio (ABC, ch. 6) -----	34/1.757	-----	-.757
WTTT Columbus, Ohio (Fox, ch. 28) -----	34/1.757	-----	-.379
WLOS Asheville, N.C. (ABC, ch. 13) -----	35/1.721	-----	-.721
WFBC-TV Greenville, S.C. (Ind., ch. 40) -----	35/1.721	-----	-.361
KABB-TV San Antonio, Tex. (Fox, ch. 29) -----	37/1.666	-----	-.333
WTVZ Norfolk, Va. (Fox, ch. 33) -----	40/1.646	-----	-.323
KOCB-TV Oklahoma City (UPN, ch. 34) -----	43/1.611	-----	-.306
WTTQ Birmingham, Ala. (Fox, ch. 21) -----	51/1.548	-----	-.274
WSMH Flint, Mich. (Fox, ch. 66) -----	60/1.470	-----	-.235
WKY-TV Lexington, Ky. (Fox, ch. 56) -----	68/1.404	-----	-.202
KOSM-TV Des Moines, Iowa (Fox, ch. 17) -----	72/1.385	-----	-.193
WYZZ-TV Peoria, Ill. (Fox, ch. 43) -----	109/1.234	-----	-.117

LMAs and time brokerage agreements

WPIT-TV Pittsburgh (UPN, ch. 28) -----	19/1.200		
--	----------	--	--

WNUV-TV Baltimore (UPN, ch. 54)	-----23/1.023	
WRDC-TV Raleigh-Durham, N.C. (Ind., ch. 28)	-----30/.826	
WVTV-TV Milwaukee (Ind., ch. 18)	-----31/.817	
KRRV-TV Kerrville, Tex. (UPN, ch. 35)	-----37/.666	
WABM-TV Birmingham, Ala. (UPN, ch. 68)	-----51/.548	
WDBB-TV Tuscaloosa, Ala. (Fox, ch. 17)	-----187/.060	
Total	-----14.28	-----8.91

Other media holdings: 33 radio stations

16 Scripps Howard

312 Walnut St., 28 Fl., Cincinnati 45201; (513) 977-3000
William P. Burleigh, president, EW Scripps; James M. Hart, senior VP,
television division
(NYSE:SPP)

8.004%/9 stations

WXYZ-TV Detroit (ABC, ch. 7)	-----9/1.813	-----1.813
WEWS Cleveland (ABC, ch. 51)	-----3/1.515	-----1.515
WFTS Tampa, Fla. (ABC, ch. 28)	-----15/1.456	-----1.456
KNXV-TV Phoenix (ABC, ch. 15)	-----17/1.220	-----1.220
WMAR-TV Baltimore (ABC, ch. 2)	-----23/1.023	-----1.023
WCPO-TV Cincinnati (ABC, ch. 9)	-----29/.827	-----.827
KSHB-TV Kansas City, Mo. (NBC, ch. 41)	-----32/.814	-----.814
WPTV West Palm Beach, Fla. (NBC, ch. 5)	-----45/.602	-----.602
KJRH Tulsa, Okla. (NBC, ch. 2)	-----59/.479	-----.479

LMA

KMCI Lawrence, Kan. (HSN, ch. 38)	-----32/.814	
Total	-----9.749	-----8.004

Other media holdings

Home & Garden Television, daily newspapers in 16 markets, United Media, Scripps Howard Productions, Cinetel Productions

17 A.H. Belo

Communications Center, Dallas 75265; (214) 977-6606
Robert W. Decherd, chairman/president
(NYSE:BLC)

7.986%/7 stations

WFAA-TV Dallas (ABC, ch. 8)	-----8/1.901	-----1.901
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Top of the heap

What company owns the most TV stations? The surprising answer: Baltimore-based Sinclair Broadcast Group Inc. Its \$1.2 billion purchase last April of River City Broadcasting swelled its TV station total from 19 to 25. But because most of the TV stations are in smaller markets, Sinclair is only the 15th-largest group when ranked by audience reach. Sinclair also has gained leverage in dealing with programers and other service providers through so-called local marketing agreements that give it control of six additional stations. (Counting the River City properties, Sinclair also owns 34 radio stations.)



President David Smith

KHOU-TV Houston (CBS, ch. 11)	-----11/1.643	-----1.643
KIRO-TV Seattle (UPN, ch. 7)	-----12/1.528	-----1.528
KXTV Sacramento, Calif. (ABC, ch. 10)	-----21/1.149	-----1.149
WVEC-TV Norfolk, Va. (ABC, ch. 13)	-----40/.646	-----.646
WWL-TV New Orleans (CBS, ch. 4)	-----41/.640	-----.640
KOTV Tulsa, Okla. (CBS, ch. 6)	-----59/.479	-----.479
Total	-----7.986	-----7.986

Other media holdings

Belo Productions Inc., 5 newspapers (including the *Dallas Morning News*), 7 community newspapers, DFW Printing Co. Inc., buying 21% of Press-Enterprise Co.

18 Cox Broadcasting

1400 Lake Hearn Dr., Atlanta 30348; (404) 843-5000
Nicholas D. Trigony, president

7.742%/7 stations

KTVU Oakland, Calif. (Fox, ch. 2)	-----5/2.355	-----2.355
WSB-TV Atlanta (ABC, ch. 2)	-----10/1.652	-----1.652
WPXI Pittsburgh (NBC, ch. 11)	-----19/1.200	-----1.200
WFTV Orlando, Fla. (ABC, ch. 11)	-----22/1.041	-----1.041
WSOC-TV Charlotte, N.C. (ABC, ch. 9)	-----28/.837	-----.837
WHIO-TV Dayton, Ohio (CBS, ch. 7)	-----53/.523	-----.523
KFOX-TV El Paso (Fox, ch. 14)	-----99/.268	-----.134

LMAs

WZLW Orlando (Ind., ch. 27)	-----22/1.041	
WKAY Charlotte, N.C. (Ind., ch. 55)	-----28/.837	
WUPL New Orleans (UPN, ch. 54)	-----41/.640	
KAME-TV Reno (ch. 21, Fox)	-----120/.210	
KRXI Reno (ch. 11, UPN)	-----120/.210	
Total	-----8.726	-----7.742

Other media holdings

Parent company Cox Enterprises owns 38 radio stations, has LMA for FM in La Grange, Ga., Rysher Entertainment, 18 daily and 6 weekly newspapers, Cox Communications cable systems, 14.65% of TeleWest UK, 10.43% of PrimeStar, 25% of Discovery Channel; investor in The Learning Channel, E!, Outdoor Life (41%), Speedvision (39%), UK Living, UK Gold, 50% of GEMS Television, TeleRep, Cox Video Marketing

19 Hearst

959 Eighth Ave., New York 10019; (212) 649-2300
Frank A. Bennack Jr., president; John G. Conomikes, vice president/general manager, broadcasting

7.319%/7 stations

WCVB-TV Boston (ABC, ch. 5)	-----6/2.214	-----2.214
WTMV Lakeland/Tampa, Fla. (WB, ch. 32)	-----15/1.456	-----1.456
WTAE-TV Pittsburgh (ABC, ch. 4)	-----19/1.200	-----1.200
WBAL-TV Baltimore (NBC, ch. 11)	-----23/1.023	-----1.023
WISN-TV Milwaukee (ABC, ch. 12)	-----31/.817	-----.817
KMBC-TV Kansas City, Mo. (ABC, ch. 9)	-----32/.814	-----.814
WDTN Dayton, Ohio (ABC, ch. 2)	-----53/.523	-----.523
Total	-----8.047	-----7.319

Other media holdings

3 AMs, 3 FMs, 37.5% of A&E and The History Channel, 20% of ESPN Inc., 50% of Lifetime TV, New England Cable News (joint venture with Continental Cablevision), Hearst-ABC Video services (joint venture with Disney/ABC), 12 daily and 5 weekly newspapers, 16 consumer magazines, approx. 15 business publications, 9 magazines in the UK, interest in 68 foreign editions

20 Post-Newsweek

3 Constitution Plaza, 14th Fl., Hartford, Conn. 06103; (203) 493-6530
G. William Ryan, president
(NYSE:WPO)

6.979%/6 stations

WDIV Detroit (NBC, ch. 4) -----	-9/1.813	-----	-1.813
KPRC-TV Houston (NBC, ch. 2) -----	-11/1.643	-----	-1.643
WPLG Miami (ABC, ch. 10) -----	-16/1.399	-----	-1.399
WFSB Hartford, Conn. (CBS, ch. 3) -----	-26/.951	-----	-.951
KSAT-TV San Antonio, Tex. (ABC, ch. 12) -----	-37/.666	-----	-.666
WJXT Jacksonville, Fla. (CBS, ch. 4) -----	-55/.507	-----	-.507
Total -----	-6.979	-----	-6.979

Other media holdings

Parent company Washington Post Co. owns PASS Sports, Post-Newsweek Cable, Digital Inc., Gazette Newspapers, The Herald, 2 newspapers, including *Washington Post*, 50% of *International Herald Tribune*, *Newsweek* magazine, including international editions

21 LIN Television

4 Richmond Sq., Providence, R.I. 02906; (401) 454-2880
Gary R. Chatman, president
(NASDAQ:LNTV)

6.310%/9 stations

KXAS-TV Fort Worth (NBC, ch. 5) -----	-8/1.901	-----	-1.901
WISH-TV Indianapolis (CBS, ch. 8) -----	-25/.966	-----	-.966
WTNH-TV New Haven, Conn. (ABC, ch. 8) -----	-26/.951	-----	-.951
WOOD-TV Grand Rapids, Mich. (NBC, ch. 8) -----	-38/.665	-----	-.665
WIVB-TV Buffalo, N.Y. (CBS, ch. 4) -----	-39/.663	-----	-.663
WAVY-TV Portsmouth, Va. (NBC, ch. 10) -----	-40/.646	-----	-.646
KXAN-TV Austin, Tex. (NBC, ch. 36) -----	-64/.435	-----	-.218
WAND Decatur, Ill. (ABC, ch. 17) -----	-81/.349	-----	-.175
WANE-TV Fort Wayne, Ind. (CBS, ch. 15) -----	-103/.249	-----	-.125

LMAs

KXPX Dallas/Fort Worth (Ind., ch. 39) -----	-8/1.901	-----	
WBNE [WTVU] Hartford, Conn. (WB, ch. 59) -----	-26/.951	-----	
WVBT Norfolk, Va. (WB/Fox, ch. 43) -----	-40/.646	-----	
KNVA Austin, Tex. (WB, ch. 54) -----	-64/.435	-----	
Total -----	-6.825	-----	-6.310

22 Providence Journal

75 Fountain St., Providence, R.I. 02902; (401) 277-7000
Stephen Hamblett, president
(NYSE:PRJ)

5.397%/11 stations

KING-TV Seattle (NBC, ch. 5) -----	-12/1.528	-----	-1.528
KGW-TV Portland, Ore. (NBC, ch. 8) -----	-24/.974	-----	-.974
WCNC-TV Charlotte, N.C. (NBC, ch. 36) -----	-28/.837	-----	-.419
KASA-TV Santa Fe, N.M. (Fox, ch. 2) -----	-48/.577	-----	-.577
WHAS-TV Louisville, Ky. (ABC, ch. 11) -----	-50/.567	-----	-.567
KHNL Honolulu (NBC, ch. 13) -----	-70/.398	-----	-.398
KHBC-TV Hilo, Hawaii (ch. 2) -----	-satellite of KHNL	-----	
KOGG Wailuku, Hawaii (ch. 15) -----	-satellite of KHNL	-----	
KREM-TV Spokane, Wash. (CBS, ch. 2) -----	-74/.382	-----	-.382
KMSB-TV Tucson, Ariz. (Fox, ch. 11) -----	-80/.359	-----	-.359
KTVB Boise, Idaho (NBC, ch. 7) -----	-127/.193	-----	-.193

LMAs

KFVE-TV Honolulu (UPN, ch. 5) -----	-70/.398	-----	
KSKN-TV Spokane, Wash. (Ind./HSN, ch. 22) -----	-74/.382	-----	
KTTU-TV Tucson, Ariz. (UPN, ch. 18) -----	-80/.359	-----	
KONG-TV Seattle (not yet on air)			
Total -----	-5.815	-----	-5.397

Other media holdings

Providence Journal-Bulletin, NorthWest Cable News, 46% (managing general partner) of Food TV Network, majority owner of America's Health Network, 1 LPTV, Rhode Island Horizons (local online service), investor in Peapod (interactive online shopping) and StarSight

23 Pulitzer

101 S. Hanley Rd., Suite 1250, St. Louis 63105-3428; (314) 721-7335
Ken J. Elkins, senior VP, broadcasting

(NYSE:PTZ)

5.205%/10 stations

WESH Daytona Beach, Fla. (NBC, ch. 2) -----	-22/1.041	-----	-1.041
WYFF Greenville, S.C. (NBC, ch. 4) -----	-35/.721	-----	-.721
WDSU New Orleans (NBC, ch. 6) -----	-41/.640	-----	-.640
WGAL Lancaster, Pa. (NBC, ch. 8) -----	-44/.604	-----	-.604
WXII Winston-Salem, N.C. (NBC, ch. 12) -----	-47/.577	-----	-.577
KOAT-TV Albuquerque, N.M. (ABC, ch. 7) -----	-48/.577	-----	-.577
KOCT Carlsbad, N.M./Albuquerque (ch. 6) -----	-satellite of KOAT	-----	
KCCI-TV Des Moines, Iowa (NBC, ch. 8) -----	-72/.385	-----	-.385
KETV Omaha (ABC, ch. 7) -----	-75/.376	-----	-.376
WLKY Louisville, Ky. (CBS, ch. 32) -----	-50/.567	-----	-.284
Total -----	-5.488	-----	-5.205

Other media holdings

1 AM, 1 FM, *St. Louis Post-Dispatch*, *Arizona Daily Star*, Scripps League Newspapers (16 daily newspapers, 30 non-daily publications)

24 Ellis Acquisitions/Raycom Media

One Buckhead Plaza, 3060 Peachtree Rd., Suite 340, Atlanta 30305;
(404) 240-0924
Stephen I. Burr, principal

4.04%/22 stations

WMC-TV Memphis (NBC, ch. 5) -----	-42/.632	-----	-.632
WTNZ-TV Knoxville, Tenn. (Fox, ch. 43) -----	-62/.448	-----	-.224
WUPW Toledo, Ohio (Fox, ch. 36) -----	-65/.423	-----	-.212
WSTM-TV Syracuse, N.Y. (NBC, ch. 3) -----	-69/.401	-----	-.401
KSLA-TV Shreveport, La. (CBS, ch. 12) -----	-76/.374	-----	-.374
KOLD-TV Tucson, Ariz. (CBS, ch. 13) -----	-80/.359	-----	-.359
WZVN-TV Naples, Fla. (ABC, ch. 26) -----	-84/.319	-----	-.160
WACH-TV Columbia, S.C. (Fox, ch. 57) -----	-89/.312	-----	-.156
WJTV Jackson, Miss. (CBS, ch. 12) -----	-91/.299	-----	-.299
WHLT Hattiesburg, Miss. (ch. 22) -----	-satellite of WJTV	-----	
WSAV-TV Savannah, Ga. (NBC, ch. 3) -----	-100/.265	-----	-.265
KSFY-TV Sioux Falls, S.D. (ABC, ch. 13) -----	-105/.239	-----	-.239
KABY-TV Aberdeen, S.D. (ch. 9) -----	-satellite of KSFY	-----	
KPRY-TV Pierre, S.D. (ch. 4) -----	-satellite of KSFY	-----	
WPBN-WTOM-TV Cadillac, Mich. (NBC, ch. 4/7) -----	-117/.215	-----	-.215
KAME-TV Reno (Fox, ch. 21) -----	-120/.210	-----	-.105
KNDO Yakima, Wash. (NBC, ch. 23) -----	-124/.202	-----	-.101
KNOU Yakima, Wash. (ch. 25) -----	-satellite of KNDO	-----	
WECT Wilmington, N.C. (NBC, ch. 6) -----	-155/.129	-----	-.065
WDAM-TV Hattiesburg, Miss. (ch. 7, NBC) -----	-165/.102	-----	-.102
WLUC-TV Marquette, Mich. (ABC-NBC-Fox, ch. 6) -----	-175/.086	-----	-.086
KTVO Ottumwa, Iowa (ABC, ch. 3) -----	-200/.045	-----	-.045
Total -----	-5.06	-----	-4.040

Other media holding: Raycom Inc.

25 Allbritton Communications

800 17th St. N.W., Ste. 301, Washington 20006; (202) 789-2130
Joseph Allbritton, chairman

3.942%/8 stations

WJLA-TV Washington (ABC, ch. 7) -----	-7/1.966	-----	-1.966
WHTM-TV Harrisburg, Pa. (ABC, ch. 27) -----	-44/.604	-----	-.302
KATV Little Rock, Ark. (ABC, ch. 7) -----	-58/.493	-----	-.493
KTUL Tulsa, Okla. (ABC, ch. 8) -----	-59/.479	-----	-.479
WSET-TV Lynchburg, Va. (ABC, ch. 13) -----	-67/.414	-----	-.414
WCIV-TV Charleston, S.C. (NBC, * ch. 4) -----	-108/.235	-----	-.235
WCFT-TV Tuscaloosa, Ala. (ABC, ch. 33) -----	-187/.060	-----	-.030
WJSU-TV Anniston, Ala. (ABC, ch. 40) -----	-199/.045	-----	-.023
Total -----	-4.296	-----	-3.942

Other media holdings

Newschannel 8 (Washington), *Westfield Evening News*
*affiliation due to change to ABC

Supreme Court raises questions, offers few answers

Lawyers debate impact of cable indecency decision

By Chris McConnell

In its muddled set of holdings on cable indecency late last month the Supreme Court offered some hints, but few clear answers, on the future of scrambling requirements, must carry and other rules.

A series of majority opinions in *Denver Area Educational Telecommunications Consortium et al. v. FCC* held that cable operators could refuse to carry on leased-access channels programs that they deem indecent. But the court also said operators could not be forced to scramble indecent leased-access programs that they do not refuse.

Additionally, the court struck down a federal provision that allowed cable operators to refuse carriage to indecent programs on public, educational and government (PEG) channels.

"I don't think that anyone on any side of these cases was doing high-fives on Friday night," says the Media Access Project's Andrew Schwartzman. "It shows the Supreme Court at war over a case-by-case-by-case analysis," says NCTA's Dan Brenner. Brenner and others think that Justice Stephen Breyer's 39-page opinion demonstrated his reluctance to set precedents for other cases.

But lawyers interviewed were not reluctant to speculate on the impact of this decision on at least five other cases:

Cable scrambling rules

The 1996 Telecommunications Act requires cable operators to scramble the audio and video of "sexually explicit" programming channels so that nonsubscribers cannot receive them. Operators not scrambling the audio and video are

barred from delivering the channels between 6 a.m. and 10 p.m., under the FCC rule implementing the clause.

Playboy Entertainment and Spice Networks have challenged the rule and



so far have obtained a temporary injunction from a U.S. district court in Delaware barring the rule from taking effect. The case will go directly to the Supreme Court if the lower court finds the provisions unconstitutional.

Justice Breyer said in his *Denver* opinion that the scrambling rule and V-chip provisions "are significantly less restrictive" than the leased-access scrambling rule struck down in the court's decision.

Several lawyers are reluctant, however, to take that comment as a strong indication that the court will uphold the scrambling requirement.

"I wouldn't read too much into that," says Robert Corn-Revere, a lawyer representing Playboy in that company's challenge to the scrambling rule, noting the decision's limitations on government restrictions.

"The narrow tailoring [of government restrictions] is going to be a big

issue in all these cases," says First Amendment lawyer Timothy Dyk. Schwartzman says that Playboy's challenge may show the scrambling requirement to be more restrictive than the V-chip.

Must carry

Justices are expected to hear this fall a challenge to the requirement that cable systems carry local broadcasters opting for mandatory carriage.

Lawyers suggest that Breyer, the only justice who has not previously reviewed the law, could be a swing vote in the court's next must-carry decision. Some lawyers representing cable clients say they are encouraged by his support for the least restrictive means possible to protect children.

Others point to a footnote from another opinion in the case in which Chief Justice William Rehnquist and justices Antonin Scalia and Clarence Thomas pointed to DBS and other cable competitors to suggest that local cable operators no longer merit different treatment from other "First Amendment speakers."

The NAB's Jack Goodman counters that the must-carry case raises economic issues regarding protection for broadcasters that are not present in the indecency case. "These are very different cases," Goodman says. Dyk says he does not see "any tea leaves there to be read" on the potential must-

carry outcome.

Leased/PEG access channels

In addition to challenging must-carry provisions, cable operators are challenging the constitutionality of requiring leased- and PEG access channels in a case pending before the U.S. Court of Appeals in Washington.

Cable lawyer Frank Lloyd cites another footnote from the Rehnquist/Scalia/Thomas opinion in which the justices cited arguments against the constitutionality of requiring the channels. "That's a good sign," says another cable industry lawyer.

But others voice doubts that a majority of the court will find the requirement unconstitutional. One lawyer points to positive statements about leased-access channels found in the majority opinion.

Antiabortion advertising

The FCC has said that broadcasters can

schedule potentially indecent antiabortion ads for times when children are less likely to be in the audience. A challenge to that ruling from a political candidate who sought to air graphic antiabortion ads is pending in the U.S. Court of Appeals in Washington.

Some lawyers draw a comparison between the FCC's ruling on that issue and the provision, upheld by the Supreme Court, that cable operators be permitted to reject indecent programming on leased-access channels.

Although not specifically discussing the antiabortion issue, Dyk notes that the court recognized a substantial government interest in protecting children from indecency.

But Schwartzman, who is representing challengers to the FCC's antiabortion ad ruling, maintains that the case does not involve a constitutional question, but rather the commission's interpretation of a law.

Internet indecency

A federal appeals court in Philadelphia last month barred enforcement of a law prohibiting distribution of indecent material to minors over the Internet. The case goes next to the Supreme Court.

Discussing the Supreme Court's reluctance to issue a broad decision, several lawyers point to Justice David Souter's comment that the court "should be shy about saying the final

word today about what will be acceptable tomorrow."

Souter quoted from a Yale law review article on "cyberlaw," saying, "If we had to decide today...just what the First Amendment should mean in cyberspace...we would get it fundamentally wrong."

Others say that the cable ruling could still affect a review of the Internet case. Although the lower court criticized the indecency standard's "vagueness," the Supreme Court found that the definition met constitutional standards. Dyk says a key issue will be whether the decision to uphold the indecency definition will carry over from cable indecency to Internet indecency. ■

Pro-Democrat media in violation

Republican presidential candidate Bob Dole said last week that the media is so pro-Democrat that it may be in violation of FCC rules. "My view is—as I've said time and time again—the liberal media...goes right back to the Democratic line. I mean, you may be violating FCC regulations by always sticking up for the Democrats, advertising their line on your show," Dole said during an appearance on the *Today* show. Dole is upset over reports about his alleged close ties to the tobacco industry. "As far as I know, they're in a legal business, and I assume that maybe NBC may be sponsored in some part by tobacco companies," he said.

