

SEP 16

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# Broadcasting Cable<sup>TM</sup>

The Newsweekly of Television & Cable

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## CABLE ACES THE EMMYS

### DBS:

More Channels,  
More Cheaply

Stoking the  
Fires of TV  
Violence

\*\*\*\*\*3-DIGIT 591

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979 NEPTUNE BLVD  
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TOP OF THE WEEK / 6  
BROADCASTING / 33  
CABLE / 51  
TECHNOLOGY / 67

# ALL WORK A MAKES JACK A JACK WORK IN



# ND NO PLAY A...HEY, DOES A NEWSROOM?

If we did go home on time, we'd probably just watch CNN anyway. Because that's what you do when you're obsessed with the news. You make it your goal to deliver the most comprehensive news coverage possible. Sure, time off can be a good thing. But then who'd send you those complete news feeds that are so easy to use?

*Serious about news?*



# Fast Track

Must Reading from

**Broadcasting  
& Cable**

September 16, 1996

## TOP OF THE WEEK / 6

**DBS on the rise** The DBS industry is proving a force to be reckoned with, what with dropping prices and EchoStar's launch last week of a second satellite that effectively doubles its capacity. / 6

**Elections may change telcom-policy players** Retirement and tough re-election fights could change some of the key players on the congressional panels responsible for communications policy. / 18

**Don King/Showtime threaten PPV events** Seeking a bigger piece of the special-event pie, Don King and Showtime may take the upcoming Tyson-Holyfield fight away from pay per view, which could dramatically change the financial distribution picture for special events. / 12

**Dole insists ads 'make good' on audience delivery**

The Dole campaign is buying spots based on promised ratings and is demanding "make-goods"—extra spots—if the audience isn't delivered. The campaign seeks the audience-delivery guarantees in the 33 large "metered" markets. / 20

**Networks wary of election roadblocks** Networks' concerns over bored viewers may block initiative that would see candidates' statements simulcast. / 16



Ready to do battle, competitors assess the state of their art. (L-r): Jamie Tarses, ABC; Les Moonves, CBS; Michael Sullivan, UPN; Peter Roth, Fox; Garth Ancier, WB, and Warren Littlefield, NBC. / 10

## COVER STORY

**The Emmys** NBC took the most Emmys, but cable scored some major victories—including one by comedian Dennis Miller (right), whose show beat both Jay Leno's and David Letterman's in the category Outstanding Variety, Music or Comedy Series. NBC won 20 awards; HBO was second at 14. **Cover photo by Craig T. Mathew / 26**



## BROADCASTING / 33

**Ratings rollout could be delayed** TV's Washington-based industry ratings implementation group may not meet its self-imposed January deadline. Although the group has met regularly since the V-chip was signed into law, there seems to be division over how to implement a system for rating programs for sexual, violent and risqué content. / 33

### V is for versatile

A demonstration of the program-blocking devices headed for the marketplace shows that the chips will do more than just block out programming based on content. Vendors claim their technology will enable users to block programming in particular time periods—and even limit the hours a set is in use. / 33



Under new Westinghouse/CBS management, Telenovelas is in an expansion mode. / 38

## CABLE / 51

**Bravo moves toward mainstream** Film and arts network Bravo says it intends to move closer to mainstream cable status as it nears the 30 million-subscriber mark. / 56

**HBO leads in CableACE nominations** HBO leads among cable networks, with 111 nominations for the CableACE awards. ESPN is second, with 28. / 56

### Telemedia Week

**Info services score top 'Net ratings gains**

Information services have grown the most in usage on the Internet, according to PC Meter's most recent ratings. Among entertainment services, online share of some services appears to be ebbing. / 62

## TECHNOLOGY / 67

**Wiltech moves to buy Cycle-Sat** The Wiltech Group has signed a letter of understanding to buy the satellite spot delivery market leader. / 67

**Sony in Betacam SX deal with CNN/SI** Sony announced at the International Broadcasting Convention in Amsterdam that it will sell 29 Betacam SX high-speed hybrid tape/disk recorders for recording sports highlights. / 67



The American Wrestling Federation's 'Warriors of Wrestling' debuts in syndication this weekend. / 55

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# **BLAIR** TELEVISION

**LEADING THE WAY**

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**LEADERSHIP**

**SERVICE**

**VISION**

## DBS competition takes off

Launch of EchoStar's second satellite, low-cost dishes give boost to high-flying cable alternative

By Jim McConville  
DENVER

**W**ith the successful launch of its second high-power satellite last week, EchoStar will soon offer one-stop TV shopping equal to that of DBS pioneers DIRECTV and USSB.

What's more, the satellite's doubling of EchoStar's in-orbit capacity from 80 to 160 channels should draw still more attention to the burgeoning DBS medium and its promise as a cable alternative.

Consumer awareness of DBS is already high as a result of a DBS dish price war. To keep pace with the upstart EchoStar, manufacturers began selling

DIRECTV and USSB dishes earlier this month for just \$199 (if the subscriber pays for a year's worth of programming up front).

The additional channels and the sinking dish prices are driving DBS sales. The Satellite Broadcasting Communication Association, in its monthly *SkyREPORT*, predicts that total DBS subscribers will top 5 million by year's end.

"This industry is growing very, very

fast, and we're excited by the prospect of competing with the other guy [cable]," says SBCA's Andy Paul.

"There's a lot of growth potential, especially with hardware costs coming down and cable losing some ground to DBS's advantages," says Rick Wester-

### The DBS players

| Services      | Subscribers        |
|---------------|--------------------|
| DIRECTV/USSB* | 1.8 million        |
| PrimeStar     | 1.43 million       |
| EchoStar      | 160,000            |
| <b>Total</b>  | <b>3.4 million</b> |

\*DirecTV and USSB share same satellite and dish



EchoStar's  
\$199 receiver

## DBS/CABLE SHOPPING GUIDE

### PrimeStar

Monthly programming fee (here calculated as yearly cost) includes use of equipment and monthly program guide. Programming price includes Prime-Value (63 channels, including 14 Prime Sports and 14 PrimeAudio channels), Variety Tier (8 channels, such as TMC, Sci-Fi and CNNfn) and 3 HBO channels.

| Year 1          |            | Year 2                  |          |
|-----------------|------------|-------------------------|----------|
| Installation    | \$149.00*  | Programming             | \$575.16 |
| Programming     | \$476.19** | Extra outlet            | \$167.88 |
| Total           | \$625.19   | Total                   | \$743.04 |
| Extra outlet*** | \$242.88   | Pay per view (per film) | \$3.95   |
| Total           | \$868.07   |                         |          |

\*includes current \$50 Radio Shack rebate (offer valid until Oct. 31) \*\*includes offer of first three months free basic tier (\$32.99 per month) \*\*\*includes \$75 installation fee

### DIRECTV/USSB

Programming price includes DIRECTV Total Choice (more than 70 channels, including 7-channel Encore and 32-channel Music Choice audio), USSB Essentials (6 channels such as MTV, VH1, Lifetime) and 5 HBO channels.

| Year 1         |            | Year 2                  |          |
|----------------|------------|-------------------------|----------|
| Installation   | \$199.00   | Programming             | \$574.80 |
| Dish           | \$199.00*  | Extra outlet            | \$23.40  |
| Programming    | \$574.80   | Total                   | \$598.20 |
| Total          | \$972.80   | Pay per view (per film) | \$2.99   |
| Extra outlet** | \$573.40   |                         |          |
| Total          | \$1,546.20 |                         |          |

\*includes \$200 current DirecTV cashback (this rebate requires buy of 1 year Total Choice programming and is valid until Dec. 31); USSB also offers a \$200 coupon book. \*\*requires different system, additional cost approximately \$150, and additional receiver, approximately \$400. Programming for the second receiver is \$1.95/month. Additional installation cost is not included.

Here are some choices for cable and satellite service available to consumers in Montgomery Co., Md. An attempt has been made to compare offers that are similar to cable "preferred" service, plus premium service HBO.

Satellite services offer more pay-per-view choices, but the consumer must have a separate antenna or basic cable service to receive broadcast TV. Stationary outdoor TV antennas cost roughly \$250, and rotary antennas, \$350, including installation; basic cable costs \$15.76 per month, plus installation (see below).

"Extra outlet" signifies the additional cost for hookup and programming for a second TV, with the ability to watch different channels. Second-year cost is calculated on current prices.

### Cable TV Montgomery

Programming price includes basic and preferred service (69 channels, including 36 cable networks, broadcast TV and local channels) and HBO.

| Year 1                        |          | Year 2                           |               |
|-------------------------------|----------|----------------------------------|---------------|
| Installation (non-wired home) | \$47.11  | Programming*                     | \$575.59      |
| Programming*                  | \$528.48 | No further cost for extra outlet |               |
| Total                         | \$575.59 | Pay per view (per film)          | \$4.22/\$7.43 |
| Extra outlet                  | \$18.45  |                                  |               |
| Total                         | \$594.04 |                                  |               |

\*including decoder-box rental fee

### EchoStar

Programming price includes the top 40 U.S. cable networks, DISH CD (30 audio channels) and 5 HBO channels.

| Year 1                    |            | Year 2                  |          |
|---------------------------|------------|-------------------------|----------|
| Installation              | \$199.00   | Programming             | \$420.00 |
| Dish (including shipping) | \$223.95   | Extra outlet            | \$23.88  |
| Programming               | \$420.00   | Total                   | \$443.88 |
| Total                     | \$842.95   | Pay per view (per film) | \$2.99   |
| Extra outlet*             | \$623.88   |                         |          |
| Total                     | \$1,466.83 |                         |          |

\*extra outlet requires different system, which costs an additional \$100, and an extra receiver box, approximately \$500. Programming for second set is \$1.99 per month. Additional installation cost is not included.

Compiled by Jessica Sandin

# BLAIR TELEVISION

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man, analyst for UBS Securities.

According to some analysts, DBS is making a preemptive strike, trying to ring up as many sales as possible in the next 12-18 months before cable systems start rolling out digital set-top boxes and greatly expanded channel capacity.

"So far DBS does not seem to have had a serious impact on cable nationwide," says Torie Clarke, a spokeswoman for the National Cable Television Association. "There seem to be some areas where it's doing better than others."

Denver may be one of those areas. Responding to EchoStar's \$199 dish offer, Tele-Communications Inc. recently ran an ad campaign in the city that highlighted DBS weaknesses: no local broadcast channels and the high installation cost.

EchoStar's second satellite, put into orbit aboard an ArianeSpace rocket last Tuesday, will boost capacity from 80 to 160 channels. And EchoStar President Carl Vogel says the company will beef



**EchoStar President Carl Vogel says the service will beef up its packages without raising prices.**

up most of its packages without raising prices.

Right now, EchoStar has plans for only about 40 of the 80 additional slots. It plans to add 20 regional sports networks, Flix, Sundance Channel, MSNBC, Classic Sports Network and C-SPAN2. It also will expand its PPV capacity from six to 20 channels.

EchoStar is looking at Fox-owned FX Network, which has been billed to date as a cable-only channel, and Black Entertainment Network (BET).

It is postponing a decision on the Fox News Channel, to be launched Oct. 7, despite its promised \$10-\$13 per-subscriber sign-up fee. "We [EchoStar] want to get more subscribers so that \$10 a sub is more meaningful," Vogel says.

EchoStar expansion will not include local broadcast signals, which would put the company on par with cable operators. "Our plan for local TV will come with EchoStar III, which launches about a year from now," says Vogel.

EchoStar expects it will spend \$550 million-\$600 million this year to get

its service completely up and running. That money was raised by a debt offering and an initial public stock offering.

But because of future expansion plans, EchoStar may have to go back to the financial markets for additional funds next year, Vogel says. "What form will it take? We're thinking about that right now."

EchoStar also continues to look for a partner. "We have interest in a strategic relationship," he says. "We've been interested in doing something in that vein for a long time."

For its second quarter, ended June 30, EchoStar reported a net loss of \$22.6 million on revenue of \$73.5 million. The company reported cash flow of \$7.8 million, compared with a negative cash flow of \$3.8 million for the same period in 1995.

Vogel says EchoStar will reach profitability sometime in 1998, around the same time it launches its fourth satellite, which will be used to offer interactive, data and business-based services.

With 160,000 subscribers, EchoStar is standing by its Wall Street forecasts to sign 350,000-400,000 subscribers by year's end. "We are adding about 1,800 to 2,000 subscribers per day, which is up from 1,200 to 1,500 before the [\$199] promotion," he says. ■

## Other DBS players wait in wings

*TCI, MCI/News Corp. prepare to enter the competition*

By Jim McConville

**W**hile DBS operators continue to attract new subscribers, two potentially major players are waiting in the wings to roll out DBS services of their own next year.

Tele-Communications Inc. (TCI) is watching the seconds tick on its FCC application to use a DBS Canadian orbital slot owned by TeleSat Canada to launch a DBS service in the U.S. early next year. "Our window is quickly eclipsing," says TCI Satellite President Gary Howard, who says TCI can wait for FCC approval only until the end of September before it must pursue its alternative plan.

Howard says TCI's second choice is to launch a U.S.-based satellite in its 119-degree orbital slot in December,



**Rupert Murdoch and John Malone will offer DBS services in 1997.**

and roll out a limited DBS service early next year under PrimeStar by TCI.

However, industry observers say TCI still may look outside North America for DBS orbital slots. TCI also appears hungry to buy out its

PrimeStar MSO partners. Howard says TCI is open to the idea if MSOs Cox, Continental, Comcast and Time Warner are willing to sell.

MCI Telecommunications and Rupert Murdoch's News Corp., which hope to roll out DBS service "ASkyB" in fall 1997, are setting up shop, and have hired William Casamo, from Thomson Consumer Electronics where he was vice president of sales, to oversee sales of ASkyB's satellite hardware in the U.S.

Chances of TCI and MCI/News Corp. joining DBS forces may have diminished now that TCI's United Video Group and Murdoch's TV Guide operators broke off talks for their long-planned merging of on-screen television guides. Both sides say there are no DBS talks taking place. ■

# **BLAIR** TELEVISION

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# Network heads find reward in risk

*Facing launch of new season, executives agree that bold programing is key to success against cable competition*

By Lynette Rice

**A**mid worries of cable encroachment, as well as major-league competition on Wednesday and Saturday, the race for the prime time pennant kicks off today—the official start of the 1996-97 season.

In a last bout of civility, all six network entertainment presidents gathered last week to tout their strengths—and express a few concerns—for a season that features 40 new shows and new rollouts on Monday (The WB) and Wednesday (UPN).

Although Fox was the first to come out of its corner for the new season, followed by UPN and The WB, the Big Three will surely pick up the momentum this week, with a batch of star-driven comedies highlighted by comebacks for Michael J. Fox on ABC and Bill Cosby on CBS.

"Network TV is at a stage, CBS in particular, where we have to raise our hands, jump up and down and say, 'We are here,'" CBS's Leslie Moonves said last week to a packed Los Angeles ballroom, the site of the annual Hollywood Radio and TV Society's newsmaker luncheon.

"When [you] don't have the strongest schedule, when [you] aren't able to put a show on NBC at 9:30 Thursday night



**Ready to do battle, competitors assess the state of their art:** Jamie Tarses, ABC; Les Moonves, CBS; Michael Sullivan, UPN; Peter Roth, Fox; Garth Ancier, WB, and Warren Littlefield, NBC.

and automatically get people to tune in, you have to say, 'Notice me,'" Moonves added. "And the way to get noticed, from our point of view, is to go with stars who are proven."

Warren Littlefield of NBC was quick to reply, "But what if they get confused and think it's Nick at Nite?"

The prime time battle begins tonight when CBS, which actually started its season on Sept. 13 with new episodes of *Dave's World* and the new *Everybody Loves Raymond*, is scheduled to unveil the much-anticipated *Cosby* at 8. *Pearl*, starring Rhea Perlman, will follow in *Ink*'s spot while the Ted Danson/Mary Steenburgen sitcom readies for an October rollout under new exec-

utive producer Diane English.

ABC's ammunition against the competition will begin Tuesday with the debut of *Life's Work* and *Spin City*, the latter starring Michael J. Fox. NBC also has chosen that night to debut its fall schedule, beginning with new episodes of *Mad About You*, the new *Something So Right*, *Frasier* and Thursday transplant *Caroline in the City*.

The battle is sure to come to a head on either Wednesday—where all six networks compete for the first time ever—or Saturday, which ranks as the most revamped night of the new season.

That's because NBC is rolling out three new dramas that night—*Dark Skies*, *The Pretender* and *Profiler*—while ABC will unveil another female-friendly offering (from the creators of *thirtysomething*) called *Relativity*. Fox gave *Married... With Children* a new spot on Saturday, while CBS, which has had success with *Touched by an Angel*, will introduce another drama

with divine inspiration, *Early Edition*.

"We're starting from scratch," Littlefield said, citing the network's number-four ranking with adults 18-49 on Saturday nights last year. "We think we still have a long way to go. We're pretty aggressive in a lot more time periods."

But the greatest competition for fall, Moonves said, could come from cable, which is feeling especially victorious after this year's Emmys. The cable networks took home a record 26 statuettes last week at the 48th annual awards.

"Network TV is losing too much audience to cable, and that erosion will continue because we're all out to get each other instead of being bonded as an industry to keep people watching network television," Moonves said.

All networks agree that the best way to stave off heavy competition is to bring out bold new shows—and each network's president was quick to say they had one.

The newly anointed Peter Roth, who has yet to replace John Matoian at Fox's helm, already feels confident that Chris Carter's *Millennium* is the network's riskiest move of the season for Friday, followed by a new time slot for *The X-Files* on Sunday.

Moonves cited *EZ Streets* and the

## Rosenfeld exits ABC

Michael Rosenfeld—reportedly unhappy under an ABC management structure in which Jamie Tarses was brought in as president and Ted Harbert was named chairman—has resigned as senior vice president of ABC Entertainment. Rosenfeld, who joined ABC less than a year ago from CAA's TV department, reportedly was brought over by Disney President Michael Ovitz to oversee current programing/talent and serve as right hand to Harbert, who was then president. Even with the hiring of Tarses to the president's post last June, Rosenfeld reportedly expected his duties to increase, since he worked closely with Tarses when he was at CAA and she was in comedy development at NBC. But Rosenfeld's role was never clearly defined, which may have prompted his resignation.

Steven Bochco sitcom *Public Morals*—which generated heat early on from affiliates who found some language in the pilot offensive—as CBS's riskiest offerings (the episode's language has since been toned down). UPN's Michael Sullivan offered up *Homeboys in Outer Space*, a sci-fi comedy that debuted Aug. 27.

The WB's Garth Ancier said his network's boldest move was simply to target one audience. "We're sticking with family-oriented 8 to 9 every night of the week," he said.

ABC's Jamie Tarses said the female-friendly *Relativity* on Saturday will rev up some romance, while Littlefield said the Wednesday night comedy *Men Behaving Badly* is sure to draw some laughs. "It's relatable, with a very, very strong point of view," said Littlefield. "It will not be perceived as just another family, another buddy sitcom."

Following a summer punctuated with massive retooling on such key shows as CBS's *Cosby* and *Ink* and NBC's *Suddenly Susan*, Littlefield defended such changes as vital if the broadcast networks want to remain competitive.

"The average TV household has over 50 channel choices. And in many urban cities, the average household far exceeds that," Littlefield said. "When we look at the product, we just can't fool ourselves... What we're doing is saying, 'Spend the money, take the time, make the changes, do whatever you have to do,' because failure will come very quickly."

"In this day and age, it's better to say, 'OK, something's not working; let's stop, let's retool it, let's take our best shot,'" said Moonves. "I think in the long run that strategy will pay off." ■

## Syndication season takes off

*Much-anticipated 'Access Hollywood' among shows launched last week*

By Cynthia Littleton

A parade of talk shows, off-network series, magazines and relationship game shows premiered in national syndication last week.

At press time, most of the syndication community was still reserving judgment on the performance of the freshman strips.

Paramount Domestic Television's video-clip reality magazine *Real TV* came on strong in some markets, keeping most of its lead-in for a four-day average of a 2.7 overnight household rating and 7 share in Nielsen's 33 metered markets.

After a yearlong buildup, NBC and New World/Genesis Distribution unveiled their entertainment magazine designed to compete with Paramount's *Entertainment Tonight*. Through last Thursday, *Access Hollywood* was averaging a 3.3/7, losing about 30% of its lead-in average.

The performance of Columbia TriStar Television Distribution game show revivals in *Dating/Newlywed Hour* are being closely watched by buyers and sellers as the NATPE convention draws near. The block had a four-day average of 1.4/5.

Four-day averages for other first-run



'Access Hollywood,' an entertainment news strip, is challenging 'ET.'

premiere strips last week were Warner Bros./Telepictures' *In Person with Maureen O'Boyle* (1.9/8); ACl's *Scoop with Sam and Dorothy* (0.8/4), and Tribune Entertainment's *Bzzz!* (2.4/5). In the off-network arena, CTTD's *Mad About You* earned a 4.3/8, and MTM Distribution's *Dr. Quinn, Medicine Woman* pulled in a 1.3/5.

New strips set to bow this week are Worldvision Enterprises' *Judge Judy*; Rysher Entertainment's *Strange Universe*; Multimedia Entertainment's *Pat Bullard*; MGM's *The Bradshaw Difference*; and Warner Bros.' off-network entries *Hangin' with Mr. Cooper* and *Martin*. ■

## All American teams with NBC on 'Arthel & Fred'

All American Television has struck a deal with NBC's Los Angeles O&O to co-produce a new talk show hosted by Arthel Neville and KNBC(TV) sports anchor Fred Roggin.

*Arthel & Fred*, which has not yet been cleared on any other NBC-owned stations, is targeted for a fall 1997 debut. The talk/variety vehicle may launch earlier if stations want it as a midseason replacement, according to executive producer Rob Weiss. The pilot is being shot this month.

Neville is known for her stints on E! Entertainment Television and Warner Bros.' *Extra*, which dropped Neville and her



The pilot for a talk show hosted by Arthel Neville and Fred Roggin is scheduled to be shot this month.

co-host when the show's format was revamped last June. Roggin gained national exposure with his syndicated *Roggin's Heroes* sports-bloopers series in 1990.

*Arthel & Fred* marks All American's entry into the talk show arena, as well as NBC's third major co-production partnership with a first-run distributor. Units of NBC have also teamed with Rysher Entertainment on a teen comedy and with New World/Genesis Distribution on the new magazine strip *Access Hollywood*. NBC also owns a stake in two Warner Bros. strips carried by its O&Os: *Extra* and the new talker *In Person with Maureen O'Boyle*. —CL

# TCI, Jones will make Denver deals

*Cash, swaps likely for 45,000 area subscribers*

By Price Colman  
DENVER

**T**ele-Communications Inc. is acquiring Jones Intercable cable operations encompassing 45,000 subscribers around Denver in two separate deals.

At press time last week, the two companies were putting finishing touches on a news release about the first deal, and few details were available.

Terms reportedly include Jones's selling to TCI Denver systems (encompassing about 18,000 subscribers), that Jones operates through managed limited partnerships.

Jones officials have acknowledged that the company faces deadlines to liquidate its limited partnerships. Although it's unlikely the companies will disclose financial details, the industry benchmark of \$2,000 per subscriber suggests that Jones will reap roughly \$36 million, much of which will go toward liquidating the limited partnerships.

The deals make strategic sense for both MSOs. TCI's dominance of the Denver cable market has made it almost impossible for Jones to create enough critical mass to offer other services in addition to cable.

For TCI, acquiring Jones's Denver systems means not only filling in geographic gaps in its home court but also gaining a key test area for new products and services.

"To the extent that it solidifies TCI's control of the market, it certainly makes sense for them to acquire those systems," said Rick Westerman of UBS Securities.

Company officials declined to comment on the second deal, but sources told BROADCASTING & CABLE that it's likely Jones and TCI will engineer some sort of swap. The most probable scenario would have Jones trading its remaining Denver systems, with about 27,000 subscribers, for systems TCI owns in the Washington, D.C., area. ■



King

## King/Showtime threaten to take Tyson-Holyfield out of PPV

A threat by boxing promoter Don King and Showtime Entertainment to take the upcoming Mike Tyson-Evan-der Holyfield fight off pay per view in favor of closed circuit could completely revamp the way operators and event promoters conduct future business.

According to an industry source, King and Showtime are asking for a flat dollar rate of \$27.50 for each buy of the much-anticipated Nov. 9 PPV fight in lieu of the usual 50-50 split.

Cable operators likely will accede to King/Showtime's demands, says another industry source, because cable could lose approximately \$40 million of already-counted revenue that one night.

Historically, PPV event promoters have split the event's returns evenly with cable operators. Promoters have long complained that their 50% share barely covers promotion costs and the fighters' purses, but cable operators have not budged from the 50-50 split.

That may change. "I think you're probably looking at a new landscape," says Jim English, president of Playboy Networks Worldwide. "It's a major change, and that's why cable will resist it."

To compensate operators, King and Showtime are offering operators a reduced rate of \$20 for every buy over 110% of last year's Tyson-Peter McNeeley fight, which brought in a record 1.6 million buys. They also are offering reduced marketing requirements for cable operators. Showtime wouldn't comment on the negotiations but says it expects to close a deal with Request and Viewer's Choice sometime this week. —MK

## Fields's FCC reform advances

*Chances of passage this year still appear dim*

By Heather Fleming  
WASHINGTON

**R**epresentative Jack Fields's (R-Tex.) FCC-reform bill took one step forward and two steps back last week. The House Telecommunications and Finance Subcommittee approved the measure, but not before adding two controversial amendments, seriously dimming its prospects this year.

Representative Michael Oxley's (R-Ohio) amendment would grant the FCC authority to waive foreign ownership restrictions on common carrier and broadcast facilities if the commission determined it to be in the "public interest." Representative Edward Markey (D-Mass.), who already opposed the bill, balked at the amendment. He said the issue should be "part of a larger debate" on TV station ownership in the committee. Markey thinks the bill prematurely repeals FCC authority in areas that are still necessary as the Telecommunications Act of 1996 is being implemented.

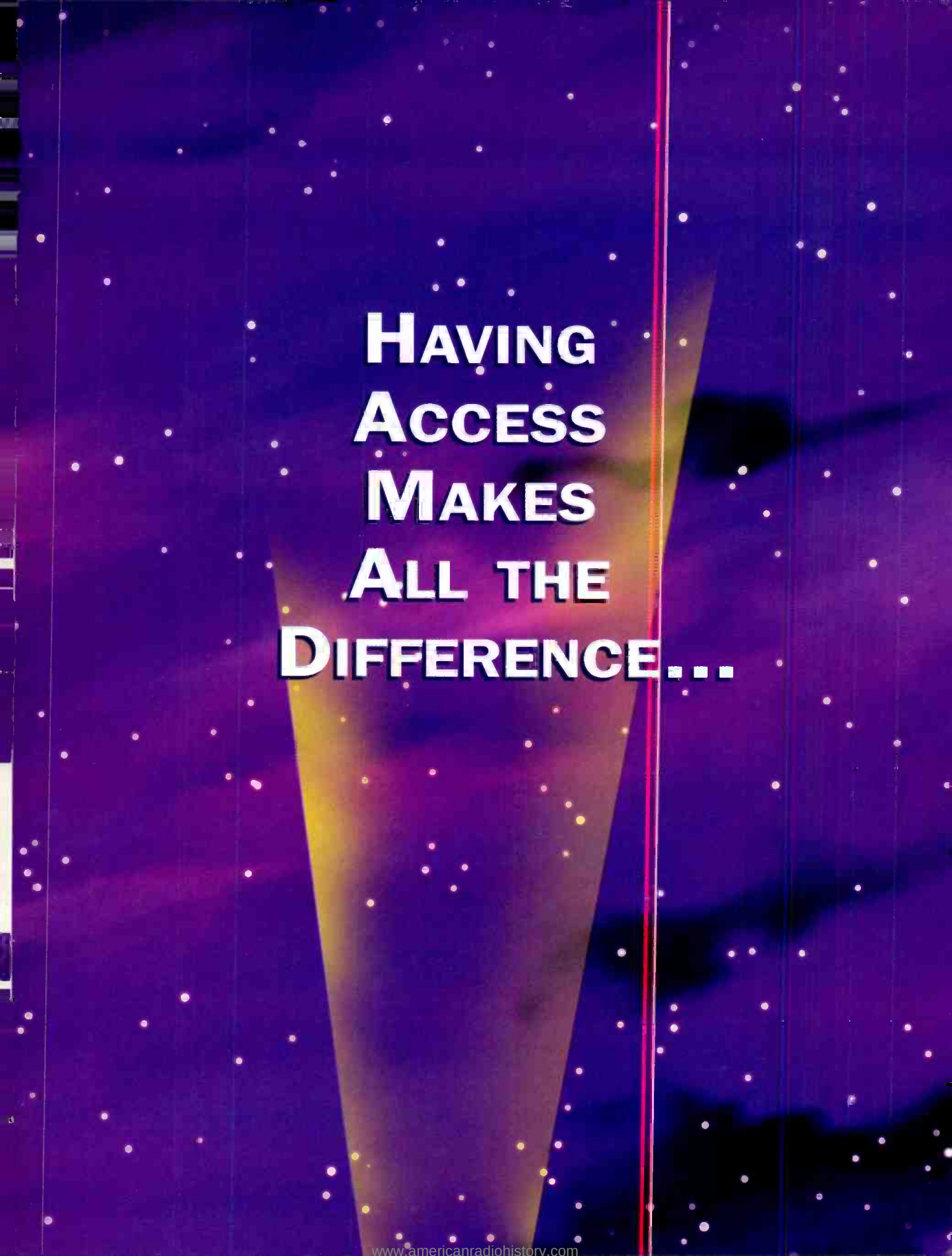
An amendment offered by Representative Rick White (R-Wash.) would preclude the FCC from any form of Internet

regulation. Bill co-sponsor Representative John Dingell (D-Mich.) objected to White's measure on the grounds that it could allow Internet providers a "tremendous advantage" over other communications carriers if and when the Internet can act as a cable carrier.

Dingell dropped a provision he authored that would have restricted for two years FCC Chairman Reed Hundt's traveling farther than 50 miles from Washington on business. House Commerce Chairman Thomas Bliley (R-Va.) had expressed concern that the bill was being used as a "petty attempt to make political statements or to express dissatisfaction with matters not before us today."

"Hopefully we have, at least to a limited degree, gotten the attention of Mr. Hundt on issues important to this committee," Dingell said. An aide said Dingell had spoken with Hundt at a reception the evening before.

Bliley has not yet scheduled a Commerce Committee markup. A Fields aide said the hope is to work out the controversial amendments before full committee consideration so that the bill stands a chance of passage this year. ■



**HAVING  
ACCESS  
MAKES  
ALL THE  
DIFFERENCE...**

# BET's Johnson calls for digital auction

*BET chairman has NCTA concurrence in bid to make broadcasters pay for spectrum*

By Chris McConnell

**T**he cable industry last week stepped up its opposition to broadcasters' digital TV plans.

BET Holdings Chairman Robert Johnson called for an auction of the digital TV channels, and the National Cable Television Association said it endorses the idea.



BET's Johnson

"At a time when the federal government is reducing spending and considering even more dramatic spending cuts in important social programs, Congress and the FCC should not extend and perpetuate this public-spectrum giveaway," Johnson said in a letter to lawmakers, the FCC and others.

"Given that most broadcasters already pay for spectrum when they buy TV stations in the secondary market, auctioning the broadcast spectrum is unlikely to change the economics of the industry," he added.

Johnson is seeking to assemble a coalition of congressional leaders to support legislation that would give the FCC authority to auction the digital

TV licenses. The commission now lacks the authority to do so.

Johnson said he is hopeful that he will be able to recruit members of the Congressional Black Caucus to his cause. He also voiced hopes that some of those lawmakers will become committee chairpersons if Democrats take over the House in the fall elections. "They are going to be powerful players."

An NCTA spokeswoman said her group also backs the auction initiative. "They ought to pay for it like everybody else," said NCTA's Torie Clarke. "All the many competitors ought to be given a chance to bid on the very valuable spectrum."

NAB spokesman Dennis Wharton responded that the cable industry's position "is consistent with their past anti-competitive moves...their recommendation could lead to the demise of universal free TV. It should come as no surprise that the cozy cable cartel would prefer that all Americans pay for their television rather than receive it free."

Johnson insisted that he is acting on his own initiative. He said Tele-Communications Inc. and Time Warner, large cable operators with substantial interest in BET, had nothing to do with his decision to call for the auction.

"I have not consulted with anybody in the cable industry on this," he said. "This is not a cable issue. This is a fairness issue."

Johnson also voiced hopes of improving minority ownership in the broadcast industry. He cited a digital auction as one way for blacks and Hispanics to increase their stake in the business. They will be able to compete in an auction if minorities or small-business bidders are given bidding preferences, Johnson said.

"I'm not trying to screw the broadcasters," he added. "But they need to open the doors and let some blacks and Hispanics in."

The auction effort follows the NCTA's announcement earlier this summer that it opposes a government-set standard for digital TV. The FCC is considering establishing a standard for digital TV and awarding each broadcaster a new channel for delivering the service. ■

## Jacor draws Justice review

*Broadcaster expected to pull out of Cincinnati deal*

By Chris McConnell

### WASHINGTON

**J**acor and the Justice Department had another run-in last week.

Sources expected the broadcaster to pull out of a Cincinnati radio station acquisition after the deal drew a double take from Justice officials.

Although regulators last month approved Jacor's \$774 million merger with Citicasters on the condition that Jacor sell one of its Cincinnati radio stations, the department took another look at the deal after learning of Jacor's involvement in Tsunami Communications' planned purchase of WGRR(FM) Hamilton, Ohio.

Tsunami, a Golden, Colo.-based company that also owns KIIK(AM) Wellington and KTCL(FM) Fort Collins, Colo., filed its FCC application Sept. 4

to buy the Cincinnati station. Sources say Jacor planned to finance 100% of the WGRR purchase. Attorneys for Jacor did not comment on the planned deal.

"We're looking at it," a Justice spokesperson said of the deal.

Others added that the department earlier last week asked FCC commissioners to delay their vote on the Jacor/Citicastors merger while the department examined the deal. In addition to examining the Cincinnati station acquisition, the department also had worries about who would purchase the Cincinnati station that Jacor is selling, sources said.

But by week's end, Jacor and the Justice Department had resolved the concerns about WGRR enough for the department to give the FCC an all-clear to resume its voting, FCC officials said.

Sources said the resolution of the

WGRR issue involved a modification to last month's agreement with the Justice Department extending terms of the agreement to deals in which Jacor finances a station acquisition. Others predicted that Jacor would withdraw from its role in Tsunami's purchase of WGRR as a result of the Justice Department review.

Current FCC ownership rules do not cover the debt relationships contemplated in the Tsunami acquisition, so the station would not count as being Jacor-owned if the deal were to close. In 1994, in fact, Jacor backed Tsunami's purchase of a Colorado radio station, commission officials say.

But Justice Department officials were concerned that the transaction might run afoul of antitrust guidelines even if it did not run afoul of the FCC's attribution and ownership rules.

