

JULY 29

\$3.95

Broadcasting & Cable

The Newsweekly of Television and Radio

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AWESOME

NBC's Olympic Gold

**FCC's Negative Option
Preempts 60-69**

**Broadcasters Snub
Clinton Summit**

*****3-DIGIT 591
BC075184 AUG97 REGD 931
JOHN C JOHNSON
KTQ-TV
979 NEPTUNE BLVD
BILLINGS, MT 59105-2129

TOP OF THE WEEK / 4
BROADCASTING / 29
CABLE / 45
TECHNOLOGY / 59

HDTV television history was made on July 23, 1996!

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Fast Track

Must Reading from

Broadcasting & Cable

July 29, 1996

TOP OF THE WEEK / 4

NBC ratings bring home the gold

The only jabs you see during NBC's female-friendly Olympics coverage may be thrown by critics. But the network ratings have scored a knockout.

Cover photo of Dominique Dawes by Amy Sancetta/AP; inset by Rob Nelson/Black Star / 4



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Hill climbing Fox promotes sports division president David Hill to become president/chief operating officer of Fox Television. Hill will continue to serve as president of Fox Sports. / 10

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House shoots down legislation to preclude license assignments Congressmen overwhelmingly reject legislation that would have barred the FCC from issuing digital TV licenses, leaving the door open for ATV. / 22

White House kids TV summit today Broadcasters were busy late last week trying to put together a last-minute compromise on children's TV to take to the White House today. / 22

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CBS President Peter Lund (l) and Entertainment President Leslie Moonves say that the new CBS is more in sync with O&Os and affiliates, and more likely to expand into cable. / 32

ABC pays \$500 million for college 'superbowl' ABC Sports has landed the national college football championship game in a guaranteed four-year deal. / 29

Capstar Broadcasting adds Osborn radio group Hicks, Muse, Tate & Furst adds 17 radio stations in small and medium markets under the banner of Capstar Broadcasting Partners. / 39

CABLE / 45

Spartan strikes deal with HGTV Spartan Communications and the Home & Garden cable network strike an alliance rather than wait for CBS to come up with a cable network of its own. / 45

Amway underwrites GOP convention broadcasts

Door-to-door retail giant Amway is reportedly underwriting cable broadcasts of the Republican party's convention in San Diego. / 45



AMC is adding an original drama, 'The Royale,' to its lineup beginning this fall. / 48

Telemedia Week

Intercast hits Olympic fast track Intercast, the joint venture of NBC, Intel and other companies, offers background over the Internet during the Olympics. / 56

Microsoft brings out new 'Net Explorer' Microsoft increases interactivity between Windows and the Internet in new versions of its browser Explorer. / 58



Excite's new search engine, with a database of 50 million Web sites, premieres this week. / 57

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WRAL-HD begins broadcasting HDTV A Raleigh, N.C., station begins transmitting high-definition television under an experimental FCC license. / 60

Shaw goes digital with General Instruments

Canadian cable operator Shaw Communications will install 200,000 MPEG-2-compliant digital set-tops and other equipment from General Instruments. / 60



Shaw's purchase includes GI's Digi-Cable set-tops.

Miami and Orlando stations battle interference

A Miami NBC affiliate teams with an Orlando CBS affiliate to fight frequency interference and create cleaner pictures. / 61

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NBC nails Olympics gold

Network breaks ratings records with telecast of games; coverage, heavy on gymnastics and swimming, attracts women; potential ad revenue estimated at \$700 million

By Rich Brown

Critics may be taking some swipes at NBC's Olympics coverage, but record-breaking ratings indicate the network's \$4 billion gamble is paying off in a big way.

Prime time ratings for the games on NBC after six nights averaged a 22.8 rating and a 42 share, a 25% boost over the same period during the Barcelona games, according to Nielsen data supplied by the network. NBC easily surpassed the 18-rating guarantee made to advertisers. And, demographically, NBC appears to be succeeding in its effort to attract more women to the games (see chart).

"They have gotten women and men totally involved," says Paul Schulman, president of advertising agency Paul Schulman Co., a subsidiary of Advanswers. "When you're paying a half-million bucks for a 30-second spot, which some people are, you want the men and the women [to watch] your commercials. If you look

at the numbers by half-hour, [NBC is] keeping the audience until sign-off."

Like Civil War General Tecumseh Sherman's march through Georgia, NBC last week cut a deep swathe through other network Nielsen ratings on its way to breaking viewership records. ABC, CBS and Fox were all listed as ratings casualties of the Olympics. Case in point: ABC scored a distant-second 7.4 rating and 12 share on July 23, NBC's fourth day of Olympics coverage.

Most cable networks also suffered from

NBC's ratings juggernaut. Last week Nielsen reported cable's combined ratings were off 5 points from week to week. Only three cable networks—A&E, CNN and Lifetime Television—were able to fend off some of the Olympics crush.

Lifetime Television, in the midst of a female-friendly, 17-day miniseries marathon hosted by Joan Collins, averaged a 1.5 cable rating (941,000 households) for the first five days of Olympics coverage, up slightly

Summer Olympics Prime Time Ratings



NBC hoped to attract women with swimming and gymnastics.

from a 1.3 average rating for the time slot during second quarter 1996. For the most part, NBC's success in drawing female viewers into the games thwarted traditional counterprogramming strategies to schedule more shows aimed at women.

NBC paid \$456 million in rights fees to the Atlanta games as part of a \$4 billion Olympics buying spree that gives the network rights to every competition except winter 1998, through summer 2008. NBC signed 55 sponsors for the current games with potential ad revenue estimated at \$700 million.

Just how well the ratings keep up during week two remains to be seen. Week one traditionally outperforms week two because it focuses more on popular gymnastics compe-

Thumbs up and down

A sampling of opinions on the network's Olympics coverage

"Tuning into NBC is stepping into Olympicland, a strange and wondrous realm where everybody is an athlete with a dream, and disembodied voices speak in the bad poetry of those trying to say beautiful things beautifully."

Tom Maurstad,
Dallas Morning News

"NBC's Olympic coverage is no-assembly-required TV. ...NBC doesn't

ask viewers to know or do anything before they tune in. Everything has been packaged into stories everybody can understand.

Michael Hiestand,
USA Today

"If the games are as earthshaking as NBC keeps saying they are, then they merit better coverage than NBC is giving them."

Tom Shales,
Washington Post

**And now,
a word
from the star
of America's
#1
syndicated strip...**

"Aaaaaaa"

#1 Syndic

#1

#1

W18-34**W18-49****Home Improvement 6.6****Home Improvement 6.1**

Seinfeld 5.5

Oprah Winfrey 5.3

Oprah Winfrey 5.0

Seinfeld 4.9

Roseanne 4.7

Wheel of Fortune 4.7

Simpsons 4.4

ET/Jeopardy 4.0

HOME IMPROVEMENT

©Buena Vista Television

aaaah!"

ated Strip in all Key Demos!

#1

#1

#1

#1

#1

W25-54**Home Improvement 6.0**

Wheel of Fortune 5.8

Oprah Winfrey 5.6

Jeopardy 5.0

Seinfeld 4.7

M18-34**Home Improvement 5.6**

Seinfeld 5.1

Simpsons 4.3

Married w/Children 3.2

Fresh Prince 2.7

M18-49**Home Improvement 5.6**

Seinfeld 4.7

Simpsons 3.5

Married w/Children 3.1

Wheel of Fortune 3.0

M25-54**Home Improvement 5.9**

Seinfeld 4.8

Wheel of Fortune 3.7

Jeopardy 3.4

Simpsons 3.2

T12-17**Home Improvement 7.1**

Simpsons 7.0

Fresh Prince 6.2

Seinfeld 3.5

Roseanne 3.4

Source: NTL GAA where available. 9/11/95-6/23/96

WIND DANCER
PRODUCTION GROUP


Buena Vista
Television

"NBC...marred its early coverage with an excessive focus on American athletes, slighting the international dimension that gives the games their special significance."

Editorial,
New York Times, July 25

"...a group of UFO freaks...claimed Tesh was actually an alien, a brother from another planet sent here by supernatural forces to destroy the United States.... After watching Tesh's performance, calling Olympic gymnastics, we are ready to join forces with the UFO people."

Bob Raissman,
New York Daily News

"Based on TV's Olympic track record and NBC's arrogant policy of presenting events in a 'plausibly live' fashion—a sweet way of saying 'intentionally deceptive' (it's either live or it ain't)—we recommend pre-emptive skepticism."

Phil Mushnik,
New York Post

"You know why all those breaststrokers swim underwater? So they can't hear Summer Sanders."

John Nelson,
Associated Press, in the
Los Angeles Times

tition. However, the Olympics are structured this year to include some gymnastics during week two, and there is considerable buzz about Michael Johnson's participation in the upcoming track and field competition.

NBC executives say the ratings success thus far comes as little surprise given the tremendous amount of research done by the network. NBC in the past five years conducted more than 10,000 interviews with viewers to find out just what they wanted to see in Olympics coverage, says NBC Sports

spokesman Ed Markey.

Viewer polling and ratings analysis from previous games indicated that women enjoy sports like gymnastics and swimming, but tune out during events like boxing and wrestling. Viewers also told NBC that they want more story-telling and set-up pieces about the athletes. They also learned that it doesn't matter to viewers whether events appear on a tape-delayed basis, says Markey.

NBC took the advice to heart, and viewers have responded positively. Some critics,

New Olympic event: Fighting over news embargoes

Organizations complain about 30-minute blackout

By Price Colman

If you thought the rules for Olympic team handball were complicated, try getting a handle on regulations governing news access to the games.

The one that has non-rightsholding broadcasters seething is fairly simple: a 30-minute embargo on official Olympics news conferences.

As the games were getting under way, non-rightsholding networks, including CNN, ESPN, Fox, ABC and CBS, protested to the International Olympic Committee (IOC) and the Atlanta Committee for the Olympic Games (ACOG).

"This is unprecedented," said Dean Diltz, ESPN spokesman. "When you pay a certain amount in rights fees, you want some control.... We're just looking for a little flexibility."

Others were less diplomatic.

"They're out of line," said George Case, vice president of news and newsgathering at Fox News. "No one should be prevented from covering a press conference at a global event the magnitude of this...regardless of



News media don't like waiting for the athletes.

what their rights are.... It's like, 'I'm sorry, you can't talk to your mom.'"

The unhappy networks are hoping for a response soon. But it's unclear when, or if, Olympic officials will address the issue. Dr. Un-Yong Kim, head of the Olympic Radio and Television Commission, which sets news-access policy, was unavailable for comment.

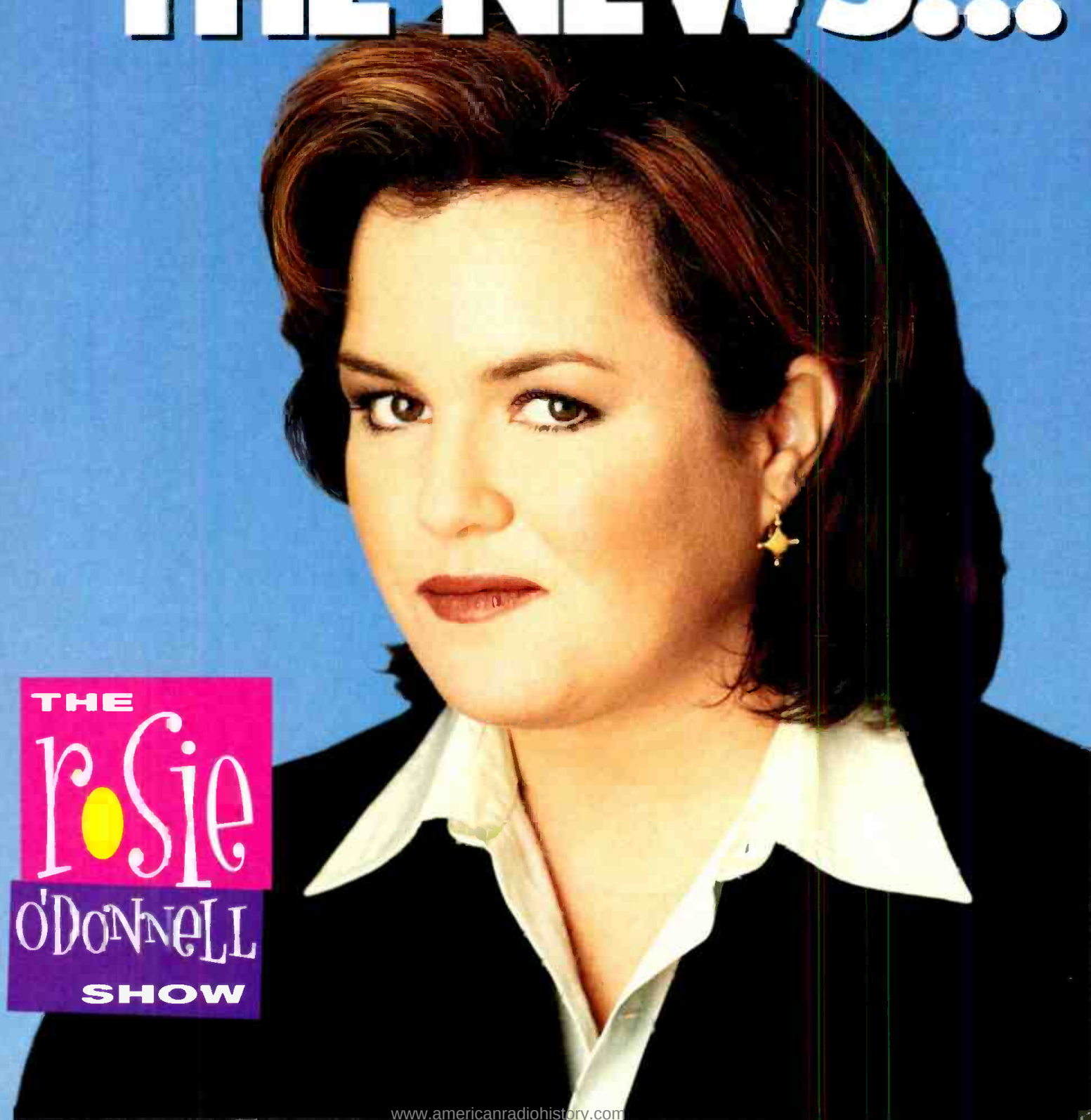
Some of the protesters were surprised to learn that the 30-minute rule and other regulations came from the IOC, not from NBC. "This is a rule set up by the IOC designed to protect rightsholders worldwide," said NBC spokesman Ed

Markey. "It was not just designed to protect an American network. It was set up in the same way as rules to protect sponsors. The IOC is trying to protect those holding rights."

Given the cutthroat nature of broadcast news, it's hardly surprising that some are skeptical of NBC's stance. "That seems a little odd to me," said a source at CBS News. "It's obvious NBC has a long-term deal with the IOC, and I know how hard-pressed rightsholders are about this."

Olympic officials suggested that the non-rightsholders' protest was little more than sour grapes and that they should be grateful for the access they do have. "NBC could deny them access completely to [Olympic] venues if they so chose," said Erin O'Brien, deputy director of planning and information for Atlanta Olympic Broadcasting, which controls rights and is host broadcaster for these summer games. "They're complaining because they have to wait 30 minutes for something they paid no money for. If I paid \$456 million, I think I'd enforce my rights." ■

ROSIE IS MAKING THE NEWS...



THE
rosie
O'DONNELL
SHOW

"Aside from Enberg's chirpy triteness, NBC settled into a comfortable groove in its weekend broadcasts from Atlanta."

John Carman,
San Francisco Chronicle

On the opening ceremony: "As boxers, wrestlers and weightlifters—hairy, sweaty undesirables—contemplated their future in the daytime ratings wars, Costas & Co. forged on with a rose-colored look at an opening night that redefined gaudy."

John Schullian,
Sports Illustrated



however, have taken issue with the network's decision to air events on a tape-delayed basis. Last Tuesday, for example, the dramatic gold medal victory of the U.S. women's gymnastics team ended at 6:40 p.m. in Atlanta but did not air on the network until much later that evening.

"People have to come to terms that we are dealing with television here," says Nicholas Schiavone, senior vice president of research, NBC. "The Olympics can't be criticized by simple conventional standards.

COMPUTER GAMES

NBC's Olympic Web site has been bombarded by Internet users, receiving between 6.5 million and 7.5 million hits a day since opening ceremonies. "I think we've been able to integrate what we do very well with the television coverage, and we can give them the stories TV doesn't have time to tell," says Beth Howard, producer of NBC Olympic Online. "The response to that has been overwhelming."—MK

Some hold up a ruler of news, which is inappropriate."

Schulman says there is danger in trying to cover every Olympic event live, as evidenced during coverage of the Seoul games.

"That coverage was not good," says Schulman. "They were so enthralled with showing things live that at times they were showing the wrong events."

Schiavone says the ultimate measure is viewer response. After six days of competition, 81.6% of all U.S. TV households had tuned in the games, he says.

"If we stay the course, we'll be just fine," he says.

—Additional reporting by Jim McConville

Hill climbs to top of Fox TV

He will retain sports duties while assuming Evans post

By Cynthia Littleton

Fox added a new player to its top management tier last week with the promotion of sports division president David Hill to president/chief operating officer of Fox Television.

Hill, who will continue to serve as president of Fox Sports, fills the post left vacant last month by David Evans, who was appointed executive vice president, office of the chairman, at Fox's parent company, News Corp. Hill is expected to have more of a hands-on role than did Evans, who mostly focused on Fox's international expansion during his two-year tenure as president.

"David has displayed a unique combination of leadership and marketing and creative distinction in the sports



Hill will work closely with chairman Chase Carey.

area during the last two years at Fox," said Chase Carey, Fox Television chairman/CEO. "We look forward to [having] him [apply] those skills to the broader television business."

Hill will work closely with Carey in overseeing and coordinating activities among Fox Television units, which include the network, the Fox station group, the Twentieth Television

distribution arm and Fox's cable channels. Division heads will continue to report to Carey, as does Hill.

Hill's expanded role is designed to give Carey more time to focus on long-term strategic planning. Carey has been the driving force behind some of Fox's most important deals, including its 1993 NFL contract and News Corp.'s

buyout earlier this month of New World Communications Group.

Insiders say Carey has been stretched thin during the past two years as Fox Television reorganized its management structure, eliminating the post of a chairman strictly responsible for the network. Hill is said to be well regarded by Fox network staffers, and many are optimistic that his expanded role will boost flagging morale and help day-to-day activities run more smoothly.

Hill, who also serves as CEO of Fox's cable sports venture with Tele-Communications Inc., founded the network's sports division when he joined Fox in late 1993. Hill joined News Corp. in 1988, when he helped launch Britain's first satellite television station and later launched a sports offshoot of News Corp.'s British Sky Broadcasting. Before joining News Corp., Hill spent nearly 10 years as vice president of sports for Australia's Nine Network.

IN LOS ANGELES

Local News Improves With Rosie As Its Lead-In

KNBC • 4:00pm

Rating/Share Vs. May '96

+28% / +25%



Cable's urge to merge unabated

Daniels says industry is on track to set fourth record year of M&A deals

By Price Colman

After three record-setting years of cable system mergers and acquisitions, the odds are screaming that the consolidation rush has to begin slowing down.

Just don't bet on it happening this year. The latest investment banking numbers from Denver-based Daniels & Associates indicate that 1996 is on pace to become the fourth consecutive record year for both the number of transactions and their total dollar value.

In the first half of the year, Daniels handled 30 cable M&A deals, worth \$1.9 billion. Add corporate financings and financial advisories and the cable sector totaled nearly \$2.3 billion.

Daniels' 1995 total for cable M&As was about \$3.2 billion. The overall total for the cable sector was \$3.6 billion.

In terms of total business—cable, mobile communications and emerging telecommunications markets—Daniels has shepherded 60 deals in this year's first half compared with a total 106 deals last year.

"We're definitely on pace for another record for the number of transactions," says Robert Russo, executive vice president of marketing and administration at Daniels. "That sends a clear message that consolidation is acceler-

Daniels' deals on another record pace

Despite the accelerating march of deal-making by Daniels, the average per-subscriber price per transaction has remained steady: \$1,777 last year compared with \$1,727 so far this year.

1995 cable totals:

M&A deals: 40
Basic subs: 1.8 million
M&A value: \$3.2 billion
Average per sub price: \$1,777

1995 grand totals*:

Transactions: 106
Total value: \$4.9 billion

*Includes mobile communications and emerging markets.

1996 first half cable totals:

M&A deals: 30
Basic subs: 1.1 million
M&A value: \$1.9 billion
Average per sub price: \$1,727

1996 first half grand totals*:

Transactions: 60
Total value: \$2.4 billion

Source: Daniels & Associates

ating as cable companies look for ways to improve efficiencies, leverage technology investments and expand their market opportunities."

A closer look at the deals shows the top 25 MSOs showing up consistently. They're seeking to create or expand clusters of systems as they pursue regional and national markets.

At the other end of the scale, smaller systems are showing up on the Daniels business manifest as well. "At the lower end of the scale, many small operators are departing the industry," says Russo.

While some smaller players may be cashing out, larger companies are like armies massing before battle. In this case, the battle is for a piece of the expanding telecommunications pie.

The competition factor is important, but what's feeding a big chunk of Daniels' business is pent-up demand. "Since the removal of the highly leveraged transaction regulations, which really hampered activity, there has been an increasingly frenetic pace," says Russo.

Those regulations, rescinded several years ago, essentially capped how much debt a buyer could assume to make a deal. With their removal, the floodgates opened and investment bankers such as Daniels, Communications Equity Associates of Tampa, Fla., and Wall Street's Merrill Lynch, Waller Capital and Morgan Stanley still are catching up.

"We saw a tremendous amount of activity throughout last year that carried over," says Russo. "We know that internally there's a tremendous amount of activity to be completed this year."

Ed Frazier, senior vice president of Communications Equity Associates, echoes Russo's observation about business volume. "Federal changes in cable rate regulation have stimulated business," he says.

"The deal flow has picked up dramatically since the end of [certain] FCC regulations because people can tell where they're going," Frazier says. "Before, it was tough to get deals done. Now that we're past that, it has kind of freed up the logjam."

Like Russo, Frazier sees continued acceleration for a little while, at least. Still, there's widespread acknowledgement that the cable M&A boom can't continue at its current pace forever. Daniels already has begun exploring new opportunities, including mobile communications and emerging markets such as the Internet.

Time Warner, NYC end rate feud

Time Warner Cable has settled a long-standing rate dispute with New York City with a deal that could cost the cable operator as much as \$16 million in refunds, rate reductions and service provisions.

Ending three years of complex negotiations, Time Warner has agreed to immediately refund \$5.60 to each of its 1,072,000 New York City residential customers and to reduce its monthly basic service by 20 cents. In addition, Time Warner will offer a choice of either one free month of a premium service, or three free pay-per-view movies, for an estimated total value of \$10 million.

"I believe the city has negotiated an exceptional deal for the one million households that subscribe to Time Warner's Service," said Mayor Rudolph Guiliani. "One of the great benefits of resolving this dispute is that subscribers will get their refunds now, rather than waiting for decisions from the courts."

As part of the agreement, the city of New York will withdraw as a petitioner in a suit against the FCC challenging a "social contract" between the FCC and Time Warner. That contract provides \$4 billion for upgrading Time Warner's cable systems nationwide.

"We're very pleased with this agreement, which is a win-win for everyone, especially our customers," says Richard Aurelio, president of the Time Warner New York City Cable Group. "And both the city and Time Warner will avoid regulatory and court proceedings that could take years to resolve."

—MK

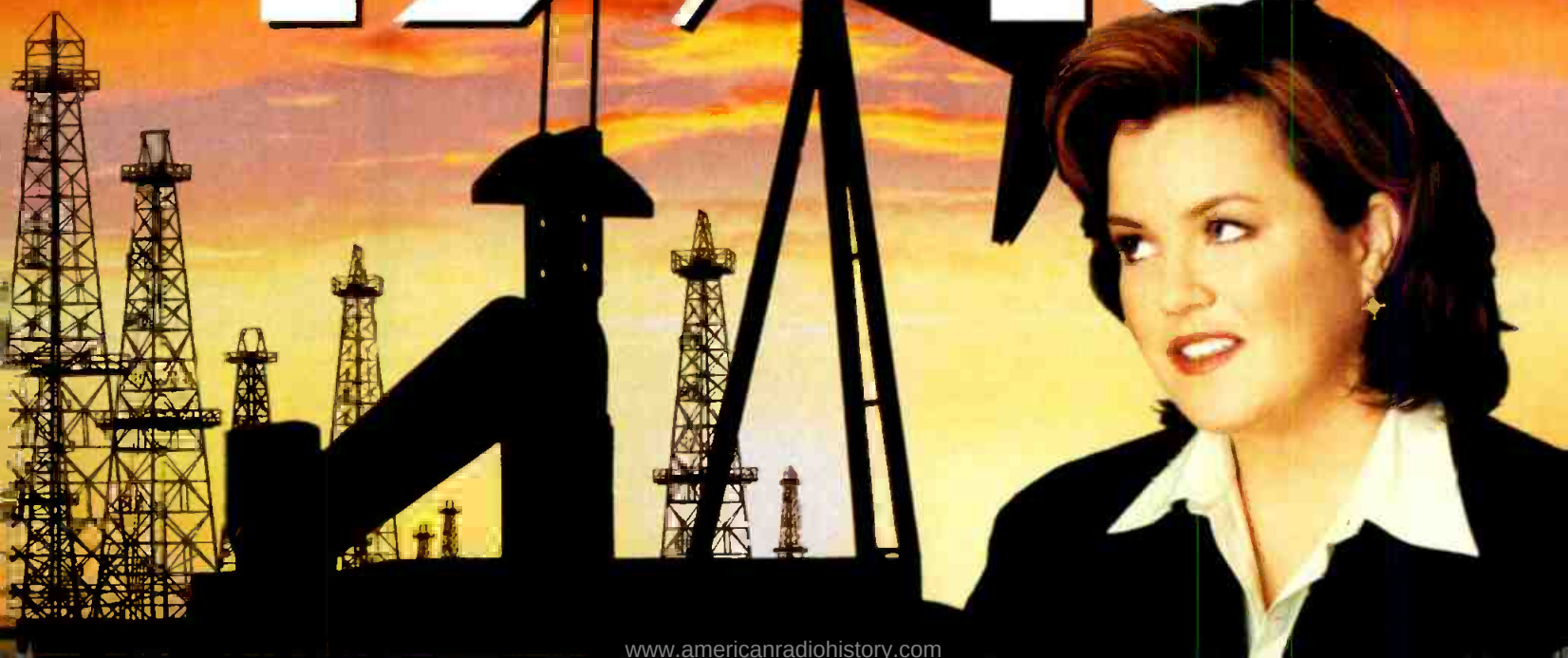
IN DALLAS

Local News Improves With Rosie As Its Lead-In

KDFW • 5:00pm

Rating/Share Vs. May '96

+19% / +10%



11th-hour scramble

NAB seeks kids-TV compromise on way to White House

By Chris McConnell

Broadcasters late last week were seeking to put together a last-minute-compromise children's TV plan to take to today's White House conference on educational programming.

NAB President Eddie Fritts, NAB General Counsel Jeff Baumann and lobbyist Anthony Podesta visited officials in FCC Chairman Reed Hundt's office Friday afternoon to discuss potential solutions to the long-standing controversy. An NAB spokesperson added that the association also was talking to White House officials about the issue.

"We're testing the waters," Fritts said after the meeting at the FCC, which lasted about 10 minutes. Although Fritts declined to discuss specifics of the association's negotiations, others said the talks were focused on a compromise proposal offered earlier in the week by Gray Communications Systems President Ralph Gabbard.

In a July 23 letter to Hundt, Gabbard proposed a children's television "processing guideline" much like the one in a draft rule pending at the FCC but without some elements that have drawn objections from commissioners James Quello and Rachelle Chong.

Gabbard's proposal does not carry an element, present in the draft FCC rule, that would grant presumptive approval to shows that have been certified as educational by qualified organizations. Gabbard's plan also does not carry a restriction on preemptions.

Hundt endorsed the plan with the caveat that FCC staff be able to write a strong legal defense of the rule. Quello described the proposal as "getting close" to a compromise.

Quello was quicker to endorse another proposal floated late Friday by Chong. Chong's proposal also carried a three-hour processing guideline but a reduced legal analysis of the FCC action and a more lenient definition of core programming than the one offered by FCC staff.

Differences among the four commissioners have focused principally on the legal analysis carried in the Mass Media Bureau's draft proposal, and the amount of flexibility a guideline should carry for those stations airing fewer than three hours. Quello has called the pending draft rule over-regulatory.

"They want loopholes," countered FCC Chief of Staff Blair Levin.

Last week's late flurry of negotiations took place as broadcasters, children's TV advocates and others were preparing for today's White House children's television conference.

The White House conference is the second this year on television programming, although unlike the V-chip summit earlier this year, today's meeting will not feature any network chieftains.

The networks all offered good excuses why their CEOs could not attend, but



Some of the brass are missing

A potential guest list for Clinton's TV summit today:

Decker Anstrom, NCTA
Barry Baker, River City Broadcasting
Jeff Bewkes, Home Box Office
David Britt, CTW
LeVar Burton, actor
Gary Chapman, LIN Television
Peggy Charren, activist
Betty Cohen, Cartoon Network
Bill Cosby, actor
Ervin Duggan, PBS
Linda Ellerbee, TV producer
Augusto Failde, Tropics Media
Rich Frank, C³
Eddie Fritts, NAB
James Goodman, Capitol Broadcasting
Jim Hedlund, ALTV
Kathleen Hall Jamieson, Annenberg
Phil Jones, NAB
Jamie Kellner, WB Network
Gary Krisel, DreamWorks
Geraldine Laybourne, Disney/ABC
Margaret Loesch, Fox
Judith McHale, Discovery Channel
Cindy Mahmoud, BET
Greg Meidel, MCA
Newt Minow, Former FCC Chairman
Kathryn Montgomery, Center of Media Ed.
Bill Nye, *Bill Nye the Science Guy*
Ray Rodriguez, Univision
Fred Rogers, *Mr. Rogers' Neighborhood*
John Sarsen, ANA
Herb Scannel, Nickelodeon
John Sie, Encore Media
Jim Steyer, JP Kids

one lobbyist admitted that their planned absences are calculated. "We don't want to be a party to the Clinton-Gore family-values campaign," the source said.

"This event is a partisan event," added another broadcaster, maintaining that the March meeting on the V-chip carry a more bipartisan spirit. "They don't need CEOs as props." ■

V-chip committee rejects call for educational icon

The V-chip implementation committee last week rejected PBS President Ervin Duggan's proposal to expand TV ratings to include program icons for children's educational shows.

"There was a basic concern that [a kids-TV icon] was not the role of the committee," says a source who attended the Washington meeting. "A number of people thought the proposal was overkill."

"There was a fair amount of opposition," says another source.

The intra-industry committee is committed to devising a TV-ratings code to complement V-chip technology, which, when embedded in TV sets will allow viewers

to block out programs based on their ratings.

In a speech last May, Duggan said the committee should adopt an on-air identifying icon for children's educational programming in addition to a ratings system. Duggan could not be reached for comment following last week's meeting.

The committee also discussed creating an oversight review board. "We want to keep it small," says a source. Such a board would handle complaints and review claims of "misencoding."

The committee, which is headed by Motion Picture Association of America President Jack Valenti, is expected to meet again in September. —KM

IN ST. LOUIS

Local News Improves With Rosie As Its Lead-In

KTVI • Noon

Rating / Share Vs. May '96

+56% / +33%



Sinclair, Glencairn deals: 'backdoor duopolies'?

Lawyers allege group owner skirts FCC rules

By Elizabeth A. Rathbun

Family and business ties between Sinclair Broadcast Group Inc. and Glencairn Ltd. may be breeding virtual TV duopolies, several Washington lawyers say.

"It appears that Sinclair, through a complex arrangement of smoke and mirrors, is party to [a] backdoor duopoly," says lawyer Erwin Krasnow.

The issue arises as Sinclair systematically files applications with the FCC to merge with River City Broadcasting LP, which owns 10 TV and 31 radio stations. Sinclair is exercising its options to buy one station at a time to spread out the cost of the \$1.2 billion deal, which was announced in April, says River City attorney Kevin F. Reed.

The separate filings also seem to allow Sinclair to divvy up its stations on a market-by-market basis with Glencairn. Besides being a longtime LMA partner, Sinclair has the option to control Glencairn, according to a Sinclair filing with the Securities and Exchange Commission.

In the Greenville, S.C., market, for example, River City owns both WFBC-TV Anderson, S.C., and WLOS(TV) Ashe-

ville, N.C. WFBC-TV was a satellite of WLOS until River City developed it into a freestanding station, which River City was allowed to keep under FCC rules. Krasnow calls that another "backdoor duopoly."

Upon the sale of River City, the stations are separated and FCC duopoly rules apply. These rules prohibit a broadcaster from owning two TV stations with overlapping signals.

So, according to FCC documents, River City is selling WFBC-TV to Glencairn. The price was not disclosed.

"Sinclair will end up essentially with two stations in the same market," says Washington lawyer Nathaniel Emmons, who also is examining the deal. "Basically, Glencairn is just an alter ego [of Sinclair]." Glencairn also has a longtime relationship of LMAing its stations to Sinclair.

Asked why Sinclair does all its station dealing and LMA business with Glencairn, Reed says, "They're a pleasure to do business with."

But Sinclair's continuing ties to Glencairn are raising some lawyers' hackles. "This may raise similar issues for other markets," Krasnow says.

According to a company proxy filed

A question of relativity

Sinclair Broadcast Group and Glencairn have a long history of LMAs. Now, with Sinclair's purchase of River City Broadcasting, Glencairn is taking over the ownership of some stations in markets where Sinclair already owns a TV station. This chart shows some of the markets where Glencairn is acquiring stations from a combined Sinclair/ River City.

Indianapolis*

WTTV(TV) Bloomington (River City/Sinclair)
WTTK(TV) Kokomo (River City/Sinclair)
WIB(TV) (Sinclair President David Smith is divesting his 25% interest)

Columbus, Ohio

WTE(TV) (transfers from Sinclair to Glencairn; will LMA with Sinclair)
WSYX(TV) (River City/Sinclair)

Greenville, S.C.

WLOS(TV) (River City/Sinclair)
WFBC-TV (transfers from River City/Sinclair to Glencairn; will LMA with Sinclair)

San Antonio, Tex.

KABB-TV (River City/Sinclair)
KRRT-TV (transfers from KRRT Inc. to Glencairn; will LMA with Sinclair, which will acquire non-station assets)

*Disposition plans not available
Source: SEC and FCC filings

May 30 with the SEC. 97% of Glencairn's equity is owned by Carolyn C. Smith, the mother of Sinclair's controllers, and by trusts that she established for her grandchildren. These interests are nonvoting, hence not attributable under FCC rules.

In June 1995, Sinclair "acquired options from certain stockholders of Glencairn" to buy up to a 97% equity interest in Glencairn, the SEC document says. Sinclair paid \$5,000 for the interests, which would be worth \$8.8 million if exercised, the proxy says.

Smith's sons are Sinclair President David D. and vice presidents Frederick G., J. Duncan and Robert E. Smith. They also each own about 25% of Sinclair's Class B common stock.

David Smith declined to comment on the lawyers' investigation. "I would make no comment on anything to do with my business," he said last Thursday.

Krasnow and Emmons are concentrating on River City's holdings in the Greenville market. Their clients, whom they refuse to identify, have not decided whether to file a challenge with the FCC, they say.

FCC rejects public station's bid to go commercial

FCC commissioners last week turned down public broadcaster WOED Pittsburgh's bid to sell a noncommercial station for commercial use.

WOED was seeking permission to convert its WOEX(TV) to commercial status for the sale. The broadcaster told the FCC it would then use the proceeds to help bolster operations at its other noncommercial station in Pittsburgh, WOED(TV).

While conceding that WOED faces severe financial troubles, the commission decided that the station's situation is not desperate enough to justify de-reserving noncommercial spectrum without providing a replacement channel.

The commission has never reduced the amount of noncommercial educational spectrum in a market, and to do that in an ad hoc way just didn't make any sense," says one commission official.

Commissioners pointed to WOED's admission that the station will not go off the air if it is unable to sell WOEX, ch. 16, to a commercial broadcaster. The FCC also cited a backup plan that WOED has struck with Cornerstone Television. Under that arrangement, WOED would swap ch. 16 with Cornerstone's ch. 40 in Greensburg, Pa. Cornerstone would then operate on ch. 16 on a noncommercial educational basis and WOED would sell ch. 40 to a commercial broadcaster.

—CM

IN PORTLAND

Local News Improves With Rosie As Its Lead-In

KATU • Noon

Rating/Share Vs. May '96

+34% / +17%



FCC proposes digital TV allotment plan

By Chris McConnell

FCC commissioners last week proposed a plan for assigning each broadcaster a new channel for delivering digital television and, as expected, set aside most spectrum between channels 60 and 69 for possible reallocation and auction.

The item also invites comments on whether the FCC should instead use the entire range of channels in assigning the digital licenses, a move aimed at keeping the proposal neutral on the 60-69 issue.

Commissioners did not wait to comment on that controversial question.

FCC Chairman Reed Hundt touched off a skirmish with Commissioner James Quello when he called the plan to assign broadcasters digital licenses "the single biggest gift of public property to any industry in this century." Defending the proposal to reallocate 60-69, Hundt also cited the FCC's decision of some two decades ago to reallocate UHF channels 70-84 from broadcasting to cellular telephone service.

"We've had great luck traveling this road before," Hundt said.

Quello countered that the government plans to loan the additional channels to broadcasters and eventually reclaim the analog spectrum. He also maintained that the reallocation of channels 70-84 did not cause interference with television service.

Commissioners Quello, Rachelle Chong and Susan Ness added that they would study the feasibility of the FCC's allotment plan. Broadcasters and FCC officials have offered differing views of how the commission allotment plan would affect existing NTSC service (see story, page 20).

The commission hopes to issue the actual allotment table this week or early next week. Thirty days after the table has been published in the *Federal Register*, the FCC will stop accepting new applications for NTSC stations. The commission also said that as of last Friday it will not accept petitions to amend the existing TV Table of Allotments to add new stations. ■

Closed Circuit

WASHINGTON

Not so fast

Broadcasters had better not spend the extra \$8.5 million in cable copyright royalties they were tentatively awarded by an arbitration panel last month. After reviewing the decision, the Copyright Office "remanded" the case to the panel with instructions to clarify or elaborate on several issues by Sept. 3. The action perplexed lawyers for broadcasters and other TV copyright holders who have been squabbling over nearly \$560 million in royalties collected between 1990 and 1992. By this Friday (Aug. 2), the Copyright Office was supposed to have either affirmed the panel's ruling or modified it as it deemed appropriate. Under the panel's original decision, broadcasters and sports owners were to receive substantially larger shares of the royalties, 7.5% (\$42 million) and 29% (\$169 million), respectively than in previous years. Hollywood producers' share dropped from 61% to 55% (\$312 million).

DENVER

Arbitration out west

Frustrated by its inability to reach an interconnection agreement with US West, AT&T plans to ask arbitrators in eight western states to step in. AT&T already has asked Washington state regulators to arbitrate such issues as how much US West will charge AT&T for using its network, how they'll connect and whether they will link computer systems for billing and customer service. The nation's biggest long-distance company also plans to seek arbitration in Colorado and in six other western states. US West has called AT&T's demands unreasonable.