Cable Services reorganizing

The FCC announced a major reorganization of the Cable Services Bureau last week with eight people getting new jobs. The changes come in the wake of Mary Ellen Burns's departure from the bureau to become deputy chief of the Mass Media Bureau. It also comes after Brian Foucart, special assistant to Bureau Chief Meredith Jones, left the commission for a position with the Clinton/Gore re-election campaign. Foucart handled negotiations with cable companies over the so-called social compact settlements over rate regulation. In his place, the settlements will be handled by associate bureau chiefs Barbara Esbin and Marjorie Greene. Other appointments include: Elizabeth Beaty, chief of the financial analysis division; Gary Laden, chief of the consumer protection and competition division; JoAnn Lucanik, chief of the policy and rules division; Margo Domon, assistant bureau chief, office of government and public outreach; Micahel Perko, director, government outreach, office of government and public outreach, and Morgan Broman, director, media relations.

Justice appeals indecency ruling

Justice Department lawyers appealed the recent Internet indecency ruling to the Supreme Court last week. Citing

First Amendment concerns, a lower court threw out the Communications Decency Act last month. The CDA, enacted as part of the Telecommunications Act of 1996, effectively banned pornography on the Internet. When Congress passed the CDA last January, it also included a provision that put it on the fast track for Supreme Court review.



Washington Watch

Edited By Chris McConnell

Minority ownership flat

Minority broadcast ownership totals 330 stations, or 2.9% of the market, according to the latest National Telecommunications and Information Administration study.

Minority ownership, which covers properties owned by African Americans, Hispanics, Asians and Native Americans, has remained stable during the past three years, says the NTIA. According to the report, 175

of 4,906 AM stations are owned by minorities, 118 of 5,385 FM stations, and 37 of 1,221 commercial TV stations.

'Dateline,' Larry King criticized

Also last week, the conservative Media Research Center criticized *Dateline NBC* and CNN's *Larry King Live* for canceling interviews with author and former FBI agent Gary Aldrich. Among the claims in Aldrich's book, "Unlimited Access," is that President Clinton evaded Secret Service agents in order to make late-night forays to a Washington hotel. The White House says the book is not credible and that Aldrich should not be given a platform in the mass media. Pointing to the networks' willingness to air Anita Hill's "unproven allegations" of sexual harassment by Supreme Court nominee Clarence Thomas and author Kitty Kelley's book detailing former first lady Nancy Reagan's alleged use of astrology to plan President Reagan's schedule, the Media Research Center says there is a double standard at work. ■

NBC and affiliates 'agree to disagree'

Two sides are far apart on using TV network to cross-promote MSNBC

By Steve McClellan

With one week before launch, NBC and its affiliates are still at odds over the issue of how the network will cross-promote MSNBC, its new cable/online venture with Microsoft.

Last week, NBC Network Television President Neil Braun responded to a letter from the affiliate board a week earlier that outlined affiliate concerns with cross-promoting MSNBC (particularly day-and-date or tune-in promotions) on NBC. Some affiliates fear that such promo-

tion will drive viewership away from their stations.

The bottom line, says one network insider, is that the network and the affiliates will have to "agree to disagree" on the issue for the time being. The network intends to do tune-in promotion, but Braun told affiliates that NBC will commission a research project to try to ascertain the net impact of such promotion on local station audience flow.

"Affiliates are upset by this issue of cross-promotion," says Ken Elkins,



president of Pulitzer Broadcasting and chairman of the NBC affiliates advisory board. "It's a mistake," he said, as were trade magazine advertisements several weeks ago that said network news stars "Tom, Katie, Bryant, Jane and Brian will start a revolution" with their participation in MSNBC.

"The affiliates and I will have a lot of objections if they try to use those folks interchangeably with MSNBC and the network," says Elkins. Others agreed, citing tune-in promotion as the line in the sand. "I support the MSNBC concept, but the devil is in the details," says Edward L. Munson, general manager of WAVY(TV) Norfolk, Va. "I would have a big problem with day-and-date promotion and would need to have a long discussion with [network executives] before agreeing to do it."

Braun declined to comment, and a network spokesperson said Braun preferred to continue the discussion directly with affiliates. But in his letter, a copy of which was obtained by BROADCASTING & CABLE, Braun said: "We understand that many affiliates strongly believe tune-in advertising may divert viewership away their stations. However, there are other affiliates, especially those with LMAs and local cable channels, that believe that careful, clever [two-way] cross-promotions will enhance the station's news image and build its audience." ■

Reiser gets Emmy gig



Mad About You star Paul Reiser will host the 48th annual *Primetime Emmy Awards*, to be broadcast live Sept. 8 on ABC.

Reiser, also creator and executive producer of the hit NBC sitcom, is no stranger to award shows, having hosted the Grammys and the People's Choice Awards in 1994. *Mad About You* has earned 15 Emmy nominations during the past three seasons, including two consecutive nods for best comedy series.

Reiser will be the first solo host of an Emmy telecast since Angela Lansbury presided over the ceremony in 1993. Ellen DeGeneres and Patricia Richardson co-hosted in 1994; Cybill Shepherd and Jason Alexander shared the job last year. Reiser will be joined by Oprah Winfrey and Michael J. Fox, both of whom will introduce various segments of the show. —CL

Gore seeks 3-hour kids programing

Vice President compares TV violence to smoking

By Cynthia Littleton

Vice President Gore compared excessive television violence to cigarette advertising campaigns that subtly encourage kids to smoke, as he again pushed for the three-hour children's educational standard at the Show-Biz Expo in Los Angeles last week.

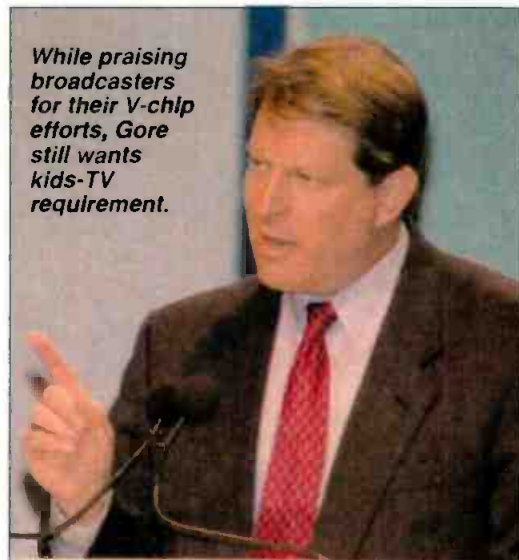
"Study after study has shown that the link between viewing lots of violent imagery and being violent is becoming as well established as the linkage between smoking and lung cancer," said Gore, who called on the industry to practice good corporate citizenship. "Three hours of educational programing per week really isn't too much to ask." FCC commissioners are on the verge of establishing a three-hour standard on children's educational pro-

graming. Stations applying for license renewal would have to demonstrate that they had provided three hours per week or had made other efforts toward education—such as financing children's programing—of approximately equal value.

"Shows like the [Fox Children's Network's] *Mighty Morphin Power Rangers* are just not good for children," Gore said. "Anybody who's ever seen a young child after they've watched the show understands why.... Shows like the *Power Rangers* project an image of violence that is simultaneously sugary and sociopathic."

The Vice President was the second White House voice to attack the *Power Rangers* in recent days. First Lady Hillary Clinton late last month said that

While praising broadcasters for their V-chip efforts, Gore still wants kids-TV requirement.



the show had no place on any lineup purporting to be children's programing (BROADCASTING & CABLE, July 1).

At the same time, Gore praised the industry for taking a responsible stand on the issue of TV violence. Following a White House meeting with President Clinton last February, industry leaders voluntarily, if begrudgingly, agreed to implement a ratings system to work in conjunction with the V-chip program-blocking device.

Asked if the administration will push to have the V-chip ratings system offer a special designation to children's TV shows that satisfy the three-hour educational standard, Gore told BROADCASTING & CABLE: "I just assumed they would work together in some way."

Gore added that President Clinton will address the V-chip ratings and the children's educational standard in his follow-up meeting with industry leaders by the end of July. ■

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All American goes in-house with licensing, merchandising

All American Communications Inc. has created an in-house licensing and merchandising division. It will develop and oversee those functions for all of AACI's television properties, including those of recently acquired Mark Goodson Productions. Robert Stone, previously with licensing and merchandising agency Meridian Worldwide, will head the new division, which also will seek outside clients.

Valenti calls V-chip 'quick fix'

MPAA head expects TV ratings system by early '97

By Cynthia Littleton

The gatekeeper for television's planned ratings system calls the V-chip "a quick-fix political remedy" and a poor substitute for parental supervision.

"The V-chip is a charade—[program] labeling is a charade—if parents are now allowing seven-year-olds to watch *Friends*," said Jack Valenti, president of the Motion Picture Association of America, addressing the ShowBiz Expo's panel on the V-chip late last month. "The V-chip is a quick-fix political remedy. Politicians have learned that their numbers go up if they trash TV."

Valenti, who heads the group that will be implementing the ratings code, expects to be "pilloried and assaulted from all sides" when ratings plans are released next February.

He said the Washington-based implementation group expects to begin focus-group testing in October with a range of approaches. The goal is to present a detailed proposal to industry leaders by December or January.

But, he added, if Congress tries to interfere, "we'll be in court in a minute" to challenge the legislation on constitutional grounds.

"The most interesting act of this play has yet to play out," said Marty Franks, CBS senior vice president, Washington. "When our plan is out there, will Congress refrain from intervening? If the government tries to improve on our system, we will be in court."

Judging by Congress's track record on this hot-button issue, the government may yet have more to say about the design of the ratings system.

Yet, said Jeffrey Cole, director of the University of California-Los Angeles Center for Communication Policy, the networks already were demonstrating a commitment to toning down the violence on television even before use of the V-chip became law.

"The process was moving along pretty smoothly until the V-chip came along," said Cole, who leads a network-sponsored project that monitors TV violence. A year ago, he said, it was unimaginable that the networks could be pushed into a ratings code.

David Levy, executive director of

the Caucus for Producers, Writers & Directors, argued that V-chip ratings should do more than tell parents that a program might be unsuitable for children. He suggested a plan similar to the one implemented in Canada, in which shows are rated according to an "intensity scale" from 0-3, based on language, sex and violence.

Although the new law does not require the industry to rate its programs, it does direct the FCC to design a ratings code if a voluntary plan is not in place by early next year. Ignoring that mandate could boost political pressure at a time when broadcasters and legislators are squaring off over the allocation of digital broadcasting spectrum.

CBS's Franks said the networks have not challenged the legislation thus far because it might endanger the opportunity to create their own system.

The shallowness of the political debate, said Franks, has given a false

impression of the level of sex and violence on TV, especially to many key lawmakers who admit they don't watch much television.

Few, if any, of last season's regular series would qualify for more than a PG-13 rating by MPAA standards, panelists agreed. News and sports will be exempted from the ratings, even though local newscasts are often driven by footage of real-life violence. ■

Big splash planned for 'Flash'

Hearst Entertainment's newly formed licensing unit is planning a major merchandising effort to accompany the fall launch of its animated weekly *Flash Gordon*. The company has tapped former Merve Entertainment executive William Jemas Jr. to head the department.

March 1996

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen June 24-30

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 41	abc	CBS	NBC	Fox	UPN
	7.8/14	8.8/16	7.1/13	3.9/7	2.3/4
MONDAY	8:00 49. The Marshal 6.5/12	8. The Nanny 10.0/19	38. Fresh Prince 7.0/14	83. Ned and Stacey 3.6/7	88. Star Trek: Voyager 2.7/5
	8:30	15. Dave's World 9.3/17	28. Fresh Prince 7.8/14	88. Last Frontier 3.1/6	
	9:00 21. ABC Monday Night Movie—Ride with the Wind 8.5/15	21. Murphy Brown 8.5/15	38. NBC Monday Night Movie—Singles 7.0/12	76. L.A. Firefighters 4.5/8	106. Nowhere Man 1.9/3
	9:30	14. Cybill 9.4/16			
	10:00 29. Chicago Hope 7.7/14				
TUESDAY	8:00 29. Roseanne 7.7/16	6.5/12	8.8/17	6.1/12	2.3/4
	8:30 41. Drew Carey 6.9/14	60. John Grisham's The Client 5.4/11	26. 3rd Rock fr/Sun 8.0/16	52. Fox Tuesday Night Movie—Robin Hood: Men in Tights 6.1/12	90. Moesha 2.9/6
	9:00 8. Home Imprvmt 10.0/19		29. NewsRadio 7.7/15		96. Minor Adjustments 2.3/4
	9:30 21. Coach 8.5/15	35. Before Your Eyes: One Last Chance 7.1/13	19. Frasier 8.6/16		102. Paranormal Borderline 1.9/3
	10:00 19. NYPD Blue 8.6/16		17. Wings 9.0/16		
WEDNESDAY	8:00 41. Ellen 6.9/15	8.0/16	8.2/16	3.1/6	2.3/4
	8:30 44. The Faculty 6.8/14	5.9/11	52. JAG 6.1/13	85. Beverly Hills, 90210 3.3/7	93. The Sentinel 2.6/5
	9:00 18. Grace Under Fire 8.7/16	41. Where Are They Now? 6.9/14	10. Dateline NBC 9.9/18	90. Party of Five 2.9/5	94. Sister, Sis 2.4/5
	9:30 49. Guys Like Us 6.5/12	63. Picket Fences 5.3/10	24. Law & Order 8.4/16	99. Swift Justice 2.1/4	96. Pt 'Hood 2.3/5
	10:00 12. Primetime Live 9.6/18	60. CPW 5.4/10			94. Wayans 2.4/5
THURSDAY	8:00 66. ABC's World of Discovery 5.2/11	5.0/10	12.5/24	4.7/9	99. Unhap Ev 2.1/4
	8:30 79. Long Island Fever 4.2/8	7.0/13	6. Friends 11.3/24	77. Martin 4.4/9	
	9:00 58. Peter Jennings Reporting 5.5/10	56. Murder, She Wrote 5.7/12	7. Mad About You 11.0/22	72. Living Single 4.7/10	
	9:30	52. Rescue: 911 6.1/11	1. Seinfeld 14.4/27	69. New York Undercover 4.9/9	
	10:00 16. 48 Hours 9.2/17		4. Caroline in/City 12.4/23		
FRIDAY	8:00 44. Family Matters 6.8/16	9.0/19	6.2/13	5.1/11	
	8:30 47. Boy Meets World 6.6/15	5.5/12	52. Unsolved Mysteries 6.1/14	81. Sliders 4.1/10	
	9:00 46. Step by Step 6.7/14	72. Due South 4.7/11	35. Dateline NBC 7.1/15	51. The X-Files 6.2/13	
	9:30 38. Hangin' w/Mr. C 7.0/14	47. Diagnosis Murder 6.6/14	63. Homicide: Life on the Street 5.3/11		
	10:00 2. 20/20 13.4/27	66. CPW 5.2/10			
SATURDAY	8:00 79. Saturday Night at the Movies—The Flintstones: Hollyrock-A-Baby 4.2/10	4.1/9	6.1/14	5.4/12	
	8:30	63. Dr. Quinn, Medicine Woman 5.3/13	86. Hope & Gloria 3.2/8	69. Cops 4.9/12	
	9:00	35. Touched by an Angel 7.1/15	84. Home Court 3.5/8	58. Cops 5.5/13	
	9:30		33. NBC Saturday Night Movie—Danielle Steel's A Perfect Stranger 7.5/16	57. America's Most Wanted 5.6/12	
	10:00 82. The Bureau 3.9/8	25. Walker, Texas Ranger 8.1/17			
SUNDAY	7:00 86. Muppets Tonight 3.2/7	6.2/12	8.7/17	4.2/8	1.8/4
	7:30 72. Am Fun Hm Vid 4.7/10	8.4/16	29. Olympic Trials: Gymnastics 7.7/16	89. Space: Above & Beyond 3.0/6	10. Pinky & The Brain 1.7/4
	8:00 71. Lois & Clark 4.8/10	5. 60 Minutes 11.9/25	11. NBC Sunday Night Movie—Doc Hollywood 9.7/18	68. The Simpsons 5.1/10	10. The Parent 'Hood 1.7/4
	9:00 27. ABC Sunday Night Movie—Where Are My Children? 7.9/15	34. CBS Sunday Movie—For the Boys 7.2/14		72. Independence Day 4.7/9	96. Sister, Sister 2.2/4
	10:00			60. Married w/Childrn 5.4/10	101. Kirk 2.0/4
WEEK AVG	6.9/14	7.0/14	8.2/16	4.6/9	UPN: 2.3/4; WB: 2.0/4
STD AVG	10.2/17	9.3/16	11.4/19	6.9/12	UPN: 3.0/5; WB: 2.4/4

Ownership question in Panama City?

By Elizabeth A. Rathbun

There may be one Paxson too many in Panama City, Fla. According to recently released FCC documents, WMTO-FM Port St. Joe/Panama City is being bought by DP Media Inc., led by president/owner Roslyck C. Paxson and vice president Devon W. Paxson, according to FCC documents. Devon Paxson is the son of Paxson Communications Corp. chairman/owner Lowell W. "Bud" Paxson; Roslyck Paxson is Devon's wife.

However, Paxson Communications Corp.'s list of radio properties, faxed to BROADCASTING & CABLE, lists WMTO-FM under "Paxson Communications Corp. radio properties."

Paxson Communications recently bought WGNE(AM)-WFSY(FM) Panama City and WEBZ(FM) Mexico Beach-Panama City from Timothy O'Brien, who also is selling WMTO-FM ("Changing Hands," June 3). Including Paxson Communications' purchases of WPAP-FM Panama City and WPBH(FM) Port St. Joe/Panama City ("Changing Hands," May 6), the company would own a total six radio stations in Panama City: five FMs and one AM.

Federal law allows broadcasters to own up to five FMs (or five AMs) only in major markets, defined as those with 45 or more stations. Panama City is the nation's 159th-largest market. Even if Panama City fell into the law's second-largest category—markets with 30-44 stations—Paxson could own only up to four of a kind there.

Contacted about these numbers, Paxson CFO Arthur D. Tek said WMTO-FM mistakenly was included on the list of company holdings. "That really shouldn't be on there," he said. "That is not [part of] Paxson Communications, and there is no ownership interest."

Without WMTO-FM, "we're OK with the four FMs and one AM," Tek said.

Tek said Bud Paxson may have turned his son on to the station: "Sometimes we find stations that look attractive but they're more than we can own in a market.... His son will take advantage of it."

Devon Paxson and his brother Todd in May sold WFSJ-FM St. Augustine, Fla., to Paxson Communications Corp.

("Changing Hands," May 13). They had no other broadcast interests.

Chancellor moves in on Long Island

Shoring up its holdings in New York, Dallas-based Chancellor Broadcasting Co. last week agreed to swap its WFVY-FM Atlantic Beach/Jacksonville and WAPE-FM Jacksonville, Fla., to SFX Broadcasting. By kicking in another \$11 million, Chancellor gets SFX's WBAB-FM Babylon/Long Island and WBLI-FM Patchogue/Long Island, N.Y.

"We always want to cluster in different markets," says Chancellor CFO Jacques Kerrest. The deal, valued at \$108 million, boosts Chancellor from two to six stations on Long Island and more than 40% of radio ad revenue there, he says.

Jacksonville, meanwhile, was "not a market that we were in before." Chancellor acquired those stations in May from OmniAmerica Group.

Chancellor, recently named a possible merger candidate with Walt Dis-

Continues on page 52

Changing Hands

The week's tabulation of station sales

TV

KTXL(TV) Sacramento, Calif.; WTIC-TV Hartford, Conn.; WIZL(TV) Miami; WXIA(TV) Indianapolis; WPMT(TV) York/Harrisburg, Pa., and KDAF(TV) Dallas/Fort Worth

Price: \$1.13 billion cash

Buyer: Tribune Co., Chicago (John Madigan, president); owns KTLA(TV) Los Angeles and KTTY-TV San Diego; KWGN-TV-KVOD(FM) Denver and KEZW(AM) Aurora/Denver; WGNX(TV) Atlanta; WGN-TV Chicago; WGNO(TV) New Orleans; WLVI-TV Cambridge/Boston, Mass.; WPIX(TV)-WQCD(FM) N.Y.; WPHL-TV Philadelphia, and KHTV(TV) Houston; has option to buy WBDC(TV) Washington

Seller: Renaissance Communications, Greenwich, Conn. (Michael Finkelstein, chairman; Warburg, Pincus Capital Co., 60% owner); no other broadcast interests

Proposed station trades

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

THIS WEEK:

TVs □ \$1,156,780,000 □ 4

Combos □ \$15,765,000 □ 2

FMs □ \$191,165,000 □ 8

AMs □ \$0 □ 0

Total □ \$1,363,630,000 □ 14

SO FAR IN 1996:

TVs □ \$3,640,043,896 □ 53

Combos □ \$3,625,735,359 □ 200

FMs □ \$1,348,233,253 □ 219

AMs □ \$120,295,404 □ 113

Total □ \$8,734,313,912 □ 585

SAME PERIOD IN 1995:

TVs □ \$1,668,792,000 □ 59

Combos □ \$844,172,200 □ 115

FMs □ \$376,619,113 □ 195

AMs □ \$60,619,744 □ 94

Total □ \$2,950,203,057 □ 463

Source: BROADCASTING & CABLE

Facilities: KTXL: ch. 40, 5,000 kw visual, 1,000 kw aural, ant. 1,962 ft.; WTIC-TV: ch. 61, 5,000 kw visual, 1,000 kw

Continues on page 52

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Former governor to appear on CNN show to espouse Democratic views and aid party cause by delivering speeches, debating Republican advocates

By Donna Petrozzello

To do so, Cuomo will join CNN's Sunday midday *Late Edition with Frank Sesno* to provide a Democratic view on campaign issues. Cuomo's Republican foil on *Late Edition* will be former Education secretary William Bennett. Cuomo expects to appear on at least eight *Late Edition* shows on alternate weekends starting Aug. 11.

Committee throughout the campaign, and he has agreed to television and radio debates with Republican advocates. Meanwhile, the former governor continues to practice law full-time with Willkie Farr & Gallagher in New York. These commitments will leave little time to prepare and host his three-hour weekend talk show, Cuomo says.

The Mario Cuomo Show served as a linchpin for talk programing unveiled last year by Cuomo's syndicator, SW Networks. The company also launched a talk show hosted by lawyer Alan Der-showitz on the same weekend that it debuted Cuomo in June 1995.

Although SW has not yet announced a replacement for Cuomo, SW President Susan Solomon touted the former governor for encouraging "intelligent, informed discussion on political and social issues."

will be "radio's loss."

Yet Cuomo has not abandoned the idea of returning to talk radio, although he agrees that a weekend show is not "the best way to reach the public." He contends, however, that he will "look at all the options after the election."

"When I began, I thought it was possible to have intelligent, interesting, civil discourse between people of different points of view" on radio, Cuomo says. "Now I'm absolutely certain of it." ■

WAXQ(FM) New York goes classic rock

Although Viacom Broadcasting has not officially sealed its deal to acquire WAXQ(FM) New York from GAF Corp., Viacom flipped the station's format from hard rock to classic rock on July 1. The switch will put pressure on Westinghouse's rock WNEW(FM), whose format includes classic rock and adult alternative hits.

Viacom Radio's senior vice president of operations, George Wolfson, will serve as acting station manager, and Kurt Johnson, former program director of adult contemporary WLTW(FM) New York, will oversee WAXQ's new format. The FCC is expected to approve transfer of the station to Viacom next month.

Beginning today, the SportsFan Radio Network expands its programming to 24 hours, seven days a week. To do so, the network will add programming between 8 a.m. and 3 p.m. ET on weekdays to its existing afternoon, evening and overnight schedule. SportsFan launched in early 1994 by providing 15 hours weekly of overnight sports talk shows.