Last week's Justice/Jacor agreement on the issue leaves the Jacor/Citicastors deal back in the hands of FCC commissioners, who as of press time had not wrapped up their vote on the deal. ■

**MONDAY SEPTEMBER 9, 1996**

**LOS ANGELES**  
**5.3<sub>RTG</sub>/8<sub>SHR</sub>**  
**KNBC 7:30PM**

**CHICAGO**  
**5.0<sub>RTG</sub>/9<sub>SHR</sub>**  
**WMAQ 6:30PM**

**WASHINGTON**  
**6.9<sub>RTG</sub>/13<sub>SHR</sub>**  
**WRC 7:30PM**

**ST. LOUIS**  
**6.7<sub>RTG</sub>/10<sub>SHR</sub>**  
**KTVI 9PM**

**Co-Host:**  
**Giselle Fernandez**

**Co-Host:**  
**Larry Mendte**

**ACCESS**  
**HOLLYWOOD**

# Nets wary of election roadblocks

By Chris McConnell  
WASHINGTON

**T**he Free TV for Straight Talk Coalition's free-airtime roadblock initiative could itself get blocked behind network concerns about boring viewers.

Industry sources last week said that the networks were still considering the idea of delivering a simulcast of candidate statements during the fall election. But several voiced doubts that the broadcasters will deliver such a package.

"The networks feel [as though] they've already responded," one industry source said of the Free TV for Straight Talk Coalition's push for a TV "roadblock" featuring statements by presidential candidates. Another also voiced doubts the networks could agree to the coalition's request by week's end.

That's when Paul Taylor, the coalition's executive director, expects to hear from the networks about his group's request that broadcasters coordinate their various free-airtime proposals into a unified block that would limit the programming alternatives available to politically disaffected viewers.

Last week, the group met with representatives from broadcast and cable networks as well as the Dole and Clinton campaigns to discuss the idea. Joining the meeting were senators Bill Bradley (D-N.J.) and John McCain (R-Ariz.).

PBS said that it will go along with the plan and will offer prime time slots to the candidates beginning Oct. 17. The other networks have offered a variety of free-airtime proposals.

And last week the Dole and Clinton campaigns formally took Fox up on its offer to deliver 10 one-minute candidate statements during the closing weeks of the campaign.

Taylor was unsure how the candidates' acceptance of the Fox offer would impact his group's call for a simulcast among all the networks. "We're still happy to listen to any offer that the networks make," he added. ■

## Closed Circuit

NEW YORK

### TW/Turner layoffs

**T**he Time Warner/Turner Broadcasting merger steering committee issued a memo to staffers last week confirming that layoffs would occur. But the memo did not address reports that as many as 1,000 jobs could be slashed. According to the memo, staffers at Turner's news and entertainment networks are among those expected to survive the cut. The layoff process is expected to stretch well into 1997, and hiring freezes have been put into effect at Turner and at selected areas of Time Warner. Presentations to explain the merger to the investment community are set to begin the week of Sept. 30.

WASHINGTON

### Justice eyes Citadel

**T**he Justice Department is said to be reviewing yet another radio company's holdings, this time in Albuquerque, N.M. Citadel Broadcasting Co. out of Bigfork, Mont., owns two FMs and two FMs there and is buying three more FMs and one more AM. While there seems to be no problem with the number of stations that Citadel would own, Justice reportedly is concerned about Citadel's share of the market's radio revenue: 59.3% by the 1995 estimates of *Duncan's Radio Market Guide*. The Justice Department and Jacor Communications Inc. last month agreed that Jacor would sell an FM in Cincinnati to lower the company's share of radio revenue in that city from 53% to 44.9% (again, using *Duncan's* 1995 numbers). Citadel and Justice Department officials could not be reached for comment last Friday.

### Eye on Pappas

**A**T&T may have its eye on Pappas Telecasting Cos. There was talk last week that LIN Television Corp., which is 46% owned by AT&T Wireless Services, is talking with Pappas about buying its 16 TVs. Word was that the deal could be worth up to \$400 million. LIN already owns eight TVs and has

LMAs with four others. Pappas President Harry J. Pappas last week said that KTNC(TV) Concord/San Francisco is up for grabs (see item, page 45). LIN's stock on Friday rose 1 3/4 to close at 36 3/4. Pappas's financial advisers at Goldman, Sachs did not return calls by press time, nor did LIN or Pappas officials.

HOLLYWOOD

### More Moore

**B**lue-collar satirist Michael Moore is at work with Columbia TriStar Television on a new series pilot for Fox, which aired Moore's critically acclaimed but low-rated news magazine *TV Nation* last year. Moore, who gained fame with the 1989 documentary "Roger & Me," is keeping mum on the details of his latest TV project, but promises it won't disappoint fans of his irreverent, in-your-face brand of investigative reporting. Says Moore: "It's basically the next generation of *TV Nation* and the other kind of stuff we like to do."

NEW YORK

### New GM for KCOY-TV

**T**ed Utz, director of entertainment sales and marketing for Time Warner Cable of New York and New York One News, plans to resign this week to become vice president/general manager at CBS affiliate KCOY-TV Santa Maria, Calif., succeeding Charles Stauffer, who sold the station to Benedek Broadcasting.

AMSTERDAM

### Nagano to showcase HDTV

**T**he 1998 winter Olympics in Nagano, Japan, could be a high-definition testing ground for CBS. Sources at Tektronix and Sony in Amsterdam for the International Broadcasting Convention say that Olympics host broadcaster NHK will be broadcasting in a definition very close to the U.S. advanced television standard (now under FCC review) and that CBS may use high-definition cameras in its production of highly rated sports such as figure skating and downhill skiing.

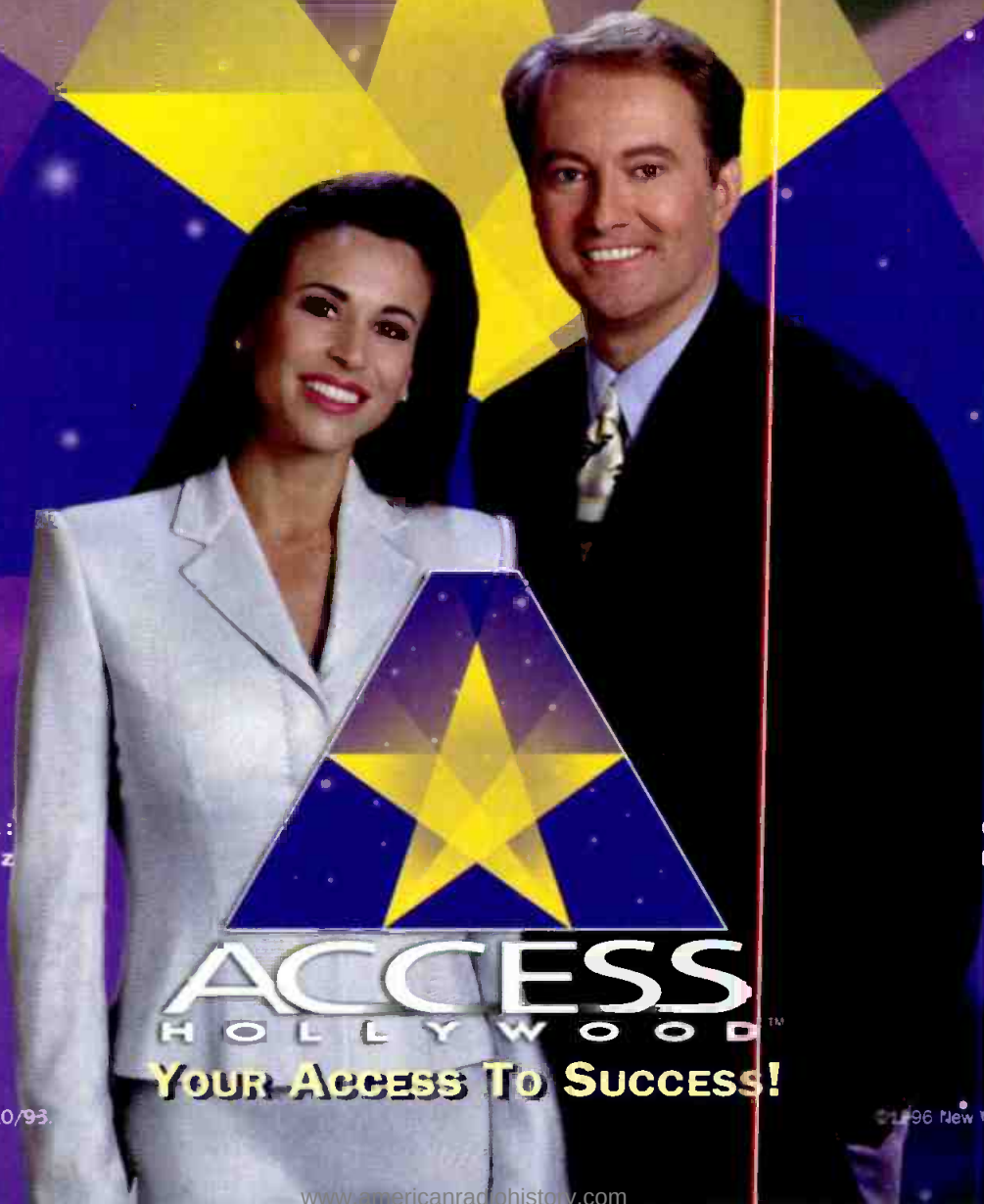
TUESDAY SEPTEMBER 10, 1996

**NEW YORK**  
**6.6<sub>RTG</sub>/12<sub>SHR</sub>**  
**WNBC 7:30PM**

**DALLAS**  
**5.4<sub>RTG</sub>/10<sub>SHR</sub>**  
**KDFW 6:30PM**

**ATLANTA**  
**5.8<sub>RTG</sub>/12<sub>SHR</sub>**  
**WAGA 7PM**

**CHARLOTTE**  
**9.5<sub>RTG</sub>/17<sub>SHR</sub>**  
**WBTV 7PM**



Co-Host:  
Giselle Fernandez

Co-Host:  
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# Elections may change face—or faces—of telcom policy

*Some Commerce members in tough re-election fights*

By Heather Fleming

**E**xpect fresh faces next year on the House and the Senate commerce committees—the congressional panels responsible for communications policy. A handful of members is retiring, and several others are facing tough re-election bids this fall.

House Commerce Committee members retiring are Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex.), Carlos Moorhead (R-Calif.), Blanche Lambert Lincoln (D-Ark.) and Gerry Studds (D-Mass.). Representative John Bryant (D-Tex.) also will leave—after his failed attempt to secure his party's Senate nomination. Senate Commerce Committee member James Exon (D-Neb.), father of the Communications Decency Act, also is retiring.

Among vulnerable Senate Republicans this fall is Commerce Committee Chairman Larry Pressler (S.D.). The three-term senator won in 1990 with only 52% of the vote and is now running neck-and-neck against Tim Johnson (D-S.D.), an at-large representative. An Aug. 28 poll conducted by the Pressler campaign puts him up 10 points, 49% to 39%; a Johnson poll conducted Sept. 3-5 shows exactly the opposite.

Pressler is portraying himself as a "commonsense conservative" who can relate to South Dakotans. But Johnson's campaign says his incumbency and record are the real issues. Nevertheless, in TV ads airing around the state Pressler is highlighting his committee chairmanship and his role in passing the Telecommunications Act of 1996.

One ad praises Pressler for his "spectacular legislative accomplishment" in passing "bipartisan legislation that will create more jobs, lower phone rates and [offer] more choices on cable channels; provide telemedicine to our most rural areas; improve education for our children, and keep America first in global technological innovation."



Senator Larry Pressler (left) with South Dakota Cattleman's Association board member John Brunner of Oldham, S.D., at the South Dakota State Fair in Huron last month.

*Below: John Dingell, with wife Debbie, won re-election in 1994 by the smallest margin in his 40-year career as a congressman.*



Pressler's ads suggest that "farmers will have a computer on every tractor, connecting them with Egypt," says Johnson campaign spokesman Jim Jordan, "but people don't see the connection of the bill to their lives."

The local press also has hammered Pressler on the act, reporting that cable and telephone rates in South Dakota have gone up during the past several months.

Another Senate Commerce Committee member in possible trouble is John Kerry (D-Mass.), whose race against popular Republican Governor William Weld has attracted national attention. Independent polls show the race too close to call, but Weld ads hammering Kerry's voting record are taking their toll. The longer the ads run, the higher Kerry's disapproval rating is growing, according to a Weld spokesperson.

Fields's retirement is the only certain change on the House side next year, but others are possible. After years of easy re-election, John Dingell (D-Mich.), for instance, finds himself locked in a real battle.

His opponent: the mayor of Wyandotte, Democrat-turned-Republican Jim DeSana, who charges that Dingell is now too liberal for the 16th District.

"He's definitely got Dingell's attention," says Karl Ziomek, managing editor of the News-Herald newspapers. DeSana "is a long shot," he says, "but Dingell can't afford not to

take him seriously."

Dingell's 1994 opponent garnered 40% of the vote with no name and no money, Ziomek says, adding that DeSana is well known and has amassed a war chest of \$200,000-\$300,000.

"This is the first time he's had an opponent who's been adequately funded, one that has had enough money to go on TV," says DeSana campaign manager Jon Nicholas.

Nonetheless, a DeSana victory would be an extraordinary upset. A Dingell has represented the gritty, heavily industrial district since 1932: John Sr. held the seat until his sudden death in 1955; John Jr. won it that year in a special election and has never let go.

It is unlikely that Massachusetts' 7th congressional seat can be taken away from Representative Edward Markey (D) this year, but Republican lawyer Patricia Long is taking a crack at it. She is launching what she calls a grass-roots campaign against Markey and sees the race as "winnable."

One issue on which Long goes after Markey is increasing cable rates. "The



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cable bill failed miserably," she says, and, as a result, cable rates have gone up.

But Long's bark may be worse than her ballot bite. Neither campaign has begun advertising, and the district is composed of reliably Democratic, liberal, Boston suburbanites. Markey has run unopposed four times since 1980 and won re-election in '94 with 64%.

Two freshman Republicans on the House committee are in hotly contested races: Rick White (Wash.) and Dan Frisa (N.Y.).

White, a rising star on the committee, who made a name for himself taking the lead on Internet-related issues,

is fighting for his political life. His district is neither reliably Republican nor Democrat, raising the stakes in his first re-election bid. He narrowly defeated freshman Democrat Maria Cantwell in '94 with 52% of the vote, but in 1992 Bill Clinton won the district with 41% (32% went to George Bush). With the state primary not scheduled until Sept. 17, his opponent is still unknown. Regardless, organized labor promises to pump thousands into the race to defeat White.

Representing New York's 4th congressional district on Long Island, Dan Frisa is taking on a woman whose fami-

ly fell victim to the 1993 Long Island Railroad shooting. Democrat Carolyn Mahoney's husband was killed and her son was seriously injured in the incident. She is focusing her attacks on Frisa's vote to repeal the assault weapons ban.

A Frisa spokesperson says they are taking the race seriously, but adds that the district is heavily Republican and has been represented by Republicans for more than 40 years. A Mahoney campaign spokesperson says the race is "extremely competitive" and is considered by the Democratic party as one of the 10 most vulnerable congressional seats. ■

## Dole insists ads 'make good' on audience delivery

*Overnight ratings determine possible extra spots*

By Harry A. Jessell

**T**aking its lead from commercial advertisers, the Dole campaign is buying spots based on promised ratings and is demanding "make-goods"—extra spots—if the audience isn't delivered.

The campaign is seeking audience-delivery guarantees in the 33 large "metered" markets where Nielsen provides overnight ratings. Since the overnights report only total audience, the campaign is buying only total audience.

"This is the law," says David Bien-

stock, president, Target Enterprises, the Dole campaign's media buyer. "The FCC supports us, and we are aggressively pursuing this with the TV stations and the networks."

Bienstock says it's too early to say how Dole's make-good demands are being received by stations. Their obligation to sell the cut-rate time to candidates for the Nov. 5 election kicked in just two weeks ago, he says.

"Some stations are okay with it," says Terry Dreher, vice president/sales manager, Katz Media Group. "But some are fighting it tooth and nail, saying this is not the way they do business."

### NAB taps Gross for political-broadcasting queries

The National Association of Broadcasters (NAB) has tapped Milton Gross—formerly the last word on political-broadcasting questions—to handle queries on the subject through the November election.

Gross served as the chief of the FCC's Political Programming branch before retiring from the commission last September. He will assist the NAB in answering broadcasters' questions about political broadcasting rules. Gross's NAB term starts Sept. 30 and will run through Election Day.

"We are thrilled to have been able to retain someone of Milt's stature through the election," NAB General Counsel Jeff Baumann said last week.

The NAB also said that its current political-broadcasting specialist, Terry Etter, is leaving the association at month's end to return to Ohio. Etter has worked on political broadcasting, license renewal and other issues at the NAB since 1980, taking a brief break from the association to work at WTON(AM) in Staunton, Va.

—CM

By law, broadcast stations must sell spots to candidates, offering them the same discounts and opportunities as they would their most favored commercial advertisers.

That means stations must offer audience guarantees and make-goods based on overnights if they have done the same for a commercial advertiser, says Bobby Baker, head of the FCC's political broadcasting office.

On the other hand, Baker says, stations do not have to offer the guarantees to politicians if the guarantees given commercial advertisers are based only on Nielsen's quarterly ratings or on a particular demographic.

According to the National Association of Broadcasters, a station must also provide guarantees to candidates for a single spot even if it provides them to commercial advertisers only as part of a package. "You have to give candidates the benefit of all packaged rates for one spot," says NAB attorney Jack Goodman.

By his read of the law, Bienstock says, Dole and other candidates are entitled to guarantees based on overnights even if no commercial advertiser received them on that basis.

Regardless, Bienstock says, it is in the best interest of stations to provide make-goods based on overnights and total audience. Otherwise, he says, the campaign will demand the make-goods on the basis of the quarterly books and will demand cash refunds when the books come out.

But that serves nobody. The campaign wants extra spots before the election, not money after the election, Bienstock says. And stations should want to avoid writing checks, he says: "Why wouldn't you want to walk away clean?"

Dreher says the Dole campaign also

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is buying low-cost preemptible spots and, if the spots are preempted, is insisting on make-goods before the election. "Stations are very unhappy about it," she says. "It's going to be a paperwork nightmare."

Dole's is not the only campaign asking for guarantees.

Bobby Kahn, an Atlanta campaign lawyer, says that several of his clients, Democrats running at state and federal

levels, are starting to demand guarantees. "It's just an extension of the most-favored-advertiser standard."

And if stations decline to provide make-goods before the election, "we are going to come back after the campaign and ask for money," Kahn says. "It's either spots now or money later."

Kahn's candidates are meeting with varying degrees of cooperation from

TV stations. "Some are not cooperating, but we are trying to persuade them otherwise."

Despite the mandated discounts, the Television Bureau of Advertising expects television to benefit from this year's political spending. It estimates that TV stations will take in roughly \$500 million this year, a 66% increase from \$300 million in 1992, the last presidential election year. ■

## A stroll down FCC's memory lane...

*Expanded AM band, DARS, Comparative Criteria, EEO policy await action*

By Chris McConnell

**I**n 1990 the FCC proposed to radio stations an expanded AM band to help cut down on static in the existing band.

Now FCC officials say their work on the six-year-old proceeding is almost at an end. "We hope to move it out of the division very soon," says Linda Blair, chair of the FCC's Audio Services Division.

The proceeding is one of several timeworn initiatives that commission officials hope to dust off and get out the door later this year or early next. Although FCC staff have moved quickly this year to implement new rules on telecommunications competition, other initiatives have languished amid changes in technology, the law and competing FCC priorities. Officials also note last year's efforts toward clearing a backlog of license transfer applications and the commission's review of the sale of CBS and CapCities/ABC.

"The transactional volume is at an all-time high," says one official, although the source adds that work should not keep the commission from acting on most of the older proceedings.

Among the business still residing in the FCC's nostalgia file:

### The Expanded AM Band

The FCC in 1990 proposed opening frequencies between 1605 and 1705 khz to AM radio stations interested in making the jump to the expanded band. But selecting those stations that will get the expanded band licenses has proved tricky, as more than 700 stations have vied for fewer than 100 slots.

FCC officials have tried to choose

stations they think will most improve the existing AM band by leaving it. In 1994 the FCC proposed giving 79 stations a green light to move to the expanded band, but it had to tear up the list after broadcasters pointed out errors in the database the agency used to generate the list.

In March, the FCC issued a new plan to allow 87 stations to make the jump. Since then it has reviewed about five petitions to reconsider the list. Blair, who says her division is ready to pass its work on to the Mass Media Bureau, hopes the engineers will not have to re-check their work after this review. "We have done every conceivable kind of check," she says.

### Digital Audio Radio Satellite Service (DARS)

The FCC's effort to establish a satellite-delivered, digital radio service also dates back to 1990, when Washington-based CD Radio asked the FCC to devote spectrum to the service and grant it a license to launch a system. Since then three more companies—American Mobile Radio Corp., Primosphere and Digital Satellite Broadcasting Corp.—have applied for licenses.

In 1992 the World Administrative Radio Conference established international spectrum allocations for the service, and in 1995 the FCC devoted spectrum in the United States for satellite radio. Last year the FCC also proposed DARS service rules. Commissioners were about to vote final rules last spring when Representative John Dingell (D-Mich.) raised questions about a tentative decision to grant CD radio a license as part of a "pioneer's preference" award.

A four-member panel from various government agencies is now review-

ing the pioneer's preference applications and will deliver a new recommendation on the issue to the FCC later this month. FCC Chairman Reed Hundt has said that he hopes to wrap up the DARS rules this fall.

### Comparative Criteria

The FCC has been without criteria for evaluating competing applications for new TV and radio licenses since 1993, when the U.S. Court of Appeals in Washington threw out the commission's criteria for choosing a license winner from among competing applicants.

At that time, the commission already was re-examining its comparative criteria. The FCC released a further rule-making proposal on the issue in 1993 and updated it in 1994.

Late last year, officials opted for a temporary solution when they opened a 90-day window for allowing applicants to pay off competitors for new licenses. Since then the FCC has said it will stop accepting new TV applications on Sept. 20 as part of its effort to shift the business from analog to digital service. But more than 300 new TV applications are still pending, and officials say they have not decided how they will process the competing bids.

FCC officials say they will need to produce new comparative criteria, and they voice hopes of resolving the issue before year's end.

### Equal Employment Opportunity Forfeiture Guidelines

The FCC has been without formal EEO forfeiture guidelines since July 1994, when the U.S. Court of Appeals in Washington threw out the agency's old plan for imposing fines.

In February the FCC released a proposal that includes a schedule of fines for

SEPTEMBER 25, 1996



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Phil Pikelný  
New Business Development Manager  
KLAS-TV

Jim Rea  
Publisher  
TeleWeb Publishing

Produced and Moderated by  
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EEO violations. While working on the new policy, the FCC has still imposed fines for EEO violations, although the Mass Media Bureau has reviewed and reduced several fines since the court's 1994 decision. The new EEO policy would offer a scaled-back approach, with smaller stations potentially exempt from reporting requirements.

The commission is still collecting comments on its proposal.

### Trinity Broadcasting

In 1993 the FCC decided to hold a hearing on charges that Trinity Broadcasting had evaded FCC national ownership rules by exercising de facto control over another company to apply for additional TV stations.

Last November, an administrative law judge ruled that the broadcaster had evaded the rules, and denied Trinity's bid to renew the license for WHFT(TV) Miami. The ruling, the first of its kind since 1980—when the FCC ruling that RKO was an unfit licensee—could call into question the status of Trinity's 10 other TV licenses and two radio licenses. FCC officials have said they will let the appeals process run its course before deciding how to apply the Miami finding to Trinity licenses in other markets.

That appeals process went first to an

FCC Review Board, but the commission has since decided to eliminate the board. Trinity's appeal of the decision is now pending in the FCC General Counsel's office, which will make a recommendation to the full commission.

### TV Ownership Rules

In 1991 the FCC launched an inquiry into its TV ownership rules and followed the action with a 1992 proposal to re-examine its national and local limits. In 1994 the commission issued a further notice on the subject to account for changes such as the re-regulation of cable and the emergence of DBS and wireless cable. In 1994 the commission also launched a further review of its policy for determining how an ownership interest in a TV station should be defined.

Congress has since settled some of the issues. The 1996 Telecommunications Act eliminated the national 12-station cap and increased the permitted national coverage from 25% to 35% of the national audience. But the law left it to the FCC to decide whether to relax rules preventing multiple ownership of two TV stations in the same market or with overlapping signals.

The FCC plans to issue another proposal on the ownership and attribution questions this month or next.

### Advanced Television

This initiative to develop a new version of over-the-air TV dates back to 1987, although it has lately ranked high on the FCC's to-do list.

Originally aimed at developing high-definition television, the effort has undergone many changes since the FCC first formed a blue-ribbon panel in 1987 to advise it on advanced-TV standards. Advances in digital compression in the early 1990s prompted would-be standards developers to propose four competing digital transmission systems. A 1993 decision to merge the systems created another lull in the standard-setting effort, and it was not until last November that the panel recommended its technical standard to the FCC.

Since then the FCC has launched two proposals to implement the new technology. In May, the FCC proposed adopting the "Grand Alliance" transmission standard; in July the FCC proposed a plan for matching each broadcaster with a new channel for digital TV. A third rulemaking effort—pending since last summer—will cover rules for the new service.

Commissioners hope to wrap up the three rulemakings in time to begin issuing licenses in 1997. ■

### New birth of freedom

Eastern European broadcasters and regulators this month signed off on a resolution promoting broadcast autonomy in new democracies. Attending a meeting of the Commission on Radio and Television Policy in Salzburg, Austria, the Eastern European delegates approved a communiqué recommending that governments prohibit laws restricting freedom of expression and promote diversity of mass media outlets. Participants included representatives from the states of the former Soviet Union, the Baltic states and Poland. A U.S. delegation included former FCC chairman Al Sikes; former commissioner Ervin Duggan; Counsel to FCC Chairman Reed Hundt, Julius Genachowski; House Commerce Committee Counsel Cathy Reid, and ASkyB Chairman Preston Padden. Chairing the commission were former President Jimmy Carter and Russian broadcaster Eduard Sagalaev.

The commission's resolution includes a provision urging governments to avoid restrictions on foreign-produced programming. "That was a surprising but welcome development," says Genachowski, who also lauded the inclusion of a provision encouraging the states to

license independent broadcasters through "open and fair procedures."

### Silent stations

The FCC has announced that it will hold hearings on the status of several radio stations that have gone off the air. The FCC's latest Hearing Designation orders cover WMTD(AM) Hinton,

W.Va., WSJR(AM) Madawaska, and WLVC(AM) Fort Kent, Me., and KRKE(AM) Aspen, Colo.

In another silent-station case, Administrative Law Judge Arthur Steinberg this month granted the license renewal for WPVG(AM) on the condition the station resumes operation by Feb. 8, 1997.

### EEO fines

The FCC's Mass Media Bureau last week announced a pair of fines for violations of its Equal Employment Opportunity policy. Prism Radio Partners LP received a \$16,000 fine as part of a decision to renew WWKY(AM), WVEZ-FM and WTFX(FM) Louisville, Ky. The FCC fined WCMS Radio Norfolk, Va., \$14,000 as part of decision to renew licenses for WCMS-AM-FM. In another decision, the FCC reduced an EEO fine against Southern Broadcasting Cos. from \$5,000 to \$2,500.

# Washington Watch

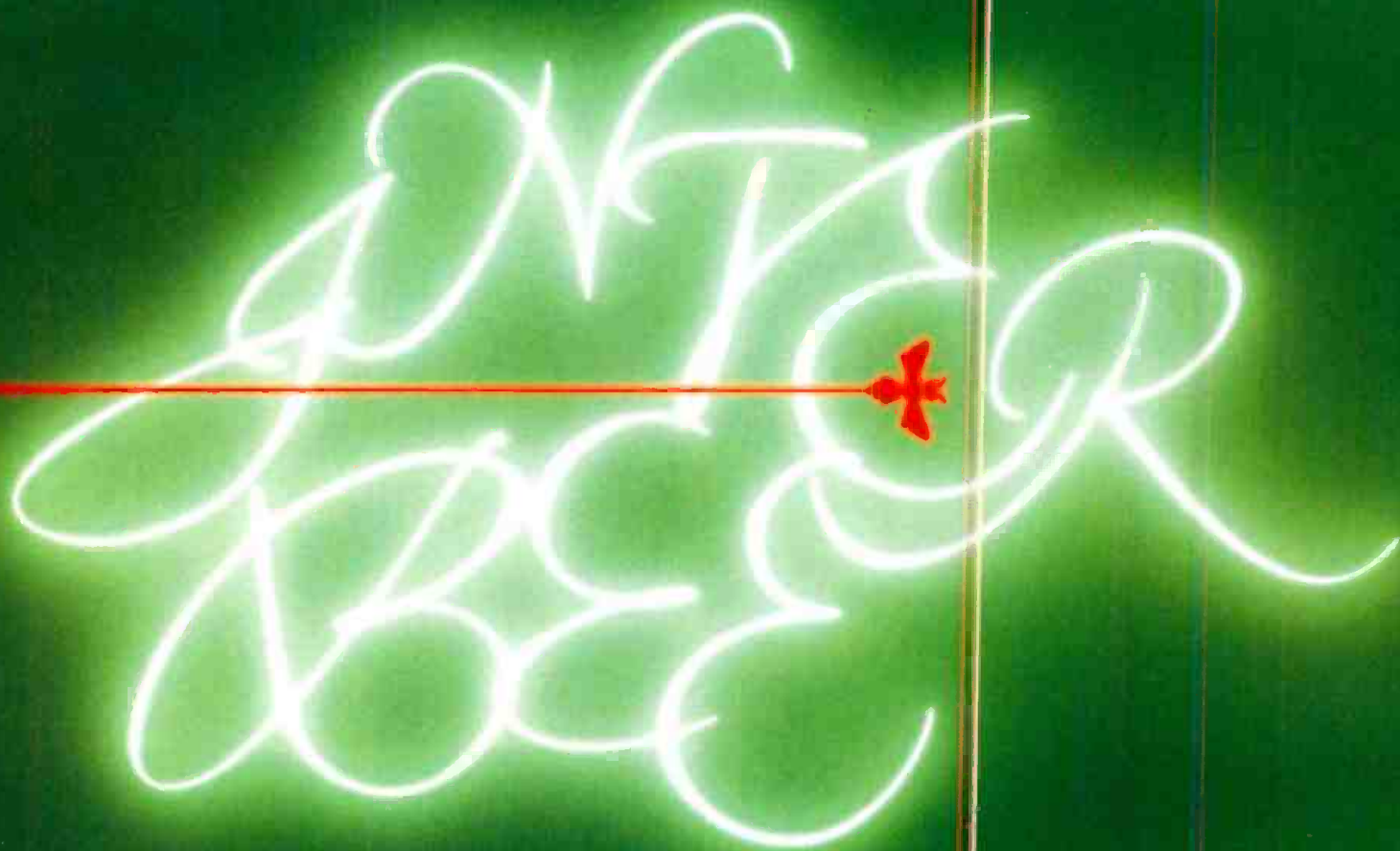
Edited By Chris McConnell

# Inter BEE '96



32nd International Broadcast Equipment Exhibition

Period: November 13-15, 1996 Place: Nippon Convention Center (Makuhari Messe)



Exhibits (Planned) ● Audio Equipment ● Cameras ● VCRs ● Disc Recorders ● Video Equipment ● Output Systems  
● Relay Systems ● Transmission Systems ● Lighting Equipment ● Measuring Equipment ● Transmission Cables ● Power Units  
● HDTV-EDTV Systems ● Satellite Broadcasting Systems ● Multiplex Broadcasting Systems ● Multimedia Systems

## BEEing is Believing

You'll never know what you missed if you miss the 32nd International Broadcast Equipment Exhibition (Inter BEE'96)  
— a showcase for the latest professional broadcast, video, and audio technologies.

Inter BEE'96 will be the largest exhibition of its kind in Asia and one of the world's top three.

And it will be an even better show this year, with even more booths, the latest equipment, technologies, and creative work.

There will also be an array of special events, as well as presentations by software creators from Japan and abroad.

Subjects include audio processing for large events and sports broadcasts and  
the impact of digital peripheral equipment on images.

Inter BEE'96 will be held on November 13-15, 1996, at the Nippon Convention Center (Makuhari Messe).

So, get to Inter BEE'96. It will be an unBEElievable experience.

For more information on Inter BEE'96, contact:

### Japan Electronics Show Association

Sumitomo Shibadaimon Bldg. No.2 1-12-16, Shibadaimon, Minato-ku, Tokyo 105, Japan Fax: 81-3-5402-7605



1996 PRIME TIME EMMY WINNERS

# NBC, HBO top Emmys

*Cable takes record number, including first major series acting award*

Backstage at last week's Emmy awards, many winners and presenters shared opinions on the state of the medium

## Dennis Miller

*"I like extremely bad TV and I like extremely good TV....I like extremes. Believe me, I go over 'Showgirls' like it was the Zapruder film."*

## Julia Louis-Dreyfus



*"I'm happy when there are shows on that [my son] can watch, and when there are shows on that he can't watch, I turn off the television."*

## Dennis Franz

on the V-chip and TV content ratings.

*"I'm not opposed to any kind of monitoring of television for different age groups. I don't know*



All Emmy photos by Craig T. Mathew

Paul Reiser of 'Mad About You' hosted the 48th annual Emmy Awards telecast, which scored 14.4 rating / 23 share on ABC, up from last year, when the program aired on Fox.

By Lynette Rice

**N**BC claimed individual bragging rights on Emmy night, but cable—with a record-setting showing—may have had the biggest reason to crow.

HBO was second only to NBC in bringing home the statues—14 to NBC's 20—and the cable industry as a whole earned an unprecedented 26 statuettes at the 48th annual awards.

HBO's Emmys included outstanding supporting actor for a comedy series (Rip Torn, *The Larry Sanders Show*), outstanding made-for-television movie (*Truman*) and outstanding variety, music or comedy series, with Dennis Miller beating both Letterman and Leno.

*Dennis Miller Live* has won at least one Emmy every year since it first entered the competition in 1994, including one in 1994, one in 1995 and two this year. Torn's award marked the first major series acting Emmy won by a performer in a cable show.

TNT and TBS took three Emmys each in categories including informational program-

ing, miniseries direction and supporting actor in a miniseries (see winners list, page 29). Arts & Entertainment, AMC and Showtime followed with two Emmys apiece.

Emblematic of cable's strength was the new President's Award, launched this year to honor programs that best explore social or educational issues. Four out of five of the nominees were cable programs, and the winner was AMC's *Blacklist: Hollywood on Trial*.

On the broadcast side, NBC reigned supreme, including prizes for outstanding drama (*ER*) and outstanding comedy series (*Frasier*). The network also was cited for outstanding comedy writing (*Frasier*) and directing (*Friends*), and outstanding miniseries (*Gulliver's Travels*).

Other NBC wins included Helen Hunt for lead actress in a comedy series—her fourth nomination in the category—and Julia Louis-Dreyfus for supporting actress for *Seinfeld*, her fifth nomination in the category.

ABC followed with 12 Emmys, including the second best-actor award for Dennis Franz for drama *NYPD Blue*.

CBS finished the weekend with 11 Emmys, including top awards going to two dramas that are no longer on the air. Kathy Baker and Ray Walston won for outstanding lead actress and outstanding supporting actor, respectively, in the David E. Kelley drama *Picket Fences*, and outstanding supporting actress for a drama series went to Tyne Daly (*Christy*). CBS also won for outstanding directing for drama *Chicago Hope* (Jeremy Kagan).

Fox took home five Emmys, all of which went to its critically acclaimed *X-Files*, including outstanding writing for a drama series.

UPN and WB finished with one each.

There were certainly many opportunities for cable to take home prizes at this year's awards.