NEW YORK

BBC talking DBS

The British Broadcasting Corp. reportedly continues to hold exploratory talks with both cable

and DBS companies in the U.S. about serving as a partner to distribute BBC news and entertainment services in this country. One DBS executive says the BBC has approached at least three DBS companies in the past six months: "The BBC is interested in getting its service on one or more DBS operators here in the United States." Another DBS executive, requesting anonymity, says the BBC is looking for more than a DBS carrier per se: "They're looking for something much broader. They're looking for a broad distribution partner that would then use whatever means, whether it be cable, fiber or DBS" to distribute to other companies.

HATBORO, PA.

Surf's up for GI

General Instrument is expected to announce an order of 15,000 units from a major MSO for a one-way model of its SURFboard cable modems. Downstream data rate via fiber/coax is 27 mbps, with the upstream rate dependent on the speed of the PC user's telephone path. Comcast Cable and Continental Cablevision both have had the units deployed in testbeds. Commercial deployment will begin this week for the MSO placing the order. GI expects to soon nail down other deals for the modems, priced at \$300 per unit.

PHILADELPHIA

Comcast going with FNC

Soon-to-be-launched Fox News Channel (FNC) has reached an agreement in principle with Comcast Cable Communications for the MSO to carry the all-news channel. Details of when Comcast will pick up FNC—scheduled to launch Oct. 7—and how many subscribers initially will receive it, must still be finalized. Comcast, the nation's fourth-largest MSO, with 3.4 million subs, last week signed a carriage deal with NBC's just-launched MSNBC, which will be competing directly with FNC for ad dollars and viewers.

IN INDIANAPOLIS

Local News Improves With Rosie As Its Lead-In

WRTV • 11:00pm

Rating / Share Vs. May '96

+30% / +11%



UHF spectrum:

Telcom's new hot property

FCC will kick off debate over channels 60-69 this week

by Chris McConnell

Once television's Siberia, UHF channels 60-69 are fast evolving into the Sunbelt of the telecommunications world.

Broadcasters, mobile phone companies, public safety officials and others all want a spot there, either to provide new services or expand existing ones. And all of them will be trying to stake their claim, now that the FCC has launched its effort to assign new channels for digital television. The plan proposes to minimize new TV assignments in the band, a strategy that would

allow the commission to reallocate and auction the spectrum.

Broadcasters hold the current lease on the largely undeveloped territory, but their claim has grown tenuous as government officials have eyed the \$10 billion or more in potential auction revenue the officials believe the spectrum could generate.

"Clearly it's a great deal of money," FCC Chairman Reed Hundt said late last month of the spectrum's revenue potential, describing it as "the beachfront property in cyberspace."

The FCC offers no official estimate on the 60 mhz property's price tag, but points to the market value of other spectrum as a reference. A 30 mhz chunk of PCS spectrum, for instance, netted about \$10 billion, the commission told Representative Jack Fields (R-Tex.) in a July 3 letter.

"This spectrum is next to the existing cellular service bands, so it would be relatively easy to modify models of radio equipment to operate on those frequencies," the FCC told lawmakers.

And the Clinton administration already has plans for spending the money a spectrum auction would generate, suggesting that \$5 billion in auction revenue be spent to help finance a school renovation project. Others have suggested using the money to help finance public television.

All of this bothers broadcasters, who have designs of their own for the spectrum back lot. Although only 97 stations operate in the band now, the broadcasters say they will need to draw heavily on the unused channels to give each TV station a transmission channel for delivering advanced television (ATV).

FCC engineers disagree. Using a computer program to predict the interference and service area of various channel-allotment scenarios, the commission's engineers have developed several ATV channel-assignment plans. Each plan stresses different objectives, such as complete NTSC service-area replication in the digital age, maximum spectrum recovery and

minimal use of the upper UHF band.

The result is a jumble of numbers and percentages with one basic conclusion: broadcasters really don't need the channels that much.

The commission calculates that broadcasters could provide TV service to about 93.9% of the current NTSC TV population if they were to assign only 24 new digital channels between channels 60 and 69. If, on the other hand, engineers draw freely upon the upper UHF channels in assigning ATV channels, the population coverage would jump only to 94.6%, according to the FCC.

"In either case there is interference," says the FCC's Saul Shapiro. In its letter to Fields, the commission said that limiting the use of channels 60-69 would result in about a .3% increase in the total amount of interference caused to existing NTSC service.

The commission's engineers add that their margin of error in predicting the interference is greater than the expected differences between the two channel-allotment approaches.

Broadcasters counter that a difference is still a difference, no matter what the margin of error is. And they say the FCC's estimates of national averages mask what could be more significant interference problems in individual markets.

"We're shadow boxing," says Victor Tawil, vice president of the Association for Maximum Service Television (MSTV).

In response, FCC engineers say a market-by-market comparison of the two channel-assignment approaches still results in a tie. They say that while a channel-assignment plan submitted by broadcasters results in slightly less interference into NTSC service in New York, for example, the commission plan would result in less interference in Washington, D.C.

Tawil counters that those two plans used different sets of data and that only a complete side-by-side comparison of plans using the same sets of data will provide an accurate picture of the interference situation in each market. He also says the best way to compare the two plans is to examine the amount of new interference each would cause NTSC service. He maintains that the "compressed band" approach would cause interference to an additional half-million square miles of territory, most of it surrounding large markets.

Tawil also says that rationing the 60-69 band would negate broadcasters'

DUELING VISIONS OF DIGITAL TV

WHAT TV STATIONS STAND
TO LOSE AND GAIN...

...DURING TRANSITION
(NTSC and DTV service)

	B'CASTER PLAN	FCC PLAN
Channels needed	2-69	2-59
Spectrum recovered (mhz)	0	60*

NTSC service

% of current coverage area	97.3	95.9
% of current population	94.6	93.9

DTV service

% of current coverage area	106.8	105.5
% of current population	105.6	104.7

...POST-TRANSITION (DTV only)

	B'CASTER PLAN	FCC PLAN
Channels needed	NA	7-51
Spectrum recovered (mhz)	NA	138
% of current coverage area	107.8	107.1
% of current population	107.6	107.3

* The FCC plan envisions auctioning of left-over spectrum between channels 60 and 69. But band would not be completely cleared. In addition to the approximately 100 NTSC, 24-30 digital TV stations would be assigned to the band.

Source: FCC

IN SAN DIEGO

Local News Improves With Rosie As Its Lead-In

KUSI • 10:00pm

Rating/Share Vs. May '96

+31% / +33%

gains at cutting down the interference that digital television will cause analog TV. He cites efforts by the seven-company Grand Alliance consortium to prevent interference into NTSC through improvements to its system.

"Broadcasters spent three years trying to improve that number," Tawil says. He adds that rationing the upper 10 channels would create three times as much additional interference as the Grand Alliance designers were able to prevent.

Tawil also says the industry will need the additional spectrum in case the new digital system does not perform as well as hoped. He points out that broadcasters for the first time will be sending out TV signals on adjacent channels.

"That's a big thing," Tawil says, maintaining that broadcasters could run into unforeseen interference problems once they start delivering the digital signals. "If we are wrong and [the FCC] auctions off that spectrum, what are we going to do?"

Others also dispute the spectrum's potential market value. While government officials say an auction of the spectrum would generate at least \$5 billion, broadcast lawyer Gerard Waldron predicts that the UHF channels would not raise that much money. Unlike PCS spectrum bidders, contestants for the UHF channels would have to avoid interfering with TV stations, Waldron says.

"The market has digested a lot of

spectrum in the last 18 months," Waldron adds. He also maintains that the government would generate more money by waiting until after broadcasters have completed their transition to digital TV to auction the spectrum.

Commission plans call for eventually "re-packing" all broadcasters into spectrum between channels 7 and 51 so that the government could reclaim and auction spectrum below channel 7 and above channel 51.

An FCC official counters that the commission is concerned with efficient spectrum use and not auction revenue. Others also say the broadcasters overstate the problem of avoiding interference to TV stations in the band. ■

House keeps door open for ATV

Lawmakers reject Frank proposal to preclude license assignments

By Chris McConnell

Broadcasters won a spectrum battle in Congress last week, when lawmakers overwhelmingly defeated a measure that would have barred the FCC from issuing digital TV licenses.

By a 408-16 vote, House members shot down an amendment to appropriations legislation, offered by Representative Barney Frank (D-Mass.), that would have barred the FCC from using funds to award the digital licenses.

"We appreciate the strong bipartisan support," said NAB President Eddie Fritts. "The vote sends an unmistakable message to the FCC that speedy action on the advanced television front is warranted."

The amendment was one of two digital TV measures Frank had prepared for the appropriations bill. Another measure would have required the FCC to either auction the digital TV licenses or first establish specific public interest obligations. But House rules against legislating on appropriations bills prevented Frank from submitting that measure to a vote.

When Frank instead proposed the straightforward ban on issuing the licenses for the next fiscal year, representatives John Dingell (D-Mich.), Billy Tauzin (R-La.), Thomas Bliley (R-Va.) and others opposed the move.

"It is a loan," Bliley said of the plan to give broadcasters an additional channel to deliver advanced television. "This is an attempt to bring forward new technology of value to this country," added Dingell.

Frank countered that loaning broadcasters the spectrum would constitute "the world's most expensive lend-away."

"What this says is you can have this extraordinarily valuable asset for a very long time...and you don't pay us

anything for the use of it," Frank said.

But other lawmakers were not swayed by such arguments and voted against the amendment.

"The combined influence of Bliley and Dingell carried the day for broadcasters," said one industry source. ■

Cable continues to dominate, competitors say

But business and competition are growing, they concede

By Chris McConnell

Business is good, cable competitors say, but not so good that it threatens cable's control of the programing delivery business.

"It is clear that cable interests continue to dominate the [multichannel video programing distributor] market," DIRECTV said this month in answer to the FCC's annual inquiry into the state of competition in the programing distribution market.

The FCC, which has conducted two previous annual assessments, last year cited growth in DBS and wireless cable subscribers, but concluded that cable TV systems enjoyed "market power" in local markets.

Cable competitors offered a similar picture in their comments for this year's FCC report. DIRECTV, for instance, said it had signed 1.6 million subscribers to its DBS service by the end of June. The

DTH growth in past year (in millions)			
	7/1/96	6/1/95	% chg
TV households	97.5	95.4	2%
Direct-to-home (DTH) satellite subs	5.5	3.2	69.7%
TV homes reached by DTH service	5.6%	3.5%	60%
Source: SkyTRENDS			

Satellite Broadcasting and Communications Association of America (SBCA) said that the total number of satellite TV subscribers—including DBS subscribers and owners of the larger C-band satellite dishes—had increased nearly 70% since June 1995.

But both organizations also said they still have a long way to go. "True local competition on a nationwide basis is still years away," said the SBCA.

Bell companies voiced hopes that the

AND IN MILWAUKEE!

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WITI • 5:00pm

Rating/Share Vs. May '96

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1996 Telecommunications Act will speed things up. "The 1996 act holds the promise of substantially increasing competition in the market for delivery of video programming," said Bell Atlantic, although the company reserved judgment on whether the law's open video system (OVS) model will attract telco interest.

The regulatory option allows telephone companies delivering video programming to avoid some elements of

cable regulation. Telcos offering video under the OVS model must carry competing program providers on their video delivery networks.

Bell Atlantic said it must first see the FCC's final decisions on OVS rules—including cost allocation rules—before deciding how viable an alternative it is. SBC Communications was more skeptical, predicting that the OVS option would not prove viable "until technolo-

gy and market demand support an all-digital environment."

Cable companies, meanwhile, contended that they are facing stiff competition. "The commission should report to Congress that competition among video-programming providers is thriving and growing and that competitors to the cable industry are financially viable and competitively strong," Time Warner Cable said. ■

Just a personal note

Lionel Johns of the White House Office of Science and Technology Policy (OSTP) was going against White House wishes when he wrote to the FCC this month in support of the Grand Alliance digital TV standard. In a July 10 letter to FCC Chairman Reed Hundt, Johns praised the standard and called for its quick adoption. "There is an ever-diminishing 'window of opportunity' for the U.S. to define a worldwide standard," Johns told the FCC. "Having leapfrogged the rest of the world in the early '90s in the race to deploy advanced television systems, America is on the brink of relinquishing its lead to international competitors."

Turns out he was just expressing his own views and not those of the Clinton administration. Rick Borchelt, the OSTP special assistant for public affairs, says the letter does not represent White House views and that OSTP even asked Johns not to send the letter. But Johns sent it and made sure it would not get lost in the shuffle at the FCC. One source says he walked it into the chairman's office and requested a written receipt to document its delivery. OSTP has since barred him from discussing the issue further.

But that does not mean the Clinton administration has decided to oppose the Grand Alliance standard. Borchelt says the administration still endorses the letter Commerce Department Assistant Secretary for Communications and Information Larry Irving sent the FCC. Irving also called for the FCC to adopt the digital TV standard, provided the FCC still finds it in the public interest after reviewing all the comments. Irving, like Johns, suggested that the FCC revisit the issue of progressive scanning once the standard is adopted to insure that the system eventually evolves into an all-progressive scan technology. The current digital TV system uses progressive and interlace scanning.

Silver King joins ALTV

The Association of Local Television Stations added 12 UHF stations to its membership last week when Silver King Communications joined the group. "Silver King believes strongly in the value of and need for local broadcasting," said Silver King Executive Vice President Adam Ware.

Regulatory menu

The FCC has given video dialtone operators until Nov. 6 to choose a regulatory regime for continuing operations. The commission earlier this year jettisoned its video dialtone rules in compliance with the 1996 Telecommunications

Act. Companies operating video systems under the old rules can now choose from four sets of regulations if they want to keep the systems running. The regulatory options are cable rules, common carrier rules, wireless rules or open video system rules.

EEO fines

The FCC has issued a new set of Equal Employment Opportunity (EEO) fines. The commission last week determined that KVPT(TV) Fresno, Calif., had not complied with the FCC rules and fined the station's owner, Valley Public Television, \$9,000. The commission also fined Tidewater Communications \$15,000 for EEO violations at WNOR-AM-FM Norfolk, Va., and WAFX(FM) Suffolk, Va. Additionally, the FCC issued a \$12,000 fine against Benchmark Radio Acquisition Fund IV and WKOC License Limited Partnership for EEO violations at WTAR(AM)/WLTY-FM Norfolk, Va., and WKOC(FM) Chesapeake, Va.

Can you say 'sponsor'?

The FCC stalemate over children's television rules hasn't stopped Chairman Reed Hundt or Commissioner James Quello from talking up the issue. Hundt last week suggested that 1% of Coca-Cola's advertising budget might support another *Sesame Street* on commercial TV. "My 14-year-old could watch the Olympics and my seven-year-old could watch some 21st-century Barney," Hundt said during a speech to the Interactive Services Association in San Diego.

"The networks are fighting us," Hundt added. "They say they air lots of public interest programming and then they talk about the Olympics."

Quello, meanwhile, took his case against the current FCC children's TV proposal to the *Wall Street Journal*. "These rules are as intrusive and over-regulatory as anything I have witnessed in more than two decades at the FCC," Quello wrote in an op-ed piece for the newspaper.

Constitutional questions

In another children's TV volley, the Media Institute has voiced First Amendment questions with the proposal to establish a three-hour standard on children's educational programming. "We call on the FCC to permit a 30-day comment period to seek input on the constitutional question," says Media Institute President Patrick Maines. ■

Washington Watch

Edited By Chris McConnell

WINNING NE

Source: NTL, Feb. 1990 - May 1996. Ranks based on GAA% when available.

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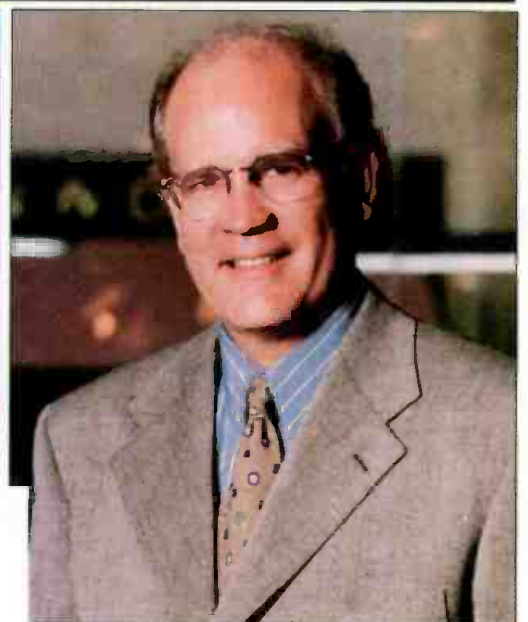
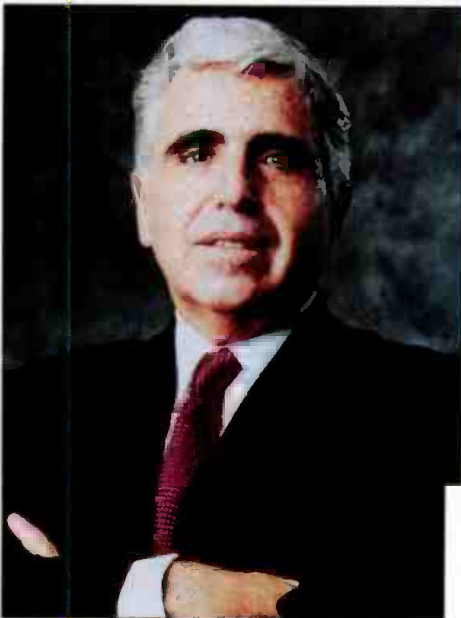


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Bochco defends 'Public Morals'

Says crude language is crucial to show reflecting 1996 realities

By Lynette Rice

Steven Bochco last week defended his use of the phrase "pussy posse" in the new CBS sitcom *Public Morals* about a New York City vice squad.

Bochco, who created the show with executive producer Jay Tarses, found himself on the defensive as television reporters questioned how crucial such language was to the edgy comedy.

At the Television Critics Association tour last week, Bochco argued that the term, considered a cliché among cops, is a must if he and Tarses are to accurately portray life in a squad that deals with prostitutes (not surprisingly, "whore" is also used several times).



Bochco's New York City vice squad

While conceding that some New York detectives still cite the humorous yet clean *Barney Miller* as their all-time favorite cop series, Bochco did not see that as a mandate to reproduce such programming.

"Clearly a reliance on yesterday's

notions of what succeeds or doesn't succeed isn't serving the industry," Bochco told reporters. "The issue is whether 20 years later you want to be doing a show that is reflective of the culture of today, versus the culture of 20 to 25 years ago. Our choice was to say 'let's do this show as a reflection of 1996, not as a reflection of 1971.'"

Even so, Bochco said there was no hurry for him

and the network to decide whether to tone down the dialogue, although economics and affiliate complaints could speed up the decision.

Four or five affiliates have reportedly expressed concerns about the pilot's language, including KMTV(TV) Twin

ABC scores college football championship

ABC Sports announced last week that it has landed the national college football championship game after investing \$500 million in a guaranteed four-year deal with the option of picking up another three games, beginning after the 1998 season.

The agreement among the College Football Bowl Alliance and the Big Ten and Pacific-10 conferences paves the way for the Rose Bowl and three other undertermined bowls to rotate hosting the country's number-one and -two teams, regardless of affiliation, ABC Sports President Steven Bornstein said. The Fiesta, Orange and Sugar bowls are expected to come aboard.

"The fans, the conferences, universities and ABC Sports will benefit from this plan," Bornstein said.

Given the 18.8 rating/31 share generated by last year's Fiesta Bowl matchup that pitted Nebraska (ranked number one) and Florida (number two) on CBS, ABC likely expects healthy numbers when the Rose Bowl hosts its first national championship in nearly 30 years in 2002. The network has held rights to the Rose Bowl since 1989, a key negotiating factor in the deal.

"When the alliance was put together, it was flawed. It

didn't have the Big Ten and Pac-10," said ABC Sports spokesman Mark Mandel. "Our investment a long time ago guaranteed we would be a major player in college football. This deal could not have been done without the Rose Bowl."

Due to the traditional commitment by the Big Ten and Pac-10 to Pasadena, the Rose Bowl has not hosted a national championship game since the Ohio State/USC game in 1969.

As part of the plan, Big Ten and Pac-10 champions will continue to play in the Rose Bowl when Pasadena does not host the title game. Teams participating in the four championship bowl games also will be drawn from the Southeastern Conference, the Big East Conference, the Atlantic Coast Conference, the Big 12 Conference, as well as Notre Dame and other colleges and universities fielding Division I-A football teams that choose to make themselves available to the games.

Promotion for the final games will come easy for ABC Sports, which will likely rely on sibling cable network ESPN to provide wraparound programming to the championship, Mandel says.

—LR

BLUE CHIP PERFORMANCE

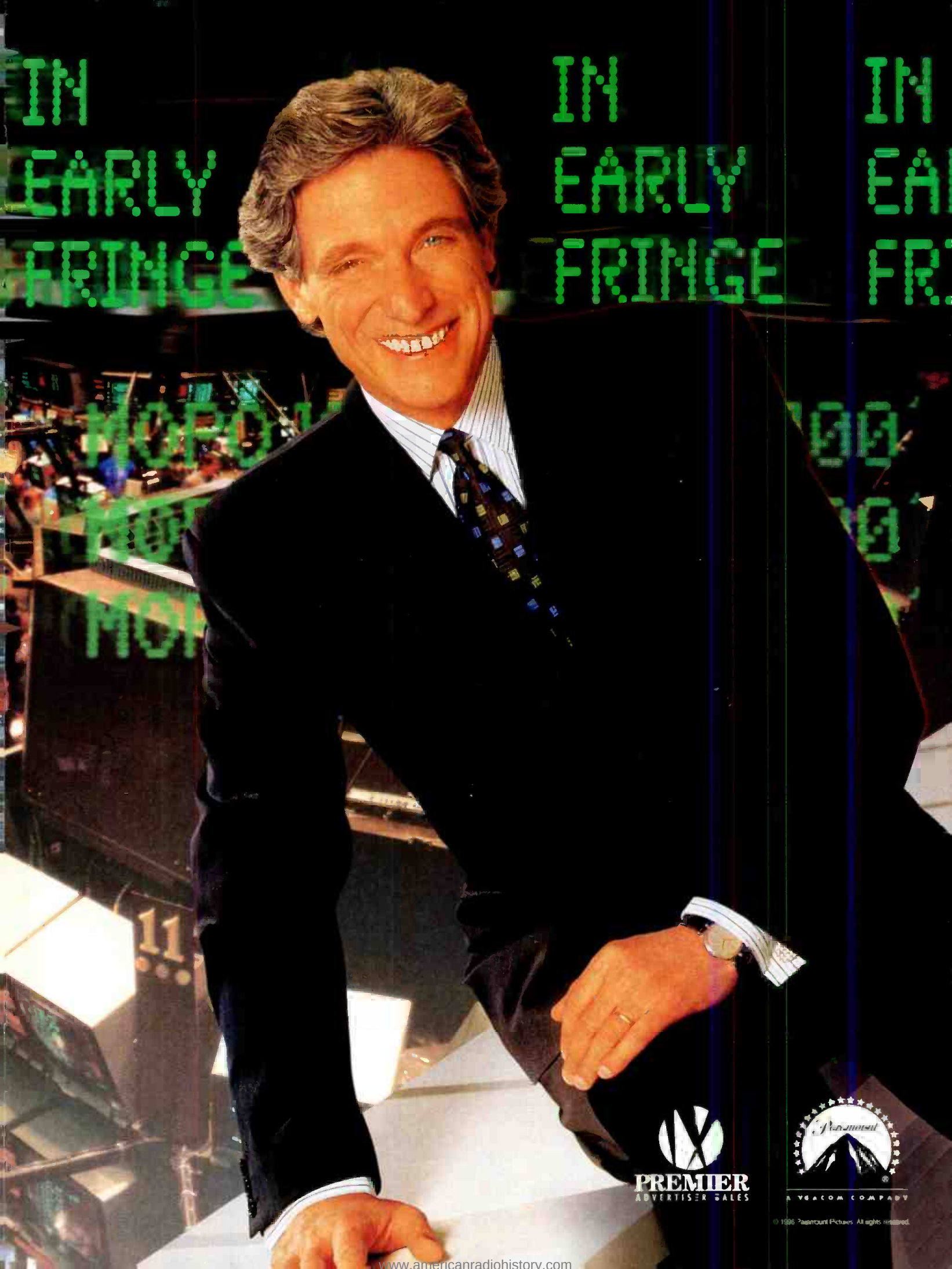
Maury Povich vs. Key Competitors – Share Delivery (Early Fringe)



Source: NSI SNAP, May 1996. Bottom line averages. Original telecasts only. Clearances between 3:00-6:00 PM. Greater than five early fringe clearances.
MAURY: 53 markets. SALLY: 40 markets. JENNY: 63 markets. RICKI: 131 markets. MONTEL: 78 markets.

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Falls, Idaho (BROADCASTING & CABLE, July 1). *Public Morals* is set to air at 9:30 p.m. Wednesday (ET/PT).

Peter Schruth, CBS's senior vice president of affiliate relations, said the network has had no experience dealing with affiliates skittish over such content, unlike ABC, which three years ago had problems when Bochco's *NYPD Blue* hit the streets. At that time,

key affiliates in Dallas and Cleveland and at least two dozen small-market Southern stations took issue with the show's harsh language and nudity.

"A small number have stated that if the ongoing series were reflective of the pilot, they would consider on a week-to-week basis whether to air the program in their market," Schruth said. "We told them that airing the program

is a local decision of taste."

Analyst Bill Croasdale of Western International Media, Los Angeles, says it is too soon to say whether *Public Morals* will have an impact on advertisers. "My gut feeling is that Moonves will get Bochco to tone down the pilot. In fact, the pilot may not see the light of day until the show has been on the air for a while," he said. ■

CBS is in expansion mode

Increased flexibility and cable plays are among network goals

By Cynthia Littleton

The new model CBS is more in sync with its O&Os and affiliates, even as its new deep-pocketed parent moves to expand CBS's interests beyond the core broadcasting business, CBS executives said last week.

"What has happened in this past year has been incredible for those of us at CBS," said Peter Lund, CBS president, during a Q&A session at the summer Television Critics Association gathering outside Los Angeles.

"We've been acquired by an ambitious new owner who would very much like us to be successful in the broadcasting business," Lund said. At the same time, Westinghouse Electric Corp. intends to make CBS a major global media player.

"All of us at CBS feel that we need to expand outside of the core business," Lund said. "And the cable business is a natural place for us to go."

Lund confirmed that Westinghouse, which bought the Spanish-language news channel TeleNoticias last month, is considering acquiring another cable property or launching a startup channel, or perhaps both.

Lund would not name specific companies, but Gaylord Entertainment, the parent company of The Nashville Network and Country Music Television, is seen as a logical fit, since Westinghouse already owns one-third of CMT. CBS is also said to have talked with the owners of The Travel



CBS President Peter Lund and Entertainment President Leslie Moonves

Channel and The Family Channel. CBS is expected to make news on the cable front within weeks in order to meet the Oct. 1 deadline for notifying cable operators of its retransmission consent plans.

CBS's new management team has also boosted morale on the network side, Lund said, noting the recent leadership changes within the entertainment, news, stations and affiliate relations divisions. And there's a new appreciation for CBS's traditional strengths, reflected by the push to target viewers in the 25-54 age-range with the new fall lineup.

"We were kidding ourselves last year when we tried to go quickly into the younger demographic, because it's hard to move an audience that far," Lund said. "The number one demo for [CBS] stations is 25-54, so we are in lockstep with our affiliates and our own stations."

That spirit is evidenced by the strong response to CBS's ambitious bid to overhaul its third-ranked morning show. Starting Aug. 12, *CBS This*

Morning will shift from a two-hour network block with local news cut-ins to a more flexible mix of local and national news, interview and feature segments.

About 75% of CBS affiliates are planning to go largely local in the 7 a.m. hour, when the network is offering up to 32 minutes for local editorial. Another nine minutes are available for local content in the second hour.

The changes, which include a new national anchor team of Jane Robelot, Mark McEwen and Jose Diaz-Balart, are designed to help CBS affiliates compete in a daypart increasingly dominated by local news blocks. "Local news in the morning is the one news audience that's growing," said CBS News President Andy Heyward.

CBS counts on stars

CBS is hoping to recapture its traditional strength this fall by fielding big-name stars and new shows aimed at a more mature, family audience, Leslie Moonves, president of CBS Entertainment, told TV critics last week.

CBS is betting that its hefty investment in new comedies with Bill Cosby and Ted Danson will pay off in the form of increased sampling this fall. *Cosby* and Danson's *Ink* should help CBS cut through the clutter of the fall premiere period, Moonves said during the Q&A session.

"If these shows work, they not only will bring back the traditional CBS

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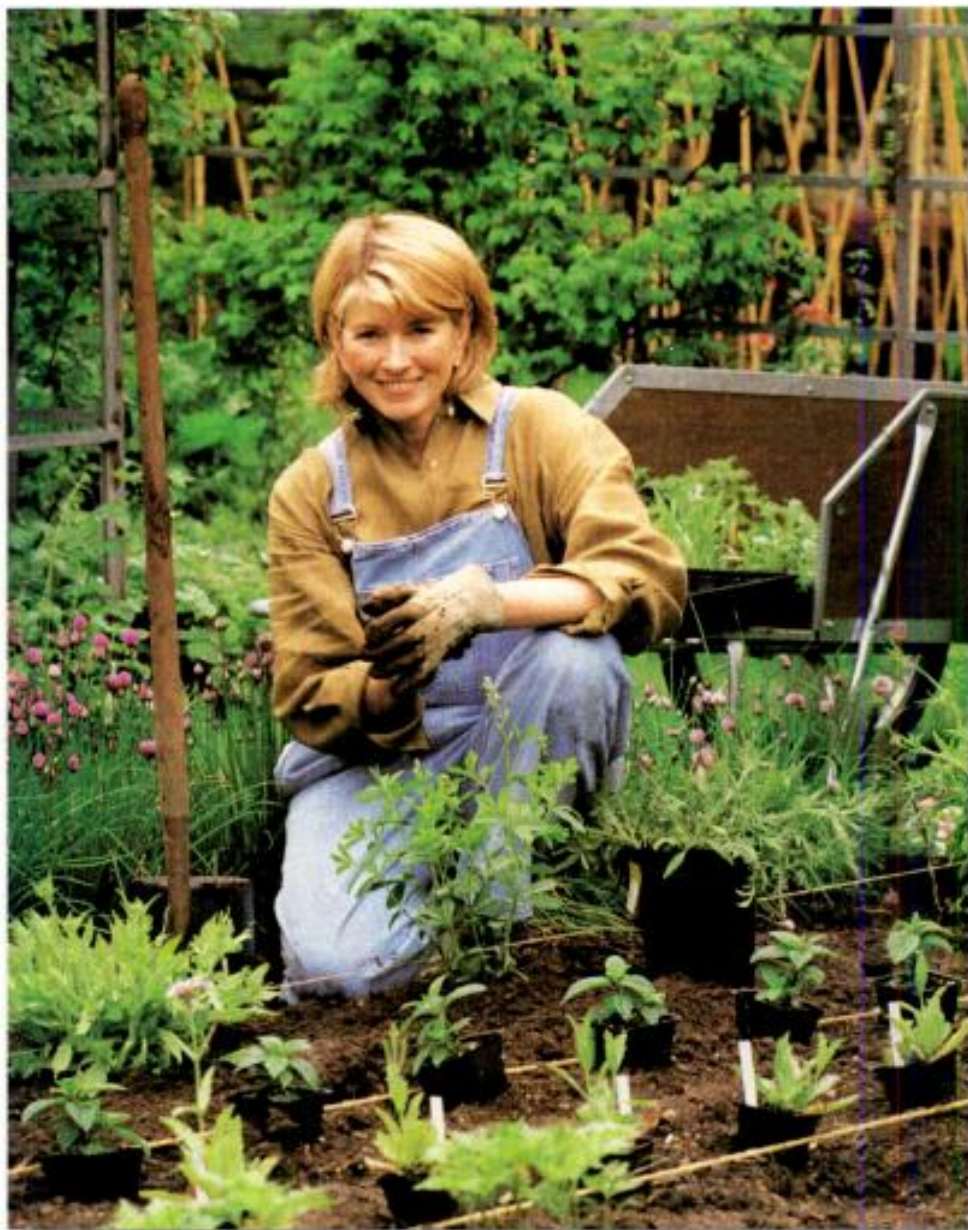
*Source: NSS Pocketpiece - Women 25-54 Viewers 9/11/95-5/26/96



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**Martha
Stewart** **Living**

T E L E V I S I O N

viewer, but [if successful] they will open us up to a much wider range of people," Moonves said.

In spite of the stakes riding on *Cosby* and *Ink*, the new CBS show getting the most attention from critics last week was *Public Morals* (see story, page 29). CBS's new fall lineup is expected to debut the week of Sept. 16.

Public Morals aside, Moonves stressed that star power and a family-friendly approach are crucial elements in CBS's strategy for reversing the setbacks of last season's effort to go after a younger audience. CBS research shows that recognizable names play a big part in getting older viewers to try new shows.

Lily Tomlin is the latest familiar face to join CBS. The actress/comedian will play the new boss on the veteran sitcom *Murphy Brown*. Tomlin, who has signed an overall development deal with CBS, may segue to her own series next year.

Another familiar face will be staying with CBS in late night through the 2001-02 season, Moonves said. David Letterman has signed a three-year contract extension, despite rumors he was planning to retire or move on to ABC when his deal expires in 1999.

Moonves acknowledged the risks in a turn-around strategy hinged on the performance of high-profile talent. CBS has forked over a lot of cash during the past year to keep *Letterman* and bring *Cosby* and other stars to the network. The Carsey-Werner Co.'s *Cosby* got a two-year, 44-episode commitment at the star's request (see story, page 37). DreamWorks' *Ink* landed at CBS earlier this year with a 22-episode order and a guaranteed slot on the schedule.

"When you're in third place you have to try harder, and at certain times you have to extend a little bit more," Moonves said, adding that escape clauses are built into both deals.

Cosby and *Ink* will air back-to-back as the lead-off hour on what was already CBS's strongest night, now dubbed "Big Comedy Monday." With *Murphy Brown* and *Cybill* following at 9 p.m., Moonves is looking to establish a comedy beachhead that will eventually help CBS launch tent-pole shows that can be reshuffled to other nights, much as NBC does with its powerhouse Thursday block.

CBS has made a strategic decision to return to family-friendly programming in the 8 p.m. hour, and its made-for-TV movies are moving in the same direction.

Moonves said CBS is moving away from hard-edged thrillers to make them more compatible with the lead-ins to the Sunday and Tuesday movies: *Touched by an Angel* and its upcoming spin-off, *Promised Land*. CBS pulled in its highest ratings when *Touched by an Angel* served temporarily as a lead-in to a Sunday movie last season. It will

SYNDICATION MARKETPLACE

'VR Troopers' mustered out

Saban Entertainment's *VR Troopers* is history. The live-action series will be replaced in Saban's first-run package for 1996-97 by Saban's *Masked Rider*, which debuted last year on the Fox Children's Network but was not renewed. *VR Troopers* came on strong in its first year, 1994-95, but the show posted double-digit declines last season, along with many other first-run kids programs. *Masked Rider*, which will air as a strip, revolves around an alien teenager who protects the planet from the forces of evil with the aid of a talking motorcycle.

New 'Real TV' host

Paramount Domestic Television has tapped TV news veteran John Daly as host of its new magazine strip *Real TV*. Daly most recently served as co-anchor for ABC affiliate KTNV(TV) Las Vegas and also hosted a Sunday public affairs show, *In Focus*. Also joining *Real TV* as correspondents last week were Michael Brownlee and Sibila Vargas. Paramount's all-



video reality strip is cleared in 85% of the country for a fall debut.

'ET' vets join 'AH'

Two more *Entertainment Tonight* veterans have joined the production team behind *ET*'s latest challenger in the entertainment magazine field, *Access Hollywood*. Barry Berk, who spent 12 years as a field director and producer for *ET*, has been named senior producer. Ann Lewis has moved up to producer after a nine-year stint with *ET*. Jim Van Messel, also a former executive producer of *ET*, is heading *Access Hollywood*, a

joint venture New World Entertainment and NBC. Last week's appointments were viewed as a positive sign that Fox parent News Corp.'s \$2.5 billion buyout of New World will not derail the scheduled Sept. 9 debut of *Access Hollywood*.

First for 'Inside Edition'

King World Productions' *Inside Edition* has won the 1996 National Press Club award for the best consumer story on television. The news magazine's exposé of faulty rear-hatch latches on some Chrysler minivans prompted a nationwide recall last month. *Inside Edition*'s win marks the first time a National Press Club honor has gone to a syndicated news magazine since the group began giving annual awards in 1974.

'TV.COM' clears

San Francisco-based syndicator GGP reports that more than 70 stations have logged on to *TV.COM*, a new weekly magazine described as the "Entertainment Tonight of the Internet." The half-hour show has been cleared in nearly 40% of the country, with a lineup that includes KABC-TV Los Angeles, KGO-TV San Francisco, WBZ-TV Boston and WAGA-TV Atlanta.

—CL

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 14. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	9.8/225/98
2. Jeopardy!	8.7/219/98
3. Home Improvement	7.2/227/98
4. Oprah Winfrey Show	6.8/234/99
5. Seinfeld	6.2/222/96
6. Wheel of Fortune-wknd	5.7/184/84
7. Hercules, Journeys of	5.6/224/97
8. Inside Edition	5.3/164/90
9. Entertainment Tonight	5.2/179/95
10. Home Improvement-wknd	5.0/222/96
11. Simpsons	4.9/193/96
11. Xena: Warrior Princess	4.9/205/96
13. Jenny Jones Show	4.5/214/97
13. Star Trek: Deep Space Nine	4.5/233/99
15. Ricki Lake	4.3/220/98

now air permanently in the Sunday 8 p.m. slot.

In other CBS news from TCA:

Two more dramas and two comedies are on tap as midseason replacement candidates at CBS. On the drama side, *Orleans* stars *Dallas*'s Larry Hagman as a judge who heads a powerful New Orleans family; *Feds*, starring Blair Brown, is a look at federal prosecutors

in Manhattan from *Law & Order* producer Dick Wolf. *Life & Stuff* with Pam Dawber is about a married couple with two young sons; *Temporarily Yours*, starring Debi Mazur and Joanna Gleason, is a sitcom set in an employment agency.

Actors Mark Harmon (*St. Elsewhere*) and Rocky Carroll (*Roc*) have joined the cast of *Chicago Hope*. ■

Cosby says he's team player

Two-year commitment won't prevent him from making adjustments in show as needed

By Cynthia Littleton

CBS's two-year commitment to the new Bill Cosby sitcom may be just the kind of protected environment the veteran star needs to develop a hit for his new network.

But even with a 44-episode buffer, Cosby is feeling the pressure, especially after stumbling his last two times out of the gate with NBC's *The Cosby Mysteries* and Carsey-Werner's first-run revival of *You Bet Your Life*.

"Can I make 20-year-old people laugh along with 65-year-old people?" Cosby asked last week during CBS's portion of the TCA. "All I know is I am [Miami Dolphins quarterback] Dan Marino and I want to make a touchdown and put my team ahead."

After helping revive NBC's fortunes in the mid-1980s with *The Cosby Show*, Cosby is returning to TV comedy with the same co-star, Phylicia Rashad, and the same production company, Carsey-Werner, but as a completely different character. As Cosby explained, *The Cosby Show*'s Cliff Huxtable would have retired at 60. The new show's Hilton Lucas has been downsized.

Although it is a premise millions of Americans can relate to in the 1990s, Cosby sought the unprecedented guarantees from CBS to give the new Cosby sitcom time to hit its stride and find its audience in an era when many young viewers expect TV to be "hyperkinetic."