SportsFan Executive Vice President Jonathan Goldman says the network has 225 sports and talk station affiliates in 47 of the top 50 markets. SportsFan CEO Kyle Heinrich says the network's growth "has been spurred by demands from sports/talk stations" for syndicated programming.

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Playing renewal hardball in King County

More than three years of negotiating in Washington state results in precedent-setting agreement

By Price Colman

Cable franchise negotiations can be as nasty as a back-alley brawl, but few have left opponents as bruised as those between Tele-Communications Inc. and King County in Washington state.

Although there were 20 pages of issues, the two focal points were King County's desire for an institutional network, or INET, and a franchise renewal agreement Viacom had cut with the county.

TCI and King County in January reached a tentative agreement—contingent on TCI closing its purchase of Viacom's cable operations—after more than three years of maneuvering.

Although both sides say the agreement, which includes an INET, is an acceptable compromise, they acknowledge that the impact of the hard-fought contract will be felt for years to come.

"We didn't want to set precedent, but more important, we wanted to do what was right for our customers," says Madie Gustafson, TCI senior counsel in charge of franchising. "Has it set precedent? Absolutely. The lawyer for King County has said the King County model is something everybody should ask for. A lot of cities are saying, 'We want the King County deal.'"

For King County cable officer Marlin Blizinsky, who fought hard for the INET and other points, the concerns are much the same, although the perspective differs.

"The thing I think is important about what happened here is not who won or lost," he says. "It's not fair to say TCI or the county won or lost. The thing that troubles me most when colleagues call me is they don't have a clear idea of what they want out of negotiations and why.... It's important to know what your community wants and what it can bene-

fit from and what it's fair to ask the cable company for in terms of dollars. Too often, when people call me, they don't have answers to those questions."

From Gustafson's perspective, it wasn't the INET—a dedicated network connecting county offices, schools and libraries—or the Viacom renewal alone that were obstacles.

Instead, it was the combination. According to estimates, the INET that King County wanted would have cost \$45 million and added \$4-\$5 a month to subscribers' cable bills. Given the winds of competition starting to blow, TCI figured that kind of increase, although legal, would dull its competitive edge.

"There's a competitive differential here," Gustafson says. "At what point are customers going to say, 'That differential has gotten too high; what the cable company is supplying to me is not worth it?'"

Acrimonious franchise negotiations are nothing new, nor is the debate over INETs and who should pay for them. The wild card in the TCI/King County talks was Viacom.

TCI and Viacom both hold franchises in the county encompassing some 100,000 subscribers. TCI has the larger share, about 60,000 customers.

Although the county began talks with TCI first, it reached agreement with Viacom in February 1995, months before TCI announced plans to buy Viacom in August 1995. Viacom had agreed to a franchise that included not only the 5% franchise fee but another 5% on top of that.

According to Gustafson, King County wanted that additional 5% because it had taken a look at Seattle's 10% business and occupation tax and wanted to make up the 5% it wasn't getting.

In a typical King County sub-

A King County Chronology

1987—TCI purchases most of its King County cable franchises.

January 1993—Negotiations between King County and TCI begin.

December 1993—King County issues community needs report and formal request for renewal proposals.

March 1994—TCI files renewal proposal.

July 1994—King County executive issues preliminary denial of TCI franchise renewal.

February 1995—King County grants Viacom franchise renewal.

August 1995—TCI announces plans to purchase Viacom cable operations.

October 1995—TCI and King County return to negotiations, work out agreement in principle for franchise renewal.

January 1996—King County grants TCI franchise renewal contingent on TCI purchase of Viacom Cable closing by May. (Deadline later extended to July 24.)

June 1996—Internal Revenue Service approves Viacom's proposed handling of gains from sale of cable systems; stock swap offer issued.

Source: King County Office of Cable Communications

scriber's cable bill, that additional 5% translates into about 80 more cents. Sensitive to how customers might react, "TCI was not willing to do that," Gustafson says.

The county issued a formal request for renewal proposal in December 1993, and TCI filed its response in March 1994. Gustafson says that the package TCI proposed was worth about \$6 million and included public education and governmental (PEG) requirements, new or upgraded facilities, additional channels and an INET.

The package failed to meet King County officials' criteria, however, and in July 1994 County Executive Gary Locke issued a preliminary denial of TCI's proposal.

Blizinsky acknowledged that the INET was a key stumbling block. But he also emphasized that there were other issues: "We gave TCI a 20-page list of things we thought were wrong," he says. "It included a whole variety of things.... Some were procedural things, like insurance and proof of insurance. It was not simply one matter."

Nonetheless, by fall 1994, King County and TCI had reached an impasse and the case appeared headed for an administrative hearing. TCI was convinced it would win the hearing; King County was equally convinced it would win. Either way, a protracted legal battle appeared likely.

With the granting of the Viacom franchise renewal in February 1995, King County appeared to have gained leverage. But when TCI announced plans to purchase Viacom's cable operations six months later, the waters were muddied once more.

Recognizing that they each had more to lose than to gain from a continued conflict, the two sides returned to the table in October 1995 and, in a marathon eight-day session, reached an agreement in principle.

What King County got was TCI's commitment to the INET, although in scaled-down form, and other considerations. What TCI got was a renegotiation of the Viacom franchise that would put it in line with TCI's own franchise agreement.

"It was the acquisition of Viacom

that made both sides realize that whoever won or lost, there would be two franchises that were very different, which didn't work for anybody," Gustafson says.

"What we evaluated as options were a win down road where we would get everything—but that wasn't going to happen for several years," says Blizinsky. "Or we could take the lesser deal now."

"The decisionmakers evaluated the situation and said, 'We'll take the lesser deal, get the benefits sooner and go on with our lives.'"

What TCI eventually agreed to represents about a 22% increase over what it originally offered, or \$7.32 million vs. \$6 million.

With scores of other franchise renewals ahead during the next four years, TCI undoubtedly will be forced to confront the King County deal repeatedly at the negotiation table.

But for now, at least, Gustafson figures the hard part is behind her: "This is the toughest renewal I've been through—and the most expensive."

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EchoStar to add Liberty Satellite Sports

Regional sports service growing beyond C-band

By Jim McConville

DBS program provider EchoStar Communications plans to add Liberty Satellite Sports (LSS) regional sports service to its DISH Network programming this fall.

LSS currently distributes its 15 regional sports networks to the C-band market as well as to DBS operators DIRECTV and PrimeStar Partners.

LSS regional sports networks include Empire Sports Network, Home Team Sports (HTS), Madison Square Garden Network (MSG), Midwest Sports Channel (MSC), New England Sports Network (NESN), Pro-Am Sports System (PASS), Prime Sports-Intermountain West, Prime Sports-KBL (PS-KBL), Prime Sports-Midwest, Prime Sports Northwest, Prime Sports Rocky Mountain (PS-Rocky Mountain), Prime Sports-Southwest (PS-Southwest),

"It's all predicated on the launch of our second satellite, to do all 15 network services we need the additional capacity of EchoStar II."

***Carl Vogel
President, EchoStar***

Prime Sports West (PS-West), SportsSouth and the Sunshine Network.

EchoStar officials say they will consider launching the LSS regional networks over two stages. A first launch in early fall would include

MSG, HTS, Sunshine, SportsSouth, PS-Southwest, PS-West, PS-KBL and PS-Rocky Mountain. The remaining seven networks would be added with the launch of EchoStar II, slated for late fall.

"It's all predicated on the launch of our second satellite," says EchoStar President Carl Vogel. "To do all 15 network services we need the additional capacity of EchoStar II." Vogel says however, that EchoStar might still opt to put some of the remaining seven sports services on its existing EchoStar I using its temporary operating authority from the FCC.

EchoStar is still working out details on LSS network packaging. Vogel says, but the company likely will add in-market regional networks to its existing service packages. It also will offer the regional networks as a separate out-of-market sports tier. ■

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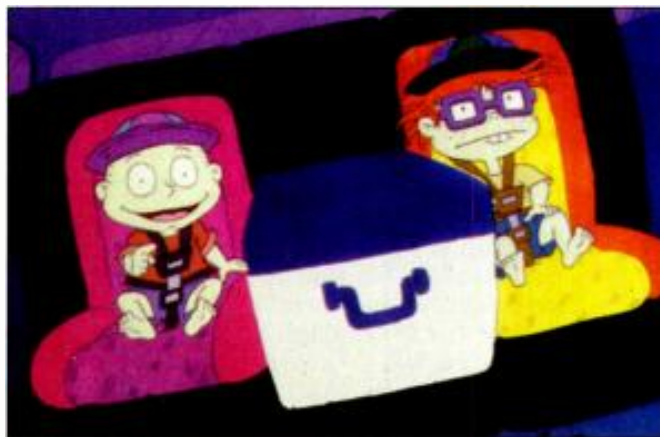
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Nickelodeon goes to the movies

New division has 13 titles in the works, including films based on 'Rugrats'



By Rich Brown

Feature films based on three popular Nickelodeon shows are among 13 titles in development at the network's fledgling movie production division.

Nickelodeon series *Rugrats*, *Are You Afraid of the Dark?* and *All That* each will be spun off into theatrical titles under the Nickelodeon Movies banner. The company this week will release its first title, *Harriet the Spy*, and plans to produce three movies a year by 1998.

Cross-promotion efforts between the cable network and the movie releases will include production of Nickelodeon

shorts that will accompany each theatrical release. Theatrical screenings of *Harriet the Spy*, for example, will be preceded by an eight-minute short designed to generate interest in the upcoming Nickelodeon cartoon series *Hey Arnold*.

Feature-length animated titles in development include *Rugrats*, a crime-solving dog named *Kogny* and movies based on the best-selling children's book *The Stinky Cheese Man*. Family-oriented, live-action titles in development include two adventure/science fiction titles—*Interstellar Pig* and *The Outsider*—and a thriller called *The Duplicate*.

Rounding out the Nickelodeon Pic-



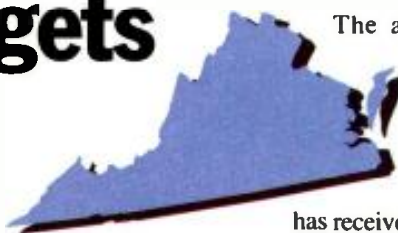
tures slate are five live-action comedies: *Fearsome's Hero*, adapted from a Dona Schenker novel by screenwriter Paul Zindel ("Runaway Train"); *Ghost of Satin Sinclair*, about a ghost who enters the body of a 16-year-old; *Obnoxious Jerks*, about a girl who tries to join a boys' club; *Southern Fried Fugitives*, mixing live action and computer animation, and *Mirror Mirror*, about a boy and his magic mirror. ■

Jones gets telco OK in Virginia

Will offer package of services, including local phone service

By Price Colman

Jones Intercable subsidiary Jones Communications has received the go-ahead from Virginia regulators to offer local telephone service to residents in the northern part of the state.



The approval for local exchange carrier (LEC) status by the State Corporation Commission of Virginia is the first such approval Jones has received.

Jones officials characterize the approval, which was expected, as the final regulatory step in the cable company's efforts to offer full-service telecommunications services in Virginia.

Jones intends to begin marketing packaged telecommunications—video, telephone and Internet access—by the end of the summer, a Jones spokesperson says.

The Denver-based cable company has an advanced hybrid fiber/coaxial cable network in place in Alexandria, Va., and earlier this year became the first cable operator to commercially deploy cable modems enabling access to the Internet.

Because of an interconnection agreement with Bell Atlantic, which permits Jones to lease space on Bell Atlantic

lines, Jones will be able to offer phone service to Bell customers as well as its own subscribers.

Jones has not filed for LEC authorizations elsewhere, but plans to, Carlson says, declining to specify where Jones would seek such approvals. Likely candidates include Washington, D.C.; Maryland; Savannah and Augusta, both Georgia, and Chicago—all areas where Jones has heavy subscriber concentrations. ■

Errata

USA was tied for the second-highest prime time cable ratings, not the third, in the second quarter, rather than the third, as reported in the July 1 issue, page 52. Numbers supplied by Comedy Central and E! differed from Nielsen figures supplied by Turner. Comedy Central and E! both scored a 0.3 full-day rating.

Dishing up a DBS warning

While acknowledging obstacles, satellite executives say cable is looking at real competition

By Price Colman

The direct broadcast satellite business is coming of age—and the cable television industry and other competitors had better take notice. That was the underlying message from the third annual Global DBS Summit in Denver June 26-28.

DBS executives missed no opportunity to tout the advantages they think their technology holds over cable, specifically citing cost, reliability and the digital compression that yields high channel capacity.

"We've spent these long years creeping along, creeping across the plains, developing a business plan, envisioning the way the world would look," said Eddy Hartenstein, president of DIRECTV, the Hughes Electronics venture in which AT&T holds a 5% stake. "Five years ago, people said: 'DBS? Don't be stupid.' At least some of us were willing to put everything on the line. Now, nearly three million American homes get digital television through a dish." DBS experts and financial analysts said those numbers are likely to grow rapidly.

According to Jimmy Shaeffler of the Carmel, Calif.-based Carmel Group, 33.6 million U.S. homes will have

sate.lite service by 2005.

Near-term projections are somewhat more modest, although still impressive. Chuck Hewitt, president of the Satellite Broadcasting and Communications

"Five years ago, people said: 'DBS? Don't be stupid.' At least some of us were willing to put everything on the line. Now, nearly three million American homes get digital television through a dish."

Eddy Hartenstein, DIRECTV

Association, estimated that all direct-to-home satellite services—encompassing C-band and medium- and high-power DBS—will have about 8 million subscribers by the end of this year and

15 million–17 million by the end of the decade.

DIRECTV and EchoStar's DISH Network clearly are the fastest growing. DIRECTV, which celebrated its second birthday in June, has 1.6 million subs and is projecting 2.5 million by year's end. EchoStar's DISH, which launched in March and is adding about 1,500 subscribers a day, projects 350,000–400,000 subs by year's end.

But if the picture of DBS that emerged at the conference is one of an industry rapidly moving out of adolescence, industry leaders acknowledged that they face significant obstacles, although they didn't necessarily agree on the degree of significance.

Some cited DBS's prohibition against broadcasting local television signals—a point on which the cable industry has focused in playing down the impact of DBS on its business. Others touched on DBS's lack of interactivity and Internet access and initial start-up costs as high as \$700 for hardware—a dish and a digital set-top box—and a year of programing that may be a barrier for some consumers.

But for every point there was a counterpoint. "We [think] we're going to have strong answers" for all of those issues, said Hewitt. ■

Securities analysts like DBS, but...

Although bullish on industry, they urge caution, since valuations are lacking

By Price Colman

When it comes to investing in direct broadcast satellite companies, the word from investment experts is caveat emptor.

Make that a double caveat.

At the third annual Global DBS Summit in Denver, it was tough to find an investment expert who wasn't high on the DBS industry. But those same securities analysts tempered their overall enthusiasm with strong cautionary notes.

"Even though these companies are still near and dear to our heart, they're still relatively small," said Rick Beat-

ty of Communications Capital Partners. "The smallest regional Bell company is still bigger, by a factor of two, than the entire satellite industry.... The industry needs to attract a greater level of attention."

It has attracted the attention of UBS Securities, where Rick Westerman recently initiated coverage of the DBS sector. His early recommendations: U.S. Satellite Broadcasting (Nasdaq:USSB) is a hold, as is EchoStar (Nasdaq:DISH). His one buy recommendation is Tee-Comm Electronics (Nasdaq:TENXF), parent of recently launched AlphaStar Digital Television.

The DBS investment challenge, Westerman said, is to figure out how to value the companies. Using the typical cable model, they'd be valued on cash flow. But DBS is so new that cash flow, so far, is negative. "Investors really do need to take a look at valuations because some of these stocks are ahead of themselves," Westerman said.

The rationale behind his buy rating for Tee-Comm is that its stock is now below his target price, and the launch of AlphaStar could spur some run-up in the stock price.

One problem with the DBS sector is that it's small—only three companies

are publicly traded—although that will change with Tele-Communications Inc.'s spin-off of PrimeStar.

A purist might argue that an investor could buy into Sony and get a piece of the Digital Satellite System action, or invest in GM Hughes Electronics as the primary backer of DIRECTV.

The problem with that approach is buying into highly diversified companies for which DBS, at least for now, is only a small play. "There are a ton of companies throwing money at space real estate," said Curt Alexander of Media Group Investors. "None of these companies have proved themselves to be successful in these smaller undertakings."

Conversely, the DBS business is so new that nobody has much of a track

record yet. Bigger players are so well bankrolled that they could decide to cut their losses and run, writing off millions in investment, hurting themselves minimally in the process but eroding the perceived value of DBS stocks.

DBS's success "is conditioned upon stealing market share from cable operators," Alexander said. "That's going to be a tough task. The cable guys have the ability to engage in some price competition. It's very important that companies like EchoStar and ASkyB partner with a company with good marketing strategy."

Alexander is hardly alone in that perspective. Wall Street maintains a constant vigil on mergers and acquisitions and other forms of alliances with the thought that the right marriage will

boost stock values. Given the youth of DBS, such marriages aren't just likely, they're inevitable. EchoStar, for instance, has made no secret that it is talking to anyone and everyone in search of the right partnership.

Although the U.S. picture for DBS may be muddy, the international marketplace offers a clearer vision of DBS's potential, analysts said. "The DBS opportunity is more attractive internationally than it is domestically," said Mickey Alpert, president of Alpert & Associates. "In the U.S., everybody has basically the same package. I like the international market opportunities...particularly in emerging markets because of the limitations of national terrestrial services in those markets." ■

DIRECTV kicks off in Latin America

DIRECTV President Kevin McGrath is confident that 35 million Latin American TV homes out of a potential 75 million can afford to subscribe to its digital package, Galaxy Latin America, which debuted in Brazil on June 14 and in Venezuela on June 28. In Venezuela, the decoder and dish are expected to retail for \$530, with monthly subscriptions costing \$30-\$60. GLA will also be available in Mexico in mid-July. DIRECTV, a unit of Hughes Telecommunications, also is setting its sights on Japan and Europe, according to Steve Dorfman, president of Hughes Telecommunications. An announcement on Europe can be "expected in the next few months," Dorfman says.

High hopes for home shopping

The UK's National Heritage minister, Iain Sproat, is confident that UK Television regulator the Independent Television Commission will agree to amend rules on ad breaks to allow extended home shopping segments during late-night slots on terrestrial TV. The new ruling, expected in July, would bring terrestrial broadcasters into line with satellite services, which already carry home shopping.

German and Swiss World Cup rights go to Kirch, Swiss Sports

Germany's Leo Kirch and Swiss holding company Swiss Sports have gotten together to offer a record-breaking SFr2.8 billion (\$2.25 billion) for global TV rights to the 2002 and 2006 soccer World Cups. The offer topped the SFr600 million offered by current rightsholder the European Broadcasting Union. Other bidders include Swiss sports rights agency CWL Telesport, Disney-owned CapCities/ABC and U.S. promoter Mark McCormack's IMG agency. The International Football Federation, Fifa, holds the rights.



Bringing info to Amsterdam

Amsterdam cable operator A2000 (backed by US West, United International Holdings and Philips Electronics) and Dutch leading newspaper *De Telegraaf* have formed Media Groep West to develop cable news, teletext and Internet services for Amsterdam. *De Telegraaf* has a 75% stake in the joint venture. The publisher already owns a 30% stake in Dutch commercial channel SBS6.

DreamWorks deal timed well for Italian TV IPO

Italian TV giant Mediaset clinched a well-timed output deal with Hollywood studio DreamWorks before launching an IPO on the Italian bourse July 2. The deal gives Mediaset the Italian broadcast rights to DreamWorks's first 50 films, plus TV movies and sitcoms. The feature film rights cover five years from theatrical release, and the price is linked to box-office performance. Mediaset already has deals with Viacom/Paramount (a deal renewed annually since 1981), Columbia TriStar (expires at the end of 1997), MCA/Universal (expires in spring 1998) and Fox (expires at the end of 1997). Mediaset acquired a package of movies from Warner Bros. for titles released in 1997 and also has an output deal with sister company Medusa.

New channel for Australia's Foxtel

UK media group Pearson, BBC Worldwide and Australian pay-TV operator Foxtel plan to launch a general entertainment channel in Australia as part of Foxtel's basic programming package. BBC and Pearson, through its Thames Television and Grundy units, will provide almost all of the programming. Pearson and the BBC each will hold 20% stakes in the venture, with Foxtel owning the remaining 60%. The launch date and channel name are expected to be announced in July.

—By Debra Johnson

WCA on the fast track

New president to push for new members and industry growth

By Michael Katz

As this week's Wireless Cable Association conference gets under way in Denver, the organization's new president, Richard Alston, will answer the question: Why is a guy who has spent his entire career in the telephone industry heading the WCA?

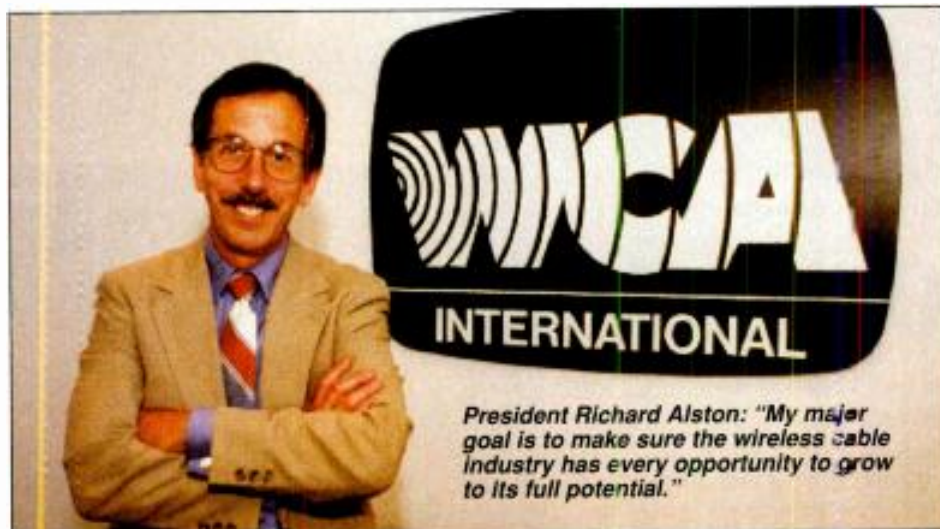
"This industry is very exciting, and this is related to what I did in my career," explains Alston, who, at 49—and after nine months of retirement—put aside a dream to sail around the world to join the WCA in April. "There is a convergence of technologies that has been going on for years, and that makes this a natural extension of working at Bell Atlantic."

Given the money and attention that telcos are dedicating to wireless cable, it may be appropriate that the new WCA president worked for Bell Atlantic for 24 years. But Alston insists that wireless cable can stand on its own, with or without telcos.

"I don't think we're dwelling that much on what the telcos do," Alston says. "They have deep pockets and [they] can help, but our major focus is to speak, not just to the telcos, but to everyone—the consumers, the employees, the regulators, the legislators and the financial community."

Barely two months on the job, Alston has planned a busy and ambitious agenda for the upcoming year, and expanding the association is high on the list. "We have a real opportunity to grow the membership of the WCA," Alston says. "It gives us greater credibility, and there are many companies in the industry that are small start-ups that are not members of the association, and we intend to recruit them."

The wireless cable industry is growing rapidly domestically and internationally. According to WCA spokesman Andrew Krieg, there are 900,000 subscribers and 200 systems in the U.S., compared with 750,000 subscribers and 190 systems last year. The growth worldwide is more significant. Krieg says the worldwide number of subscribers has increased to 4.5 million



from 3.9 million a year ago. "I think there will be a boom in wireless," says Alston. "As soon as the conversion to digital is made, I think you will see much more rapid growth."