HBO went into the ceremonies with 66 nominations, followed by TNT with 16; A&E with nine; The Disney Channel, seven; TBS, six; Showtime, six, and AMC and Lifetime three apiece. Nominations also went to the Cartoon Network, MTV, The Nashville Network, Discovery Channel, Nickelodeon, Comedy Central and USA.

That cable weighed in with a record number of Emmys came as no surprise to executives and artists who work in cable.

More than ever, cable is the land of creative opportunity, according to John Franken-

Cable Programming, which administers the CableACE awards. "It was the most evident this year in cable taking the prestigious Governor's Award and President's Award. That spotlights the diversity of the programming available on cable."

That momentum could well continue, and not just within the confines of HBO. TNT—which enjoyed its best year to date at this year's Emmys—has an impressive movie roster for the 1996-97 season, including *The Man Who Captured Eichmann*, starring Robert Duvall as the infamous Nazi. Other network originals include the December miniseries *Samson and Delilah*, starring Elizabeth Hurley and Dennis Hopper, *Last Stand at Saber River*, with Tom Selleck, and *The Hunchback*, with Mandy Patinkin.

"Cable is truly a player, an equal player with equal status to the broadcast industry," said Bradley Siegel, president of TNT and Turner Classic Movies. "We're no longer a second-class citizen. We're no longer having to take a back seat to broadcasting. In many cases, we're taking a front seat."

Paul Bogart, who was nominated for an Emmy this year for directing TNT's *The Heidi Chronicles*, said cable networks are the only ones tackling worthy projects. He cited *Blacklist*, this year's winner of the President's Award, as, arguably, the most comprehensive review of that period.

"The movie situation on commercial TV is a big dead area, the Sahara. Nothing will survive that," said Bogart, who has won five Emmys in all. "Besides, they're aiming low...cable networks, in order to maintain a grip and get above all of that, have to reach for better stuff."

And cable also has a bit more freedom to reach than do broadcasters, whose programming undergoes greater advertiser and govern-

ment scrutiny. Actor Jeffrey Tambor, who was nominated this year for his supporting role as Hank Kingsley on HBO's *The Larry Sanders Show* but lost to co-worker Rip Torn, said, "The parameters of what we can do on the show are wider in the more liberal atmosphere of cable."

"Every time you do a piece of programming that's controversial, someone starts a letter-writing campaign to all the CEOs of compa-



*if that's the solution, but I think it is something we have to take into account....I've raised three teenagers, and I've had to do a lot of TV monitoring myself."*

#### Steve Allen

on whether the "family hour" needs cleaning up

*"If the American people matter anymore—and I'm not sure you can make a case that they do—they feel TV is not only a little too dirty, they feel it's disgustingly vulgar."*

#### Jay Leno,

when asked what it means to be powerful in Hollywood

*"I'm not powerful in Hollywood, so I don't really know. Power is something you appear to have until you wield it."*

#### Tim Conway

on his his favorite contemporary comedy

*"Meet the Press....No*



NBC's *ER* finally captured the award for outstanding drama, after losing last year to *NYPD Blue*.

heimer, who won for directing TNT's *Andersonville*: "The best material available is on cable. That's not to say there are not good features, but basically the average material you see on cable is far superior to the average material you see [in] a feature film."

Cable's winning streak was "the culmination of several years...in which cable performed strongly," said Barbara York, executive director of the National Academy of

*seriously, I don't watch that much television. I'm very old. Usually by 5:30, I'm asleep. I watch the Weather Channel a lot. There's no violence on the Weather Channel."*



### John Lithgow

on how he was persuaded to sideline his movie career in favor of a sitcom

*"I got together with the Carsey-Werner gang, and within 20 minutes I was persuaded to undertake television comedy for the first time ever. I said yes and then it took three years to get it on the air."*

### Ray Walston,

on learning that his series was cancelled

*"Leslie Moonves and his associates at CBS had a difficult decision to make about us. They like Picket Fences, and they are very proud of us. But television is not a mating game. It's a rough, tough ratings game."*

nies that advertise in that programing," said Mark Zakarin, executive vice president of original programing at Showtime. "We have the luxury in premium television of not caring whose toes we step on."

Showtime also has an ambitious lineup planned for this year. December marks the premieres of *Hidden in America* starring Jeff Bridges and Frances McDormand, about a blue-collar father who loses his job and is too proud to take welfare; *Clinic Defense*, a story about two women on either side of the abortion issue and a young woman who must decide her baby's fate, and *Bastard Out of Carolina*, an Anjelica Huston-directed movie about a child survivor of parental abuse.

Despite ambitious, Emmy-friendly movies like HBO's *Truman* and TNT's *Andersonville*, the cable networks don't necessarily have the edge over broadcasters in made-for-TV movies when it comes to the Emmy Awards, said York of the National Academy of Cable Programing.

"Cable is forced to be aggressive in pitching projects for Emmy consideration because Emmy voters are naturally more familiar with projects from the broadcast realm," York said. "Because of the reach and domi-

nance of the broadcast signal, the [major] networks still have an overwhelming edge."

Dr. James L. Loper, executive director of the Academy of Television Arts & Sciences, thinks cable is on a roll, thanks to more cable-savvy academy members who are casting their votes at awards time.

"I think that more of the people who vote in the academy have the opportunity to see cable programing than once was the case," Loper said. "[The cable networks] are on a much more level playing field than they used to be. And I think the quality of cable programing, particularly in original dramas, is very good."

But, according to awards director John Leverence, "[Cable networks] didn't really break any records. They didn't win in regular drama and comedy series, but of course, they are cleaning [up] over at HBO in terms of made-for-TV movies, which has always been their major forte."

With a total of 14, HBO actually won one fewer this year than last, but the other cable networks saw an improvement in raw totals. AMC and TNT won two more than they did last year; Showtime one more and TBS three more.

## TV pioneers wanted

One man called to share memories of working behind-the-scenes with Steve Allen on *The Tonight Show*. And an Arizona woman claimed to be one of the first actresses to appear on TV in 1931.

Those were just three of the dozens of calls that came pouring in to the Archive of American Television office last Monday, less than 24 hours after the Academy of Television Arts & Sciences Foundation put the word out that it wants to hear from TV pioneers.

The academy ran a one-minute spot during the Emmy telecast describing its ambitious effort to preserve the history of television in a video archive. The pitch urged viewers who were part of television's first 25 years to contact the foundation through a toll-free number, 1-888-ATAS-ARCHIVE.

"We're looking for stories about the early days of television," says Thomas Sarnoff, president of the ATAS Foundation and son of David Sarnoff. "We want to compile a history of television as it grew from its earliest days and we're not

limiting it to major stars."

The archive is the brainchild of Dean Valentine, president of network television and television animation for the Walt Disney Co., who was inspired by a similar project initiated last year by Steven Spielberg to record the memories of Holocaust survivors.

Valentine says his friendship with the late writer/producer Danny Arnold and other industry veterans made him realize the need for such a project.

"One of the things that always stands out when you talk to members of the first generation of television is how passionate they were about television," Valentine says.

To date, interviews averaging about 3 1/2 hours have been completed with six TV luminaries: Milton Berle; ABC founder Leonard Golden-son; producer/director Sheldon Leonard; makeup man Dick Smith; casting director Ethel Winant, and Elma Farnsworth, the widow of inventor Philo Farnsworth.

—CL

# 1996 Prime Time Emmy Winners

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN ART DIRECTION FOR A SERIES

**Murder One**—Chapter One—ABC—Steven Bochco Productions—Paul Eads, Production Designer; Mindy Roffman, Art Director; Mary Ann Biddle, Set Decorator

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN ART DIRECTION FOR A MINISERIES OR A SPECIAL

**Gulliver's Travels, Part 1**—NBC—RHI Entertainment Inc. and Channel Four Television present from Jim Henson Productions—Roger Hall, Production Designer; John Fenner, Supervising Art Director; Alan Tomkins, UK Art Director; Frederic Evard, Portugal Art Director; Rosalind Shingleton, Set Decorator

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN ART DIRECTION FOR A VARIETY OR MUSIC PROGRAM

**Muppets Tonight, With Special Guest Star Tony Bennett**—ABC—Jim Henson Productions—Val Strazovec, Production Designer; Jim Dultz, Art Director; Jenny Wilkinson, Set Decorator

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN CASTING FOR A SERIES

**Chicago Hope**—CBS—David E. Kelley Productions in association with 20th Century Fox Television—Debi Manwiller, Casting Director

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN CASTING FOR A MINISERIES OR A SPECIAL

**Truman**—HBO—A Spring Creek Production—Mary Colquhoun, Casting  
**Tuskegee Airman**—HBO—A Price Entertainment Production—Robi Reed-Humes, Casting Director

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN CHOREOGRAPHY

**1995 Miss America Pageant**—



NBC's *'Gulliver's Travels'* was named outstanding miniseries and also won awards for writing, art direction and hairstyling.

NBC—Jeff Margolis Productions in association with The Miss America Organization—Anita Mann, Choreographer; Charonne Mose, Choreographer

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN CINEMATOGRAPHY FOR A SERIES

**The X-Files**—Grotesque—Fox—Ten Thirteen Productions in association with 20th Television—John S. Bartley, C.S.C., Director of Photography

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN CINEMATOGRAPHY FOR A MINISERIES OR A SPECIAL

**Rasputin**—HBO—A Rysher/Citadel Entertainment Production—Elemer



All of Fox's five Emmys went to *'X-Files,'* critically acclaimed and a ratings blockbuster.

Ragaly, Director of Photography

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN COSTUMING FOR A SERIES

**Cybill**—Where's Zoey?—CBS—Carsey-Werner Co. In association with Jay Daniel Productions and River Siren Productions—Leslie Simmons Potts, Costume Supervisor; Marion Kirk, Costume Supervisor; Daniel Grant North, Costume Supervisor

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN COSTUMING FOR A MINISERIES OR A SPECIAL

**The Christmas Box**—CBS—Bonneville Producers Group In association

with The Polson Co.—Jean Rosone, Key Costumer

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN COSTUME DESIGN FOR A SERIES

**Remember WENN**—Hillary Booth Registered Nurse—American Movie Classics—The Entertainment Group/TurtleBack Productions in association with American Movie Classics—Carolyn Grifel, Costume Designer

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN COSTUME DESIGN FOR A MINISERIES OR A SPECIAL

**Pride & Prejudice, Part 1**—A&E—A&E/BBC co-production—Dinah Collin, Costume Designer

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN COSTUME DESIGN FOR A VARIETY OR MUSIC PROGRAM

**The Best Of Tracey Takes On...**—HBO—A Takes On Productions production in association with Witzend Productions—Jane Ruhm, Costume Designer

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN DIRECTING IN A COMEDY SERIES

**Friends**—The One After The Super Bowl—NBC—Bright Kaufman Crane Productions in association with Warner Brothers Television—Michael Lembeck, Director

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN DIRECTING IN A DRAMA SERIES

**Chicago Hope**—Leave Of Absence—CBS—David E. Kelley Productions in association with 20th Century Fox Television—Jeremy Kagan, Director

## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN DIRECTING IN A VARIETY OR MUSIC PROGRAM

**The Kennedy Center Honors**—CBS—Kennedy Center Television Productions—Louis J. Horvitz, Director

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN DIRECTING FOR A MINISERIES OR A SPECIAL

**Andersonville**—TNT—John Frankenheimer/David W. Rintels Film—John Frankenheimer, Director

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN EDITING FOR A SERIES—SINGLE CAMERA PRODUCTION

**JAG**, Pilot—NBC—Belisarius Productions in association with NBC Productions and Paramount—Jon Koslowsky, A.C.E., Editor

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN EDITING FOR A MINISERIES OR A SPECIAL—SINGLE CAMERA PRODUCTION

**Tuskegee Airmen**—HBO—A Price Entertainment Production—David Beatty, Editor

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN EDITING FOR A SERIES—MULTI-CAMERA PRODUCTION

**Frasier**—The Show Where Diane Comes Back—NBC—Grub Street Productions in association with Paramount—Ron Volk, Editor

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN EDITING FOR A MINISERIES OR A SPECIAL—MULTI-CAMERA PRODUCTION

**20 Years Of Comedy On HBO**—HBO—A Home Box Office Production—Mark West, Editor

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN GRAPHIC DESIGN AND TITLE SEQUENCES

**Caroline In The City**—NBC—Barron-Pennette Productions, Three Sisters Entertainment in association with CBS Entertainment—James Castle, Main Title Designer; Bruce Bryant, Main Title Designer; Carol Johnsen, Main Title Designer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN HAIRSTYLING FOR A SERIES

**Dr. Quinn, Medicine Woman**—When A Child Is Born—CBS—CBS Entertainment Productions/The Sullivan Co.—Karl Wesson, Key Hairstylist;



TNT's 'Andersonville' was honored for outstanding individual achievement in directing for a miniseries.

Kelly Kline, Hairstylist to Jane Seymour; Deborah Dobson, Hairstylist; Laura Lee Grubich, Hairstylist; Virginia Grobeson, Hairstylist; Christine Lee, Hairstylist

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN HAIRSTYLING FOR A MINISERIES OR A SPECIAL

**Gulliver's Travels, Part 1**—NBC—RHI Entertainment and Channel Four Television present from Jim Henson Productions—Aileen Seaton, Hair Designer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN LIGHTING DIRECTION (ELECTRONIC) FOR A COMEDY SERIES

**Home Improvement**—Room Without A View—ABC—Wind Dancer Production Group in association with Touchstone Television—Donald A. Morgan, Director of Photography

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN LIGHTING DIRECTION FOR A DRAMA SERIES, VARIETY SERIES, MINISERIES OR SPECIAL

**The 68th Annual Academy Awards**—ABC—A production of the Academy of Motion Picture Arts & Sciences—Greg Brunton, Lighting Designer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MAKEUP FOR A SERIES

**Star Trek: Voyager**—Threshold—UPN—Star Trek in association with Paramount Pictures—Michael Westmore, Greg Nelson, Scott Wheeler, Tina Kalliongis-Hoffman, Mark Shostrom, Gil

Mosko, Ellis Burman, Steve Weber, Brad Look, Makeup Artists

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MAKEUP FOR A MINISERIES OR A SPECIAL

**Kissinger And Nixon**—TNT—A Paragon Entertainment Corp. Production in association with Daniel H. Blatt Productions, Lionel Chetwynd Productions and Dreyfuss/James Productions—Patricia Green, Key Makeup Artist; Kevin Haney, Effects Makeup Artist

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MUSIC COMPOSITION FOR A SERIES

**Picture Windows**—Language Of The Heart—Showtime—Yorktown Productions in association with Skyvision—Hummie Mann, Composer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MUSIC COMPOSITION FOR A MINISERIES OR A SPECIAL

**The Canterville Ghost**—ABC—Anasazi Productions in Association with Signboard Hill—Ernest Troost, Composer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MUSIC DIRECTION

**Sinatra: 80 Years My Way**—ABC—George Schlatter Productions—Glen Rozen, Music Director

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MUSIC AND LYRICS

**Bye Bye Birdie**—song title: Let's Settle Down—ABC—BBB Production Services Limited Partnership in association

with RHI Entertainment—Lee Adams, Lyricist; Charles Strouse, Composer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MAIN TITLE THEME MUSIC

**Murder One**—ABC—Steven Bochco Productions—Mike Post, Composer

### OUTSTANDING GUEST ACTOR IN A COMEDY SERIES

**Tim Conway** as Kenny—Coach—The Gardener—ABC—Bungalow 78 Productions in association with Universal Television

### OUTSTANDING LEAD ACTOR IN A COMEDY SERIES

**John Lithgow** as Dick Solomon—3rd Rock From The Sun—NBC—Carsey-Werner Productions

### OUTSTANDING GUEST ACTOR IN A DRAMA SERIES

**Peter Boyle** as Clyde Bruckman—The X-Files—Clyde Bruckman's Final Repose—Fox—Ten Thirteen Productions in association with 20th Television

### OUTSTANDING LEAD ACTOR IN A DRAMA SERIES

**Dennis Franz** as Andy Sipowicz—NYPD Blue—ABC—Steven Bochco Productions



Alan Rickman

### OUTSTANDING LEAD ACTOR IN A MINISERIES OR SPECIAL

**Alan Rickman** as Rasputin—Rasputin—HBO—A Rysner/Citadel Entertainment Production

### OUTSTANDING GUEST ACTRESS IN A COMEDY SERIES

**Betty White** as Herself—The John

Larroquette Show—Here We Go Again—NBC—Witt/Thomas Productions

### OUTSTANDING LEAD ACTRESS IN A COMEDY SERIES

**Helen Hunt** as Jamie Buchman—*Mad About You*—NBC—Infront Productions and Nuance Productions in association with TriStar Television

### OUTSTANDING GUEST ACTRESS IN A DRAMA SERIES

**Amanda Plummer** as Theresa Givens—*The Outer Limits—A Stitch In Time*—Showtime—Trilogy Entertainment Group and Atlantis Films in association with MGM Television Productions



**Kathy Baker**

### OUTSTANDING LEAD ACTRESS IN A DRAMA SERIES

**Kathy Baker** as Jill Brock—*Picket Fences*—CBS—David E. Kelley Productions in association with 20th Century Fox Television

### OUTSTANDING LEAD ACTRESS IN A MINISERIES OR SPECIAL



**Helen Mirren**



**AMC's 'Blacklist: Hollywood on Trial' won the new President's Award (l-r): Christopher Koch, Kate McEnroe, Lewis Bogach, and Josh Sapan.**

**Helen Mirren** as Jane Tennison—*Prime Suspect: Scent Of Darkness*—PBS—Granada Television In association with WGBH Boston

### OUTSTANDING SUPPORTING ACTOR IN A COMEDY SERIES

**Rip Torn** as Arthur—*The Larry Sanders Show*—HBO—Brillstein/Grey Entertainment Partners with Boundaries Productions

### OUTSTANDING SUPPORTING ACTOR IN A DRAMA SERIES

**Ray Walston** as Judge Henry Bone—*Picket Fences*—CBS—David E. Kelley Productions in association with 20th Century Fox Television



**Ray Walston**

### OUTSTANDING SUPPORTING ACTOR IN A MINISERIES OR SPECIAL

**Tom Hulce** as Peter Patrone—*The Heidi Chronicles*—TNT—Brandman Productions

### OUTSTANDING SUPPORTING

### ACTRESS IN A COMEDY SERIES

**Julia Louis-Dreyfus** as Elaine Benes—*Seinfeld*—NBC—Castle Rock Entertainment

### OUTSTANDING SUPPORTING ACTRESS IN A DRAMA SERIES

**Tyne Daly** as Miss Alice—*Christy*—CBS—The Rosenzweig Co. in association with MTM Entertainment

### OUTSTANDING SUPPORTING ACTRESS IN A MINISERIES OR SPECIAL

**Greta Scacchi** as Alexandra—*Rasputin*—HBO—A Rysher/Citadel Entertainment Production

### OUTSTANDING INDIVIDUAL PERFORMANCE IN A VARIETY OR MUSIC PROGRAM

**Tony Bennett**—*Tony Bennett Live By Request: A Valentine Special*—A&E—A co-production of Automatic Productions and A&E Television



**Carol Burnett and  
Tony Bennett**

### THE PRESIDENT'S AWARD

**Blacklist: Hollywood On Trial**—American Movie Classics—KOCH TV Productions, Inc. in association with American Movie Classics

### OUTSTANDING COMEDY SERIES

**Frasier**—NBC—Grub Street Productions in association with Paramount—Peter Casey, Executive Producer; David Angell, Executive Producer; David Lee, Executive Producer; Christopher Lloyd, Executive Producer; Vic Rauseo, Executive Producer; Linda Morris, Executive Producer; Steven Levitan, Co-Executive Producer; Maggie Randell, Producer; Chuck Ranberg, Producer; Anne Flett-Giordano, Producer; Joe Keenan, Co-Producer; Jack Burditt, Co-Producer; Mary Fukuto, Co-Producer

### OUTSTANDING DRAMA SERIES

**ER**—NBC—Constant c Productions/Amblin Television in association with Warner Brothers Television—John Wells, Executive Producer; Michael Crichton, Executive Producer; Carol Flint, Co-Executive Producer; Mimi Leder, Co-Executive Producer; Lydia Woodward, Co-Executive Producer; Chris Chulack, Producer; Paul Manning, Supervising Producer; Wendy Spence, Co-Producer

### OUTSTANDING MINISERIES

**Gulliver's Travels**—NBC—RHI Entertainment, Inc. and Channel Four Television present From Jim Henson Productions—Robert Halmi, Sr., Executive Producer; Brian Henson, Executive Producer; Duncan Kenworthy, Producer

### OUTSTANDING MADE FOR TELEVISION MOVIE

**Truman**—HBO—A Spring Creek Production—Paula Weinstein, Executive Producer; Anthea Sylbert, Executive Producer; Doro Bachrach, Producer

### OUTSTANDING VARIETY, MUSIC OR COMEDY SERIES

**Dennis Miller Live**—HBO—Happy Family Productions—Dennis Miller, Executive Producer/Host; Kevin C. Slatery, Executive Producer; Eddie Feldmann, Producer

### OUTSTANDING VARIETY, MUSIC OR COMEDY SPECIAL

**The Kennedy Center Honors**—CBS—Kennedy Center Television Productions—George Stevens, Jr., Producer; Don Milscher, Producer

### OUTSTANDING CULTURAL MUSIC-DANCE PROGRAM

**Itzhak Perlman: In The Fiddler's House** (Great Performances)—PBS—Thirteen/WNET—Jac Venza, Executive Producer; Glenn DuBose, Executive Producer/Co-Director; James Arntz, Producer/Writer; Bill Murphy, Coordinating Producer; Sara Lukinson, Producer/Writer; Don Lenzer, Co-Director; Itzhak Perlman, Performer

### OUTSTANDING CHILDREN'S PROGRAM

**Peter And The Wolf**—ABC—IF/X Productions in association with BMG Entertainment International—George Daugherty, Executive Producer; David Wong, Co-Executive Producer; Linda Jones Clough, Producer; Adrian Workman, Producer; Christine Losecaat, Co-Producer

### OUTSTANDING INFORMATIONAL SPECIAL

**Survivors Of The Holocaust**—TBS—A co-production of Turner Original Productions and Survivors of the Shoah Visual History Foundation—Pat Mitchell, Executive Producer; Vivian Schiller, Senior Producer; June Beallor, Producer; James Moll, Producer; Jacoba Atlas, Supervising Producer; Allan Holzman, Director

### OUTSTANDING INFORMATIONAL SERIES

**Time Life's Lost Civilizations**—NBC—Time Life Video & Television—Joel Westbrook, Executive Producer; Jason Williams, Producer; Robert Gardner, Producer/Director/Writer; William Morgan, Coordinating Producer; Ed Fields, Writer; Sam Waterston, Host

### OUTSTANDING ANIMATED PROGRAM

**A Pinky & The Brain Christmas Special**—WB—Warner Brothers Television Animation in association with Amblin Entertainment—Steven Spielberg, Executive Producer; Tom Ruegger, Senior Producer; Peter Hastings, Producer/Writer; Rusty Mills, Producer/Director

### OUTSTANDING SOUND EDITING FOR A SERIES

**The X-Files**—Nisei—Fox—Ten Thirteen Productions in association with 20th Television—Thierry J. Couturier, Sound Supervisor; Maclek Malish, Dialogue Editor; Chris Reeves, Dialogue Editor; Michael Goodman, Dia-



A Warner Bros. 'Pinky & the Brain' Christmas special earned a statuette for outstanding animated program.

logue Editor; Debby Ruby-Winsberg, ADR Editor; Susan Welsh, Effects Editor; Michael Kimball, Effects Editor; Rick Hinson, Effects Editor; Ira Leslie, Effects Editor; Marty Steln, Dialogue Editor; Jeff Charbonneau, Music Editor; Kitty Malone, Foley Artist; Joe Sabella, Foley Artist

### OUTSTANDING SOUND EDITING FOR A MINISERIES OR A SPECIAL

**Tuskegee Airmen**—HBO—A Price Entertainment Production—G. Michael Graham, M.P.S.E., Supervising Sound Editor; Joseph Melody, Co-Supervising Sound Editor; Anton Holden, Sound Editor; Bob Costanza, Sound Editor; Tim Terusa, Sound Editor; Mike Dickeson, Sound Editor; Mark Steele, Sound Editor; Darren Wright, Sound Editor; Mike Lyle, Sound Editor; Gary Macheel, Sound Editor; John Adams, Sound Editor; Rick Steele, Sound Editor; Mark Frieden, Sound Editor; Bill Bell, Sound Editor; Kristi Johns, ADR Editor; Stan Jones, Music Editor; Mark Hayes, Music Editor; Jill Schachne, Foley Artist; Tim Chilton, Foley Artist

### OUTSTANDING SOUND MIXING FOR A COMEDY SERIES OR A SPECIAL

**Frasier**—Kisses Sweeter Than Wine—NBC—Grub Street Productions in association with Paramount—Dana Mark McClure, Production Mixer; Thomas J. Huth, C.A.S., Re-Recording Mixer; David M. Weishaar, C.A.S., Re-Recording Mixer; Robert Douglass, Re-Recording Mixer

### OUTSTANDING SOUND MIXING FOR A VARIETY OR MUSIC SERIES OR A SPECIAL

**Music For The Movies: The Holly-**

**wood Sound**—PBS—Alternate Currents, Les Films D'ICI, NHK & LaSept/arte in association with Thirteen/WNET and France 3—Richard Lewzet, Production Mixer; Ken Hahn, Re-Recording Mixer

### OUTSTANDING SOUND MIXING FOR A DRAMA SERIES

**The X-Files**—Nisei—Fox—Ten Thirteen Productions in association with 20th Television—Michael Williamson, Production Mixer; David J. West, Re-Recording Mixer; Nello Torri, Re-Recording Mixer; Doug Turner, Re-Recording Mixer

### OUTSTANDING SOUND MIXING FOR A DRAMA MINISERIES OR A SPECIAL

**Harvest Of Fire** (Hallmark Hall Of Fame Presentation)—CBS—Sofronski Productions in association with Hallmark Hall of Fame Productions—Richard I. Blinbaum, C.A.S., Production Mixer; David E. Fluhr, C.A.S., Re-Recording Mixer; Sam Black, C.A.S., Re-Recording Mixer; John B. Asman, C.A.S., Re-Recording Mixer

### OUTSTANDING TECHNICAL DIRECTION/CAMERA/VIDEO FOR A SERIES

**The Tonight Show With Jay Leno** #914—NBC—Big Dog Productions in association with NBC Studios—Michael Stramisky, Technical Director; Les Atkinson, Electronic Camera; Hank Geving, Electronic Camera; Dave Levisohn, Electronic Camera; Wayne Orr, Electronic Camera; Rob Palmer, Electronic Camera; John Slagle, Electronic Camera; Kurt Tonnessen, Electronic Camera; Bill Gardhouse, Jr., Senior Video; Lance Gardhouse, Senior Video

### OUTSTANDING TECHNICAL DIRECTION/CAMERA/VIDEO FOR A MINISERIES OR A SPECIAL

**Sinatra: 80 Years My Way**—ABC—George Schlatter Productions—John B. Field, Technical Director; Ted Ashton, Electronic Camera; David Eastwood, Electronic Camera; Tom Geren, Electronic Camera; Larry Heider, Electronic Camera; David Levisohn, Electronic Camera; Bill Philbin, Electronic Camera; David Plakos, Electronic Camera; Hector Ramirez, Electronic Camera; Ron Sheldon, Electronic Camera; Krls Wilson, ENG Electronic Camera; Thomas G. Teimpidis, Senior Video; Keith Winkoff, Senior Video

### OUTSTANDING WRITING IN A COMEDY SERIES

**Frasier**—Moon Dance—NBC—Grub Street Productions in association with Paramount—Joe Keenan, Christopher Lloyd, Rob Greenberg, Jack Burditt, Chuck Ranberg, Anne Flett-Giordano, Linda Morris, Vic Rauseo, Writers

### OUTSTANDING WRITING IN A DRAMA SERIES

**The X-Files**—Clyde Bruckman's Final Repose—Fox—Ten Thirteen Productions in association with 20th Television—Darin Morgan, Writer

### OUTSTANDING INDIVIDUAL ACHIEVEMENT IN WRITING IN A VARIETY OR MUSIC PROGRAM

**Dennis Miller Live**—HBO—Happy Family Productions—Dennis Miller, Eddie Feldmann, David Feldman, Mike Gandolfi, Tom Hertz, Leah Krinsky, Rick Overton, Writers

### OUTSTANDING WRITING IN A MINISERIES OR A SPECIAL

**Gulliver's Travels**—NBC—RHI Entertainment, Inc. and Channel Four Television present from Jim Henson Productions—Simon Moore, Teleplay

### OUTSTANDING INDIVIDUAL ACHIEVEMENT—INFORMATIONAL PROGRAMMING

**The Private Life Of Plants**—TBS—A co-production of BBC and Turner Original Productions—Tim Shepherd, Richard Kirby, Richard Gannicliiff, Neil Bromhall, Gavin Thurston, Michael Pitts, Camera

**Survivors Of The Holocaust**—TBS—A co-production of Turner Original Productions and Survivors of the Shoah Visual History Foundation—Allan Holzman, Editor

## Ratings rollout could be delayed

*Some in task force doubt January deadline for program ratings can be met*

By Cynthia Littleton

**W**ill the TV industry's ratings implementation group meet its self-imposed January deadline?

Doubt is growing among some members of the task force assembled last spring to develop a system of program ratings to work in conjunction with the new federally mandated V-chip. The Washington-based group has met regularly since the V-chip was signed into law last February, but few conclusions have been reached.

"I'm skeptical about whether the date can be met," said Brad Radnitz, president of the Writers Guild of America, West, last week at a V-chip forum in Hollywood sponsored by the nonprofit research group Mediascope. Other group members speaking at the forum were Gene Reynolds, president of the Directors Guild of America; Leonard Stern, president of the Producers Guild, and William Blinn, chair-

man of the Caucus for Producers, Writers & Directors.

"Our meetings have been largely devoted to information-gathering. There have been no hard-and-fast decisions," Radnitz said.

Other sources say the group's 25-30 members are divided on whether they should follow the age-based recommendations of the 30-year-old system for movies or rate programs on a numerical scale for sexual, violent and risqué content.

Meanwhile, the release last week of two new reports on TV violence put



The invitation to last week's V-chip forum

the issue back in the headlines, focusing more attention on the implementation group's progress during the past six months. The American Medical Association issued a new set of TV-viewing guidelines for families, and a study by a nonprofit group claimed that the overall level of violence on television is on the rise.

Jack Valenti, president of the Motion Picture Association of

America, said the ratings implementation group will unveil a plan by the end of February.

"We're not going to let two or three weeks stand in the way of doing it

### Choosing the V-chip

The program-blocking devices headed for the marketplace during the next 18 months promise to do more than simply block out certain programming.

Demonstrations of leading program-blocking systems were given at a V-chip forum in Hollywood last week sponsored by the nonprofit group Mediascope. Beginning in 1998, the telecommunications-reform act requires manufacturers to equip new TV sets with program-blocking technology. In each case, the security of the system hinges on parents' preventing children from learning passwords and PIN numbers.

Oklahoma-based Prevue Networks is rolling out its long-awaited interactive program guide next month on a Tele-Communications Inc.-owned cable system in Connecticut. The on-screen guide, activated through a digital cable set-top box, allows users to block programs by title, channel and—eventually—rating.

Tim Collings, the Simon Fraser University professor

who created the Canadian V-chip, modeled the Canadian system after an ATM transaction, where users are guided by a series of on-screen prompts.

Like Collings, Connecticut-based Soundview Technologies Inc. has developed a blocking device that can be installed in existing TV sets. Soundview aims to offer users the option of blocking all TV during specified periods. It can also be set to monitor the total number of hours individuals spend watching TV.

Steve Balkam, executive director of the Recreational Software Advisory Council, also presented a proposal for a TV ratings system based on the model RSAC launched in 1994 for video games. Under the RSAC system, recently presented to the TV industry's ratings implementation group, content producers fill out a detailed questionnaire to score games on an intensity scale of 0 to 4 in three categories: violence, nudity/sex and language.

—CL

right," said Valenti, who is spearheading the effort along with the heads of the National Association of Broadcasters and the National Cable Television Association.

"We could have put out a ratings system last April," he said. "But we've been meeting with educational leaders, religious leaders, academics and every group that has an interest in this to make sure nobody feels left out. It's time-consuming, but it's an indispensable part of the process."

Valenti said the group, which will meet on Tuesday (Sept. 17) for the first time since July, expects to begin seeking outside input and focus-group testing on a draft proposal by the end of the year. The new telecommunications law instructs the FCC to appoint a commission to develop TV ratings if the industry hasn't put forth a plan within a year.

Broadcasters and cable operators would not be required to follow the commission's recommendations, but polls indicate that the public is overwhelmingly in favor of establishing a TV ratings system.

In an AMA-commissioned survey of 800 adults, 77% of respondents said TV programs need ratings; 66% said they have walked out of a movie or turned off a TV show because it was too violent. The release of the survey accompanied the publication of the AMA's new "Physician Guide to Media Violence," which encourages doctors to warn patients about potentially harmful TV viewing habits. The guide, to be distributed to 60,000 physicians, also includes tips for parents (see box above).

A separate report released by the Center for Media and Public Affairs blamed a surge in scenes of violence on television over the past few years on cable, children's programming and commercials. Network prime time series were found to be tame by comparison.

The CMPA study tallied scenes of violence in 180 hours of broadcast and cable programming aired between 6 a.m. and midnight last Oct. 5. The channels surveyed were the Washington affiliates of ABC, CBS, Fox, NBC, PBS, UPN and the cable outlets HBO, MTV, TBS and USA Network. The CMPA conducted similar "day in the life of TV entertainment" studies in 1992 and 1994.

"In terms of raising healthy children, we would agree with the AMA that parental responsibility is the most important factor," said NAB spokesman Dennis Wharton in response to the

### Some AMA tips...

- Limit children's access to TV to two hours per day.
- Turn off the set during mealtimes to foster communication.
- Keep TV sets out of children's bedrooms.
- Watch and discuss programs with children.
- Don't make the TV set the focal point of any room.

strongly worded report from the AMA. "As far as TV violence is concerned, broadcasters and programers have voluntarily agreed to rate every program."

The CMPA study cited Fox's *New York Undercover* as the most violent network prime time series and *VR Troopers* as the most violent cartoon, even though the now-canceled first-run show from Saban Entertainment was a live-action series.

Some media researchers dispute the suggestion that TV violence is on the upswing.

"The AMA survey is clearly designed to influence the debate over the ratings system," said Jeffrey Cole, director of UCLA's Center for Communication Policy. "TV violence is not raging out of control." Next month, the center will release the second installment of an ongoing three-year study of TV violence commissioned in 1993 by the broadcast networks to head off the threat of government action on the hot-button issue. ■

## Worldvision plans 'Pictionary' for fall

*Half-hour daytime strip produced by game show veteran Richard Kline is based on popular board game*

By Cynthia Littleton

**C**harades with a pen—that's the premise of Worldvision Enterprises' new game show for fall 1997.

Worldvision, the distribution arm of Spelling Entertainment Group, plans to launch a half-hour daytime strip based on the best-selling board game Pictionary (BROADCASTING & CABLE, Sept. 2).

Spearheading the project for Worldvision is veteran game show producer Richard Kline, whose TV credits include *Win, Lose or Draw*, *Break the Bank*, *The Joker's Wild* and *Tic Tac Dough*. In the TV version of Pictionary, two teams comprising two celebrities and one contestant compete in a timed race to score points by identifying words and phrases.