"We need to push the minds of those who have studied English literature, American literature and try to put that on television."

then rest assured I mean not to drag CBS down any lower, or hurt them in the time slot," he said.

But Cosby did take a swipe at another CBS show, Steven Bochco's new sitcom, *Public Morals*. Noting that he balked at using the phrase "kick butt" on *The Cosby Show* some 10 years ago, Cosby questioned the need for a sitcom to push the envelope on language on broadcast TV.

"We have to understand that at some point a producer is using the audience to satisfy [his own] adolescence and immaturity," he said. "To have nine people who call themselves writers sitting around a table and the best they can come up with is 'pussy posse'!.... We need to push the minds of those who have studied English literature, American literature and try to put that on television." ■



Clearing up 'Dark Skies'

In the July 22 cover story, a photo of the stars of the new NBC drama *Dark Skies* was misidentified as a photo of the new Fox drama *Millennium* (the real *Millennium* is shown above). Due to an editing error, a quote from *X-Files* creator Chris Carter in the "X-Files: It's Out There" sidebar was attributed to Ken Horton, president of Carter's Ten Thirteen Productions. It was Carter who said, "I've been very vigilant about not letting merchandise out that I think is cheesy even though I have no contractual right to be."

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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 44	abc	CBS	NBC	Fox	UPN
	6.9/12	8.0/14	9.3/17	4.6/8	2.2/4
MONDAY	8:00 48. The Marshal 5.6/10	16. The Nanny 8.8/17	39. Fresh Prince 6.9/13	62. Fox Summer Monday Movie—So I Married an Axe Murderer 4.6/8	84. Star Trek: Voyager 2.9/5
		28. Almost Perfect 7.6/14	26. Fresh Prince 7.8/14		
	9:00 28. ABC Monday Night Movie—MacGyver: Lost Treasure 7.6/13	23. Murphy Brown 8.0/14	9. NBC Monday Night Movie—Awake to Danger 10.2/18		96. Nowhere Man 1.3/2
		23. Cybill 8.0/14			
	10:00 28. Chicago Hope 7.6/13				
TUESDAY	8:00 28. Roseanne 7.6/15	41. John Grisham's The Client 6.4/13	25. 3rd Rock fr/Sun 7.9/16	75. Fox Tuesday Night Movie—Alien Nation: Dark Horizon 3.5/7	87. Moesha 2.6/5
	8:30 35. Drew Carey 7.3/14		33. NewsRadio 7.5/14		88. Minor Adjustments 2.4/5
	9:00 9. Home Imprvmt 10.2/18	20. CBS Tuesday Movie—Her Deadly Rival 8.4/15	14. Frasier 8.9/16		95. Trauma One 1.7/3
	9:30 19. Coach 8.6/15		16. Wings 8.8/15		
	10:00 20. NYPD Blue 8.4/15		11. Dateline NBC 9.6/17		
WEDNESDAY	8:00 34. Ellen 7.4/15	50. Dave's World 5.5/11	7.4/14	3.4/6	2.5/4
	8:30 41. The Faculty 6.4/12	57. Can't Hurry Love 4.9/9	16. Dateline NBC 8.8/17	74. Beverly Hills, 90210 3.6/7	86. The Sentinel 2.7/5
	9:00 14. Grace Under Fire 8.9/16	46. All-Star Countryfest 5.8/10	40. Sports Illustrated Olympics: Preview to the Games 6.8/12	79. Party of Five 3.2/6	91. Pt 'Hood 2.3/5
	9:30 35. Champs 7.3/13				84. Sister, Sis 2.9/6
	10:00 11. PrimeTime Live 9.6/17				79. Wayans 3.2/6
THURSDAY	8:00 54. High Incident 5.1/10	59. Wynonna: Revelations 4.8/9	11.3/21	4.7/9	77. Wayans 3.4/6
	8:30		6. Friends 10.8/22	61. Martin 4.7/9	
	9:00		6. Mad About You 10.8/21	57. Living Single 4.9/9	
	9:30 45. ABC Thursday Night Movie—The Commish: Redemption 6.0/11	54. CBS Reports: Last Revolution 5.1/9	4. Seinfeld 13.8/25	62. New York Undercover 4.6/8	
	10:00	13. 48 Hours 9.5/17	5. 3rd Rock fr/Sun 11.6/20		
FRIDAY	8:00 41. Family Matters 6.4/13	59. CBS Special Movie—National Lampoon's Vacation 4.8/9	23.2/43	3.9/7	
	8:30 48. Boy Meets World 5.6/11		1. Summer Olympics Opening Ceremonies 23.6/45	81. Sliders 3.1/6	
	9:00 53. Step by Step 5.2/9			62. The X-Files 4.6/8	
	9:30 51. Hangin' w/Mr. C 5.4/10				
	10:00 35. 20/20 7.3/13	52. Nash Bridges 5.3/9			
SATURDAY	8:00 75. Saturday Night at the Movies—Project ALF 3.5/7	69. Dr. Quinn, Medicine Woman 4.1/9	18.0/37	3.9/8	
	8:30		3. Summer Olympics 17.2/37	77. Cops 3.4/8	
	9:00	38. Touched by an Angel 7.2/14		72. Cops 3.9/8	
	9:30			68. America's Most Wanted 4.2/8	
	10:00 69. TV's Greatest Performances 4.1/8	28. Walker, Texas Ranger 7.6/15			
SUNDAY	7:00 62. Am Fun Hm Vid 4.6/10	22. 60 Minutes 8.2/16	23.2/42	3.4/6	1.9/3
	7:30 54. Am Fun Hm Vid 5.1/10		2. Summer Olympics 22.9/42	83. Alien Autopsy: Fact or Fiction? 3.0/6	96. Pinky & The Brain 1.3/3
	8:00 73. Lois & Clark 3.7/7	44. Murder, She Wrote 6.3/11		71. The Simpsons 4.0/7	98. The Parent 'Hood 1.2/2
	8:30			66. Married w/Childrn 4.4/8	93. Sister, Sister 2.0/4
	9:00 26. ABC Sunday Night Movie—The Tommyknockers, Part 1 7.8/13	47. CBS Sunday Movie—Godfather III, Part 1 5.7/9		81. New York Undercover 3.1/5	93. Kirk 2.0/4
WEEK AVG	6.4/12	6.5/12	14.7/27	3.9/7	UPN: 2.2/4; WB: 2.3/4
STD AVG	9.9/17	9.1/16	11.3/19	6.8/11	UPN: 2.9/5; WB: 2.4/4

Capstar grows with Osborn radio group

Changing Hands

By Elizabeth A. Rathbun

Hicks, Muse, Tate & Furst Inc. has broadened its radio holdings to 50 stations by acquiring Osborn Communications Corp. under the banner of Capstar Broadcasting Partners.

The deal, valued at \$111.4 million, involves 17 radio stations in small and midsize markets (see "Changing Hands," page 41). It values Osborn common stock at about \$15.38 per share. Last Monday, the day before the deal was announced, the company's stock closed at \$12. Last Tuesday it closed at \$14, after hitting a 52-week high of \$14.75.

This is the second such transaction for Capstar, which Dallas-based Hicks Muse formed in May. Capstar is to acquire up to \$1 billion worth of stations in midsize markets. First, in June, Capstar agreed to pay \$200 million for Commodore Media and its 33 radio stations. Both deals are pending FCC approval.

Osborn will be a subsidiary of Capstar and will continue to be operated by its president, Frank D. Osborn. Osborn founded the Greenwich, Conn.-based company in 1984 and "will maintain a substantial equity stake in the company," Hicks Muse says.

Osborn also owns a country music entertainment complex in Wheeling, W.Va., and Muzak franchises.

Capstar is led by former SFX Broadcasting Inc. president R. Steven Hicks. Hicks's brother, Thomas O. Hicks, is chairman of Hicks Muse. Earlier this month, the private investment firm filed to take over 90% of Chancellor Broadcasting Co.

Hicks Muse's holdings also include Ghirardelli Chocolate Co. and a maker of polyurethane foam. Thomas Hicks owns the Dallas Stars hockey team.

Park TVs sold to Media General

Media General's household reach would more than double with last week's merger with Park Communications Inc. Media General will pay \$710 million cash for Park's 10 TV stations.

The merger (subject to FCC approval) would increase Media General's broadcast holdings from three to 13, and its reach from 9.2% to 22.1% of U.S. TV households. Media General, which mostly owns newspapers, originally said it would trade away Park's WTVR-TV Richmond, Va., where it owns the daily *Times Dispatch*. Now Media General plans to seek an FCC waiver so it can own both facilities.

Media General will trade away WUTR-TV Utica, N.Y., for a station in the Southeast, where the rest of its holdings are, the company says.

Included in the deal are Park's 28 daily and 82 weekly newspapers. "Media General offers a great growth opportunity for our people in both the newspaper and the broadcast divisions," Park COO Wright M. Thomas said in a statement.

And Park investors reap a handsome return on their investment. Donald Tomlin and Gary Knapp bought Park last May for \$711.4 million, then proceeded to sell the company's 17 radio stations for \$233.2 million.

Retirement Systems of Alabama had loaned Tomlin and Knapp \$573.4 million toward the purchase. The pension fund now is investing in a company that in May bought Ellis Communications Inc.'s 12 TV stations and Federal Enterprises Inc.'s eight network affiliates.

Park Communications was founded in 1965 by Duncan Hines food magnate Roy Park. When they bought the company, Tomlin and Knapp said they would retain all of Park's holdings.

Speaking of Ellis...

Documents recently released by the FCC detail some of the ownership changes at Ellis Communications Inc.

Ellis's controlling shareholder, Kelso Partners IV LP, in May said it would transfer control of Ellis to a new company. That firm—Raycom Media Inc.—was said to be controlled by Boston attorney Stephen I. Burr (BROADCASTING & CABLE, May 20). But FCC documents show that Raycom's shares will be split into thirds and be held by Bryan Kent Hawkins, Robert W. Greenman and William C.

Zortman. Burr is listed as the secretary, with no votes in the new company.

Hawkins is general manager of WAKA(TV) Selma/Montgomery, Ala.; Zortman is the station's news director.

The link between Raycom and Ellis appears to be Burr. Burr brought Retirement Systems of Alabama in to help finance the Ellis deal after working with the fund on the original sale of Park Communications Inc. (see preceding item). Washington lawyer John Fiorini has said. It was through the fund that Burr also got to know Hawkins and Zortman, says broker Brian Cobb of Media Venture Partners.

Under the \$738 million merger (originally reported by Ellis as \$732 million), a subsidiary of Raycom—known for a few weeks as Ellis Acquisitions Inc.—will be merged into Ellis Communications. Ellis Communications will continue as the surviving company, which will be a subsidiary of Raycom Media.

Where is Ellis Communications President Bert Ellis's place in this? He was promised that "key management" of Ellis Communications ultimately would own up to 20% of Ellis Acquisitions.

Actually, Cobb says, that 20% eventually will go to Raycom's top managers, who have not been named. Ellis presumably will be one of them, Cobb says.

Jordan looks beyond Westinghouse

Michael H. Jordan has broadcast holdings beyond his 32,026 shares of Westinghouse Electric Corp. Jordan, the chairman of Westinghouse, also has an interest in Pilot Communications LLC, which owns seven radio stations in New York and Maine, according to documents filed last week with the FCC in support of Westinghouse's merger with Infinity Broadcasting Corp. (see story, page 43).

Jordan and his wife, Kathryn, through their Charitable Lead Annuity Trust No. 1, hold 11.5% interest in limited partnership Pi-Com Partners LP. Pi-Com in turn owns 8.75% of Pilot.

Pilot is led by President Jim Leven. None of its stations overlap with Westinghouse or Infinity holdings, the documents say.

Clear Channel enjoys record second

Closing on its \$140 million merger with US Radio Group Inc. boosted TV and radio group owner Clear Channel Communications Inc. to its best second quarter ever, the company says.

Broadcast revenue grew 27.7%,

from \$63.73 million in the second quarter of last year to \$81.37 million this year. Net income rose 37.4%, from \$9.1 million to \$12.56 million. For the year so far, net income has risen 59%, from \$11.82 million to \$18.8 million.

Besides acquisitions, the increases reflect improvements in existing company operations, the company reports. Clear Channel intends to keep buying since a secondary stock offering raised about \$311 million.

ProJo income falls

While revenue was up for the Providence Journal Co. in the second quarter, net income fell from \$260,000 in 1995 to a loss of \$530,000 this year. For the first six months of the year, the net loss plunged to \$17.8 million, compared with a \$2.8 million loss a year ago.

The start-up of two cable networks is partly to blame, the company says. ProJo, which went public June 24, spent \$27.1 million this quarter for a 46% share of the Television Food Network. It spent another \$17.5 million on America's Health Network, in which it has a controlling interest.

Meanwhile, broadcast revenue grew 16.2%, to \$54.8 million. Growth was particularly strong at KING-TV Seattle, where the Seattle Supersonics' participation in the NBA playoffs added \$800,000 in ad dollars. However, operating expenses also grew as KHNL(TV) Honolulu settled into its affiliation switch from Fox to NBC, ProJo says.

Format change slows EZ income

Despite a 7.1% increase in net income for the second quarter of the year, EZ Communications Inc.'s net income for the six months ending June 30 fell from \$834,000 to \$161,000.

Meanwhile, net broadcast revenue was up 27.3% in the second quarter, to \$28 million, and operating profit was up 31.5%, to \$7.1 million.

The radio group owner suffered "significant" costs in changing the format of KBKS-FM (formerly KCIN-FM) Tacoma/Seattle from contemporary country to rhythmic adult contemporary. But doing so "ended a costly county [format] battle in Seattle that has been a significant drain on revenue and cash flow for the past year," EZ President Alan Box said. EZ bought KCIN-FM from Heritage Media this past May.

"We expect our results for the second half of 1996 to far outpace those of the first six months," Box said. ■

Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

THIS WEEK:

TVs ■ \$716,000,000 ■ 1
Combos ■ \$5,038,280,000 ■ 8
FMs ■ \$14,201,000 ■ 10
AMs ■ \$786,963 ■ 7
Total ■ \$5,769,267,963 ■ 26

SO FAR IN 1996:

TVs ■ \$4,607,793,896 ■ 58
Combos ■ \$8,934,128,579 ■ 220
FMs ■ \$1,500,677,453 ■ 251
AMs ■ \$128,541,368 ■ 136
Total ■ \$15,171,141,296 ■ 665

SAME PERIOD IN 1995:

TVs ■ \$2,366,042,000 ■ 75
Combos ■ \$1,184,033,250 ■ 121
FMs ■ \$396,211,613 ■ 204
AMs ■ \$63,719,744 ■ 96
Total ■ \$4,010,006,607 ■ 496

Source: BROADCASTING & CABLE

TVS

WBMG(TV) Birmingham and **WHOA-TV** Montgomery, Ala.; **WTVQ-TV** Lexington, Ky.; **KALB-TV** Alexandria, La.; **WUTR(TV)** Utica, N.Y.; **WNCT-TV** Greenville, N.C.; **WDEF-TV** Chattanooga and **WJHL-TV** Johnson City, Tenn.; **WTVR-TV** Richmond, **WSLS-TV** Roanoke, Va.; 28 daily and 82 weekly newspapers

Price: \$710 million cash (merger)

Buyer: Media General Inc., Richmond, Va. (J. Stewart Bryan III, president); owns WJKS(TV) Jacksonville and WFLA-TV Tampa, Fla., and WCBF-TV Charleston, S.C.; cable TV systems in Virginia, and the *Tampa Tribune*, Winston-Salem (N.C.) *Journal* and Richmond (Va.) *Times Dispatch*. Note: company will trade away WTVR-TV Richmond and WUTR Utica.

Seller: Park Communications Inc., Lexington, Ky. (Donald Tomlin, Gary Knapp, principals; Wright M. Thomas, COO); no other broadcast interests

Facilities: WBMG: ch. 42, 2,163 kw visual, 216 kw aural, ant. 1,382 ft.; WHOA-TV: ch. 32, 4,600 kw visual, 460 kw aural, ant. 2,049 ft.; WTVQ-TV: ch. 36, 1,580 kw visual, 158 kw aural, ant. 994 ft.; KALB-TV: ch. 5, 100 kw visual, 20 kw aural, ant. 1,590 ft.; WUTR: ch. 20, 1,150 kw visual, 173 kw aural, ant. 800 ft.; WNCT-TV: ch. 9, 316 kw visual, 31.6 kw aural, ant. 1,879 ft.; WDEF-TV: ch. 12, 316 kw visual,

37.1 kw aural, ant. 1,260 ft.; WJHL-TV: ch. 11, 245 kw visual, 30 kw aural, ant. 2,320 ft.; WTVR-TV: ch. 6, 100 kw visual, 15.1 kw aural, ant. 1,049 ft.; WSLS-TV: ch. 10, 316 kw visual, 47 kw aural, ant. 2,001 ft.

Affiliations: WBMG: CBS; WHOA-TV, WTVQ-TV: ABC; KALB-TV: NBC; WUTR: ABC; WNCT-TV, WDEF-TV, WJHL-TV, WTVR-TV: CBS; WSLS-TV: NBC

Broker: Media Venture Partners (seller)

COMBOS

WAAX(AM)-WQEN(FM) Gadsden, Ala.; **WOLZ(FM)** Fort Myers and **WKII(AM)*-WEEJ(FM)*** Port Charlotte/Fort Myers, Fla.; **WWNC(AM)-WKSF(FM)** Asheville, N.C.; **WING-FM** Dayton/Springfield, Ohio; **WTJS(AM)-WTVN(FM)** Jackson and **WYNU(FM)*** Milan/Jackson, Tenn.; **WKWK-AM-FM, WWVA(AM)-WOVK(FM)** and **WEGW(FM)***, all Wheeling, W.Va., and **WHLX(FM)*** Bethlehem/Wheeling, W.Va., and 50% of **WDRR(FM)** Sanibel/Fort Myers, Fla.

(*Osborn is buying)

Price: \$111.4 million (\$95.4 million cash, \$16 million debt assumption; merger)

Buyer: Capstar Broadcasting Partners, Dallas (R. Steven Hicks, chairman; Hicks, Muse, Tate & Furst Inc., partner [Thomas O. Hicks, chairman]); is acquiring Commodore Media Inc. (see "Changing Hands," July 1). R. Steven and Thomas O. Hicks are brothers.

Seller: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); is selling WJSU-TV Anniston, Ala., and KNAX-FM and KRBT-FM Fresno, Calif. (see item, below)

Facilities: WAAX: 570 khz, 5 kw day, 500 w night; WQEN: 103.7 mhz, 100 kw, ant. 1,080 ft.; WOLZ: 95.3 mhz, 97 kw, ant. 453 ft.; WKII: 1070 khz, 3.1 kw day, 260 w night; WEEJ: 100.1 mhz, 100 kw, ant. 450 ft.; WWNC: 570 khz, 5 kw; WKSF: 99.9 mhz, 53 kw, ant. 2,672 ft.; WING-FM: 102.9 mhz, 50 kw, ant. 160 ft.; WTJS: 1390 khz, 5 kw day, 1 kw night; WTVN: 104.1 mhz, 100 kw, ant. 655 ft.; WYNU: 92.3 mhz, 100 kw, ant. 991 ft.; WKWK(AM): 1400 khz, 1 kw; WKWK-FM: 97.3 mhz, 50 kw, ant. 470 ft.; WWVA: 1170 khz, 50 kw; WOVK: 98.7 mhz, 50 kw, ant. 906 ft.; WEGW: 107.5 mhz, 12.5 kw, ant. 870 ft.; WHLX: 105.5 mhz, 2.7 kw, ant. 313 ft.; WDRR: 98.5 mhz, 2.6 kw, ant. 490 ft.

Format: WAAX: news/talk; WQEN: hot adult contemporary; WOLZ: oldies; WKII: adult standards; WEEJ: educational; WWNC: full service; WKSF: hot country; WING-FM: classic hits of the '70s; WTJS: big band; WTVN: country;

WYNU: adult contemporary; WKWK: sports info; WKWK-FM: adult contemporary; WWVA, WOYK: country; WEGW: rock/AOR; WHLX: easy listening; WDRR: new adult contemporary
Broker: Robert Chaisson

WTNW(AM)-WFFX(FM) (to be WBHJ)
Tuscaloosa, Ala.

Price: \$2.8 million
Buyer: H and P Radio LLC, Las Vegas (H. Carl Parmer, Cecil Heftel, co-owners). Heftel is co-CEO/65.4% owner, and Parmer is president/co-CEO/9.8% owner, of Heftel Broadcasting Corp., which is being bought by Clear Channel Communications Inc. (see "Changing Hands," June 10)
Seller: Alabama Universal Corp., Tuscaloosa (James L. Kirk II, president); no other broadcast interests
Facilities: AM: 1230 khz, 1 kw; FM: 95.7 mhz, 100 kw, ant. 981 ft.
Formats: AM: news/talk; FM: adult contemporary

KDUK(AM) Eugene-KDUK-FM Florence/Eugene, Ore.

Price: \$2.5 million
Buyer: McCoy Broadcasting Co., Portland, Ore. (Craig W. McCoy, president/43.7% owner); owns KPNW (AM)-KODZ-FM Eugene; KPAY(AM)-KMXI-FM Chico, Calif., and KCCY-FM and KDZA-FM Pueblo, Colo.; is buying KNSN(AM) Chico and KHSL-FM Paradise, Calif.
Seller: Quack Radio Corp., Eugene (Richard Dames, P. Stephen Bunyard, principals). Dames and Bunyard own 33% of KAPW(FM) Beaumont, Tex.; are selling KMGG(FM) Monte Rio, Calif. Note: Quack acquired stations in 1994 for \$1.02 million.

Facilities: AM: 1280 khz, 5 kw day, 1 kw night; FM: 104.7 mhz, 63 kw, ant. 2,326 ft.

Formats: AM: cool gold; FM: AOR

WMFD(AM)-WRQR(FM) (formerly WUOY) and WAHH(AM) (formerly WBMS) Wilmington, N.C.

Price: \$750,000
Buyer: Ocean Broadcasting LLC, Wrightsville Beach, N.C. (Carl V. Venters, 66.67% owner). Venters is 50% owner of company that owns WRAH(AM) Easley, S.C., and has time brokerage agreement with WVOT(AM) Wilson, N.C.

Sellers: ■ WMFD: Specialized Communications Inc., Wilmington, N.C. (Paul Knight, principal); no other broadcast interests ■ WRQR: WUOY Broadcasting Inc., Wilmington (Beatriz Garcia Suarez de McComas, principal); no other broadcast interests ■ WAHH: H&N Holdings NC Inc.,

Wilmington (Hugh G. McComas, president/owner with spouse Nilda M. McComas). Hugh McComas has interest in WOBO(AM) Leesburg, Fla.
Facilities: AM: 630 khz, 1 kw; FM: 104.5 mhz, 4.5 kw, ant. 377 ft.; WAHH: 1340 mhz,
Format: WMFD: talk; WRQR: oldies; WAHH: talk

KRPT-AM-FM Anadarko, Okla.

Price: \$450,000
Buyer: Monroe-Stephens Broadcasting Inc., Arlington, Va. (Stanton M. Nelson, president/86% owner); no other broadcast interests

Seller: G. Harold Wright, Weatherford, Okla. (80% owner); owns KOMX (FM) (formerly KCL) Clinton, Okla., and KWEY-AM-FM Weatherford
Facilities: AM: 850 khz, 500 w day; FM: 103.7 mhz, 75 kw, ant. 279 ft.
Formats: Both country

KCTX(AM)-KSRW(FM) Childress, Tex.

Price: \$380,000
Buyer: Kevin Ray Hackler, Childress; no other broadcast interests
Seller: Eddie J. Leary, Childress; no other broadcast interests
Facilities: AM: 1510 khz, 250 w day; FM: 96.1 mhz, 50 kw, ant. 520 ft.

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Format: Both oldies

RADIO: FM

KNAX-FM and KRBT-FM Fresno, Calif.

Price: \$11 million

Buyer: American Radio Systems, Boston (Steven B. Dodge, chairman); owns KKDJ(FM) Fresno and KMJI(AM)-KSKS(FM) Woodland/Sacramento/Fresno; WZMX(FM), WRCH-FM, WNEZ(AM), and WTIC-AM-FM, all Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla.; WRKO(AM)-WBMX(FM), WEEI(AM) and WEGQ-FM Boston; WBMD(AM)-WQSR-FM Baltimore; WYRK-FM, WJYE-FM and WECK(AM) Buffalo, and WCMF-FM and WRMM-AM-FM Rochester, N.Y., and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; also is buying KCTC(AM)-KYMx(FM) Rancho Cordova/Sacramento, KSJO(FM) San Jose and KUFX(FM) Gilroy/San Jose, all Calif.; WQRS-FM Detroit; KFAB(AM)-KGOR(FM) Omaha; KMZQ-FM and KJMZ(FM) Henderson, KXNO(AM) and KVEG(AM) North Las Vegas, KFBI(FM) Pahrump/Las Vegas and KLUC-FM Las Vegas, all Nev.; WBGR(AM) Baltimore; WSJZ-FM Buffalo, and WHAM(AM)-WVOR-FM, WPXY-FM and WHTK(AM) Rochester, N.Y.; KDBX(FM) Banks/Portland, KBBT(AM)-KUFO(FM) and KUPL-FM Portland and KKJZ(FM) Lake Oswego/Portland, all Ore., and WFLN-FM Philadelphia; has option to buy WBLK-FM Buffalo, and KKMJ-FM/KJCE(AM) Austin and KPTY(FM) Luling/Austin, Tex.; is swapping away KSTE(AM) Rancho Cordova/Sacramento for WEAT-AM-FM West Palm Beach and WOLL-FM Rivera Beach/West Palm Beach, Fla.

Seller: Osborn Communications Corp., Greenwich, Conn.; is being bought by Capstar Broadcasting Partners (see combo item, above). Note: Osborn acquired KNAX-FM and KRBT-FM in January for \$7 million.

Facilities: KNAX-FM: 97.9 mhz, 2.07 kw, ant. 1,987 ft.; KRBT-FM: 101.1 mhz, 50 kw, ant. 310 ft.

Formats: KNAX-FM: contemporary country; KRBT-FM: country

Broker: Media Venture Partners

WXPS(FM) (formerly WWGT) Vergennes/Burlington, Vt.

Price: \$1.005 million

Buyer: Watertown Radio Associates LP, Claremont, N.H. (Northstar Broadcasting Corp., 20.7% general partner; Jeffrey D. Shapiro, William D. Goddard, co-owners). Shapiro and Goddard each own 33.3% of Northstar, which owns WNCQ-FM Mor-

Big deals

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public last week:

■ \$4.9 billion (\$3.9 billion swap plus \$1 billion in debt assumption) merger of Infinity Broadcasting Corp. into Westinghouse Electric Corp./CBS Inc. Infinity owns or is buying 43 radio stations; Westinghouse owns 39 radio and 15 TV stations. **Brokers:** Merrill Lynch & Co. (Infinity); Chase Securities Inc, Salomon Bros. Inc. (Westinghouse)

■ Like-kind exchange of Infinity Broadcasting Corp.'s WHTQ(FM), WHOO(AM) and WMMO(FM) Orlando, Fla., plus \$20 million, for Cox Broadcasting Inc.'s WCKQ(FM) Elmwood Park/Chicago and WYSY-FM Aurora/Chicago. **Value:** To be determined by 90 days after closing.

ristown, N.Y. and 17.9% of WCPV(FM) Essex, N.Y.; 12.3% of WTSV(AM)-WHDQ(FM) Claremont, N.H., and WNHV(AM)-WKXE-FM White River Junction and WSSH-FM Marlboro, Vt., and 11% of WKRT(AM)-WIII-FM Cortland, N.Y.

Seller: Lakeside Broadcasting Corp., Shorewood, Wis. (John Davis, president/owner); no other broadcast interests

Facilities: 96.7 mhz, 3.4 kw, ant. 430 ft.

Format: Modern rock

Broker: Media Services Group Inc. (buyer)

CP for WYOS(FM) Chenango Bridge, N.Y.

Price: \$550,000

Buyer: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); owns WLMX-AM-FM Rossville, Ga.; WNBK(AM)-WHWK(FM) Binghamton, N.Y.; KMTR(TV) Eugene, KMTZ(TV) Coos Bay and KMTX(TV) Roseburg, Ore.; WTMA(AM)-WSUY(FM) Charleston and WTMZ(AM)-WSSX-FM Dorchester Terrace/Charleston, S.C.; WZST(FM) Signal Mountain, Tenn., and KCIT(TV) Amarillo and KJTL(TV) Wichita Falls, Tex./Lawton, Okla.; is buying WMGL(FM) Ravenel and wwwz(FM) Summerville, Charleston, S.C.

Seller: BS Investment Co., Washington (Arthur V. Belendiuk, 50% owner). Belendiuk owns 50% of company applying to build FM in

Evansville, Ind.; 25% of company applying to build FM in Murdock, Fla., and 16.7% of company applying to build FMs in Fairview, Pa., and Brookline, Mo.; has interest in WTPX (FM) Jupiter, Fla.

Facilities: not available

WZZM(FM) Cornith, N.Y.

Price: \$450,000

Buyer: Starview Media Inc., York, Pa. (Douglas W. George, president/87% owner); owns WSTL(AM) South Glens Falls, WENU(FM) and WMJR(FM) Hudson Falls and WBZA(AM) Glens Falls, all N.Y., and WWBV(FM) Beaver Springs and WJUN-AM-FM Beaver Springs, Pa. George also owns WOYK(AM) York.

Seller: Target Media Radio Inc., Cornith (Ed Bartholomew, president); no other broadcast interests

Facilities: 93.5 mhz, 3 kw

Format: Country

KXGJ(FM) Bay City, Tex.

Price: \$420,000

Buyer: 5 Star Radio LLC, Houston (Launa B. White-Crocker, 90% owner); no other broadcast interests

Seller: Ronald W. Latimer, Bay City; has applied to build FM in Pecos, Tex.

Facilities: 101.7 mhz, 50 kw, ant. 492 ft.

Format: Not on air

Broker: John W. Saunders

WBOZ(FM) Woodbury, Tenn.

Price: \$400,000

Buyer: Reach Satellite Network Inc., Nashville (James R. Cumbee, president/70% owner); no other broadcast interests

Seller: John C. McLemore, Nashville (trustee for DaSan Communications Corp.; owns WBRY(AM) Woodbury)

Facilities: 104.9 mhz, 3 kw, ant. 328 ft.

Format: C&W

KVLE-FM Gunnison, Colo.

Price: \$250,000

Buyer: Global American Inc., Dillon, Colo. (Ronald E. Crider, president/40% owner). Crider and spouse Molly Snell Crider are 50% owners of Rocky Mountain Information Network Inc., which is buying KSKE(AM) Vail; 80% of KRKM(FM) Kremmling and KRKY(AM) Granby, and 50% of KDMN(AM) Buena Vista and KHTH(AM) Dillon, all Colo.

Seller: E. Terrill Weiss, Madison, Miss.; has applied to build TV in Destin, Fla., and FM in Grand Junction, Colo.; owns 50% of company applying to build TV in Pullman, Wash., and 30% of company apply-

Continues on page 74

Advertisers raise red flag over supergroups

4As warns FCC's Hundt that ownership concentration in markets could result in higher ad prices, format sameness

Radio

By Donna Petrozzello

Pressure from national media buyers has forced an agreement from radio giant Jacor Communications to sell inventory at its co-owned stations separately, and that pressure may prompt a corresponding response from Westinghouse/CBS Radio/Infinity officials.

Members of the American Association of Advertising Agencies (4As) cited concern that "increased local concentration of ownership and control" is likely to drive up prices on radio inventory and

"distort" the price of advertising and that it may discourage multistation owners from airing alternative formats.

In a letter to FCC Chairman Reed Hundt last week, Harold Shoup, 4As executive vice president, said that the proposed Jacor/Citicasters 51-station group is one that "appears to produce excessive local concentration of advertising market power."

Adding Citicasters stations would give Jacor control over 56% of the radio revenue in Cincinnati with four stations, and control over more than 30% of Denver's radio revenue with eight stations.

Shoup wrote, however, that Jacor has "expressed intent" to "continue to

operate all stations with distinct sales staffs." In return, he said, the FCC and the Department of Justice should not "require that the Jacor application be classified as a restricted proceeding."

By comparison, the proposed merger of the Westinghouse/CBS Radio division with Infinity Broadcasting gives the 83-station mega-group control over 36% of radio revenue in New York with seven stations, 32% of Chicago revenue with 10 stations and 44% of Philadelphia revenue with six stations.

A CBS Radio spokesperson responded to the 4As' concern: "As we are confident that the Westinghouse/Infinity merger will receive all the necessary regulatory approvals, we are also confident we can address any concerns the 4As may have, and we are in conversation with them to that end."

Infinity Broadcasting President Mel Karmazin deferred comment to CBS Radio officials.

Meanwhile, media buyers predict stiff price hikes if owners continue to form clusters of control in individual markets. "When one operator owns a

Westinghouse/Infinity seeks buyers for excess stations

Besides selling radio stations in Chicago and Dallas/Fort Worth to meet federal ownership rules, a merged Westinghouse Electric/CBS/Infinity Broadcasting Corp. will sell another station in another market, even though it is not required to do so.

All the stations except those in Dallas will be sold to minority-controlled buyers, Westinghouse said in merger documents filed last Monday with the FCC and the Justice Department.

"The parties intend to sell an additional radio property in another market to a minority-owned buyer, in furtherance of [FCC policies] encouraging the expansion of minority ownership opportunities," the documents said.

The mega-merger, announced June 20, involves 43 radio stations owned or being bought by Infinity. Westinghouse owns 39 radio and 15 TV stations.

Federal ownership rules signed into law in February limit a broadcaster to eight stations in large markets—including Chicago and Dallas—where there are 45 or more radio stations. Of the eight, there can be no more than five of a kind (AM or FM).

A merged Westinghouse/CBS/Infinity would own six FMs and four AMs in Chicago. To comply with the limits it must divest two stations, at least one of which is an FM. The companies are negotiating with "a minority-owned third-party purchaser" to sell one FM and one AM, the documents said. Details were not given. However, "that deal died yesterday," a source said last Thursday.

In Dallas, the merged company would have seven

FMs and three AMs plus an interest in an insulated trust that owns KLUV(FM) for Infinity. The companies already are talking to interested "third parties" about the two excess FMs. A deal is expected "promptly," the documents said. Look for a swap for stations in large markets where Westinghouse/Infinity lacks a presence, the source said.

Meanwhile, Westinghouse or Infinity will sell an additional station in another, undisclosed market to a minority-controlled purchaser, the documents said. All the stations to be sold presumably are the least attractive holdings in the markets, the source said.

Westinghouse is quick to show its cooperation because "they're going to need lots of waivers for other things," the source said. In fact, Westinghouse is seeking waivers to the FCC's one-to-a-market rule so it can own TV and radio stations in the eight markets where Westinghouse/CBS Inc. and Infinity holdings overlap. The FCC routinely waives the rule in the top 25 radio markets and is considering eliminating the rule altogether, Westinghouse points out. The waivers are being sought in New York (market number one), Los Angeles (2), Chicago (3), Philadelphia (4), San Francisco (5), Boston (6), Baltimore/Washington (7) and Detroit (9).

"The markets involved are among the largest and most competitive in the U.S.," the documents said. For example, New York has 99 separately owned radio stations and 21 separately owned TV stations, while Detroit has 44 radios and nine TVs, they said. —EAP

market, we come begging," says Jean Pool, executive vice president and director of North America media buying for the J. Walter Thompson agency, which spent about \$140 million in national and local radio buys last year.

In a "monopoly," Pool says, buyers "are told what to pay." By contrast, when a number of station owners compete for the same ad dollar, "rates become negotiable according to demand," she says. The result of the monopoly is that consumers pay higher prices, Pool adds.

"Advertisers have to be concerned when they see large shares of a business under one corporate umbrella," says Alec Gerster, executive vice president of media buying at Grey Advertising. "Duopolies can have an adverse impact on pricing."

John Kamp, 4As senior vice president, says that raising rates is a logical way for groups to cover the rising cost of station acquisitions: "You can save [money] by firing people in the front office, but I think owners will have to increase the dollar yield of their existing advertising."

Pool also contends that owners with multiple stations in a single market may sell inventory on their strong stations in combination with weaker stations, and won't allow strong stations to be sold separately. And Pool says that multistation owners may "make good" on ad buys by offering buyers ad time on weaker stations to compensate when strong stations don't deliver top ratings.

Radio broadcasters are adamant in rebutting the media buyers' charges.

"It is groundless and foolish," says SFX Broadcasting Chairman Robert F.X. Sillerman of the buyers' concerns about price setting. "It is so off base. It doesn't recognize the fact that nobody has a gun to the head of advertisers that makes them advertise on radio."

"If we priced radio at a level above its real worth, we would chase business away," says Steve Dodge, executive officer of American Radio Systems. In fact, Dodge characterizes current radio rates as "dirt cheap and undervalued."

"Radio rates have gone down, on an inflation-adjusted basis, and buyers have historically worked to drive prices down by playing stations off each other," Dodge says. "The end result of consolidation may level the playing field."

Dodge and other owners also take issue with the fact that the 4As is not condemning newspaper publishers, who often control a larger share of ad revenue in their markets with one publication than do owners of multiple radio stations.

Although radio owners may not be scrambling to own multiple stations in a market merely to affect ad pricing in that market, Gerster says, consolidation "sets the stage for it to happen."

But Pool clearly considers price hikes as key to radio group owners' motivation to build clusters in individual markets rather than buy stations scattered in various markets.

Meanwhile, Kamp also fears that station owners competing to monopolize revenue in a single market will be less likely to experiment with alternative programming that tends to attract fewer ad dollars: "Diversity in programming is likely to decrease as the

number of stations owned by one owner is increased."

Dodge disagrees. "Our job is to sell marketing solutions to advertiser problems," he says. "And with more formats, we can be more responsive to the demographic targets the advertiser wants."

As the FCC contemplates the proposed merger of Westinghouse/CBS Radio with Infinity, concerns by media buyers are expected to mount.

Gerster compares the FCC's role in regulating market monopolies in radio to its efforts to thwart a monopoly by network television station owners in the 1970s, by prohibiting stations from syndicating their own programs and representing national ad sales in-house.

"If this caused enough concern with the FCC over network television in the 1970s, why isn't it a concern for radio in the 1990s?" Gerster asks. "There is reason to be concerned." ■

KidStar expanding, adding Web site

By Donna Petrozzello

Three years after its Seattle launch, KidStar Interactive Media is slated to expand its radio programming and interactive phone system and introduce an Internet home page this summer.

KidStar Radio signed its third affiliate, KSON(AM) San Diego, on July 24 and plans to add WDOZ(AM) Detroit on July 30. Other KidStar Radio launches are planned in Houston, Atlanta and Boston later this summer.

In addition to signing affiliates to its 24-hour radio programming schedule, KidStar will debut a World Wide Web site on Aug. 15 that will carry its radio broadcasts live.

KidStar Radio, a format of music, news, sports and entertainment programming, operates through local marketing agreements in each of its affiliate markets. KidStar started broadcasting on KKDZ(AM) Seattle, then added KDFC(AM) San Francisco in October 1995.

KidStar founder/president Jodell

Seagrave says: "The addition of new markets and the debut of our Internet broadcast site moves us significantly forward in our growth plan. From the time we launched KidStar in Seattle in 1993, it has been our objective to become a major-market, multimedia presence for kids 6 to 11." KidStar plans to have 15 major-market radio affiliates by early 1997, Seagrave says.