To accommodate the push for new members and industry growth, the WCA, for the first time, will hold a second major wireless convention next February in New Orleans. The "winter show," Alston says, will run concurrently with the WCA's technology symposium. As soon as the Denver convention is over, Alston says, he and the WCA will be "exploring intensely" the possibility of another WCA show to be held next year in Europe or the Middle East.

"We're going to be more aggressive this year in our meetings and conferences program," Alston says. "It's important because every time we have a major show or meeting or conference, we create a real growth opportunity for the industry."

Alston also will concentrate on lobbying the FCC and Congress to make sure there are no regulatory or legislative barriers in the way. "My major goal for the Wireless Cable Association is to make sure the wireless cable industry has every opportunity to grow to its full potential," he says.

One of Alston's important focuses is to encourage the FCC to quickly issue the digital declaratory rulings that will lay the ground rules for wireless cable operators to convert their systems to

digital. "This is very important," he says. "In the absence of the digital declaratory rulings, many of the wireless operators have stopped investing because they don't want to invest in analog technology when they know they are converting to digital."

On the legislative side, Alston wants to make sure that wireless cable doesn't fall between the cracks, since it was not mentioned in the 1996 Telecommunications Act. His main concern is to convince Congress that wireless cable operators are exempt from paying franchise taxes to municipalities, like DBS operators do, because public rights-of-way are not being used.

"Some of the municipalities now see an opportunity to levy franchise taxes against wireless operators," says Alston. "We need to make sure that our operators don't have to pay these franchise taxes that would financially burden them in a way their chief competitors are not [burdened]."

Also on his agenda is to use the wireless cable infrastructure, "as it becomes more ubiquitous, to do some interesting things with distance learning." Alston wants to return to the roots of wireless, which are in education. "That is the seed that grew wireless," he says, referring to the fact that wireless was first used to link campuses. "We can use wireless to take the classroom to people's homes."

PacTel sees video's future as wireless

Telco and its partners in Tele-TV are betting big on the digital service

**By Brad Smith,
special correspondent**

On a clear day from the summit of Mount Wilson in the San Bernardino Mountains you can see the Los Angeles metropolitan area roll away toward the Pacific Ocean. It's an area that is about to become one of the crucibles in the future of wireless video service.

There are about 6 million homes within a 35-mile radius of Mount Wilson, homes that Pacific Bell Video Services (PBVS) would like to serve with its new digital wireless cable system. The system is in the final stages of testing; commercial service into some of those homes is anticipated early next year.

"This clearly is one of the main proving grounds that will show how advantaged wireless cable systems can create a much bigger market share than observers have traditionally thought," says Andrew Kreig, vice president of the Wireless Cable Association International.

PBVS, a subsidiary of Pacific Tele-sis, will be ramping up the new service in a geographic area that already is served by 14 MSOs—companies like Continental Cablevision, Cox, Jones Intercable, Time Warner and Tele-Communications Inc.

Los Angeles is one of the most fragmented video markets in the country and one of the most competitive. What PacTel brings to the struggle, in addition to the product, is its history as a major telecommunications company, access to financial resources, and reputation for service.

PacTel and its RBOC partners in the Tele-TV programming consortium—Nynex and Bell Atlantic—have made



PacTel's first wireless market is Los Angeles. Next will be San Diego and San Francisco.

digital wireless their principal gamble on video. The Los Angeles area is the first step for PacTel, which also plans to move into the San Diego and San Francisco markets next year and potentially into Washington state, Florida and South Carolina.

"Wherever we go with this technology, we are going with digital because that's where the future lies," says PacTel spokesman Craig Watts.

PacTel started moving into digital MMDS in April 1995, when it spent \$175 million in a stock swap to acquire Cross Country Wireless, which provides traditional cable programming via an analog service to about 45,000 customers in Riverside, Calif.

More important, CCW's lease rights and licenses cover an area of 6 million homes. Five million are within the line of sight of a transmission tower on

Mount Wilson and a second tower that will be built on Mount Madjeska to serve Orange County.

PacTel solidified its entry to Los Angeles last month by striking a deal to purchase Heartland Communications, which had authorization for channel rights in the Los Angeles area that PBVS can use to increase its capacity.

Last March, PacTel also successfully bid a total \$20.8 million for 11 regional licenses in the FCC's spectrum auction. Each authorization allows PacTel to provide commercial video on the previously unlicensed multipoint distribution service channels in a basic trading area.

PacTel also has agreed to buy the wireless spectrum assets of V*TV in a \$160 million–\$175 million stock swap that would allow it to launch digital wireless services to 4.7 million homes in the San Francisco Bay area; Victorville, Calif.; Greenville, S.C.; Seattle and Spokane, Wash., and Tampa, Fla. Bay Area transmitter sites are being eyed for San Bruno Mountain south of San Francisco and Monument Peak south of San Jose.

"We're pretty jazzed up about getting into the market," says Steve Harris, PacTel's vice president for broadband services. "It's going to be quite interesting because there is so much diversity [in Los Angeles]. We'll be changing the nature of the game because we'll have a single product that will go out."

PacTel's market research indicates that as many as one-third of the current cable customers "would be willing to switch" to another technology, Harris says. "We can have a very significant impact."

Other key figures for PacTel are Jeff Carlson, a former Comcast executive who is president and general manager of Pacific Bell Video Services—Southern California, and Lee Camp, president of Pacific Telesis Enhanced Services.

PBVS is not divulging its per-subscriber costs, but the 1 million set-top terminals that Thomson Consumer Electronics is building for Tele-TV will cost about \$350 each, nearly half what some observers originally

Special Report: Wireless Cable

thought. That cost may decline even more toward the end of the three-year contract with Thomson.

Besides the \$175 million PacTel spent to acquire Cross Country Wireless the company is spending another \$20 million to develop its 2,800-square-foot headend facility in El Monte, on its transmitter site 11 miles west and on its digital encoding technology. The El Monte site, a former warehouse where the digital technology was demonstrated recently, has six 18-foot satellite dishes and an off-air antenna for local programing.

Banks of encoders inside the headend facility will compress the signals into a stream of digital data through multiplexers, with each programing channel retaining its identity. Each multiplexer will have its own backup. Analog wireless cable was limited to 33 channels, which is expanded by digital compression to the equivalent of at least 120 channels.

The compressed data, transmitted to Mount Wilson at a world-class 2,488 megabits per second, is then retransmitted via microwave to a subscriber's 12-30-inch rooftop antenna. The data is then fed through the set-top box, which determines what channels the subscriber is authorized to receive.

What this means for the consumer will be some 120 channels of programing, about three dozen of which will provide popular movies via near-video-on-demand and about the same number of channels for digital audio.

The wide variety of programing and the video and audio quality are expected to take wireless cable out of the Volkswagen stage of 33 channels to compete against the perceived Cadillac offerings of 150-channel DBS while adding local programing.

Tele-TV Media will develop national channel lineups and a program guide that will serve all the RBOC wireless systems. The three RBOCs involved in Tele-TV regard the program guide as the final element that will tie it all together.

PBVS expects to have an installation cost of about \$125 per house, which would include putting up the antenna, the down-converter and other hardware, according to Watts.

PacTel and its partners think that the digital format will rejuvenate wireless cable. It has built a customer base of 850,000 in 200 systems since

going commercial in 1983, but has been taking a backseat in recent years to direct broadcast satellite service as a wireless alternative to traditional cable TV.

Besides the settop boxes being developed by Thomson Consumer Electronics, other vendors that PacTel has been dealing with include Divicom for encoders and multiplexers, Fore Systems for ATM switching compo-

"We're pretty jazzed up about getting into the market. It's going to be quite interesting because there is so much diversity [in Los Angeles]. We'll be changing the nature of the game because we'll have a single product that will go out."

Steve Harris, PacTel's vice president for broadband services.

nents, ITS for the transmitter, Nagra for encryption and conditional-access systems, Seachange for ad insertion equipment, Silicon Graphics for near-video-on-demand server, Standard for satellite servers, and Videotek for off-air demodulators.

In addition to the channel limits imposed by analog technology, MMDS has been confined to line-of-sight transmission. Digital compression will help improve signal access in most locations in a 35-mile radius from the transmitter (some think the signal might extend much farther).

In the Los Angeles area, PBVS has the advantage of the mountaintop transmission tower. It also is doing research with Tele-TV on several other solutions, including finding ways of "bending" the signal much like radio waves, Watts says.

Among the beneficiaries of PacTel's incursions into Los Angeles will be the area's educational, ecumenical and nonprofit organizations, including various California State University facili-

ties. Those institutions originally were granted Instructional Fixed Television Service licenses and were granted the ability to lease excess capacity to commercial providers.

PBVS will be converting the IFTS licenseholders' data to digital, which gives the institutions the possibility of having even more excess capacity to lease. PacTel also will broadcast the content of the IFTS holders from its transmission tower, giving them a potentially broader audience.

PacTel's competitors in Los Angeles and elsewhere are well aware of how the playing field is changing.

"We see PacTel as a formidable competitor no matter what the technology," says Jim Carlson, a vice president for Jones Intercable. "They have deep pockets, are a well-run company and have years of experience in voice services. But it remains to be seen how effective the technology will be."

Joe Bonica, a division vice president for TCI's Southern California area, realizes it would be "naive not to say that [PacTel's entry] isn't going to shake things up a little bit, but it will be the basics that make our future."

For TCI, which already has been competing against Cross Country Wireless in the Redlands area, the "basics" include customer service, low rates and a wide variety of programing. "We know what the competition is," Bonica says.

In the Los Angeles area, TCI expects to compete with Pacific Bell Video in Van Nuys, where TCI serves 90,000 customers; Redlands, where it has 85,000, and the Inland Valley complex near Hemet, where it has 50,000 subscribers.

Jimmy Schaeffler, a DBS analyst with The Carmel Group in Carmel, Calif., expects digital MMDS to use its local programing content to compete against DBS, but says that advantage will disappear.

"In a few short years," Schaeffler says, "the two lines are going to start merging in terms of what they are going to provide. Even DBS now is looking at the possibility...of delivering local programing." The DBS leader there is EchoStar Communications, based in Denver.

For the time being, DBS companies will try to convince customers that they can get everything they want with satellite's wide array of channels

Special Report: Wireless Cable

and, with an A/B switch on the remote control, the ability to have local programming.

Pacific Bell Video Services, as a separate subsidiary of Pacific Telesis, is not regulated by the California Public Utilities Commission or by any local entity in the Los Angeles area, although it is subject to state and local laws dealing with video service

providers. This relative lack of regulation ranks some of its more heavily regulated competitors.

"Certainly, we would look to have a more level playing field," says Jones's Carlson. "I think that is a concern for us."

The alpha testing of PBVS's digital MMDS, completed in June, demonstrated that all the elements worked

together. Soon the company will begin beta-tests using the equipment to send the digital signal into a few dozen "friendly" homes, probably those of employees, for any final adjustments.

Then, sometime early next year, PBVS will begin installing digital wireless cable into some of those 5 million homes beneath Mount Wilson. ■

BA, Nynex moving to digital wireless

Tele-TV joint venture plans to provide programing to 12 metropolitan markets

By Michael Katz

PacTel is not the only telco planning wireless digital video programming. Bell Atlantic and Nynex plan to offer 120 channels beginning late this fall in Boston and Norfolk, Va.

Tele-TV, a video programming service from Bell Atlantic, Nynex and PacTel, eventually will serve 11 other metropolitan areas: Baltimore; Albany, Buffalo, Syracuse and Long Island, all New York; New York City; northern New Jersey; Philadelphia; Pittsburgh; Providence, R.I., and Washington. The operations will be run by each market's

respective regional telco.

Eighty channels will be dedicated to popular programming, and the remaining 40 will supply near-video-on-demand, says Tom Tyrer, vice president of communications for Tele-TV, which has in place programming deals with Turner Broadcasting and Tribune.

"MMDS [wireless cable] is a technology that we think has a long future," says Ed Grebow, Tele-TV president. "MMDS gets you into the market quickly, gets you customers quickly, is relatively inexpensive to do and is a terrific product."

Tele-TV will handle programming,

billing, marketing and consumer equipment, while Albany-based CAI Wireless will provide and maintain the facilities.

Bell Atlantic and Nynex provided \$100 million in senior secured debt to CAI Wireless Systems, which will lease its capacity to the telcos for video and information services. The deal is expected to generate at least \$28 million a year for CAI, based on the number of line-of-sight homes, says CAI President John Prisco.

The telcos also have the right to acquire 45% of the wireless operator through the exercise of warrants, which could cost as much as \$300 million. ■

US West, ATI butting heads

Less than a month ago, US West and wireless cable leader American Telecasting Inc. (ATI) were within inches of an alliance that would have given ATI a cash infusion and US West a cost-effective platform for in-region video services.

Sources say US West and American Telecasting had worked out many of the details of the alliance and had hoped to make an announcement at the Wireless Cable Association International's annual convention in Denver July 10-12.

But after repeated offers and counteroffers, the two hit the wall over how much ATI's wireless systems are worth. The current impasse could be resolved in time for a convention announcement (US West Communications Group President Solomon D. Trujillo remains scheduled as the featured speaker on Thursday, July 11).

One side is going to have to blink first, however, and with US West holding the financial trump card, it's not likely to be the Baby Bell.

Some kind of deal makes sense for both companies,

but ATI may have more to gain, suggests Chuck Kersch of Denver-based Neidiger Tucker Bruner: "Without an alliance with a major regional Bell operating company, their access to capital won't allow them to become the competitor they originally intended."

Scott Chandler, general manager of US West Video Communications Services, declines to comment on whether any announcements are imminent. But he makes it clear that US West finds the

wireless cable medium attractive: "One of the things we've said is that it takes lot of time to construct a brand-new network. All of the regional Bell operating companies are figuring that out. I think the success DBS has had shows that cable companies may not be able to get new networks in fast enough. Wireless changes the rules of the game."

American Telecasting executives confirm that they have talked with US West, but they're quick to add that they're talking with most of the regional Bell companies as well as long-distance carriers and peer companies in wireless. —PC

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Week®

Online Animation

Spider-Man gets new spin

By Richard Tedesco

Spider-Man will add interactivity to his super-powers when the Marvel Comics character appears on America Online later this month.

Readers following his exploits on AOL will be able to click on certain frames of the on-screen comic to learn his inner thoughts. They'll also find histories of characters in the serial, which will be updated weekly.

Spider-Man eventually will be animated online as part of an effort "to take characters that have lived in print and bring them into the electronic age," says Scott Marsden, president of Marvel Interactive. For



now, Spider-Man will be rendered in 3-D on AOL.

He's already gone electronic by way of Fox TV. Re-creating Spider-Man online, Marvel and AOL also hope to create lucrative revenue opportunities with merchandise available in the area (keyword: AOL Live, when it goes up).

Chat sessions among fans will be possible, along with live events with Marvel editors, writers and artists. Marvel eventually will create a new character exclusive to AOL as part of what is intended to be a long-term relationship.

Marvel also is about to license rights for some of its characters to an outside developer for CD-ROM or videogame rendering.

Online Software

Palace rebuilt as joint venture

Warner Music, Intel and Softbank form partnership

By Richard Tedesco

Time Warner Interactive's The Palace software project was recast last week as The Palace Inc., a joint venture of Warner Music Group, Intel Corp. and Softbank.

The move is a measure of the success of The Palace's virtual chat software. Since the software's release last November, more than 100,000 versions of it have been downloaded, with approximately 1,000 commercial and individual sites created.

In The Palace's real-time chat environments, people create representative alter-egos, or avatars, using photos and graphics from the software.

The three-way partnership will fuel development of new features, including expanded

audio, video and 3-D capabilities, according to Mike Maerz, Palace president: "You're going to see us evolve from the framework you see today."

Maerz, who formerly was with Intel, says that Intel's network multimedia technology will contribute to development, while Softbank, a leading PC distributor in Japan, will handle distribution.

"We think it's really going to be a catalyst to create a large number of virtual worlds," he says.

The Palace, whose software package costs \$25, will offer different types of scalable packages, Maerz says.

Companies that have created Palace servers for their online audiences include Capitol Records, 20th Century Fox and Fox Television, Sony Pictures and MTV.

CINet goes public (quietly)

CINet, the Web site/TV producer, went public last week at \$16 per share on the Nasdaq stock market.

It made the move with no announcement, and a CINet spokesperson declined to comment even after the company reported its new public status on its own online news service last Tuesday.

Closely watched as an indicator of prospects for other Internet issues, the stock quickly moved from \$16 to \$20 per share in the first few hours. The company issued 2 million shares.

CINet operates three Web sites and produces programming aired on USA Network and the Sci-Fi Channel.—RT

Big mistake: Microsoft gets bumped

Microsoft Corp., king of the online hill, had its MSNBC site abruptly dumped offline as a deadbeat account.

It turned out to be a mistake. Network Solutions, the Herndon, Va., company that holds rights for handling the site, started dropping the domain names of 9,272 clients for nonpayment of a \$100 fee to maintain each name. But MSNBC was among some accounts that shouldn't have been dropped, according to Leslie Hunter, Network Solutions spokeswoman. "There were a handful of folks, like Microsoft, who were [mistakenly] disconnected."

The \$100 fee maintains a domain name for two years, according to Hunter, who says that many companies buy them in order to resell them.

MSNBC was quickly restored to the Internet. —RT

AOL upgrades software, price

America Online introduced its latest-generation software, version 3.0, along with a new pricing structure last week.

AOL members now can get 20 hours of access on the online service for \$19.95 per month, with additional hours at \$2.95 apiece. Previously, 20 hours of access would have cost \$54.20: \$9.95 for the five hours included in that monthly fee and 15 hours at \$2.95 per hour.

AOL is gambling that members with low usage who wouldn't have racked up large hourly fees will spring for the higher monthly charge that gives them more hours. —RT

Surfing the 'Net

'Post' puts up Web site

The Washington Post last week became the latest major U.S. newspaper to go online with an interactive Web site (www.washingtonpost.com). In addition to having access to content from the daily editions of the paper, users can search interactive areas organized by neighborhoods and topics of interest. The Post also features opportunities for users to participate in polls and Q&A sessions with congressional leaders and other prominent figures and to offer feedback on current issues. Visitors to the site can click on pages devoted to specific communities in the Washington metro area and access information on different subjects. Another page features full texts of the first chapters of books recently reviewed in the paper.



Continental to buy LANcity modems

Continental Cablevision has committed to purchasing 50,000 cable modems from Cambridge, Mass.-based LANcity over the next two years. Delivery of the units is expected to begin immediately, with Continental planning deployments in systems in New England, Florida and Illinois. Continental has used LANcity modems in a number of trial sites during the past several years. The modems, with access speeds of 10 mbps, are among the most widely deployed. They carry a price tag of less than \$500 per unit.

Radio Data offers Web development

EZ Communications' Radio Data Group is offering Internet development services for radio and TV stations. American Radio Systems Corp., Clear Channel Communications and Colfax Communications recently became investment partners with EZ in Radio Data, enabling expansion of its Web development operations. The company offers a proprietary software product, AdNext, which permits radio and TV stations to rotate banner ads on Web sites while controlling billing, invoicing and management functions. Radio Data can be found online at www.rdg.com or through e-mail: sales@rdgcom.com.

A&E writes 'Biography' page

A&E Television launched a Web site last week as a counterpoint to its Biography series (www.biography.com). The site serves as a reference source, with 15,000 information entries on notable people. Program notes about the nightly prime time series also are available. The site will carry reviews of the 10 top-selling biographies of the month, selected by

New York's Biography Bookshop. Users also can play trivia and anagram games.

Weather Channel redesigns

The Weather Channel has launched a redesigned Web site (www.weather.com) that features national U.S. Doppler Radar maps and worldwide satellite maps. The site also adds hourly weather condition updates for 1,000 U.S. and 190 foreign cities. Five-day forecasts for U.S. locations are updated three times daily. Three-day forecasts now are carried for 238 international cities.

UPI puts news pictures online

UPI NewsPictures has begun making its daily worldwide news photos available online at Knight-Ridder's PressLink Web site (PressLink.com). PressLink is a real-time distribution network with text, photo and graphics services for publishers. User names and passwords are needed to download photos; payment can be made by credit card. For further information, contact UPI NewsPictures at 1-800-796-4UPI or, by e-mail, at upipix@pressroom.com.

Red Sox' latest MLB team online

The Boston Red Sox have become the 17th Major League Baseball team to launch a Web site (www.redsox.com). Fans will find Red Sox game updates and stats in real time, along with ticket and merchandise information and historical background, including vintage photos. Behind-the-scenes information about Fenway Park also is available on the site created with New England Sports Network and T3, a Westborough, Mass., Web designer. Video and audio of game highlights and postgame interviews will be added.

Lifetime, Women's Wire covering campaigns

Lifetime Television and Women's Wire will provide online coverage of the Republican and Democratic national conventions as part of an effort to get out the vote for November's national election. On Aug. 5, Lifetime and Women's Wire will begin posting campaign information on their respective Web sites (www.lifetime.com and www.women.com), including exclusive interviews with political figures and daily campaign updates. The co-produced effort, titled Go Vote '96, will include audio and video clips. Special programming on Lifetime related to the Internet content will feature Linda Ellerbee and Dana King.

Showtime offers movie picks

Showtime Networks offers Internet users a chance to choose features for viewing via the Internet during its free preview, Sept. 6-8. Showtime Pick-a-Flick will permit users to select from one of three titles to be aired at 8 p.m. ET/PT on Sept. 8. Users can register their choice by clicking on a Pick-a-Flick icon at Showtime's Web site (showtime.online.com). —RT

Comark transmitter first in at Model Station

HDTV signals to go on air July 31

By Glen Dickson

Comark will supply the first UHF transmitter to pump out HDTV signals for the MSTV/EIA Model Station project, located at NBC O&O WRC-TV Washington. The Colmar, Pa.-based transmitter manufacturer is delivering one of its IOX Series "dual-use" tube units to WRC-TV on July 11; the Model Station will use it to start transmitting Grand Alliance-compliant data signals on July 31.

"We'll have audio and video going out within a week or two thereafter," says Model Station Project Director James McKinney, who adds that an HDTV antenna from LDL Communications will be added to WRC-TV's existing tower on July 27.

McKinney emphasizes that the Comark transmitter being installed is not the company's commercial HDTV model with a built-in 8-VSB exciter.

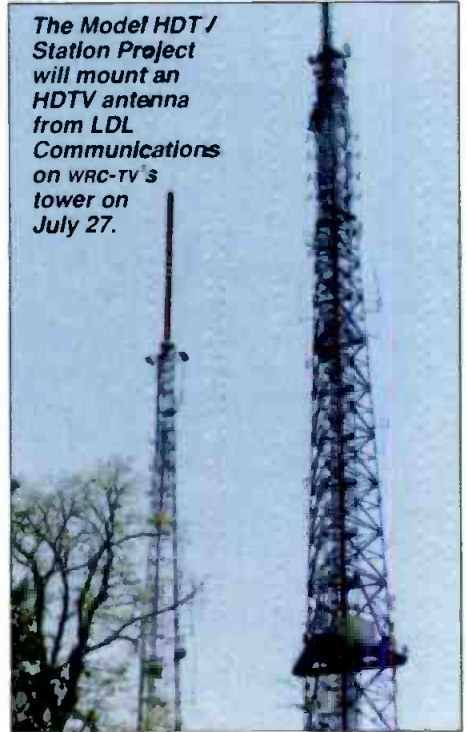
That product, the ATV Advantage, won't be ready until the end of the year, he says.