"Pictionary will make a hit TV show with great physical comedy, bringing to life a game popular with people of all ages," says Kline. No host has been set, but Worldvision plans to shoot a pilot this weekend.

"The game will make an easy transition to a television series," says John Ryan, president of Worldvision. More

than 30 million units of the Milton Bradley board game have been sold since 1985, and it has the potential to become an international franchise. Pictionary has been manufactured in 35 languages and sold in more than 40 countries.

Worldvision's early commitment to Pictionary for the 1997-98 season likely will add fuel to the game show development boom in Hollywood, sparked by the first-run market's enthusiastic response to a game show hour marketed by Columbia TriStar Television Distribution. CTTD's revivals of *The Dating Game* and *The Newlywed Game* bowed last week, scoring a three-day (Monday-Wednesday) overnight average 1.8 household rating and 6 share in Nielsen's metered markets.

Pictionary's new game show competitors next year likely will include *Your American Pop Quiz*, a pop-culture quiz show from Twentieth Television, plus revivals of *Card Sharks* and *Match Game* from a Tribune Entertainment and All American Television partnership. MCA, Rysher Entertainment, Buena Vista Television and

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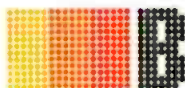
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Paramount, through a production pact with Jonathon Goodson Productions, also are said to be developing daytime game shows for next year.

DreamWorks Television is now testing a quiz show, *Majority Rules*, in the Phoenix market. Warner Bros./Telepictures has already announced plans to adapt the irreverent CD-ROM game *You Don't Know Jack* into a game show strip to take on the stalwart *Wheel of Fortune* and *Jeopardy!* in access next fall. ■

## Perin hops on kids wagon

Plans 'Chucklewood Critters' weekly for first run

By Cynthia Littleton

**M**G/Perin is making its first foray into children's animation with plans to launch *Chucklewood Critters* as a first-run weekly next fall.

The company's effort to broaden its programming slate was prompted by the

FCC's ruling requiring broadcasters to air three hours of children's educational programming per week as of next year. MG/Perin says it intends to assist stations in distributing study materials on the show to local school districts.

*Chucklewood Critters* revolves around the friendship between a bear

## SYNDICATION MARKETPLACE

### 'Pillow' pushed back

*Oscar's Orchestra* is pinch-hitting for *Pillow People* this fall. Summit Media says the fall launch of the animated weekly *Pillow People* has been pushed back as a result of production delays, so the distributor is offering stations 13 half-hour episodes of *Oscar's Orchestra*. The FCC-friendly animated series features actor Dudley Moore as the voice of a grand piano that leads an orchestra's fight against an evil dictator bent on ridding the world of music. Summit says *Oscar's Orchestra* has been cleared on 110 stations covering 83% of the country.

### 'Tarzan' takes off

*Tarzan: The Epic Adventures* is ready to swing into action next week with clearances in 130 markets covering 86% of the country. The fantasy action hour distributed by SeaGull Entertainment is based on the original "Tarzan" novels penned by Edgar Rice Burroughs. Stations on board for the series include WPIX(TV) New York, KCAL(TV) Los Angeles and WCIU(TV) Chicago.

### New look for 'LAPD'

MGM Domestic Television Distribution's *LAPD* went back on the beat last week for its second season with a new look, a faster pace and a revised title: *LAPD: Life on the Beat*. Titles also will be given to each incident portrayed in the half-hour show. Year two also will feature new "Q&A" and "Fact" segments. *LAPD* is cleared in 147 markets covering 88% of the country.

### 'Bradshaw' finds L.A. home

MGM Domestic Television Distribution has found a Los Angeles home

for its new daytime talker *The Bradshaw Difference*, which debuts this week in 106 markets covering 76% of the country. With Chris Craft/United Television's KCOP(TV) Los Angeles on board, MGM has cleared the hour in 28 of the top 30 markets.

### Dolphins surface

National Wildlife Productions' *A World with Dolphins*, which debuted on TBS Sept. 1 under the title *Dolphins in Danger*, has been cleared in 85% of the country by Turner Program Services for a September broadcast window.

### 'Hard Copy' in fashion

Paramount Domestic Television's *Hard Copy* is broadening its coverage of fashion and fitness under new executive producer Lisa Gregorisch with the addition of a regu-

lar segment dubbed the 4 F Unit. The reports will focus on the revolving topics of fashion, food, fitness and fat, defined as the national preoccupation with dieting and exercise. "The *Hard Copy* 4 F Unit will provide viewers with straightforward and honest information about the topics that affect their everyday lives," says Gregorisch.

### 'TV.COM' clears

San Francisco-based distributor GGP has found that the Internet is a hot ticket on television. Debuting this weekend, GGP's weekly magazine *TV.COM* has been cleared on 120 stations covering 70% of the country just three months after it was introduced. The half-hour focuses on news, trends and personalities linked to the World Wide Web and the high-tech wired world. —CL



### Big-budget 'Cape'

MTM Television is mounting a larger-than-life outdoor advertising campaign for its new action hour, *The Cape*, in the nation's top three markets. Through the end of September, 75-foot building murals promoting the big-budget drama, revolving around astronauts and the space program, will tower over 42nd Street in New York and Sunset Boulevard in Los Angeles. MTM also is shelling out for an ad format usually reserved for major theatrical releases. Transit buses painted wraparound style with images from *The Cape* will travel the streets of New York, Los Angeles and Chicago for the next two weeks.

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cub and a fox. Thirteen new half-hours are being produced by Encore Enterprises with input from elementary school teachers and other experts. The show will be offered on a barter basis of 2 1/2 minutes local, 2 1/2 minutes national.

As evidenced by *Chucklewood Critters*, the FCC's landmark decision on children's educational programming has opened new opportunities for independent distributors. MG/Perin is co-financing the series with the BBC and

two other foreign partners.

"Smaller syndicators like us were frozen out of this business when kids animation turned into a commodity-oriented business for toy companies," says Richard Perin, MG/Perin's president. ■

# Telenoticias on the grow

*Westinghouse/CBS is working to convert newswheel to full-service network*

By Steve McClellan

**W**ith input from CBS News and Group W Satellite Communications, Telenoticias is being converted from a basic newswheel-formatted channel to a full-service news network that will include a roster of original magazine, talk and other information programs. The Spanish-language news channel was acquired by Westinghouse/CBS three months ago.

As the channel penetrates the U.S. market, where it now serves only its home-base city of Miami, plans also call for a separate customized U.S. feed.

That feed will contain much material seen in the main Latin American feed, in addition to stories of particular interest to U.S. Hispanic viewers, such as immigration issues and stories emerging from the Southwest and other areas with large Hispanic populations.

Telenoticias grabbed attention two weeks ago with a groundbreaking on-air debate between a high-ranking Cuban official, Ricardo Alarcon, president of the Cuban National Assembly, and Jorge Mas Canosa, chairman of the Cuban American National Foundation, an anti-Castro group based in Miami.

The program was widely viewed in Miami, where it garnered a 15 rating and 21 share, according to the Nielsen Hispanic TV measurement index. In the overall Miami market, the program did a respectable 4.5 rating.

Those numbers were something of an eye-opener for CBS, says John Frazee, vice president, news services, CBS News, who oversees Telenoticias for the news division. "We know that by doing that kind of program we can serve viewers, attract more of them and also attract greater advertiser interest," he says. "A newswheel, by definition, is monotonous because there is only so much news in a given day. The ratings go up during a news emergency—but we could wait forever for that to happen."

One idea the network is exploring is an original Spanish-language 48 Hours-style magazine. "It has a trans-

portable format and programming values," Frazee says. Other CBS News programs may also be adapted for Telenoticias. Although the network will have extensive access to CBS News resources, he adds, it will not simply tap the CBS News library and subtitle series.

On a selective basis, however, CBS News program material will be lifted for use on the Hispanic network. The Alarcon-Mas Canosa debate was preceded by an hour version of an interview Dan Rather did with Fidel Castro last spring. "If there is a great 60 Minutes [or other CBS News] piece that is appropriate to this market we might use it," says Frazee. But for the most part, programs developed for the channel will be original. "This is not going to be The History Channel," he says.

After a two-month search, Frazee last week announced the appointment of Ricardo Brown as Telenoticias' new director of news, in charge of all news-gathering and production operations for the network. Brown reports to Frazee, who in turn reports to CBS News President Andrew Heyward. Brown has been a senior correspondent at the network since its launch in 1994. A 23-year news veteran, he has worked for major Hispanic broadcasters (including Univision and Telemundo) for the past 15 years.

Brown plans to keep the news service on an aggressive track journalistically, citing the Cuban debate—which he was instrumental in putting together—as just one example. "The tradi-



Correspondent Maria Elvira Salazar and news director Ricardo Brown during the Mas Canosa-Alarcon debate

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tion, unfortunately, of television news in Latin America has been to follow up on what newspapers do," he says. "This time we turned the tables. It shows our commitment to excellence and newsgathering."

In Miami, the news service has been available to approximately 500,000 homes for the past month. It's an important first step in getting the network established in the U.S., Westinghouse and Group W officials say, because Miami is seen as a kind of Latin American crossroads.

Currently, Miami receives the main Latin American feed of the news service. The timetable for launching the American feed isn't set, although the technical changes needed to implement it will be complete in about six weeks, Frazee says. Once the feed is ready, Group W will expand its U.S. marketing effort for the service.

The network is available to 19 million Latin American homes in 20 countries, and the growth potential is enormous, says Frazee. "People who study these things compare the Latin American market to the U.S. broadcast market in the 1950s and the U.S. cable market in the '70s and '80s," he says.

Multichannel homes in Latin America are "minuscule," he says, with less than 10% penetration of the region's roughly 80 million TV households.

Executives say CBS will devote all the resources necessary to exploit the newschannel's potential growth. "CBS

is the engine that runs this vehicle," Brown says. "This is not a backwater for them or a secondary project. The prestige of CBS News is riding on this. They are fully aware of it, and they've made a full-time commitment to making it a success."

## Kinnear to NBC: 'Later'

NBC will say goodbye Sept. 18 to Greg Kinnear, host and executive producer of the network's late-night *Later with Greg Kinnear* since February 1994.

Network officials expected Kinnear to stay aboard the half-hour live show for this coming season, but "along came a terrific film opportunity to co-star with Jack Nicholson and Helen Hunt in a James L. Brooks film. We felt we could not stand in the way of an opportunity like that," says Warren Littlefield, president, NBC Entertainment.

*Later* averaged a 1.2 rating/8 share during the May sweeps, up from a 1.1 rating the previous May. The network says the show increased 17% year to year in key young-adult demographics.

"NBC has afforded me an opportunity to host a late-night talk show, and for that I am truly grateful," says Kinnear, whose big break came on E! Television's *Talk Soup*. "Unfortunately, it has become increasingly difficult for me to host *Later* while pursuing occasional film projects."

Kinnear will immediately begin filming "Old Friends" with Nicholson and Hunt. NBC will run original shows hosted by Kinnear and occasional shows with guest hosts until a permanent replacement is found. —LR



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- September 23–24, 1996
- Marriott Marquis, New York City

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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 51   | abc                                                                        | CBS                                                     | NBC                                                              | FOX                                                                     | U/P/N                        | WB                         |
|-----------|----------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------|----------------------------|
|           | 15.0/25                                                                    | 7.8/13                                                  | 10.0/17                                                          | 5.8/10                                                                  | 2.7/5                        |                            |
| MONDAY    | 8:00 67. Monday Night Football Mania 5.3/10                                | 15. The Nanny 9.9/18                                    | 65. Fresh Prince 5.4/10                                          | 60. Fox Summer Monday Movie—In the Name of Love: A Texas Tragedy 5.8/10 | 91. In the House 2.9/5       |                            |
|           | 8:30                                                                       | 24. Almost Perfect 8.6/14                               | 42. Fresh Prince 7.2/12                                          |                                                                         | 93. Mal & Eddie 2.8/5        |                            |
|           | 9:00 1. NFL Monday Night Football—Dallas Cowboys vs. Chicago Bears 19.5/34 | 30. Murphy Brown 8.3/13                                 | 8. NBC Monday Night Movie—Danielle Steel's 'Remembrance' 11.9/19 |                                                                         | 98. Goode Bhvr 2.4/4         |                            |
|           | 9:30                                                                       | 33. Cybill 8.2/13                                       |                                                                  |                                                                         | 97. Sparks 2.5/4             |                            |
|           | 10:00                                                                      | 55. Chicago Hope 6.0/10                                 |                                                                  |                                                                         |                              |                            |
| TUESDAY   | 8:00 9.6/16                                                                | 6.0/10                                                  | 9.6/16                                                           | 5.9/10                                                                  | 3.3/6                        |                            |
|           | 8:30 25. Roseanne 8.5/15                                                   | 71. Rescue: 911 5.1/9                                   | 25. Mad About You 8.5/15                                         |                                                                         | 80. Moesha 4.0/7             |                            |
|           | 8:30 25. Drew Carey 8.5/14                                                 |                                                         | 28. Caroline in/City 8.4/14                                      | 56. USA vs. the World Gymnastics 5.9/10                                 | 82. Homeboys 3.7/6           |                            |
|           | 9:00 4. Home Imprvmt 13.5/22                                               | 50. CBS Tuesday Movie—Queen, Part 1 6.5/11              | 19. Frasier 9.3/15                                               |                                                                         | 93. The Burning Zone 2.8/5   |                            |
|           | 9:30 12. Coach 10.9/17                                                     |                                                         | 21. Caroline in/City 9.2/15                                      |                                                                         |                              |                            |
| WEDNESDAY | 8:00 9.4/16                                                                | 6.5/11                                                  | 7.8/13                                                           | 6.9/12                                                                  | 4.9/8                        | 3.3/6                      |
|           | 8:30 43. Ellen 7.0/13                                                      | 50. CBS Wednesday Movie—Queen, Part 2 6.5/11            | 65. Wings 5.4/10                                                 | 36. Beverly Hills, 90210 7.9/14                                         | 86. The Sentinel 3.8/7       | 86. Sister, Sist 3.3/6     |
|           | 8:30 38. Ellen 7.8/13                                                      |                                                         | 67. NewsRadio 5.3/9                                              |                                                                         |                              | 89. Nick Freno 3.1/5       |
|           | 9:00 22. Grace Under Fire 9.0/15                                           |                                                         | 17. Dateline NBC 9.5/15                                          | 56. Party of Five 5.9/9                                                 | 56. Star Trek: Voyager 5.9/9 | 86. Wayans Br 3.3/5        |
|           | 9:30 30. Drew Carey 8.3/13                                                 |                                                         | 28. Law & Order 8.4/14                                           |                                                                         |                              | 83. Jamie Foxx 3.5/6       |
| THURSDAY  | 8:00 3.9/7                                                                 | 8.2/14                                                  | 12.6/22                                                          | 6.8/12                                                                  |                              |                            |
|           | 8:30 73. High Incident 5.0/9                                               | 64. Diagnosis Murder 5.5/10                             | 7. Friends 12.0/22                                               | 46. Martin 6.9/13                                                       |                              |                            |
|           |                                                                            | 19. 48 Hours Special: Hurricane Fran 9.3/15             | 9. The Single Guy 11.4/20                                        | 43. Living Single 7.0/12                                                |                              |                            |
|           | 9:00 85. Beatles Anthology, Part 2 3.4/6                                   | 16. 48 Hours 9.7/17                                     | 2. Seinfeld 14.7/24                                              | 48. New York Undercover 6.8/11                                          |                              |                            |
|           | 10:00                                                                      |                                                         | 9. ER 11.4/20                                                    |                                                                         |                              |                            |
| FRIDAY    | 8:00 8.2/15                                                                | 6.7/12                                                  | 6.8/13                                                           | 5.6/11                                                                  |                              | 1.9/4                      |
|           | 8:30 35. Family Matters 8.0/16                                             | 46. CBS SPecial Movie—Janek: Silent Betrayal 6.9/13     | 60. Unsolved Mysteries 5.8/11                                    | 77. Sliders 4.7/9                                                       |                              | 99. Superman Special 2.0/4 |
|           | 9:00 71. Mighty Ducks 5.1/10                                               |                                                         | 18. Dateline NBC 9.4/17                                          | 52. The X-Files 6.4/12                                                  |                              | 100. Nick Freno 1.8/3      |
|           | 9:30 79. Sat Morn Preview 4.6/9                                            | 53. Nash Bridges 6.2/12                                 | 67. Homicide: Life on the Street 5.3/10                          |                                                                         |                              |                            |
|           | 10:00 63. Step by Step 5.6/10                                              |                                                         |                                                                  |                                                                         |                              |                            |
| SATURDAY  | 8:00 4.0/8                                                                 | 4.6/9                                                   | 6.2/12                                                           | 5.9/11                                                                  |                              |                            |
|           | 8:30 76. Second Noah 4.9/10                                                | 77. Primetime College Football—UCLA vs. Tennessee 4.7/9 | 62. Movie of the Week—3 Ninjas 5.7/11                            | 67. Cops 5.3/11                                                         |                              |                            |
|           | 9:00                                                                       |                                                         | 43. Funniest Comedy Duos 7.0/14                                  | 56. Cops 5.9/12                                                         |                              |                            |
|           | 9:30 83. Beatles Anthology, Part 3 3.5/7                                   |                                                         |                                                                  | 54. America's Most Wanted 6.1/11                                        |                              |                            |
|           | 10:00                                                                      |                                                         |                                                                  |                                                                         |                              |                            |
| SUNDAY    | 7:00 12.9/21                                                               | 7.6/13                                                  | 9.0/15                                                           | 7.0/12                                                                  |                              | 2.6/4                      |
|           | 7:30 22. Am Fun Hm Vid 9.0/16                                              | (nr) U.S. Open Tennis 6.7/13                            | Paid Perot Advertisement                                         | 73. Big Deal 5.0/9                                                      |                              | 95. Kirk 2.7/5             |
|           | 8:00                                                                       |                                                         | 40. Dateline NBC 7.5/13                                          |                                                                         |                              | 96. Parnt 'Hood 2.6/4      |
|           | 8:30                                                                       | 13. 60 Minutes 10.0/15                                  | 30. 3rd Rock fr/Sun 6.7/14                                       | 36. Fox Movie Special—Demolition Man 7.9/12                             |                              | 90. St Harvey 3.0/5        |
|           | 9:00 3. 48th Annual Emmy Awards 14.4/23                                    | 38. Touched by an Angel 7.8/12                          | 48. Boston Common 5.8/12                                         |                                                                         |                              | 91. Unhap Ev Af 2.9/4      |
|           | 9:30                                                                       | 73. Almost Perfect 5.0/9                                | 13. NBC Sunday Night Movie—Betrayal of Trust 5.5/11              |                                                                         |                              | 101. Life w/Roger 1.6/2    |
| WEEK AVG  | 9.2/16                                                                     | 6.8/12                                                  | 8.9/15                                                           | 6.3/11                                                                  | 3.6/6                        | 2.5/4                      |
| STD AVG   | 9.5/16                                                                     | 8.8/15                                                  | 11.4/20                                                          | 6.5/11                                                                  | 2.8/5                        | 2.4/4                      |

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Jim Moloshok



Dick Robertson



Donald Russell



Paul Sagan



Barry Thurston



Bob Wright

## THE AGENDA

Grand Hyatt Hotel, 42nd & Lexington, New York, NY  
September 24, 1996

- 8:30–9:00 am *CONTINENTAL BREAKFAST*
- 9:00–10:00 am *KEYNOTE ADDRESS*  
Reed Hundt, *Chairman, FCC*
- 10:00–11:00 am *POLICY PANEL*  
Eddy Hartenstein, *DirecTV*  
Peter Lund, *CBS*  
Brian Roberts, *Comcast*  
David Westin, *ABC*  
Robert C. Wright, *NBC*
- 11:15–12:15 pm *PROGRAMMING PANEL*  
Rich Frank, *C3*  
Kay Koplovitz, *USA Network*  
Dick Robertson, *Warner Bros. TV*  
Barry Thurston, *Columbia Tristar TV*  
Richard Wolf, *Wolf Films*
- 12:15–2:00 pm *LUNCHEON*  
John Malone, *TCI\**
- 2:00–3:00 pm *INTERNET PANEL*  
Jim Moloshok, *Warner Bros. TV*  
Peter Neupert, *Microsoft*  
Tom Rogers, *NBC*  
Paul Sagan, *Time Inc.*  
Dan Stone, *Turner Interactive*
- 3:00–4:00 pm *ADVERTISING PANEL*  
Betsy Frank, *Zenith Media*  
Marc Hirsh, *Premier Advertiser Sales\**  
Larry Hoffner, *NBC\**  
Jon Mandel, *Grey Advertising\**  
Tim McAuliff, *Blair Television*  
Ed Wilson, *CBS/Eyemark*
- 4:15–5:15 pm *FINANCIAL PANEL*  
Peter Ezersky, *Lazard Freres*  
Dennis Leibowitz, *DLJ*  
David Londoner, *Schroder Wertheim*  
John Reidy, *Smith Barney*  
Donald Russell, *CEA*
- 5:30–7:00 pm *COCKTAIL RECEPTION*

\*invited

# CBS sells Chicago AM

*Makes good on promise to FCC to find minority buyers*

By Elizabeth A. Rathbun

**W**estinghouse/CBS last week fulfilled its promise to the FCC to sell its extra Chicago stations to minority broadcasters. WSCR(AM) will go to African-American broadcaster N. John Douglas, who already owns WNDZ(AM) Portage, Ind./Chicago.

As part of the deal, CBS Radio will move the station's money-making sports talk programming to WJJD(AM), now owned by Infinity Broadcasting Corp. CBS will take the call letters too, and WJJD will become WSCR. WJJD has a straight talk format and is 27th in the market in billing, according to *Duncan's Radio Market Guide*. WSCR is 22nd.

The CBS/Douglas deal (subject to FCC approval) allows CBS to meet the local radio-station ownership cap of eight stations in the nation's largest markets. Of the eight, there can be no more than five of a kind (AM or FM). CBS, after its planned merger with Infinity, would have owned six FMs and four AMs in Chicago, the nation's third-largest radio market.

CBS in July told the FCC that it would comply with the cap in Chicago by selling the extra stations to minority broadcasters. Last month, WYSY(FM) Aurora/Chicago was sold to Spanish Broadcasting Systems for about \$35 million.

Douglas offered to buy both the FM

and the AM in Chicago, says his broker, Ben LaRue of H.B. LaRue Media Brokers. CBS officials, however, were intent on selling to two different minorities, he says.

Douglas isn't worried about the loss of the format, LaRue says, because he "does his own thing anyway." Douglas is pioneering an AM 24-hour motivational format called Personal Achievement Radio. He will simulcast the format on WSCR and WNDZ and move the two stations into the same building, LaRue says.

CBS also had pledged to sell a station in another, undisclosed market to a minority. There's "nothing to report on that," CBS Radio spokeswoman Helene Blieberg said last Thursday.

The ownership caps also require CBS/Infinity to sell two extra FMs in Dallas/Fort Worth, but they will not be sold to a minority, it has said.

Also last week, the FCC made public Douglas's plans to buy KKMO(AM) Tacoma/Seattle, Wash., for \$900,000 (see item, "Changing Hands").

## Paxson picks up CBS affiliate

Anthony J. Fant has found an owner for WNAL-TV Gadsden/Birmingham, Ala., and Paxson Communications gets another outlet for its infomercial Infomall TV Network.

Paxson also said last week that it has struck deals to buy KCMY(TV) Sacramento, Calif., from Ponce-Nicasio

Broadcasting LP and KOOG-TV Ogden/Salt Lake City from Alpha and Omega Communications LLC. The three stations would bring inTV into 44 markets reaching nearly 50 million TV households, Paxson says (FCC approval of the deals is required).

Unlike most of Paxson's other deals for independent TV stations, WNAL-TV is a CBS affiliate. Paxson hasn't decided whether WNAL-TV will stay with CBS or be turned over to inTV, says Seth Grossman, director of finance. It is a strong CBS affiliate, he noted.

Meanwhile, Paxson is considering selling or swapping its only other network affiliate, WPMF-TV Tequesta/Palm Beach, Fla. (ABC). Alex. Brown & Sons Inc. also is advising the company about what to do with its time brokerage agreement with UPN affiliate WTVX-TV ch. 34 West Palm Beach. In July, Paxson said it wanted to concentrate its core businesses: inTV and its extensive radio group.

Also last week, Paxson said it will buy WPVJ(FM) Jacksonville, Fla., from InterMart Broadcasting First Coast. If the FCC approves that deal, it would boost Paxson's holdings to six radio stations in the nation's 53rd market, as ranked by Arbitron.

## Raycom offers Mississippi TV

Instead of seeking a waiver of the FCC's duopoly rules for some overlapping TV stations in Mississippi, Raycom Media Inc. wants to sell one of them.

Raycom Media is buying NBC affiliate WDAM-TV Laurel/Hattiesburg (ch. 7) along with seven other network affiliates from Federal Enterprises Inc. (BROADCASTING & CABLE, June 3). Earlier, Raycom had agreed to buy WJTV(TV) Jackson (CBS, ch. 12) and WHLT(TV) Hattiesburg (CBS, ch. 22) from the now-defunct Ellis Communications Inc. Both WJTV's and WHLT's signals overlap WDAM-TV's, according to Raycom documents released last week by the FCC. Hattiesburg is in the nation's 165th-largest market; Jackson is the 91st.

As soon as Raycom closes on WDAM-TV, it immediately will sell the stock of the station's licensee to Media Broadcasting Group Inc., the documents say. The price will be \$6 million. Columbia, S.C.-based Media Broadcasting is headed by Donald R. Tomlin Jr., the investor who in 1995 took over Park Communications Inc. with Gary Knapp. They finished selling off the company in July.

Tomlin is well known by Boston

## Young buying back Disney stake

Young Broadcasting said last week that it will buy back the nearly 15% stake in the company held by Disney subsidiary Capital Cities/ABC (BROADCASTING & CABLE, Aug. 12). Young also said that it has refiled a previously withdrawn public offering, decreasing the number of available shares from 6.6 million to 6 million. The buyback of the Capital Cities stake (consisting of 1.5 million common shares and a warrant to buy 750,000 additional common shares) is to address concerns raised by the Department of Justice in light of Young's proposed acquisition of Disney-owned KCAL-TV Los Angeles, where Disney also owns KABC-TV. As to the public offering, Young's chief financial officer, James Morgan, cited poor equity-market conditions for the decision to reduce the number of shares in the revised offering, which could raise \$165 million after expenses. Morgan told Bloomberg News that the reduced offering was the "minimum number of shares we needed to complete our corporate needs." The offering will be used in part to buy back the ABC shares and to finance the KCAL-TV deal.

—SM

lawyer Stephen I. Burr. Burr engineered the funding of both Park and Raycom by Retirement Systems of Alabama. Media Broadcasting is 100% owned by the Tomlin Family Trust II, of which Donald Tomlin is a trustee and one of four beneficiaries.

**In other Ellis-related news...**

Ellis Communications Executive Vice President/COO Terry Mackin said he would leave the company last Thursday along with President Bert Ellis. Ellis had earlier announced plans to resign that day, when Raycom Media was to close on its \$738 million merger with Ellis Communications. Raycom also intends to relocate from Ellis' home in Atlanta to Montgomery, Ala.

Mackin had worked for Ellis since July 1994. Before that, he was a senior manager in Columbia Tristar Television Distribution's syndication sales division. No word on Mackin's next move. But in a news release, he said, "In a relatively short period of time, we [at Ellis] exceeded the expectations of our viewers, advertisers, employees and investors. It was a lot of fun...I'm looking forward to doing it again."

**Pappas leaving San Francisco**

Pappas Telecasting Cos. is putting its independent TV station in San Francisco on the market. KTNC(TV) (formerly KFCB(TV)) Concord/San Francisco not only is in the nation's fifth largest TV market, but reaches the 21st, Sacramento, Pappas says.

There have been inquiries about the station recently, company President Harry J. Pappas said in a statement last Monday. Selling would be in the company's best long-term interests, he said.

Visalia, Calif.-based Pappas owns or operates 15 other TV stations and some radio stations in Fresno and Sacramento, Calif.; Columbus, Ga.; Nebraska; Reno, Nev., and South Carolina. ■

**Big deal**

The following station-sale application, reported July 22 in BROADCASTING & CABLE, was made public last week by the FCC:

■ \$3 billion for 80% of stock of New World Communications Group Inc. and merger of its 10 TV stations into News Corp./Fox Television Stations Inc. News Corp. paid \$500 million for 20% of New World in 1994.

**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 □ \$3,047,300,000 □ 5

Combos □ \$29,381,550 □ 4

FMs □ \$4,315,000 □ 5

AMs □ \$2,750,000 □ 3

Total □ \$3,083,746,550 □ 17

SO FAR IN 1996:

TVs □ \$8,383,130,845 □ 75

Combos □ \$10,623,932,029 □ 259

FMs □ \$1,980,469,023 □ 296

AMs □ \$158,228,914 □ 176

Total □ \$21,145,760,811 □ 810

SAME PERIOD IN 1995:

TVs □ \$2,628,312,000 □ 95

Combos □ \$1,309,633,810 □ 156

FMs □ \$500,344,651 □ 265

AMs □ \$78,002,754 □ 139

Total □ \$4,540,766,215 □ 655

Source: BROADCASTING & CABLE

**TV**

**WZVN-TV Naples, Fla.**

**Price:** \$21.3 million

**Buyer:** Montclair Communications Inc., Fort Myers, Fla. (Lara Kunkler, president/owner); no other broadcast interests

**Seller:** Ellis Communications Inc., Hilton Head Island, S.C. (U. Bertram Ellis Jr., president/CEO). Ellis is being bought by Raycom Media Inc. (see WDAM-TV Laurel/Hattiesburg, Miss., item, below; for complete holdings, see "Changing Hands," Aug. 19)

**Facilities:** Ch. 26, 5,000 kw visual, 500 kw aural, ant. 1,206 ft.

**Format:** ABC

**WSEE-TV Erie, Pa.**

**Price:** \$12 million for stock

**Buyer:** WSEE Television 1996 Trust, Washington (James L. Winston, trustee); no other broadcast interests

**Seller:** Northstar Television Group Inc., Grand Rapids, Mich. (Mark Vander Starre, principal)

**Facilities:** Ch. 35, 1,170 kw visual, 117 kw aural, ant. 941 ft.

**Affiliation:** CBS

**KSWT(TV) Yuma, Ariz./El Centro, Calif./Mexicali, Mexico, and KTVH-TV Helena, Mont.**

**Price:** \$8 million cash

**Buyer:** Grapevine Communications Inc., Atlanta (Wendell Reilly, president); no other broadcast interests

**Seller:** John Radeck, Helena, Mont.; president of KB Media Inc. and Big Sky Broadcasting LP, which have no other broadcast interests

**Facilities:** KSWT: CBS, Telemundo; KTVH-TV: NBC

**Affiliations:** KSWT: ch. 13, 316 kw visual, 31.6 kw aural, ant. 1,700 ft.; KTVH-TV: ch. 12, 105 kw visual, 10.5 kw aural, ant. 2,250 ft.

**Broker:** Sailors & Associates

**WDAM-TV Laurel/Hattiesburg, Miss.**

**Price:** \$6 million

**Buyer:** Media Broadcasting Group Inc., Columbia, S.C. (Donald R. Tomlin Jr., president; Tomlin Family Trust II, owner). Tomlin is principal of Park Broadcasting Inc., which is being sold (for holdings, see "Changing Hands," July 29)

**Seller:** Raycom Media Inc., Montgomery, Ala. (Bryan Kent Hawkins, president/33.3% owner); is buying WJTV(TV) Jackson and WHLT(TV) Hattiesburg, Miss., and WZVN-TV Naples, Fla. (see item, above)

**Facilities:** Ch. 7, 316 kw visual, 47 kw aural, ant. 510 ft.

**Affiliation:** NBC

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**COMBOS**

**WOAD(AM) and WKXI(AM)-WJMI(FM)**  
**Jackson; WKXI-FM Magee/Jackson, Miss.**  
**Price:** \$14,997,500

**Buyer:** Benchmark Communications, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); for other holdings, see "Changing Hands," June 10

**Seller:** Chrysler Capital Corp., Stamford, Conn. (Thomas J. Allen, VP)

**Facilities:** WOAD: 1400 khz, 1 kw; WKXI: 1300 khz, 5 kw day, 1 kw night; WJMI: 99.7 mhz, 100 kw, ant. 1,060 ft.; WKXI-FM: 107.5 mhz, 98 kw, ant. 952 ft.

**Formats:** All urban

**Broker:** Gary Stevens & Co. (seller)

**KCAZ(AM) Mission, Kan./Kansas City, Mo., and KXTR(FM) Kansas City, Mo.**  
**Price:** \$10.5 million

**Buyer:** Heritage Media Corp., Dallas (James Hoak, chairman; Paul W. Fiddick, president, Radio Group); owns KCFX(FM) Harrisonville/Kansas City and KCIY(FM) Liberty/Kansas City

**Seller:** Ingram Media LLC, Kansas City (Robert P. Ingram, chairman); no other broadcast interests

**Facilities:** AM: 1480 khz, 1 kw day, 500 w night; FM: 96.5 mhz, 99 kw, ant. 984 ft.

**Format:** AM: children's; FM: classical

**KWTX-AM-FM Waco, Tex.**

**Price:** \$3.8 million

**Buyer:** Gulfstar Communications Holdings Inc., Austin, Tex. (John Cullen, president; R. Steven Hicks, director); owns WACO-AM-FM Waco and KBRO(FM) Hillsboro/Waco (for complete holdings, see "Changing Hands," Aug. 26)

**Seller:** KWTX Broadcasting Co., Waco (Thomas G. Pears, president); owns 50% of KBTX-TV Bryan, Tex.

**Facilities:** AM: 1230 khz, 5 kw day, 250 w night; FM: 97.5 mhz, 97 kw, ant. 1,568 ft.

**Format:** AM: oldies; FM: CHR

**WJAT-AM-FM Swainsboro, Ga.**

**Price:** \$84,050

**Buyer:** Box Broadcasting Corp., Rockdale, Tex. (Donald R. Box, president/33.3% owner); no other broadcast interests

**Seller:** Radio Station WJAT Inc., Swainsboro (Capers Brazzell, president); owns WSNT-AM-FM Sandersville, Ga.

**Facilities:** AM: 800 khz, 1 kw day, 500 w night; FM: 98.1 mhz, 3 kw, ant. 285 ft.

**Format:** AM: country, talk; FM: CHR

**RADIO: FM**

**KPOI-FM Honolulu**

**Price:** \$2.125 million

**Buyer:** Caribou Communications Co., Denver (J. Kent Nichols, president/CEO); owns KATT-FM and KYIS-FM Oklahoma City; is buying KTNT-FM Edmond/Oklahoma City, Okla. Caribou is owned by CAT Communications Inc., Denver (58%) and Desert Communications III Inc., Chicago (42%)

**Seller:** Kilohana Broadcasting, Honolulu (Charles Cotton, president); no other broadcast interests

**Facilities:** 97.5 mhz, 80 kw, ant. 46 ft.

**Format:** New rock

**Broker:** Kalil & Co. Inc. (buyer); Exline Co. (seller)

**WVSF(FM) Charlottesville, Va.**

**Price:** \$1 million

**Buyer:** Clark Enterprises Inc., Bethesda, Md. (A. James Clark, president/+75% owner); owns WCYK(AM)-WVAO-FM Crozet/Charlottesville, WSVF-FM, WKDW(AM) and WCYK-FM Staunton and WINF(AM) Waynesboro, all Va.; WLTO (FM) Nicholasville and WLRO(FM) Richmond, Ky., and WCEI-AM-FM Easton, Md.