In addition to radio programming and the planned Web site, KidStar publishes *KidStar* magazine, a quarterly publication mailed to members of the "KidStar All-Stars" club.

KidStar also operates KidStar Phone Zone, an interactive telephone system that allows children in markets with KidStar Radio affiliates to participate in on-air shows, contests and games.

KidStar is largely financed by investors Bandai America Inc., NTT America Inc., Benesse Corp. of Japan and several venture-capital firms, including CSK Venture Capital, which is the largest shareholder of the Sega Corp. ■

July 29, 1996

Spartan allies with HGTV

Group's seven CBS affiliates aren't waiting for network to get its cable act together

By Rich Brown

A new retransmission consent deal between TV station group owner Spartan Communications and cable network Home & Garden Television is teaching CBS once again that if you snooze, you lose.

As the October deadline looms for the second round of retransmission consent negotiations between TV stations and cable system operators, as of last Wednesday (July 24) CBS had yet to come up with a cable network that its affiliates can use as a bargaining chip. But not every CBS affiliate is waiting around while CBS makes up its mind.

Spartanburg, S.C.-based Spartan Communications has quietly struck an alliance with HGTV that enables the TV station group to use the cable network in its retransmission consent negotiations. The group of nine TV stations includes seven CBS affiliates and two ABC affiliates in the Southeast and Midwest.

HGTV is particularly appealing to Spartan because it provides the TV station owner with the opportunity to insert three 30-minute local programs per day, says Frank L. Palumbo, director of research and cable administration. He says company-owned CBS affiliate WSPA-TV Spartanburg is already developing a local series *The Rookie Gardener*, to plug into HGTV with plans to split revenue from the show between the TV station and the cable system operator. The local cable system operator will also benefit from heavy HGTV promotion on the Spartan TV stations.

"We really want the cable operator to see the value," says Palumbo. "We come in partnership."

CBS missed the boat during the first round of retransmission consent negotiations three years ago in a failed attempt to force cable operators to pay cash for the right to carry their broadcast signals. The competing broadcast networks

opted to create new cable networks—ESPN2, America's Talking (now MSNBC) and FX—which cable system operators agreed to carry in exchange for

retransmission rights.

CBS President Peter Lund said last week that CBS and Westinghouse are evaluating "six or seven opportunities for cable ventures" and expect to make a decision within six weeks, to meet retransmission consent deadlines. Lund himself described CBS as "dragging [its] feet a little" because the network had originally told affiliates it would present them with a retrans plan by July.

CBS executives are hinting at creating a "news-related" channel that would

not be strictly devoted to CBS News archival footage and would not be a 24-hour hard news channel. Lund said the network is considering buying an existing cable channel, launching a start-up network, or both.

HGTV during the first round of retransmission consent negotiations formed alliances with a handful of broadcast groups—Ellis, Lee, Park, Scripps Howard (which owns HGTV) and Young—that enabled the start-up network to build its distribution. Many of those retrans agreements are six-year deals and are not due for renewal until the end of the century, says Susan Packard, executive vice president.

HGTV has 14 million subscribers and is projected to be in 20–25 million homes within the next one to two years, says Packard. She downplays any suggestion that retransmission consent deals are a major part of the network's distribution strategy. Rather, she says, the network is focusing on a multimillion-dollar marketing campaign designed to build distribution primarily by driving awareness and demand. ■



GOP to air own convention on Family, NewsTalk, USA

Amway reportedly paying \$1.3 million for time on nets

By Harry A. Jessell

The Republican party is taking a do-it-yourself approach to televising its convention in San Diego next month.

GOP TV, the party's in-house TV arm, will cover the four-day convention (Aug. 12–16) and air the proceed-

ings in prime time over the The Family Channel, a cable network controlled by evangelist and former Republican presidential candidate Pat Robertson.

"For viewers who want it 'straight from the horse's mouth' rather than interpreted and analyzed for them, our convention coverage is the answer," Republican National Committee

Chairman Haley Barbour told reporters in Washington last Wednesday.

The party also will air its "unconventional convention" coverage in prime time on Gannett's NewsTalk Television and during a half-hour morning show on the USA Network.

The San Diego Convention and Visitors Bureau, which is hosting the convention, is buying the airtime on behalf of the party, Barbour said. Barbour's estimates of what the networks are being paid: The Family Channel, \$1.3 million; USA Network, \$125,000, and NewsTalk, \$110,000. (The Family Channel and NewsTalk declined comment on the figures; USA said it is receiving \$70,000, not counting payments for promotional spots.)

Reint Reinders, president of the San Diego Convention and Visitors Bureau, confirms his office is buying the time, using funds received from a single corporate donor. "The money was specifically earmarked to help underwrite this particular media buy," he says. "It was not solicited."

Reinders declined to identify the donor, honoring its request for anonymity. Citing unnamed Republican sources, AP reported late last Thursday that the GOP's benefactor is Amway Corp., of Ada, Mich.

According to Barbour, The party will cover most of the production costs. Altogether, he said, the project will cost "several million dollars."

Barbour said The Family Channel was not chosen because of Robertson or because of Tele-Communications Inc., the nation's largest cable operator, which owns 20% of the network and is a major contributor to the Republican party. The network was picked simply because it reaches most cable homes—65 million—and was willing to sell prime time, he said.

Barbour said The Family Channel and USA Network are among cable networks that cable operators "must carry" by law. RNC spokeswoman Mary Mead Crawford later corrected him, saying there is no such law. He confused the law requiring operators to carry local broadcast signals with some cable networks' habit of referring to themselves as "must carry" signals, she said.

GOP TV coverage will mimic that of a conventional broadcast or cable network. GOP TV will have its own sky box, and prominent party members will provide running commentary. Some of those reporters appeared at the press conference: representatives Jennifer



Where to find the GOP's self-coverage

The Family Channel:

- Mon.-Wed. (Aug. 12-14), 9-11 p.m. ET
- Thurs. (Aug. 15), 8 p.m.-midnight
- Fri. (Aug. 16), 9-10 p.m.

NewsTalk Television (tentative):

- Mon.-Wed. (Aug. 12-14), 9-11 p.m. ET
- Thurs. (Aug. 15), 8-11 p.m.
- Fri. (Aug. 16), one or two hours starting at 9 p.m.

USA Network:

- Mon.-Fri. (Aug. 12-16), 7-7:30 a.m. ET

Dunn, J.C. Watts and Henry Bonilla and College Republicans Chairman Joe Galli.

Interspersed with the live coverage will be taped segments featuring men and women across the country who have benefited from or support Republican policies, Barbour said.

The city of San Diego will also contribute segments highlighting its civic attributes, he said. There will be no commercials, he said. "But there will be a lot of promotions of San Diego that could be confused with commercials."

Barbour said that GOP TV may even break news. "We are going to have better access to more people than anybody else does," he said. But he also gave assurance that no new restrictions would be placed on the conventional reporters.

Barbour promised a lively show—a "festival of Republican ideas" with no speeches longer than 10 minutes, except by Bob Dole and any other nominee.

With the broadcast network cutting back on coverage, the party wants to make sure the entire convention is available to the public, Barbour said. Even C-SPAN, which is planning around-the-clock coverage of the convention and related events, refuses to air taped segments, he said. "A lot of this convention

will necessarily come via video," he said.

The choice of The Family Channel as the GOP's principal outlet drew fire from the Interfaith Alliance, a group opposed to the conservative political agenda of the Christian Coalition, which is headed by Robertson.

The Republican party pays Robertson to air its programming and then Robertson's political organization turns around and publishes 40 million voter guides urging support of Republican candidates and positions, said Interfaith Alliance spokesman John Paone. "It's a vicious circle."

The Family Channel is doing no favors for the Republican party, said Diane Powell, a spokeswoman for International Family Entertainment, which owns The Family Channel. The network would cut the same deal with the Democrats who convene in Chicago Aug. 26-29 she said.

No thanks, said Amy Weiss Tobe, of the Democratic National Committee. "We believe our convention will be adequately covered by the press. We don't see a need to spend money like that."

"Welcome to the fray," said Susan Swain, executive vice president, C-SPAN, when asked to comment on the GOP's TV plans. "The more the merrier."

"It's interesting that [Barbour's] solution to the broadcast networks' dwindling coverage is to put it on another cable network," she said. In addition to C-SPAN, she said, CNN, CNBC, MSNBC, MTV and even Comedy Central are planning coverage.

C-SPAN is spending \$450,000 for its 24-hour-a-day coverage of the Republican convention, she said. It's far more than gavel to gavel, she added. C-SPAN's 21 cameras will go all over: press conferences, committee meetings, protests. And contrary to Barbour's assertions, she said, C-SPAN does carry videos shown in the convention hall.

Lane Venardos, vice president, hard news and special events, CBS News, said the Republican effort will have no impact on CBS's planned coverage: one hour on each of the first two nights, two hours on each of the second two.

And Venardos didn't think the Republican coverage would draw many viewers. "It's one thing to be available; it's another thing to be watched," he said. "It's an expensive experiment that will conclude that they did not reach enough people to justify the expense involved." ■

"...MSNBC BROKE THE NEWS—
AHEAD OF CNN..."

THE NEW YORK TIMES



"UPSTART MSNBC PRAISED
FOR COVERAGE OF CRASH."

SAN FRANCISCO CHRONICLE

"BY HOOK AND JOURNALISTIC CROOK,
MSNBC INSTANTLY EMERGED
AS A RIVAL TO CNN."

BOSTON GLOBE

"CREDIT MSNBC WITH YOUTHFUL
VERVE...INSTEAD OF THE USUAL
FROSTY FOSSILS."

L.A. TIMES



"IF CNN...REINVENTED TV NEWS, THEN
MSNBC MAY REINVENT CNN."

SAN FRANCISCO EXAMINER



"MICROSOFT AND NBC'S CABLE
VENTURE MAKES ITS DEBUT WITH
PLENTY OF STYLE."

WALL STREET JOURNAL

"MSNBC LAUNCHED WELL..."

TIME MAGAZINE

"NEW-KID-ON-THE-BLOCK MSNBC PROVED IT CAN
PLAY WITH THE BIG BOYS...MATCHING, AND AT
TIMES BETTERING, RIVAL CNN'S LIVE COVERAGE
OF THE CRASH OF TWA FLIGHT 800."

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AMC adds original drama

Also plans regular weekly slot for documentaries

By Jim McConville

American Movie Classics' fall schedule will try to expand the network's family viewing audience and build on its classic movie brand, in the face of increased competition from new movie networks.

AMC will add original drama series *The Royale*. Set in Rochester, N.Y., after World War II, the series gets its name from the town's Royale movie theater, the touchstone for the dreams and fantasies of the townspeople.

Royale will be scheduled for Saturday nights, following *Remember WENN*, the drama series added last fall.

AMC spokesman Martin Von Rudin says *Royale* will help build on AMC's family audience that has been cultivated with *Remember WENN*. "We wanted another half-hour series to create an hour block to build a family audience for us," he says.

Remember WENN is set at a fictional Pittsburgh radio station before World War II. The 13-episode season



includes an hour Christmas special set for December.

Von Rudin says AMC documentaries will help reinforce the network as cable's "definitive classic movie channel."

Rainbow Programming Holdings—owned AMC, with 64 million basic subscribers, is facing increased competition from premium movie network Turner Classic Movies (TCM) and basic network newcomers the Independent Film Channel and the Sundance Channel.

AMC is adding a drama 'The Royale' (left) and a documentary 'Ballyhoo: the Hollywood Sideshow' to its lineup beginning this fall.



AMC will tie documentary specials to its slate of movies. The network's long-term plan, says Von Rudin, is to set aside a regular slot "so there's a night of the week where we'll have some kind of documentary or biography, followed by movies that fit along with it."

Specials for this fall will include *Ballyhoo: The Hollywood Sideshow*, an hour documentary hosted by '50s beach movie star Frankie Avalon. The show looks at legendary promoters from P.T. Barnum to cult movie director John Waters. It airs Aug. 13 at 10 p.m.

Another AMC documentary, *D.C. Follies*, is tied to this year's presidential election. The one-hour special looks at how Washington politics has been portrayed by Hollywood over the years. It premieres Oct. 15 at 8 p.m.

Fox: The Early Years is a two-hour original production examining the formative years of 20th Century Fox. The program will draw on celebrity interviews, Fox Movietone News archives, and clips from approximately 250 classic Fox films. It is scheduled to air in December.

Returning for a second season is *Hollywood Report*. The half-hour entertainment news program, hosted by Wayne Rogers and Sandie Newton, expands from monthly to weekly. The show reviews major historical Hollywood events, profiles legendary movie stars and takes a behind-the-scenes look at current film sets. The new season starts on Aug. 10.

USA gets 'Hercules,' 'Xena'

USA Network has picked up the off-syndication rights to MCA TV's first-run hits *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*, which will run back-to-back as strips beginning in fall 1998.

Sources say USA, which is co-owned by MCA and Viacom, paid \$300,000-\$400,000 per episode for 85 hours of *Hercules* and 72 hours of *Xena*. The deal is lucrative for MCA since the studio has already turned a profit with the first run of the campy dramas.

Separately, USA last week acquired, off-syndication rights to two reality strips: Twentieth Television's *America's Most Wanted: Final Justice* and New World Entertainment's *Top Cops*, which will debut this fall.

Hercules emerged as a surprise hit with young adults shortly after its debut as a regular series in January 1995; the spin-off *Xena* debuted last fall. USA officials say the shows are a good fit with the action/family thrust of its prime time counterprogramming strategy. Still, the deal surprised some, given the pending legal battle between the partners.

MCA filed suit against Viacom earlier this year, claiming that Viacom violated a non-compete clause in their USA Networks partnership in April, when it launched a new cable channel, Nick at Nite's TV Land, independently of MCA. The two sides are headed for court in October.

—CL



Fox taps Cavuto for news channel

Fox News Channel (FNC) Chairman Roger Ailes returned to his NBC stomping grounds last week. He hired away CNBC editor Neil Cavuto to oversee FNC's business news coverage when the network launches this fall.

Cavuto, who will be managing editor of business news, is Ailes's first on-air hire for Fox's all-news network, scheduled to launch Oct. 7. Industry sources say he will earn \$300,000 per year.

Cavuto, who is joining FNC Aug. 12, will host a daily financial program as well as overseeing business news coverage. He will serve on FNC's executive committee, reporting directly to Ailes.

Cavuto's mandate, he says, is to make FNC's business news "more immediate and news-driven." He says the network's business coverage will

be dictated more by the day's news than by regularly scheduled programs. "I want to try to keep it more news-driven than clock-driven."

FNC will be aiming at a general news audience, Cavuto says. "The goal will be to show people that business news and 'interesting' are not necessarily incompatible," he says. "My first issue is relating news to people and not getting caught up in the business jargon."

At CNBC, Cavuto anchored more than three hours of live programming daily, including CNBC's *Market Wrap* and *Power Lunch* and *Business Insiders*.

Before joining CNBC in 1989, he worked as the New York bureau chief for PBS's *Nightly Business Report*. Cavuto also worked at *Investment Age* magazine and at the *Indianapolis News*. —JM



Neil Cavuto

Comcast working to wrap up rights to Philly teams

Regional sports channel is scheduled to launch next year

By Jim McConville

Comcast Corp. is reportedly moving ahead with plans to acquire rights to televise two Philadelphia pro sports teams on its proposed regional all-sports channel, scheduled to launch next year.

The sports channel is part of Comcast's plan, finalized last week, to purchase with partner Spectacor the Philadelphia 76ers and Flyers and two local sports arenas for an estimated \$500 million.

Comcast, the nation's fourth largest MSO, with 4.3 million subscribers, is teaming with Spectacor and Major League Baseball's (MLB) Phillies, to create a sports channel for televising Philadelphia Flyers, 76ers and Phillies games.

Philadelphia, the nation's fourth-largest TV market, serves an estimated 2.7 million TV households.

Comcast plans to air 76ers and Flyers games starting in 1997, when it takes over TV rights from regional sports networks Prism and Sports-

Channel Philadelphia (owned by NBC, Liberty Sports and Cablevision Systems), which own TV rights through 1996.

Comcast is also reportedly working on a deal with the Philadelphia Phillies to air the team's baseball games starting in spring 1998.

A SportsChannel executive says Comcast and SportsChannel are trying to work out a deal to transfer 76ers/Flyers rights to Comcast. "We're looking for a smooth transition from us to them," says Laureen Ong, general manager for SportsChannel/Prism. "It's a phasing-out of our business, and they'll just start up their own channel."

Ong estimates that the changeover will occur after Oct. 1, 1997, when SportsChannel/Prism TV rights expire.

If Comcast were to acquire TV rights,

industry experts question whether SportsChannel would stay in business.

"If the deal is signed and Comcast owns the product and the distribution, I would think it would be the demise

of SportsChannel Philadelphia; you [wouldn't] really need it," says Bob Gutkowski, president of New York-based Marquee Group and former head of Madison Square Garden.

SportsChannel executives were not available for comment.

Comcast's sports channel will reportedly be modeled after New York's Madison Square Garden (MSG) network and will carry a mix of pro and college sports teams as well as indoor soccer, lacrosse and new American Hockey League team the Philadelphia Phantoms. The new channel won't affect free broadcasts of Flyers or Phillies games on WPHL-TV. ■



WAM gets nibbles on free kids TV

National Association of Broadcasters says cable channel's proposal is worth considering

By Michael Katz

Encore Media President John Sie's offer of free children's television programs to broadcasters has been received with mixed responses, ranging from indifference to exuberance.

During a recent town hall meeting on the state of children's television in Washington (BROADCASTING & CABLE, July 22), Sie said Encore's children's network WAM! will offer three hours of programming per week free to any broadcaster who wants it.

The National Association of Broadcasters neither endorsed nor rejected the offer, but did say it deserved consideration. "Since our members are always on the lookout for good programming, we expect they will consider this as a children's TV option," said NAB spokesman Dennis Wharton.

Viacom's Paramount television group, the 13th-largest TV group in terms of audience reach, likely will not be taking Sie up on his offer. "Each of our stations already carry three hours of FCC-friendly children's programming," says Ray Rajewski, vice president, Paramount Stations Group. "I doubt that we would carry the programs." Rajewski says the television group may also get

access to the library of Viacom-owned children's cable network Nickelodeon.

WAM! says, however, that its phones have been ringing off the hook since the announcement was made on Capitol Hill and in a full-page advertisement in BROADCASTING & CABLE. "Broadcasters who have called us think it's wonderful because they feel there's a shortage of affordable quality programming," says Midge Pierce, vice president of WAM! Programming. "We're in conversations with several stations, and we've gotten some very powerful messages."

One of the stations that plans to accept the free programs is KNXT(TV) Fresno, Calif., a noncommercial station run by the Roman Catholic diocese. "When I saw this, I just about did a cartwheel," says KNXT General Manager Marvin Harrison, who immediately called Encore for more information. "This would fit in tremendously with our situation here. I'm already penciling in some of these programs for September."

Although enthusiastic about the offer, Harrison admits he was skeptical at first. "I saw the ad and said, 'Wait a minute here, did I read this right?'" he says. "When you look at that you [wonder] if there are any

strings attached, but they are a very reputable company and they said there was no catch to this."

Pierce says that being a noncommercial station is not a prerequisite to receiving the programs but that the offer was generally aimed at small- to mid-size-market stations that may not have large enough budgets to afford quality educational children's programming.

Harrison says there is not enough children's programming on TV and that much of the reason is because it is not economically viable for many stations. "I don't think [broadcasters] are doing enough for children right now," he says, adding that the WAM! programs are "exactly the type of things we were looking for that we couldn't afford to buy."

WSFL-TV, an independent station in Columbus, Ohio, will likely take the programs. The station's program director, Ed Griffis, echoes Harrison's complaint about budget constraints. "We usually have to scrounge to find good children's programming," says Griffis. "Usually the shows offered for barter go to the stations that have the ratings first, and the shows offered for cash, of course, go to the stations that have the cash to buy [them]." ■

Faith & Values becomes Odyssey

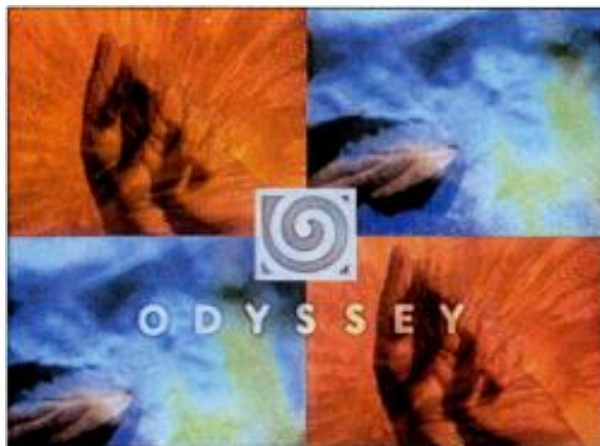
New president says channel is broadening its image beyond the 'religious' label

By Jim McConville

Trying to broaden its subscriber base, Faith & Values Channel will remake the network's religious image starting in September.

The network, to be renamed "Odyssey," hopes the move will translate into more younger viewers.

The relaunch, scheduled for Sept. 29, will include a new logo, on-air look and on-air tag line: "Exploring Life's Journey," all developed by creative services company Lee Hunt Associates. In addition to the new logo and look, the channel will test a host of new programs



that move it beyond the traditional religious mold.

"The change is to dispel precon-

ceived notions about what the channel is," says Garry E. Hill, president of F&V, who joined the network from Z Music Television last month. "We're trying to show that there's more to spirituality than just a belief in God; it doesn't have to be some overt religious experience."

Launched in 1993, F&V is a joint partnership of Interfaith Coalition (NICC), a multidominational group, and Tele-Communications Inc. (TCI)-owned Liberty Media, which bought a 49% stake in the channel last

year.

Hill says the decision to broaden F&V's audience appeal was made

jointly by the coalition and TCI/Liberty after F&V's consumer research indicated broadening the network's programing.

But Hill says expanding F&V's programing reach doesn't mean the network plans to drop its religious roots or phase out its core religious programing. "There's absolutely no plan for that to change whatsoever," says Hill.

Odyssey will launch six to eight yet-to-be-named pilot programs to soften the network's overt religious appeal and draw a younger audience. Hill says it will also add more original programing and use a more structured weekly program grid.

Pilot shows to air this fall will include a celebrity interview series featuring guest "newsmaker hosts" who discuss difficult experiences that

their spirituality helped them get through.

Other new shows are to include a series featuring dramatic re-enactments of miracles, a show highlighting Southern Gospel music and a series on how professional athletes "prepare body and soul" for competition.

The network will expand weekly series *Heros of the Heart*, with Mariette Hartley, and *Crisis Points*, hosted by Michael Moriarty.

Hill says F&V increased its subscriber base 25% last year, to 25.6 million households. He claims that the network will add another 6 million—7 million subscribers during the next six months to reach 30 million—33 million by year's end. The network's long-term goal: carriage in the nation's estimated 65.7 million cable homes by 2000.

Given F&V's Liberty affiliation with TCI and the recently FCC-approved merger of Time Warner and Turner, the network's distribution goals aren't necessarily beyond reach.

Liberty already handles affiliate relations and advertising sales for the channel through its VisionGroup Inc. division. In addition, TCI has been advancing funds to the network to cover shortfalls in operating expenses. Hill says Odyssey will reinvest any profits back into network programing for at least the next two years.

F&V isn't the first religious-based network to change its name and modify its program slate. Pat Robertson's Family Channel took a similar tack in 1988, when it converted the Christian Broadcasting Network to the CBN Family Channel, and in 1989, when it became The Family Channel. ■

Michael Ruggiero: Retrans's middleman

Broadcast, cable veteran has found niche helping broker retrans deals

By Price Colman

Michael Ruggiero has a simple dream: He wants to bring peace to the retransmission consent battlefield, a peace apparently worth his price to dozens of broadcast station clients. It is a simple dream but a complex—some might say impossible—undertaking.

But after more than 20 years in the cable and broadcasting industries, much of it as a consultant trying to bridge the gap between the two, Ruggiero knows enough to be a realist.

"If some people have their say, we're going to see a number of broadcast TV stations not on cable systems," says Ruggiero. "I honestly believe that could happen this year, especially because broadcasters are not being creative.... If broadcasters and cable operators both hold their ground, we're going to have a lot of angry subscribers, come Jan. 1."

What's happening now with retransmission consent is, in a sense, a hangover from the Cable Act of 1992. Fueled by complaints from cable subscribers and intense lobbying from cable competitors, Congress decided it was time to prune the increasingly potent cable industry.

In one broad-brush stroke, lawmak-

ers implemented rate regulation—in some cases rate rollbacks—and handed broadcasters a plum: retransmission consent. Following passage of the act, "Cable operators were getting beat up big time," recalls Ruggiero. "Then, suddenly, broadcasters who had been giving their signal away for years had their hands out asking for money. The reaction from cable operators was understandable—a clarion cry: 'No cash.'"

Although some stations managed to work out differences with cable operators, others hit an impasse that remains today. For example, WAVY-TV, the NBC affiliate in Norfolk, Va., failed to reach agreement with Cablevision Systems and as a consequence remains off-cable for a few thousand subscribers in North Carolina.

"We're still having discussions with them; we're closer than we were," says Ed Munson Jr., WAVY-TV general manager. "It serves nobody's purpose to not have us on down there."

For Ruggiero the act was a windfall.



Ruggiero is a cable-broadcast middleman

After a decade of dealing primarily with independent stations in negotiations with cable operators for carriage, channel placement and copyright issues, he was suddenly getting calls from big affiliates seeking his services.

Although he's now an advocate for the broadcasting industry, Ruggiero got his start in

telecommunications selling cable subscriptions door to door. He liked what he was doing so much that he started his own consulting firm to help cable operators build subscriber base.

"Then one day my phone rang and it was Cox Communications," he remembers. "Only they didn't want my company, they wanted me." After getting Cox's MDS system in Indianapolis into the black, Ruggiero was named division manager and, in short order, turned around the division. But when Cox sold it and offered him a job in Arizona, he decided he liked Indianapolis better and returned to the consulting business, this time on the broad-

cast side.

One of his early experiences was addressing an emergency meeting of the Independent Television Association in 1985, shortly after must carry went away. The morning sessions were largely war strategy talk about how independents could maintain some level of domination over cable operators. In sharp contrast, Ruggiero's session was emphatically pro-cable. "[The two panels] sent a mixed message," Ruggiero says. "Some broadcaster said: 'What am I supposed to do? Go to war or make friends with these people?' I said, 'Let it be fought inside the Beltway.' Some broadcasters got the message, and I got 10 new clients on that day."

As you might expect, Ruggiero has numerous anecdotes about hostile negotiations. One MSO executive went ballistic on Ruggiero's voice mail before they'd

even had a chance to talk in person. In 1993 he conducted what he calls the "four-minute retransmission meeting," in which the broadcaster asks \$1.50 per sub per month, prompting the cable operator to smack the table, and walk out.

At the other end of the spectrum, there is the unnamed executive of an unnamed Denver MSO who recently told Ruggiero, "If we're going to do business in the future with broadcasters, I'd rather do it with a broadcaster I feel friendly with."

That's more likely the rule than the exception, contends Ruggiero, whose client list encompasses 30 broadcasters as well as some networks, whose signals reach 10 million cable customers. At the same time, he acknowledges there's a good deal of lingering bad blood between the two sectors.

"The problem is that there are at least three [broadcast] players in every mar-

ket," he says. "I can't see cable operators giving up three channels, not when channels are so precious. That's where the pressure point is going to be.... And we're going to see some real heavy pressure points.... It's going to get hot and heavy this fall."

Another pressure point will be broadcast-backed cable news operations, such as MSNBC and Fox News Network. "When I talk to cable operators and ask them point blank, 'Do you see yourselves carrying four news networks this time next year?' the answer is no." Although the prospect of acrimonious retransmission talks doesn't exactly have Ruggiero excited, he's looking beyond.

"My biggest thrill is to get over retransmission, take cable and broadcasters into the digital environment and create good relationships," says. ■

Comcast cash flow boost expected

But stock price remains down, in part due to cellular phone business

By Price Colman

Comcast Corp. is preparing a second-quarter earnings report that's likely to show little in the way of change—good or bad—from the past few quarters.

Analysts are looking for about 10% growth in cash flow from the same quarter last year. That translates into about \$286 million in operating cash flow com-

pared with about \$261 million last year.

"We expect results to be similar to [those of] the last several quarters, where QVC posts strong results, the core cable business shows solid comparisons and the cellular unit posts below-average results," said Rick Westerman of UBS Securities. "We don't expect any real surprises."

Given the anemic performance of Comcast stock (Nasdaq-CMCSK)—it has fallen more than 24% in the past six months and hit a new 52-week low on July 18—a bounce in the stock price might be a surprise.

The investment community may be hoping for that, but there's little breath holding going on in anticipation of it. "It is very depressed," said Jay Nelson of Brown Brothers Harriman. "People are exaggerating the threat from DBS,

MMDS and telco overbuilds, but you can't prove it."

Like Westerman, Nelson is projecting double-digit cash-flow growth in cable operations and QVC, which Comcast purchased in February 1995. A key problem area is the company's cellular phone business, where Comcast has had trouble combating fraud. Those problems prompted Westerman to revise cash-flow projections for that part of the business downward to \$37 million from \$39.6 million in the same period last year.

That's not the only dark cloud on the horizon. Comcast's stock has fallen below the low-end collar of \$17.06 set for the purchase of Scripps Howard cable, which could mean one of two things: The deal doesn't happen or Comcast has to ante up more shares to make up the difference. The latter could be worse than the former, Westerman wrote in a recent report, because it will mean an even greater dilution of Comcast shares than expected.

Unlike some other cable companies, Comcast doesn't preview its quarterly financials. However, Marlene Dooner in Comcast's investor relations department, echoed the analysts projections: "As we have been showing for last two or three quarters, we expect to continue to show double-digit cash flow growth for the business as a whole." ■



Olympic runner Brad Siegel, president of TNT and Turner Classic Movies, had his Olympic moment July 19, when he carried the Olympic flame on one of the final legs of its trip. He is shown above carrying the torch in front of CNN Center in Atlanta.

HEADENDINGS

Outdoor agreements

The Outdoor Channel and Denver-based MSO Rifkin and Associates have signed an affiliation agreement for Rifkin to distribute the channel on its 63 systems. A spokesman for Global Outdoors Inc., parent of Outdoor Channel, said the deal's a good mesh because Rifkin, the nation's 27th-largest MSO, with 370,000 subs, has systems in areas where "outdoor lifestyle" is important. Rifkin has launched a channel in Fayetteville, Tenn., and plans additional launches.

Starsight wins arbitration

StarSight Telecast Inc., the Fremont, Calif.-based developer of interactive electronic program guides, says Scientific-Atlanta has been ordered to pay it \$15 million for breach of contract and misappropriating its intellectual property. An American Arbitration Association panel in San Francisco also awarded StarSight attorney fees and arbitration costs. The panel imposed a three-year injunction prohibiting S-A from accepting new orders for any products incorporating electronic programing guides. StarSight said S-A agreed on Oct. 1, 1992, to incorporate the StarSight interactive guide in its analog converter box, but instead developed its own system using proprietary StarSight technology.

Viacom/TCI cable stock offer complete

Viacom says it has completed its exchange-of-stock offer to sell its cable systems to Tele-Communications Inc. for more than \$2 billion. The deal allows Viacom to lower its corporate debt by \$1.7 billion and reduce its outstanding shares by 4.1%.

EchoStar growth spurt

EchoStar Communications Corp. is billing itself as the fastest-growing DBS service in the nation after hitting the 100,000-subscriber mark in the seven months since the launch of the EchoStar I satellite on Dec. 28, 1995. Englewood, Colo.-based EchoStar plans to launch its second bird in September.

Playboy, Showtime film pact

Playboy Entertainment Group, Inc. and Zalman King Entertainment have signed a film/TV production deal—which includes co-financing from Showtime Networks Inc.—for 18 new episodes of *Red Shoe Diaries*. The deal also calls for Playboy to pick up international distribution rights to 48 episodes of *Red Shoe Diaries*, which airs on Showtime domestically. Playboy and King will also co-produce up to 10 films over the next three years.

Family to carry Carson

The Family Channel will start airing episodes of *Johnny Carson Comedy Classics* starting in September. The network will run 130 half-hour episodes of Carson highlights weeknights at midnight starting Sept. 30. The network will also air 13 *Tonight Show* specials throughout the fall, the first airing Sept. 29 at 9 p.m.

Ovation gets TW hunting license

Newly launched arts network Ovation, whose investors include Time Warner Cable, the New York Times and J.P. Morgan, has signed a "hunting license" agreement with Time Warner Cable that allows the cable network to negotiate carriage deals with its individual systems. Ovation spokeswoman Patricia MacEwan says the network plans to announce specific Time Warner Cable system signings within the next few weeks.

CNN Democracy in America

CNN will air *Democracy in America*, a seven-hour prime time documentary series on campaign issues. The series will air on consecutive Sundays at 9 p.m. from Sept. 15 to Oct. 27 and will feature CNN Campaign USA '96 anchors Bernard Shaw and Judy Woodruff.

Wireless flexes its muscle

With digital go-ahead and technological firepower, industry is ready to proceed under new 'wireless services' moniker

By Price Colman

The 1996 wireless cable show didn't yield the blockbuster news some were expecting, but a little reading between the lines reveals an industry on the brink of big developments.

True, there was no announcement of an American Telecasting Inc. (ATI)/US West deal. Instead, the ninth annual Wireless Cable Association International conference was the forum for some encouraging, if

expected, regulatory news.

The FCC's "digital declaratory ruling" (BROADCASTING & CABLE, July 15) opens the door for wireless cable to not only expand video channel capacity but also begin offering the voice and Internet-access services that are other key bricks in the foundation of telecommunications competition. "The only surprise is that it took a year and a half instead of six months," said John Mansell of Paul Kagan Associates.

The timing of the FCC announcement to coincide with the show may

have been more than simple coincidence, but it's abundantly clear that the wireless industry sees its future as more than just a video services provider.

A recurring theme at the conference was that it's about time to do away with the oxymoronic "wireless cable" moniker and adopt the "wireless services" tag.

"I think there's a real opportunity, possibly immediately, to provide high-speed data services to business using wireless cable data frequencies," said Bruce Dickinson of Daniels & Associ-

ates. "I think people want that speed and will pay for it."

Now comes a key test: With regulatory obstacles overcome and technology restraints fast evaporating, can wireless step up to the plate and deliver, if not a homer, at least a bunch of solid hits?

The answer is a complex maybe.

On one hand, there's the picture of

wireless cable that shows about 726,000 U.S. subscribers among the top 13 companies. In the traditional cable world, that translates to the entire U.S. wireless industry ranking just behind Scripps Howard Cable, the number-15 MSO.

The flip side is a portrait of an industry poised for explosive growth, armed with the technology and pricing to steal

market share from cable and perhaps even crimp DBS's growth projections.

"Wireless is positioned to capture 10 to 15 percent of video markets in the future," Dickinson projected. Using the cable market as a baseline, that translates into more than 6 million subscribers. Still, if the signs and portents color a rosy picture for wireless, sub-

UK movie channels share dwindles

Despite an increase in movie channels, UK audience shares have been shrinking, according to a new report: *Trends in Viewing in Cable TV Homes 1990-1995*.

Movie channel viewing dropped from 14% in 1990—when only four services were available—to 9.1% in 1995, when six channels were broadcasting. The decline in share is attributed to increased viewer choice. In 1990 the 10 most watched satellite and cable channels took 90% of all satellite and cable viewers. By 1995 the top 10 took only 70%, with the rest divided among minority services.

News channels too have seen their combined viewing shares fall, from 3.8% in 1990 to 1.1% in 1995—despite an increase in choice—but this has not deterred new channel launches. EBN: European Business News debuted its service in fall 1995, and NBC's business service CNBC followed in spring 1996.

Children's channels, on the other hand, have been more successful. They have seen their share of viewing triple, from 3% in 1990 to 10% in 1995. This is largely a result of channel start-ups, most notably the Cartoon Network, which in 1995 had twice the share of its nearest competitor. In 1991 the top five cable and satellite channels accounted for just over 40% of 2- to 9-year-old viewers; by 1995 it was close to 60%, with the Cartoon Network accounting for half that share. Meanwhile, the combined share of terrestrial services ITV and BBC fell from 51% to 33%.

Despite the increase in choice, however, cable subscription has remained fairly static. Cable penetration had reached 16.5% in 1990, rising to 21% in October 1995, where it continues to hover. Continental Research, which compiled the report, forecasts that by 2000, 3.1 million homes will have access to cable TV in the UK.

CCTA proposes cable levy

The Canadian Cable Television Association has proposed a 5% levy on revenue of "broadcasting distribution systems" to support community channels and local production funds. Canadian cable companies already contribute to various subsidy funds. The CCTA believes that future direct-to-home and telco competition in video distribution should be forced to provide the same support. The cable industry also believes that a proposed



levy would help to support and strengthen Canadian culture in a period of increasing globalization.

Wharf Cable gets Columbia, Warners

Hong Kong cable/MMDS operator Wharf Cable reportedly has closed programming deals with Columbia TriStar and Warner Bros. for its 12-channel pay-per-view system. Wharf already has deals with Disney, New Line and MGM/UA and claims 250,000 subscribers.

BSkyB agrees to revise cable rate card

The UK's competition regulator, the Office of Fair Trading (OFT), has given UK pay-TV operator BSkyB a reasonably clean bill of health after a six-month investigation into possible unfair trade practices. One of the key concerns was that Sky might be exercising too much power over cable operators in its program packaging terms. OFT said that Sky has agreed to revise its wholesale pricing "rate card" to cable operators and will submit a revised pricing structure. OFT agreed that BSkyB's practice of requiring cable operators to take all of Sky's basic channels made it "impossible for cable companies to offer tailored packages." Sky will reduce its demand to 80% of its basic channels, provided operators make "appropriate adjustment to the commercial terms."

TW, Turner cut stakes in German news service

Leading German business daily newspaper *Handelsblatt* has taken a 25% stake in the country's 24-hour news channel n-tv. All of n-tv's shareholders, including Turner Broadcasting's CNN (25.5%) and Time Warner (24.7%), have reduced their holdings. Because the merger of Time Warner and Turner will create a combined stake of 63.88%, exceeding German ownership limits, these changes were necessary.

Australia snaps up DIC's 'Street Sharks'

DIC Entertainment has concluded sales for its animated properties in Australia, Spain, Denmark and the Benelux. Australia's Ten Network and Spain's Antena 3 bought *Street Sharks*; Australia's ABC picked up *What-a-Mess*; Belgium's VTM took *Action Man*, and Denmark's TV2 purchased *Madeline*.

—By Debra Johnson

stantial challenges remain. Chief among them: financing.

The wireless industry is betting a lot on digital, and the indications are it's a good wager. The trick will be to attract others with financial clout willing to take the calculated risk.

The traditional cable industry, after considerable talk and some delays, is only now heading into the digital world, with wide-scale deployment of digital set-top boxes slated for late this year.

Using essentially the same boxes and with minimal requirement for infrastructure upgrade, wireless has the ability to deploy digital technology immediately. Number-three CAI Wireless is rolling out digital in Boston and Norfolk, Va., and industry leader ATI plans to deploy its first digital systems in the first half of next year. Likely target sites include Denver; Portland, Ore.; Seattle, and Orlando, Fla.

Given that three of those cities are in US West operating areas, it's little surprise that the smart money is betting on an ATI/US West partnership of some kind. After all, US West has the money ATI needs to grow, and ATI has the technology US West needs to offer the video services it's so interested in. Moreover, the wireless infrastructure would let US West play the video game quickly without massive investment in a hybrid fiber/coax network.