For the tests this summer, the Model Station will use the dual-use transmitter along with the Zenith 8-VSB exciter owned by the Grand Alliance; the project also will use the Grand Alliance's HDTV encoder. (Commercial models of the exciter and the encoder should be available in the fall.) The HDTV signals will be received by the Grand Alliance's receiving truck used in the ACATS (Advisory Committee for Advanced Television Service) field tests in Charlotte, N.C.

"We simply want to get on the air as soon as possible so manufacturers can start testing equipment with our signals," McKinney says.

In addition to the transmitter and antenna, the Model Station has received \$3 million worth of equipment from Sony, Panasonic, Tektronix

The Model HDTV Station Project will mount an HDTV antenna from LDL Communications on WRC-TV's tower on July 27.



and Leitch, says McKinney. Sony has donated an HDC-500 camera (worth roughly \$500,000), an HDD-1000 tape deck (worth about \$350,000), two 28-inch HD monitors, an HDS-1000 switcher and a format converter. The Sony equipment uses the Japanese HD standard. "It's the same equipment used in Charlotte," he says.

Panasonic has donated three D-3 VTRs and three D-5 VTRs; Leitch has given a GPS-based master clock, and Tektronix has donated a range of digital test equipment. "Sarnoff made up the wish list of the testing equipment," says McKinney, referring to the David Sarnoff Research Center, systems integrator for the \$6 million project.

The Model Station also will test HDTV transmitters from Harris, Intelco and Northrop Grumman. Northrop Grumman, formerly Westinghouse, will develop transmitters using the silicon carbide transistor technology that Westinghouse showed at this year's NAB convention.

"All of the transmitter manufacturers tell me they'll have the 8-VSB exciter ready in the fall," says McKinney. "We'll start testing whichever one is delivered first."

Satellite sport utility vehicle



California Microwave Satellite Transmission Systems has introduced NewsTrek, a multifunction SNG truck that provides digital satellite news-gathering (DSNG) in a standard weight-class passenger vehicle that requires no special licenses. NewsTrek vehicles feature California Microwave's Progeny line of DSNG exciters and receiver/decoders and come complete with a Ku-band DSNG uplink and 1.2 meter motorized antenna; satellite monitoring and control; video and audio equipment; switching; monitoring; digital or analog videotape recorder/player; cameras; lighting, and an on-board generator. The unit is built on the Chevrolet 4x4 Tahoe chassis; a basic model sells for roughly \$275,000. A fully loaded truck with all the DSNG options goes for about \$350,000.

—GD

ABC News to offer browsable feeds

By Glen Dickson

As part of a significant expansion of NewsOne, its affiliate news service, ABC News plans to install a digital video file server in the network's New York headquarters to distribute browsable news feeds to its affiliates.

ABC News plans to make the NewsOne browsing service available to affiliates by early 1997. The network also will add two full-time NewsOne regional reporters—one in Chicago and one in Atlanta—by the beginning of 1997 and is hiring additional staff to increase the number of medical, consumer, environmental and entertainment reports that it produces. NewsOne now has full-time correspondents in Washington, Los Angeles and London.

"The affiliates always are asking for more news," says ABC's Don Dunphy, vice president of affiliate news services. "We have to continue growing to be competitive."

ABC will continue to distribute its NewsOne feeds via a C-band transponder on the AT&T Telstar 401 satellite. The new service simply will pump out thumbnail video clips over ISDN lines

from the server in New York, allowing affiliates to dial into the server and browse through video in real time.

"We transmit roughly 16 national and regional news feeds each day," says Dunphy. "Rather than having to send it back and look through all the tapes, this will let producers get an idea of the quality of the video rather than [having to screen] all these analog tapes."

According to Mike Hurt, director of ABSAT, ABC's satellite newsgathering program, all of the NewsOne material will be digitized and fed into the server. The plan is that affiliates will be able to access the material through a Windows-based newsroom computer without requiring the purchase of a dedicated terminal to receive the thumbnail clips. Only a software add-on and an ISDN connection will be necessary, he says.

"The NewsOne feed is probably 300 pieces of news each day," Hurt says. "This will allow producers to sit at their newsroom computer and pull up clips as quickly as they look up scripts. Since we have the browser here, it's not going to require a major investment from the station."

ABC News is evaluating several

servers in New York. "We're looking to adapt stuff that hasn't normally been used in TV," Hurt says.

Dunphy says that NewsOne's browsing service should be less expensive than CNN NewsSource on Demand, the satellite-distributed browsable feed launched by CNN last fall. The CNN model uses an in-station Apple server to record the compressed digital feed material and related text, which then can be accessed by newsroom PCs via an Ethernet LAN (BROADCASTING & CABLE, Sept. 4, 1995). A typical installation costs a station \$1,000-\$1,500 per month, depending on the number of terminals the station requires.

NBC, of course, has embarked on a much more ambitious digital news feed plan using MCI's Hypermedia Service. NBC on Demand, which now is being tested by 20 NBC affiliates, uses T-1 and DS-3 fiber lines, Sun and Silicon Graphics servers and workstations, and MPEG-2 encoders for a sophisticated (and expensive) system that can deliver broadcast-quality clips and promos in real time. But the service is simply a technological trial for now, and NBC has given no definite plans for national implementation. ■

Cutting Edge

By Glen Dickson

Mitsubishi Electric Corp. and Lucent Technologies (the spin-off of AT&T's systems and technologies businesses) have agreed to jointly develop semiconductor chips for HDTV television sets and plan to release the first samples in early 1998. The chip set will be used by Mitsubishi in its own HDTV receiver for the U.S. market, and will be sold by both companies to other TV set manufacturers. It will consist of five application-specific integrated circuits (ASICs) that will facilitate viewing

of the proposed Grand Alliance high-definition TV standard: a demodulator, demultiplexer, video and audio decoders, and a display processor. Bell Labs, the R&D arm of Lucent, is developing the demodulator and demultiplexer; the video decoder is being created by Mitsubishi with help from Bell Labs, while the audio decoder and display processor are being developed by Mitsubishi. "By collaborating with Lucent, we can shorten the time it would take any one company to develop all five chips, and share

the development costs," says Yoshiyuki Nakai, chief engineer, microcomputer and ASIC division of Mitsubishi.

Cosmos Broadcasting Corp., Greenville, S.C., has installed **Chyron Max** and **Maxine** graphics systems, **Liberty 2.5D** graphic design software, and **Chyron's Imagestor** real-time still store management systems in three of its

television stations: **WTOL-TV**, the CBS affiliate in Toledo, Ohio; **WFIE-TV**, the NBC affiliate in Evansville, Ind., and **KPLC-TV**, the NBC affiliate in Lake Charles, La. The systems, which cost roughly \$175,000 for each station, will be used for news, commercial production and station promotion production. "We were attracted to the Chyron products

because of the ability to easily network the equipment together for a rapid interchange of images," says Steve Smith, Cosmos vice president of engineering and operations. "It's all on one network; you can send images back and forth, and you have a common database library."



Using the Chyron graphics system at WTOL-TV Toledo.

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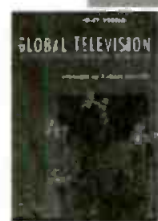


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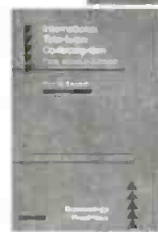
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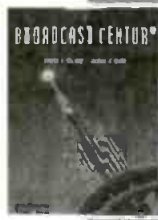
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The General Manager will report to Emerson's Vice President for Administration and Finance and will be responsible for television and radio broadcasting at the institution. The College currently holds ITFS and FM broadcast licenses. The General Manager will develop objectives, policies, and procedures for all aspects of the ECB operation within the framework of the Emerson College strategic plan. Principal areas of operational focus will be business planning, programming, facilities design and construction, fund raising, and organization-building.

The General Manager will:

- provide students the opportunity to develop hands-on production and broadcasting skills to achieve aesthetic and technical proficiency as producers, directors, writers, editors, performers, and reporters in a professional atmosphere.
- work in close collaboration with the faculty to meet curricular needs.
- spearhead the fund raising efforts of ECB to allow for organizational growth. Fund raising includes corporate and foundation grants as well as a business partnering and individual giving.

Candidates should have substantial knowledge of 1) programming for TV and radio, 2) engineering and equipment, and 3) marketing and fundraising. Interested and qualified candidates should forward their resumes and cover letters to the search firm retained: Peter N. French, President, P.N. French Associates, Inc., 12-6 Nowell Farme Road, Carlisle, MA 01741-1830.

Emerson College is an Equal Opportunity/Affirmative Action Employer and values diversity in the work place.

**EMERSON
COLLEGE**

General Manager: Sinclair Communications, Inc. is seeking an experienced leader with a strong sales background and a vision for leading a strong sales and marketing station into the future. Direct responsibility for the day to day management of a top 100 market ranked station in SW or SE. Prior sales management experience is necessary. Send resume to: John Quigley, Regional Director, Sinclair Communications, Inc., P.O. Box 280, Columbus, Ohio 43216-0280. No phone calls please. Sinclair Communications is an Equal Opportunity Employer.

HELP WANTED SALES



**GENERAL
SALES MANAGER**

FOX 2 (WJBK-TV) in Detroit has an immediate opening for a General Sales Manager.

Will need to demonstrate/have strong management skills and ability to execute a plan effectively. Should have local and national sales experience with a strong emphasis on new business development. Also be creative so as to see revenue potential in non-traditional areas. Extraordinary people and organizational skills are a must.

Qualified candidates please send your resume to:

FOX 2
Attn: Carolyn Worford
Station Manager
P.O. Box 2000
Southfield, MI 48037

New World Communications of
Detroit, Inc.

Equal Opportunity Employer

Trafficker, WJYS-TV Chicago needs Trafficker with 2 years experience, knowledge of VCI and Summit Systems a plus. Great salary and benefits. Please send resume, cover letter and references to Personnel Department, WJYS-TV, 980 North Michigan Avenue, Suite 1400, Chicago, Illinois 60611.

National Sales Manager. WNOL-TV WB 38 in search of NSM. Terrific opportunity with Qwest Broadcasting, a dynamic, growing group. Minimum 3 years TV sales or rep firm experience, excellent people skills, ability to develop and deliver new revenue streams. FOX or independent experience preferred. We expect excellence. If you are up to the challenge send your resume and references to: A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: July 15, 1996. EOE.

Sales: NY based TV syndication company. Minimum 4 years experience required. Send resume and salary requirements to Box 00857 EOE.

National Sales Manager: KCPM Chico, NBC affiliate in growing Northern California market offers a tremendous opportunity for a highly motivated individual with National Sales experience and a history of overachievement. The ideal candidate possess strong leadership and interpersonal skills, and is willing to travel. Familiarity with Columbine Traffic system a plus. Send resume to: J.R. Jackson, KCPM-TV, Channel 24, 180 East 4th Street, Chico, CA 95928-5412 or Fax to (916)893-1033. EOE.

Local Sales Manager WKYC, a Gannett Broadcasting Station seeks an aggressive local sales manager to lead sales effort. Candidate should have sales management experience with a working knowledge of inventory control, budgeting processes, Scarborough Research and the development of salespeople. Send resume to: John Tamerlano, GSM, WKYC-TV, 1403 East 6th Street, Cleveland, Ohio 44114. EOE.

Local Sales Manager. Small midwest affiliate seeking a LSM to lead the local sales and marketing efforts. Must have the ability to motivate and develop sales people, design and implement sales and marketing programs and a thorough understanding of inventory control and traffic. Send a resume along with a letter outlining why you are the person for this job. Reply to Box 00850 EOE.

Local Account Executive. Opportunity for dedicated, organized sales professional. Dominant NBC affiliate in beautiful Appalachian Mountains. Quality of life abounds. Excellent public education, low crime rate, great golfing, hunting, fishing and boating. Minimum 2 years media sales. Strong in developing local accounts. Self starter, team player. Computer literate. College degree preferred. Resumes to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOEM/F/H/V.

General Sales Manager: KDBC-TV in beautiful El Paso, Texas has opening for a General Sales Manager. This is an excellent opportunity for the right candidate. Jumpers - no need to bother! Successful candidate needs to understand conceptual selling of the nineties, have in-depth local selling experience, national experience, good inventory management skills, good people and organizational skills and must be a team player. Station is in an exciting rebuild mode, including technical, news, programming, promotion. Send resume to: John Bennett, VP/General Manager, KDBC-TV, 2201 Wyoming Street, El Paso, TX 79903 or fax to: (915)532-9686.

General Sales Manager - KLBK-TV, the CBS affiliate in Lubbock, Texas is seeking a GSM. Candidate must have previous management experience in both local and national sales with strong motivational skills and the proven ability to generate new dollars. Send resume to General Manager, KLBK-TV, 7400 South University, Lubbock, TX 79423 or call at 1.806.745.2345. KLBK is an Equal Opportunity Employer and encourages women and minorities to apply. Applications will be accepted through July 12, 1996. Pre-employment drug testing is required.

Account Executive: WXII-TV has an immediate opening for an individual with a proven track record in broadcast sales. Candidate should have a strong work ethic, tenacity and creativity. High energy individual with a minimum of two years broadcast sales experience. Send resume to: Personnel Director, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE.

Account Executive. Television sales experience is required, with proven success in New Business development. Experience handling agency business is required, knowledge of Scarborough is preferred. Send resume to: Local Sales Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE. No phone calls please.

HELP WANTED MARKETING

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

HELP WANTED TECHNICAL

Satellite Uplink Operators. Immediate Openings. Growing communications company seeks engineers with experience in operating and maintaining C and KU band uplink vehicles. Must be willing to travel. Good benefits. Positions available at our Boston and Nashville operations. Please send resumes to Personnel Department, P.O. Box 2861, Framingham, MA 01701.

Television Maintenance Engineer. Approx. \$50-800-63,300/year, full benefits package. The LA Unified School District needs your broadcasting and engineering expertise to maintain equipment used at KLCS-TV (Channel 58), the District's instructional and community television station. The successful individual will possess an Associate's degree and a minimum of 3 years experience at a TV broadcasting facility maintaining technical equipment and FCC-required logs and reports. Call (213) 743-3551 to request application packet. Application deadline: July 22, 1996.

Sr. Maintenance Engineer: News Channel 4, WCIV, Charleston, SC seeks experienced broadcast Maintenance Engineer. Responsibilities include repair, installation and maintenance of electronic, satellite and computer equipment. Associate degree in electronics and three to five years broadcast experience in audio, video, RF and microprocessor controlled equipment required. Experience with SNG truck desirable. Send resume to Dave Ayotte, Operations Manager, WCIV-TV, PO Box 22165, Charleston, SC 29413-2165. No phone calls accepted. EOE. M/F.

Master Control Operator. Must be able to broadcast and maintain the highest quality of our on-air product. Must be well organized and have good operating knowledge of Master Control, Tape Room and Studio Equipment. Must have the flexibility of working a variety of shifts. High school diploma...college preferred. Mail resume to: Jim Gamble, Chief Engineer, WFLA/WRDC-TV, 3012 Highlands Boulevard, Suite 101, Raleigh, N.C. 27604.

Maintenance Engineer. Experienced with current Studio, ENG and UHF Transmitters. Position requires working knowledge of equipment down to the component level, computer networking, with thorough knowledge of test equipment. This position requires working varied shifts. Two year college degree in Electronics or Computer Science required. FCC first class or SBE certificate required. Send resume and salary requirements to Box 00856 EOE.

KRQE-TV, CBS affiliate in Albuquerque, New Mexico is currently accepting applications for an Engineering Technician. Responsibilities include maintenance of studio equipment, including monitors, beta, one inch VTR and switchers. SBE certification is needed, as well as an Associates in Engineering, a B.S. degree or equivalent experience and 3 years television broadcast experience. Send resumes to: Human Resources, KRQE-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87111.

KCAU-TV 9 is looking for a motivated individual to lead our technical staff as the Chief Engineer. This position requires, among other traits, the ability to communicate effectively verbally and in writing, and exceptional people skills. Transmitter maintenance, computer savvy, a two-year electronics degree, and live/remote broadcast experience also required. Previous experience as Chief Engineer is preferred. Send resume and salary history to: Operations Manager, KCAU-TV 9, 625 Douglas Street, Sioux City, Iowa 51101. KCAU-TV 9 is an Equal Opportunity Employer.

If you want a fast-paced, action-packed career, come to Denver, CO and be part of the television technology of tomorrow. TCI's National Digital Television Center is seeking experienced individuals for Quality Control and Tape Operator positions. Interested applicants with related experience may submit a resume to: NDTC, 4100 East Dry Creek Road, Office #115, Littleton, CO 80122. Fax (303)486-3891. Resumes accepted until 07/15/96. Applicants must assume responsibility for all travel and lodging expenses. A drug test and criminal background check is required. EOE.

Director/Technical Director (3). Supervise and operate video and audio switchers, plus Chyron, Still Store, and other technical equipment. Work with all departments to ensure smooth and timely presentation of programming. Creative judgments under pressure. Handle multiple functions simultaneously. Edit video and write copy. Degree in broadcasting or electronics. Computer literate. One year TV station operation experience in local news environment. Reply by cover letter and resume to: Business Office-#140, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Maintenance Engineer, CBS Network affiliate in beautiful southwest Arizona. Send resume, references and salary history to Doug Melanson, KSWT-TV, P.O. Box 592, Yuma, AZ. 520-782-5113. EOE.

Chief Engineer: WOI is seeking a hands on broadcast engineer to lead our experienced staff. Successful candidates will have strong transmitter, microwave, satellite, ENG, and computer experience. Also looking for the ability to effectively manage the maintenance of our dual studio operations. Associate degree or equivalent experience in broadcast engineering required. Resume to: Director of Broadcast Operations, Communications Building, ISU, Ames, IA 50011. EOE.

Chief Engineer. Houston area. Experienced in UHF transmitter maintenance, studio systems, personnel training and supervision. SBE certification a plus. Send or fax resumes to: Velma Marlin, Community Educational Television, KETH-TV, P.O. Box 721582, Houston, TX 77272. Fax (713)561-9793.

HELP WANTED NEWS

WFTX-TV FOX NEWS is accepting applications for the following positions:

Weekend SPORTS ANCHOR/REPORTER full-time, two years experience, college degree preferred.

Weekend WEATHER ANCHOR full-time, two years experience, college degree preferred.

Monday thru Friday PRODUCER for its 10:00 pm award winning newscast. College degree and two years experience preferred. Must be a leader and FOX-IFIED.

Send non-returnable tape and resume to:

**FOX WFTX-TV
Mark Pierce
621 SW Pine Island Road
Cape Coral, FL 33991**

*No phone calls please.
We are an Equal Opportunity Employer.*

TV SPORTS PHOTOJOURNALIST

WTHR-13, a Dispatch Broadcast Group, has an immediate opening for a **TV Sports Photo Journalist**. If you love to shoot sports, show us your stuff. Top Midwest market and one of the country's top sports markets is looking for a creative Photojournalist who can do it all, because we have it all...the NBA, the NFL, baseball, hockey, auto racing and more. Must have 3 years news/sports experience and be willing to travel. You will be working with the largest sports staffs in the region. Interested candidates possessing these skills should submit a letter stating referral source and current resume to the Human Resource Department, PO Box 1313, Indianapolis, IN 46206. Women and minorities encouraged to apply. We are a drug-free and smoke-free environment.

Weather Anchor. Small market ABC affiliate in the Southeast is looking for a Mon-Fri 6p/11p forecaster. We would prefer a meteorologist with a degree, but we will consider a strong communicator who has had some weather forecasting experience. No starters please. Reply to Box 00862 EOE.

We're expanding our morning and need an Anchor. We're a highly rated network affiliate in a top 100 market. We're looking for someone who can command an audience in the morning and work well with our established team. If you think you're good, send your resume and cover letter to Box 00864. We're an EEO employer.

WUTR-TV is looking for an Anchor-Producer. Position includes but is not limited to organizing news broadcasts, gathering, writing and presenting information seen in daily broadcasts. Must have B.A. in Communications, Journalism or Broadcasting, and be able to work any and all hours that may be assigned. Please send tape and resume to News Director, WUTR-TV, Smith Hill Road, Utica, NY 13503. EEO. M/F. No phone calls please!

WKBN TV has an immediate reporting opening for our Trumbull County News Bureau. Join our top rated news team in a management position. You'll be live from the bureau every night at six! Applicants must have prior television reporting experience. Send non-returnable resume tape and resume to Gary Hanson, News Director, WKBN TV, 3930 Sunset Boulevard, Youngstown, Ohio 44512. EEO. No calls please.

Videographer: Dominant southeast NBC affiliate, looking for an aggressive Videographer with positive, winning attitude. Good journalism and camera skills are necessary. Minimum one year experience. Send resume and tape to: Box 00861 EOE. No phone calls please.

Reporter: KJRH-TV in Tulsa seeking energetic Reporter with strong writing and presentation skills. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Videographer: Detroit production company seeks creative, quick thinking photojournalist for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume and tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

Reporter. Washington, D.C. Bureau. Produce, report, write and present news stories for group owned stations. Will work as part of a news bureau based in Washington, D.C. Cover stories of national interest as well as stories of interest for local markets. Minimum ten years experience as a TV news reporter or anchor experience as a national correspondent or Washington, D.C. based reporter. Reply by cover letter and resume to: Business Office #141, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Promotion/Writer Producer. We need a winner to join our #1 team. You have to be creative, aggressive and a dynamic topical news writer with a proven track record. No beginners. We want a promotional animal to produce hard-driving, fast-paced spots that sell "live." Send resume and tape to: Curtis Miles, Marketing Director, WTAJ-TV, P.O. Box 10, Altoona, PA 16603-0010.

Production Editor/Director. WDHN TV 18, an ABC affiliate seeks an experienced Production Director to direct/produce newscasts, commercials and programs. Newscasts will be 5 and 10 PM, Monday thru Friday. Send resume, salary requirements and VHS tape with recent newscast and creative work to WDHN-TV 18, P.O. Box 6237, Dothan, AL 36302. EOE.

Producers (2). Great writer, juggler of breaking news, creative mind to distinguish from competition. WCCO is the news leader in the Twin Cities, and had the fourth highest rated late news in the metered U.S. Also, soon to debut morning newscast needs a Co-Producer. Shift starts at 3am, job combines morning producing with noon PA work. 40 hour/part-time/26K. Send tape and news philosophy to: Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

Producer/AM. WTOL-TV is looking for a Producer who can do more than just rewrite headlines. We want someone who can really put a fun and informative morning show together with guests, lives, great subjects and fun. College degree preferred and minimum experience of one year producing an early morning newscast. Send tape of newscast, resume, and news philosophy to Personnel Administrator No. 53, WTOL-TV, 730 North Summit Street, Toledo, Ohio 43604. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

Producer. Produce short and long form programming, including daily newscasts, specials, and other programs. Select, write, edit and organize news stories. Direct reporters, photographers, and editors in gathering and presenting material. College degree. Two years news producing experience. No beginners. Self motivated, work hard and take charge. Work overnights, weekends. Computer experience helpful. Reply by cover letter and resume to: Business Office #143, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Producer - WAVY News 10 has an immediate opening for a newscast Producer. Applicants must have excellent writing skills and the ability to make a newscast creative, fast paced and interesting to watch. Applicants must have at least two years experience as a line producer. College degree preferred. No phone calls! Please send non-returnable tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

Photographer/Editor. Washington, D.C. Bureau. Handle videotape photography and editing duties for group owned stations. Work as part of a news bureau based in Washington, D.C. Cover stories of national interest as well as stories of interest for local markets. Minimum five years experience as a TV news photographer/editor with national or Washington, D.C. experience. Reply by cover letter and resume to: Business Office #142, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Photographer/Editor. Handle videotape photography and editing for news. Produce, shoot, and edit short and long form programming. College degree. Minimum one year experience TV news photographer/editor. Willing to work nights, weekends, and overnight shifts. Reply by cover letter and resume to: Business Office #144, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Newschannel 8 Director/Technical Director. Regional 24-hour cable news channel serving metro Washington, D.C. seeks Director/Technical Director. Candidates should have one year newscast directing experience. Experience technical directing live newscasts required. Please send resume and salary history to: Newschannel 8, HR Department, 7600 D Boston Boulevard, Springfield, VA 22153. EOE. No phone calls please.