**Seller:** Radio Piedmont Inc., Charlottesville (Jay Hicks, principal); no other broadcast interests

**Facilities:** 101.9 mhz, 6 kw, ant. 223 ft.

**Format:** Adult contemporary

**Construction permit for WEDD(FM) Englewood/Venice, Fla.**

**Price:** \$500,000

**Buyer:** Jacor Communications Inc., Cincinnati (Benjamin L. Homel, president/co-COO; Zell/Chilmark Fund LP, 70% owner); owns WAMR(AM)-WCTQ(FM) Venice (for other holdings, see "Changing Hands," Aug. 5)

**Seller:** Sarasota-Charlotte Broadcasting Corp., Osprey, Fla. (E.J. Ewing, president); no other broadcast interests

**Facilities:** 105.9 mhz

**Broker:** Kozacko Media Services; Jorgenson Broadcast Brokerage Inc.

**WSNV(FM) Howland/Bangor, Maine**

**Price:** \$350,000 cash

**Buyer:** Moon Song Communications Inc., Bangor (Jerry Evans, principal); owns KQMO(FM) Springfield, Mo.

**Seller:** Bay Communications Inc. (Robert J. Cole, owner); owns WCME(FM) Boothbay Harbor and WXGL(FM) Topsham, Me., and WAAW(FM) Williston, S.C.

**Facilities:** 103.9 mhz, 54 kw, ant. 1,509 ft.

**Format:** News/talk

**Broker:** New England Media Inc.

**WIIZ(FM) (formerly WAAN) Blackville, S.C.**

**Price:** \$340,000

**Buyer:** NicWild Communications Inc., Barnwell, S.C. (H. Drew Wilder, president/60% owner). Wilder owns WBAW-AM-FM Barnwell.

**Seller:** Dallas M. Tarkenton, Athens, Ga.; owns WBTR(FM) Carrollton, Ga., and KIXK(FM) Canton, S.D.

**Facilities:** 97.9 mhz, 6 kw, ant. 328 ft.

**Format:** Not on air

**RADIO: AM**

**KFEZ(AM) Kansas City, Mo.**

**Price:** \$1.3 million

**Buyer:** Greystone Broadcasting Inc., Kansas City, Kan. (William R. Johnson, president/owner); owns KNHN (AM) Kansas City and KPHN(AM) Pittsburg, both Kan.

**Seller:** Beal Broadcasting Co. Inc., Overland Park, Kan. (Thomas E. Beal, president); no other broadcast interests

**Facilities:** 1190 khz, 5 kw day, 250 w night

**Format:** Adult standards

**KKMO(AM) (formerly KMO) Tacoma/Seattle, Wash.**

**Price:** \$900,000

**Buyer:** N. John Douglas, Palo Alto, Calif.; is buying KBLV(AM) Bellevue/Seattle, Wash.; owns KYPA(AM) Los Angeles, KWPA(AM) Pomona, KPPC (AM) Pasadena, KECR-FM El Cajon/San Diego, KEST(AM) San Francisco, KSJX(AM) San Jose and KOBO(AM) Yuba City/Sacramento, all Calif.; WNDZ(AM) Portage, Ind./Chicago and WVVX(FM) Highland Park/Chicago;

WBPS(AM) Dedham, Mass./Boston; WNJR(AM) Newark, N.J./New York, and KGOL(AM) Humble/Houston, Tex.

**Seller:** KAMT Inc., Tacoma (James L. Baine, president); no other broadcast interests

**Facilities:** 1360 khz, 5 kw

**Formats:** Big band, Spanish

**Broker:** Montcalm

**WSTK(AM) Richmond, Va.**

**Price:** \$550,000 + real estate

**Buyer:** Ronald R. Davenport Sr., Pittsburgh; for other holdings, see "Changing Hands," July 1

**Seller:** Fletcher Communications Inc., Richmond (S. David Fletcher, president); no other broadcast interests.

Note: Fletcher acquired station for \$395,000 in 1993.

**Facilities:** 1290 khz, 5 kw day, 41 w night

**Format:** Nostalgia

**Broker:** Blackburn & Co. Inc.

—Compiled by Elizabeth A. Rathbun

**Correction**

The amount of cash involved in deals involving EZ Communications Inc., SFX Broadcasting Inc. and Evergreen Media Report was incorrectly reported Sept. 9. The total deals are valued at \$350 million or more, which includes \$74.8 million cash.

# Network radio ratings on upswing

*Westwood One shows dramatic boost in audience share*

## Radio

By Donna Petrozzello

**A**udience share for network radio improved by 4.3% in the spring 1996 RADAR report, reversing a trend of sluggish returns for network programming.

The latest report, RADAR 53, reported 21,639,000 average quarter-hour (AQH) listeners, 12 and older, compared with 20,739,000 AQH listeners reported by RADAR 52 last fall. RADAR 53 was compiled and released by Statistical Research Inc. (SRI) of Westfield, N.J.

SRI tallied network radio's weekly come audience at 135 million listeners, a number that SRI research director Miriam Murphy calls consistent with past RADAR surveys. Approximately 62% of people 12 and older

listen to network radio in a given week, Murphy says, with network's largest audience comprising men 35 and older.

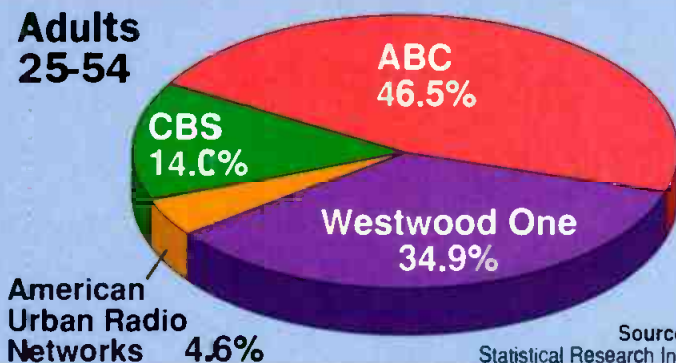
Among the four rated radio networks—ABC Radio Networks, Westwood One Radio Networks, CBS Radio Networks and American Urban Radio Networks—ABC reaped the largest share of audience, a total 46.4% of listeners 12+, according to

data compiled by SRI and AURN. Westwood One claimed 34.8%; CBS claimed 14.6%, and AURN claimed 4.1% of the overall network radio share of listeners 12+, based on the data.

RADAR 53 surveyed listening for all network broadcast dayparts, except overnights, between May 1995 and April 1996. RADAR 52 surveyed listening during equivalent dayparts between November 1994 and October 1995.

Of the 15 programming networks surveyed, Westwood One Radio Networks Young Adult network and Variety network showed the steepest gains in 12+ audience share, up by 8% and 7.8%, respectively, in RADAR 53 from RADAR 52. As a result, Westwood One's Young Adult network inched from 10th to ninth place, and

## RADIO NETWORK AUDIENCE SHARE



Source: Statistical Research Inc.

## Sillerman takes over MMR

Robert F.X. Sillerman, executive chairman of SFX Broadcasting, based in New York, has converted 493,334 of his shares of Class C and preferred stock in Multi-Market Radio to Class B stock, giving him voting control of the group.

Sillerman holds 10 votes per share of Class B stock on "most matters" that come before the Multi-Market Radio board, according to SFX spokeswoman Cynthia Bond. Sillerman's stake amounts to 53.5% voting control of Multi-Market, Bond says.

In addition to holding Class B shares, Sillerman holds 94,000 shares of Class A stock in MMR, giving him an additional 3.1% of voting control in the company.

Sillerman announced plans for SFX Broadcasting to purchase MMR last April. In August, MMR shareholders voted to bump up the sticker price on the 13-station group from \$11.50 per share to \$12. The deal, structured as a tax-free stock and debt transaction, is valued at near \$120 million, Bond says.



Robert F. X. Sillerman

In some circumstances, however—including MMR's vote to accept SFX's purchase bid—Sillerman will hold only one vote for each of his Class A and Class B shares. His influence in that vote will amount to about 17.6%, Bond says.

She says Sillerman also holds majority voting control in SFX Broadcasting, in which he owns 203,000 shares of Class A stock and 856,000 shares of Class B stock.

Since MMR was formed in 1993, Sillerman has held one of the largest ownership stakes in the company. The other large investor has been New Jersey-based Huff Alternative Income Fund, which holds 11.4% of Class A voting stock in the company.

Bond says there are 2.99 million shares of Class A stock outstanding in MMR that are individually and institutionally owned. There are 6.4 million shares of Class A stock outstanding for SFX Broadcasting that are likewise held by individuals and financial institutions, Bond says.

—DP



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## Katz partners with World Wide Radio for Web site

Katz Radio Group has named World Wide Radio a partner in KRG's recently unveiled Internet Marketing Services unit, says Katz Radio Group President Stu Olds. KRG created IMS earlier this month to establish a network of radio stations with individual home pages on the World Wide Web and to link stations with national and local advertisers.

Staffed by Web-site designers, graphic artists, computer programmers and media sales executives, World Wide Radio complements KRG's network of radio affiliates and its link to major radio advertisers.

World Wide Radio President Doug Francis says his first goal will be to "get every one of KRG's client radio stations up and running on the Web.

Then we will take the next step to develop this new medium into a real source for generating revenue."

## KSFO(AM) San Francisco's Savage builds pledge

Talk host Michael Savage raised more than \$5,000 in 24 hours from KSFO(AM) San Francisco listeners in an effort to prevent former Ku Klux Klan leader David Duke from speaking to the California Civil Rights Initiative. According to a KSFO spokesperson, Duke is to be paid \$4,000 to speak to CCRI members. Savage intends to "outbid" Duke's speaker fee, according to KSFO.

## NPR to establish review board

National Public Radio plans to create the NPR Program Strategy Board to monitor the network's programming development and acquisi-

tion efforts and evaluate programming opportunities. Developed earlier this year as an experiment in strategic decisionmaking about programming ventures, the board is expected to be named a permanent fixture at NPR starting Oct. 1.

## WBZ Boston to ring in 75 years on air

Westinghouse Broadcasting's long-standing news WBZ(AM) will celebrate 75 years on the air this week, marking its debut broadcast on Sept. 19, 1921.

In addition to throwing a massive party in Boston the night of Sept. 18, WBZ is offering listeners two chances daily during the next month to win roundtrip airline tickets to any destination in the U.S. by guessing correctly the year in which different news events occurred based on soundbites broadcast by WBZ about the events.—DP

Variety moved from fourth to third.

In addition, five of Westwood One's six networks earned a larger audience with listeners 12+ in RADAR 53 over RADAR 52. Only Westwood One's Country network suffered a 2.6% dip in audience share with listeners 12+ in RADAR 53.

The upswing was particularly crucial for Westwood One, whose six networks each suffered a decline in audience share in RADAR 52. Ron Werth, senior vice president of research for Westwood One Radio Networks, attributed the favorable results to changes in affiliate marketing put forth by Bob Dunn, senior vice president of affiliate relations.

"We're seeing the positive results that Bob Dunn initiated, and we're looking forward to more positive RADAR reports, particularly in the key selling demographics of [listeners] 25 to 54 and 18 to 49," Werth says. "Anytime you have a better product, you are able to give advertisers a better look at the audiences available to them."

Audience share improved for Westwood One's Young Adult network in other age groups as well. The network saw an 11% increase among listeners 25-54; a 9.3% increase with listeners 18-49; a 2.4% increase with listeners 18-34, and a 2.9% increase among listeners 12-

34 in RADAR 53 over RADAR 52.

Audience share for Variety increased by 11.7% with listeners 25-54; by 13.5% with listeners 18-49; by 14.8% with listeners 18-34, and by 13.5% with listeners 12-34 in RADAR 53 over RADAR 52.

RADAR 53 also delivered solid returns for ABC Radio Networks. ABC's Prime network held its first-place rank among the 15 networks surveyed again in RADAR 53, with an estimated audience of 3,788,000.

Prime's audience of listeners 12+ increased 2.7% in RADAR 53 over RADAR 52. Prime also garnered 2.6% more listeners 25-54; 3.6% more listeners 18-49; 1.6% more listeners 18-34, and 2.4% more listeners 12-34.

Likewise, ABC's Platinum network earned 2.2% more listeners 12+, ABC's Genesis network earned 5% more listeners 12+, and ABC's Galaxy network earned 5.1% more listeners 12+ in RADAR 53 over RADAR 52. Only ABC's Excel network, targeted at young adults, slipped in audience share with listeners 12+, by 12.9% in the latest report.

ABC also debuted a new programming network in RADAR 53, Advantage, which is targeted to young adults. According to Bill McClenaghan, senior vice president of research and development at ABC Radio Networks,

Advantage earned an audience of 438,000 listeners 12+.

RADAR 53 gave mixed marks to CBS Radio Networks' CBS network and Spectrum network. Audience share of listeners 12+ for CBS dropped 2.5%, from 1,477,000 to 1,440,000 in RADAR 53 from RADAR 52. However, the share of listeners 12+ for Spectrum increased 4.9%, from 1,647,000 to 1,727,000.

Spectrum earned even steeper gains with other audiences. Its share increased by 12% with listeners 25-54; by 9.8% with listeners 18-49; by 18.4% with listeners 18-34, and by 14.4% with listeners 12-34.

The CBS network's share of listeners ages 18-49 dipped by 1.6%, but its share of listeners 25-54, 18-34 and 12-34 increased by 1.8%, 7.4% and 7.9%, respectively.

In a survey of network radio's top-rated shows, ABC's news programs hosted by correspondent Paul Harvey seized five of the top 10 ranks, including first and second place, McClenaghan reported, based on RADAR 53 returns.

In all, ABC programs carried nine of the top 10 slots, with CBS Radio's *Osgood File*, hosted by Charles Osgood, ranked sixth. ABC's Prime and Platinum networks held four of the top 10 slots, McClenaghan reported. ■

## Turner gets 12 HBO films

*Latest in series of deals between future family members*

By Jim McConville

**A**lthough the Time Warner/Turner merger has yet to be finalized, the two companies continue working vigorously behind the scenes on deals that allow Turner to dig into Warner's mine of TV programming resources.

The most recent example: Time Warner-owned HBO Pictures reportedly will sell 12 of its original movies to Turner for approximately \$300,000 a picture.

Spokespersons for Turner and HBO declined comment, but inside sources say the companies probably won't announce the agreement until after the proposed merger deal is signed, which would be next month at the earliest.

Titles that could end up as part of deal include *Crime of the Century*, about the murder trial of Bruno Hauptmann for kidnapping and murdering the Charles Lindbergh baby. The dramatization premiered on HBO Saturday night.

The pact, when announced, will join other recently completed or proposed Time Warner/TBS deals.

Last July, TNT and Warner Bros. Domestic Pay TV, Cable and Network Features struck a deal for rights to 26 hour-long episodes of Warner Bros. International Television Productions' action/adventure series *The New Adventures of Robin Hood*. The show will be the first-ever exclusive original series to premiere on the network when it debuts on TNT next January.

In February, Turner Entertainment Group agreed to pay a record \$1.2 million per episode for off-network rights to hit NBC medical drama *ER*. The deal gives Turner the option of bartering *ER* for weekend airings on broadcast TV stations, with Warner Bros.

handling distribution and clearances and Turner handling sales.

And last October, TBS acquired the off-net rights to Warner Bros.' *Lois and Clark: The New Adventures of Superman* for approximately \$275,000 an episode. A month later, TBS signed a deal for off-net rights to Warner Bros. hit sitcom *Friends* for \$300,000 an episode.



In earlier deal, Turner paid record \$1.2 million per episode for Warner Bros./NBC's 'ER'.

## Warning Sounded for debt-heavy cable

*Duff & Phelps advises industry to improve debt picture in face of new competition*

By Price Colman

**O**n the verge of telecommunications competition, the debt-laden cable industry finds itself stuck in a cascading catch-22.

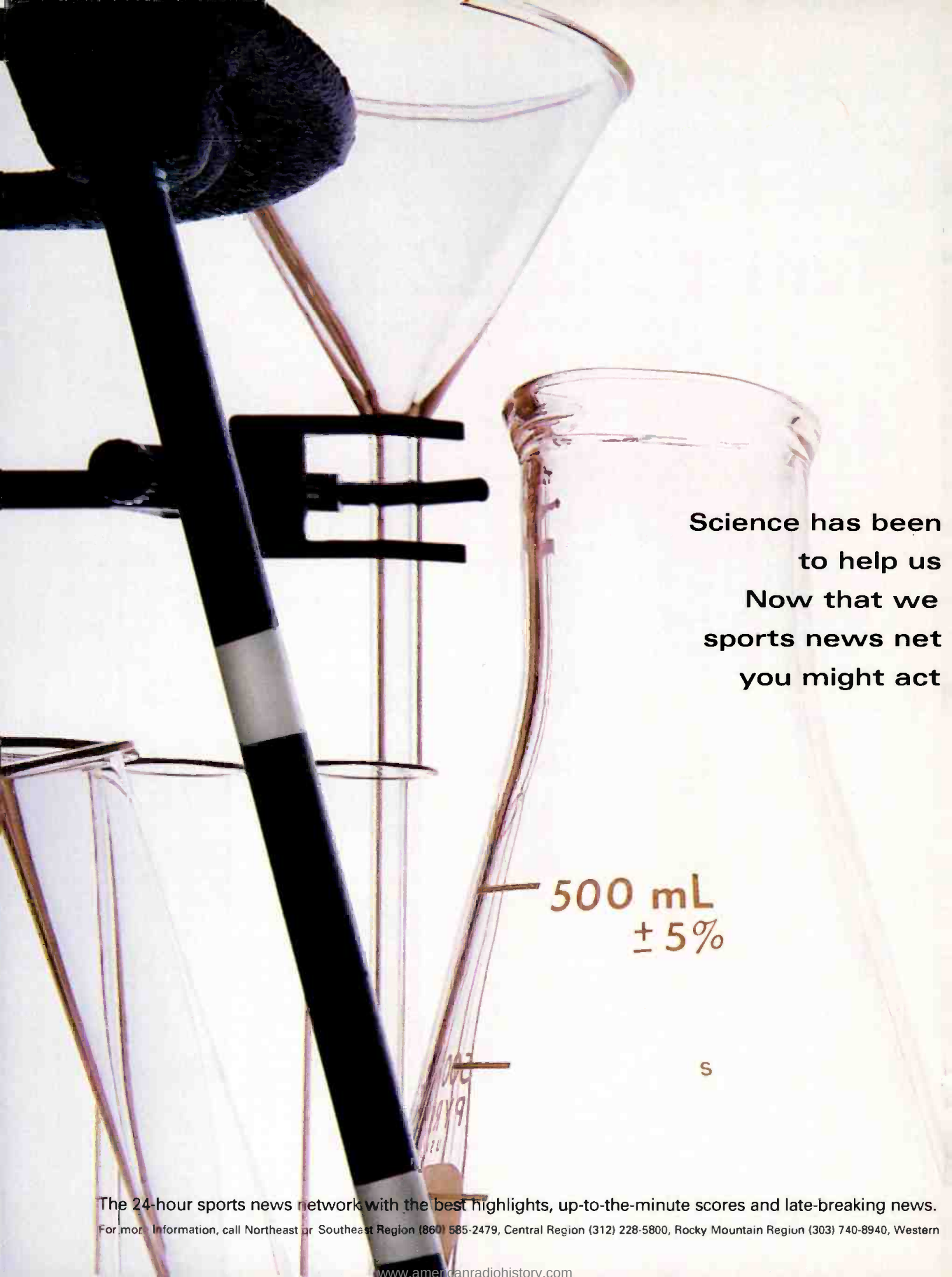
Because the industry is so highly leveraged, its debt quality on average is poor. The low-quality—in some cases junk—debt is a turn-off for investors and lenders alike, making it tough for cable to attract new money needed to launch new product and service offerings.

And cable has banked a lot on new products and services—such as digital cable, Internet access and telephone service—because they're a source of new revenue that can, in turn, help improve the debt picture.

Cable's quandary is outlined in a first-of-its-kind report from Duff & Phelps Credit Rating Co. (DCR). The report also presents an escape route: Take steps to improve credit quality now before competition really hits.

"The warning bell should be going off," says Michael Weaver, assistant vice president in the telecommunications group at DCR and author of the report. "There are going to be effective competitive alternatives that will change the nature of their business. Two years from now, will they be able to do business as usual—spend, spend, spend and we'll worry about it later? No."

How can cable improve its debt picture? Perhaps by taking a breather from acquisitions, which typically increase



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## TCI alters satellite spin-off

TCI Communications (Nasdaq:TCOMA) filed documents with the SEC Sept. 4 that indicate it is changing certain aspects of its TCI Satellite Entertainment Inc. division.

The division, which includes PrimeStar by TCI (the company's hardware and distribution arm for PrimeStar in TCI service areas) and the company's DBS operations, will assume only \$250 million of the \$600 million in debt it was going to take over as part of the spin-off.

Credit-rating agencies, including Duff & Phelps Credit Rating Co. (DCR), have been closely monitoring the spin-off to see whether TCI would use it as a way to reduce its hefty \$14 billion debt load.

"There are a lot of very upset [TCI Communications] investors right now," says Michael Weaver, an assistant vice president at DCR. "[TCI] really took an event that could have improved credit quality and made it a nonevent."

TCI's heavy debt burden—nearly all of it in TCI Communications—came home to roost last spring, when Duff & Phelps and Moody's lowered key TCI credit ratings to the junk category.

TCI spokeswoman LaRae Marsik says the change in the terms of the proposed spin-off reflects TCI's desire to give the new company a running start. "Burdening the new company with \$600 million in debt was not seen as prudent," she says.

Under a separate agreement, the satellite company pays TCI for service, maintenance and installation of satellite equipment and services. The spun-off company will maintain that agreement, she says.

"The reality is that the return of investment to the parent company is basically the same," Marsik says. "It just takes a different pathway." —PC

the debt load, and consider strategic spin-offs that could move some debt out of the core company.

"I believe it's a management decision—they're willing to sacrifice a little credit quality to spend more on investments and capital expenditures," says Weaver. "But they can't maintain the acquisition pace they have had over the past 18

months and still improve credit quality."

Cable historically has been a highly leveraged industry in which executives have plowed nearly all their profits into expansion. The situation has become particularly acute in the past year as the industry's acquisition-expansion binge has accelerated.

Credit rating agencies such as DCR,

Moody's and Standard & Poors pay close attention to cable's debt-to-cash flow ratio and consider anything in a range of from 5:1 to 5.5:1 as representing junk debt. Companies can close the ratio gap either by paying down big chunks of debt or increasing cash flow.

With the Telecommunications Act of 1996 taking the gloves off competition, the problem cable now faces is that it no longer may be able to depend on rate increases to boost cash flow and thus improve the credit picture.

"If rate increases are your main tool for improving credit performance, then you're in trouble," says Weaver. "When competition is in effect, you can't count on rate increases to improve the revenue stream."

Some MSOs, such as Tele-Communications Inc., have taken the credit-monitoring community's concerns to heart. TCI saw much of its \$14 billion debt—most of it borne by TCI Communications—downgraded to junk, or non-investment grade, in the spring.

"We are on track, if not ahead of track, in decreasing the leverage ratio for the company before year end," says TCI spokeswoman LaRae Marsik. "Wall Street in general is in a show-me period right now.... This is our opportunity to give them a reason to believe."

Despite the somewhat dire picture he paints, Weaver says he's generally upbeat about the cable industry.

"I'm not a cable bear. I feel like they have a lot of potential. But I'd like to see them balance capital expenditures and acquisition levels with credit quality improvement." ■

# Commercial banks hot for cable

*Although bond investors are cooling off, banks are warming to high-yield/high-risk*

By Price Colman

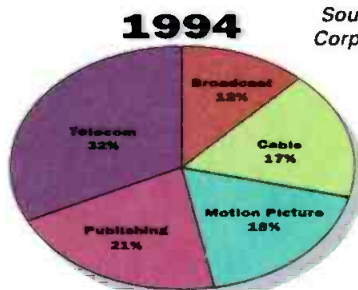
**T**he cable television industry may qualify as the high-leverage poster child, but in some venues that's a plus.

Although equity and bond investors may look askance at cable companies' debt burden (see story, page 51), that burden has not discouraged the commercial banking industry, where competition has heated up in the high-yield/high-risk lending category.

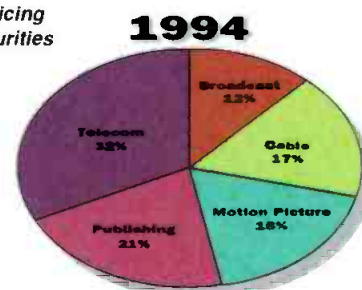
An inaugural report by BankAmerica's Loan Syndication and Trading research arm shows that cable loan vol-

## Media Loan Breakdown

Sources: Loan Pricing Corp. and BA Securities



Market Size: \$2.9BN



Market Size: \$2.9BN

ume jumped 84%, to \$24 billion, last year, nearly doubling the previous record of \$13.3 billion set in 1994.

"We've got a whole group of investors who did not support the industry four years ago now supporting

the industry," says Michael Rushmore, vice president of the Loan Syndication and Trading research division. "That creates additional liquidity for the industry. That's a positive thing. One reason BA is a big supporter of the industry is [that] we fundamentally believe it's good industry to advance."

It's hardly surprising that almost half of the syndicated commercial loans to cable were for mergers and acquisitions, which also hit record levels in 1995. The second-most-cited reason for the loans—accounting for \$7.6 billion, or 30% of the total—was for refinancing of costlier loans.

It may seem curious that cable lending has exploded while the interest in cable-related bonds has subsided, but the reasons are essentially the same: supply and demand.

"There are more people searching for investment in high-yield bank loans than there is supply," says Rushmore. That imbalance has been driven largely by an increased presence of Japanese banks and institutional investors in the syndicated-loan market. Syndicated loans are those where one bank acts as the agent and underwrites the loan, then sells what are essentially shares in the loan to other banks or other institutional investors, forming a syndicate.

With increasing competition among lenders for floating-rate debt, the cost of the borrowed money has declined, attracting more players from the cash-hungry cable sector. (Such loans typically are priced based on the London InterBank Offered Rate, or LIBOR, and an added percentage.)

Meanwhile, historically conservative commercial banks are interested more than ever in diversifying portfolios (commercial loans increasingly are traded between banks and institutional investors) and adding high-yield components.

The competitive environment wrought by the Telecommunications Act of 1996 muddies the waters to a degree. "A dip in cash flow could leave many of the most leveraged operators at a competitive disadvantage," the report states. Conversely, cable executives are acutely aware of what kind of balance they need to achieve, says Rushmore.

"Ultimately, the issuing community—the CFOs and CEOs of cable companies—have a hand on the pulse of the industry and will act in their own best interest, Rushmore says. "If it's in their interest to reduce leverage, then they will."

# New wrestler in TV ring

*Investor group launches federation to tap popularity of pro wrestling*

By Rich Brown

**T**he resurgence of professional wrestling on TV is luring another competitor into the ring.

A group of investors led by Chicago businessman Paul Alperstein this weekend will debut the American Wrestling Federation, an organization designed to appeal to the millions of fans already tuning in to matches each week on broadcast and cable TV. Alperstein, a TV newcomer, has enlisted BKS/Bates Entertainment as exclusive distributor and All American Television to handle ad sales for the new enterprise.

The AWF's hour-long *Warriors of Wrestling* makes its weekly syndication debut this weekend (Sept. 21-22) on a lineup of broadcast TV stations that includes WCBS-TV New York; KCBS-TV Los Angeles; WBBM-TV Chicago; KYW-TV Philadelphia; KBHK-TV San Francisco and WLVI-TV Boston. The AWF is searching for a national cable network to carry its matches and plans to offer pay-per-view events by late 1997. Alperstein says the AWF expects eventually to present three or four PPV events per year.

The syndicated show will reach 45 of the top 50 DMA markets and 63 of the top 75 when it debuts, according to Alperstein. He says TV station car-

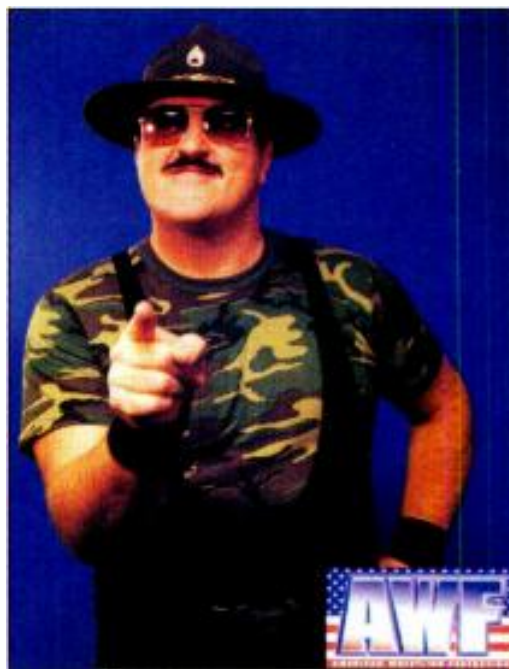
riage deals include a mix of barter and time buys, and airings will include weekend afternoon and late-night slots. Deals are also in place to air the show in Russia, Mexico and the United Arab Emirates. The AWF earlier this year quietly tested the show domestically on the Madison Square Garden Network.

Professional wrestling and its unique brand of outrageous theater consistently ranks among the most-watched programming on cable. Prime time wrestling shows on USA and TNT attract an average 2 million households per week. And PPV wrestling events represented 37.8% of the estimated \$472 million in total

PPV revenue during 1995, according to Showtime Event Television.

The AWF is entering a fiercely competitive marketplace already occupied by veteran programer World Wrestling Federation and Turner Broadcasting-owned upstart World Championship Wrestling. Loyal wrestling fans will recognize several of the stars featured in the AWF, including former WWF personalities Sergeant Slaughter, Mr. Fuji, The Road Warriors and Lord Alfred Hayes.

"We have a lot of guys who have a tremendous following," Alperstein says. "I don't worry about what somebody else does in business."



Among AWF's stars is Sergeant Slaughter

# Bravo broadens its reach

*Moves toward mainstream with more contemporary feel; IFC remains targeted to film buffs*

By Jim McConville

**F**ilm and arts network Bravo says it is moving closer to mainstream cable status as it nears the 30 million-subscriber mark, redefining its program schedule to appeal to a broader audience.

In contrast, Bravo's two-year-old co-owned network, the Independent Film Channel (IFC), remains focused on film buffs.

Bravo, launched 15 years ago as a premium movie service, now reaches an estimated 26 million cable households and will pass 30 million homes by early 1997, Bravo executives say.

Approximately 22.5 million of Bravo's subscribers come from cable, with the balance divided among C-band, wireless cable and DBS, including DIRECTV with 1.8 million subs. Bravo also is distributed in Canada and some Latin American countries under either Bravo or "Film & Arts."

Joe Cantwell, vice president of sales and affiliate relations for Bravo/IFC, says nearly 80% of Bravo's U.S. distribution is on basic, with between 20% and 25% on new-product tiers.

"It's added to new-product tiers on systems where capacity is an issue or where the impact of the cable going-forward rules means that new tiers make more sense for the operator," he says.

Bravo also is talking with wireless cable companies about carriage and expects to announce deals by year's end, Cantwell says.

To attract more subscribers, the network is adding specials with broader audience appeal. This October, it will air *Exposé*, a series of multipart specials that examine the world behind the performing arts. Produced by the BBC, the first six-part installment, *The Look*, on Oct. 6 looks at fashion. Future installments include episodes on classical music, art and Hollywood.

Bravo's existing biography series, *South Bank*, will air new episodes profiling contemporary artists Jackie Mason, the late singer/dancer Peter Allen and singer Elaine Paige.

For Halloween, the network will run an all-day marathon of episodes from David Lynch's 1990 ABC series, *Twin Peaks*.



Naomi Campbell in 'The Look'

Seeking to tap the growing independent film movement, Rainbow Programming in 1994 launched IFC, which now reaches 5.5 million subscribers and will be in 7 million homes by year's end, network officials estimate.

IFC's TV distribution, now split 50-50 between cable and satellite, is adding more cable sign-ups and could

reach a 60-40 cable/satellite mix by early next year, Cantwell says.

In contrast to Bravo, IFC programming consists solely of independent films aimed at diehard film buffs. "We go after more hard-edged independent product," says George Lentz, manager of film acquisitions for Bravo and IFC.

This November, IFC will introduce *Raw Footage*, an original three-part miniseries hosted by actor Alec Baldwin that focuses on independent political documentaries. The series will debut Oct. 7.

IFC in November will also run its first documentary marathon—billed as "20 documentaries in 20 days"—of films made by leading American documentary filmmakers.

IFC will move into the film business with the network's first theatrical release, "Gray's Anatomy," to debut at the Toronto Film Festival this month. The movie will get general theatrical release in 1997 and likely will air on IFC in 1998.

While catering to different markets, Rainbow is cross-promoting the channels with IFC Fridays, a program block of IFC films that airs Friday evening at 8 on Bravo. ■

## HBO tops ACE nominees

*Garners 111 nominations, compared with 28 for next-highest ESPN*

By Cynthia Littleton

**H**BO and its *The Larry Sanders Show*, both big winners at last week's Emmy awards, once again far outdistanced the competition in bids for cable's highest programming honor. Contenders for the 18th annual CableACE Awards were unveiled last week, with *Larry Sanders* accounting for 15 of HBO's 111 nominations.

ESPN came in second among 74 competing cable networks with 28 nominations, followed by the Disney Channel (22), Showtime (20), Nickelodeon (18) and A&E (17). CNN and TNT earned 16 nominations apiece. Other programs garnering multiple nominations included HBO's *Dream*

*On*, Showtime's *The Outer Limits* and Disney Channel's *Avonlea*.

In addition to *Larry Sanders*, nods for best comedy series went to Comedy Central's *Exit 57* and *Mystery Science Theater 3000*. Nominees for best drama series are *Avonlea*, *The Outer Limits* and HBO's *Strangers*. In the closely watched contest for best movie or miniseries, Lifetime Television's *Sophie and the Moonhanger* is going up against four HBO projects: *Truman*, *The Late Shift*, *Soul of the Game* and *The Tuskegee Airman*.

The CableACE Awards will be handed out Nov. 16 in Los Angeles. ABC sitcom star Drew Carey is hosting this year's show, to be televised live on TNT. ■

## TW gives TNT ch. 3 in New York

To pick up some prime Manhattan real estate, you need either luck or friends in high places. The same apparently goes for landing a choice channel slot on the city's cable system.

Time Warner's Manhattan cable system is switching the channel positions of WBIS-TV and Turner Broadcasting's TNT. The move gives TNT the coveted channel 3 slot between CBS and NBC, while WBIS-TV will be bumped back to channel 31. Dow Jones/ITT took over New York City-owned WNYC-TV this year with the intent of reprogramming it with business news/sports.

WBIS-TV officials thought that the station would be able to keep the choice location when it took over WNYC-TV a few months ago. But Time Warner Cable President Dick Aurelio says that WBIS-TV didn't exist before and therefore does not have a right to channel 3.

While waiting for Federal Trade Commission approval of a \$7.5 billion merger, Time Warner and Turner Broadcasting have been taking advantage of the powerful relationship.

Turner's new financial network, CNNfn, in late 1995 was able to get immediate carriage on Time Warner's New York City systems, piquing the interest of some cable operators who had long been seeking carriage on the systems but were told by Time Warner that there was not enough room.