The speaker lineup at the wireless conference—three Baby Bell executives—suggested that wireless is ardently courting mates in the Bell world. That doesn't mean wireless companies are averse to playing the field. Robert Hostetler, president of Colorado Springs-based ATI, repeated what is quickly becoming a mantra: He's talking inside and outside the industry to potential strategic partners.

At the same time, Hostetler confirmed that he's negotiating with certain direct-to-home (DTH) players he declined to name. "The holy grail for wireless video is a combination of MMDS and DTH," he said.

It comes as no surprise that Hostetler's crystal ball holds images of strategic partnerships and major system swaps or mergers, not just for his company but for the industry as a whole.

And while Baby Bells, long-distance carriers and DBS companies appear to be the most likely marriage prospects, wireless's potential coupled with its financial need suggests anything is possible. ■

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of July 15-21, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	HHs. (000)	Fig.	Share
1. NASCAR/Miller 500	TBS	Sun	1:30p	2,597	3.8	9.4
1. TWA Crash/Flight 800/New York	CNN	Wed	10:00p	2,631	3.8	6.5
3. World Champ. Wrestling	TNT	Mon	9:00p	2,347	3.5	5.7
3. NTSB Briefing/TWA Flight 800	CNN	Thu	8:13p	2,371	3.5	6.0
3. TWA Crash/Flight 800/New York	CNN	Wed	11:30p	2,399	3.5	7.3
3. TWA Crash/Flight 800/New York	CNN	Wed	11:00p	2,385	3.5	6.4
7. Rugrats	NICK	Sun	10:00a	2,298	3.4	10.5
8. World Champ. Wrestling	TNT	Mon	8:00p	2,212	3.3	5.9
9. Larry King Live	CNN	Thu	9:00p	2,230	3.2	5.8
9. TWA Press Conf./Flight 800 Crash	CNN	Thu	11:30a	2,229	3.2	11.3
11. Movie: "Homecoming"	USA	Wed	8:00p	2,138	3.1	5.5
12. Aaahh!!! Real Monsters	NICK	Sun	10:30a	2,003	3.0	9.0
12. Rugrats	NICK	Wed	6:30p	2,008	3.0	6.3
14. Rugrats	NICK	Fri	6:30p	1,911	2.9	5.1
14. Rugrats	NICK	Mon	6:30p	1,937	2.9	5.8
14. Newsday	CNN	Thu	12:35p	1,960	2.9	8.8
14. CNN Morning News	CNN	Thu	11:46a	2,007	2.9	10.1
18. My Brother and Me	NICK	Sat	12:30p	1,876	2.8	9.0
18. Rugrats	NICK	Fri	9:00a	1,851	2.8	10.5
18. I Love Lucy	NICK	Tues	10:00p	1,845	2.8	4.8
18. Real World V	MTV	Wed	10:00p	1,791	2.8	4.6
18. TWA Flight 800: Tragedy	CNN	Thu	8:00p	1,904	2.8	5.3
18. Clinton Press Conf./TWA Crash	CNN	Thu	1:30p	1,955	2.8	8.5
18. Clinton Press Conf./TWA Crash	CNN	Thu	11:15a	1,941	2.8	9.9
25. Rocko's Modern Life	NICK	Sun	11:30a	1,871	2.7	8.0
25. The Busy World of R. Scarry	NICK	Fri	9:30a	1,785	2.7	9.9
25. The Busy World of R. Scarry	NICK	Wed	9:30a	1,835	2.7	11.1
25. Rugrats	NICK	Tues	6:30p	1,790	2.7	5.7
25. Rugrats	NICK	Mon	9:00a	1,791	2.7	10.6
25. WCW Wrestling	TBS	Sat	6:05a	1,824	2.7	6.5
26. Larry King Live	CNN	Thu	9:41p	1,833	2.7	4.6
32. WWF Wrestling	USA	Mon	8:57p	1,781	2.6	4.2
32. Secret World of Alex Mack	NICK	Sun	12:30p	1,747	2.6	7.2
32. The Ren & Stimpy Show	NICK	Sun	11:00a	1,750	2.6	7.8
32. Jim Henson's Muppet Babies	NICK	Sat	10:00a	1,706	2.6	8.7
26. Tiny Toons Adventures	NICK	Sat	9:30a	1,705	2.6	9.1
32. Doug	NICK	Thu	7:00p	1,762	2.6	5.3
32. Doug	NICK	Wed	7:00p	1,729	2.6	5.2
32. Rugrats	NICK	Wed	9:00a	1,727	2.6	10.4
32. I Love Lucy	NICK	Tues	10:30p	1,706	2.6	4.5
32. Are You Afraid of the Dark?	NICK	Tues	5:00p	1,732	2.6	6.9
32. Doug	NICK	Mon	7:00p	1,727	2.6	4.9
32. Rupert	NICK	Mon	12:30p	1,720	2.6	8.0
32. MLB/Atlanta @ Houston	TBS	Thu	8:00p	1,804	2.6	4.7
32. Movie: "Mr. Nanny"	TBS	Tues	8:05p	1,806	2.6	4.9
32. MLB/Montreal @ Atlanta	TBS	Mon	7:35p	1,753	2.6	4.5
32. CNN Today	CNN	Thu	1:00p	1,772	2.6	7.7
32. Newsday	CNN	Thu	12:00p	1,782	2.6	8.5
32. TWA Crash/Flight 800/New York	CNN	Wed	12:00a	1,817	2.6	6.4
50. Murder, She Wrote	USA	Mon	8:00p	1,694	2.5	4.3

Sources: Nielsen Media Research, Turner Research

Broadcasting & Cable's **Telemedia**

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week[®]

Online Services

Intercast hits fast track

Joint venture makes debut at Olympics

By Richard Tedesco

Intercast, the joint venture of NBC, Intel Corp. and a host of other companies, got off to a fast start with the opening of the Atlanta summer Olympics.

As Pentium users watch real-time events online via Intericast, biographical information about the athletes and events appears on-screen simultaneously. "Your mind starts to wonder about something—and there it appears in detail," says Edmond Sanctis, NBC senior vice president and executive producer.

Users are able to view events through a window in

the upper left quadrant of their PC screens, or they can expand the window to the entire screen. Intericast also permits access to specific file items through a running menu of information on the right of the screen. Information from a database of Olympic records and world records can be accessed, for example, and appears in the lower portion of the PC screen at a rate of one page per minute.

Intericast content is delivered directly to the PC via the vertical blanking interval. Users can dial out for Internet access and maintain a portion of the Intericast feed as they surf the Internet or perform

other functions online. Intericast also provides addresses for linking to Olympics-related sites on the Internet.

Although the frame rate encountered online is slower, it isn't distracting because the integrity of the video feed holds up on a high-quality Pentium-based monitor. Graphics, many of them digital photos provided by NBC online reporters, complement the on-screen video feed.

Users are able to interact with and customize content for storing, and click on items from the Intericast menu to "cache" them for later viewing. The system automatically deletes the earliest files to avoid overload.

The technology also permits capturing frames of the video feed and creating still pictures to be preserved. Command functions for Intericast double as functions for Internet access and usage.

Eventually, users will be able to click on ads on Intericast and access additional information. No ads will be on Intericast during the course of the Olympics.

CNN Headline News also has content on Intericast, and MTV and QVC are testing content using the technology. Intel will be underwriting content that will be produced by NBC for its series *Homicide: Life on the Street*. **TMW**

Olympics site hits for NBC

Interest in the summer Olympics is reflected not only in NBC's ratings but in the interest PC users are showing in NBC's Olympics site.

By the middle of the first week, the number of users accessing the site (www.olympics.nbc.com) hit 7 million users per day, up from the 2 million per day accessing the site early on. NBC says it was forced to add file servers to accommodate the traffic.

NBC has sold Web site sponsorships to Visa, Nissan, AT&T and IBM. Sponsors of the telecast are eligible to participate on the Web site. NBC isn't saying whether the site is profitable, but says it has exceeded advertisers' expectations.

Effective promotion and affecting content have been NBC's success formula thus far. When US Olympic swimmer Amanda Beard was about to compete in her first finals in the games, viewers saw a plug for an e-mail diary they could view covering her last six months of training for the event. "At the end of the day, this is a story-telling Olympics," says Kevin Monahan, director of business development



for NBC Sports.

Response was dramatic whenever viewers were informed of online content related to onscreen action. "We see traffic moving in a matter of seconds, literally," says Edmond Sanctis, NBC senior vice president and executive producer. "Clearly, it's still a minority of the viewing audience, but you're getting fans who are passionate about it. Nothing can afford the sort of per-

sonalization of the online experience." NBC says that even its own broadcast staff is going online for information.

Promotions for real-time online chats with high-profile American athletes Alexi Lalas of the USA soccer squad and the Dream Team's David Robinson were promoted both on-air and via the Intericast. Thousands of online fans participated in those online chats each afternoon last week.—RT

Internet

Excite's new engine points at Yahoo's pole position

Competition heats up among search engines

By Richard Tedesco

Search engine Excite will premiere a dramatic makeover this week, heating things up in the battle of World Wide Web search engines.

Excite's recast follows the introduction of My Yahoo, a personalized guide from arch-rival Yahoo.

The makeover is the latest in an aggressive series of moves from the Mountain View, Calif., search service. Excite recently acquired The McKinley Group, creators of the Magellan On-Line Guide.

Yahoo ranks as the most popular search engine, with participation from 35.6% of all Web surfers, according to the most recent rankings issued by the PC-Meter Web measurement service. Excite presently stands in fifth position, with audience support in the single digits.

Its new look offers a menu posting defined-content categories on its opening page, and the addition of reviews and ratings for some 60,000 Web sites. It also claims the largest database among search engines, with 50 million Web pages.

"We want to create the first Internet navigation network," says David Sze, Excite's director of marketing. Sze calls the change "a quantum leap in bringing best-of-breed product" to users.

Excite had designed its own customized version of the engine last November, and plans to introduce future versions, according to Sze.

Yahoo's customization aims at maintaining the top spot among users and giving advertisers a sharper target of categorized Web surfers.

With My Yahoo, a user simply inputs topics of interest and geographic locale. My Yahoo then provides relevant Web categories and localized information, including weather and sports reports. "It allows us to have a one-to-one relationship with them," says Karen Edwards, Yahoo director of brand management. "What we do is more for our own understanding and how we can change Yahoo."

But a sporting goods store considerably improves its odds of a return on investment when Yahoo can identify the sports fanatics among its users.

The screenshot shows the Excite homepage with a navigation bar at the top containing logos for Excite, What's New?, and other services. Below the navigation bar, there are several sections: 1. Excite Search (a search bar with a 'Search' button), 2. Excite Services (a list of services like News, Sports, etc.), 3. Excite CityNet (a list of cities), 4. Excite News (a list of news topics), and 5. Excite Reference (a list of reference topics). At the bottom, there is a banner that reads: "Excite's new search engine starts here and directs users to their destination. Excite says it has the largest database of Web pages, at 50 million."

My Yahoo also provides a service called My Contacts that enables a user to search a national database for personal or business contacts by simply inputting a name. Another feature, My Agent, enables users to search for information about movies or music by genre, performer or, in movies, by director.

Yahoo's new feature has already paid off for Yahoo in advertising support from Lexus, New Balance, MCI, IBM and Travelocity, a Web site partly owned by American Airlines.

TMW

Data Broadcasting

IBM out of medal contention?

Computer giant's information site plagued

By Richard Tedesco

IBM struggled last week to restore its image as a world-class data processor, as errors continued to plague its information reporting at the Atlanta summer games.

By midweek, the computer giant had begun faxing results to 12 major news organizations to back up a failing system. Wire services, including The Associated Press, Reuters

and United Press International, were struggling with late and inaccurate results from IBM. Also without information were IBM's own Web site and the site of the Atlanta Committee for the Olympic Games (www.atlanta.olympic.org).

IBM blamed the problems on slow modems, the volume of data, the customized specifications for information reporting requested by the

news organizations, and its own programming errors. An IBM spokesperson said IBM was addressing the difficulties: "We've been told delays are getting better and results are more accurate."

Initially, IBM was struggling with a customized application written to the news organizations' specifications, according to the spokesperson. That struggle created a severe backlog in reporting

results until IBM rewrote the program.

By midweek, the company was reporting various results simultaneously and prioritizing them, reporting world records first, followed by other competition results and reports on upcoming events.

IBM confirmed that the ACOG had considered abandoning IBM's system entirely, but decided to stay with it.

TMW

Interactive

Microsoft's new browser boosts interactivity

Announcement brings drop in Netscape stock

By Richard Tedesco

Microsoft Corp. will blur the lines separating Windows and the Internet when it releases its next two generations of Internet Explorer this year.

Internet Explorer 4.0 will seamlessly integrate Internet access into Windows 95 so that users can access Web pages within Windows. Explorer 4.0 is now in alpha test release and will be shipping by the end of the year, according to Kevin Unangst, product manager for Internet Explorer.

But to some observers, the development is simply a further indication of Microsoft's desire to dominate online environments, with the Internet

as the last frontier that the Redmond, Wash., giant has left to conquer. "It's not really earth-shattering," says Mary Doyle, senior analyst for New York-based IDC/Link Resources. "But it makes use of their desktop monopoly to drive Internet transactions."

For PC users who haven't yet subscribed to commercial online services as a means to gain Internet access, Doyle observes, Microsoft provides access, effectively creating an Internet "compression of enrollment." It's an enticingly easy way to get there through Microsoft's Windows 95 configuration on its Web browser.

So, not incidentally, when the *New York Times* ran its

account of what was transpiring with the imminent release of Explorer 4.0, the stock value of Netscape Communications, Microsoft's browser arch-rival, dropped 10% the same day.

Microsoft Internet Explorer 3.0, out later this summer, will increase functionality for users by providing integrated support for Java applications and enabling extensive use of its ActiveX multimedia applications. "We want to make Internet Explorer the best browser that makes Internet content a reality," says Unangst.

Explorer 3.0 enables the use of ActiveX controls that provide users with access to multimedia elements—mo-

vies, sound or animation—contained on Web pages.

"It's all about how transparent we can make the experience for the user," says Unangst, who explains that Microsoft is simply responding to users who want this kind of seamless functionality.

With Explorer 3.0, users can register Web links directly on the browser's Quick Links toolbar and use a favorites menu to organize select Web sites for ease of access. It also enables easier layout control to create pages in HTML—the language of the World Wide Web—and permits e-mail formatting in HTML.

Explorer 4.0 will further use HTML as a basic page-design format. It will integrate its format with the Web and make the Web seem like just another part of Windows. So is this more monopolistic fervor from Microsoft? "If users weren't asking for it, then I would agree with that. But users are telling us this is what they want," Unangst says. **TMD**

Data Broadcasting

Fall rollout planned for Datacast

By Richard Tedesco

Datacast, the joint data broadcast venture of Chris Craft Industries, Granite Broadcasting Corp. and LIN Broadcasting Corp., plans a limited demonstration of the service this fall.

Chris Craft stations KCOP-TV Los Angeles and KBHK-TV San Francisco and Granite station KNTV-TV San Jose, all California, are the most likely locations for the demonstrations, according to John Abel, Datacast president.

The National Association of Broadcasters' National Data Broadcast Committee began conducting field tests

of the Digideck vestigial sideband data transmission system direct to PC on Washington, D.C., stations WJLA-TV and WETA-TV last week. Tests are expected to continue through the end of the summer.

By year's end, Abel says, the venture hopes to have as many as two more broadcast station groups and a technology company on board as partners. "It's not a question of the money as much as it is a question of coverage. And we need stations with content," he says.

When Datacast begins its initial phase of service sometime next spring, it intends to

equip at least one station in the top 100 TV markets for the service, toward a goal of 85% national coverage, Abel says. But the primary consideration remains content. "Some broadcasters get it and some broadcasters don't," he says.

Additional stations will have to foot the \$50,000 bill for a workstation, a VSAT (very small aperture terminal) antenna and transmitter modifications needed to enable the service, according to Abel. PC users will incur costs of under \$200 for an add-in card and for a wireless antenna needed to receive the signal.

Transmission of news scripts will be part of the Dat-

acast picture on-screen, along with local weather, sports and ads.

The Sinclair Broadcast Group is gearing up for a beta test of a similar data service later this summer (BROADCASTING & CABLE, July 15). That service will deliver similar textual content, along with limited audio and video.

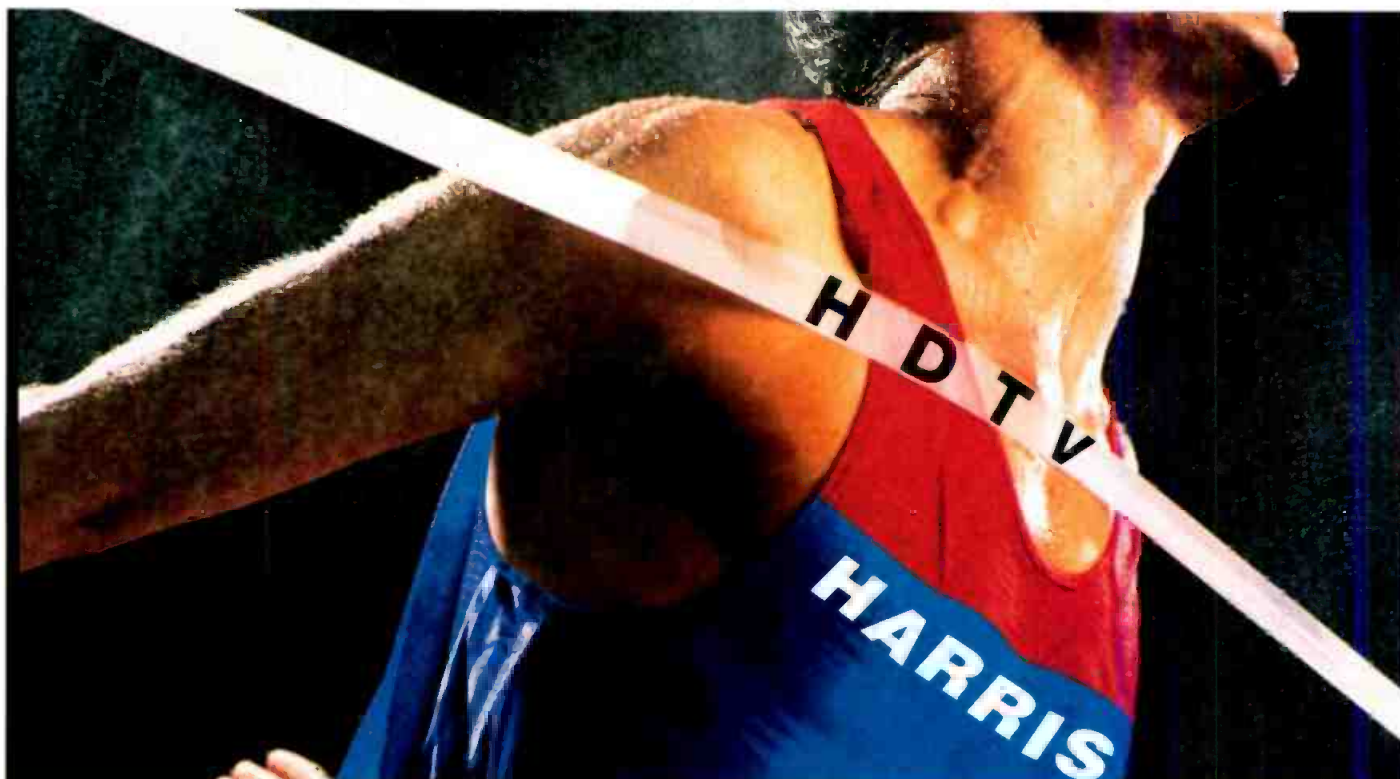
The Sinclair initiative hopes to include content providers other than its own station group, according to Nat Ostroff, Sinclair vice president of technology.

Its beta launch in Baltimore with its flagship WBFF(TV) will be followed by a rollout on stations in its larger markets. **TMD**

Technology

July 29, 1996

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WRAL-HD begins broadcasting HDTV

Raleigh station is first to transmit high-definition signal

By Glen Dickson

HDTV is on the air in Raleigh, N.C. WRAL-HD began transmitting last Tuesday (July 23) on ch. 32 under an experimental FCC license. The station, owned by Capitol Broadcasting (which owns WRAL-TV there) beat the Model HDTV Station (under construction by NBC O&O WRC-TV Washington) to the digital transmission punch.

WRAL-TV Chief Engineer Tom Beauchamp credited the hard work of CBS network engineering personnel and manufacturer support with getting WRAL-HD on the air so quickly. The experimental station is using a Harris



WRAL-HD is using a Harris Sigma CD transmitter with 8-VSB digital exciter.

Sigma CD transmitter and a side-mounted Andrew antenna and Heliak transmission line; Harris air-freighted the essential 8-VSB exciter from England early last week.

WRAL-HD began by sending only bits of Grand Alliance-standard-compatible data, but by Thursday afternoon was transmitting video

and audio. "We're using a random number generator from Harris right now, and measuring it with a spectrum analyzer," says Beauchamp. "But we're at the full bandwidth for the Grand Alliance standard, and we've

been cooking at full power [100 kw effective power]."

WRAL-HD has pre-encoded videotapes and a one-inch VTR from the Advanced Television Test Center (ATTC), and also has received a Japanese HDTV-standard camera, VTR and monitor from JVC for production use. The station may get an HDTV upconverter for analog tapes from Snell & Wilcox in the next month.

Obtaining receiving equipment may take a while. John Greene, Capitol Broadcasting vice president/HDTV conversion project manager, is negotiating with the Association for Maximum Service Television (MSTV), the ATTC and Grand Alliance members to use the ATTC's receiving truck, but the truck needs some repairs first. WRAL-HD also wants to borrow the ATTC's prototype encoding interface, made by Zenith, to use with the Harris transmitter.

With the Model Station Project (funded by the Electronic Industries Association and MSTV) due to begin transmitting on July 31, there may be a scheduling conflict, says Greene.

According to Greene, the EIA plans to have prototype consumer receivers available for public HDTV demonstrations early next year. ■

Shaw goes digital with GI

Canadian MSO will install 200,000 DigiCable boxes

By Glen Dickson

Canadian cable operator Shaw Communications will start its conversion to digital distribution this fall as General Instrument begins delivery of a major shipment of MPEG-2 gear. Calgary will be the first Shaw market to receive the MPEG-2-compliant DigiCable digital set-tops and DigiCipher II headend equipment.

The GI gear will complement Shaw's aggressive upgrade program of fiber-optic installations throughout its terrestrial networks and will offer subscribers more channels, near-video-on-demand (NVOD) movies and an interactive program guide, along with a digital picture and Dolby AC-3 audio.

The Shaw order is worth \$60 million-\$80 million, says Michael

D'Avella, Shaw senior vice president of planning, and includes 200,000 DigiCable digital set-top boxes and MPEG-2 headend encoders and related equipment for Shaw's 60 headends throughout Canada. Shaw will maintain MPEG-2 signals from uplink to the Anik 1 and 2 satellites all the way to subscribers' homes, he adds.

"That 200,000 [DigiCable boxes] represents our entire addressable subscriber base in all of Canada," says D'Avella. "Some of our headends already have DigiCipher I equipment, and they'll be transitioning to DigiCipher II. Eventually all 60 of our headends will be digital."

Calgary, the first market to implement the MPEG-2 equipment, will receive 30,000 DigiCable units to



Shaw's purchase includes GI's DigiCable set-tops.

replace analog boxes there. Shaw will perform market and technical trials in Calgary this fall and will begin its initial rollout nationwide in first quarter 1997. The Canadian MSO hopes to complete the digital conversion of its entire operation by the end of 1998.

D'Avella says the digital set-tops will cost more than Shaw had hoped: "Depending on how you load up the box, it costs from \$400 to \$475." D'Avella expects that price to remain stable over the two-year delivery cycle of the order, despite potential economies of scale from mass production. ■

Miami and Orlando television stations fight interference

WCPX, WTVJ employ 'precise offset' technology for clearer pictures

By Glen Dickson

NBC O&O WTVJ(TV) Miami has joined forces with CBS affiliate WCPX-TV Orlando to fight frequency interference and create cleaner pictures for both stations.

According to Don Browne, WTVJ president/GM, the station faced a reception challenge when it moved from ch. 4 to ch. 6 in mid-1995. The move was part of a corporate agreement by which NBC purchased the CBS station in Philadelphia and the CBS O&O in Miami—WCIX (now WFOR-TV)—and WTVJ switched towers.

"Historically, the belief was that channel 6 was an inferior station [to broadcast on]," says Brown. "We went into it believing we could make it work."

The problems with ch. 6 were myriad, and mainly had to do with the close proximity of ch. 6 in Orlando, WCPX-TV. First, because of FCC regulations regarding co-channel spacing, the tower for ch. 6 was 40 miles farther south than its Miami-market competitors. Second, because of the closeness of ch. 6 in Orlando, WTVJ had to broadcast at a reduced power in the northwest direction (toward Orlando), down from 100 kw to 88 kw. Third, the frequencies from WCPX-TV and WTVJ still interfered with each other, causing a snowy picture in the areas to which their audiences were spreading—southeast of Orlando and northwest of Miami.

"With the market moving north, the common belief was that no one could make channel 6 a success," says Brown.

WTVJ director of engineering Paul Russell and his engineering team started looking at solutions to the frequency problem when they first heard rumors of the tower switch in late 1994.

One step was to take advantage of the LPTV licenses that CBS owned, ch. 58 and ch. 19, which switched to NBC ownership as part of the trade. "We took steps with the cable headends in Dade and Broward counties," says Russell. "First we sent our feeds via



microwave to the headends, and then we arranged to have our studio feed travel to the headends over fiber."

TCI and Continental now receive the WTVJ studio feeds via fiber, while Comcast gets it via microwave from ch. 58. Since 77% of Broward and 66% of Dade homes are cabled, that solved part of the problem, says Russell. To improve the ch. 58 signal, WTVJ also moved the tower, upgraded its power and redirected its signal.

Then, to improve its over-the-air reception to the northwest, WTVJ contacted WCPX-TV Orlando about entering into a precise offset agreement.

Precise offset is a system by which two television stations sharing the same dial setting and situated in proximate locations lock frequencies. This permits both stations to increase their power without the interference caused by the natural drift of television signals. In this application, WCPX-TV is locked "down from center" by 10 khz.

"They are on center frequency for channel 6, and we're offset," says

WCPX-TV director of engineering Jerry Agresti. "That way, we avoid co-channel interference."

Both stations have installed equipment that locks their stations to a frequency standard, such as the National Bureau of Standards' WWJ signal transmitted by government satellite, to insure that the offset is maintained. WTVJ has installed a Hewlett-Packard system, which includes a receiver and small antenna, while WCPX-TV has gone with a Spectracom system.

The move has allowed WTVJ to increase its signal power to 100 kw, and the reaction from viewers has been positive, says Brown.

"It's equally beneficial to both stations," he says. "Orlando's growing to the southeast, and we're growing to the northwest—so it has impacted both markets." ■

Avoid Hidden Costs Of Lip Sync Errors

Studies show that lip sync errors in TV news, commercials and programming can cause viewers to have negative perceptions about what they are watching - the hidden costs show up in lower ratings.

The programming may be perceived as less interesting, successful or influential, more unpleasant or aggravating than the same material without the lip sync errors.

The cost of reduced programming effectiveness due to uncorrected lip sync errors cannot be calculated. However, it can be avoided. Pixel Instruments sells automatic lip sync correction equipment including audio synchronizers, audio delays and video delay detectors. Call today to learn more.

(408) 354-9122 Fax: (408) 354-0122
718 University Avenue, Suite 210
Los Gatos, CA 95030

Email: PixelInstruments@msn.com
(<http://www.pixelinstruments.com>)

PIXEL
INSTRUMENTS CORPORATION *

Oracle lands four-year deal with Cablevision Systems

MSO orders \$23 million worth of database software and services

By Glen Dickson

Oracle Corp. has signed a \$23 million, four-year agreement with Cablevision Systems to redesign and integrate Cablevision's business and information systems.

The deal includes roughly \$18 million in software and \$5 million in services from Oracle, says Dave Pistacchio, Cablevision's director of business systems development. Oracle will provide data warehouse software to maintain detailed subscriber data; an executive information system, based on multidimensional databases; and financial software. The deal also encompasses Oracle's Internet technology, which will be employed in intranet networks.

"It really runs the gamut," says Pistacchio. "It's not the typical cable

MSO paradigm anymore—this is what we see the future of cable business and information systems being."

One of the goals of the Oracle agreement is to integrate Cablevision's Digital Services Division, which is overseeing the company's expansion into new businesses such as cable modems, telephony and digital interactive services. Pistacchio says the Oracle software will be at the heart of Cablevision's COM-PASS (common platform for advanced support systems) information initiative, whose goal is to develop the technical infrastructure to deploy new systems for Cablevision and exchange information.

"In that context the agreement is extremely strategic," he says. "It's providing us with the infrastructure to handle these new services."

One of Oracle's major selling points, says Pistacchio, is a telecommunica-

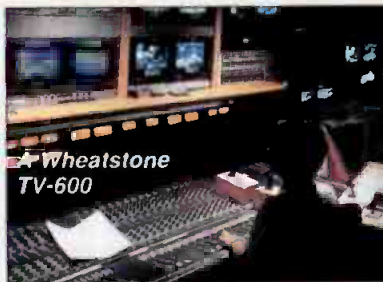
tions/cable template, Application Implementation Methodology, that Oracle is customizing for Cablevision. "They're customizing applications within our financial suite for purchasing and inventory control," he says. "Obviously, the cable industry has a unique challenge with inventory control, having to monitor devices in consumer homes such as set-tops and modems."

Oracle already has begun implementation work at Cablevision's Long Island headquarters and is scheduled to deliver the data warehouse software and executive information systems by the end of 1996. Cablevision's new financial suite will arrive in early 1997, and a national rollout of the Oracle technology will follow gradually after that. When complete, the Oracle system will support 8,000 users throughout Cablevision and its subsidiaries.

Cutting Edge

By Glen Dickson

CNN has purchased five Wheatstone TV-600 on-air audio consoles. CNN/SI, the new joint ven-



ture with *Sports Illustrated*, will use two TV-600s in its December launch; CNN will soon have two TV-600s installed in its New York bureau, and CNN International, which already has one TV-600,

is installing another in a control room.

The Australian Broadcasting Corp. (ABC) has selected a three-channel

Scientific-Atlanta PowerVu digital video compression system to distribute programming across Australia. The Scientific-Atlanta MPEG-2/DVB system will allow the ABC to increase its transmission capacity on the domestic Optus B1 satellite without leasing additional transponder space. The ABC currently transmits one analog signal from a half-transponder on Optus B1; once PowerVu is installed, the ABC plans

to beam three digital signals using the same transponder space. The ABC will install PowerVu equipment at eight sites around Australia; the order includes 19 encoders and 48 digital satellite receiver/decoders. The entire compression network, due for completion in November, will be managed by S-A's PowerVu Command Center 2000 network management, security and subscriber control system.

Elias Arts' Sound Identity division, New York, has produced the 1996 Centennial Olympic Music Library for NBC Sports. The computerized collection includes nearly 1,700 popular and original musical works, and has a unique information architecture system developed by Sound Identity which

enables producers to make musical selections in real-time as the games progress. Broadcast producers can review lists of recommended music or search the entire musical database in 11 ways on their PC screen, and can play back short clips at the click of a button.

Hughes Communications has announced that Galaxy X will be the bird aboard McDonnell Douglas's inaugural Delta III rocket launch, scheduled for 1998. Hughes also has exercised an option for an additional Delta III launch, also in 1998. Galaxy X will be an HS 601HP Hughes-built bird with both C-band and Ku-band capacity and will take the orbital position of Galaxy IX at 123 degrees west longitude; Galaxy IX will then move to 127 degrees.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Saga Communications has a great opening for a Manager/Sales Manager at Oldies 104 in Sioux City, Iowa. Here is your chance to build your team and enhance an already successful radio station. All replies will be held in strict confidence. Fax cover letter and resume to Ed Christian, President/CEO, Saga Communications, Inc., 313-886-7150.

Four-station group in Huntsville, AL is looking for a Local Sales Manager. Will assist GSM with planning and pricing, plus on the street selling and training. Prefer management experience but, this may be the right job for the salesperson looking to get into management. We offer a stable environment with great benefits in a growing market ranked #1 in average household income in the Southeast. Send resume to Bill West, P.O. Box 389, Athens, AL 35612 or fax 205-232-6842. EOE.

Equity. Longevity. Employer Integrity. Job features our Midwest radio group's management enjoy. We're recruiting talented people for new GM/SM opportunities within our group. Account executives and sales managers make your move up! All replies confidential. Fax resume to Robert Mahaffey, Mahaffey Enterprises, Inc. @ 417-883-9096 or call 800-725-9180. EOE.

Dame Media, one of the East's fastest growing radio groups, anticipates additional expansion in Fall 1996. We are looking for quality General Managers to operate small and medium market stations in the Northeast and along the eastern seaboard. If you are tired or working for investors and want to work for broadcasters, send your resume c/o COO, Dame Media, 600 Corporate Circle, Harrisburg, PA 17110. EOE.

HELP WANTED SALES

Radio Sales Manager needed at Atlantic City com-bo. Looking for a strong leader and motivator to manage a great sales team. This unique opportunity comes at a great time! Resumes to: Dick Irland, 1601 New Road, Linwood, NJ 08221. EOE.

North Central Florida's #1 Country FM is seeking a Local Sales Manager with great people skills. Must be a street fighter with good credentials and references. Send resume and letter of personal sales policies to: General Manager, P.O. Box 2005, Lake City, FL, 32056 or Fax info: (904)752-9861. EOE.

Experienced General Sales Manager wanted for newstalk format, KVON-AM, Napa, CA. Please fax resume and salary requirements to Charles B. Moss, Jr. at Moss Entertainment 970-925-7503.

HELP WANTED NEWS

SportsTALK Hosts Anchors & Producers



Cleveland's 50kw giant is GROWING!

Home of the American League Champion Indians, Cleveland's ALL Sports and play-by-play powerhouse is expanding. We are looking for "talented" people who know what it takes to build a championship team.

SportsTALK Host: If you think reading the paper is show prep, don't bother to apply! We are searching for "talented" people who know the game, know how to entertain, and know how to have fun on the air.

Anchor/Reporter: We are searching for "talented" people who know their way around a locker room, know how to get close to the people that count, and know how to write and deliver entertaining sports.

Producer: We are searching for "talented" people who know how to get the most out of air talent, know how to build an entertaining show, and know how to "dig" for the most interesting guests, topics and "hooks".

If you are ready to join America's #1 Rated SportsRADIO team in the nation's 13th DMA, rush tape and resume to Debbie Williams, HR Department, 9446 Broadview Rd, Cleveland, Ohio 44147-2397.

You'll love Cleveland, the home of Rock & Roll and the *hottest* sports town in America!

No beginners / No telephone calls
An Equal Opportunity Employer, M/F

News Person/Sports Announcer. Do local news and morning show for all talk radio plus play-by-play for stable 40-year station in small south Arkansas town. Salary \$1,500 monthly to start. Send resume and tape to Box 00882 EOE.

HELP WANTED TECHNICAL

CHIEF ENGINEER

A Northeast radio station is looking for an organized and detail-oriented engineering manager, salary commensurate with experience. Requirements: Radio engineer SBE certification, 3 years experience as Assistant or Chief Engineer, ability to work on AM and FM transmitters and equipment. Computer literate, knowledge of Digital and Telecommunications Technology. We are an EOE.

Send resume to Box 00892

Snider Corporation seeks a hands-on Chief Engineer for two AM's, 2 FM's and a state radio network including uplink facilities. The right candidate has outstanding transmitter knowledge including uplink facilities. The right candidate has outstanding transmitter knowledge including directional arrays. He/she can totally maintain our digital studios and understands the importance of keeping us clean and bright. The right person knows how to make it work, then consult the manual. For more information, contact Neal Gladner, VP/GM, KARN Newsradio, P.O. Box 251920, Little Rock, AR 72225 or call 501-661-7507. MF/EOE.

HELP WANTED ANNOUNCER

KLKX needs Air Personality/Prod. Coordinator for AOR rock format. Digital automation/editing experience desirable. Also need AE. Supv. references required. Send tape and resume to P. Dale Ware, 570 East Avenue Q-9, Palmdale, CA 93550. E-Mail: klkx@hughes.net EOE.

HELP WANTED PROMOTION

Promotions Director wanted for Aspen, Colorado based growing broadcast company. Responsible for corporate sales promotions. Please fax resume and salary requirements to Moss Entertainment 970-920-9082.

SITUATIONS WANTED MANAGEMENT

Small/Medium Market GM. 14 years management experience. Strong sales background. Excellent trainer. Exceptional people skills. Creative promotions. Jim 815-758-6292.

If you need an experienced, top biller, GSM/or GM for your small market station. Call Ted 914-357-9425.

General Manager- Multi-talented leader with dedication, vision and integrity. Let me multiply my success for you. Will relocate. Ed (518)580-9717.

SITUATIONS WANTED NEWS

Medium market experienced sportscaster; exciting baseball, football, basketball, hockey, volleyball PBP; knows promotions, trivia, sportstalk; news/management background, community involved. Reply to Box 00889.

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

TELEVISION

HELP WANTED MANAGEMENT

MANAGER, ON AIR

US Satellite Broadcasting is looking for a Manager of On Air. Minimum three years of supervisory or above positions with television/advertising situations. Additionally, positions held with any video production jobs will be highly considered. Degree from an accredited college or university or equivalent experience. Having the capability to adapt to many different environments of video production.

Management of Video Spotlight: Responsible for daily interaction with outside production agencies; Supervisor of program coordinators, staff producers, staff video directors, production assistants, traffic coordinators, graphics operators, and editors as their duties pertain to the creation of the Video Spotlight; Interacts with equal level staff of USSB's programmers; Implement On-Air plans within the strategic plans set forth by USSB executives

Human Resources
US Satellite Broadcasting Job #165-96
3415 University Avenue
St. Paul, MN 56114

No phone calls please.
Equal Opportunity Employer

General Manager: WOI-TV, ABC affiliate in Des Moines is seeking qualified applicants. The successful candidate will have strong leadership, financial and personnel management skills. A minimum of ten years experience in television broadcasting is necessary. Five or more years of sales management experience is desired. Send salary requirements and resume in confidence to: Raymond Cole, Executive Vice President, 300 East Locust, Des Moines, IA 50309. EOE.

HELP WANTED MARKETING

Research Manager. PBS-producing station seeks Research Manager to conduct research on production proposals; compile competitive analysis across product categories (film, video, CD ROM, books, journals, music, etc.). Research and compile vendor profiles with competitive analysis by category for domestic/international program distribution. Build data base to market local productions to regional/national outlets. Salary plus rich benefits package. Requires BA in Film/Communications or Journalism, and at least three years experience in similar field. To apply, send cover letter, salary history, and resume to: OPB Personnel, Mail Stop BRD, 7140 SW Macadam Avenue, Portland, OR 97219. Application materials must be received by August 19, 1996.

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

HELP WANTED PROMOTION



PROMOTION WRITER/PRODUCER

That's the Promax Gold Medallion Award we just won. Sorry for showing off, but we're proud of the creative team that brought it home. And now, there's a rare opening on that team for an exceptional writer/producer with hands-on Avid editing experience. You'll be a great fit if you understand and respect a marketing-based approach to TV promotion, believe ideas are more important than technique, can marry words and graphics and sound in a spot and make them sing, and aren't afraid of hard work. We're the CC/ABC owned station in one of the best places to live in America. Rush your resume and non-returnable tape now.