News Director. Four years experience in News reporting, live anchoring, interviewing, videotaping and editing stories on 3/4" and SVHS equipment. Journalism degree preferred. Management experience. Knowledgeable of computers and software applications essential. Organizational, motivational and teamwork skills. Experience in finance, strategic planning, training and developing staff. Send resume and tape to: Steve Henderson, Station Manager, KOB-TV, 825 West Broadway, Farmington, NM 87104. EOE/M-F.

Chief Meteorologist: From tornadoes to hurricanes, come work prime time in our busy weather market. Triton i7 Graphics System. AMS Seal preferred. Tapes and resumes to EEO Officer, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

News Anchor: We haven't had a weekday anchor opening in ten years, but we have one now! We are a dominant #1 CBS affiliate in a beautiful, historic, southern coastal city. We are looking for a strong anchor to be a part of our long term future. Must be a super communicator, able to handle all types of live situations and report from the field. Send resume, tape and references to Michael Sullivan, News Director, WTOG-TV, POB 8086, Savannah, GA 31412. WTOG-TV is an Equal Opportunity Employer. Women and minorities are strongly encouraged to apply. Final candidates will be asked to submit to a drug screen.

Morning Anchor: KPHO-TV/Arizona 5, CBS, is seeking a Morning News Anchor and Reporter who knows how to tell a story. Minimum three years experience, and college degree preferred. Interested candidates should send resumes and tapes to Human Resources, Morning Anchor, 4016 North Black Canyon, Phoenix, AZ 85017. No phone calls. EOE.

Meteorologist. On-air position being added to WCCO's number one Weather Team. Less snow than the Northeast, less humidity than the Southeast, more exciting than the Southwest. If you relate to viewers and help them understand the science of weather, send tape. Send tape to: Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

Meteorologist... NBC affiliate in top 100 market is seeking that special communicator who is excited by weather - and conveys it to our viewers. You must have three years weathercasting experience and should have an AMS Seal. If you're that special talent who can take over a market, send us your resume. Reply to Box 00859 EOE.

General Assignment Reporter Aggressive. Entertaining. Passionate. If these are the words people use to describe your story-telling, then we need you on our Emmy-winning team. You need at least three years commercial TV news on-air reporting experience, plus tons of energy and the ability to tell stories from the people perspective. Extensive live TV experience a must. Send resume and tape to: ABC6, Attn: Personnel Office, 10 Orms Street, Providence, RI 02904. Equal Opportunity Employer.

Editor/Photographer. WSAW TV has an immediate opening for a Nightside Editor/Photographer. We are also reviewing candidates for a future Dayside position. Ability to shoot and edit under deadline pressure required. Good broadcast writing skills a plus. Tapes and resumes to: Glen Moberg, WSAW TV, PO Box 8088, Wausau, WI 54402-8088.

Desk Assistant: Entry-level position for an energetic, self-starting, individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Previous newsroom experience a plus. Please send resume to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Correspondent. The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly qualified Correspondent to work in its Washington, D.C. News Bureau. The successful candidate will possess the following qualifications: Experience in broadcast news reporting; experience in videotape news production and post production; and excellent oral and written communication skills. Experience as a Washington, D.C.-based news reporter preferred. Travel is required. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Forward a current resume tape with your completed application.

Associate Producer - WAVY News 10 has an immediate opening for an Associate News Producer. Applicants must have excellent writing skills and the ability to work with Senior Producers. Applicants must have a minimum of one year experience. Line producing experience and a college degree preferred. No phone calls! Please send non-returnable tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

Are you ready to be chief? KLAS is looking for a leader for our Photography team. Great equipment, great shop, great city. Perfect opportunity for someone in a larger market ready to jump into management. Send tape to Mike Workman, Assistant News Director, KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109.

Anchor/Producer/Reporter. WSAW TV has an immediate opening for a Co-Ancor/Back Up Producer for our expanded morning news show. Excellent broadcast writing skills and on camera presence required. We also are reviewing candidates for a future dayside Anchor/Producer position. Tapes and resumes to: Glen Moberg, WSAW TV, PO Box 8088, Wausau, WI 54402-8088. EOE.

HELP WANTED PROMOTION

A job so big it takes two brains. Number one ABC affiliate has an immediate opening for *Senior Promotion Producer*. Bring your left brain packed with all those ideas you've been wanting to try. Your left side synapses will love our great editing and design toys in an environment where you're rewarded for doing things differently. You'll need your right brain to organize and prioritize a full plate of topical and image statements. Your right brain will also appreciate our great benefits as a *Post-Newsweek Station*. You must be an excellent writer. 3-5 years station experience as promotion producer/editor and related degree preferred. Strong production background, ability to shoot and AVID experience a plus. So use your left brain to pick your best stuff and get your right brain to rush your tape and resume to Steve Wegner, Promotion Manager, KSAT-TV, 1408 North St. Mary's Street, San Antonio, TX 78298. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

HELP WANTED RESEARCH



NBC has opportunities in its new Spot Sales department for experienced media research professionals.

RESEARCH MANAGER:

Play a critical role in the start-up of the Sales Research Department, including staffing the department and the selection and testing of research software and systems. You will have the opportunity to develop creative solutions to sales challenges and continuously improve the efficiency and service provided by the department. Develop marketing

client presentations and collateral materials. Direct Research Analysts. Train sales staff in the use of available sales and research marketing tools.

Substantial broadcast research experience with a working knowledge of media research, computerized avails systems and PC marketing and business software required

Please respond to department GKM.

RESEARCH ANALYST:

Create and maintain owned and operated stations' sales program estimates. Create sales development and client presentations and collateral materials for station marketing opportunities, and cross media efforts involving other corporate divisions. Produce program track and trend reports, and overnight ratings reports.

Experience in the creation of broadcast ratings estimates, reports and presentations required. Strong writing, math and computer skills, and the ability to work under pressure with multiple projects are skills critical to success in this position.

Please respond to department GRA.



We offer a very attractive compensation package with full benefits. Please send resume, indicating salary requirements and the department code for your position of interest, to: NBC, 30 Rockefeller Plaza, Room 1678, New York, NY 10112. We regret that we will only be able to respond to those applicants in whom we have an interest. No phone calls please. NBC is an Equal Opportunity Employer M/F/D/V.

HELP WANTED PRODUCTION

GRAPHICS

Fox Tape is looking for experienced graphics persons for all areas including design, animation and production to support our new Fox Sports Cable venture. The following positions will be needed:

- **Graphic Artist/Senior Designer** - Macintosh & Quantel Hal experience required
- **Graphic Artist** - Quantel Paintbox experience required
- **Electronic Graphics Operator** - Chyron Infinit experience required

If you would like to join our team, please send your resume and tape to: Gary Hartley, S-240, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE.



HEAD ELECTRONIC GRAPHIC OPERATOR

Fox Tape is looking for a Head Electronic Graphic Operator for our graphics department. Responsible for archiving, logging and media management for Chyron Infinit, tape and digital media. Candidate will also be responsible for maintaining update Chyron font directories for studio and edit bays, ensuring that remote media is logged and backed-up and keeping all animation tapes organized.

For consideration, please send your resume and tape to: Gary Hartley, S-240, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE.



TV PRODUCER

For production facility of leading sports entertainment company in Southern, Connecticut. Candidates must have: extensive post production experience; ability to work with on-air talent; and strong management skills.

Selected candidate will be very organized, possess excellent interpersonal skills and thrive in a team-based environment.

Send resume to: (203) 359-5151 or mail to: Confidential Box 4152BC 225 West 34th St, Suite 1706, NY, NY 10122

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

Video Communications. COM/Energy Services Company. Cambridge, MA. COM/Energy Services Company has a challenging opportunity available within its Media Services group. We are seeking a committed professional with a minimum of five years experience in all aspects of professional video production, including scripting and directing, camera operation (industrial and broadcast) and on and off-line editing. The successful candidate will have proven knowledge and experience in all aspects of video lighting, script development, videography, location set-up, audio, Digital Video Effects in Beta SP and 3/4" video formats, knowledge and experience with 35mm cameras and graphic slide production. If you would like to join our dynamic team, please send your resume to COM/Energy Services Company, Human Resources, P.O. Box 9150, Cambridge, MA 02142 or fax your resume to 617-225-4966. We offer competitive salaries and benefits. EOE/M/F/D/V.

Television Producer-Director. Approx. \$55,500-68,800/year, full benefits package. The LA Unified School District is seeking an innovative and experienced professional to develop, produce and direct live and taped television projects for KLCSS-TV (Channel 58), the District's instructional and community television station. The successful individual will possess a minimum of 4 years experience in producing or directing live or taped productions, preferably for public TV, and a college degree. Mail/fax resume or call for additional information. Filing deadline: July 22, 1996. LA Unified School District, Classified Recruitment Unit, P.O. Box 2298, Los Angeles, CA 90051. (213)743-3551. Fax (213)747-3239.

Television Production Manager. WDHN TV, a small market ABC affiliate has an immediate production opening. This position will oversee all production and production staff. Successful candidate will be experienced in all aspects of live studio and local commercial production. Excellent opportunity to move up to supervisory position. Send resume, VHS tape and salary requirements to WDHN-TV 18, P.O. Box 6237, Dothan, AL 36302. EOE.

Sound mixer, supv., Manh., set up and control audio for television, communicate with directors, producers, actors to ensure that text is clear and audible. Work with sound console, sound compressor, microphones, video tape recorder. Wear headphones to monitor audio frequencies. Work with console to mix sound into V.T.R. Work outdoors with portable mixer. Set up and adjust microphones, performers. Must be fluent in Hebrew as company produces shows in Hebrew. 40 hours per week. \$32,750/yr. 3 years experience required. Send 2 copies or letter describing qualifications to SP952, Room 501, One Main Street, Brooklyn, NY 11201.

PASS Sports has an opening for a Studio Producer responsible for the Monday thru Friday production of a one-hour, sports talk show, "Live On PASS." Applicants should be experienced in live studio production as well as in producing, and in coordinating a production staff. Strong producing skills, a sports background, off-line editing, and computer knowledge a must. Mail or fax resume to Executive Producer, Keith Allo (no phone calls please), PASS Sports, 550 West Lafayette, Detroit, MI 48231-3140. Fax: 313-223-2299. Equal Opportunity Employer.

Production Manager: We are looking for a talented individual who has complete working knowledge of all production and must have excellent people skills. Please send resume to Dan Robbins, Vice President/General Manager, KNAZ-TV (NBC), 2201 North Vickey Street, Flagstaff, AZ 86004. EOE.

Health franchise Producer-WSMV-TV Nashville. This is a position for someone with great photographic, writing and editing skills. Tell me enterprise stories, not disease of the day or news releases. Must be organized, creative and have a strong interest in health and healthy lifestyle issues. 3 years experience minimum. Tapes now to: Al Tompkins/News Director, 5700 Knob Road, Nashville, Tennessee 37209.

Former Network T.V. News Producer sought for lucrative (\$75K+) NYC, SanFran, LA or DC-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court, #502, Miami, FL 33133.

Commercial Production Videographer. ABC affiliate is looking for an experienced and creative individual to shoot on-location and in-studio for our commercial production department. Excellent working knowledge of Sony Betacam SP gear as well as wireless audio systems. Additional post-production skills a plus. Send tape and resume to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Broadcast Design Director. KNTV, the ABC affiliate in San Jose, California has an immediate opening for Design Director. We're seeking an innovative and energetic person to take this Silicon Valley station to the next level. Requires 3+ years design experience and BA, BFA or Design School Degree. Strong working knowledge of video production, compositing and animation a must. Requires strong communication skills and team attitude to oversee design for all aspects of station's news, programming, promotion, sales events, web site and public service. Requires work experience on Power Mac with Photoshop, Illustrator, QuarkXpress and After Effects. Web design, Avid and/or ArtStar experience a plus. Fast paced environment! Great opportunity in SF Bay Area. Please send resume and non-returnable work samples to Teresa Aquino, Personnel Director, KNTV-11, 645 Park Avenue, San Jose, CA 95110. Equal Opportunity Employer.

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Send or fax Resume and Salary requirements to:



**Katie Larkin, VP Research
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HELP WANTED MARKETING

Director of Marketing. Request Television, Inc., an industry leader in pay-per-view movies and special events, is seeking an experienced Marketing Director to create and implement programs including consumer promotions, direct mail, special event marketing, and consumer advertising, including print, on-air and on-line marketing. A BS in Marketing, Communications or related field required, or combination of education and experience. Several years managing a marketing department with 7-10 years experience required in the cable television, broadcast, or other media or service industry. Promotions and pay-per-view cable experience required. Pay-per-view experience at a system preferred. Send your cover letter, resume and salary requirements to: Human Resources/DM, Request Television, Inc., 4700 South Syracuse Street, Suite 100, Denver, CO 80237. No phone calls, please. EOE.

HELP WANTED PRODUCTION

CNBC staffs up! Find out about opportunities at this competitive on-air graphics department doing business news and primetime shows! Great jobs open for Quantel, Mac, Hal and Chyron designers who love the fast pace of news and want to be part of a new team gearing up. Excellent design skills and experience doing on-air news graphics desirable. Positions are on all levels with possibility of training on Quantel and Hal if you have good Mac compositing skills. Chyron operators must have live experience, know still-store and be able to juggle last minute changes under pressure. Watch for some special programs airing on CNBC--the station has some tricks up its sleeve as competition heats up in cable news! Fax resumes to Hands-on Broadcast 212-604-9036 and send 1/2" reels to 124 West 24th Street, New York, NY 10011 for immediate consideration.

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Fax or mail resume and salary requirements to:

**Ms. Beth Hisler
COMEDY CENTRAL
1775 Broadway
New York, NY 10019
Fax (212) 767-4257**



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HELP WANTED INSTRUCTION

Full time lecturer, Journalism Department, for 1996-97 academic year. Teach television news, production, and related courses. Advise student TV station in addition to teaching beginners' reporting and news writing. Other courses within the candidate's areas of specialty or interest available. Master's preferred. Bachelor's considered with substantial experience and achievements as a reporter or news director in a major broadcast market. Teaching experience preferred. Refer to Recruitment Code #73007 and send letters of application, resume, three current letters of reference, and official transcripts to Dr. Nishan Havandjian, Head, Journalism Department, Cal Poly State University, San Luis Obispo, CA 93407. Applications must be postmarked by August 6, 1996. Cal Poly is strongly committed to achieving excellence through cultural diversity. The university actively encourages applications and nominations of women, persons of color, applicants with disabilities, and members of other underrepresented groups. AA/EEO.

HELP WANTED TECHNICAL

Sound Technician (African-American/Afro-Latin Music): Care for collection of 10,000+ sound recordings for academic research center devoted to the collection and preservation of music of the African Diaspora, including music from North and South America and the Caribbean, encompassing such genres as jazz, Latin jazz, blues, rock, calypso, samba, merengue, salsa and reggae. Organize and maintain collections, including dubbing preservation and use copies of unique materials. Process archival sound and paper-based collections, creating inventories, entering materials into center database, and performing copy cataloging on OCLC network. Provide reference assistance in English and Spanish to researchers using recordings and archival materials. Handle all technical aspects of sound engineering for live performance of vintage and rare pieces. Transcribe written archival material, including scores, composers' notes, letters, recording contracts, etc., in both English and Spanish and catalog material appropriately. Provide technical advice to archivists, librarians and researchers in utilizing preserved recordings and archival material. Must read, write and speak Spanish and English. Must have Bachelor of Arts degree in Sound Engineering. College coursework must include at least 1 course each in: 1) Music Theory, 2) Music Reading, 3) American Popular Music, 4) African-American Music. Must have completed 2 major audio production projects in reel-to-reel format. Must have 3 months experience as Sound Technician or Research Assistant. Experience can be obtained before graduation and must involve use of OCLC on-line database. 40 hrs/wk, 9am-5pm, \$25,130/yr. Must have proof of legal authority to work permanently in the U.S. Send resume to Illinois Department of Employment Security, 401 South State Street, 3 South, Chicago, IL 60605, Attn: James Gregory, Ref# V-IL-14042-Z. No calls. An employer paid ad. Send 2 copies of both resume and cover letter.

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GREAT LOCATIONS

Chancellor

Continued from page 27

ney Co./Capital Cities/ABC Inc., has registered its plans to transfer approximately 90% of its stock from President/CEO Steven Dinetz to Hicks, Muse, Tate & Furst Inc. That's the same private investment group that has paid about \$200 million for Commodore Media Inc. (BROADCASTING & CABLE, July 1).

Merely a routine conversion of stock allowed by the Telecommunications Act of 1996, Hicks Muse limited partner Eric C. Neuman says of the transfer of control of Chancellor. "Absolutely nothing's happening... Steve [Dinetz] continues to be the CEO [and president]." Hicks Muse limited partner Thomas O. Hicks already is chairman of Chancellor's board of directors.

Sinclair LMA partner buys San Antonio TV

Sinclair Broadcast Group Inc. is keeping its eye on KRRT(TV) Kerrville/San Antonio, Tex. The UHF station, with which Sinclair has an LMA, is being bought by Sinclair's LMA partner, Glencairn Ltd. The price is \$2 million plus assumption of liabilities.

In city after city, all of Glencairn's holdings are tied to Sinclair with LMAs. But Glencairn has close ties with Sinclair beyond LMAs. It is principally owned (directly or through trusts established for her grandchildren) by Carolyn Smith, the mother of Sinclair President David Smith.

Sinclair's LMA with the UHF station dates to the company's \$1.2 billion merger with River City Broadcasting LP in April. KRRT was River City's only LMA. Sinclair also acquired KABB-TV San Antonio through River City.

Neither Sinclair nor Glencairn offi-

cials were available for comment.

Evergreen forks it over for FM

Evergreen Media Corp. is paying the second-highest price of the year for a stand-alone FM: \$65 million cash for WEDR(FM) Miami, Fla. The highest price for a stand-alone FM so far this year was \$91.2 million for WAXQ(FM) New York. Entertainment Communications Inc. bought the station but immediately turned it over to Viacom International Inc.

Evergreen also has paid the third-highest price this year: \$44 million for KYLD-FM San Mateo/San Francisco.

Evergreen's only other holding in Miami is WVCG(AM). Buying WEDR is part of a plan to buy "successful, growing major-market stations at attractive prices," says Evergreen Chairman Scott K. Ginsburg. The FM ranks first among listeners 12-plus and in the 18-34 and 25-54 categories, Evergreen says. ■

Changing Hands

Continued from page 27

aural, ant. 1,692 ft.; WDZL: ch. 39, 3,980 kw visual, 398 kw aural, ant. 735 ft.; WXIN: ch. 59, 2,090 kw visual, 209 kw aural, ant. 990 ft.; WPMT: ch. 43, 2,140 kw visual, 214 kw aural, ant. 1,381 ft.; KDAF: ch. 33, 5,000 kw visual, 500 kw aural, ant. 1,696 ft.

Affiliations: All Fox except WDZL and KDAF: WB Network

WYOU-TV Scranton, Pa.

Value: At least \$23.3 million (Buyer is paying \$500,000 plus assumption of liabilities)

Buyer: Nexstar Broadcasting Group Inc., Boston (Perry Sook, president; Royce Yudkoff, VP); no other broadcast interests. Yudkoff-owned ABRY Broadcast Partners II LP is 100% owner of Nexstar and also has 80% control of Sullivan Broadcasting License Corp., which owns WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.; WXLV-TV Winston-Salem, N.C.; WRGT-TV Dayton, Ohio; WTAT-TV Charleston, S.C.; WZTV(TV) Nashville; WRLH-TV Richmond, Va., and WVAH-TV Charleston, W.Va.; is buying WFXV (TV) Utica, N.Y., and WMSN-TV Madison, Wis. Yudkoff has interest in company selling WSTR-TV Cincinnati.

Seller: Diversified Communications, Portland, Me. (David H. Lowell, principal); owns WCJB(TV) Gainesville, Fla.; WABI-TV Bangor, Me., and WPDE-TV Florence, S.C.; has option to buy

WWMB(TV) Florence. (Note: Diversified bought WYOU-TV in 1986 for \$22.8 million.)

Facilities: Ch. 22, 2,945 kw visual, 294 kw aural, ant. 842 ft.

Affiliation: CBS

51% of KZJL(TV) Houston

Price: \$1.4 million for stock

Buyer: Shop at Home Inc., Knoxville, Tenn. (Kent E. Lillie, president/.1 owner; SAH Holdings LP, 25.7% owner; W. Paul Cowell, 29.6% owner). Broadcast TV and cable retailer Shop at Home is 49% owner of seller; after sale will own 100% of seller.

Seller: Urban Broadcast Systems Inc. (Charles E. Walker, president/51% owner; Shop at Home, 49% owner)

Facilities: Ch. 61, 2,740 kw visual, 274 kw aural, ant. 1,810 ft.

Affiliation: Shop at Home

Broker: Proctor Group Inc.

KRRT(TV) Kerrville/San Antonio, Tex.

Price: \$2 million plus assumption of liabilities

Buyer: Glencairn Ltd., Pittsburgh (Edwin L. Edwards Sr., president/owner); owns WABM-TV Birmingham, Ala.; WNUV-TV Baltimore; WRDC-TV Raleigh/Durham, N.C., and WVT(TV) Milwaukee. Glencairn is LMA partner of Sinclair Broadcast Group Inc.

Seller: KRRT Inc., Erie, Pa. (John Kanzius, president; Myron Jones, CEO). Jones owns 74.8%, and Kanzius owns 25.2%, of WJET-TV-FM Erie.

Facilities: Ch. 35, 5,000 kw visual, 500 kw aural, ant. 1,758 ft.

Affiliation: UPN

COMBOS

WLAP(AM)-WMXL(FM) Lexington and WWYC-FM Winchester, Ky.

Price: \$14 million plus assumption of obligations

Buyer: Jacor Communications Inc., Cincinnati (Benjamin L. Homel, president; Zell/Chilmark Fund LP, 70% owner); for holdings see "Changing Hands," May 27

Seller: Trumper Communications Inc., Westmont, Ill. (Jeffrey E. Trumper, president/CEO/owner); owns KISN-AM-FM Salt Lake City and KUMT-FM Centerville, Utah; is buying KDZZ(AM)-KTEG(FM), KHTZ(FM) and KZSS(AM)-KZRR-FM, all Albuquerque, N.M., and KLSK-FM Santa Fe/Albuquerque; is applying to build FM in Brigham City, Utah

Facilities: WLAP: 630 khz, 5 kw day, 1 kw night; WMXL: 94.5 mhz, 100 kw, ant. 640 ft.; WWYC-FM: 100.1 mhz, 32 kw, ant. 490 ft.

Format: WLAP: sports talk; WMXL: adult contemporary; WWYC-FM: country

WCIL-AM-FM Carbondale, Ill.