Time Warner, however, refutes claims that it is showing Turner special favor because of the merger plans. "There was no preferential treatment. This makes our lineup consistent with [that of] the other boroughs," says Aurelio, referring to Time Warner's other New York City systems, which already carry TNT on channel 3 and WBIS-TV on channel 31. "WNYC-TV had the right to be on channel 3 before, but WBIS did not exist then, so they don't have a right to the position." —MK

# Will short fights KO PPV?

*Some backlash reported over Tyson's brief encounters*

By Michael Katz

**T**he Mike Tyson juggernaut that has brought boxing fans to pay-per-view events in droves is now turning some of them off.

PPV operators had hoped that when Tyson returned to boxing a little more than a year ago, he would be the same destructive fighter he was before he went to prison.

But PPV operators should be careful what they wish for. Viewers who have shelled out as much as \$45 for a main event that sometimes lasts less than two minutes are complaining that Iron Mike is dispatching his foes a little too quickly for their taste.

Tyson knocked out Bruce Seldon on Sept. 7 in a 109-second mop-up, bringing to a grand total of eight the number of rounds he has fought in his four-bout comeback. The fight was booed by fans and critics—at ringside and in press accounts—not merely for its brevity but because many thought Seldon lay down. Newspapers reported many disappointed and angry PPV customers after the fight.

"It's a pure case of 'buyer beware,'" says Time Warner Cable President Dick Aurelio, who has received complaints from customers. No one wants such a short fight, he says, but "boxing fans should know what they're getting into. I don't have too much sympathy for people who complain about it."

According to Showtime, which produced the pay-per-view event, the Tyson fight registered a little more than 1 million buys, including cable and satellite. That figure is well below the 1.4 million buys generated from the Tyson-Frank Bruno fight March 16. "In terms of Tyson's potential it is



Mike Tyson makes short work of Bruce Seldon

on the soft side, given his track record," says Jay Larkin, Showtime's senior vice president, sports and event programming. "There is a lot more potential there, but the reality is that I don't see a whole lot of fan backlash."

Larkin says that customers shouldn't feel ripped off because there were three fights for them to see in addition to the Tyson-Seldon bout. "It's an event as much as it is a fight," he says.

The next Tyson PPV event will be Nov. 9, when he faces Evander Holyfield, possibly his toughest challenge since the comeback. It can't come too soon, as a good contest is just what the PPV fight doctor ordered. Despite some recently disappointed fans, experts believe the upcoming fight will bring in a record number of buys.

"I think a Holyfield fight with a strong undercard will help fix the problem," says Hugh Panero, president of PPV service Request Television. "It happens to be a time when there are not a lot of great fighters. This next fight had to be either Holyfield, [Riddick] Bowe or [Lennox] Lewis, or the pay-per-view franchise would be somewhat hurt." Panero says Lewis or Oliver McCall may be featured in the undercard to give fans more heavyweight boxing in case the Tyson bout has another quick ending. ■

# TCI International spin-off still in works

*U.S. tax laws, holding-company status make it impractical for now*

By Price Colman

**T**ele-Communications Inc. continues to lay the groundwork for spinning off TCI International into a separate company, but it will wait for more favorable circumstances.

U.S. tax laws and TCI International's holding-company status make a spin-off impractical for the moment, said John Malone, president of TCI and chairman of TCI International (TINTA), at TINTA's first shareholder meeting since going public in July 1995.

"We would have to do a three-ball bank shot to get from here to there," Malone said, adding that U.S. laws make it difficult to expatriate a U.S. company.

The advantages of a spin-off include increasing shareholder value, giving TINTA independence to raise its own capital for expansion and removing the burden of U.S. taxation on an essentially international company.

For parent TCI, it would also mean getting TINTA's \$192 million in debt off its books, a substantial plus at a time when TCI is laboring under near-

ly \$14 billion in debt.

The downside, from TINTA's perspective, would be assumption of all its debt. Given the company's performance in its first year of being publicly held, the downside may be limited.

"In all the key operations, including Argentina, Japan and the United Kingdom, we're doing better than we predicted," said Adam Singer, president of TINTA.

Singer and TINTA chief executive Fred Vierra said the company intends to sell certain assets in which it doesn't have significant control. ■

# Classic Sports eyes South America

*Closing in on deal with HBO Olé*

By Rich Brown

**F**ledgling Classic Sports Network is striking new distribution deals not only in the U.S. but south of the border.

Just a little more than a year since the domestic launch of CSN, executives at the network and HBO Olé are said to be closing in on a plan to offer the service in South America and Mexico. Details are sketchy, but it appears that CSN's international service would feature core programming from its own library mixed with classic sports reruns from the targeted region.

Talk of international expansion

comes as CSN's domestic service enjoys a boost of its own: CSN and multiple system cable operator Cox Communications last week entered into an expanded distribution deal that ultimately will add more than 1 million subscribers for the network.

CSN's lineup of "classic" sports reruns from past decades is now available in more than 15 million homes on a full- and part-time basis, according to network officials. A good chunk of its distribution is through a time buy on WBIS-TV New York, a must-carry station that is available on most cable systems in the key New York ADI. CSN will appear on the station through mid-

January 1997, when WBIS-TV owners Dow Jones and ITT are expected to debut their own programming.

"There are some really interesting guerilla tactics that programmers can utilize to build awareness and get sampled," says CSN CEO Brian Bedol. He has received "several" commitments from cable system operators in the New York ADI who plan to continue carrying CSN when the WBIS-TV deal expires, but he would not provide details.

CSN also has a deal in place to be carried by EchoStar when the direct broadcast satellite operator debuts its service later this year. CSN already is carried by competing DBS services DIRECTV and PrimeStar.

CSN's ownership does not include any multiple system cable operators, and Bedol says the network does not intend to sell any equity to MSOs. Primary investors include Allen & Co., AT&T Ventures, H. Wayne Huizenga and E.M. Warburg Pincus & Co.

A recent cash infusion of \$20 million by Warburg Pincus will help CSN to own more of its programming, says Bedol. Most of the 15,000 hours of classic sports programming now in CSN's library is licensed, but Bedol hopes eventually to fill half of the network's schedule with original productions. ■

## Vanguard buys Booknet

Booknet, a planned 24-hour cable channel and Internet service focusing on the literary world, received a strong push toward launch when it was purchased last week by cable veteran Vanguard Media.

Vanguard acquired control of Booknet for an undisclosed amount from its founders, which include award-winning author E.L. Doctorow. Doctorow and the others will retain a minor financial position in the service, but will no longer participate in its development, management and operations. Burt Pines will remain Booknet's president.

With the move, Pines says, Booknet will soon start hiring key management and production personnel. He hopes the channel will launch "as early in 1997 as we can."

Vanguard had been instrumental in the development of the Sci-Fi Channel, The Golf Channel, Premier Horse Network, Parenthood TV and NET-TV.

—MK

## France's Canal+ does \$1.8 billion merger deal with rival NetHold

French pay-TV operator Canal+ has emerged as the surprise partner for NetHold, the European and African pay-TV firm controlled by conglomerates Richemont and MIH Holdings. The two have agreed to merge, with Canal+ acquiring all of NetHold's equity in return for 6.1 million new Canal+ shares and \$45 million in cash. The deal, which values NetHold at \$1.8 billion, surprised analysts and investors, who thought DIRECTV International the favorite to take a stake in NetHold.

Before the completion of the merger, NetHold will transfer its operations in Africa, the Middle East, Greece and Cyprus to MIH. These companies will "continue to cooperate" with the newly merged Canal+/NetHold, but will be outside the new entity. The new company's assets include 45% of Italian pay-TV operator Telepiu. Laurent Perpere, executive VP/GFO of Canal+, expects loss-making NetHold to break even after three years, based on the assumption that it will double its 1.5 million-subscriber base by 2000. NetHold posted a loss of \$140 million for the fiscal year ended March 31. Canal+ will assume the NetHold debt of \$300 million and Italy's Mediaset debt of \$350 million (NetHold holds a small stake in Mediaset).



## Disney Olé

Disney is set to end a year's speculation about its TV plans in Latin America by signing an output and distribution deal with pay channel HBO Olé, according to sources. Disney is said to be "95% certain" to sign a deal, with an announcement expected later this month. The deal is expected to comprise two parts: one will involve an output deal covering Disney's live-action movies (the studio's animated titles are generally excluded from output deals); the other is for carriage of a Latin American version of The Disney Channel.

## News Corp. in India

News Corp. has secured permission from India's Foreign Investment Promotion Board (FIPB) to establish a wholly owned TV company in India. India's fiercely protectionist government has approved an \$11 million direct investment in the company, called News Television India Private Ltd.

## MSO trio tests decoders

Three UK MSOs—TeleWest, General Cable and Bell Cablemedia—reportedly have asked satellite-receiver manufacturer Pace Micro Technology to install and test a number of "black box" decoders with integral modems. Pace also could end up manufacturing digital decoders for BSkyB, which plans to launch up to 200 channels by the end of 1997. —By Debra Johnson & Nicole McCormick

# Sundance adds first original

*'Rough Cut' will air on both film channel and MTV*

By Jim McConville

Independent film network the Sundance Channel will add its first original program next year. Called *Rough Cut*, the news and feature show will debut in January.

The show will air on Viacom-owned Sundance and MTV. Sundance, a joint venture of Viacom's Showtime Networks and filmmaker Robert Redford, launched last February.

John Pierson, author of "Spike, Mike, Slackers and Dykes: A Guided Tour Across a Decade of Independent Cinema," will write and host a series of seven half-hour *Rough Cut* episodes. The show is slated to appear periodically each month on Sundance and weekly on MTV.

*Rough Cut*, a combination of interviews, filmmaker profiles and short segments from independent films, will combine studio and on-location shoots.

**"It's our move into offering intelligent commentary in order to make films that don't have a lot of presell in the marketplace accessible to a larger audience."**

**Dalton Delan,  
Sundance Channel.**

Episodes likely will include interviews with such independent filmmakers as Michael Moore ("Roger & Me"), Kevin Smith ("Clerks") and Richard Linklater ("Slacker").

Sundance executives say *Rough Cut*

is part of the channel's 1997 plans to add interstitials and long-form programming to give structure and context to the network's slate of independent films. Approximately 50% of the network's prime time and late-night films will include introductory segments or hosts.

"It's our move into offering intelligent commentary in order to make films that don't have a lot of presell in the marketplace accessible to a larger audience," says Dalton Delan, executive vice president of programming and creative director, Sundance Channel.

*Rough Cut* episodes will be designed to work on both Sundance and MTV, says Pierson. "We are trying to walk that tightrope and find something that works in the film world and also really works with that younger MTV audience."

Delan says dual exposure of *Rough Cut* on MTV will make the film network more accessible to a wider audience.

Sundance also will try to fit the series into the network's proposed plans for regular monthly film festivals.

The first festival, to air in November, will consist of a series of profiles on independent documentary filmmakers highlighted by "Crumb," the 1995 Oscar-nominated documentary film on the legendary cartoon artist R. Crumb.

Sundance Channel has approximately 4 million subscribers, with only 1 million coming from cable and the balance through DBS, TVRO and wireless cable.

Sundance eventually will expand to international markets. Last March, Sundance added partner Dutch entertainment company Polygram NV, which purchased a 50% stake in the channel. Polygram also will have a 75% stake and will oversee any Sundance launch internationally. ■

### The Padres channel

Cox Communications—San Diego and Major League Baseball's San Diego Padres have signed a five-year television partnership that will create a cable channel devoted exclusively to the Padres. To be made available as part of Cox's basic cable service to its subscribers in San Diego County starting next year, the network (tentatively "The Channel 4 Padres") will air an estimated 125 Padres games per season. Some 20-40 Padres games per year will be shown locally on broadcast channels. This year, the televised Padre games were split between KFBM-TV (55 games) and Prime Sports (41 games). The Prime Sports deal won't be renewed. "We were not asked to be part of that package," says Prime Sports spokesman Kyle Ing.

Other Channel 4 programming will consist of pre- and postgame shows, features on baseball and the Padres, and stories on the team's community activities. The channel reportedly also will air rebroadcasts of Padres games. Cox is trying to sign deals with other local cable operators to carry Channel 4. For non-cable customers, Cox will offer a special package that includes its lowest-priced basic cable service, Channel 4 and free installation. —JM

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## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 2–Sept. 8, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

| Program                           | Network | Time  | (ET)   | HHs.<br>(000) | Rating | Share |
|-----------------------------------|---------|-------|--------|---------------|--------|-------|
| 1. NFL/Miami @ Arizona            | TNT     | Sun   | 7:58p  | 5,172         | 7.5    | 11.4  |
| 2. 1996 Video Music Awards        | MTV     | Wed   | 8:00p  | 3,532         | 5.4    | 8.5   |
| 3. CFA/Notre Dame @ Vanderbilt    | ESPN    | Thurs | 7:57p  | 3,277         | 4.7    | 7.9   |
| 4. World Champ. Wrestling         | TNT     | Mon   | 9:00p  | 3,186         | 4.6    | 7.0   |
| 5. NFL Primetime                  | ESPN    | Sun   | 7:00p  | 2,792         | 4.0    | 7.1   |
| 5. World Champ. Wrestling         | TNT     | Mon   | 8:00p  | 2,744         | 4.0    | 6.9   |
| 7. Rugrats                        | NICK    | Sun   | 10:00a | 2,577         | 3.8    | 11.0  |
| 8. AAAHH!!! Real Monsters         | NICK    | Sun   | 10:30a | 2,368         | 3.5    | 9.9   |
| 8. Movie: "Jaws 2"                | TBS     | Mon   | 5:05p  | 2,433         | 3.5    | 7.6   |
| 10. Rugrats                       | NICK    | Fri   | 6:30p  | 2,290         | 3.4    | 7.0   |
| 10. Busy World of R. Scarry       | NICK    | Mon   | 9:30a  | 2,336         | 3.4    | 10.1  |
| 12. Movie "Tremors"               | USA     | Sun   | 4:00p  | 2,304         | 3.3    | 6.5   |
| 12. The Ren & Stimpy Show         | NICK    | Sun   | 11:00a | 2,262         | 3.3    | 9.4   |
| 12. Rugrats                       | NICK    | Wed   | 6:30p  | 2,215         | 3.3    | 6.4   |
| 12. Rugrats                       | NICK    | Mon   | 9:00a  | 2,249         | 3.3    | 10.8  |
| 16. Rugrats                       | NICK    | Tues  | 6:30p  | 2,177         | 3.2    | 6.3   |
| 16. Movie: "Devil's Food"         | LIF     | Mon   | 8:00p  | 2,136         | 3.2    | 5.0   |
| 16. Movie: "Grease"               | TNT     | Mon   | 5:30p  | 2,194         | 3.2    | 6.7   |
| 19. Rocko's Modern Life           | NICK    | Sun   | 11:30a | 2,134         | 3.1    | 8.8   |
| 19. Movie: "Jaws"                 | TBS     | Mon   | 2:35p  | 2,190         | 3.1    | 8.1   |
| 21. All That                      | NICK    | Sun   | 1:00p  | 2,049         | 3.0    | 7.2   |
| 21. Salute Your Shorts            | NICK    | Sat   | 12:00p | 2,048         | 3.0    | 9.0   |
| 21. Doug                          | NICK    | Fri   | 7:00p  | 2,059         | 3.0    | 6.2   |
| 21. Are You Afraid of the Dark?   | NICK    | Fri   | 5:00p  | 2,063         | 3.0    | 7.4   |
| 21. I Love Lucy                   | NICK    | Tues  | 9:30p  | 2,023         | 3.0    | 4.5   |
| 21. Doug                          | NICK    | Tues  | 7:00p  | 2,031         | 3.0    | 5.6   |
| 21. Rupert                        | NICK    | Mon   | 10:00a | 2,020         | 3.0    | 8.7   |
| 21. NASCAR/Miller 400             | ESPN    | Sat   | 7:30p  | 2,061         | 3.0    | 5.6   |
| 21. Muhammad Ali: The Whole Story | TNT     | Tues  | 8:00p  | 2,087         | 3.0    | 4.9   |
| 30. Rugrats                       | NICK    | Sat   | 7:30p  | 2,002         | 2.9    | 5.9   |
| 30. Tiny Toons Adventures         | NICK    | Sat   | 9:30a  | 1,971         | 2.9    | 9.3   |
| 30. Tiny Toons Adventures         | NICK    | Sat   | 9:00a  | 1,970         | 2.9    | 9.8   |
| 30. Rugrats                       | NICK    | Thurs | 6:30p  | 1,978         | 2.9    | 5.9   |
| 30. I Love Lucy                   | NICK    | Tues  | 8:30p  | 1,960         | 2.9    | 4.6   |
| 30. Tiny Toons Adventures         | NICK    | Tues  | 7:30p  | 1,945         | 2.9    | 5.1   |
| 36. Secret World of Alex Mack     | NICK    | Sun   | 12:30p | 1,915         | 2.8    | 7.2   |
| 36. Looney Tunes                  | NICK    | Sun   | 9:00a  | 1,909         | 2.8    | 9.2   |
| 36. My Brother and Me             | NICK    | Sat   | 12:30p | 1,935         | 2.8    | 8.3   |
| 36. Doug                          | NICK    | Thurs | 7:00p  | 1,919         | 2.8    | 5.5   |
| 36. Gullah Gullah Island          | NICK    | Mon   | 11:30a | 1,870         | 2.8    | 7.5   |
| 36. Biography: Tim Allen          | REN     | Mon   | 8:00p  | 1,863         | 2.8    | 4.8   |
| 42. My Brother and Me             | NICK    | Sun   | 7:00p  | 1,809         | 2.7    | 4.6   |
| 42. Adventures of Pete & Pete     | NICK    | Sun   | 12:00p | 1,865         | 2.7    | 7.5   |
| 42. Rugrats                       | NICK    | Sat   | 8:30a  | 1,864         | 2.7    | 10.4  |
| 42. Doug                          | NICK    | Wed   | 7:00p  | 1,867         | 2.7    | 5.2   |
| 42. Jim Hensen's Muppet Babies    | NICK    | Mon   | 10:30a | 1,833         | 2.7    | 7.6   |
| 47. Jamie Foxx Show               | WGNC    | Wed   | 9:30p  | 1,054         | 2.6    | 4.0   |
| 47. Clarissa Explains It All      | NICK    | Sun   | 6:00p  | 1,773         | 2.6    | 4.8   |
| 47. Secret World of Alex Mack     | NICK    | Sat   | 8:00p  | 1,745         | 2.6    | 4.9   |
| 47. Tiny Toons Adventures         | NICK    | Fri   | 7:30p  | 1,767         | 2.6    | 5.2   |

Sources: Nielsen Media Research, Turner Research

## HEADENDINGS

## ESPN names first two ESPNEWS anchors

ESPN has hired the first two of an anticipated dozen on-air anchors for its proposed ESPNEWS 24-hour all-sports-news network to launch in early November. First hires include Mike Greenberg, a sports anchor and reporter for Chicagoland Television (CLTV) since April 1995, and Michael Kim, a sports reporter at NewsChannel 8 in Washington since 1991.

## Basic cable revenue up 25%

The Cable Advertising Bureau reports that basic cable advertising revenue for the first half of 1996 climbed 25.7% to \$2.15 billion, compared with the same period in 1995. The CAB also reports that second-quarter cable ad revenue grew 24.6%, to \$1.18 billion. "There is a direct connection between the cable networks' robust ad-revenue growth and the record-setting audiences that are watching cable TV this year," says CAB President Joe Ostrow.

## Charitable teamwork

HBO and TCI Cablevision will be working to raise funds for The National Hispanic University as part of Hispanic Heritage Month. For each new subscriber who signs with TCI Cablevision and agrees to carry HBO and HBO en Español through Oct. 16, the two companies will collectively donate \$5 to the university.

## Disney Channel premieres

The Disney Channel has acquired the rights to U.S. television premieres for a set of Universal/Amblin Entertainment animated films. The films include six Steven Spielberg-produced films, including "An American Tail" and the "Land Before Time" as well as the series of direct-to-video releases spawned by "The Land Before Time."

## Back to the movies

Turner Entertainment will rerelease hundreds of Turner-owned restored classic films, including "The Wizard of Oz," "Gone with the Wind" and "Citizen Kane," to movie theaters under its new "Turner Classic Movies on the Big Screen" brand. Turner already has over 250 theatrical bookings across the country for short runs in art houses and classic movie festivals. The campaign

officially kicks off on Oct. 1 with a 10-day classic film festival in West Los Angeles.

## H&G losses

Home & Garden Television operating losses for the first half of the year totaled \$6.9 million (\$4.2 million after taxes), according to an SEC filing by parent company E.W. Scripps. The fledgling service, which debuted in December 1994, is fed to 14 million subscribers.

## First fellow

David Willis has been named the first Industry Fellow of the National Cable Television Center and Museum in Denver. Willis, who has been active in the cable industry for more than 40 years, including 21 years as director of engineering for TCI, will serve as curator of the Technology and Artifacts Collection of the center's library. Willis retired from TCI in 1992.

## Jones hires

Jones Intercable has named Guy McAree director, marketing development, and David Cowan operations system manager. Both positions are in Jones's New Business Development group. McAree, who most recently was director of marketing strategy and planning for Bell Cable Media in the UK (a partnership of Jones Intercable, Bell Canada International and Cable &

Wireless), will develop marketing strategies and plans associated with Jones Intercable's new and future telecommunications services such as telephony and multimedia. Cowan, who went to Jones from Bell Sygma's information systems division, will focus primarily on automating Jones's new customer care, billing and network management system.

## In command

Bob Kavner, former executive at Creative Artists Agency and AT&T, has been named president of On Command Corp., a subsidiary of Ascent Entertainment Group. Kavner's mission is to consummate the merger of On Command Video and SpectraVision Inc., suppliers of on-demand programming and guest services to the hotel and lodging industry. When the merger is complete, On Command Corp. will be spun off as a separate, publicly traded company, with Ascent retaining majority ownership. Kavner most recently headed Kavner & Associates, a communications and media consulting company specializing in broadband and Internet on-demand ventures. In addition to its involvement with On Command, Denver-based Ascent owns and operates the NBA Denver Nuggets, NHL Stanley Cup Champion Colorado Avalanche, and Beacon Communications, a motion picture and television production company.



The Learning Channel was scheduled to present a Great Books Festival Sept. 14-15. The festival combined nine new programs in the channel's Great Books series with seven repeats to tell the stories behind some of the world's great literature. To celebrate the festival, Learning Channel hosted a reception at the Library of Congress in Washington on Sept. 10 featuring luminaries reading passages from books in the series. Shown above are Walter Cronkite, who read from 'The Prince'; John Hendricks, chairman, Discovery Communications; Supreme Court Justice Ruth Bader Ginsburg, who read from 'Moby Dick'; actress Zoe Caldwell, who read from 'Native Son'; Senate Majority Leader Trent Lott, who read from 'The Republic'; and Joseph Heller, who read from his 'Catch-22.' Heller is the only living author featured in the Great Books series.

# Broadcasting & Cable's Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Internet

## Info services score top 'Net ratings gains

ESPN, CNN, Weather Channel also draw

By Richard Tedesco

Information services have experienced the most growth in usage on the Internet, according to the most recent ratings released by PC Meter.

And while information services seem to draw the largest online audience share, there is no clear pattern emerging among entertainment services. Online share of some services appears to be ebbing, suggesting that the novelty of certain Web sites is wearing off for Internet newbies. And some usage seems to be related to seasonal TV entertainment.

In any case, in interpreting online audience trends between January and June it is essential to note that the overall household audience measured by PC Meter has grown dramatically.

Based on its own hardware survey, in January, PC Meter estimated that the potential in-home Internet universe represented 8.3 million users. In April, it saw that grow to 10.8 million, with additional growth to 13.2 million in June. At present, PC Meter estimates that a point in its ratings represents 120,000-150,000 users.

Overall, the information/entertainment category drew a 47.2 share, a drop from its 49 share in January—despite a gain in new numbers. CNet,

with a 6.6 share, ZDNet at 6.5, and Pathfinder at 5.8 were the top-ranked information sites in PC Meter's June ratings. Each showed significant growth in share. ZDNet scored a 3.6 in January, while CNet drew a 4.9 share.

Among cable networks' sites, ESPN's SportsZone boasted the largest online share, with a 3.7—a drop, however, from a 4.5 share in January. But SportsZone boasts

among the highest minutes usage per day, at 14.94, with 9.80 pages requested per visit. Its share peaked in March at 5.2, most likely due to the March Madness of the NCAA Basketball tournaments.

CNN followed with 2.2, while its share had dropped since scoring a 3.6 in January. But CNN scores a relatively high 6.35 minutes of usage per day and 3.30 pages requested per usage, indicating that those who visit the site routinely use it to check certain news categories.

The Weather Channel demonstrated the strongest growth in share, going from a 0.4 in January to a 3.1 in June, with a 4.59-page request per usage. FoodTV went from literally nowhere in January to a 1.5 in June, with users typical-

ly spending nearly 10 minutes per visit and accessing eight pages of content.

Discovery Channel Online slipped from a 2.8 share in January to a still respectable 1.6 in June. Users were spending more than six minutes per visit, accessing more than three pages.

NBC drew a 1.8 share in June for its site, up from 0.4, while CBS slipped from a 2.0 in January to a 1.5. In real numbers, that means the number of users grew for CBS, since the relevant universe grew. Both networks are drawing nearly five minutes per visit.

Among all media entertainment sites, Disney was the big dog, at a 4.7 share in June, with users staying for 10 minutes and looking at more than six pages.

TMA

### WORLD WIDE WEB INDIVIDUAL USAGE REPORT NEWS/INFORMATION/ENTERTAINMENT—JUNE 1996

|                 | Reach<br>(sorted) | Usage<br>days per<br>person | Page<br>requests per<br>usage day | Viewings<br>per page<br>request | Seconds<br>per<br>viewing | Minutes<br>per page<br>request | Minutes<br>per usage<br>day | Minutes<br>of usage<br>per person |
|-----------------|-------------------|-----------------------------|-----------------------------------|---------------------------------|---------------------------|--------------------------------|-----------------------------|-----------------------------------|
| CNET.COM        | 6.6               | 2.12                        | 5.03                              | 2.66                            | 39.33                     | 1.74                           | 8.76                        | 18.60                             |
| ZDNET.COM       | 6.5               | 1.63                        | 3.72                              | 2.67                            | 50.52                     | 2.25                           | 8.35                        | 13.62                             |
| PATHFINDER.COM  | 5.8               | 1.46                        | 3.99                              | 2.53                            | 49.35                     | 2.08                           | 8.29                        | 12.11                             |
| DISNEY.COM      | 4.7               | 1.43                        | 6.72                              | 2.39                            | 35.75                     | 1.42                           | 9.55                        | 13.66                             |
| SPORTSZONE.COM  | 3.7               | 2.38                        | 9.80                              | 2.14                            | 42.75                     | 1.52                           | 14.94                       | 35.52                             |
| INTELLICAST.COM | 3.4               | 2.63                        | 3.44                              | 2.02                            | 36.65                     | 1.24                           | 4.26                        | 11.19                             |
| USATODAY.COM    | 3.3               | 2.86                        | 5.30                              | 1.92                            | 40.57                     | 1.30                           | 6.89                        | 19.71                             |
| WEATHER.COM     | 3.1               | 1.91                        | 4.59                              | 1.85                            | 27.30                     | 0.84                           | 3.86                        | 7.37                              |
| MACROMEDIA.COM  | 2.7               | 1.25                        | 3.18                              | 2.28                            | 33.70                     | 1.28                           | 4.07                        | 5.10                              |
| NANDO.NET       | 2.4               | 1.31                        | 2.44                              | 2.02                            | 30.27                     | 1.02                           | 2.48                        | 3.24                              |
| CNN.COM         | 2.2               | 2.58                        | 3.30                              | 2.02                            | 57.08                     | 1.92                           | 6.35                        | 16.41                             |
| UNITEDMEDIA.COM | 2.0               | 2.50                        | 2.34                              | 2.59                            | 31.15                     | 1.34                           | 3.14                        | 7.84                              |
| STRIP-TEASE.COM | 2.0               | 1.23                        | 8.59                              | 2.24                            | 38.33                     | 1.43                           | 12.28                       | 15.09                             |
| PCMAG.COM       | 1.8               | 1.27                        | 3.20                              | 1.93                            | 41.90                     | 1.35                           | 4.31                        | 5.49                              |
| NBC.COM         | 1.8               | 1.30                        | 3.50                              | 1.82                            | 42.03                     | 1.27                           | 4.45                        | 5.80                              |
| HOTWIRED.COM    | 1.7               | 1.10                        | 3.13                              | 1.92                            | 45.57                     | 1.46                           | 4.57                        | 5.01                              |
| IMDB.COM        | 1.7               | 1.43                        | 8.47                              | 2.28                            | 18.75                     | 0.71                           | 6.04                        | 8.63                              |
| HAPPYPUPPY.COM  | 1.7               | 1.59                        | 2.57                              | 2.63                            | 47.36                     | 2.07                           | 5.33                        | 8.45                              |
| DISCOVERY.COM   | 1.6               | 1.46                        | 3.63                              | 2.11                            | 47.90                     | 1.68                           | 6.11                        | 8.93                              |
| HOMEARTS.COM    | 1.6               | 1.18                        | 4.84                              | 1.70                            | 44.16                     | 1.25                           | 6.07                        | 7.19                              |

Source: PC Meter

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**ZENITH**

Online

# N2K debuts Web 'zine, plans online label

800 unsigned rock bands will be featured

By Richard Tedesco

**N**2K, the online music company, introduces a World Wide Web magazine this week called All Star, and will launch its online record label next month.

These are N2K's latest moves toward creating a diversified Web-based music business for commerce and information. All Star



(www.allstarmag.com) will cover some 800 unsigned rock bands worldwide under the editorial direction of Rob Lord, who created the Internet Underground Music Archive and oversees N2K's Rocktropolis Web site (see "Telemedia Week," Aug. 19).

N2K Encoded Music, the online record label the company hopes to establish, makes a modest launch next month with a compilation CD based on a user poll and a retrospective of jazz saxophonist Gerry Mulligan.

When N2K Encoded starts cooking early next year, it plans to produce enhanced CDs, including a blues-duet CD planned for a February release. The enhanced CDs will contain links to supplementary material on the Internet, says Larry Rosen, N2K chairman. "It

sort of makes this big circle and brings people back to the Internet again," he says.

Last week, N2K took its first step toward Rosen's vision of enabling PC users to download master recordings online: David Bowie's previously unreleased single composition "Telling Lies" was cybercast via the artist's Web site (www.davidbowie.com), designed and maintained by N2K.

N2K Encoded Music will continue to function as a conventional music marketing service as it begins to sign artists and distribute music online during second quarter 1997. That's when Rosen expects to have sorted out the rights and technical issues to enable that process. "The

downloading of components is going to be an issue here," he says, noting that "record labels are very nervous about this concept."

If Rosen is nervous, his strategy doesn't show it. N2K put up \$633,000 in June to buy the Rocktropolis site, where it will cybercast live concerts. For the three months ended March 31, it recorded a \$5.3 million loss on \$2.73 million in revenue, compared with a \$17 million loss on revenue of \$3.2 million for the same period last year.

The company is slated to go public next month. In November, it goes after another online niche with Classical Insites, a classical music site with an educational component and material from the estate of Leonard Bernstein.

## Network veteran Grimes to chair Netcast

J. William Grimes, a veteran of CBS and ESPN, was elected chairman of the Netcast Communications Corp. board



Grimes

of directors last week.

Grimes, 55, began his career at CBS in 1968, becoming vice president of the broadcast group before joining ESPN in 1981. In 1982 he was named president of the upstart cable sports network, which landed National Football League rights and began bargaining for Major League Baseball rights during his tenure.

In 1988 Grimes became president of Univision Holdings, Inc., the Spanish-language broadcasting power. Three years later, he moved to Multimedia Inc. as president. Before joining the Netcast board, Grimes was president of Zenith Media, USA, a wholly owned subsidiary of Ccridant PLC, formerly Saatchi & Saatchi.

Netcast is now beta testing its 12-channel online service entailing seven music formats, sports, talk shows and news, supplemented by visual content. "I look at it as a microcosm of the early days of cable," says Grimes. He sees himself as a strategist who also will help to give Netcast entree into the world of broadcast and cable TV, in order to strike licensing deals for content and carriage deals with cable modem services.

The fledgling Internet entertainment company seeks to become a content aggregator, according to Grimes, who's excited about the new medium. "It's really kind of cool. I've become a real World Wide Web freak over the past few years," he says.—RT

## New York adds 'Net to Indecency law

New York state has quietly enacted an Internet indecency law.

The bill, passed by the legislature and signed into law by New York Governor George Pataki last week, updates an existing statute prohibiting distribution by the means of indecent photos, movies, books and magazines to teenagers under the age of 17 by other means. Pataki's press office had still not issued a statement about the bill days after he had signed it.

The bill passed the New York state assembly and senate overwhelmingly, making transmission of material "harmful to minors," depicting nudity, sexual contact or sadomasochism, a felony punishable by four years' imprisonment.

In its summary of the bill, the legislature cited several cases of pedophiles traveling cross-country to have sexual relations with minors they initially contacted online. It said law enforcement agencies had become "increasingly alarmed" about pedophiles' use of computer networks.

"We need to protect our children from these types of crimes," said Democratic Assemblywoman RoAnn Destito, who co-sponsored the legislation with Republican Senator William Sears. Destito said she was not concerned about legal challenges to the legislation, since it mirrored standards already established by the state law that was on the books.

The New York Civil Liberties Union, which had fought the bill's passage in the legislature, indicated that it will continue to fight the law, and may seek its repeal.—RT



# MIXED MEDIA

The industry's most influential players in broadcasting, video production, post-production and corporate communications will convene at World Media Expo in October to gauge the state of entertainment and news media on several fronts at the event's five conferences:

- The NAB Radio Show
- RTNDA International Conference
- SBE Engineering Conference
- SMPTE Technical Conference
- TVB Conference.

On October 7, *Broadcasting & Cable* takes a close look at the components of World Media Expo. Our in-depth report will feature up-to-the-minute information and analysis of new products, technologies and services appearing at World Media Expo, and will examine trends affecting the broad media arena.

So send a signal to our readers — 35,000 of the industry's top media professionals, including GMs, Chief Engineers and News Directors — and enjoy bonus distribution for your message at World Media Expo, too. Call your sales representative to reserve your ad space in this important issue.

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**Issue Date: October 7, 1996 • Ad Close: September 27**

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## Modems

# Time Warner's Road Runner sets course for Ohio

More launches planned in late '96, '97

ROAD RUNNER



**R**oad Runner gets legs in Ohio.

Time Warner Cable's Road Runner high-speed modem service launched in northeastern Ohio, targeting the 300,000-subscriber Akron and Canton markets.

The MSO has made a considerable investment in upgrading the systems with a 3,000-mile fiber optic/coaxial cable network that enables downstream data delivery speeds of up to 10 mbps via Motorola modems. The gamble is that the additional performance will offset Road Runner's relatively high cost.

For \$39.95 per month—about twice the cost of a typical PC Internet service—PC users on the system can obtain the Motorola CyberSurf'r modem, with an upstream delivery speed of 768 kbps, unlimited Internet access, e-mail functions and access to local content developed

with a number of local schools and institutions.

Participants in the project include the Akron and Canton museums of art; local governments and school systems; the Pro Football Hall of Fame, which developed a site with *Sports Illustrated*, and local newspapers the *Akron Beacon Journal* and the *Canton Repository*. Time Warner is providing all public schools in the area with free Road Runner service, which also will carry hot links to the University of Akron and Kent State University.