DAVID RHOADES
Creative Services Manager
WTVD NewsChannel 11
411 Liberty Street
Durham, NC 27701

Women & Minorities encouraged to apply. EOE.

TV Marketing Coordinator. College degree with a minimum of 2 years TV/radio marketing experience preferred. Primary responsibility to assist marketing manager coordinating station sales promotions and event marketing. Strong writing, phone and people skills required. Computer proficiency a must. Send cover letter and resume (no calls/faxes) to Paula McDermott, Marketing Manager, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Promotions Director: KOIN-TV, CBS in Portland, OR (market rank 24) has an immediate opening for a top-notch Promotion Director to lead our promotion, public relations and creative services operations. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for news positioning, overall station image, community activities, and sales promotion. Join a strong station in a growing market - one of the most "livable" cities in the USA. We offer a successful, competitive team environment where you can make a difference with your ideas. Call 464-0600 to request an application. Send application, resume, tape and salary history immediately to: Promotion Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

HELP WANTED SALES



GENERAL SALES MANAGER

WTVD NewsChannel 11, the CC/ABC station in Raleigh/Durham, NC. Is looking for an experienced and dynamic General Sales Manager with a proven track record of sales success in both new and existing business. Qualified applicants must demonstrate excellent sales management techniques, strong organizational skills, and be a wiz at inventory management. Prior experience as a national, local or general sales manager required. Send resume to:

Emily Barr / Pres & GM
WTVD
411 Liberty Street
Durham, N.C. 27701

Women & Minorities encouraged to apply. EOE.

ACCOUNT EXECUTIVE

CONUS NEWS SERVICE seeks sales person with 2 years experience in TV news and/or sales. CREATIVE, yet detail oriented. TRAVEL A REQUIREMENT. Basic computer skills needed. Must produce own sales materials and presentations. Prospecting, cold-calling and closing are integral parts of the job. If interested submit resumes to:



HUMAN RESOURCES
CONUS Job #120-96
3415 UNIVERSITY AVENUE
ST. PAUL, MN 55114

No phone calls please.
Equal Opportunity Employer

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

TRAFFIC PROFESSIONAL

WBIS+, a joint venture between ITT Corporation and Dow Jones & Company, Inc., is looking for a Traffic Professional. The position will be based in New York City.

WBIS+ is a new TV operation providing sports and business programming to the New York area. The successful candidate will work in our fast-paced Traffic Department. Responsibilities will include placing commercial spots on the prelog, building formats in the schedule, attaching commercial copy, etc.

Qualifications include a minimum of three years experience in a television traffic department, a bachelor's degree in communications or a related field, and the ability to work in a detail-oriented environment. Knowledge of BIAS computer system a plus.

WBIS+ offers excellent benefits, a salary commensurate with experience, and an opportunity to work for a team that looks to become the premier New York provider of business and sports programming. Interested candidates should submit a resume with salary history to:

Dow Jones & Company, Inc.

J.A. Nyitray
Director, Staffing
Dept. TP-BC
Dow Jones & Company, Inc.
P.O. Box 300
Princeton, New Jersey 08543-0300

Equal Opportunity Employer

WHP-TV/UPN 15 WLYH, Harrisburg, PA seeks experienced National Sales Manager. Knowledge of Nielsen Ratings Service, ability to sell estimates and research and negotiation skills vital. Organizational expertise a must. Previous success in Event Marketing, Sport and Sales Promotions desired. Cover letter, resume to GSM, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

GSM/LSM. WCGV/UPN-24, Milwaukee, is seeking a creative, focused, hands-on individual with at least 2 years LSM experience. Abilities should include a working knowledge of Scarborough and TvScan. The ideal candidate should also have a National sales background and must be well-schooled in selling "Marketing Enhancement" opportunities. Women and minorities are strongly encouraged to apply. Send your resume to: Terry Gaughan, Director of Sales, WCGV/WVTV, 4041 North 35th Street, Milwaukee, WI 53216. Fax: 414-874-1899. No phone calls. EOE.

Regional Sales Manager: KWGN-TV, a Tribune Broadcasting Station in the Denver market needs an individual who is a strong motivator with good computer and analytical skills. They should have five years plus experience in local TV sales or National Rep sales, with proven sales success in sports and specials. A Bachelor's degree in Advertising or Marketing with strong oral, written negotiation and communication skills are essential. Fax or send resume to HR, P.O. Box 5222, Englewood, CO 80111, Fax (303)740-2847. EOE.

Account Executives. It's a whole new ball game! Here's an opportunity to join a team in a major market. WABU-TV is seeking starting players who can step up to the plate with excitement and ideas for creative selling. If you're analytical and need to work with stats and numbers all day this isn't your game. But if you thrive on competition and would like to take your sales, programming or promotion experience to the next level, we'd like to hear from you. Show us your vision and inner drive by sending your resume to: Sandra Kelly, Human Relations Manager, WABU-TV, 1660 Soldier Field Road, Boston, MA 02135. An Equal Opportunity Employer.

Director of Sales. The CBS affiliate in the nation's 35th largest market, and it's WB "LMA" partner station is beginning a search for a Director of Sales. WSPA-TV (CBS) Spartanburg, SC and WASV-TV (WB) Asheville, NC has an immediate opening for a unique individual who has exceptional leadership, organizational and "people" skills to direct our affiliates and independent sellers. Individual must have a strong desire to teach and motivate a local staff and is knowledgeable and experienced in all sales support systems. Inventory control, new business development, and strong client relationships required. Send resume to: Jim Conschaffer, Vice President and General Manager, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. WSPA-TV and WASV-TV are Spartan Communications stations. EOE. M/F.

Director of Sales. Director of Sales needed for UPN affiliate. Candidate must fit the perfect profile: Master of Inventory Control and Pricing; Thorough Understanding of Traffic (Columbine); Research and Sales Promotion; Hands on Knowledge of TV Scan, Media Watch and Qualitap; Detail Oriented and Administratively Sound; Team/Customer Oriented; Complete Knowledge of Kids Business; Unusual Ability to Juggle Many Projects at One Time; High Sense of Energy/Urgency; Thorough Knowledge of Local and National Sales; Experience in Managing Two Sales Efforts (LMA); Has Big Ideas and Vision/Plan for the Future; Independent Mentality and Work Ethic; And Most Important: Can Effectively Lead, Manage and Teach. Faint of heart need not apply. Send resume, references and salary history to Box 00805 EOE.

Account Executive. WDSI-TV, FOX 61 has an immediate opening for an experienced television Account Executive. Applicant must have 2 years of Television or 5 years broadcast sales experience, be computer literate, and research oriented. Applicant must also have excellent communication skill, innovative ideas, high degree of energy and be creative. Join the fastest growing TV station in Chattanooga. Equal Opportunity Employer. Apply in confidence: Lynn Ayes, General Sales Manager, WDSI-TV FOX 61, 1101 East Main Street, Chattanooga, TN 37408. Written inquiries will be answered. No phone calls please. Deadline is August 9, 1996. EOE.

General Sales Manager. Reside in the 39th most livable city in the U.S., just a short drive from the world's most beautiful beaches. WTVY-TV, a Benedek Broadcasting station and the CBS affiliate for Dothan, Alabama, and Panama City, Florida, has an immediate opening for a General Sales Manager. This is an excellent career opportunity for the person with the proper organizational, leadership and management skills to successfully direct our total sales effort in the achievement of very challenging sales goals. If you believe that you have the proper qualifications and abilities, tell us why by sending the appropriate information including references to Tom Wall, Vice President/General Manager, WTVY-TV, P.O. Box 1089, Dothan, Alabama 36302. Benedek Broadcasting Corporation/WTVY-TV is an Equal Opportunity Employer.

Account Executive needed for strong midwest ABC affiliate to build upon major list. Communication and presentation skills along with ability to procure new business a must. Prior television experience preferred. Resume, sales history and letter as to why you're the best to General Sales Manager, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EEO.

Local Sales Manager. WCPX-TV the CBS affiliate in Orlando is looking for a creative and aggressive individual to lead our local sales and marketing staff to the next level. Candidates should possess strong people and negotiating skills plus an expertise with inventory pricing and control. Being organized, a strong work ethic and the ability and patience to manage multiple sales projects at the same time a must. Thinking out of the box should be your norm. Experience with Scarborough, TVScan and Enterprise helpful. Previous television sales management preferred. Qualified candidates please fax resume to Howard Zeiden, Director of Sales and Marketing WCPX-TV (407)521-1208. No phone calls please. M/F. EEO.

Local Sales Manager. Central Texas television station seeking individual with strong independent background, ability to develop new business and grow client relationships and meet revenue objectives. Successful candidate has strong leadership abilities, is a team player with strong people skills and is successful in time management and organization. Ability to hire, train and motivate sales staff is essential, as are solid negotiation, communication and selling skills. Revenue forecasting and establishing budgets are a priority. Three to five years broadcast sales experience required, management experience a plus. Please send all resumes with a cover letter to Box 00883 EOE. No phone calls, please!

WISH-TV, the CBS affiliate in Indianapolis, IN is currently accepting applications for a seasoned Account Executive. Applicants need 2+ years of broadcast sales experience who are creative thinkers and have the ability to sell promotions, vendor programs and qualitative research. Send a letter and resume to Jeff White, LSM, PO Box 7088, Indianapolis, IN 46207.

Account Executive: Media sales experience is required, with proven success in new business development. Work and live in the beautiful mountains of northern Arizona. Send resume to Stan Koplowitz, G.S.M., KNAZ-TV (NBC), 2201 North Vicky Street, Flagstaff, Arizona 86004. EOE.

HELP WANTED NEWS

NEWSWRITER

KABC-TV is seeking a hands-on, experienced, creative newscast producer. Minimum of 2 years experience producing a daily newscast preferred.

Qualified candidates please send a non-returnable tape, your resume and newswriting samples to: KABC-TV, Attn: M. Van Housen, Dept. BC-NW, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, or FAXES please.



Want to Anchor? Entry level Reporter position open with NBC affiliate, offers you opportunity. Send non-returnable VHS or 3/4 inch tape to: WOWL-TV, P.O. Box 2220, Florence, AL 35630. An Equal Opportunity Employer.

UPN News 13 is growing and is seeking top-notch individuals for the following positions.

NEWSWRITER

Scans wide variety of news sources, verifies facts, and writes copy as assigned for presentation by anchors and/or reporters. Must be knowledgeable about wide range of world, national and human affairs. Requires two years newswriting in major market. Strong research, writing, reporting and television production skills also required plus ability to work well with others. Prior newscast producing experience preferred.

RESEARCH/FIELD PRODUCER

Scans wide variety of news sources, enterprises, researches and sets up stories. Organizes appropriate materials for producers, assignment editors and reporters. As assigned, field produces, writes and supervises editing of complete stories for broadcast. Strong research, writing, reporting and television production skills also required plus ability to work well with others. Two years experience in major market, syndication or network television required.

Rush tape, resume and salary history to:

UPN 13

ATTN: Human Resources

915 North La Brea Avenue

Los Angeles, CA 90038

No phone calls please!

UPN is an Equal Opportunity Employer

Weekend Anchor and Reporter. WTVD, the ABC-owned station in Raleigh-Durham, needs a Weekend Anchor who has the potential to take on larger opportunities in the future. We need a superior communicator who does more than show up and read a prompter. This is an aggressive, no-nonsense news organization that will challenge you everyday. If you're living for the anchor life of long lunch hours and producers who double as your personal valet, don't apply. As an anchor/reporter, you'll be tested by excellent reporting staffs here and throughout the market. We want solid journalism and superb storytelling, but we're not about to quit being a television station, so expect to go live for the sake of being live. Candidates should have three to five years experience anchoring and reporting in mid to large markets and a very strong work ethic. A college degree is preferred but not required. Send non-returnable tape/resume to Mark Casey, News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702. No phone calls. WTVD is an Equal Opportunity Employer.

Video Tape Editor/Photographer. Channel 6 For The Heartland is seeking an applicant with one year of experience in television news which should include shooting and editing of news tape. Good writing skills are essential with ability to meet deadlines critical. Capable of lifting up to 60 pounds on a daily basis, have a valid driver's license and the ability to operate a car or van. Chronicle Broadcasting Company is a drug-free company and requires pre-employment drug testing. Send tape or resume to: WOWT, Human Resources, Attn: Editor/Photographer, 3501 Farnam Street, Omaha, NE 68131-3356.

Television News Producer. Experience in news producing required, including coverage, writing, editing, graphics and staff supervision. College degree in field, work ethic, strong relationship, organizational skills and team philosophy essential. NewStar computer knowledge helpful, and/or computer literate. Must possess creativity, initiative and work independently, and also under direct supervision, and be able to learn and grow with critiquing. Flexible hours/schedule, including weekends and/or overnights possible. Letter and resume to: News Director, WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls, please. M/F. EOE.

TV News Reporter. Superior on-air abilities required, especially including Live extemporaneous reporting essential. Prior news coverage experience, versatility, the flexibility to adjust to varied work schedules necessary. College degree in field, working knowledge of NewStar computer system or computer expertise a plus. Initiative, enterprise abilities, work ethic, and team philosophy required. Must be able to continue to learn and grow with critiquing. This is not an entry level position. Qualified applicants only should submit letter, resume, and a non-returnable videotape of on-air work samples to: News Director, WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls, please. M/F. EOE.

Sports Photographer/Reporter. Your sports stuff is the best in the market. It is different and unique and you love it! But you're a triple-threat. You can report and fill-in on the anchor desk. If that's you, come join us as the number three person on our sports team. We shoot beta and just added two Avids. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV is an Equal Opportunity Employer.

Sports Anchor - Full-Time. WAAY-TV, Huntsville, Alabama, has an immediate opening for 10pm Sports Anchor. If you love sports, show us your stuff! One of the Southeast's top sports markets is looking for a creative sports anchor who can do it all, because we have it all...football, basketball, hockey, auto racing, and more. Must have 6 years sports experience and be willing to travel. You will be working with the largest sports staff in the region. Interested candidates possessing these skills should submit a letter stating referral source, current resume, and 3/4, 1/2 inch or Beta non-returnable tape to: WAAY-TV, Personnel Department, Bulletin #290, 1000 Monte Sano Blvd., Huntsville, AL 35801. Pre-employment drug testing required. No phone calls.

Producers: Come put together a great newscast in Detroit's aggressive Top 10 market. Send tape and resume to: Tom Sides, Assistant News Director, WJBK-TV, Box 2000, Southfield, Michigan 48037-2000.

Reporter: KING 5 TV, the number one station in the Pacific Northwest, is seeking an experienced General Assignment Reporter. If you are an aggressive, enterprising, consistently deliver quality stories, have exceptional live skills, and want to work in a fast paced, competitive environment, send two copies of your resume and a non-returnable 3/4" or Beta tape to: KING 5 TV, Attn: HR, Ref. 96R38, 333 Dexter Avenue North, Seattle, WA 98109. EOE-M/F/D/V.

Reporter/Backup Anchor. Up and coming ABC affiliate in Alabama's state capitol is seeking two reporters who can also back up the anchor desk when needed! Applicants should be team players with a creative attitude and a nose for news. One years experience preferred. If you'd like to be a part of a growing department at a station aiming for the top, send a resume and tape (3/4 or beta) to: James McKenzie, News Director, WHOA-TV 32, P.O. Box 3236, Montgomery, AL 36109. Application deadline is 8/30/96. WHOA-TV is an Equal Opportunity Employer.

Reporter. WTVD, the ABC-owned station in Raleigh-Durham needs a Reporter who loves to do live reporting and wants the lead story everyday newscast. This will be the most challenging job you've ever had in television news. If you can't make slot with two packages and three live shots everyday, don't apply. Applicants should have three to five years experience reporting in small to mid-size markets; an understanding of storytelling with video; an appreciation for good journalism; and the best live reporting skills in your market. We place a premium on self-starters who are team players, who can solve problems and meet deadlines without whining to the assignment desk. A college degree is preferred but not required. Send non-returnable tape/resume to Mark Casey, News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702. No phone calls. WTVD is an Equal Opportunity Employer.

Part-Time Associate Producer. WHAS-11 seeks an individual with strong writing skills to assist newscast producer edit tape and coordinate live shots and video tape. College degree and television experience preferred. 29 hours per week on night shift. Send cover letter, resume and writing sample or tape to: Cynthia Vaughan, HR #609, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40202. No phone calls please. EOE. M/F/D/V.

One of the nation's top-rated stations is looking to expand and upgrade its on-air look. Looking for two Producer/Anchors for weekday newscasts. Bachelor's degree and producing experience required. Anchor experience preferred. Competitive salaries, fringes. Send resume and tape to: News Director, WTAP-TV, One TV Plaza, Parkersburg, WV 26101. WTAP is an EOE. Women and minorities encouraged to apply.

News Director: KTBS-TV, ABC affiliate in Shreveport, Louisiana, is searching for a News Director responsible for the development, management, and implementation of KTBS news services. Candidate will need to demonstrate/have strong management skills and ability to execute a plan effectively. Should have journalism background and prior experience in news management. Must have sound editorial judgement and working knowledge of changing television news technology. Qualified candidates please send resume to: ND1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

Newscast Producer: Opening for a creative, experienced television News Producer. Strong writing skills and attention to details a must. Send videotape, resume, and references to Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE-M/F. No calls please.

News Producer - WFSB, a Post-Newsweek Station, is seeking a News Producer with high journalistic standards and knowledge of television production techniques. Minimum 2-3 years experience producing newscasts or talk information programming. Must have good writing and communication skills. Send resume to: Robert Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

News Producer. How can you improve on Number One? Dazzle us with your ideas on how to take this market's top-rated newscast to new heights. Motivated, committed, professional line producer wanted for strong ABC affiliate's hour newscast. Minimum 3-5 years experience. Must have outstanding writing and people skills, along with competitive drive. Excellent salary and benefits. EOE. Apply to: News/Personnel, WIXT-TV, 5904 Bridge Street, East Syracuse, NY 13057. No phone calls please.

News Photographer - Full-Time. 3 years Television News Photographer experience. Live truck experience needed. NPPA Workshop Training preferred. Must have good organizational skills, special project and news series experience. Station has a strong commitment to visual story telling. Please call Terry Heaton 533-3131, ext. 221 and send your resume and tape to WAAV-TV, Personnel Department, Bulletin #291, 1000 Monte Sano Boulevard, Huntsville, AL 35801. EOE. Pre-employment drug testing and good driving record required.

News Photographer/Editor. WHEC-TV has an immediate opening for a part-time video News Photographer/Editor. Successful applicant must have strong news photography and editing skills. Candidate should have a minimum of one year photographic experience. Interested applicants should fill out an application, or send a resume to: Ms. Kathy Knox, WHEC-TV, 191 East Avenue, Rochester, NY 14604. No telephone calls please. WHEC-TV is an Equal Opportunity Employer.

News Director. Looking for people and issue-oriented News Director. Great opportunity at group-owned network affiliate in the Southeast. Please send your resume, references, salary history, and brief overview of your management style and journalistic standards to Box 00893 EOE.

News Director. Southwest affiliate looking for a highly motivated professional that can drive our news department to #1. Candidate must have strong journalistic and management skills, be a team player and able to develop and implement long term strategies. EOE. Women and minorities encouraged to apply. Send salary history, resume, references to Box 00867.

Executive Producer (News) Need experienced candidate to plan, develop, coordinate, and maintain daily and long term NBC 10 news programming, content, and look. Must have production exp. in major market and exp. covering news events. Send resume and tape: Employee Relations Director WCAU City Avenue & Monument Road Philadelphia, PA 19131. We are an Opportunity Employer.

Meteorologist. WFTX-TV in Ft. Myers/Naples market seeking full time weekend Meteorologist/ Environmentalist Reporter. Meteorologist must have AMS seal or be able to earn AMS approval. Send non-returnable tape and resume to: Mark Pierce, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

Meteorologist/Weather Person. WJHL-TV, the best news operation in Tennessee (TAPBA-96) is seeking a Meteorologist or weather person who not only knows how to explain weather conditions in viewer terms, but must also have an outstanding personality. The position calls for working closely with our chief meteorologist and anchoring weather on weekends. Send resume and non-returnable VHS tape to: Bob Lewis, News Director, WJHL-TV, PO Box 1130, Johnson City, TN 37605. Deadline for resumes is August 2, 1996. EOE.

Main News Anchor: Strong, dynamic News Anchor needed for Midwest Network affiliate. Must be a superb communicator at the anchor desk as well as in the field. Looking for a team player to be part of our long-term future. Send videotape, resume, and references to Box 00890 EOE.

Main News Anchor to compliment existing anchor woman. Proven communicator to help lead aggressive midwest ABC affiliate in 81st market. Minimum 5 years experience. Morning Weathercaster, Minimum 1 year experience. Tapes and resumes to Lee Williams, News Director, WAND-TV, 904 Southside Drive, Decatur, IL 62521.

KSTW-Seattle's CBS affiliate is looking for an experienced and creative Producer to join our 11 News Team. The ideal candidate will have a degree in Broadcast Journalism or related field, a minimum of 5 years experience producing at an affiliate level and excellent communication, writing and computer skills. If you qualify, please send your resume to Human Resources, KSTW Television, PO Box 9328, Seattle, WA 98109-0328.

KCNC Denver-Afternoon News Producer. "First News" combines news of the day with stories about celebrities, lifestyles, parenting, consumer affairs and the like. It wins its time period, 4 to 5 p.m. weekdays, leading KCNC's three-hour afternoon news block. Your mission: reach more target demos! If you're an experienced producer with a flair for this kind of newscast, phone NEWS 4 at 303-830-6400, Ext. 9905, and record a brief verbal resume. We'll be in touch with applicants who most closely match our needs. EOE-M/F.

KATV, Channel 7, the Allbritton Corporation ABC affiliate in Little Rock, Arkansas is seeking a Field Reporter. We are looking for an experienced broadcast journalist to join one of America's highest rated news operations. Must be a good writer, comfortable with live shots, have professional appearance, and ability to handle deadline pressure. No beginners. Degree in journalism or related field. Send non-returnable tape and resume to Bob Steel, 401 Main Street, Box 77, Little Rock, Arkansas 72203. No phone calls. EOE-M/F.

General Assignment Reporter. WJHL-TV, the best news operation in Tennessee (TAPBA-'96) is in need of a General Assignment Reporter. The applicant must have excellent writing skills and be able to meet deadlines in a timely fashion. A college degree is preferred. Please send resume and non-returnable tape to: Bob Lewis, News Director, WJHL-TV, PO Box 1130, Johnson City, TN 37605. Deadline for resumes is August 2, 1996. EOE.

Executive Producer (News). Need experienced candidate to plan, develop, coordinate, and maintain daily and long term NBC 10 news programming, content, and look. Must have production experience in major market and experience covering news events. Send resume and tape: Employee Relations Director, WCAU, City Avenue and Monument Road, Philadelphia, PA 19131. We are an Opportunity Employer.

Director. Aggressive FOX affiliate in sunny south Florida is looking for a Director. Must have experience directing live, fast paced newscasts. I am looking for a strong leader, as well as a strong director. Knowledge of GVG switchers, Abekas DVE and computer editing is preferred. Please send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Minorities are encouraged to apply. We are an Equal Opportunity Employer.

Chief Photographer needed at Top 45 ABC/Gannett station. Strong photographic and storytelling talents required; previous management and computer skills an advantage. Candidate will be solid manager with strong editorial voice. In addition to direct supervision of fifteen photographers and tape editors, candidate will have input on long-range planning, departmental budget and philosophical goals. Send resume to: Susan Kelley, News Director, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113.

Assistant News Director. We've grown our staff, our product and our ratings--now need help managing it. Market-leading ABC affiliate seeks highly-motivated professional journalist to help us dominate. Will help oversee day-to-day newsgathering and quality control, supervise staff, manage special projects. Strong producing and/or reporting background preferred; supervisory experience a plus; excellent people skills mandatory. Minimum 3-5 years TV news experience required. Excellent salary and benefits, stable ownership and affiliation. EOE. Apply to: News/Personnel, WIXT-TV, 5904 Bridge Street, East Syracuse, NY 13057. No phone calls please.

Assignment Manager. A top-rated west coast NBC affiliate is looking for an Assignment Manager. This is a good assignment editor's opportunity to move up to management. Applicants must have three to four years professional experience. Producing experience is helpful. Reply to Box 00894 EOE.

Anchor - Dominant NBC affiliate in Market 57 seeks an Anchor and Reporter for its top rated 5pm newscast. Candidate should be a strong writer, personable team player, and newsroom and community leader. Send tape and thoughts on how you serve viewers to Ken Selvaggi, 645 5th Avenue, Huntington, WV 25701. EOE.

ABC Sunbelt affiliate in beautiful Myrtle Beach/Florence, South Carolina, seeking an experienced, enterprising Reporter who digs up stories the competition won't find. Send resume and tape to Dave Gilbert, News Director, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

Assignment Manager: NorthWest Cable News, a 24-hour regional news network in the Pacific Northwest, is seeking an Assignment Manager. Will supervise desk assistants and bureau coordinators, research story ideas, and manage activities on the assignment desk. If you have excellent communication and interpersonal skills, solid news judgement, ability to make quick decisions in a fast paced pressured environment, strong management skills, and minimum two years assignment desk experience, send two copies of your resume to: NorthWest Cable News, Attn: HR, Ref. 96R13, 333 Dexter Avenue North, Seattle, WA 98109. EOE-M/F/D/V.

Are you the kind of Reporter that wants the lead story every night? Do you love to beat the competition by getting the story quicker and doing it better? Is your enthusiasm contagious? Then KSTW-Seattle's CBS affiliate, is looking for you to join our 11 News Team. Four-year college degree required, plus a minimum of 3-5 years large market experience required. Send tape, letter and resume to KSTW Human Resources, Attn: Reporter Opening, PO Box 9328, Seattle, WA 98109-0328.

ABC Sunbelt affiliate in beautiful Myrtle Beach/Florence, South Carolina, seeking Assignment Manager. Must have great people skills, be able to generate great story ideas, think like a producer and juggle crews in separate newsrooms. Send resume to Dave Gilbert, News Director, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

3-News Photographer/Editors: Videotape and Edit TV News events; operate live microwave trucks and portable transmitters; shoot from helicopter. Three years minimum experience in TV News. College degree in TV/Journalism preferred. Strong story telling ability a must! Resume and tape: Michael Kinney, Chief Photographer, KOAT-TV, 3801 Carlisle Boulevard NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

HELP WANTED RESEARCH

RESEARCH

The National Association of Broadcasters has an excellent opportunity for a Director of Audience Measurement and Policy Research. Candidates must possess a graduate degree with a research emphasis, Ph.D. preferred, and substantial media industry experience. Knowledge of the broadcast industry and related audience measurement and policy issues as well as the ability to write and meet deadlines required. Demonstrated competency in research design and statistical analysis. Experience with broadcast ratings analysis, IBM-PC/Novell, LAN environment, and SPSS. Send cover letter and resume to NAB, Personnel Department - DPMR, 1771 N Street, NW, Washington, DC 20036 or fax to (202) 429-3931.



HELP WANTED TECHNICAL

Engineering Manager of Technical Facilities

KABC-TV is currently seeking an Engineering Manager of Technical Facilities. The successful candidate for this position will have a through knowledge of all aspects of television production, including the ability to analyze audio & video quality and provide direction to resolve any technical deficiencies.

This position will be responsible for the coordination of all aspects of the technical operational requirements for all studio and field production for KABC-TV. This includes the ability to train and supervise all staff required for the production and operations of the KABC-TV broadcast systems. In addition, this Manager will supervise scheduling of all technical staff and facilities for KABC-TV. Strong computer skills are required. 5 years of television operational and/or maintenance experience is required. An FCC Commercial License and/or SBE Certification is preferred.

Qualified candidates please send your resume to: KABC-TV, Attn: D. Converse, Director of Engineering, Dept. EMTF-BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls or faxes please.



You have 5 years or more experience maintaining all types of broadcast equipment. You've done it all at your current station and you're ready to move out and up. KPLR-TV has an opening for a Maintenance Engineer who will be in line to be our next Assistant Chief, when our current assistant moves up to the CE job later this year. Show us you've got what it takes. Send resume and references to KPLR-TV, Attn: Dept. 114F, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

Full-Time Broadcast Maintenance Engineer. Duties will include repair, maintenance and installation of television broadcast equipment and facilities. Electronics experience required. Full vacation/benefits package. Send resume to Chief Engineer, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. No phone calls. EOE.

Television. Shooting for the Stars. Engineer in Charge needed for a brand new, Los Angeles based, digital, state of the art remote production truck. Fifty one foot double expandable unit will feature multiple audio boards, GVG-4000, Krystal, Ikegami HK-388's, INFINITI, Digital Beta and SP. Candidate must have strong maintenance skills and be client oriented. Experience in live and videotape entertainment production a must. EIC will be experienced to spend time at/ with manufacturer during construction. Send resume to Tom Edwards, National Digital Television Center, 4100 East Dry Creek Road, Littleton, CO 80122. No phone calls, please. A drug test and criminal background check is required of successful candidate. EOE.

Maintenance Engineer: Experienced person to work in all areas of maintaining ENG/SNG equipment. Also serves as technical coordinator for special event remotes. ENG/SNG field operating experience desirable. This position has good potential for management advancement. Send resume to Myron Oliner, K*USA-TV, 500 Speer Boulevard, Denver, CO 80203. We are an Equal Opportunity Employer.

KBMT-TV Engineering: ABC affiliate in Southeast Texas is looking for a Studio Engineer with a minimum of 3 years experience with Sony Betacart, Beta SP, 3/4" and Sony Betacam, Ampex AVC switcher, ESS 5 Still Store, ADO 100, and DCT 500 Editor. Harris transmitter experience a plus. Send resume to EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, TX 77706. An Equal Opportunity Employer.

Director of Engineering. Expanding television station seeks hands-on professional to maintain and oversee maintenance of UHF transmitter and studio facility. Supervise department staff of 12. Necessary attributes in addition to technical expertise include positive, upbeat attitude, ability to motivate technical staff, and a communication style that fosters great relationships with the other departments in the station. A great engineer with enthusiasm is not an oxymoron! If you are a trainer, a mentor, and a disciplinarian, send cover letter, resume, and salary history to Box 00891 EOE.

Chief Engineer. KETA-TV, Oklahoma City, is seeking a hands on leader with a strong maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. Please send your resume and salary history to the Personnel Department, Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City, Oklahoma 73113.

Director of Engineering. Manage all engineering, maintenance and technical operations for public television station WVPT. Requires excellent communication skills and prior management experience; working knowledge of transmitters, microwave, studio and master control equipment, Mac and PC computer systems; and FCC General Class license and/or SBE certification. Station plant in top condition; capital needs addressed annually. Send resume by August 9 to Arthur E. Albrecht, General Manager, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801. EOE.

Channel 6 for the Heartland is seeking an experienced and highly motivated SNG Operator/Maintenance Engineer. Must have 2 years experience with Satellite operations and maintenance experience in troubleshooting and repair of SNG equipment. Knowledge of RF systems also a must. High level computer skills required, including familiarity with current business and technical applications software and windows environment. Travel will be required. Must have current FCC license. WOWT is a drug-free company and requires pre-employment drug testing. Send resume to or complete an application at: WOWT/Human Resources SNG, 3501 Farnam Street, Omaha, NE 68131-3356 or Fax: 402-233-7885 or E-Mail: gailw@wowt.com EOE.

CNN. Master Control Electronic Graphics Operator. Still Store Audio. CNN is currently soliciting candidates for the positions of Master Control, Electronic Graphics (fonts), Stillstore and Audio at CNN Headquarters in Atlanta, Georgia. These are for live on-air position. Applicants are required to have three (3) years live experience with ability to learn new technology quickly and completely. Electronic Graphic candidates should have one (1) year of Chyron Infit experience. Knowledge and interest in world and national news required. Solid work performance will lead to further advancement opportunities within Turner Broadcasting. Send or fax all cover letters and resumes to: Joe Kinstle, News Production Manager, CNN, One CNN Center, Atlanta, Georgia 30348-5366. Fax: (404)827-4213.

Assistant Chief Engineer. Assists w/dept. plans, diagnose and repair VHF transmitter, MC, Prod, microwave, ENG and computer equipment. FCC General Class License BA or equivalent and minimum 5 years experience. Familiar w/ FCC rules and regs, SBE cert. a plus. Send cover letter, resume and 3 professional references to: Personnel Manager, KIXE-TV, 603 North Market Street, Redding, CA 96003. Deadline 8/18/96. Salary \$28K-\$32 + benefits. EOE.

HELP WANTED PRODUCTION

KING WORLD PRODUCTIONS

Promotion Writer/Producer
"American Journal," a leading national news magazine, seeks creative Promotion Writer/Producer with extensive news background to work in New York. You must have at least two years experience writing and producing news-oriented TV and radio spots, the ability to lead a tight-knit team and an overwhelming desire to compete. If you can make spots sparkle in a high-energy, fast-turnaround environment, then we want to talk to you! Send resume and non-returnable reel in strictest confidence to:



Edward Aaronson
Director Creative Services, East Coast
KING WORLD PRODUCTIONS
402 East 76th Street
New York, NY 10021

PRODUCTION MANAGER

WTHR-TV, a Dispatch Broadcast Group, the NBC affiliate in Indianapolis, is looking for an experienced Production Manager who knows how to create dynamic television. We are an aggressive station with an emphasis on local news and the production of other live, special events. Our production facility has the very best equipment and is matched by a commitment to produce award winning television. This individual will be responsible for all production staff and facilities. If you have a minimum of ten years of experience working in all areas of television production and can hire, train and motivate production personnel to the highest levels of excellence we want to hear from you. Applicants possessing these skills should submit a letter of referral source, a current resume and examples of your work to **Human Resources, WTHR, 1000 North Meridian Street, Indianapolis, IN 46204**. Replies held in confidence. Female and minority applicants encouraged. We are a smoke and drug free environ-

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 Infinits, 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.



**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Broadcasting & Cable

Box _____,

**245 West 17th St.,
New York, New York 10011**

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.



Writers: Are you a small-to-middle-market producer looking for large market experience? If you consider yourself a great writer and would like to work in the Top 10, please send a resume to: Tom Sides, Assistant News Director, WJBK-TV, Box 2000, Southfield, Michigan 48037-2000.

Wanted - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 409, Citra, FL 32113.

Top North Texas NBC affiliate seeks a Creative Services Director to write, shoot and edit local commercials on Super V format. One year's experience is required. Send resume and VHS tape to: Greg Collier, Operations Manager, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX is an Equal Opportunity Employer.

Television Graphic Designer needed at the #1 station in the #15 market! Join an award-winning creative team, designing graphics for our 11pm newscast. Position requires 3-4 years of experience with a major emphasis on news graphic design. Must be highly motivated with experience on Quantel Paintbox. Rush resume and demo reel (MII, VHS or 3/4") to Human Resources Director, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. M/F. EOE. Pre-employment drug testing.

Switcher. C-SPAN is seeking a full time person to switch complicated on-air video and audio transitions including multiple live feeds and video tapes, stills and graphics. Person is responsible for the look, sound and timing of the network including keying continuous graphics. Position requires ability to show composure and leadership in live situations. Candidates should have an interest and knowledge of politics and current events. Must be a team player and possess excellent communication skills. 12-hour shift includes working alternating weekend and nights. Send resume to: C-SPAN, Human Resources Department, 400 North Capitol Street N.W., Suite 650, Washington, DC 20001.

Sales/Promotion Producer. Do you want a truly challenging opportunity for professional growth? You'll find it at KXTV-10, Sacramento if you have what it takes! You must have superior writing skills, 2 years experience field directing and producing either commercials or promos, non-linear editing experience helpful, an understanding of basic advertising and marketing principles, ability to work cooperatively with several people on a project, ability to work flexible hours, and ability to use research data to direct messages to target audiences. To apply, send your resume and demo reel (Beta or VHS) to: Human Resources, KXTV, P.O. Box 10, Sacramento, CA 95812-0010. EOE. Drug testing.

Production Manager. Reside in the 39th most livable city in the U.S., just a short drive from the world's most beautiful beaches. WTVY-TV, a Benedek Broadcasting station and the CBS affiliate for Dothan, Alabama, and Panama City, Florida, has an immediate opening for a Production Manager. This person will be an experienced team leader with hands-on knowledge of all aspects of commercial and programming production with strong organizational, management and leadership skills. If you believe that you have the proper qualifications and abilities, tell us why by sending the appropriate information including references to Tom Wall, Vice President/General Manager, WTVY-TV, P.O. Box 1089, Dothan, Alabama 36302. Benedek Broadcasting Corporation/WTVY-TV is an Equal Opportunity Employer.

Post Production Editor/Technical Director. Kelly Broadcasting is seeking a Post Production Editor/Technical Director. The post facility is a multi format analog edit suite. It currently is operated by a computer edit controller. Other equipment includes GVG 300 switcher, Kaleidoscope multi-channel DVE, Chyron Infinit, 1" M2 and D-3 Vtrs, Dyaxis DAW and Dat. This room is also connected to a full production studio with cameras, computerized lighting grid, and integrated audio. The candidate must be a creative editor who can collaborate with Promotion producers on cutting edge spot production. Ability to technical direct long form programming is a plus. The Creative Services Department also produces special programming and pilots for syndications. Salary: Dependent on experience. Resume to: Val Nicholas, Creative Services Director, Kelly Broadcasting Company, 3 Television Circle, Sacramento, CA 95814. Any offer of employment is contingent upon passing medical test for drug and alcohol use. Equal Opportunity Employer. M/F/ADA.

On-Air Designer: America's leading broadcast and entertainment agency is looking for an extremely creative, versatile, and experienced on-air designer to handle a lot of responsibility for some of the most-awarded clients in the industry. Must have station/network/cable experience and be adept in Macintosh graphics, 2-D and 3-D environments, and Quantel Paintbox/HAL/HENRY. A challenging job with an opportunity to build (or add to) an extraordinary reel. Send resume and reel to President, Jacobs & Gerber, 731 North Fairfax Avenue, Los Angeles, CA 90046. Fax (213)655-0195.

Producer/Writer. International Christian Relief Organization is seeking a television Producer/Writer with strong broadcast quality writing skills to write and produce programs, feature stories, promos, and commercials. 3-5 years of TV writing experience a must. Must be willing to travel. Send resume to Box 00879 EOE.

Graphic Artist. Award winning FOX affiliate in south Florida is looking for a Creative Graphic Artist with the imagination and talent to translate ideas into art. We need someone to help in the creation of news graphics for both our 6 and 10 newscasts. Must have working knowledge of computer graphics. ArtStar, Macintosh, and Chyron experience is a plus. Send non-returnable tape and resume to: Brian Culbreth, Production Manager, WFTX-TV, 621 S.W. Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

Editor. Palace of Auburn Hills, T.V. Studio's. Editor for our D2 and beta broadcast suites. Capable of MTV/NBA entertainment style editing. Responsibilities include edit packages for in-house as well as outside clients. Applicants must have at least two years experience and a college degree. Willing to work long hours, including weekends and late nights. Please send resume and non-returnable demo tape to: Sondra Lauzano, Palace of Auburn Hills, Two Championship Drive, Auburn Hills, MI 48326. No phone calls please. EOE.