Price: \$1.765 million for stock

Buyer: Zimmer Broadcasting, Cape Girardeau, Mo. (Jerome R. Zimmer, president/owner); owns wooz-FM Harrisburg, Ill. Jerome Zimmer is 25% owner of KTGR(AM)-KCMQ(FM) Columbia, KZIM(AM) Cape Girardeau, KSIM(AM) Sikeston, KCLR-FM Boonville and KWOC(AM)-KKLR-FM Poplar Bluff, Mo.; owns 20% of WKBQ-FM Jerseyville and WKX(FM) Granite City, Ill., and

WKQB(AM) St. Louis; is buying 25% of KJEZ(FM) Poplar Bluff.

Seller: Dennis and Paula Lyle, Carterville, Ill.

Facilities: AM: 1020 khz, 1 kw day; FM: 101.5 mhz, 50 kw, ant. 430 ft.

Formats: AM: MOR; FM: top 40

RADIO: FM

Swap of WFYV-FM Atlantic Beach/Jacksonville and WAPE-FM Jacksonville, Fla., for WGBB(AM) Freeport/Long Island-WBAB-FM Babylon/Long Island, WBLI(FM) Patchogue/Long Island and WHFM(FM) Southampton/Long Island, all N.Y.

Value: \$108 million (includes \$11 million from Chancellor to SFX) (\$43 million for Jacksonville stations; \$54 million for Long Island stations)

Owner, WFYV-FM, WAPE-FM: Chancellor Broadcasting Co., Dallas (Steve Dinetz, president/owner); owns WALK-AM-FM Patchogue/Long Island, N.Y. (for other holdings see "Changing Hands," July 1). Note: Chancellor will become subsidiary of Hicks, Muse, Tate & Furst Equity Fund II.

Owner, Long Island stations: SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); is buying WOKV(AM)-WKQL(FM), WIVY(FM) and WPDQ(AM) Jacksonville and is buying WHSL-FM High Point/Greensboro, N.C. (see item, below; for other holdings see "Changing Hands," May 13)

Facilities: WFYV-FM: 104.5 mhz, 100 kw, ant. 984 ft.; WAPE-FM: 95.1 mhz, 100 kw, ant. 460 ft.; WGBB: 1240 khz, 1 kw; WBAB-FM: 102.3 mhz, 3 kw, ant. 268 ft.; WBLI: 106.1 mhz, 49 kw, ant. 499 ft.; WHFM: 95.3 mhz, 5 kw, ant. 354 ft.

Formats: WFYV-FM: AOR; WAPE-FM: CHR; WGBB: adult contemporary; WBAB-FM: AOR; WBLI: adult contemporary; WHFM: adult contemporary
Broker: Star Media Group Inc.

WEDR(FM) Miami

Price: \$65 million cash

Buyer: Evergreen Media Corp., Irving, Tex. (Scott Ginsburg, chairman); owns WVCG(AM) Miami (for other holdings see "Changing Hands," June 24)

Seller: Rivers Group (Rex B. Rivers, president)

Facilities: 99.1 mhz, 100 kw, ant. 926 ft.

Format: Urban contemporary

Broker: Media Venture Partners

WHSL-FM High Point/Greensboro, N.C.

Price: \$6 million

Buyer: SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); is buying WMFR(AM)-WMAG(FM) High Point/

Greensboro and WTCK(AM) (formerly wwwb) Greensboro (for other holdings see "Changing Hands," May 13)

Seller: HMW Communications, Dallas (affiliate of Hicks, Muse, Tate & Furst Inc.). Hicks Muse is buying Commodore Media Inc. and 90% of Chancellor Broadcasting Co.

Facilities: 100.3 mhz, 100 kw, ant. 1,049 ft.

Format: '70s rock 'n' roll

Broker: Star Media Group

WYNU(FM) Milan/Jackson, Tenn.

Price: \$3.6 million

Buyer: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); owns WTJS(AM)-WTNV-FM Jackson and WOLZ-FM Fort Myers, Fla.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WKII(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and KNAX-FM and KRBT-FM Fresno, Calif.; is selling WJSU-TV Anniston, Ala.; WWRD-FM Jacksonville and WFKS-FM Palatka, Fla., and WNDR(AM)-WNTQ(FM) Syracuse, N.Y.

Seller: Malkan Broadcast Association, (Glen Powers, president)

Facilities: 92.3 mhz, 100 kw, ant. 991 ft.

Format: Adult contemporary

KNYN(FM) Santa Fe and KTMN(FM) Los Alamos, N.M.

Price: \$3.5 million

Buyer: AGM-Nevada LLC, Towson, Md. (Charles Salisbury, VP/50% owner; 25% owners [each] Anthony S. Brandon, president, and L. Rogers Brandon, VP); owns KQOL-FM Boulder City, Nev., and KCID-FM Caldwell, Idaho. Anthony S. Brandon owns 67% of American General Media Corp., which owns KERN-AM-FM Bakersfield, Calif.; wwwg(AM) Rochester, N.Y., and KWFS(AM) Wichita Falls, Tex. Brandons also own 50% of WYDE(AM) Birmingham and WRAX-FM Trussville, Ala.; KZOZ-FM San Luis Obispo and KKAL(AM) Arroyo Granda, Calif., and KKCL-FM Lorenzo/Lubbock and KWFS-FM Wichita Falls, Tex. L. Rogers Brandon owns 51%, and Anthony Brandon owns 49%, of Lagniappe Broadcasting Inc., which owns KGEO(AM)-KGFM-FM Bakersfield, Calif., and is buying KDOB-FM Paso Robles, Calif. Anthony Brandon owns 50% of company that owns 20% of WWLG(AM) Baltimore and WASA(AM) Havre de Grace, Md.

Seller: Plaza Broadcasting Inc./Mountain Broadcasting Inc., Santa Fe (Jim Leary president)

Facilities: KNYN: 95.5 mhz, 19 kw, ant. 1,850 ft.; KTMN: 98.5 mhz, 100 kw, ant. 1,781 ft.

Formats: KNYN: country; KTMN: AOR

Broker: Norman Fischer & Associ-

ates (seller)

WLSN(FM) Greenville, Ohio

Price: \$2.35 million

Buyer: Hawes-Saunders Broadcast Properties Inc., Dayton, Ohio (Ro Nita Hawes-Saunders, president/owner); owns WROU(FM) West Carrollton and WRNB(FM) Troy, Ohio. Ro Nita Hawes-Saunders has interest in WCIN(AM) Cincinnati; WCKN(AM) Surfside Beach, S.C., and WCOO(AM) New Bern, N.C.
Seller: Treaty City Broadcasting Corp., Greenville (Nicholas F. Bodi, president/owner); no other broadcast interests

Facilities: 106.5 mhz, 50 kw, ant. 482 ft.

Format: Easy favorites

KTLR-FM Terrell, Tex.

Price: \$1.415 million

Buyer: El Dorado Communications Inc., Los Angeles (Thomas H. Castro, president); owns KMQA(FM) West Covina, Calif., and KXTJ(FM) Beaumont and KQQK(FM) Galveston, Tex.; is buying KEYH(AM) Houston; has time brokerage agreements with KGRB(AM) West Covina, Calif., and KOND(FM) Cleveland, KLV(AM) Pasadena, KXEB (AM) Sherman and KRVA(AM) Cockrell Hill-KRVA-FM McKinney, all Tex.

Seller: Metro Broadcasters-Texas Inc., Rockwall, Tex. (Ken Jones, CEO); owns KHYI(FM) Howe, Tex.

Facilities: 107.1 mhz, 3.3 kw, ant. 440 ft.

Format: Real country

Broker: John W. Saunders

KFGX(FM) (formerly KKDL) Detroit Lakes, Minn.

Price: \$1.3 million

Buyer: MSB Inc., Fargo, N.D. (Lauris N. Molbert, president); owns KVOX-AM-FM Moorhead, Minn. MSB ultimately is owned by Otter Tail Power Co. (John MacFarlane, president), which also owns KMRS(AM)-KKOK-FM Morris, Minn., and KFGO-AM-FM Fargo.

Seller: Leighton Enterprises Inc., St. Cloud, Minn. (Alver Leighton, president/85% owner); owns KDLM(AM) Detroit Lakes and KNSI(AM)-KCLD(FM) St. Cloud. Al Leighton also owns KCII-AM-FM Washington, Iowa; has interest in KYCK(FM) Crookston, Minn.

Facilities: 95.1 mhz, 100 kw, ant. 970 ft.

Format: Golden oldies

—Compiled by Elizabeth A. Rathbun

Amplification

Biernacki Brokerage was the broker for the \$3 million worth of deals involving WRNY(AM)-WSKS(FM) Rome, WADR(AM)-WUUU(FM) Remsen and WUTQ(AM)-WOUR(FM) Utica, all N.Y. ("Changing Hands," July 1).

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.—debt in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

NEW STATIONS

Dismissed

Milford, Iowa (BPH-911003MI)—Milford Broadcasting Co. for FM at 102.1 mhz, ERP 50 kw, ant. 150 m. *June 21*

Jackson, La. (BPH-941207MC)—Jenne Communications Corp. Inc. for FM at 104.5 mhz, ERP 6 kw, ant. 100 m. *June 21*

Coalmont, Tenn. (BPED-930726MF)—Grundy Broadcasting Co. Inc. for FM at 91.3 mhz, ERP 1 kw, ant. 128 m. *June 21*

Granted

Milford, Iowa (BPH-911004MG)—New Milford Broadcasters Inc. for FM at 102.1 mhz, ERP 50 kw, ant. 135 m. *June 21*

Jackson, La. (BPH-941223ME)—Pointe Coupee Broadcasting Co. Inc. for FM at 104.5 mhz, ERP 6 kw, ant. 100 m., alongside SR 68, 9.7 km W of Slaughter. *June 21*

McMinnville, Tenn. (BPED-930329MC)—Warren County Educational Foundation for noncommercial educational FM at 91.3 mhz, ERP 1 kw, ant. -26 m. *June 21*

Farmville, Va. (BPH-950511MO)—The Farmville Herald Inc. for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *June 24*

Filed/Accepted for filing

Des Arc, Ark.—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.7 mhz, ant. N side of Saul's Rd., 4 mi. W of Hwy 11, from point 2.2 mi. N of I-70 and SH 11 inter-

change. 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, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville, La.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore, Durant and Stillwater, all Okla.; Clarkesville and Shelbyville, Tenn., and Huntsville, Victoria and Odessa, all Tex. *May 24*

Machias, Me. (BPH-960606ME)—Two Star Broadcasting (Diana Graettinger, 55% general partner, P.O. Box 403, Calais, ME 04619) for FM at 101.1 mhz, ERP 32 kw, ant. 83 m., between Rte. 192 and Hwy 1A, 2.45 mi. NW of Machias. *June 6*

Machias, Me. (BPH-960610MB)—Suelou Inc. (Peter W. Lechman, president, 3906 Wakefield Ln., Bowie, MD 20772) for FM at 101.1 mhz, ERP 50 kw, ant. 150 m., Tibbetts-town Rd., RFD 1, Box 69, Columbia Falls, Me. Lechman has CP for WBOP(FM) Churchville, Va. *June 10*

Machias, Me. (BPH-960607MA)—F. James Whalen (46 Center St., Machias, ME 04654) for FM at 101.1 mhz, ERP 50 kw, ant. 150 m., off US Rte. 1, 5.8 km ESE of Columbia Falls, Me. *June 7*

Pontonoc, Miss. (BPED-960603MF)—Southern Cultural Foundation (Richard W. Dabney, trustee, 101 McDade Cir., Toney, AL 35773) for noncommercial educational FM at 91.5 mhz, ERP 2.4 kw, ant. 152.7 m., WWMS tower site, 1.9 km SE of Randolph, Miss. The foundation has applied for FMs in Burnsville, Miss., and Minor Hill, Tenn. Dabney has interest in application for FM in Flint City, Ala. *June 3*

Stonewall, Miss. (BPH-960610MG)—K&D Spain Partners (Walter D. and Kyle M. Spain, general partners, P.O. Box 12, Tupelo, MS 38802) for FM at 106.9 mhz, ERP 6 kw, ant. 99 m., 2.5 km from intersection of

SR 514 and US 45. *June 10*

Stonewall, Miss. (BPH-960610MD)—K. Darryl Jackson (P.O. Box 566, Butler, AL 36904) for FM at 106.9 mhz, ERP 6 kw, ant. 100 m., .42 mi. E of Union Hill Church, off Hwy 45 S. Jackson owns 49% of WPRN(AM) and WQGL(FM) Butler, and has applied for FMs in Lisman, Ala., and DeKalb, Miss. *June 10*

Fargo, N.D. (BPED-960611MA)—Fargo Baptist Church (T.C. Scheving, president, 2500 18th St. South, Fargo, ND 58103) for FM at 88.7 mhz, ERP 30.2 kw, ant. 265 m., Amenias Tower farm, .93 mi. E of SH 18, Amenias. *June 11*

Minor Hill, Tenn. (BPED-960520MW)—Southern Cultural Foundation (Richard W. Dabney, trustee, 101 McDade Cir., Toney, AL 35773) for noncommercial educational FM at 89.7 mhz, ERP 3.5 kw, ant. 72 m., intersection of Little Texas and Turkey Branch rds. The foundation has applied for FMs in Burnsville and Pontonoc, Miss. Dabney has interest in application for FM in Flint City, Ala. *Feb. 27*

San Angelo, Tex. (BPED-960528ME)—Angelo Christian Ministries Inc. (John T. Hollar, president, 126 S. Angelo St., San Angelo, TX 76901) for FM at 89.3 mhz, ERP 1.5 kw, ant. 112.1 m., 2.31 mi. N of intersection of US 87 and March Rd. *May 28*

Fredriksted, V.I. (BPH-960605ME)—Fredrick Gauthier de Castro (P.O. Box 154, San German, PR 00683-0154) for FM at 98.5 mhz, ERP 6 kw, ant. -5 m., on existing communication tower, 1.5 km S of Fredriksted. Gauthier de Castro has applied for AM in Mulberry, Fla. *June 5*

Franklin, Va. (BPED-960603MA)—Educational Media Corp. (Peter D. Stover, president, 830 Gunnery Hill Rd., Spotsylvania, VA 22553) for FM at 91.7 mhz, ERP 7 kw, ant. 128 m., .64 km E of intersection of rtes 650 and 35, near Courtland, Va. EMC owns WJYJ (FM) Fredericksburg, Va., and has applied for FM in Rustburg, Va. *June 3*

Walla Walla, Wash. (950829MA)—Mark Jacky Broadcasting for FM at 99.1 mhz, ERP .42 kw, ant. 364 m. *Aug. 29*

Laramie, Wyo. (BPH-960606MU)—Mount Rushmore Broadcasting Inc. (Jan Charles Gray, president/owner, 341 East E St., Ste. 180, Casper, WY 82601) for FM at 96.7 mhz, ERP .440 kw, ant. 360 m., Rocky Mountain Radio Corp. communications site at Pilot Hill, 12 km E of center of Laramie. Mount Rushmore owns KFCR(AM)-KACP(FM) Custer and KZMZ(AM)-KZMX-FM Hot Springs, S.D.; KRAL (AM)-KIQZ(FM) Rawlins, KGOS(AM)-KERN(FM) Torrington and KOLT(FM)-KASS(FM) Casper, all Wyo., has CPs for FMs in Newcastle, Wyo., and Chadron, Neb., and has applied for FMs in Billings, Mont., and Jackson, Wyo. *June 6*

FACILITIES CHANGES

Granted

Tuscaloosa, Ala. (BPCT-960118KE)—TV Alabama Inc. for WCFT-TV ch. 33: change TL to 5.2 km E of intersection of SR 69 and Wint Dunn Rd., 32 km NNE of Tuscaloosa, ERP to 4,741 kw visual, ant. to 630 m. *May 24*

—Compiled by Jessica Sandin

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

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THIS WEEK

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

July 15—Deadline for entries for the duPont-Columbia Awards for excellence in television and radio news, presented by the *duPont Center at Columbia University*. Contact: Denise Figueroa, (212) 854-5047.

July 15—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 17-20—*Alliance for Community Media* international conference and trade show. Hyatt Regency Crystal City, Arlington, Va. Contact: (202) 393-2650.

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 21-24—11th annual *Interactive Services Association* conference and exposition. Sheraton San Diego, San Diego. Contact: Patti McKnight, (301) 495-4955.

July 22—*NewsProNet* producer forum. Boston University College of Communication, Boston. Contact: Michael Shoer, (770) 475-2667.

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, 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, 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, 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. 14—*NewsProNet* producer forum. Stouffers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

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: Chris-

tine Bollettino, (312) 634-2335.

Sept. 19—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Mariyn 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. 20-22—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.

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.

Sept. 24-27—SCEC '96, 18th annual satellite communications exposition and conference presented by *Satellite Communications*. Sheraton Washington, Washington. Contact: (800) 525-9154.

Sept. 27-29—*Oregon Association of Broadcasters* 56th annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: (541) 343-2101.

Sept. 30—Deadline for entries for the second annual *Advertising Marketing Effectiveness International* Awards, which recognize excellence in global advertising. Contact: (212) 238-4481.

Sept. 30-Oct. 2—Digital television and Internet conference and expo presented by *Convergence*. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

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 Osmański, [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* 1st 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, 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.

MARCH 1997

March 16-18—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

APRIL 1997

April 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Common Carrier's uncommon chief

New telecommunications policies, reams of law firm filings, frantic, 'round-the-clock rulemaking efforts.

Regina Keeney has been there, done that.

The FCC's Common Carrier Bureau chief was at the commission back in the early 1980s, when the government was forcing AT&T to spin off its local phone business into seven regional companies.

"It was extremely hectic, and people were working all night," says Keeney, who remembers stealing naps in her office during the long weeks. "It was almost like going through boot camp."

And now she and the rest of her bureau are going through boot camp again. The bureau is overseeing the bulk of the commission's effort to implement the Telecommunications Act of 1996. The job includes implementing rules on universal service, access charges, number portability, telemessaging and other issues.

This month, the bureau is racing toward an Aug. 8 deadline for wrapping up rules in telephone interconnection, a proceeding that FCC officials say has drawn some 200 comments from interested parties.

By comparison, the video dialtone proceeding—previously viewed as a paper-heavy rulemaking effort—attracted fewer than 100 comments.

But Keeney is no stranger to paper tidal waves. Washington lawyer Walter McCormick, who worked with Keeney on the Senate Commerce Committee, recalls a committee "paper hearing" on one legislative proposal that drew hundreds of pages in law firm submissions. "It was like a roomful of comments," says McCormick. "Regina read every word."

Bureau staffers are now facing similar reading requirements as they implement the new telecommunications law. "There are people here seven days a week," says Keeney. "Every Monday morning you come in and you can tell it's been a hectic weekend again because the bathroom's completely out of paper." Keeney also relates one tale of Common Carrier Bureau attorneys sharing fond memories of the lighter working hours they enjoyed in private practice.

But the work is still fun, she says. Keeney describes a feeling of esprit de corps among the bureau's employees: "We have people here who are really the national experts in various things. People obviously aren't com-



"I keep getting interesting jobs at interesting times."

Regina Markey Keeney

Chief, FCC Common Carrier Bureau, Washington; b. Aug. 20, 1955, Sumter, S.C.; BS, Georgetown University, 1977; JD, Harvard Law School, 1980; associate, Hamel, Park, McCabe & Saunders, Washington, 1980-83; attorney, tariff division, FCC Common Carrier Bureau, 1983-85; Republican communications counsel, Senate Commerce Committee, 1985-94; chief, FCC's Wireless Telecommunications Bureau, 1994-95; current position since November 1995; m. Terence Keeney, Aug. 16, 1980; daughters: Teresa, 5, Anne, 5.

ing for the money or short hours."

Keeney came to the FCC in 1994 from Capitol Hill, where she put in nine years as the Republican communications counsel on the Senate Commerce Committee. After shifting to the FCC, she served as the commission's first Wireless Telecommunications Bureau chief—overseeing the first spectrum auctions—before moving to the Common Carrier Bureau last November.

"She's held the two most active bureau chief positions," says Washington communications lawyer Richard Wiley. "She's been a real success story here in Washington."

"Regina rules my thinking on common carrier issues," says FCC Chairman Reed Hundt. Hundt says he differs from Keeney in that "she is a Republican from Harvard with a mastery of congressional politics, network economics and common carrier acronyms. These are all daunting topics for me—but I respect and admire her deeply as a person, leader and thinker," Hundt says.

"If you were to design a resume that would end up being the perfect bureau chief for this time in history, it would be her resume," adds another FCC official.

It's a resume that began in tax law when Keeney launched her legal career with a Washington law firm. A lull in tax work resulted in some communications issues coming Keeney's way, and when she heard the FCC was hiring lawyers she decided to sign up.

"The issues have always been interesting," Keeney says of communications law. "It is intellectually challenging and there also are the social policy goals."

Keeney also cites an interest in communications dating back to the second grade, when her father taught her Morse code. "I was never very good at it, to his dismay." She also recalls her father, an Air Force navigator, constructing the family's first color TV.

Keeney now hopes her bureau will construct rules allowing new telecommunications competitors to enter each other's businesses. Beyond implementing the telecommunications law, however, she is less certain what the future holds for her career. While some plot out life plans from kindergarten on, Keeney does not count herself among them.

"I've been really lucky in that I keep getting interesting jobs at interesting times."

—CM

BROADCAST TV

Appointments at KING-TV Seattle, Wash.: **Susannah Frame**, reporter, named weekend morning news anchor; **Kris Breton**, payroll accountant, named accounting manager; **Lance Enger**, teleprompter operator, named overnight assignment editor; **Tonia Campbell**, payroll lead, Host Marriott Corp., joins as payroll accountant.



Ahrendt

Barry Ahrendt, senior news producer, WBZ-TV Boston, joins WLVI-TV Cambridge/Boston as executive news producer, *The Ten O'Clock News*.

Mike Hegedus, executive producer/host, *Prime*

Suspect, NBC Television Station Division, Burbank, Calif., joins WNBC(TV) New York as reporter.

Chuck Gordon, GSM, WHAS-TV Louisville, Ky., named chairman, ABC Television Network Sales Advisory Board.

Roland Steadham, lead weather anchor, WSVN(TV) Miami, joins WTVJ(TV) there as weekday weather anchor.

Eugene Staples, director/cameraman, WNDU-TV and Golden Dome Productions, South Bend, Ind., named creative services director.

Freedom Forum honors educator

Douglas Anderson, director, Walter Cronkite School of Journalism and Telecommunication at Arizona State University in Tempe, has been named the 1996 Freedom Forum Journalism Administrator of the year.

The award recognizes outstanding administrative leadership in the advancement of journalism education. Anderson will receive a medal and \$10,000 cash. In addition, a \$10,000 grant will be given to the Cronkite school. The award will be presented on Aug. 10 during the Association for Education in Journalism and Mass Communications convention in Anaheim, Calif.

Appointments at WKRC-TV Cincinnati, Ohio, **Brad Johansen**, weekend news anchor and reporter, named sports director; **Stephen Daniloff**, director, local sales, WSTR-TV Cincinnati, joins as local sales manager.

Carolyn Kane, assistant news director, WCMH(TV) Columbus, Ohio, joins KOLD-TV Tucson, Ariz., as news director.

Louise Henry Bryson, senior VP, affiliate sales and marketing, FX Networks, named chair, board of directors, KCET(TV) Los Angeles.