*Sports Illustrated* and other Time Life publications play a part here too, through a customized version of Time Inc.'s Pathfinder service. Other independent content suppliers—including Medical Adviser Online, Home Improvement Encyclopedia, Merriam Webster's Online Dictionary & Thesaurus, Travelocity, World African Network Online,

Edmund's Automobile Buyer's Guide and SearchAmerica—are accessible off the service's main directory.

As of last week, Time Warner had approximately 500 Motorola modems installed in so-called friendly households. Some 2,000 subscribers are on a waiting list to receive the modems when they become available.

Time Warner is set to relaunch—as Road Runner—the Linerunner modem service it had been testing in Elmira, N.Y., in that 35,000-subscriber system and roll it out to 12,000 subscribers in nearby Corning to facilitate a telecommuting program there.

Launches are planned in its 165,000-subscriber San Diego system late this year or in early 1997, with Road Runner's arrival also anticipated in Portland, Me.; Columbus, Ohio, and Binghamton, N.Y.

TW

## CNN puts news up on PageNet

CNN will be bringing its headline news service to alphanumeric pager users.

Beginning this week, some 600,000 customers of the PageNet pager service will see headlines and summaries of news stories from CNN in eight categories free of charge. Domestic and world news, stock market reports, business news, weather, sports, show business news and features will all appear under the CNN logo on their pager screens.

CNN is using some staffers to write content for the medium, says Scott Woelfel, vice president and editor in chief, CNN Interactive, adding that it's simply a further extension of CNN's mission. "You're going to be keyed into breaking news," Woelfel says. "This fits our strategy of being able to reach people anytime, anywhere."

Audio clips eventually will be added to the service along with graphics and, possibly, pictures, Woelfel says. There won't be any advertising to support the content initially, but plans call for ads in the future.—RT



SEPT FORUM VI

## Wiltech makes move to buy Cycle-Sat

*Sale may close in October and would create leader in digital spot delivery*

By Glen Dickson

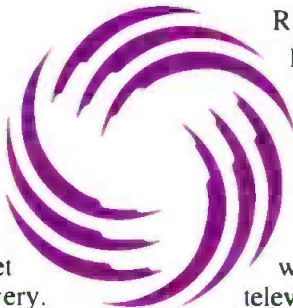
In another strategic move to grow its video delivery business, the Wiltech Group has signed a letter of understanding with Winnebago Industries to buy Cycle-Sat, the market leader in satellite spot delivery. The Wiltech buy, **CYCLE-SAT, INC.**, which creates a sleeping giant in the emerging world of digital spot delivery, follows July's aborted IPO effort for Cycle-Sat.

Terms of the Wiltech agreement, made in a joint effort with traffic software provider Columbine JDS, were not disclosed. The Cycle-Sat sale, pending due diligence and regulatory clearance, should close in October. The company has roughly 220 employees at facilities in Forest City, Iowa; Chicago; New York; Burbank, Calif.; Memphis; Somerset, N.J., and Newark, Del.

Under the corporate umbrella of natural gas giant The Williams Cos., Wiltech is the parent company for fiber and satellite provider Vyvx. Vyvx has been expanding during the past year, first buying teleports from ICG Wireless last fall and then acquiring up-and-coming satellite reseller Global Access in April. The Cycle-Sat acquisition will add spot distribution to Vyvx's portfolio, says Vyvx President Del Bothof.

"It will certainly help us in an area where we've been playing on the fringes," Bothof says. He adds that the Cycle-Sat buy will be a complete acquisition by Wiltech, with Columbine JDS offering strategic, not financial, support. That strategic support could mean software upgrades for digital spot delivery; Cycle-Sat is in the process of converting its operations to General Instrument MPEG-2 technology (BROADCASTING & CABLE, April 15).

Columbine JDS President Wayne



Ruting says there are "compelling synergies" between the fiber backbone of Wiltech, the satellite delivery of Cycle-Sat and the existing customer base for Columbine traffic software.

"For traffic automation, we've got 85 or 90 percent of television stations and 50 percent of cable headends," says Ruting. "Now we have a chance to integrate that with digital video delivery. This could mean a huge payback for [our customers]."

Ruting says the agreement between Columbine and Vyvx isn't in response to emerging spot delivery players such as IndeNet and DG Systems, but instead is symptomatic of the consolidation of technology across the industry.

"The only way to produce a cost-

effective end-to-end system is by owning every aspect of the process," Ruting says. "You need to have your own fiber lines and transponder space, deliver it cleanly to the headend or station, and produce your own verification. The other approaches are going to be fragmented."

Bothof says the Cycle-Sat buy is another step toward Vyvx's planned store-and-forward delivery system, which it has enlisted Sun Microsystems to help develop. The proposed broadband network will use video servers to deliver pay-per-view movies, syndicated programming and commercials.

"Advertising is just part of a larger strategy," says Bothof. "We want to build the next-generation distribution system. But there are also some big benefits in the short term—it's a nice match."

### News from IBC

At the International Broadcasting Convention in Amsterdam, Sony broke news of a big Betacam SX deal with sports news network CNN/SI, the Turner/Time Warner joint venture scheduled to launch in December. CNN/SI is purchasing 29 Betacam SX high-speed hybrid tape/disk recorders, which it will use to record sports highlights. "They'll use SX as the record format, then play that out to the Quantel Clipbox and nonlinear editors," says Sony director of marketing Steve DiFranco. CNN/SI also is buying two Sony DVS-7000 digital switchers with four-channel DME-7000 digital effects units, and DiFranco is "hopeful" that they will buy some SX camcorders as well.

Philips BTS unveiled two high-resolution digital cameras for electronic field production, the LDK 20P (4:3 aspect ratio) and LDK 20PS (4:3/16.9 switchable). The new cameras, which use 12-bit digital processing, feature patent-building True Color Knee circuitry for sharp reproduction of skin tones and automatic pixel correction. Philips BTS also introduced an expanded Media Pool video server, with a maximum of 12 channels compared with the previous eight, and announced a strategic alliance with Silicon Graphics to market SGI servers and workstations through Philips BTS's Systems Division.

Scitex Digital Video premiered Serial Storage Architecture (SSA) for its Sphere family of nonlinear editors. Through a strategic partnership with networking specialist Pathlight Technology, the Sphere editors will now benefit from simultaneous high-speed recording and playback of media for multiple-networked workstations.

—GD

# Cutting Edge

By Glen Dickson

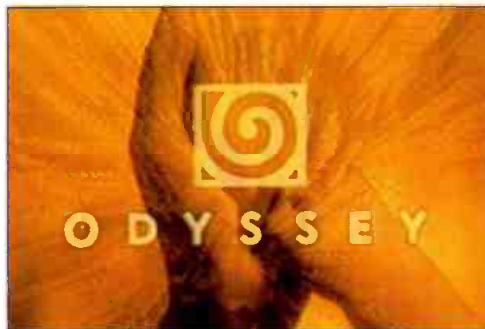
JVC has chosen **Pinnacle Systems' Genie 3-D digital** video effects card for its Digital-S nonlinear editing systems, now under development. JVC will base its nonlinear systems on the Matrox Movie-2 bus platform and Genie. Genie, a family of PCI-based digital video effects products introduced at NAB '96, is available in two formats: GeniePlus for linear editing environments and GenieFusion for nonlinear applications. JVC's new Digital-S format is also supported by Pinnacle's Alladin professional post-production system through its serial digital option; enhancements to Alladin 601 allow it to be used with the pre-read mode of Digital-S VTRs for a digital editing system.

**Scientific-Atlanta** has introduced a new **PowerVu MPEG-2** digital compression headend satellite receiver, which it is marketing as an economi-

cal alternative to the company's full-featured commercial satellite receiver. The headend satellite receiver

serves applications that don't require extra features such as multiple audio channels, MPEG-2 transport outputs, digital video and audio outputs and high-speed data capabilities. It supports SMATV (Satellite Master Antenna Television) while offering multilingual subtitling and cue tone equivalent signals for insertion of local advertising.

**VideoWorks**, New York, handled production, graphics and post work for the new on-air look of cable network **Odyssey**, formerly Faith & Values. VideoWorks was contracted by Lee Hunt Associates for the job, which included a new name, logo, look, on-air promotion and network tag line: "Exploring Life's Journey." The bumpers, promos, IDs, menus and billboards were designed by Anne St. Pierre and shot by VideoWorks' production arm, Gear & Rose Films, with extensive graphics and



*VideoWorks helped to create Odyssey's new look.*

post work completed by Hal artist Cathy Hundt and VideoWorks' senior editor Tamsen Martin, including two weeks of compositing, layering and keying.

KOKH-TV, the Heritage Media Corp. station and Fox affiliate in Oklahoma City, is using a new custom-built **Andrew TRASAR high-power UHF broadcast antenna** with a custom pattern specifically designed for optimum coverage in its local market. KOKH-TV's TRASAR antenna, which incorporates proprietary design techniques developed by Fox Television Stations and Andrew, has generated 3,000 calls in its eight weeks of operation from viewers impressed with the new signal, says Heritage director of engineering Tom Bradshaw.

**ESPN** is using **Princeton Video Image's** live video insertion advertising technology (BROADCASTING & CABLE, June 10) in its coverage of college football this fall. The patented L-VIS system, which inserts into telecasts virtual billboards that aren't visible to the stadium audience, has been used by computer company Gateway 2000 to insert its logo between the goalposts during field goals and extra-point kicks.

**Unitel Video** has ended negotiations to sell its **Editel** New York film-to-tape transfer business and has closed the facility. Unitel plans to use a portion of the Editel New York equipment in its other facilities and to sell the rest. Editel Sound will continue to operate at the Editel New York location and soon will be relocated to Unitel's Windsor division. Unitel also announced that it has completed the expansion of its Editel Los Angeles post-production and special effects facility, including an additional digital edit room and an URSA Gold film-to-tape transfer suite.

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### HELP WANTED PRODUCTION

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## TELEVISION

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### HELP WANTED HUMAN RESOURCES

**Human Resources Director.** WJLA-TV is looking for a director with a minimum of 5 years management experience. Collective bargaining/labor relations experience a must. Strong contract administration, compensation, budgeting, employee relations and benefits experience required. Must be fluent in spreadsheet, word processing, and HRIS software (preferably Excel and WordPerfect for Windows, and ADP HR Partner). Send resume and salary requirements to: Human Resources Department, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. EOE.

### HELP WANTED SALES



**KTty SAN DIEGO**  
Television Talent Needed for  
Tribune Station in San Diego



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Send resumes ASAP to **Mr. Kelly McMackin, General Sales Manager, KTty-TV, P.O. Box 121569, San Diego, CA 92112.** Taking resumes through 9/30/96. KTty is an equal opportunity employer. Women and minorities encouraged to apply.

**WSPA, CBS affiliate in Greenville - Spartanburg - Asheville - Anderson** is looking for an experienced Account Executive. Qualified candidate should have a minimum of 2 years in television, radio, cable or related fields. The ideal candidate will have superior presentation skills, understand the importance of marketing and have an exceptional working knowledge of a variety of research tools. LMA and vendor experience a plus. Mail or fax your resume to David Boaz, General Sales Manager, WSPA-TV, P.O. Box 1717, Spartanburg, S.C. 29304. Fax 864-595-4603. EOE.

**Traffic Manager.** Fast paced, high-volume station needs smart, aggressive Traffic Manager. Candidate must have the ability to work in a very detailed environment and have excellent communication skills as it relates to logs and inventory. Qualifications include a minimum of three years experience and thorough knowledge of Bias. Ability to direct team and good pre-planning skills, also important. Interested candidates should submit a resume to Box 00924 EOE.

**Television Sales: WRBL-TV, a Spartan Communications station,** is looking for a high energy Local Salesperson with knowledge of ratings, TvScan, Windows functions, are an added plus. Must have strong inter-personal and organizational skills. We're a growth station looking for a salesperson who's not afraid to knock on doors and generate new business. Special projects and sponsorship sales experience would be great. If you want to join a team that wants to win, send your resume to: LSM, WRBL-TV, P.O. Box 270, Columbus, GA 31902. EOE/MF.

**Sales Assistant.** Preparation of sales proposals and other related materials as well as general secretarial duties, including answering the telephone and general typing for the Sales Department. Ability to work under deadline pressure with attention to detail is a must. Should be self-motivated but also possess the ability to work as part of a team. High school diploma or equivalent; college helpful. Previous broadcast experience is helpful and word processing ability is required. Should have strong typing and organizational skills. Female and minority applicants encouraged to apply. Contact: Danny Baker, 404-898-0257.

**National Sales Manager.** WHOI-TV, Peoria, Illinois' ABC affiliate is looking for a real go-getter to manage our National Sales. We want a National Sales Manager that takes charge and "sells it like local." Applicants should have a minimum of 5 years broadcast sales experience. Rep experience or prior management experience a plus. Send cover letter and resume, with references to Sheryl Jonsson, General Manager, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 60610. M/F. EOE. Position closes September 30, 1996.

**National Sales Manager.** NBC affiliate in Central Texas is looking for a National Sales Manager. Individual should have 3-5 years broadcast sales management or national rep experience. Forecasting, budgeting, and inventory management skills are important. EOE. Send resumes to Box 00919 EOE.

**National Sales Assistant.** WB36!, The #1 WB affiliate seeks an experienced National Sales Assistant to coordinate schedule clearances, make goods, credit matters and other maintenance items and provide general administrative support for the National Sales Manager. College degree preferred. 2-3 years National Sales Assistants experience (Station or Rep). Must be computer literate and have a solid working knowledge of PC based software packages (WordPerfect, Lotus). Excellent verbal and written communication skills required. If qualified, please send of fax resume to Human Resources Department, WB36!, One Monroe Place, Atlanta, GA 30324. Fax (404)881-3759. No phone calls please. EOE.

**Manager Sales Support Operations.** East Coast Top 10 network owned and operated television station is seeking a Customer Operations Manager with 5+ years managerial experience in both sales operations and traffic. The ideal candidate should have experience in managing systems conversions, customer service, multiple trafficking systems, including Enterprise, Donovan. Solution orientation and excellent supervisory and communication skills with the ability to work accurately and expeditiously under time constraints. Please send your resume to: Anita Coleman, NBC/WRC-TV, Employee Relations Department, 4001 Nebraska Avenue, N.W., Washington, DC 20016. NBC is an Equal Opportunity company continuously seeking to expand its diversity to better serve its communities.

**KCOY-TV,** the CBS for California's Central Coast, has an immediate opening for a dynamic leader for our expanding local sales effort. Applicant should have minimum 5 years broadcast sales experience. Previous management experience a+. Motivational and leadership skills a must. Must excel at new business development. Send resume: KCOY-TV, Attn: Personnel, 1211 West McCoy Lane, Santa Maria, CA 93455-1036. EOE.

**Join one of the fastest growing broadcasting companies in the country!** Sinclair Communications Inc. has an outstanding opportunity for a proven Account Executive. The winning candidate must possess the following qualities: 1) a dedicated work ethic with a desire to create new business, 2) ability to negotiate ratings as well as rates, 3) experience with qualitative research and TVScan, 4) major agency and new business experience. Send your resume to Sandra Stewart, LSM, WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

**General Sales Manager.** KTVD-TV UPN 20, Denver, is seeking aggressive and experienced broadcast sales leader for the position of General Sales Manager. Candidate must be a good communicator and leader with proven ability to manage dynamic sales and marketing resources. Proficient in inventory control and pricing. Minimum seven years television sales management experience necessary. Excellent benefits. Send resume to: Personnel, 11203 East Peakview Avenue, P.O. Box 6522, Englewood, CO 80115-6522, or fax resume to (303)790-4633. No phone calls. EOE. M/F.

**General Sales Manager.** Cosmos Broadcasting Corps.' WTOL-TV, market revenue and ratings leader seeking experienced General Sales Manager. Will be responsible for the performance and productivity of NSM, local sales staff (7), traffic department (3), and research/marketing director. Inventory and rate management skills a must. Database marketing and PC applications knowledge a plus. The ideal candidate will have local and national sales management experience. Send letter and resume to Mel Stebbins-58, WTOL-TV, 730 North Summit Street, Box 1111, Toledo, OH 43699-1111. No phone calls, please. WTOL is an Equal Opportunity Employer.

**General Sales Manager.** KLUZ-TV, a Univision Television Group station, is looking for an experienced General Sales Manager to lead its highly dynamic sales team. Qualified applicants must have strong leadership skills, demonstrated ability in sales techniques, and high proficiency in inventory management. Minimum three years experience as local, national, or general sales manager required. Bilingual a plus but not required. Send resumes to: Jorge Delgado, GM, KLUZ-TV, 2725 F Broadcast Pkwy., Albuquerque, NM 87107.

**General Sales Manager:** KJTV, an outstanding FOX affiliate in a dynamic and growing 100+ market, and its sister UPN station KUPT, is looking for a GSM to oversee the sales operations of both stations. The qualified applicant will: have minimum 5 years broadcast/rep experience in sales and management; be able to demonstrate the ability to manage inventory and pricing; be responsible for hiring, training and evaluations within the sales department; possess exceptional oral and written communication skills; have the ability to plan sales strategies and budgets; be able to lead, motivate and direct the market's best sales team; have a thorough understanding of professional and ethical broadcast sales practices; possess hands-on knowledge of local and national sales; have a desire to work within a very strong team-oriented environment. This position will supervise a ten-person staff of salespeople, assistants and sales managers. College degree or equivalent experience required. Knowledge of Columbine and BMP a plus. We are looking for an exceptional individual to continue our tradition of success as leaders and innovators in broadcast sales. If you are that individual, send resume with cover letter including salary requirements to: Human Resources Director, KJTV, P.O. Box 3757, Lubbock, TX 79452.

**Account Executive - WFTS TV 28,** the ABC affiliate in Tampa has an opening for an experienced television AE. Qualified candidates should possess strong presentation skills and have a working knowledge of NSI ratings, market research and TVScan or similar computer programs, with 3-5 years experience. A proven track record with advertising agencies as well as developing direct business is a must. Send resumes to WFTS TV 28, Human Resources, 4045 North Himes Avenue, Tampa, FL 33607. No phone calls please. EOE.

**Account Executive: WRLH-FOX 35** in Richmond, VA is seeking an experienced broadcast salesperson for a top account list. Applicant should have 3+ years experience including a track record with advertising agencies and new business development. Mail or fax resume to: LSM, WRLH-TV, P.O. Box 11169, Richmond, VA 23230. EOE.

**Account Executive.** WPXI-TV, Pittsburgh has an immediate opening for an individual with a proven track record in television sales. We need a high energy pro-active individual with a strong work ethic, tenacity, creativity and a demonstrable record of business development. A minimum of three years television sales experience is required, and a college degree is preferred. Send resumes to: Pat Niekamp, Local Sales Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. No calls please! EOE.

**Account Executive:** WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced account executive for local direct sales. A background in local direct cable sales a plus. WJYS offers a guaranteed training salary, excellent commission plan, production bonuses, full corporate benefits and career growth opportunities. If you are able to demonstrate a proven track record of successful local direct sales, please forward resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

**Account Executive.** Candidate will be responsible for developing new-to-TV advertisers and converting advertisers from other stations/mediums to WAGA-TV. Person will service established agency accounts as directed by sales management. Position will require that the individual develop and present in-depth sales and research presentations; and generate frequent written consequences such as pre/post-buy letters and BAR analysis. Individual must also produce other forms of written communications to enhance station's and sales person's performance. A college degree is preferred. Candidate should be a self-starter and team player with at least two years of broadcast sales experience or equivalent. Strong written and verbal communication skills required. Individual should have knowledge, awareness of, and genuine interest in the business community. Also, required is a thorough knowledge of television ratings and research. Familiarity with Scarborough, SESAMI, PC's, and computer word processing programs is preferred. Creativity, good organizational and planning skills are all required; prospecting skills are essential. Individual will be required to demonstrate good fundamental sales skills in a fast-paced, high-energy, competitive environment. Contact Danny Baker, Director of Sales and Marketing, (404)898-0257.

### HELP WANTED NEWS

**WSYX-TV, the ABC affiliate** in Columbus, Ohio has an immediate opening for a top notch Producer for one of our main shows. Candidates must be able to produce a competitive, evenly paced two anchor newscast. Tape should include shows with stories that are set-up with maps or video, live shots, and creative tease and story writing. We offer a great opportunity in an expanding newsroom. Please send tape and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: Human Resources. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F. D.

**WPGH FOX 53** needs a top notch, quality News staff - Anchors - News - Weather - Sports - Story Tellers - Communicators - Reporters. Live shot experience a must. Strong writing skills. Producers. Great writing skills. Creative. Strong graphics. Strong people skills. Photographers. Must shoot. Edit. ENG truck knowledge. Send tape and resume (VHS format only) to Executive Producer, WPGH FOX 53, 750 Ivory Avenue, Pittsburgh, PA 15214. Equal Opportunity Employer. M/F.

**WBRE-TV'S 28 Eyewitness News** is looking to fill the following positions: Weekend Anchor/Reporter: Anchor and prepare the weekend 6 and 11pm newscasts. At least 1 year experience as TV anchor/reporter. Morning and Midday Co-Ancor: Co-Ancor Eyewitness News Sunrise and Midday. At least 1 year experience as TV anchor. Bureau Reporter: Working out of a news bureau with a videographer. At least 1 year experience as TV reporter. Send resumes to: Personnel, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

**Traffic Assistant:** WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced individual for its traffic department. Knowledge of VCI and/or JDS systems a plus. Salary commensurate with experience. Please mail resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

**Top 30 market in the southeast** is looking for a male or female Co-Ancor for our highly rated shows. You'll need three years anchor/reporting experience, strong on-camera presence and a college degree. You'll complement a male co-anchor. Send a tape/resume to Box 00928 EOE.

**Sports Reporter/Anchor - NBC** in Charleston, SC has an immediate opening for Sports Reporter/Weekend Sports Anchor. Primary responsibility is producing at least 2 enterprise sports pieces a week. Also responsible for anchoring two sportscasts on Saturday and Sunday. Prior sports reporting and/or anchoring required. Prior videotape editing/shooting a big plus. Resume, references and non-returnable VHS or beta tape, ASAP, to Sports Search, WCBF-TV, P.O. Box 879, Charleston, SC 29402. Drug test mandatory. EOE. M/F. Telephone calls will disqualify you.

### HELP WANTED FINANCE

#### INTERNATIONAL TV/MEDIA GROUP STATION FINANCE DIRECTORS/REGIONAL FINANCE TEAM MEMBERS

A clear leader in our field, we own, operate and develop national and regional private commercial television and radio stations in the emerging markets of Central/Eastern Europe and Germany and we have established ourselves as the prominent media group in the region. We seek station Finance Directors and Regional Finance Team Members for the Group.

##### THE ROLE:

- ✓ Station Finance Directors will oversee and manage all aspects of the TV Station's financial operations.
- ✓ Expected to recruit and develop local staff to assume positions of responsibility within the finance area.
- ✓ Regional Finance Team Members will assist and review the implementation of the above initiatives and be responsible for carrying out due diligence procedures of potential acquisitions.

##### IDEAL CANDIDATE:

- ✓ Must have minimum 5-10 years of industry experience combined with solid financial background. A CPA or MBA combined with work experience and/or Central European language skills would be a distinct advantage.
- ✓ Mature, hands-on approach combined with high degree of commercial acumen.

##### WE OFFER:

- ✓ Attractive package.
- ✓ Opportunity of getting in on "ground level" in a rapidly growing operation.
- ✓ Excellent career prospects.

Please apply in writing, sending a comprehensive, up-to-date CV along with a covering letter and daytime telephone number to Miss Amanda Pearce, 18 D'Arblay Street, London, W1V 3FP, UK or Fax on 44 171 292 7903. All applications will be dealt with in strictest confidence.

**TO PLACE AN Ad IN  
BROADCASTING & CABLE  
Classified Section, Call ANTOINETTE Fasulo**

**PHONE 212-337-7073 FAX 212-206-8327**

**OR SANDRA FREY**

**PHONE 212-337-6941 FAX 212-206-8327**

**Set Designer/Camera Person.** Seeking an experienced studio/remote set designer. Applicant must also have camera and stage manager experience. Resume and cover letter (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Sarasota News Now,** America's first disk-based 24-hour News Channel is a year old. We are looking for reporters, photographers, commercial production photographers and Avid newscutter editors. If you want to work in a newsroom of the future send your resume and non-returnable Beta or VHS tape to SNN, P.O. Box 1719, Sarasota, FL 34230. No calls.

**Producer:** News Four San Antonio is looking for a terrific producer. The right person will help us develop and produce future newscasts that will be viewer beneficial and pin-point, demo-targeted. Good, clear viewer-friendly writing is essential along with excellent producing and leadership skills. Lots of creativity and high energy are also "musts." Tapes and resumes to: Tim G. Gardiner, News Director, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F. No phone calls please.

**Producer/Director. WB361, The #1 WB affiliate** seeks a Producer/Director who will work closely with clients and in-house producers in coordinating and executing long and short format productions. Supervise studio operation while working with studio supervisor and/or Videographer for remote shoots. Conceptualize, write and produce commercials, Psa's, sales promotion projects and local programming. Experience in directing "live" multi camera productions including news. Strong background in lighting, staging and camera skills. Must be able to work well with others. Minimum of 5 years directing "live" programming. If qualified, please send or fax resume to: Human Resources Department, WB361, One Monroe Place, Atlanta, GA 30324. Fax: (404)881-3759. No phone calls please. EOE.

**Producer,** Emmy award winning central Pennsylvania FOX affiliate looking for 10 pm Producer. Need strong writer and solid journalist who can mold a FOX style newscast. Experienced only. No show stackers. Resume and non-returnable tape to Jim DePury, News Director, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE. Drug test. No calls.

**Producer. CBS affiliate/Top 50 market,** looking for creative, aggressive, News Producer. Must have excellent writing and organizational skills. Qualified applicants must have at least 2 years producing experience and a college degree. Send resume, tape and news philosophy to Kathy Cusanelli, Acting News Director, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. EOE. No phone calls please.

**Meteorologist:** For Monday - Friday; 5:00 pm and 10:00 pm newscasts with NBC affiliate. Prefer 2-3 years on-air experience. Send resume and tape to: Terry Keegan, News Director, KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57106.

**Planning Editor.** Leadership role on assignment desk for major market television station. Groom local sources to break stories; find local significance of national stories; keep track of the day-to-day events; thrive on deadlines; work without watching the clock. 3-5 years assignment desk experience; booking and segment producing background; familiarity with or experience in Mid-Atlantic region a plus. Send resume to Box 00920 EOE. M/F. ADA.

**Photographer.** Hot team searching for new member. Beta. Avid. NPPA. New. Unique. Different. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV is an Equal Opportunity Employer.

**Newscast Producer - NBC in Charleston, SC** has an immediate opening for an experienced Producer. Person will be responsible for the M-F 6pm half hour Emmy winning newscast. Prior newscast producing required. No beginners. Resume and references only, ASAP to Producer Search, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Fax is OK. Fax # 803-884-6624. Drug test mandatory. EOE. M/F. Telephone calls will disqualify you.

**News Promotion Producer.** The FOX-owned station in Greensboro-Winston Salem-High Point is looking for a topical Promotion Producer/Editor. We have a top notch facility in beautiful North Carolina and a keen appreciation for well-produced promotion. Send letter, resume, tape to Karen Adams, VP of Programming and Promotion, WGHP-TV, HP-8, High Point, NC 27261. E-Mail: adams@wghe.com M/F. EOE.

**News Producer. NBC 10.** Can you produce the living daylights out of a newscast with outstanding production, content and feel? If so, then we want you! NBC 10, owned and operated by NBC is taking Philadelphia TV by storm! Impress us with your resume and dazzle us with your tape! But hurry -- this is a unique opportunity that won't last long. Send tape and resume to: Employee Relations, NBC 10, City Avenue and Monument Road, Philadelphia, PA 19131.

**News Producer.** The FOX-owned station in Greensboro-Winston Salem-High Point, is seeking an experienced, creative Producer who can build newscasts with pace and style. Send letter, resume, and tape to Tom Loebig, VP of News, WGHP-TV, HP-8, High Point, NC 27261. E-Mail: loebig@wghe.com M/F. EOE.

**News Director:** Hands on, take-charge individual needed to provide the leadership to create, exciting, relevant newscasts. Must have at least two years experience as successful newscast producer; or executive producer; must be able to enterprise and create compelling story opportunities and to inspire and motivate others to do so. Strong people skills and teamwork essential. Samples of produced newscasts required upon request. Send resume and salary requirements to: General Manager, WKJG-TV, 2633 West State Boulevard, Fort Wayne, IN 46808. Phone calls immediately disqualifies. WKJG-TV is an Equal Opportunity Employer.

**News Director: KTVA-TV (CBS), Anchorage, Alaska.** Must have active management experience in news field, able to write, edit, teach and motivate 15 plus reporters and photogs within pre-arranged budgets. Company produces twelve half hours, morning updates, and one topical discussion program weekly. Close when qualified applicant is selected. Excellent opportunity. Insurance, Profit Sharing, 401-k, vacation and sick leave, salary DOE. Resume to K. Ferrell, KTVA, 1007 West 32nd Avenue, Anchorage, AK 99503 or Fax (907)561-4688. EOE.

**News Director - Up and coming North Texas** CBS affiliate is seeking a news director. This is a hands on position that requires strong writing, editing and producing skills. Must be able to take the news department to the next level. Excellent opportunity for assistant news director or executive producer in a larger market. Must be a team player and lead by example. This is not a desk job. Send resumes to: General Manager, KAUZ-TV, P.O. Box 2130, Wichita Falls, TX 76307. KAUZ is a Benedek Broadcasting Station and an Equal Opportunity Employer.

**KSTW- Seattle's CBS affiliate** is seeking an aggressive and experienced Night Assignment Editor to join our growing News team. Applicants must have a minimum two-three years experience on the assignment desk at an affiliate level and a degree in Broadcast Journalism or Communications. If you qualify, send your resume to: Human Resources, "Assignment Editor," P.O. Box 9328, Seattle, WA 98109-0328. Position closes 9/17/96.

**KLAS-TV is searching for a Co-Ancor** for our 4:00 and 6:30 pm newscasts. This is a high profile position in a high profile town. If you have the necessary experience and are ready for a great opportunity, send non-returnable tape to Emily Neilson, News Director, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

**Imaging America;** WNET's new national weekly newsmagazine program for PBS focusing on Americans and where they live, is currently looking for talented, experienced and energetic Reporter/Producers, Producers, Avid Editors and Videographers. All candidates should have the ability to bring fresh ideas and take a story from conception to completion. Candidates should also be familiar with longform/magazine type segments. Send tape and resume to: Imaging America, Thirteen/WNET, 356 West 58th Street, New York, NY 10019. Fax: 212-560-3138. E-Mail: imaging@wnet.org

**Editor:** News Four San Antonio is looking for an ENG tape editor for future newscasts. Excellent tape editing abilities plus a keen eye for compelling video are musts. Tapes and resumes to: Jim Myers, Chief Photographer, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F. No phone calls please.

**Directors: WVIT, Connecticut's NBC Station,** is seeking candidates with extensive experience in directing and switching live, fast-paced newscasts. Grass Valley 3000 switcher, 3-Channel ADO. Quantel Still Store, Chyron SuperScribe. Not entry level. Send tape, resume to: Bill Mendoza, Production Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Director.** Experienced Director to direct newscasts and to direct and/or assist in the production of commercials and programs. This is not an entry level position. Directing experience at a commercial television station is required, and the ability to produce high quality news and other programming under tight deadlines without close supervision is a must. Extensive knowledge of video and audio equipment as well as the ability to work well with various departments, advertisers and the public required. Send resume to: Mike Swift, Creative Services Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. EOE. M/F. ADA.

**Director.** Director/Technical Director needed for fast-paced newscasts. Must work well in a high pressure, live-program environment, be experienced with live remotes, EFP, lighting, editing, post production and supervision of production crews. Must be news oriented, able to direct clean, high quality live newscast and programs. Will work closely with the news staff to ensure a polished on-air news product. Position requires hands-on technical experience and thorough knowledge of studio, news production, commercial post production and video tape operation environments. Seeking a veteran newscast director with 2 to 5 years switching his or her own show. Excellent people skills a must. Send resume to Box 00921. Ref: Director. EEO Employer.

**Chyron Max Operator.** Houston's #1 Spanish Station is looking for an experienced Chyron Max Operator for its 5 and 10 pm newscasts. Fluency in Spanish preferred. High School Diploma required. Please submit resume to: Graphics, KX-LN-TV 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

**Chief Meteorologist** - Looking for an experienced meteorologist for our number one network affiliate on the Gulf Coast. Experience with hurricanes is a plus. We have state of the art equipment. Please send resume and tape to Box 00923 EOE.

**Anchor/Producer:** Number one station in the Ohio Valley is looking for Co-Anchors/Producers to join news team. College degree in Television Communications or Journalism required. Prior producing, anchoring and reporting experience required. Newsroom computer experience helpful. No phone calls. Send resume and non-returnable 3/4 inch or VHS tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

**Associate Producer.** Excellent opportunity to get on the Producer track. You'll write and assist in producing an expanded morning news segment and you'll become a member of one of the hottest producing teams in the country. We need someone with a keen news judgement and excellent writing skills. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV is an Equal Opportunity Employer.

**Associate Producer.** Excellent opportunity to learn how to produce in one of the hottest newsrooms in the country. KSTP is looking for an aggressive Associate Producer who thrives on live breaking news and great storytelling. Must have 2-3 years producing experience. Send resume and non-returnable tape to: Human Resources, KSTP TV Job #189-96, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer.

**Anchor/Reporter.** Do you have lots of energy on the anchor desk? Can you ease the viewer into their mornings and make them smile with your personality? If so, then rush us your tape. We do more news than anyone else in town and we're looking for a female anchor to co-anchor our weekend morning and noon news. This position is open now. Send tape to Michael Sipes, News Director, WLKY-TV, P.O. Box 6205, Louisville, KY 40206. No phone calls. EOE.

**Chief Engineer - WPMT FOX 43** in York, PA has an outstanding opportunity for an experienced Chief Engineer to join our team. The qualified candidate must have 5 years experience as a Chief Engineer, possess strong management skills, be self motivated, organized, and be an effective communicator. This position will help plan, design, and manage all technical aspects of station systems and facilities, including supervision and management of the engineering department. Support for our aggressive news operation is essential. Therefore, experience with ENG microwave trucks is vital. Strong computer maintenance skills is a plus. Position also includes supervision of maintenance on all station equipment. Please send resume and salary requirements to Greg W. Young, Personnel Manager, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE.

#### HELP WANTED TECHNICAL

## Manager, Broadcast Distribution Engineering

*We'll give you a great reception.*

CBS has a challenging opportunity for a capable professional to solve technical problems related to network satellite reception and associated automation and control systems.

Interfacing with our affiliated station engineers, the selected candidate will maintain quality control on satellite and terrestrial transmission facilities and assist us in our transition to digital transmission and HDTV.

To qualify, you must have a college degree or equivalent technical experience (at least 7 years) at a television network or station. In addition to excellent communication and organizational skills, you must be an analytical thinker who can ensure our procedures are upgraded on an ongoing basis. We offer a competitive salary and a comprehensive benefits package. Please forward your confidential resume, with salary history and requirements, to: Director, Engineering Staffing, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



**Video Technician (OPS).** Major university Television/Video Production program. Be part of an engineering support team, contribute to design of production and editing facilities. Must be able to maintain and repair Hi8, SVHS, 3/4" SP camera and editing systems. Beta, AVID experience a plus. Need to be able to work well with and serve as resource for students, faculty and professional staff as they produce programming for, VHF PBS station, regional cable network and university cable channel. Send cover letter and resume to: FSU Broadcast Center, 1600 Red Barber Plaza, Tallahassee, FL 32306. Equal Opportunity/Affirmative Action/ADA Employer.