Distribution Manager. PBS-producing station seeks Distribution Manager to oversee fulfillment of program license agreements, work with production and marketing departments to create national/international distribution materials. Coordinate scheduling for international TV markets. Correspond with licensors, coordinate distribution of scripts, tapes, clearance documents and promotional materials. Maintain inventory; coordinate multi-standard tape duplication; liaise with accounting department. Manage relationships with wholesale/retail customers and fulfillment house. Manage direct mail activities. Salary plus rich benefits package. Requires BA in Film/Communications and at least three years experience with medium-sized production company in this area, or equivalent. To apply, send cover letter, salary history, and resume to: OPB Personnel, Mail Stop BRD, 7140 SW Macadam, Portland, OR 97219. Application materials must be received by August 12, 1996.

Design Director. Top rated ABC affiliate in Charlotte needs an experienced Graphic Designer. Broadcast design experience necessary. Strong creative and design abilities using Quantel paintbox. Also requires work experience on a PowerMac with Photoshop, Illustration, Quark and AfterEffects helpful. Guide on-air look and staff. Send resume and demo to: Bonnie Barclay, Dept. 95, Creative Services Director, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE. M/F.

Creative Services Writer/Producer. WABU-TV in Boston has an immediate opening for a top notch Writer/Producer to create and produce station promotional, public service and commercial projects, including on-air, radio and print. Successful candidate must possess 3+ years experience producing on-air promotional announcements, demonstrated writing and creative skills, and the ability to work under pressure. Send a non-returnable demo tape and resume to: Manager of Human Relations, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. An Equal Opportunity Employer.

Avid Editor - Miramax Films. Have you ever rushed to the movies so you don't miss the trailers? Do you find yourself watching the previews on cable? If so, we have the opportunity you've been waiting for. Miramax Films is currently expanding its Creative Advertising department and is in need of a few good Avid editors for full-time positions. If you have experience in creating theatrical trailers for movies or TV shows, please send your non-returnable reel and a resume to the attention of Nancy Ashbrooke at Miramax Films, 99 Hudson Street, 5th Floor, New York, NY 10013. An Equal Opportunity Employer.

HELP WANTED PUBLIC RELATIONS

MEDIA RELATIONS DIRECTOR

CNBC is the first in business. We bring you the breaking news, the emerging trends, the market action. We look at your personal finances, mutual funds, mortgages, and money management.

In prime-time, CNBC takes a hard look at the issues in politics, law, and daily life. CNBC's programs bring you diverse opinions and perspectives for the best understanding of the day's events and issues, and encourage you to call in and share your opinions as well.

We are seeking a PR pro with strong entertainment/sports background and broad-based media contacts. Serve as a CNBC spokesperson to worldwide media on issues and fast-breaking news events, writing and dissemination of press releases, pitching company profile, programming and talent-related stories, and creating and implementing events to raise overall network awareness. Must be a creative and aggressive self-starter and have moderate PR experience. Broadcasting experience preferred. Must be available for light travel and flexible work hours.



FIRST IN BUSINESS • FIRST IN TALK

Please forward or fax your resume to: **Employee Relations, MRM, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024. Fax: 201-585-6275. An Equal Opportunity Employer M/F.**

DIRECTOR OF COMMUNICATIONS

US Satellite Broadcasting is looking for a Director of Communications. The position responsibilities are as follows:

- Promotes a favorable public image of the company's performance and accomplishments, and its products and services, to internal and external constituencies and audiences.
- Manages the use of outside agencies and vendors as necessary to execute the company's communication functions.
- Consults with senior management and all employees of the company on matters relating to communications to achieve consistency of message, assure appropriate disclosure and meet the company's business and communications objectives.
- Directs and facilitates communications planning, budgeting and spending to leverage resources and yield effective communications to a variety of constituencies.

Bachelor's degree in Business, Communications or Marketing and at least 15 years experience in managing a communications or marketing function, or a combination of education and experience providing equivalent knowledge. Experience in or demonstrable knowledge of the telecommunications industry is desirable.

Human Resources
US Satellite Broadcasting Job #163-96
3445 University Avenue
St. Paul, MN 55114



No phone calls please.
Equal Opportunity Employer

HELP WANTED FINANCIAL & ACCOUNTING

ASSISTANT DIRECTOR OF FINANCE

KABC-TV is seeking a Finance professional who will be responsible for the supervision of the day-to-day accounting process, as well as assist in budgeting, analysis of internal controls, and special projects as assigned. Must be very comfortable working on multiple tasks simultaneously, and with interruptions and deadlines. CPA, computer skills (Excel) and 2 years related experience are required.

Qualified candidates please send your resume to: **KABC-TV, Attn: B Gordon, Dept. BC-ADF, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, or FAXES please.**



HELP WANTED PROGRAMMING

Director, Drama, Performance and Arts Programming. PBS is seeking a dynamic, energetic professional to develop and implement strategies to sustain distinctive, high-quality programming in the areas of drama, performance, visual arts, literature, arts biography, etc. Requires a Bachelor's degree with a minimum of eight years experience in television management and/or production, and demonstrated experience in developing and managing television services. Graduate work in arts or media highly desirable; experience in public television preferred. Must have thorough knowledge of television production, broadcasting and ancillary distribution; strong background in drama, performance and arts programming; and general knowledge of contacts within the broadcast industry. Excellent written and verbal communications are essential. Must have strong negotiating skills and the ability to work well under pressure. Associate Director, Drama, Performance and Arts Programming. PBS also seeks someone to strengthen the areas of drama, performance and arts programming by developing and/or managing programs for the national program schedule, and by working with the Director in all aspects of department functions. Requirements are similar to that of Director, but with a minimum of 5 years experience. PBS offers a salary commensurate with experience and an excellent benefits package. If interested, please send letter of interest, resume and salary requirements to: **PBS, Attn: Ms. Reather M. Lawhorn, 1320 Braddock Place, Alexandria, Virginia 22314. PBS is an Equal Opportunity Employer.**

SITUATIONS WANTED NEWS

Sports Director seeks new challenge. Call me. I'm waiting. Mike (910)835-4996.

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HELP WANTED MARKETING

Small MSO seeks temporary (3 to 5 months) marketing consultant to develop, implement and execute marketing strategy for system upgrade, rate increase and programming additions. Must be able to train and motivate customer service representatives, coordinate media campaign and work with local government officials. Qualified candidate should possess at least 4 years cable marketing experience and must be willing to travel extensively to the system. Please fax confidential resume and salary history to: (212)688-3043 attention: Marketing Director.

HELP WANTED PRODUCTION

Story-Teller; Space-Cadet? *Inside Space*, USA Networks SCI-FI Channel's tele-zine of aerospace is scanning the cosmos for Writer/Producer talent. You must tell a good visual story (and have a reel to prove it), love space (or at least be interested/knowledgeable) and be able to straight cut edit (non-linear thinking a plus!). Research and fact-checking essential. On-camera experience and/or shooter skills are definite advantages. Based in NYC metro-area but must be free to travel (eventually into orbit - no kidding). Join our aggressive, young staff - an Equal Opportunity Employer (but no slackers nor UFO abductees need apply). Launch resume and reel to: *Inside Space Talent Scan*, 4th Floor USA Networks Production Center, 525 Washington Boulevard, Jersey City, NJ 07310-1607.

Manager of Non-Linear Post. Encore Media Corporation is seeking a highly motivated Non-linear specialist to manage our growing department. Management duties include hiring, performance evaluations and supervision of non-linear editors. Day-to-day editorial responsibilities required. Flexible hours. Required skills include two years experience in a Post Production facility, television station or network, one year experience with Avid Media Composer 8000, software version 5.2 or higher. Ability to work supervised and unsupervised. Ability to manage digitized media. Familiarity with Sony and CMX edit decision list formats and syntax. Ability to establish signal plus paths including video, audio, timecode and RS-422. Strong communication and organizational skills a must. High school diploma or equivalent required. Preferred skills include previous management experience, experience with Avid Audiovision software version 3.1 or higher and Avid Airplay version 3.11 or higher. Previous promotional or commercial post production experience. College degree (BA or BS) in communications or related field. Please send resume and salary history to: Manager, NL P, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EOE.

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ALLIED FIELDS

HELP WANTED INSTRUCTION

The Voice of America's International Media Training Center is seeking professionals/academics to instruct or assist in designing short-term workshops on an ad-hoc basis for foreign journalists, broadcasters, and media managers. Topics include: newswriting and editing, radio journalism and production skills, TV production, management, broadcast sales and management, public information, economic reporting and other thematic areas. Questions/CV's should be referred to Louis P. Lantner, Director International Media Training Center, Room 1437, 330 Independence Avenue, SW, Washington, DC 20547. Phone: (202)619-1982, Fax: (202)619-3570. E-Mail: lplantne@usia.gov

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Florida Atlantic coast AM; Central Georgia adjacent FM's; Texas combo, FM upgradable; Florida major suburban AM. Mayo Communications Inc. 813-971-2061.

WANTED TO BUY STATIONS

Wanted: Full power television construction permit or existing station by private party. All replies kept confidential. 1-800-592-4423.

Wanted! Combo or FM w/minimum \$500K gross. Will pay 6-8 x CF. MO, ARK, KS, OK, CO, So. IL, W. KY, and TN, N. TX. Brokers welcome! Reply to Robert Mahaffey, Mahaffey Stations @ 800-725-9180.

Investor seeks purchase of small market AM or FM with real estate. Call Ted 914-357-9425.

SITUATIONS WANTED INSTRUCTION

Experienced broadcast manager/business owner seeks teaching position. Skills in all phases of broadcasting/business management -- TV sales, budgeting, news, programming, promotion, FCC/Cable. Master's in Communication Science. Reply to Box 00880.

FOR LEASE

The Most Powerful Chicago FM Subcarrier has recently become available for lease. Grandfathered FM atop John Hancock building with 15.5 kw at 1170 feet. Contact Dan Schmidt at 312-279-2000.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods will run if all information is not included. No personal ads.**

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to **CONFIDENTIAL SERVICE**, Broadcasting & Cable Magazine, at the address above.

Changing Hands

Continued from page 42

ing to build TV in Houston, Miss. Note: Weiss bought KVLE-FM in February for \$150,000

Facilities: 102.3 mhz, 3 kw, ant. 200 ft.
Format: Contemporary country

CP for **KJFA-FM** Grass Valley, Calif.

Price: \$65,000

Buyer: Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns KLVN(FM) Chowchilla; KLVG(FM) Garberville, KLVN(FM) Kingsburg, KLVN-FM Magalia and KLVN(FM) Santa Rosa, all Calif., and KEZF(AM) Tigard, Ore.; is buying KROL(FM) Las Cruces, N.M.; has applied to build FMs in Arizona, California and Oregon

Seller: Wade Axell, Fort Bragg, Calif.; has interest in KSAY(FM) Fort Bragg
Facilities: 99.3 mhz, 3 kw, ant. 325 ft.

KJVC(FM) Mansfield, La.

Price: \$52,000

Buyer: FM Radio LC, Richmond, Va. (Kenneth R. Noble II, president/owner); is buying WWBD(FM) Bamberg, S.C. Noble owns WLGX(FM) Carolina Beach, N.C.

Seller: Desoto Broadcasting Inc., Center, Tex.; no other broadcast interests
Facilities: 92.7 mhz, 3 kw, ant. 299 ft.
Format: Dark

KDTL(FM) (formerly KEGT) Lake Village, Ark.

Price: \$9,000

Buyer: Delta Radio Inc., Cleveland, Miss. (Larry G. Fuss, president/51% owner); owns WDSK(AM)-WDTL-FM Cleveland, and WOHT(FM) Drew, Miss.; has applied to build FMs at Greenville and Grenada, Miss. Fuss has applied to build FMs at Pago Pago, American Samoa, and Tunica,

Miss.

Seller: Delta Radio Partners, Cleveland, Miss. (general partners Lula May Stone, 51% owner, buyer Delta Radio Inc., 49% owner). Stone has no other broadcast interests.

Facilities: 103.5 mhz, 6 kw, ant. 328 ft.
Format: Not on air

RADIO: AM

KNMX-AM Las Vegas, N.M.

Price: \$235,000 cash

Buyer: Sangre de Cristo Broadcasting Co. Inc., Las Vegas (co-owners Matias Martinez Jr., president, and spouse Connie Martinez, VP); no other broadcast interests

Seller: Yvette J. Gonzales, Albuquerque, N.M. (trustee)

Facilities: 540 khz, 5 kw day
Format: Spanish

WUSS(AM) Atlantic City

Price: \$140,000

Buyer: South Jersey Radio Inc., Linwood, N.J. (Howard L. Green, president/owner); owns WMGM-FM Atlantic City; WONZ(AM) Hammonton; WOND(AM) Pleasantville; WTKU(FM) Ocean City and WMGM-TV Wildwood, all N.J. Green has interest in WENY-TV-AM-FM Elmira, N.Y.

Seller: Allan B. Mendelsohn, Syosset, N.Y. (court-appointed trustee); no other broadcast interests

Facilities: 1490 khz, 1 kw
Format: Urban contemporary

KSRX(AM) El Dorado, Kan.

Price: \$125,000

Buyer: Raymond L. Burkhart, El Dorado; no other broadcast interests

Seller: Michael B. Gliner, Lenexa, Kan.; for holdings see "Changing Hands," June 10. Note: Gliner bought station in June for \$41,900.

Facilities: 1360 khz, 500 w day
Format: Hot talk

WTMY(AM) Sarasota, Fla.

Price: \$125,000 cash

Buyer: Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary L. Acker, president/owner); owns WBRD(AM) Palmetto, Fla., and KCTE(AM) Independence and WEW(AM) St. Louis, Mo.; is buying KGHT(AM) Sheridan, Ark.

Seller: Panamedia of Sarasota Inc., Boca Raton, Fla. (Susan Goldsmith, president/principal). Goldsmith owns WSB(AM) Boca Raton and WMLZ(AM)-WJBW(FM) Jupiter, Fla.

Facilities: 1280 khz, 500 w day, 340 w night

Format: Money talk

WDGY(AM) Minneapolis/St. Paul

Price: \$86,963

Buyer: 630 Radio Inc., St. Paul (Gregory O. Borgen, president/owner); owns WMIN(AM) Hudson, Wis.

Seller: Midcontinent Media Inc., Minneapolis (Joseph H. Floyd, president); owns KELO-AM-FM Sioux Falls, S.D.; is forming general partnership with Point Communications Inc. combining Midcontinent's WTSO(AM)-WZEE-FM Madison and WMLI-FM [formerly WMXF(FM)] Sauk City/Madison, Wis., with Point's WMAD-AM-FM Sun Prairie and WIBA-AM-FM Madison, Wis.

Facilities: 630 khz, 5 kw day, 500 w night

Format: Dark

WNCC(AM) Barnesboro, **WRDD(AM)** Edensburg and **WCRO(AM)** Johnstown, all Pa.

Price: \$60,000

Buyer: Broadcast Communications Inc., Dubois, Pa. (Robert M. Stevens, president); owns WXLJ(FM) Spangler, Pa. Stevens has applied to build FMs at Barnesboro and Brookville, Pa.

Seller: Eagle Broadcasting Group Inc., Johnstown; no other broadcast interests

Facilities: WNCC: 950 khz, 500 w day; WRDD: 1580 khz, 1 kw day; WCRO: 1230 khz, 1 kw

Format: WNCC, WCRO: Christian; WRDD: MOR

CP for **WMIY(AM)** Fairview, N.C.

Price: \$15,000

Buyer: John W. McLeod Jr., Asheville, N.C.; no other broadcast interests

Seller: River City Communications Inc., Louisville, Ky. (Michael Wix, principal); owns WXKN(AM) Newburg, Ky., and WSKY(AM) Asheville and WRAQ(AM) Brevard, N.C.

Facilities: 880 khz, 1.1 kw day

—Compiled by Elizabeth A. Rathbun

Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Robstown, Tex. (BTC-960520EB)—Tempest Broadcasting Corp. for KGLF(AM) 1510 khz: voluntary transfer of control from Humberto Salas and Daniel Espinoza to David W. Showalter. *July 8*

Granted

Rochester, Minn. (BTC-960624EL and BTCH-960624FM)—Southern Minnesota Broadcasting Co. for KROC(AM) 1340 khz and KROC-FM 106.9 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *July 10*

Stewartville, Minn. (BTCH-960624EN)—Southern Minnesota Broadcasting Co. for KYBA(FM) 94.9 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *July 10*

Rapid City, S.D. (BTC-960624EO and BTCH-960624EP)—Southern Minnesota Broadcasting Co. for KKLS(AM) 920 khz and KKMK(FM) 93.9 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *July 10*

Salem, S.D. (BTCH-960624EQ)—Southern Minnesota Broadcasting Co. for KIKN(FM) 100.5 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *July 10*

Sioux Falls, S.D. (BTC-960624ER and BTCH-960624ES)—Southern Minnesota Broadcasting Co. for KXRB(AM) 1000 khz and KKLS-FM 104.7 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *July 10*

NEW STATIONS

Permit canceled

Westwood, Ky. (BPH-901115MH)—Cope Communications Inc. for WLUA(FM) 99.7 mhz, ERP 3 kw, ant. 100 m. *July 9*

Dismissed

Ashland, Ore. (BPH-930201MB)—Radio Representatives Inc. for FM at 107.5 mhz, ERP 5.272 kw, ant. 426 m. *July 11*

Ashland, Ore. (BPH-930203MD)—Gregory J. and Carol Smith for FM at 107.5 mhz, ERP 6.12 kw, ant. 407 m. *July 11*

Granted

Bagley, Minn. (BPH-950120MA)—Omega Broadcasting Co. for FM at 96.7 mhz, ERP 25 kw, ant. 100 m. *July 11*

Roseau, Minn. (BPH-941121MM)—Robert M. Obie for FM at 103.5 mhz, ERP 50 kw, ant. 48.9 m. *July 10*

Rensselaerville, N.Y. (BPED-940718-MA)—Sound of Life Inc. for FM at 89.9 mhz, ERP .34 kw, ant. 232.2 m. *July 12*

Ashland, Ore. (BPH-930201MA)—Milo R. Hunt for FM at 107.5 mhz, ERP 5.255 kw, ant. 433.4 m. *July 11*

Filed/Accepted for filing

Tucson, Ariz. (BPED-960712ID)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E. West Palm Beach, FL 33406) for FM at 88.3 mhz, ERP .25 kw, ant. 165 m., Haystack Mt., 6.6 km S of Mescal Junction. AEB has applied for FMs in Hawthorne, Nev., and Orlando and Okeechobee, Fla. Auel owns WWLO(AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif.; 50% of WCHP(AM) Champlain, N.Y., and WLVI(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla., King City, Hollister and Paradise, all Calif., and Champlain and Rouses Point, N.Y., and a 33 1/3% interest in application for noncommercial FM in Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KKXX(AM) Paradise, Calif., and has a 50.1% interest in CP for WORL(AM) Christmas, Fla. *July 12*

Hot Springs, Ark. (BPET-960520KE)—Second Baptist Church (Jack Dickerson, trustee/33 1/3% owner, 600 Garland St., Hot Springs, AR 71913) for TV on ch. 20, ERP 5.3 kw visual, ant. 498 m., Blowout Mtn., 4.4 mi. NW of county courthouse in Hot Springs. *May 20*

Tallahassee, Fla. (BPCT-960610KG)—Channel 24 Corp. (W.W. Ken Butcher, president/owner, c/o Organization Services Inc., 103 Springer Bldg., 3411 Silverside Rd., Wilmington, DE 19810) for TV on ch. 24, ERP 5,000 kw visual, ant. 206 m. 6.9 mi. SW of Holland, Fla. *June 10*

Kailua, Hawaii Kaleidoscope Affiliates LLC (Larry E. Morton, president/30% owner, 1

Shackleford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 50, ERP 145 kw visual, ant. 584 m., Palikea Ridge, .4 km SE of Palehua, Hawaii. Kaleidoscope has applied for TV in Eureka Springs, Ark. *June 4*

Campton, Ky. (BPH-960705MD)—Parks Broadcasting Inc. (Walter H. Parks, president/50% owner, P.O. Box 610, Stanton, KY 40380) for FM at 103.7 mhz, ERP 6 kw, ant. 100 m., .5 mi. N of Campton. Parks owns WSKV(FM) and WBFC(AM) Stanton, Ky. *July 5*

New Iberia, La. (BPCT-960612KF)—Iberia Communications LLC (Paul J. Azar, owner, 516 St. Landry St., Lafayette, LA 70506) for TV on ch. 36, ERP 5,000 kw visual, ant. 338 m., in Acadia Parish, 2.98 km ENE of intersection of rtes 365 and 1101, 2.7 km NW of Higginbotham, 4.5 km S of Church Point, all La. Azar is buying 10% interest in CP for TV in Columbia, La. *June 12*

Ironwood, Mich. (BPCT-960624KL)—Northern Michigan Educational Television Association (Lyle Robert Evans, president/75% owner, P.O. Box 221, Ironwood, MI 49938) for TV on ch. 24, ERP 1,100 kw visual, ant. 172 m. Evans owns WEZR(FM) Brillion, 90% of WWRS-TV Mayville and 50% of WMBE (AM) Chilton, all Wis., and is building FMs in Stephenson, Mich., and Birnamwood, Wis., and has applied for FM in Kentland, Ind.; Crystal Falls and Hancock, Mich., and New Holstein, Wis., and TV in Eagle River, Wis. *June 24*

Liberty, Miss. (BPH-960709MA)—Ole Brook Broadcasting Inc. (William T. Reynolds, president/owner, P.O. Box 711, Brookhaven, MS 39601) for FM at 107.7 mhz, ERP 25 kw, ant. 100 m., just off Amite CR 567, 2.35 mi. N of Liberty. *July 9*

Liberty, Miss. (BPH-960708MC)—San-Dow Broadcasting Inc. (J. Morgan Dowdy, president, P.O. Box 2639, Gulfport, MS 39503) for FM at 107.7 mhz, ERP 25 kw, ant. 100 m.; the proposed site is 14 km N of Liberty and 1.6 km S of Clayhill Church in rural Amite Co.

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

San-Dow owns WAPF(FM), WAKK(AM) and WAKH(FM) McComb, WELQ(AM)-WZLQ(FM) Tupelo and WSHU(AM)-WWMS(FM) Oxford and has applied for FM in Bude, all Miss. Dowdy owns WGCN-AM-FM Gulfport and 50% of WZKX(FM) Bay St. Louis, WROA(AM) Gulfport, WRPM(AM) Poplarville, all Miss.; KKTZ(FM) and KPFM(FM) Mountain Home, Ark.; WMCG(FM) Milan, Ga., and KMMX(FM) Tahoka, Tex.; 90% of WDBN(FM) Wrightsville, Ga.; 80% of KONE(FM) Lubbock, Tex.; 45% of WQZY(FM)-WMLT(AM) Dublin, Ga., and 25% of KCWD(FM) Harrison and WYOK(FM) Moss Point, Miss. *July 8*

Lincoln, Neb. (BPCT-960624KM)—Anthony J. Fant (One Independence Plaza, Ste. 720, Birmingham, AL 3209) for TV on ch. 51, ERP 700 kw visual, ant. 138 m., .3 mi. N and .3 mi. E of North 14th and Little Salt rds intersection. *June 24*

Las Cruces, N.M. (BPED-960626MD)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 89.7 mhz, ERP .5 kw, ant. 52 m., 13 km W of Las Cruces, N.M. Moody owns WMBV(FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLN-AM-FM East Moline and WGNR(FM) Monee, all Ill.; WIWC(FM) Kokomo, Ind.; WJSO(FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW(FM) Chattanooga, WMKW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying FMs in Naples and Lakeland, and CP for FM in Vero Beach, all Fla., and has applied for FMs in Prichard, Ala.; La Crosse and Sebastian, Fla.; Crown Point, Ind.; Wilmington, N.C., and Keokuk, Iowa. *June 26*

Raleigh, N.C. (BPCT-960628KM)—Community Television Inc. (James Thompson, president, P.O. Box 1616, Greenville, SC 29602) for TV on ch. 34, ERP 2,238 kw visual, ant. 528 m., TV Tower Rd., Auburn, N.C. CTI has CP for WATC(TV) ch. 57, Atlanta, and has applied for TV on ch. 44 in Aiken, S.C., and Johnson City, Tenn. Thompson owns WGGs-TV Greenville, S.C. *June 28*

Coalgate, Okla. (BPH-960708ME)—Phillip B. Silva (Rte. 3, Box 138, Idabel, OK 74745) for FM at 105.5 mhz, ERP 50 kw, ant. 150 m., .3 mi. S of Flora, Okla., on SH 69 in Atoka Co. Silva owns 49% of KKBI-FM Broken Bow, Okla., and 50% of KBUS-FM and KGDD(AM) Paris, Tex. *July 8*

Aiken, S.C. (BPET-960628KL)—Community Television Inc. (James Thompson, president, P.O. Box 1616, Greenville, SC 29602) for TV on ch. 44, ERP 2,238 kw visual, ant. 528 m., Dry Branch Rd., Ropers Crossroads, S.C. CTI has CP for WATC(TV) ch. 57, Atlanta, and has applied for TV on ch. 34 in Raleigh, N.C., and ch. 41 in Johnson City, Tenn. Thompson owns WGGs-TV Greenville, S.C. *June 28*

Hohenwald, Tenn. (BPED-960709MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 90.7 mhz, ERP .950 kw, ant. 227 m., 3 mi. from Tillamook, Ore. Family owns FMs in Tupelo, Cleveland and Forest,

Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *July 9*

Johnson City, Tenn. (BPET-960628KN)—Community Television Inc. (James Thompson, president, P.O. Box 1616, Greenville, SC 29602) for TV on ch. 41, TL: atop Tannery Knobs at end of Dennis Rd. CTI has CP for WATC(TV) ch. 57, Atlanta, and has applied for TV on ch. 34 in Raleigh, N.C., and ch. 44 in Aiken, S.C. Thompson owns WGGs-TV Greenville, S.C. *June 28*

Lake City, Tenn. (BPED-960710MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 90.7 mhz, ERP 135 kw, ant. 628 m., atop Cross Mtn., Lake City. Family owns FMs in Tupelo, Cleveland and Forest, Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Hohenwald and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *July 10*

Blossom, Tex. (BPH-960703MI)—OARA Inc. (Kenneth R. Reynolds, president/owner, P.O. Box 11196, College Station, TX 77842) for FM at 92.7 mhz, ERP 50 kw, ant. 150 m., 1600 ft. E of Hwy 37, 1.5 mi. N of Bogata, Tex. OARA owns KAGG-FM Madisonville and has applied for FMs in Linden, Winona and Pittsburg, all Tex. Reynolds is buying KBIL(AM) and KROO-FM Breckenridge, Tex. *July 3*

Blossom, Tex. (BPH-960709ME)—Maple Communications (Ken and Glenda Jones, each 25% general partner, 2305 SE 3rd St., Paris, TX 75461) for ERP 50 kw, ant. 150 m., 2.6 km SE of Detroit, along US 82. Joneses own KHYI(FM) Howe and are selling KTLR-FM Terrell. *July 9*

Blossom, Tex. (BPH-960708MD)—Alyce Carole Williams (101 Locksley Ln., Idabel, OK 74745) for FM at 92.7 mhz, ERP 50 kw, ant. 150 m., .5 mi. W of Bagwell, Tex., S of SH 2573. Williams owns 51% of KKBI-FM Broken Bow, Okla., and KBUS-FM and KGDD(AM) Paris, Tex. *July 8*

Blossom, Tex. (BPH-960708MF)—Huggins & Gransee Broadcasting (Elizabeth Gransee, 1/3 general partner, 4626 Stratford Dr., Tyler, TX 75703) for FM at 92.7 mhz, ERP 50 kw, ant. 150 m., N side FM 410, 8.3 km SW of Woodland, Tex. *July 8*

Shelton, Wash. (BPH-960703MN)—Sound Broadcasting Inc. (Harold Greenberg, president/50% owner, 210 West Cota, Shelton, WA 98584) for FM at 94.5 mhz, ERP .78 kw, ant. 273 m., on Kamliche Ridge, 8.5 km SW of Shelton. Sound owns KMAS(AM) Shelton. *July 3*

Shelton, Wash. (BPH-960708MA)—Cherrie P. Reitsch (301 E. Wallace-Kneeland Blvd., Shelton, WA 98584) for FM at 94.5 mhz, ERP 6 kw, ant. 100 m., 10.442 km from Shelton reference point, off Eells Hill Rd. *July 8*

Shelton, Wash. (BPH-960708MA)—Premier Broadcasters Inc. (Rodney J. Etherton, director/80% owner, 1133 Krensky Rd., Centralia, WA 98531) for FM at 94.5 mhz, ERP .66 kw, ant. 301 m., 4 km N of SR 108, 8 km S of Shelton. Premier owns KITI(AM) Centralia-Chehalis and KITI-FM Winlock, Wash. Etherton owns KEDO(AM) and KLYK-FM Longview, Wash. *July 8*

Cornell, Wis. (BPH-960614MG)—Continental Capital Broadcasting Corp. (William E. Davis, president/owner, 3800 Section Rd., Lambertville, MI 48144) for FM at 99.9 mhz, ERP 25 kw, ant. 100 m., 9.3 km NE of Bloomer, Wis., S of Marsh-Miller Lake. Davis has interests in WBIZ-AM-FM Eau Claire, Wis. *June 14*

Odanah, Wis. (BPED-960626MC)—Lac Courte Oreilles Ojibwa Public Broadcasting Corp. (Alfred Trepania, board chairman, Rte. 2, Hayward, WI 54843) for FM at 91.9 mhz, ERP 12 kw, ant. 100 m., Birch Ridge, Wis., 13.6 KM SE of Odanah. *June 26*

Casper, Wyo. (BPED-960612MD)—University of Wyoming (Forrest M. Kepler, president, P.O. Box 3434, Laramie, WY 82071) for noncommercial educational FM at 91.3 mhz, ERP .42 kw, ant. 556 m., Casper Mtn., 12 km SSW of Casper. The university owns KUWR-FM Laramie and has applied for FM in Gillette, Wyo. *June 12*

Gillette, Wyo. (BPED-960627MC)—University of Wyoming (Forrest M. Kepler, president, P.O. Box 3434, Laramie, WY 82071) for noncommercial educational FM at 90.9 mhz, ERP .45 kw, ant. 140 m., peak of Antelope Butte, 8.5 km SSE of Gillette, Wyo. The university owns KUWR-FM Laramie and has applied for FM in Casper, Wyo. *June 26*

FACILITIES CHANGES

Permit canceled

Port Washington, Wis. (BPH-930823IL)—Joel J. Kinlow for WGLB-FM 100.1 mhz: change ERP to 5.2 kw, ant. to 107.7 m., TL ot .4 km NE of intersection of Hwy KK and Mink Ranch Rd., directional ant. *July 12*

Granted

Phoenix (BPED-960304IB)—Family Life Broadcasting Inc. for KLFR-FM 90.3 mhz: change ERP, ant. system. *July 10*

Ridgecrest, Calif. (BP-950413AB)—Adelman Communications Inc. for KLOA(AM) 1240 khz: relocate site to 731 N. Balsam, Ridgecrest, make changes in ant. system. *July 10*

Thousand Palms, Calif. (BMPH-960405-IC)—Las Tres Palmas Corp. for KLOB(FM) 94.7 mhz: change structure height. *July 11*

Grand Junction, Colo. (BP-960311AD)—

For the Record

Mustang Broadcasting Co. for KQIL(AM) 1340 khz: change TL. *July 15*

Tarpon Springs, Fla. (BMPED-960514-ID)—Bible Broadcasting Network Inc. for WYFE(FM) 88.9 mhz: change ERP to 60 kw, ant. to 137 m. *July 12*

Gibson City, Ill. (BPH-950818IJ)—F & G Broadcasting Inc. for WGCY(FM) 106.3 mhz: change ERP to 6 kw, ant. to 98 m. *July 12*

Davenport, Iowa (BMPH-951113IB)—Mississippi Valley Broadcasting Inc. for KCOQ(FM) 106.5 mhz: change ERP to 100 kw, ant. to 299 m. *July 12*

Sterling, Kan. (BMPH-960116IJ)—Ad Astra per Aspera Broadcasting Inc. for KGGG(FM) 94.7 mhz: change ERP, ant., structure height. *July 12*

Wamego, Kan. (BPH-960315ID)—KHCA Inc. for KHCA(FM) 95.3 mhz: change structure height, ant., TL. *July 10*

Monroe, La. (BPED-951027MF)—Bible Broadcasting Network Inc. for KYFL(FM) 89.5 mhz: change ERP to 25 kw, ant. to 115 m., TL to .9 km E of SR 143, West Monroe. *July 10*

Belgrade, Mont. (BPH-960305IA)—Gilbert Broadcasting Corp. of Montana for KSCY(FM) 96.7 mhz: upgrade class from C3 to C2, change ERP to 8.6 kw, ant. to 228 m. *July 11*

Oswego, N.Y. (BPH-960315IA)—Radio Corp. for WTKV(FM) 105.5 mhz: change ERP, ant., structure height. *July 12*

Bellevue, Ohio (BPH-960216IE)—Bellevue Community Broadcasting Inc. for WNRH(FM) 92.1 mhz: change ERP, ant., TL, main studio location. *July 12*

Jefferson, Tex. (BPH-960320IF)—Wisdom Ministries Inc. for KJTX(FM) 104.5 mhz: change ERP to 2.30 kw, ant. to 162 m. *July 10*

Point Comfort, Tex. (BMPH-960306IC)—BMW Broadcasting of Texas for KAJI(FM) 94.1 mhz: change ERP to 25 kw, ant. to 59 m. *July 12*

Centerville, Utah (BPH-960404IA)—KUMT License LP for KUMT(FM) 105.7 mhz: change structure height, TL, ERP. *July 11*

Blacksburg, Va. (BPE-960514IC)—New River Media Group Inc. for WVMJ(FM) 105.3 mhz: change ERP to 12 kw, ant. to 146 m., class to C3. *July 10*

Lynchburg, Va. (BMPH-960226ID)—Cavalier Communications LP for WJXJ(FM) 101.7 mhz: change ERP to 5.5 kw, ant. to 211 m. *July 11*

Opportunity, Wash. (BP-951103AA)—Concrete River Associates LP for KKPL(AM) 630 khz: changes in ant. system, change TL to Diplex operation on KXLY tower. *July 11*

Port Washington, Wis. (BPH-960308IC)—Joel J. Kinlow for WGLB-FM 100.1 mhz: change ERP to 6 kw directional, ant. to 97 m. *July 11*

Accepted for filing

Eureka, Calif. (BPCT-960628KZ)—Sainte Sepulveda Inc. for KBVU(TV) ch. 29: change TL to Barry Ridge, 15 km ESE of Eureka. *June 28*

Steamboat Springs, Colo. (BPH-960625-IH)—Steamboat Springs Broadcasting Inc. for KBCR-FM 96.7 mhz: change structure height, ant., TL, ERP, class. *June 25*

Walsenburg, Colo. (BPH-960621IB)—Mainstreet Broadcasting Co. of Colorado Inc. for KSPK(FM) 102.3 mhz: change structure height, ant., ERP, class. *June 21*

New Canaan, Conn. (960628MH)—St. Luke's Foundation Inc. for WSLX(FM) 91.9 mhz: change structure height, ant., frequency. *June 28*

New Port Richey, Fla. (BPED-951207-MC)—Radio Training Network Inc. for WJCY(FM) 91.5 mhz: change ERP to 22.2 kw, ant. to 69.8 m., class to C3. *July 8*

Orlando, Fla. (BPCT-960626KE)—Meredith Corp. for WOFL(TV) ch. 35: change ERP to 5,010 kw visual. *June 26*

Punta Gorda, Fla. (960510AB)—Intermart Broadcasting SW Florida Inc. for WCCF(AM) 1540 khz: change day power. *May 10*

Honolulu (BP-960509AB)—Marina Radio Inc. for KIKI(AM) 990 khz: change TL. *May 9*

Alton, Ill. (BPH-960626IB)—Noble Broadcast Licenses Inc. for KATZ-FM 100.3 mhz: change ant. *June 26*

Harvey, Ill. (BP-960510AA)—Mariner Broadcasters Inc. for WBEE(AM) 1570 khz: change ant. system. *May 10*

Indianapolis (BPH-960626IA)—Secret Communications LP for WFBQ(FM) 94.7 mhz: change ant., TL, ERP. *June 26*

Dodge City, Kan. (BPH-960620IC)—Lesso Inc. for KOLS(FM) 95.5 mhz: change structure height, ant., TL. *June 20*

Louisville, Ky. (960621IG)—Louisville Free Public Library for WFPK(FM) 91.9 mhz: change ERP, ant., TL, class. *June 21*

St. James, Minn. (BPH-960607IC)—Rogers Broadcasting Inc. for KXAX(FM) 101.5 mhz: change ERP, ant., TL, class. *June 7*

Greenwood, Miss. (BPH-960528II)—Team Broadcasting Co. for WGML(FM) 104.3 mhz: change class. *May 28*

Tupelo, Miss. (BPED-960624ID)—American Family Association for WAJS(FM) 90.9 mhz: change ERP, class. *June 24*

Columbia, Mo. (BPH-960416IE)—Zimmer Radio of Mid-Missouri Inc. for KCMQ(FM) 96.7 mhz: change ERP, ant., TL, class, structure height. *April 16*

Cuba, Mo. (BPED-960524MN)—Mo River Christian Broadcasting Inc. for FM at 90.3 mhz: change structure height, TL, ant., ERP. *May 24*

Osage Beach, Mo. (BPH-960621IC)—KRMS-KYLC Inc. for KYLC(FM) 93.5 mhz: upgrade class to C2. *June 21*

Sikeston, Mo. (BPH-960614IG)—W. Russell Withers Jr. for KSTG(FM) 97.9 mhz: change ERP, class. *June 14*

Versailles, Mo. (BPH-960624IB)—Twin Lakes Communications Inc. for KTKS(FM) 95.1 mhz: change structure height, ant., ERP, class. *June 24*

Great Falls, Mont. (BP-960625AC)—Sunbrook Communications Inc. for KXGF(AM) 1400 khz: change TL, ant. system. *June 25*

Great Falls, Mont. (BP-960625AE)—Sunbrook Communications Inc. for KMSL(AM) 1450 khz: change TL, studio location. *June 25*

Missoula, Mont. (BP-960625AD)—Sun-

brook Communications Inc. for KGRZ(AM) 1450 khz: change TL. *June 25*

Omaha (BMPCT-960625KG)—Gary Cocola for KXVO(TV) ch. 15: change ant. to 554 m. *June 25*

West Milford, N.J. (BMPET-960612KE)—Family Station Inc. for WFME-TV ch. 66: change ant. to 232 m., TL to Bald Mtn., 5 km NE of Mahwah, N.J. *June 12*

Albuquerque (BPCT-960624KE)—KLuz License Partnership GP for KLuz-TV ch. 41: change ERP to 1,200 kw visual, ant. to 1,256 m., TL to landmark Sandia Crest, 24.1 km NE of Albuquerque. *June 24*

Hobbs, N.M. (BPCT-960523KG)—Hobbs Family TV for KHFT(TV) ch. 29: change ant. to 159 m., ERP to 75 kw visual. *May 23*

Santa Fe, N.M. (BPH-9605013IC)—Plaza Broadcast Inc. for KNYN(FM) 95.5 mhz: construct a new main facility. *May 13*

New York (960611AB)—Unity Broadcasting Network for WWRL(AM) 1600 khz: change day power, ant. system. *June 11*

Syracuse, N.Y. (BPH-960328IC)—Salt Lake City Communications Inc. for WXCQ(FM) 105.9 mhz: increase ERP to 4 kw, change ant. to 61 m. *Mar. 28*

Wellsville, N.Y. (BPH-960528IH)—Erin Communications Inc. for WJQZ(FM) 93.5 mhz: change structure height, ant., TL, ERP, frequency. *May 28*

Jacksonville, N.C. (BMPCT-960515KF)—Gocom Television LP for WFXZ-TV ch. 35: change ERP to 515 kw visual, ant. to 199 m., TL to 3.5 km SSW of intersection of hwy 210 and 172, Holly Ridge, N.C. *May 15*

Laurinburg, N.C. (BMPH-960611IG)—Carolina Media Group Inc. for WAZZ(FM) 96.5 mhz: change ant., TL. *June 11*

Raleigh, N.C. (960523MZ)—North Carolina State University for WKNC-FM 88.1 mhz: change ERP, class, directional ant. *May 23*

Canton, Ohio (BPCT-960625KF)—Whitehead Media Inc. for WOAC(TV) ch. 67: change ERP to 5,000 kw visual, ant. to 148 m. *June 25*

Cincinnati (BP-960531AD)—J4 Broadcasting of Cincinnati Inc. for WCIN(AM) 1480 khz: change power, TL, ant. system. *May 31*

Block Island, R.I. (BMPCT-960628KP)—Offshore Broadcasting Corp. for WOST-TV change overall tower height to 187 m., ant. to 229 m., ERP to 2,880 kw visual. *June 28*

Aiken, S.C. (BPED-960627IK)—South Carolina Educational TV Comm. for WLJK(FM) 89.1 mhz: change main studio location. *June 27*

Anderson, S.C. (BPCT-960621KM)—River City LP for WFBC-TV ch. 40: change ERP to 5,000 kw visual, ant. to 313 m. *June 21*

Beaufort, S.C. (BPED-960627IH)—South Carolina Educational TV Comm. for WJWJ-FM 89.9 mhz: change main studio location. *June 27*

Charleston, S.C. (BPED-960627IG)—South Carolina Educational TV Comm. for WSCI(FM) 89.3 mhz: change main studio location. *June 27*

Conway, S.C. (BPED-960627IG)—South Carolina Educational TV Comm. for WHMC-

Continues on page 79

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Overkill?