Appointments at Chambers Communications Corp. stations, Eugene, Ore.:

Rick Jacobs, supervising producer, KOIN(TV) Portland, Ore., joins KEZI(TV) Eugene as news manager; **Mark Hatfield**, executive producer, KDRV(TV) Medford, Ore., named news manager; **Geoffrey Riley**, senior reporter/special projects producer, KDRV(TV), named executive producer.

Clem Taylor, producer, *Eye to Eye*, Washington, named senior producer, hard news, *This Morning*, New York.

Gregg Lagan, assignment editor, KCCI(TV) Des Moines, Iowa, joins WOITV Ames/Des Moines as news director.

James Grimes, GM, KDBC-TV El Paso, joins WDEF-TV Chattanooga in same capacity.

Dennis Swanson, president, ABC Sports, joins WNBC(TV) New York as president/GM.

PROGRAMING

Andrew Plotkin, story editor, Rysher Entertainment, Los Angeles, named director, development.

Audrey Gelb, manager, production, Columbia TriStar Television, Culver City, Calif., named director.

Tony Ball, GM, broadcasting, British Sky Broadcasting (BSkyB), joins International Sports Programming Partners—a worldwide sports programming alliance formed by News Corp., Liberty Media Corp. and Tele-Communications Inc.—New York, as COO/executive VP.

Tracey Samson, senior director, special markets, WarnerVision Entertainment, joins Cabin Fever Entertainment Inc., Greenwich, Conn., as director, special markets.

Henry Urick, senior VP, marketing, Rysher Entertainment, joins Tribune Entertainment Co., Los Angeles, as VP, marketing.

Appointments at NBC Asia, Hong Kong: **Dick Reingold**, VP, news, WRC-TV Washington, named VP/station manager; **Ruth Kan**, manager, marketing services, TVB International, joins as marketing director.

Melissa Martin, financial analyst, Massachusetts Water Pollution Abatement Trust for the State Treasury, joins Hearst Broadcasting Productions, Needham, Mass., as business administrator.

Rebecca Prentice, partner, Shearman & Sterling law firm, Los Angeles, joins Paramount Pictures, Hollywood, as senior VP/general counsel.

David Peckinpah, executive producer, *Silk Stalkings*, USA Network, joins Universal Television, Universal City, Calif., to executive-produce *Sliders* series. He also has signed a drama development deal with the company.

RADIO

Liz Barber, senior marketing consultant, KPLX(FM) Dallas/Fort Worth, joins Infinity-owned radio stations there as director of new sales venture, Infinity Sales and Promotions.

Al Grosby, GM, EBE Communications, joins KZSA(FM) Placerville/Sacramento, Calif., as station manager.

Michael Wittman, controller, acquisitions and accounting services, Westinghouse Broadcasting, joins CBS Radio Networks, New York, as controller.

Marvin Durant, program director, WNOG-AM-FM Naples, Fla., joins WKNR(AM) Cleveland as executive producer.

Chancellor Broadcasting Co. is acquiring three Orlando, Fla., stations. Personnel appointments at those stations: **Dan Wachs**, VP/GM, WOCL(FM) De Land/Orlando, adds WOMX-FM to his responsibilities; **Mike Gonick**, GSM, WOCL named GM, WXXL(FM) Leesburg and WJHM(FM) Daytona Beach.

Stan Dunn, on-air host, San Francisco, joins KNOB(AM) San Rafael, Calif., in same capacity.

Chuck Roberts, program director/morning host, WIXC(FM) Essexville, Mich., joins KLOU(FM) St. Louis as production director/midday host.

Bob May, GM, KZMZ(FM) Alexandria, La., joins KRRV-FM/KICR-FM/KDBS(AM) there in same capacity.

J. Peter Bardwick, CFO/executive VP, The Beasley Broadcast Group Inc., joins Star Media Group, Dallas, as managing director, Star Media Capital.

CABLE

Katherine Lewis, GM, Express Games, Sega Channel, New York, named VP, marketing.

Appointments at Discovery Communications, Bethesda, Md.: **Sandy Wax**, director, research, Discovery Networks, named VP, research and planning, Discovery Communications Inc.; **Steve McGowan**, director, programing and market research, Discovery Networks U.S., named VP, research; **Leigh Jenkins**, senior manager, international marketing, named director.

Appointments at 21st Century Cable TV Inc., Chicago: **Richard Wiegand-Moss** named COO; **Roxanne Jackson** named VP, human resources; **Patrick Lekawa** named president, Internet and data services division; **Stephen Lee** named VP, Internet and data services division; **Leslie Logsdon** named director, sales; **John Gronke** named director, purchasing and contracts.



Santos

Rolando Santos, director, Noticiero CNN Internacional (CNNI), Atlanta, named VP, CNN Spanish, and head, CNN's 24-hour Spanish-language news network to launch in first quarter 1997.

Maryline Lewett, national sales manager, International Media Group Inc., and **Eric Scott** join International Channel Networks, Englewood, Colo., as national advertising sales manager and director, creative services, respectively.

George Jamison, manager, international communications, General Electric, joins CNBC, Fort Lee, N.J., as VP, media relations and corporate communications.

Stephen Bryan, executive VP, CPC Baking Business, joins TCI Communications Inc., Englewood, Colo., as executive VP, Great Lakes operating division.

Hali Simon, senior account supervisor,

entertainment and corporate communications, Lippin Group, New York, joins USA Network there as publicist.

Appointments at The Weather Channel, Atlanta: **Patrick Scott**, chief executive/managing director, Satellite Information Services Ltd., joins as managing director for expansion in Europe, the Middle East and Africa; **Neil Strow**, national account executive, Cable Advertising, Atlanta, joins as account manager, national ad sales; **Steve Goulas**, affiliate sales representative, named regional manager, affiliate sales.

MULTIMEDIA

Paul Perrello, news director, WWDB(FM) Philadelphia, joins Metro Networks and Metro Traffic Control there as news bureau chief.

Robert Matheson, television division chief, Armed Forces Radio and Television Service, Riverside, Calif., named director, programing.

Elen Robinson, GM, Pepsi-Cola Bottling Co., Denver, joins Ascent Entertainment Group Inc. there as president, Ascent Sports.

Howard Cutler, creative director, "Stop the Rock," a science/adventure game CD-ROM based on the children's television series *Bill Nye the Science Guy*, Seattle, joins WGBH-TV Boston as director, interactive multimedia.

Maureen O'Connell, legal adviser, office of FCC Commissioner James Quello, Washington, joins The News Corporation Limited, New York, as VP, regulatory affairs.

William Burleigh, president/COO, E. W. Scripps Co., Cincinnati, named president/CEO.

George Nunes, VP, sales/consumer marketing, Capitol Records, Los Angeles, joins KidStar Interactive Media, Seattle, as integrated media specialist.

Appointments at MCA/Universal Consumer Products Group, Universal City, Calif.: **Cindy Chang**, editor, Inter-visual Books, joins as director, publishing; **Chuck Valdez**, director, finance, named VP.

TELEMEDIA

Appointments at International Family Entertainment Inc., Virginia Beach, Va.: **Mike Quintana**, manager, special projects, corporate marketing, named manager, Internet ventures; **Clint Bailey**, coordinator, events and conventions,

named manager, Internet operations.

Bruce Bond, managing director, national business communications, British Telecom, joins ANS (data networking subsidiary of America Online Inc.), Vienna, Va., as president/CEO; **Heinz Wer-melinger**, VP, marketing, AOL Europe, Guetersloh, Germany, named president/CEO.

Marvin Adams, president, Financial Card Services Corp., Banc One, Columbus, Ohio, joins Frontier Corp., Rochester, N.Y., as chief information officer/president, Frontier Information Technologies.

Appointments at Shop at Home Inc., Knoxville, Tenn.: **Linda Ford**, manager, human resources, National Auto-Truckstops Inc., Nashville, joins as VP, human resources; **Michael Kokernak**, manager, named officer of the company and VP, affiliate and investor relations.

Appointments at Netcast Communications Corp., New York: **Felipe Burgaz**, director, marketing, Converse Inc., London, joins as VP, marketing; **Sharon Crowe**, account executive, Katz Media Corp., joins as director, sales.

Appointments at Entertainment Drive (eDrive), New York: **Joe Gagliardi**, senior media planner, Ogilvy & Mather Direct, joins as director, advertising; **Peter Siegel** named director, Internet venues; **Steve Horowitz**, online publicist, Turner Home Entertainment, joins as interactive producer; **Amanda Hass**, independent consultant, joins as director, public relations and marketing.

DEATHS

John F. Hardesty, 74, broadcast consultant, died June 28 in Sacramento, Calif., after a long illness. Hardesty had been station relations director with the National Association of Broadcasters; sales manager for Westinghouse Broadcasting, and president/director of Hamilton-Landis Inc. (brokers). He is survived by his wife, Jeanine, and four children.

Tom Chauncey, 83, former television station owner, died June 27 in Phoenix. In 1952 Chauncey, with partner Gene Autry, bought KOLD-TV Tucson and KOOL-TV Phoenix. He also owned KOOL-AM-FM. All of the stations were sold in the '80s. Chauncey is survived by six children.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

The FCC's proposed children's TV rule is not wrapped up yet.

The plan for a three-hour weekly standard on children's educational programming did not make the agenda for this week's open meeting—although FCC officials last week did not rule out the possibility that commissioners could still approve it this week. The proposal, delivered to commissioners June 28, establishes a three-hour children's TV processing guideline that allows stations seeking license renewal some flexibility if they have fallen short of the three-hour mark.

Providence Journal Co. entered its fourth local marketing agreement last week,

in Spokane, Wash., where its KREM-TV will program, sell advertising and provide management services for KSKN-TV. The company also has entered into LMA agreements in Seattle, Tucson and Honolulu.

Combined local and national radio advertising revenue increased an average 6% nation-

wide in May 1996 compared with May 1995, according to the Radio Advertising Bureau's latest market survey. 1996 year-to-date combined revenue also jumped an average 6% over the same period last year, the RAB noted. Radio markets in the Southeast showed the steepest gains for both local and national revenue growth, the RAB reported.

After a six-month search, CBS has tapped John Culliton to be

VP/GM of KCBS-TV, its Los Angeles O&O. Culliton, who has been GM of CBS's wcco(tv) Minneapolis since 1993, will report to Tony Vinciguerra, executive VP of CBS Television Stations, who is relocating from New York to Los Angeles to oversee CBS-owned stations on the West Coast. Culliton, who joined wcco as news producer in 1984, is credited with turning wcco into the dominant news station in the market; he also spearheaded its experiment with a 5 p.m. "family-sensitive newscast." Ken Rees, station manager of wcco, will serve as acting GM until

Culliton is replaced.

Eyemark Entertainment has put the last pieces of its development and production operation in place

with the appointment of Robb Dalton as senior VP, business and program development, and Brooke Karzen as director of programming. Dalton, who will oversee development and current programming originating from the West Coast, was Eyemark Entertainment President Ed Wilson's first hire at Maxam Entertainment last year before its merger with CBS and Group W Productions. Before Maxam, Dalton spent 10 years as president and executive producer of Pinnacle Communications. Karzen joined Group W as manager of programming in December 1994.

GTE won unanimous approval from the Ventura, Calif., County Board of Supervisors last week to include unincorporated areas of the county in its planned construction of a hybrid fiber/coaxial cable system there. The system would pass 122,000 households in Ventura County by

the end of 1998. Ventura County is the second franchise GTE has won in California since its approval to build a system in Thousand Oaks earlier this year.

The domestic portion of a global sports programming alliance

between News Corp., Liberty Media and TCI has been named **Fox Sports Net**, David Hill, chief executive of the venture and president of Fox Sports, has announced. The naming follows last year's international sports programming joint venture between News Corp., owner of Fox Television's Fox Sports, Liberty Media Corp., owner of Prime Sports, and TCI. As part of the deal, Liberty contributed Prime Sports operations to the venture. Regional sports channels now with the Prime Sports prefix will take on the Fox Sports prefix in the fall.

The Television Bureau of Advertising has signed 13 stations from the Benedek Broadcasting group to new memberships. Benedek acquired the stations when

AWRT honors Hudson, Williams

The American Women in Radio and Television presented its annual industry awards June 27-30 at its convention in Naples, Fla. Betty Hudson, senior VP, corporate communications, Reader's Digest Association, and longtime NBC executive, received the association's first President's Award for her "consistent support for AWRT" and for strengthening "the position of women by mentoring, networking and counseling."

The organization's highest honor, the Silver Satellite Award, was presented to talk show host Montel Williams. The award is given for "outstanding accomplishments in, or



On hand for AWRT's awards presentations were (l-r) Bobbee Carson Gabelmann, Paramount Pictures; Montel Williams, and Lucille Luongo, AWRT president.

contributions to, the field of electronic communications."

Star Award winners were WTPS-TV St. Petersburg, Fla. (for television company); Pat Mitchell, Turner Original Productions (individual in cable); Marcie Ersoff, Citicasters Inc. (individual in television); Radio One Inc. (company in radio), and Viacom Inc. (cable company).

The AWRT Achievement Award was given to Patricia Mahoney of Iridium Inc., Washington, for being a member "who has strengthened the role of women in the industry and has contributed to the improvement of the community."

it bought Brissett Broadcasting and Stauffer Communications. Benedek's nine other stations are already TVB members.

There are new GMs at two Providence Journal stations: Doug Armstrong moves to NBC affiliate KTVB(TV) Boise, Idaho, from the GM post at co-owned KHNL(TV) Honolulu. Replacing Armstrong in Honolulu is John Fink, the station's general sales manager.

Metromedia International Group has closed its merger agreements with Samuel Goldwyn Co. and the Motion Picture Corp. of America. The company also says that another subsidiary, Orion Pictures, secured \$300 million in credit from lenders led by Chemical Bank.

NBC has named **William Katsafanas** president/GM of WCMH-TV, the network's O&O in Columbus, Ohio. He was VP/GM of KFOR-TV, the NBC affiliate in Oklahoma City.

Former *Star Trek: The Next Generation* star **LeVar Burton** has signed a wide-ranging movie and TV development deal with **Paramount**. Burton's Eagle Nation Films is at work on *Daddy's Little Girl*, a comedy pilot for UPN. Burton is also in the middle of his 13th season as host of acclaimed PBS children's series *Reading Rainbow*.

NBC Enterprises has formed a production partnership with Paul Simms, creator and executive producer of the network's hit sitcom *NewsRa-*

dio. The new company will place special emphasis on bringing rising comedy writers to NBC.

Similar to a deal made in May with TCI, Canadian satellite company **Telesat Canada last week signed an agreement with TelQuest Ventures LLC to launch two direct broadcast satellites** that will transmit TV broadcast signals to the U.S. and Canadian markets. The first of four proposed Telesat satellites to be placed into Canadian orbital slots will launch this fall. The deal still requires FCC approval.

Encore Media Corp.'s International Channel and China Central Television (CCTV) will kick off their programming exchange agreement with the airing of *Romance of the Three Kingdoms*. The 84-episode series will run in sequence Monday-Friday, 8:30 a.m.-9:30 p.m., on the International Channel. The airing of the series is a precursor to the 1997 launch of a 24-hour Chinese channel, a separate, previously announced venture of the International Channel and CCTV. Encore Media's Encore International in August will begin exporting family-oriented programming, including music and variety shows, to CCTV's general entertainment cable and satellite channel, CCTV-8.

Bruce Davis has been named president of TV Guide Prevue Networks, the newly formed joint venture of News Corp. and the United Video Satellite

Group. Davis had been president of TV Guide on Screen, a joint venture of News Corp. and TCI. The venture will be based at Prevue's headquarters in Tulsa, Okla.

Digital Equipment Corp. announced plans last week to cut 7,000 jobs—representing 10% of its work force—during the next year. Digital did not indicate what operational areas would be affected by the cost-cutting strategy. Digital also said that it would take a charge of approximately \$475 million in the fourth quarter to cover costs of restructuring.

Cox California PCS will purchase \$500 million in PCS network equipment and services from Lucent Technologies. Cox California, a subsidiary of Cox Communications, plans to build a state-of-the-art communications service for the southwestern U.S., including San Diego, Orange County, Los Angeles and Las Vegas.

Errata—The listings for Tribune Broadcasting, Via-

com and Cox in last week's rundown of the top 25 radio groups contained errors. Tribune executives should have been Dennis FitzSimons, executive VP, and Wayne Vriesman, VP, radio group. KVOD(FM) Denver is now KKHK(FM). For complete media holdings and correct address, see this week's Top 25 TV groups (page 12). Viacom's total average-quarter-hour listeners should have been 376,700/10 stations. The listing included three Seattle stations that the company is swapping. (For details on this deal, which includes Viacom's acquisition of WAXQ(FM) New York, which the company operates under an LMA pending FCC approval, see "Changing Hands," April 8.) The Cox TV stations should have been assembled under the company name Cox Broadcasting (a privately held subsidiary of Cox Enterprises) and executives should have been Nicholas Trigony, president, and Bob Neil, head of Cox Radio.



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"Somebody videotaped the station picnic. You guys had better hope there's a V-chip in the boss's TV!"

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The Hundtification of TV

Reed Hundt is on a roll. The chairman of the FCC is about to bring about a revolutionary change in children's TV policy, having worked uphill against the wishes of half or more of his colleagues and the combined opposition of the broadcasting industry. His is truly a telecommunications tour de force that will be written about long after he's gone.

We're left with mixed emotions. From the beginning we opposed the Children's Television Act of 1990, fearing it would lead to just the kind of First Amendment infringement that is about to be the broadcaster's lot. It was that law—with its provision that performance in the children's area be subject to review at license renewal—that gave Hundt the mandate to come up with new children's rules.

This page has opposed quantification of children's programming as violative of the First Amendment and, almost worse, as a bad idea. Programming by the pound is hardly the way to get the best from the broadcasting system, or the best for the nation's children.

Both sides in this debate have been too rigid in pursuing their goals—Hundt for never yielding an inch on quantification and broadcasters for seeming not to yield on anything. Early on in the contest they enjoyed a three-to-two majority at the FCC and used it to be uncompromising, in the process jeopardizing the industry's standing in the Congress, with the administration and with the chairman with whom they eventually had to deal.

It is worth revisiting these wounds because, as is so often the case, the past is about to be prologue. Chairman Hundt's victory in children's television is about to be replicated in other areas of the broadcast day: political broadcasting, specifically, and public service in general. This time the magic figure is not three hours a week but more than eight hours a week—5% of all broadcast time. If the first trial balloons are accurate, that will be the quid pro quo for broad-

caster use of the digital spectrum.

Our concern is over the passage of control over a significant amount of broadcasting airtime from the private sector to the public, in potential violation of the First Amendment. At the same time, we must acknowledge the public trustee concept, built on a system of trust and confidence that broadcasters would do the right thing.

Broadcasters are caught between Hundtification's two main premises: an aggressive freeing up of the marketplace and an aggressive expansion of public service obligations. But this time around, broadcasters dealing with the FCC dare not violate a basic rule: You can't beat something with nothing. If they don't want 5%—as they didn't want three hours—they'd better have a plan.

We're entering a dangerous period. It will call for the highest statesmanship on the part of the government and the highest leadership on the part of the industry. Both will have to contribute to a new vision for the American system of broadcasting. It shouldn't be done by counting votes on the FCC. It should be done in concert with what's best for the country, the First Amendment and the Fifth Estate.

Channels at risk

There's another sticky wicket on the Hundt agenda: preempting channels 60-69 for auction now, not waiting for the analog spectrum's return at a date now uncertain. The idea is that if broadcasters voluntarily relinquish this "down payment" on the analog return, they will win extra time for return of the rest of the spectrum.

The basic issue is whether unused spectrum should be withheld from the auction marketplace in order to protect against an as yet undetermined amount of interference to incumbent broadcasters. That's a question that will take some answering. Hundt's ante is \$10 billion to \$25 billion. You can't beat something with nothing.

Donald V. West, editor/senior vice president

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Dan Trigoboff, senior editor

Elizabeth A. Rathbun, Chris McConnell,
assistant editors

Michael Katz, staff writer

Doris Kelly, assistant to the editor

Rick Higgs, systems manager

Denise P. Smith, Kenneth R. Ray, graphic artists

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Rich Brown, associate editor (cable)

Richard Tedesco, assistant editor (Telemedia Week)

Donna Petrozzello (radio), James McConville,

Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Cynthia Littleton, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;

303-670-4124; Fax 303-670-1082

Price Colman, bureau chief

London Paramount House, 162-170 Wardour St., W1V3AT;

44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

Broadcasting & Cable

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Neal Vitale, group vice president
Cahners Publishing Co.

Richard Vitale, vice president, operations and planning
Dan Hart, group controller

Michael Borchetta, circulation director

Sharon Goodman, director of manufacturing

and distribution

Louis Bradfield, distribution director

Charles M. Colfax, production manager

212-463-6558; Fax 212-463-6563

Eric Peterson, production assistant

Jane Rogers, vice president, research

Gillian Lewis, research director

Circulation Inquiries

Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

Sol Talshoff, Founder and Editor (1904-1982)

Lawrence B. Talshoff, Chairman Emeritus

Peggy Conlon, publisher

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, international sales director

Millie Chiavelli, director of cable advertising

Robert Foody, director of technical advertising

Yvonne Pettus, account executive

Joan Miller, executive secretary

Sandra Frey, executive assistant

Antoinette Fasulo, classified advertising manager

Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

director of syndication advertising

Rosale Corley, account executive

Chuck Bolckcom, account executive,

technology/cable sales,

Walnut Creek, CA 510-210-0814; Fax 510-210-0823

Kathleen Shuken, administrative assistant

Barbara Wiser, director of creative services

Yukari Medla (Asia): 81 6 956 1125;

Fax 81 6 956 5015

Jennifer Montefiore, BCC (United Kingdom & Europe):

44 171 437 0493; Fax 44 171 437 0495

Mike Hancock, Cahners Publishing Company

(United Kingdom & Europe) Equipment Advertising:

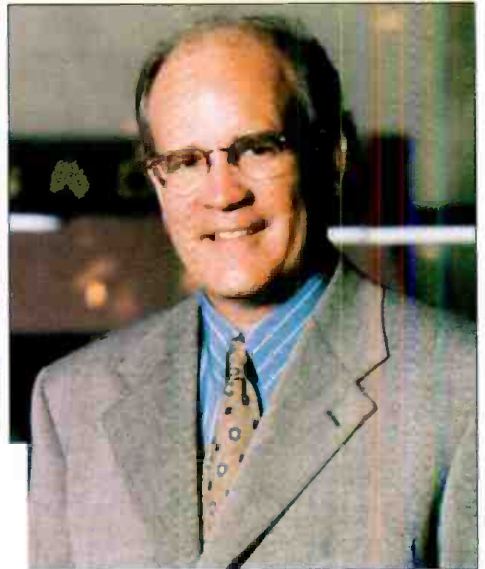
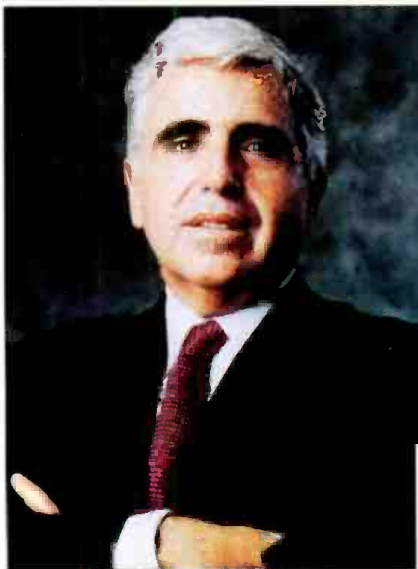
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Internet: <http://www.ibc.org.uk/ibc/>