EDITOR: Three downers in your June 24 issue.

First, your editorial. Are you serious? Do you really wonder what Bill Paley would think of Howard Stern? It was Bill Paley who gave us (often without sponsors) the New York Philharmonic, Norman Corwin, Ed Murrow (who do you think paid—not directly—for those yearly roundups of “Murrow’s Boys”?), *Studio One*, the *CBS Radio Workshop*, *Suspense*, *Invitation to Learning*, *The American School of the Air*, etc., etc., etc. Are we likely to have anything like this on CBS Radio? Who started CBS Cable (the best arts cable ever, unfortunately ahead of its time, and late in his)? Up in broadcaster’s heaven, Bill Paley is holding his nose.

Then the “kids war.” Isn’t three

hours too much? Where are our champions going to come from, or is there going to be an Olympic event for couch potatoes?

And finally, will those couch potatoes have the energy and the interest to pick from all those news choices? Are those really choices? Won’t most of what we get as news continue to be PR handouts, since couch potatoes are not likely to be energetic reporters? Is the President going to have a different speech for every channel? How many times [will we see] the same train crash? Is our national bonfire going to be so weak and so full of news and entertainment sameness that advertisers will not be interested? In short, we do not need that many channels. We are not going to be that much smarter or happier.—*Leonard Fass, Stockton, Calif.*

Precedent found

EDITOR: In your July 22 article regarding the possible commercial sale of WQEX(TV) Pittsburgh, the comments expressed about the unprecedented nature of the sale were not totally correct.

In recent years, two other previously commercial PBS outlets were “recommercialized”—KOKH-TV Oklahoma City, in 1979, and KCPQ Tacoma, Wash., in 1980. Like WQEX and nearly a dozen others currently operating, these stations had been PBS outlets on commercial channel allocations. As the TV picture improved in their markets, these previously worthless channels regained value.

There are potentially a number of other such stations now operating which could go the same route, including New York City’s WNET.—*Barry M. Friedman, Santa Monica, Calif.*

For the Record

Continued from page 77

FM 90.1 mhz: change main studio location. *June 27*

Greenville, S.C. (BPED-960627II)—South Carolina Educational TV Comm. for WEPR (FM): change main studio location. *June 27*

Rock Hill, S.C. (BPED-960627IC)—South Carolina Educational TV Comm. for WSNC-FM 88.9 mhz: change main studio location. *June 27*

Sumter, S.C. (BPED-960627ID)—South Carolina Educational TV Comm. for WRJA-FM 88.1 mhz: change main studio location. *June 27*

Jellico, Tenn. (BPCT-960627KJ)—Pine Mountain Christian Broadcasting Inc. for WPMC(TV) ch. 54: change ERP to 5,000 kw visual. *June 27*

Tazewell, Tenn. (BPH-960319IJ)—WFSM Inc. for WCTU(FM) 94.1 mhz: change ERP, ant., ant. supporting structure height. *Mar. 19*

Bells, Tex. (BMPH-960612IA)—Red River Radio for FM at 92.9 mhz: change frequency to 93.1 mhz. *June 12*

Brownfield, Tex. (BPH-960508IA)—Southwestern Broadcasting Corp. for KLZK(FM) 103.9 mhz: change ant. *May 8*

Houston (BMPED-960624IA)—Pacifica Foundation for KPFT(FM) 90.1 mhz: change ant., ERP. *June 24*

Ingleside, Tex. (BMPH-940607IC)—BK Radio for KAHX(FM) 107.3 mhz: change class from A to C3. *May 15*

Jefferson, Tex. (BPH-960320IF)—Wisdom Ministries Inc. for KJTX(AM) 104.5 mhz: change ERP, ant., TL, ant. supporting structure. *Mar. 20*

Lufkin, Tex. (BPED-960527IA)—Lufkin Educational Broadcasting Foundation for KSWP(FM) 90.9 mhz: change ERP, purpose directional ant. *May 27*

Luling, Tex. (BPH-960521ID)—Amaturo Group of Texas Ltd. for KAMX(FM) 94.7 mhz: change ant., TL. *May 21*

Odem, Tex. (BPH-960607IG)—Coastal Digital Broadcasting LP for KKHQ(FM) 98.3 mhz: change ERP, ant., TL. *June 7*

Uvalde, Tex. (BPH-960502IE)—Paradise Broadcasting Co. for KUVA(FM) 102.3 mhz: change ant., TL. *May 2*

Weatherford, Tex. (BP-960531AB)—Granbury Communications Inc. for KZEE(AM) 1220 khz: change ant. system. *May 31*

Plainfield, Vt. (BPED-960607IK)—Goddard College Corp. for WGDR(FM) 91.1 mhz: change ERP, ant., change to circular polarization. *June 7*

Blacksburg, Va. (BMPH-960514IC)—New River Media Group for WVMJ(FM) 104.9 mhz: change ERP, ant., install directional transmitting ant. *May 14*

Manassas, Va. (BMPCT-960516KF)—WVVI(TV) Inc. for WVVI(TV) ch. 66: change ERP to 4,330 kw visual. *May 16*

Norfolk, Va. (BPCT-960627KK)—Tidewater Christian Comm. Corp. for WVCB(TV) ch. 49: change ERP to 2,000 kw visual, ant. to 344 m., TL to Sleepy Hole Rd., Rte. 629, Sleepy Hole, Va. *June 27*

Richmond, Va. (BMPH-960611IF)—Barbara B. Benns for WSMJ(FM) 101.1 mhz: change ERP, ant. *June 11*

Roanoke, Va. (BMPH-960528IC)—Cavalier Communications LP for WRDJ(FM) 105.3 mhz: change ERP, ant., TL. *May 28*

Christiansted, V.I. (BPH-960611IH)—St. Croix Wireless Co. Inc. for WAVI(FM) 93.5 mhz: change ERP, ant., class. *June 11*

Bellevue, Wash. (960520MA)—Bellevue Community College for KBKS(FM) 91.3 mhz: change ERP, class. *May 20*

Camas, Wash. (BMPH-960607IE)—ECI License Co. LP for KNRK(FM) 94.7 mhz: change ERP, install directional ant. *June 7*

Everett, Wash. (BMPCT-960523KF)—KONG-TV Inc. for KONG-TV ch. 16: change ant. to 239 m., TL to 301 Galer St., atop Queen Anne Hill in Seattle. *May 23*

Grandview, Wash. (BPH-960514IA)—NW Broadcast Representatives Inc. for KARY-FM 100.9 mhz: change class. *May 14*

Lakewood, Wash. (960619AC)—Clay Frank Huntington for KLAY(AM) 1180 khz: change power. *June 19*

Moses Lake, Wash. (BPED-960618IB)—Moody Bible Institute of Chicago for KMLW (FM) 88.3 mhz: change ant., TL. *June 18*

Seattle (BPH-960530IE)—Orca Radio Inc. for KWJZ(FM) 98.9 mhz: change ant., TL, ERP. *May 30*

Bluefield, W.Va. (BMPCT-960531KE)—Living Faith Ministries Inc. for WLFB(TV) ch. 40: change ERP to 2510 kw visual, ant. to 401 m., TL to 4 km E of downtown Bluefield. *May 31*

Appleton, Wis. (BPH-960510IB)—Woodward Communications Inc. for WAPL-FM 105.7 mhz: change ant. *May 10*

Biramwood, Wis. (BMPH-960502IB)—Pacer Radio of Mid-Wisconsin for WHET(FM) 92.9 mhz: change structure height, ant., TL. *May 2*

Kimberley, Wis. (BP-960510AC)—Woodward Communications Inc. for WHEB(AM) 1150 khz: change auxiliary ant. system. *May 10*

La Crosse, Wis. (BPCT-960610KF)—Tak Communications Inc. for WXOW-TV ch. 19: change ERP to 2,500 kw visual, ant. to 352 m. *June 10*

—Compiled by Jessica Sandin

Broadcasting *The Newsworthy of Television and Radio* & Cable

New Appointments in the Broadcasting and Cable Classified Department



Antoinette Fasulo, Classified Advertising Manager, now heads the Classified Department and assumes account responsibility for Television and Radio Classifieds.

Antoinette Fasulo
212.337.7073
Fax: 212.206.8327

Sandra Frey
212.337.6941
Fax: 212.206.8327

Sandra Frey appointed Classified Sales Representative. She will handle Cable and Allied Field classifieds.



Doris Kelly appointed telemarketing Sales Representative. She will handle Professional Cards Advertising.

Doris Kelly
202.659.2340
Fax: 202.429.0651

Linking radio and the Internet

Susan Solomon, president of SW Networks, was raised around music and entertainment. Her parents were classical musicians, and her father promoted 1960s-era folk music as a founder of Vanguard Records.

Solomon continued in the family musical tradition when, at 18, she married drummer Gary Hirsh of Country Joe and the Fish—a Vanguard recording group well known for performing and cheerleading at Woodstock. Two years later Solomon, divorced and with a child, joined Vanguard as director of A&R, seeking new acts.

After three years at Vanguard, Solomon put her music industry career on hold to earn a bachelor's degree from New York University and a law degree from Rutgers. As an associate attorney with the New York City firm Debevoise & Plimpton, her work with contracts developed her interest in the business side of entertainment, and she became director of legal and business affairs for Warner-Amex Satellite Co.

At Warner-Amex, Solomon teamed with Disney/ABC Cable Networks President Geraldine Laybourne and MTV creator Bob Pittman in 1980 and was instrumental in bringing commercials to Nickelodeon. Recalling executives "who sat with their arms folded in very tight body language," Solomon also helped convince CBS Records' top brass to turn over video clips of their artists—videos that would make up the early archives of MTV.

Today she heads a joint venture that began in 1994, launching Sony Software and the Warner Music Group into radio syndication. Although Warner Music divested its share of SW Networks in March 1995, Sony retained the SW name.

Since January 1995, SW has debuted 15 products for radio, most of which have been widely accepted by stations. The way to cinch affiliates in a competitive syndication market, Solomon says, is to form long-term relationships by offering a solid product.

SW's products include music shows for alternative rock, country and urban radio formats, 24-hour formats in new adult contemporary and classical programming, program services packages tailored to a variety of formats and a Sunday evening talk show hosted by lawyer Alan Dershowitz.

SW is targeting niches by tailoring shows to particular tastes. One of SW's most successful launches is "Classic FM," a 24-hour classical music format that, she says, is gen-



"Believing in an innovative product and not being afraid to go against the established broadcast community are important."

Susan Lynn Solomon

President, SW Networks, New York; b. Aug. 23, 1951, New York; concert promoter, San Francisco, 1971-72; artist and repertoire director, Vanguard Records, 1972-75; BA, New York University, 1975; JD, Rutgers University Law School, 1978; associate attorney, Debevoise & Plimpton, 1978-80; director of legal and business affairs, Warner-Amex Satellite Co., 1980-83; general counsel, United Satellite Communications Inc., 1983-85; VP of business affairs, CBS Productions, 1985-86; attorney in private practice, 1986-88; investment banker, Trillium Media Ltd., 1988-90; executive VP, The Andrews Group Inc., 1991-93; current position since October 1994; m. Paul Goldberger, Feb. 17, 1980; children: Adam Hirsh, 27 (by previous marriage); Ben, 13; Alex, 10.

erating higher ratings in some midsize markets; ratings more consistent with rock formats than typical classical programming.

Other launches have not gone as well. "SuccessRadio," a format featuring talk shows hosted by self-improvement gurus, was canceled for radio syndication but remains active as a World Wide Web site. The shows *Pure Concrete* and *Static*, which targeted rock fans, were canceled after the network found too much overlap and instead launched one show, *Hard Drive*.

"There has to be a strong economic return; in the case of some niches there is, in the case of [others] there isn't." She also cites Sony corporate belt-tightening as motivating the decision to cut back products that might take a while to turn a profit.

SW has set itself apart from more established radio networks by simultaneously launching an accompanying World Wide Web site. "There are a lot of opportunities for artists and record companies, actors and actresses, film studios and television companies to use our company to reach folks in a variety of ways. I just think it's a waste to produce a great radio show and then what? It doesn't have an afterlife?" Many radio shows "have some absolutely extraordinary performances on them, and the idea that those shows should never be used for anything else to me was just business madness."

For Solomon, radio and the Internet are a logical pairing: "What people are trying to do on the Internet is create communities of interest. Well, what happens on a great radio station? It's a community of interest."

With consolidation forging larger station groups, Solomon sees a profitable future in developing products aligned for national audiences, and she says there is room for competition between program providers. In the past year, she says, SW has "gone from being the annoying little brother" of the competition "to being a thorn in their side."

Solomon believes that her earlier experience in helping to craft MTV has been crucial to her current role forging SW. "That early experience has given me the confidence to create other businesses that there might not be a market for now, but for which I know there will be later," Solomon says.

"A lot of the basic concepts—of believing in an innovative product, a product with an attitude, and not being afraid to go against the established broadcast community—are important."

—DP

BROADCAST TV



Comstock

Beth Comstock, VP, media relations, NBC News, New York, named senior VP, NBC Corporate Communications and Media Relations. Comstock will be responsible for NBC's

overall communications strategy and media relations.

Appointments at WKYC-TV Cleveland: **Rich Karolczak**, local sales manager, WDJT-TV Milwaukee, joins in same capacity; **Andrea Pacione**, sports reporter/fill-in news anchor, joins as news co-anchor.

Judy Hsu, weekend anchor, KFMB-TV San Diego, named weekday afternoon news anchor.

Nancy Andera, free-lance writer/producer, joins WTMJ-TV Milwaukee as on-air marketing manager.

Appointments at WSBK-TV Boston: **Mark Kroninger**, director, marketing, WXXS-FM Medford, Mass./Boston, joins as sales marketing manager; **Scott McGavick**, NSM, named co-local sales manager; **Julie Bruno**, local account executive, named NSM.



Burgess

Teresa Saylor Burgess, director, programing and operations, KSBW(TV) Salinas/Monterey and KSBY(TV) San Luis Obispo, all California, joins KFOX-TV El Paso as VP/GM.

Bob Young, news co-anchor, WJBF(TV) Augusta, Ga., adds assistant news director to his responsibilities.

Leesa Hood, national sales manager, WEMT(TV) Greenville/Johnson City, Tenn., named general sales manager.

Jocelyn Apollon, chief medical correspondent, WBAL-TV Baltimore, joins WNBC(TV) New York as medical reporter.

Gregory Fields, co-anchor, WFLA-TV Tampa, Fla., joins KSHB-TV Kansas

Appointments at Turner Broadcasting International Advertising Sales:

David Levy, senior VP, international ad sales, New York office, named executive VP; **Nan Richards**, senior VP/managing director, London, named executive VP; **Daniel Stone**, senior VP, client and market development, and head, Turner Interactive Marketing and Sales, named executive VP, new business development. Stone will remain head of interactive sales and will remain in New York. Not pictured: **Carl Meyer**, senior VP, sales and marketing, Orbit Communications Co., Rome, joins as senior VP, Turner International Sales Inc., Hong Kong; **Lynne Kraselsky**, VP, international advertising sales, Asia-Pacific, named VP, regional sales, Europe, the Middle East and Africa. Kraselsky will be based in London.



Levy



Richards



Stone

City, Mo., as morning meteorologist.

Dave Madsen, program/operations manager, KTIV(TV) Sioux City, Iowa, named station manager.



Reynolds

Scott Reynolds, weekend news anchor/reporter, WCCO-TV Minneapolis, joins WAVE(TV) Louisville, Ky., as news co-anchor.

Tom Stringfellow, sports director, KPWB-TV Sacramento, Calif.,

joins WJCL(TV) Savannah, Ga., as weekend news anchor/weekday news reporter.

William Day, technical director, N.E.T., Washington, joins WRC-TV there as editor/technical director, cable operations.

Nancy Horton, operations supervisor, KTXA(TV) Arlington, Tex., joins WPSG-TV Philadelphia as chief engineer.

Chet Tomczyk, director, development, WTVP(TV) Peoria, Ill., named GM.

Robert Sullivan, VP/GM, WUSA(TV) Washington, named president/GM.

PROGRAMING

Nicholas Makris, director, programing finance, HBO, New York, joins Warner Bros. Domestic Pay-TV, Cable & Network Features there as VP, financial affairs.

Doug Huber, associate director, operations, Public Broadcasting Service, Alexandria, Va., named director, operations, learning media unit.

Michael Seymour, station manager, KERA-

TV/KDTN(TV) Dallas, joins Florida Public Broadcasting Service, Tallahassee, as VP, programing.

Dan Southerland, former Beijing bureau chief and most recently energy and financial reporter, the *Washington Post*, Washington, joins the Asia Pacific Network there as VP, programing and executive editor.

Arlene Gross, director, foreign sales, Coe Film Associates, joins DLT Entertainment Ltd., New York, as director, cable and public television sales, U.S.



Kenneally

Robert Kenneally, executive VP, creative affairs, Rysher Entertainment, Los Angeles, named president, television creative affairs.

Cecily Truett, producer/creator of several public broadcasting service specials, joins Lancit Media Production Ltd., New York, as CEO.

Appointments at Hanna-Barbera Inc., Hollywood: **Marianne Magnuson-Carson**, assistant VP, production-related legal issues, named VP, business and legal affairs; **Karen Farris-Hobson**, account executive, Wilkinson/Lipsman Public Relations, joins as manager, public relations; **David Barenholtz**, director, animation art, named GM.

G. Michael Donovan, VP/GM, Entertainment Communications Inc.'s (Entercom) KMTT-FM Tacoma, Wash., named president of the company's

RADIO

G. Michael Donovan, VP/GM, Entertainment Communications Inc.'s (Entercom) KMTT-FM Tacoma, Wash., named president of the company's

Seattle Radio Group.

Dan Terhaar, play-by-play announcer, University of North Dakota Fighting Sioux, Grand Forks, N.D., joins KSTP(AM) St. Paul in same capacity for University of Minnesota's Gopher Hockey team.

Michael Sirianni, midday announcer, WLHT(FM) Grand Rapids, Mich., joins WOOD-FM there as afternoon drive personality.

Christie Barnes, GM, KSNO-FM Aspen, Colo., joins Moss Entertainment Corp. there as sales manager, KNFO(FM).



Marc Sherman, music director/afternoon drive personality, KODA(FM) Houston, named program director.

Michael Driscoll, CFO, U.S. Radio, joins Connoisseur Communications, Westport, Conn.,

in same capacity.

Marv Nyren, general sales manager, WFOX(FM) Gainesville, Ga./Atlanta, named general manager.

Appointments at Evergreen Media Corp. stations: **Doug Sterne**, VP/GM, WMVP(AM) Chicago, adds WLUP-FM there to his responsibilities; **Lawrence Wert**, president, Evergreen Media Chicago and president/GM, WLUP-FM, named senior VP, Evergreen Media Corp.

Dick Silipigni, VP, sales, CBS Radio Networks, New York, named senior VP, sales.

Bill Saurer, station manager, Mercury Radio Communications' stations WGRF(FM)/WEDG(FM)/WHTT-AM-FM Buffalo, N.Y., named GM.

CABLE

Brett Barnes, marketing research analyst, Spacecom Systems, joins Prevue Networks, Tulsa, Okla., as manager, national ad sales research.

Steve McGuar, tax director, Jones Inter-cable Inc., Englewood, Colo., named VP, taxation.

Dennis Lemenager, manager, national promotions, Warner Bros. Studios, joins the Popcorn Channel, New York, as VP, consumer promotions.

Appointments at Rainbow Program-ming Holdings Inc., Woodbury, N.Y.:

Anne Marie Agnelli, director, communica-tions, SportsChannel Regional Net-work, NewSport and Prime, named VP;

Jerry Passaro, director, strategic alliances, SportsChannel Regional Net-work and Prime, named VP; **Cindy Samuels**, director, planning and devel-opment and operations, SportsChannel Regional Network, named VP, plan-ning and development.

Emily Zubizarreta, director, advertising sales, MTV Latino, Miami, named senior director.



Merkow

Todd Merkow, affil-iate sales and pro-graming execu-tive, Liberty Satellite Sports, Irving, Tex., named GM, Prime Sports Ari-zona.

Appointments at NY1 News, New York: **Aram Ros-**

ton, writer/field producer, *World News Tonight with Peter Jennings*, ABC News, joins as videojournalist; **Chiqui Cartagena**, acting news director, WJLU(TV) Linden, N.J., joins as execu-tive producer; **Allison Keyes**, producer/writer, WLS-TV Chicago, joins as news producer.

ADVERTISING/MARKETING

Appointments at West Glen Communi-cations Inc., New York: **Mark Dembo**, VP, Eastern regional sales, named VP, marketing; **Ron Quartararo**, VP, sales and marketing, RTV, joins as director, new media projects; **Judith Kaminsky**, consultant, Campbell Mithun Esty Advertising, Chicago, joins as account director, Midwestern region.

Rachel Harms, film and music video director, joins Atherton & Associates Inc., a commercial production compa-ny, Los Angeles, as director.

William Melnick, senior VP/director, media services, Tierney & Partners, Philadelphia, named executive VP/director, media services.

ALLIED FIELDS

Debi Young, VP, worldwide licensing, GoodTimes Home Video, New York, joins Polygram Merchandising Inc. there as VP, licensing.

Appointments at Realtime Video, San Francisco: **Anita Norine**, GM, Golden Gate Studios, San Francisco, joins in

same capacity; **Alan Nichols**, design engineer, Roscor, Chicago, joins as technical director.

Leah Reznick, VP, client services, Myers Communications, Parsippany, N.J., named senior VP.

Scott Watson, business planning and marketing manager, CCTV group, Toshiba Corp., joins JVC Professional Products Co., Elmwood Park, N.J., as national sales manager.

Justin McCormack, senior VP, entertain-ment marketing, Marvel Comics Group, New York, named executive VP, consumer products.

TELEMEDIA

Appointments at C-Net: The Computer Network, Cambridge, Mass.: **Barry Parr**, project development manager, San Jose Mercury News' Mercury Center (elec-tronic newspaper), joins as VP, news; **Tim Clark**, bureau chief, *Inter@ctive Week*, Silicon Valley, Calif., joins as senior editor, news; **Mike Ricciuti**, soft-ware editor/Boston bureau chief, *InfoWorld*, joins as news department editor and East Coast bureau chief.

Mitchell Cannold, president, New Tech-nologies Inc., Sony, and VP, Sony Corp. of America, New York, named president, Sony Online Ventures.

DEATHS

Alfred L. Plant, 84, advertising execu-tive, died July 23 after a brief illness at Lenox Hill Hospital in New York. Plant's advertising career began in 1938 with the Doughnut Corporation of America. He later worked for Grey Advertising and Warwick & Ledger. In the early '50s Plant joined Block Drug Co. As VP, advertising and marketing, he was responsible for innovations in television commercial production and buying commercial time. He also was active in numerous advertising and broadcasting organi-zations. Plant retired from Block Drug Co. in 1977, after 23 years of service, and is survived by two daughters, two brothers and two grandchildren.

Lillian Soutter Davis, 105, died June 13. She was the wife of John Watterson Davis, the owner of J.W. Davis & Co., Dallas, manufacturer and supplier of commercial radio equipment.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Barry Diller's **Silver King Communications** has joined the **Association of Local Television Stations**. Starting next year, Silver King plans gradually to convert its 12 major-market UHF outlets from Home Shopping Network affiliates to locally oriented programming. "Silver King believes strongly in the value and need for local broadcasting," says Adam Ware, Silver King executive vice president, who has been nominated to ALTV's board of directors.

A \$1.3 million payment from ABC boosted LIN Television Corp. to record second-quarter net revenue. The payment reflects an increase in network compensation rates, the group owner says. As a result, revenue rose to \$75.6 million, 35% over the \$55.9 million in the same period a year ago. LIN adds that broadcast cash flow rose to a record \$36.1 million from \$30.4 million. Net income also was up, from \$11.2 million to \$13.8 million. Besides the affiliate compensation, the growth was attributed in part to the 1995 purchase

of WIVB-TV Buffalo, N.Y., and improved operating performance.

Los Angeles-based **Brown Broadcasting Co. is selling its assets.** Last week, American Radio Systems shelled out \$50 million for KXOA-AM-FM and KQPT-FM Sacramento, Calif. (It paid another \$6 million to B&V Equinox XX for KQOQ-AM-FM Fresno, Calif.) Also last week, Nationwide Communications Inc. bought its second FM in San Diego from Brown, along with an AM: KPOP(AM)-KGB-FM San Diego went for a reported \$50 million. The deals leave Brown with only KKSF-FM and KDFC-AM-FM San Francisco. Earlier this month, Brown sold KRWM(FM) Bremerton, Wash./Seattle for \$29.25 million ("Changing Hands," July 22). Pending FCC approval of the deals, ARS would grow to five FMs and three AMs in San Diego, and five FMs and two AMs in Fresno.

Although its stock hit a 52-week high just 24 days earlier, **Young Broadcasting Inc. last week killed plans for a stock offering.** Young was going to

use the proceeds to help fund its \$385 million May purchase of KCAL(TV) Los Angeles from the Walt Disney Co. Neither Young Chairman Vincent Young nor Executive VP James Morgan were available for comment. The company cited "market conditions" for the withdrawal of the offering, but the company's market position may be more like it. Its stock has been falling steadily since July 8. That day, a Monday, Young stock reached a high of 41 1/2. The following Monday, it closed at 33 1/2. Last Wednesday, when the withdrawal was announced, the stock closed at 31 1/4, a 32.8% drop from July 8's high. Young had hoped to offer the stock at \$37.50 per share, which would have raised \$142.6 million.

Citing a 48% drop in overall ad revenue and a steep decline in morning drive time audience, **ABS Communications abruptly canceled its broadcast of The Howard Stern Show on wvgo(FM) Richmond, Va.,** last week.

Stern debuted on the station in October 1995. When ABS purchased the station

earlier this month, it inherited the Stern contract that pays him \$500,000 over two years. ABS President Ken Brown said the group will honor the rest of the contract. wvgo's morning drive share of men 18-34 dropped from a 21.0 in Arbitron's winter 1996 survey (Stern's first survey in Richmond) to an 11.0 in the most recent (spring 1996). Marlene Earnest, station manager, said advertisers shied away from wvgo because of Stern: "There are a lot of national advertisers with no-Stern dictates." But Brown says wvgo's revenue downfall was not due solely to Stern. Income took a dip soon after the station switched its format from adult alternative to modern rock in September 1995, a month before Stern arrived.

AM station owner **Children's Broadcasting Corp.,** which also owns the Radio AAHs children's programming network, **may put itself up for sale.** A merger or joint venture also is possible, the company says. It hired Southcoast Capital Corp. to help it explore the options, CBC

Kirch, Bertelsmann resolve digital dispute

The German digital decoder battle is officially over, just two days before media mogul Leo Kirch was to debut his digital platform, DF1, on July 28. The Kirch Group and media rival Bertelsmann have agreed to develop a common interface for their different decoders, effectively halting a technology war that threatened to split the market and impede development of digital pay TV before it even got off the ground.

Two issues likely sparking the accord: the fight for control of the 1.2 million subscribers to Germany's only pay-TV service, Premiere, and the fact that Kirch had all but sewn up the most important Hollywood studio deals—the latest being a long-term pay-TV and PPV output deal with Warner Bros.

Kirch and Bertelsmann, which hold respective stakes of 25% and 37.5% in Premiere, want Rupert Murdoch's BSKyB to take a 25% share, but French pay-TV group

Canal+, which controls the remaining 37.5%, has yet to agree to the deal.

German telco Deutsche Telekom, which has been backing Bertelsmann's MediaBox SECA decoder technology, has agreed to carry all digital services over its 16 million-subscriber cable network. DF1 will carry a selection of CLT/Bertelsmann's Club RTL and Premiere programming, in addition to Canal+'s Multithématique Numerique digital package.

Marketing of the decoder will be carried out by sales company Primus, a joint venture of retail group Metro and cable operator Vebacom. Bertelsmann will take a stake in Primus, with Deutsche Telekom also participating.

The Bertelsmann/Kirch accord is subject to approval by Berlin's anti-cartel office and the European Commission.

—Debra Johnson & Nicole McCormick

said last Friday. CBC has steadily been buying AMs, most recently in Detroit; Elizabeth City, N.J./New York, and Chester, Pa.

ABC tops the list of nominees for the 17th annual News and Documentary Emmy Awards with 29 nominations. Next on the list, announced by the National Academy of Television Arts and Sciences last week, is PBS with 27 nods, followed by NBC (20), CBS (19), Discovery (9), WTBS(TV) Atlanta (7), A&E (4), AMC and Cinemax (3 each), HBO and TLC (2 each) and CNN (1).

The Seinfeld/Home Improvement off-net juggernaut doesn't stop on weekends, according to a new report on the May sweeps from Petry Television. In prime time, weekend reruns of *Seinfeld* narrowly beat *Star Trek: Deep Space Nine* and other weekly hours, with an average 3.9 Nielsen household rating/7 share. Both sitcoms boosted their May '95 time period averages, with *Seinfeld* pulling ahead of *Home Improvement* in access and early fringe. *DS9* remains the highest-rated weekly drama in access and prime, but the veteran sci-fi show was down in households and key demos relative to its May '95 time period performance. *Hercules: The Legendary Journeys* also posted declines, while its spin-off, *Xena: Warrior Princess*, posted slight gains in key demos. *Baywatch* is also beginning to show signs of erosion in access and prime. But another veteran show,

Babylon 5, made a slight comeback in prime, possibly as a result of a fan-organized campaign to save the show, which has since been renewed by Warner Bros. for a fourth year.

John Moczulski has been promoted to senior VP, marketing, for Columbia TriStar Television Distribution. Moczulski joined CTTD in October 1995 as senior VP, features and series.

Kimberly Johnston has joined C³, the programming arm of Comcast, as VP of international markets and new media. Johnston was formerly VP, business development, of GTE Entertainment, where she helped create GTE's multimedia division. C³'s CEO, Rich Frank, says QVC owner Comcast is looking to expand QVC's global presence and launch new channels, at home and abroad. C³ also is looking at ways to make use of QVC's huge customer service and distribution opera-

tions in entertainment programming and software.

National ad revenue for New York market radio stations jumped 34.3%—from \$4.8 million to \$7.4 million—in June 1996 over June 1995, according to the New York Market Broadcasters Association (NYMRAD). By contrast, local ad revenue in June 1996 jumped 1.3%, to \$32.8 million, over that of a year ago, NYMRAD reported. Revenue from both local and national

sources improved 6.2%, to \$40.2 million, over June 1995. New York market revenue totals for the first half of 1996 show a 13.1% increase in national revenue to \$37.5 million; a 1.1% increase in local revenue, to \$182.1 million, and a 3% increase in combined local and national revenue, to \$219.6 million. NYMRAD's market survey is based on revenue totals of 26 New York radio broadcasters reported by the accounting firm Miller Kaplan Arase & Co.

ABC revamps development team

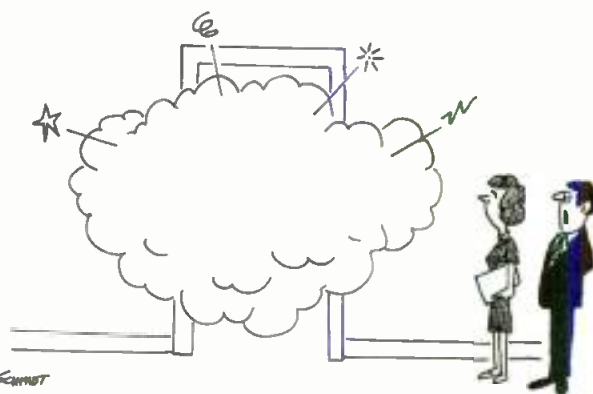
ABC is taking a team approach to prime time series development under its newly appointed entertainment division president, Jamie Tarses.

Tarses unveiled the new development structure, similar to the system in place at NBC, last week during ABC's portion of the summer Television Critics Association gathering. Tarses, formerly NBC's senior vice president, prime time series, joined ABC last month amid questions about how she would work with her predecessor, Ted Harbert, who was promoted to chairman of ABC Entertainment.

Under the team approach, comedy and drama projects will be divided between two groups, each comprising five to seven executives. Each team will be responsible for new and existing series. Tarses says more executive changes may be on the horizon.

ABC's development projects previously were managed through a hierarchy of comedy and drama executives. ABC, which fell from first to third place in household ratings last season, hasn't fielded a breakout hit since *Grace Under Fire* in 1993-94.

The comedy team is headed by Carolyn Ginsburg, whose new title is vice president, comedy series programming. Leading the drama team is Greer Shephard, previously vice president, drama series development. Ginsburg and Shephard report to Tarses; Michael Rosenfeld, senior vice president, will work closely with both teams. —LR



Drawn for BROADCASTING & CABLE by Jack Schmidt

"The MSNBC people are having a cross-promotion discussion with the NBC people!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

Another small step for HDTV

History was made last week. WRAL-HD Raleigh, N.C., became the first experimental TV station to transmit a digital/HDTV signal (see story, page 60). Forget that a number of footnotes will follow that record entry as other HD pioneers get away from the starting blocks, and as the engineers sort out the difference between broadcasting with pre-recorded tapes or live, and whether or not the signal could be demonstrated on a receiver.

There are now six experimental stations in one state of incubation or another. One sobering realization from last week was that there may not be enough digital hardware to go around; at week's end the CBS affiliate—caught up in a tug-of-war with the MSTV-sponsored model station at NBC's WRC-TV Washington—had not been able to acquire a Grand Alliance decoder to download its video. If any good came of that contretemps, it was the realization that this nation still has a long way to go in getting its digital/HDTV manufacturing capability up to speed. It turns out that there are only two encoders in the entire country, and only three decoders. Asked to put a value on this inventory, one source called it priceless.

Why aren't there more? In our opinion, because the FCC is taking too bloody long (a) adopting the Grand Alliance standard and (b) mandating its use. In the meantime, the computer industry, cable and some in Hollywood are doing all they can to derail a digital standard, which is the essential ingredient in getting this new medium off the ground. Once the FCC gives that signal the marketplace will take off, prices of both production and receiving equipment will begin to fall and television's 21st century will be on the way.

There must be one fast track left at 1919 M Street. Please, Mr. Chairman, put it in play.

Stonewalls do not a deal make

Privilege entails responsibility. Second only to a constant defense of the First Amendment, that might be the other half of a broadcaster's credo. It's been the dilemma that has occupied the industry in recent months, as issues of responsibility competed with issues of press freedom on its public policy agenda.

Much of the time, the spotlight has been on children's television, one of the longest fought and most acrimonious issues in Washington history. One need not disagree with the industry's basic First Amendment posture to wish there had been more flexibility on this issue from both sides (or all three sides, if you consider a split FCC). Children's television concerns not only the industry and its regulators but all its constituents. This is clearly an issue that comes under the public trustee umbrella, if there is such a thing.

It's hard to know who's stonewalled most. Certainly the industry has been reluctant to come forward proactively, and FCC Chairman Hundt has been adamant all along. This week, the industry is taking a calculated risk in snubbing the President of the United States, who invited television's top brass to attend a White House "summit" on the subject today. For a number of reasons—usually articulated as not wanting to be part of an administration campaign event, or not wanting to rile congressional Republicans by showing up—television's principal leaders are staying away.

Instead, for the most part, they're sending line executives who run children's TV operations. Defensible, but hardly the way to respond to a presidential invitation.

This door, too, could swing back in the industry's face, unless diplomacy intervenes at the 11th hour. There were reports at press time that the NAB was talking to the FCC and the White House to strike a pre-summit deal. It could happen, if everyone leaves their stonewalls at home.

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It is time that we all put our conscience first when it comes to television for our children.

Encore Media Corporation offers a block of educational programming to broadcasters -- at no cost.

July 22, 1996

With the widespread call for more educational programming, we must all work together as television programmers to make a positive contribution to our children, America's future. Television is just too powerful not to use for learning. That's why WAM! America's Kidz Network, is inviting you to take an important step with us.

WAM!, Encore Media Corporation's 24-hour commercial-free children's network, is offering broadcasters an initial three-hours per week of high quality children's educational series, **at no cost**, to meet your educational programming needs. We recognize that your energies are dedicated to buying commercially-viable programming -- that is your focus, as it should be. Our focus at WAM! is to provide top-notch socially-conscious, kid-proven educational programming that satisfies the most discerning parents as well as the toughest policy-makers.

For the first time, these titles are all available for broadcast:

Global Family -- explores the interrelationships between man, animals and the environment from around the world.
30 minutes / 20 episodes

World Youth News -- cutting edge international news and information produced by teens around the world.
30 minutes / 18 episodes

Time Exposures -- three kids travel through a time portal to meet legendary and historical figures.
30 minutes / 26 episodes

Kaboom Kazoom -- extraordinary feats by kids around the world promote global understanding and multi cultural perspectives. 30 minutes / 26 episodes

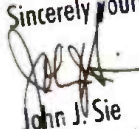
F.R.O.G. (Friends of Research & Odd Gadgets) -- provides hands-on science lessons that teach kids how to research and build fun, unusual gadgets. 30 minutes / 20 episodes

Space Journals -- highlights space footage, how to become an astronaut and how experiments are conducted in zero gravity conditions. 15 and 60 minutes / 8 episodes

I think we are all in agreement that high-quality children's programming is vital. A good educational foundation for our children is key to an economically-competitive and culturally-enlightened society as we head into the next millennium. To that end, I am personally extending this offer of WAM! programming to enable you to move swiftly for the good of our young people.

These series are available now. I hope we all put our conscience first to give our children a positive alternative when they turn on the television.

Sincerely yours,



John J. Sie
Chairman & Chief Executive Officer

5445 DTC Parkway, Suite 600
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**For details please call (303) 771-7700
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