**Television Broadcast Maintenance Technician.** 2-5 years experience in news operations and studio equipment repair required. Send resume to: WXXA-TV FOX23, 815 Central Avenue, Albany, NY 12206. EOE.

**Operations Technician** - Miami based television network seeks to fill a position in its Technical Operations Center. Candidate should be experienced in all phases of station operations with a special emphasis on camera shading and satellite downlink operations. Experience in the operation of uplink transmitters, studio and production equipment desirable. Competitive salary for the right person. Send resume to: Telemundo Network, Human Resources Department, 2470 West 8th Avenue, Hialeah, FL 33010. EOE.

**Hands-on, experienced television Studio Engineer** to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail:

**Maintenance Technicians.** Expanding - great opportunity. KSDK, St. Louis' #1 NBC affiliate. Work on broadcast Beta, tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

**Maintenance Engineer.** KPTM FOX 42 is currently accepting applications for a Maintenance Engineer. The successful candidate should have an educational background in Broadcasting and five years Broadcast Maintenance experience. Duties include maintaining and trouble shooting transmitter and studio equipment. This includes computers, building equipment and proprietary broadcast equipment. The ability to work across departmental lines as well as working with minimal supervision is a must. Please send applications or apply in person to: KPTM FOX 42, Attention: Personnel, 4625 Farnam Street, Omaha, Nebraska 68132. No phone calls please. KPTM FOX 42 is an Equal Opportunity Employer. M/F/H.

**Independent SNG operation seeks Engineer** for Ku-band uplink truck. Position is based in Boise, Idaho. Qualified applicant should have 2-3 years related experience and be able to work with little supervision. In return for an outstanding performance, you'll enjoy a generous salary with great benefits. Excellent working environment with one of the fastest growing companies in the business. Fax your resume along with a cover letter to: Skywest Communications 208-362-6111.

**Chief Engineer (A&P/53154).** Provides technical leadership for a Public TV center. Management skills essential. Experience to include the maintenance, repair, and installation of analog and digital audio. Video, satellite and RF transmission equipment. Ability to communicate effectively essential. Master's degree in an appropriate area of specialization or a Bachelor's degree with 4 years experience. Minimum salary range: \$31,500. Send cover letter and resume to: FSU Personnel University Center, Tallahassee, FL 32306. Equal Opportunity/Affirmative Action/ADA Employer.

**Chief Engineer** opening at Vermont's ABC affiliate. WVNY, now owned by US Broadcast Group is looking for a hands on Chief Engineer. Strong computer and/or RF knowledge preferred. Station has UHF GE and Townsend transmitters and new Odetics commercial playback system. Send resume to: Director of Broadcast Operations, WVNY-TV, 100 Market Square, Burlington, Vermont 05401. EEO.

**Assistant Engineering Manager.** CNN Washington is seeking an individual who can design A/V systems, manage technical staff and handle outside live productions and construction projects. Minimum of five years experience in TV production and broadcast video system design needed. Excellent computer skills, knowledge of CAD, computer networking and programming are essential. BSEE/ET degree or equivalent experience required. Please send resume and salary history to: T. Vu, Engineering Manager, CNN Washington, 820 First Street, NE, Washington, DC 20002. EOE.

**Broadcast Engineer:** Installation, maintenance, repair of UHF TV transmitter, translators, U-Matic tape deck and broadcast equipment. Two years experience required. EOE. Send resumes to: WUBI-TV, Attn: Beth, PO Box 1080, Baxley, GA 31513-7080 or Fax to (912)367-5299.

**Assistant Chief Engineer:** NewsChannel 2 WTWO-TV, seeks a Broadcast Engineer. Responsibilities include repair, installation and maintenance of electronic, satellite and computer equipment. Associate degree in electronics and 3-5 years in television broadcast maintenance preferred. Experience with ENG truck desirable. Position requires strong technical, computer and communication skills. Send resume, cover letter to: Chief Engineer, NewsChannel 2 WTWO-TV, P.O. Box 299, Terre Haute, IN 47808. No phone calls. EOE.

**Assistant Chief Engineer.** UHF station seeks candidate with experience in broadcast transmission and studio maintenance. Must have five years experience in broadcast engineering. Diagnose and repair equipment to component level. Position will supervise maintenance and technical staff. FCC General Class or SBE Certification a plus. Mail or fax resume to Rick Aydtlett, WCCB TV, One Television Place, Charlotte, NC 28205. Fax (704)376-3415. No calls please. EOE.

**Assistant Chief Engineer:** Opening for an Assistant Chief Engineer with an eye on the future. RF background needed. Extensive studio maintenance experience a requirement. Send resume to: Dave Hendricks, ACE1-BM, Box 44227, Shreveport, LA 71134-4227. Or fax to (318)862-9434. EOE.

**Assistant Chief Engineer:** KSDK-TV Channel 5 NBC affiliate Gannett Broadcasting St. Louis #1 news station has outstanding opportunity. Qualified person will have strong interpersonal skills, self motivated, organized and an effective communicator. Help plan, design, manage and coordinate all technical aspects of station systems and facilities, including supervision and management of the engineering department. Support for our aggressive news and program operation is essential and requires hard work and dedication. Prefer candidate with 10 years experience with at least 3 years in supervisory position. Familiar with FCC rules and regulations, SBE Certification and General Class License a plus. Send resume to: Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

## HELP WANTED PROMOTION

**Promotion Manager.** Southeastern CBS affiliate seeks highly-creative, well-organized, self-starter to generate break-away promotion campaigns for market's number one station. Position requires non-stop innovation, long hours and the ability to work effectively within a team environment on multiple tasks under deadline pressure. Evidence of written and visual abilities required. Previous promotion and shooting experience required. Hands-on editing ability desirable. B.A. degree, flexible hours and a commitment to achieve distinction required. Send cover letter and resume to Box 00922 EOE. Women and minorities are encouraged to apply.

**Promotions Manager.** NorthWest Cable News, a 24-hour regional news network based in Seattle and a division of The Providence Journal Company, is seeking a Promotions Manager. Will write and produce news promotions and sales and marketing videos, develop promotional plans, and develop community and public relations programs. Must have minimum 3 years of television writing and producing experience, excellent writing skills, ability to edit on AVID desirable, and understanding of cable TV industry preferred. If you want to work in the most technologically advanced newsroom, send 2 copies of your resume with a non-returnable Beta tape to: Northwest Cable News, Attn: HR Dept. #96R19, 333 Dexter Avenue North, Seattle, WA 98109. An Equal Opportunity Employer. M/F/D/V.

**Promotion Writer/Producer - Southwest Florida** TV and Radio stations needs experienced Promotion Writer/Producer. Non-linear editing. Great stations. Great place. Great equipment. Great people. Send reel and resume to Paul Greeley, WINK Television, 2824 Palm Beach Boulevard, Ft. Myers, FL 33916.

**Promotion Videographer Producer.** Want to be part of a WB affiliate team with "attitude" in the 34th market? If you are wildly creative with 1 year experience shooting, writing, producing and editing entertainment and image spots, this job is for you. Beta editing skills a must. Off line editing skills a plus. Send non-returnable resume tape and salary expectations ASAP to: CSD Manager, P.O. Box 4, Columbus, Ohio 43216. No phone calls. EOE.

**Promotion Producer.** Want to be a part of a WB affiliate team with "attitude" in the 34th market? If you are wildly creative with 1 year experience writing, producing and editing entertainment and image, this job is for you. Beta editing skills a must. Off line editing skills a plus. Send non-returnable resume tape and salary expectations ASAP to: CSD Manager, P.O. Box 4, Columbus, Ohio 43216. No phone calls. EOE.

**Graphic Designer:** Design and execute news and promotional graphics. Experience preferred with Quantel paintbox and Digital FX. Quantel V-series, Harriet, Infinit, MAC, Quark Xpress and print design experience a plus. Must have a good design sense, strong organizational skills and work well under deadline pressure. Letter, resume and non-returnable VHS or broadcast beta tape (no calls) to Valari Staab, Director of Creative Services, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

## HELP WANTED RESEARCH

**Research Analyst.** NYC television rep firm seeks a Research Analyst with 1-2 years experience to work with TV stations. Previous experience with Nielsen rating data and knowledge of PC Applications and Lotus 1-2-3 for Windows a plus. Bachelor's degree preferred. We offer an excellent salary and benefits packaged. Please send resume to: Box JA-332, 180 Varick Street, 2nd Floor, New York, NY 10014. EOE. M/F/D/V.

**HELP WANTED PRODUCTION**

**Channel 10, Las Vegas will begin production of a weekly 30-minute business show in January 1997. Unit staff will also produce news segments on conventions, western politics, and business issues for external users. Four new positions are needed:**

**PRODUCER/DIRECTOR II.** DUTIES: Host/Reporter. PREFERRED QUALS: Five years reporting and/or anchor experience, business or financial news reporting strongly preferred. Expertise in tourism, gaming, and urban growth issues (water, traffic, air quality) desired. STARTING SALARY: \$33,758.40 + benefits.

**PRODUCER/DIRECTOR I.** DUTIES: Reporter. PREFERRED QUALS: Three years reporting experience; expertise in business and financial news, tourism, and gaming and conventions, and urban growth issues (water, traffic, air quality) preferred. STARTING SALARY: \$29,161.60 + benefits.

**PRODUCER/DIRECTOR I.** DUTIES: Videographer/Editor. PREFERRED QUALS: Knowledge of linear and non-linear edit systems, 2-3 years experience with Beta SP or Beta digital field cameras, minimum two years experience shooting news and/or documentary film or video EFP, minimum two years Beta SP editing experience. STARTING SALARY: \$29,161.60 + benefits.

**PRODUCER/DIRECTOR I.** DUTIES: Freelance graphic design. QUALS: Familiarity with electronic graphics, Grass Valley/Digital Graphix Video Designer and Grass Valley Presto 200 Character Generator, and Leitch Still Store. Experience creating graphics elements for television production. SALARY: TBD.

**KLVX-TV CHANNEL 10 operates a full-power, remote controlled VHF channel transmitter, 8 ITFS channels, a satellite uplink system, 9 VHF and UHF translators, dual live studio facilities and editing suites, plus a 170+ school TV distribution system with over 8,000 classroom system connections.**

**SENIOR ENGINEER.** DUTIES: Act as Alternate Designated Chief Operator; supervise and schedule maintenance and operating engineering staff; operate, install, maintain, and repair broadcast, satellite, ITFS, and CATV facilities, including a full power VHF transmitter; oversee planning and implementation of new systems and technologies, on call, available for emergencies at all times. PREFERRED QUALS: Four years in-depth, full power VHF transmitter experience, familiarity with Harris TV-30H transmitter, steerable satellite uplink system maintenance and operation, computer literacy, and SBE certification. Valid FCC General Class Radiotelephone Operator's License and driver's license required. STARTING SALARY: \$34,590.40 + benefits.

**TV ASSISTANT.** DUTIES: Master Control operation, operation of broadcast and ITFS switching and transmission equipment, VTRs and film projectors, recording of network programs, and computer control of various systems. QUALS: HS graduation or equiv., one year experience in television. Shift work is required. STARTING SALARY: \$25,188.80 + benefits.

Submit detailed resume to Madelyn Barnum, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, Nevada 89119 or Fax to 702-799-5586. Positions will remain open until filled. A screening packet will be mailed to competitive applicants. KLVX-TV Channel 10, Clark County School District is an Equal Opportunity Employer.

**TV Producer/Director - WUNI-TV 27,** Boston's Univision affiliate, seeks a full-time, bilingual Producer/Director. We're looking for a creative, energetic team player who has a thorough understanding of commercial production and is capable of dazzling promotional strategies. Applicant must have commercial shooting and editing experience and live production experience (3 to 5 years). Spanish fluency and translation skills a must. College degree preferred. Send resume with salary history and demo reel to: WUNI-TV 27, 33 Fourth Avenue, Needham, MA 02194; Attn: M. Godin. No phone calls please. EOE.

**Studio Operators.** The FOX-owned station in Greensboro-High Point-Winston Salem is searching for experienced, hard-working broadcast professionals. Studio, audio, chyron, still-store, director/TD, tape, MCO, commercial videographers. Self-motivation and commitment to quality required. Send resume/reel to George Pemberton, VP of Operations, WGHP-TV, HP-8, High Point, NC 27261. No phone calls. M/F. EOE.

**Production Manager.** Directing experience required. Must be computer literate and hands-on. Able to train production staff and help maintain a quality on-air look. 2 years Production Manager experience required and college degree preferred. Avid Air-play and media composer experience essential. If you're dedicated to broadcasting send resume to Box 00925 EOE. Women and minorities encouraged to apply.

**Production Manager.** The WSU Television Center is a broadcast capable facility that creates instructional and informational videotapes, live and taped sporting events, programming for an educational access channel and provides instructional support for students and faculty utilizing video in course work. The Production Manager supervises and trains student production assistants, reviews and approves facilities requests, manages the student TV lab, produces, directs, and edits TV programs, and performs related duties. BA/BS in Broadcasting, Communications, or Television, Radio and Film plus 3-5 years. TV production experience or equivalent required. Must have demonstrated skills in written and oral communications and in personnel training and supervision. Must have demonstrated studio and field production experience with current television production technology. Preferred candidates will have a strong, substantiated list of production credits, knowledge of set design and construction techniques, lighting skills, and teaching/training experience. Specialized continuing education in lighting, audio, editing, photography, pc's, management and supervision also preferred. Send letter and resume by September 30, 1996 to: Lee McKarns, 104 TV Center, Wright State University, 3640 Col. Glenn Hwy., Dayton, OH 45435. An EO/AA Employer.

**Producer/Writer/Editor.** TV's leading weekly motor sports news show needs talented self starter. Candidate should possess degree, excellent tape skills, thrive on pressure of producing live network half-hours on weekends. Interest in motor sports a plus. Tape and resume with references to: World Sports Enterprises, Attn: Race-Day, 6025 Victory Lane, Harrisburg, NC 28075.

**Hands-On Video Services Management.** #1 small market CBS affiliate. Three years of commercial production or equal required. EOE employer. Resumes only (no phone calls) should be sent to: General Manager, WBOC-TV, 1729 North Salisbury Boulevard, Salisbury, MD 21801.

**To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073 or Sandra Frey (212) 337-6941**

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**Call Hero Productions at (305) 863-1111**

**Licensed Pilots or Aviation Enthusiasts** with on-camera experience wanted for occasional freelance assignments. Seeking television pros for occasional freelance assignments to write, produce, report and edit aviation features for video magazine. If you can create visually exciting pieces on a budget - this is an opportunity to combine your love of flying with a chance to earn extra \$\$\$\$. Rush VHS reel along with resume and pay desired to Airborne Communications, Inc., 130 Shore Road, Suite 248, Port Washington, NY 11050.

**Design Director** Washington, D.C.'s award winning number one NBC owned & operated television station, WRC-TV, is seeking a super talented design director. The ideal candidate must be a terrific designer with good managerial abilities. Must be responsible for creating graphic look for news, promotion and community affairs, and maintaining an overall on air image. Quantel Paintbox, Chyron, Infinite, Mac experience required. Strong background in all aspects of video production and on-air graphic design a must. For prompt consideration send resume and tape to NBC, employee relations, Dept. DD, 4001 Nebraska Avenue, N.W., Washington, D.C. 20016. NBC is an equal opportunity company continuously seeking to expand its diversity to better serve its communities.

**3D Animation Specialist.** Seeking motivated, highly conceptual Graphic Designer with great imagination and ability to be a team player. Opportunity to work with state-of-the-art software and equipment. Responsible for design, creation and management of all 3D computer-based animation projects, some desktop publishing and traditional graphic arts work. Bachelor's degree required. \$25-30k, benefits. Located at Kansas State University (KSU), Manhattan, KS. Call 913-532-7041 for full details. Review of applications begins 10/1/96. KSU is an Affirmative Action, Equal Opportunity Employer. KSU encourages diversity among its employees.

**Camera Crews with experience shooting Aviation Stories** - including air-to-air, air-to-ground and inflight footage needed for occasional freelance work on aviation-oriented video project. Creative, budget-conscious approach a must. Rush VHS reel and pay requirements to Airborne Communications, Inc., 130 Shore Road, Suite 248, Port Washington, NY 11050.

## HELP WANTED PROGRAMMING

**Executive Producer.** Who says Local Programming Departments are dead? Not only is ours alive and well...we're seeking a leader to help it grow! If you know how to write, produce, tell stories with words and pictures, and manage people, you may be the person we seek to fill the position of Executive Producer. We are a powerful NBC affiliate in a major market where housing costs are low and lifestyle is great! Come help WPXI-TV in Pittsburgh make wonderful productions out of the Steelers, Pirates, Prime Specials, Parades, Marathons, Telethons, Medical Programs and PSA Campaigns. You must be experienced and have a wonderful flair for this business. Send tapes of long and short format programs and spots and resumes to: Mark W. Barash, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

## SITUATIONS WANTED NEWS

**Sports Anchor**, working but available, looking for sports director's job. Will consider weekend or sportswrap in bigger markets. Strong manager who produces quick paced entertaining shows, and covers local bases. Call 1-800-727-3063 and leave message.

**Happily employed freelance producer**; great personality; member: D.G.A.; private pilot. Seeking part-time/weekend position in weather department of a local station, anywhere within 200 miles of Los Angeles, CA; Contact: BJ @ (818)508-7150.

## 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.

**Experienced GM available.** Excellent track record. Emphasis on Sales and Programming. A turn-around specialist. For Mid-size or small market TV. Reply to Box 00929.

## PROGRAMMING SERVICES



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Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

## VIDEO SERVICES

**Need video shot in the New York metropolitan area?** Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

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**Antoinette Fasulo  
212-337-3073  
or  
Sandra Frey  
212-337-6941**

**Career Opportunities in Singapore, Asia.**



**MANAGER OF  
NETWORK  
PROMOTIONS  
SCHEDULING**

You will be responsible for strategically scheduling all on-air promotional spots across MTV Asia services to reflect network programming policy; and maintaining promotions inventory. You will ensure the timely and accurate delivery of the daily schedule and transmission.

The ideal candidate should possess experience in strategic media scheduling.

**MANAGER OF  
NETWORK PROGRAM  
SCHEDULING**

You will be responsible for generating programme schedules for MTV Asia services. You will work with the various departments to schedule music and long form hours; as well as affiliate channels on schedule changes and pre-emptions.

The ideal candidate should possess television industry experience in strategic scheduling and market research.

Interested applicants are invited to write in before 4 October '96 to:

Director, Human Resources & Administration,  
MTV ASIA, Music Television, 8 Shenton Way, #01-01  
Treasury Building, Singapore 068811

**VICE PRESIDENT OF NETWORK  
PROGRAMMING AND TALENT  
RELATIONS**

You will be responsible for determining MTV programming policies and the 24-hour programme schedules of MTV Asia services; managing and advising programming staff on video rotation; and overseeing formatting and scheduling of the on-air promotions. In addition, you will develop and strengthen label and artist relations to drive international and regional talent opportunities for maximum airplay and bookings.

The ideal candidate should possess substantial television industry experience in strategic programming and scheduling.

**DIRECTOR OF PRODUCTION  
MANAGEMENT**

You will be responsible for translating programme concepts into realistic production and financial plans; and supervising production management staff in the areas of budgeting, scheduling, tracking and reporting of production costs, contracting freelance vendors, overseeing facilities deals and studio operations.

The ideal candidate should possess a thorough working knowledge of video tape television production with solid experience in the budgeting, tracking and reporting processes, as well as in relevant computer systems.

**VICE PRESIDENT OF PROGRAMMING  
AND PRODUCTION**

You will be responsible for the creative content of all original production including short form and long form series/specials, news, on-air promotion and packaging. You will identify, develop and manage a creative team to achieve the full creative potential of a finished product; and supervise the production management process to devise and monitor the annual financial plan.

The ideal candidate should possess substantial experience in television production and programming strategies, and a thorough understanding of budgeting and planning. A creative, strong leader and manager, you should have contacts in and knowledge of the Asian marketplace.



It's all or nothing at MTV. We give everything we have. We strive to better ourselves everytime. And our quest for perfection only fuels the passion we feel for our work.

At MTV Asia, we have some of the most exciting opportunities in the world of music entertainment. Based in Singapore, MTV Asia produces and broadcasts young, vibrant programming to over 40 million households throughout Asia. So if you have what it takes to be part of the MTV team, make your way to MTV Asia today!

## CABLE

## HELP WANTED NEWS

## BROADCAST OPERATIONS TECHNICIANS

Strong operating skills in Master Control Operations, production switching, production audio, videotape operations ENG editing and commercial playback automation systems. Experience with Grass Valley and SONY products preferred. Knowledge of Waveform monitors and Vectorscopes a plus. Ad# 1022

## SENIOR REMOTE ENGINEERS

Our Remote Technical Operations department is looking for 'Chip level' maintenance qualified candidates in current broadcast technology. Sports enthusiasts who enjoy extensive travel are encouraged to apply. Ad# 1023

## SENIOR FINANCIAL ANALYST

MBA Finance preferred. Minimum 1-3 years of experience as Finance Analyst, within cable industry preferred. Must have exposure to PC-based analytical software. Strong background in accounting and analysis of variances required. Ad# 1024

Interested applicants should send scannable resumes to: Human Resources, Ad# \_\_\_\_, ESPN, Inc., ESPN Plaza, Bristol, CT 06010-7454, or Email to: jonesj@espn.com, (unencrypted and nonmimed). No Phone Calls Please. Equal Opportunity Employer M/F/D/V.



## NEWS DIRECTOR

Enterprising, experienced New Director sought for high profile position to lead news organization in the daily creation of an internal corporate TV news program. News Director will be an integral part of an internal communications and the creation of a quarterly employee magazine organization. Must be able to handle highly sensitive material, position it properly for employees to understand company initiatives and give perspective to this information in a proper context.

A minimum of seven years of experience writing, producing or anchoring newscasts is required as well as experience in producing employee publications, leading a news staff, motivating their activities and leading them to produce an outstanding product. Very strong interpersonal skills, an astute political player and the ability to work in a challenging work environment are essential abilities for the person to succeed.

A drug test and background check will be required of successful candidate. Non-smoking environment. EOE. Send resumes to:

T. Mays  
c/o TCI-TV  
4100 E. Dry Creek Road  
Littleton, CO 80122  
EOE



## HELP WANTED REPORTER

Reporter/Anchor for weekly half-hour program for national cable focusing on moral/ethical spiritual issues driven by current events examining the impact for religion on contemporary society. Seeking reporter with five years experience with ability to turn stories around quickly, write and edit own material. Must have on-camera experience as news reader and be able to perform associate producer responsibilities as needed. Some travel. Send non-returnable VHS and resume by October 15th to Personnel Office, United Methodist Communications, Box 320, Nashville, TN 37203. Equal Opportunity Employer.

## HELP WANTED PROMOTION

Promotions Producer: Growing cable network seeks creative promotions writer/producer with news background to work in WDC. Two years' experience writing and producing promotions (news very helpful). Send resume and non-returnable reel in strictest confidence to: ART, 717 Second Street, NE, Washington, DC 20002.

## HELP WANTED PROGRAMMING

## LEADING TELECOMMUNICATIONS COMPANY...

seeks well-organized person for **DIRECTOR OF SYSTEM PROGRAMMING & PRODUCTION** providing direction and management for the program administrative operations of local system programming and production, including technical functions for productions. Will be responsible to recruit, manage and train staff responsible for providing technical direction and guidance to local cable system production operations. Will set program goals and objectives for local systems implementations and establish purchasing procedures for capital and operating items for local system programming. 10 years+ experience is preferred in administrative/supervisory functions, production and cable operations with a bachelor's degree in television production. Drug test and background check will be required of successful applicant. Non-smoking environment. Send resume to:

T. Mays  
c/o TCI-TV  
4100 E. Dry Creek Road  
Littleton, CO 80122  
EOE



## HELP WANTED SALES

## GENERAL SALES MANAGER

CableRep Hampton Roads is seeking a General Sales Manager who will have the complete responsibility for total revenue of local, national, regional, and zone sales. They will direct the activity of the local and regional Sales Manager, Production Coordinators, video page operators and will determine pricing structures as well as monitoring inventory usage.

The General Sales Manager should have a minimum of 4-5 years of cable and/or television advertising experience. They should have a successful track record of sales management and interaction with direct reports. college degree preferred. Hands on use of media research a must. Excellent communications skills to include; written and verbal presentations, and strong personal computer proficiency required.

Please send resume to:  
Human Resources \* Cox Communications  
225 Clearfield Avenue  
Virginia Beach, VA 23462  
EOE

To place your classified ad in *Broadcasting & Cable*,  
call Antoinette Fasulo (212) 337-7073  
or Sandra Frey (212) 337-6941

**HELP WANTED TECHNICAL**

**OPERATIONS**



**ENTERTAINMENT  
TELEVISION**

E! Entertainment Television, a Los Angeles based international cable network, has opportunities available in our Operations Department. We are accepting resumes for Duplications, Studio, Engineering, Post Production, Master Control, and Scheduling. Must be able to work in a fast paced environment. Excellent benefits package with 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television  
Attn: Ops Ad  
5670 Wilshire Blvd.  
Los Angeles, CA 90036  
E-Mail: [hr@eentertainment.com](mailto:hr@eentertainment.com)  
(please send all documents in MS Word for Mac 5.0).  
Equal Opportunity Employer

**STUDIO TECHNICAL DIRECTOR**



**ENTERTAINMENT  
TELEVISION**

E! Entertainment Television, a Los Angeles based international cable network, is seeking a Studio Technical Director to switch all daily studio based productions at E!. Minimum 5 years television production experience a must. Experience as a live television technical director required. Must be able to work well with others and work comfortably in a fast-paced, effects intensive live environment. College degree or technical school preferred. Excellent benefits package with 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television  
Attn: Stud Tech Dir  
5670 Wilshire Blvd.  
Los Angeles, CA 90036  
E-Mail: [hr@eentertainment.com](mailto:hr@eentertainment.com)

**Director of Network/Operations Engineering.** Our client, a leader in the cable business with a diverse subscriber base, sending signal all over the world, seeks a take charge technical operations director. Manage shift operations and direct major capital expansion. Be company's eyes to the future including a new channel launch. To explore this exciting opportunity send resume in confidence to The International Search Firm: Morgan/Webber, Inc., 5510 Merrick Road, Massapequa, NY 11758, Attn: Steven M. Lavender, Fax 516-799-5233.

**WANT TO RESPOND TO A  
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BLIND BOX ?**

Send resume/tape to:

Box \_\_\_\_\_,  
245 West 17th St.,  
New York, New York 10011

**HELP WANTED RESEARCH**

**RESEARCH DIRECTOR**

CableRep Hampton Roads is seeking a Research Director responsible for the creation of research documents, proposals and client presentations. Cable's multi-channel diversity and knowledge of competitive media necessary. Must have the ability to present essential research such as Nielsen, Scarborough, CableScan and MRI data in an organized media format.

Position requires a B.A./B.S. degree in marketing, communications, research or equivalent. Looking for one year minimum experience in cable and/or TV media research. Excellent communication skills both written and verbal, along with personal computer proficiency required.

Please send resume to:  
Human Resources \* Cox Communications  
225 Clearfield Avenue  
Virginia Beach, VA 23462  
EOE

**HELP WANTED SALES**

**ACCOUNT EXECUTIVES  
SALES MANAGERS**

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TCI Media Services

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Broadcast faculty** - Washington and Lee University, the nation's only highly competitive liberal arts college with an accredited journalism program, seeks tenure-track faculty member in electronic journalism for Fall 1997. Department has six faculty, 70 majors. Qualifications: substantial professional experience, graduate degree, interest in developing technologies, strong desire to teach. We are also determined to diversify our faculty. Hampden Smith, Reid Hall, Washington and Lee University, Lexington, VA 24450; 540-463-8434; [Smith.h@wlu.edu](mailto:Smith.h@wlu.edu).

**HELP WANTED SALES**

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# Follow the Leader

On Thursday, Feb. 15, the *New York Times*, *Washington Post*, *Atlanta Constitution* and scores of other major (and lesser) news outlets announced what readers of *Broadcasting & Cable TV Fax* already knew: The networks were considering adopting a ratings system similar to that used by the Motion Picture Association of America. By the time the networks' own newscasts were carrying the story, *TV Fax* readers had already had a full business day to contemplate the implications of what could be one of the biggest changes in the history of TV programming.

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# Broadcasting & Cable TV FAX

**WEDNESDAY ■ FEBRUARY 14, 1996**

## INDUSTRY ON VERGE OF ADOPTING RATINGS SYSTEM—

Broadcast and cable industries are poised to take unprecedented step of adopting program ratings system based on content code used by Motion Picture Association of America, several sources said Tuesday. Supporters of ratings code for TV include CapCities/ABC and Fox, sources say. CBS and NBC are still not on board, according to sources. Telcom Act urges broadcasters to adopt content ratings code and requires every set sold in U.S. to come with ability to block shows based on content ratings. Although no deal has been struck, industry supporters of TV ratings system hope to have proposal ready in time for White House summit Feb. 29. With cable, Hollywood studios, ABC and Fox on board, "it will be difficult for the other two networks to hold out," said one industry source. Capitol Hill supporters of V-chip say they would welcome MPAA-based ratings system.

## CME PUSHES FTC ON KIDS—

Center for Media Education, Washington-based media watchdog group, says it plans to file complaint with Federal Trade Commission asking agency to widen its probe of toy industry to include investigation of relationship between manufacturers, broadcasters and syndicators of children's shows. CME Executive Director Jeff Chester says syndicators' longtime practice of securing clearances for shows through guaranteed advertising support gives toy companies and ad agencies too much influence over what gets on air. Station sources say dollar amounts are on rise in top markets with time-period squeeze caused by growth of children's blocks from Fox, UPN

THURSDAY, FEBRUARY 15, 1996

## Networks Consider Ratings System

Plan Said to Flag Sex,  
Violence in Pr

By Paul F.  
Washington Post

**E**xecutives from all sides of the political spectrum, executives from the four major networks are on the verge of agreeing to their own ratings system, *The New York Times* said today.

The discussions among ABC, CBS, NBC and

in the preliminary

come to fruition. But several network

ple said yesterday that they hope to present a tentative ratings plan to President

Clinton at a TV industry "summit" meeting at the White House on Feb. 29.

"These are very active discussions," said one network official, "but they could lead to very different outcomes."

The networks' discussions indicate that, however, broadcasters may go along

late 1994. In September, the FCC charged of degrading Formula 1 race car crash after airplane crash. The FCC will be advised of children's advertising.

Superstation World/Genesis D. When J. Cannell series premier had limited off. '0s. Deal with Chicago market. Outing on cable.

THURSDAY, FEBRUARY 15,

## 4 NETWORKS PLAN A RATINGS SYSTEM FOR THEIR SHOWS

MOVE IS DEFENSIVE

System Is Seen as a Way  
to Preempt Government

## TV networks reportedly on verge of program ratings

FEBRUARY 15, 1996

With objections to the amount of sex and violence on television coming from all sides of the political spectrum, executives from the four major networks are on the verge of agreeing to their own ratings system, *The New York Times* said today.

"Family values" and the entertainment industry's role in promoting

or destroying them is a potent topic in this election year, the network executives acknowledge.

President Clinton has invited the chief executives of the four broadcast networks and about a dozen cable network executives to a meeting Feb. 29 on the issue of television content.

The broadcast network executives

are hoping to reach a consensus ratings system before that, the *Times* said. Historically, casters have opposed content not only because of First Amendment concerns but also out of fear viewers will abandon also have been rated as violent or

Article, A9

# For the Record

<http://www.broadcastingcable.com>

"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

**Huntington, W.Va.** (BTC-960703HG)—Simmons Broadcasting Co. for WHRD(AM) 1470 khz: voluntary transfer of control from Susan L. Burden, S. Carter Burden III and Fiobelle F. Burden, co-executors of estate of Carter Burden et al. *Sept. 4*

### Granted

**Indian Head, Md.** (BAL-960816EB)—WBZE Inc. for WNTL(AM) 1030 khz: involuntary AOL to Merrill Cohen, trustee. *Aug. 30*

### Accepted for filing

**Swainsboro, Ga.** (BTC-960826GI)—Radio Station WJAT Inc. for WJAT(AM) 800 khz: involuntary transfer of control. *Aug. 26*

## NEW STATIONS

### Dismissed

**Charlestown, Ind.** (BPED-950508MA)—Good Shepherd Radio Inc. for noncommercial educational FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950522MD)—Charlestown Radio for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950525MB)—Enterprise Broadcasting LLC for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950525ME)—Henson Media Inc. for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950525MF)—Goetz & Smith Broadcasting Inc. for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950525MI)—Alexander Olympus Zarris for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950526MF)—Dubois County Broadcasting Inc. for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Charlestown, Ind.** (BPH-950607MA)—Sunnyside Communications Inc. for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Billings, Mont.** (BPH-950629MB)—Conway Broadcasting Inc. for FM at 105.1 mhz, ERP 100 kw, ant. 157 m. *Aug. 26*

**Billings, Mont.** (BPH-950703MB)—Lee O. Axdahl for FM at 105.1 mhz, ERP 6 kw, ant. 10 m. *Aug. 26*

**Billings, Mont.** (BPH-950705MD)—North Valley Management Inc. for FM at 105.1 mhz, ERP 5 kw, ant. 110 m. *Aug. 26*

**Oak Ridge, N.C.** (BPED-951122MB)—Traid

Radio Projects Inc. for noncommercial educational FM at 90.9 mhz, ERP 1.8 kw, ant. 229 m. *Sept. 3*

### Granted

**Tok, Alaska** (BPED-950621MA)—Lifetalk Broadcasting Foundation for noncommercial educational FM at 91.9 mhz, ERP .20 kw, ant. -37 m. *Sept. 3*

**Charlestown, Ind.** (BPH-950524ML)—Mid-America Electronics Service Inc. for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Aug. 23*

**Billings, Mont.** (BPH-950706MA)—Mount Rushmore Broadcasting Inc. for FM at 105.1 mhz, ERP 6 kw, ant. 71 m. *Aug. 26*

**Depoe Bay, Ore.** (BPH-951124MB)—Ginna Jones for FM at 105.5 mhz, ERP 6 kw, ant. -66 m. *Aug. 28*

**Seaside, Ore.** (BPH-951108ME)—Dave's Broadcasting Co. for FM at 98.1 mhz, ERP .600 kw, ant. 53 m. *Sept. 5*

**Front Royal, Va.** (BPET-880120KM)—The Shenandoah Valley Educational TV Corp. for educational TV on ch. 42, ERP 142 kw visual, ant. 398 m., near Strasburg, Va., on signal knob, 4 km SE of Strasburg. *Oct. 11*

### Filed/Accepted for filing

**Tell City, Ind.** (BPH-960821MD)—Jay R. Brewer for FM at 105.7 mhz, ERP 6 kw, ant. 100 m., Bud Gray Ln., .6 km S of Coal Bank Hollow Rd. Brewer is buying 40% of WERK-AM-FM Muncie, Ind., and will have an interest in WTCJ(AM) Tell City upon settlement of James R. Brewer's estate. *Aug. 21*

**Mesquite, Nev.** (BPH-960826MJ)—Rodney A. Brubridge (16805 Polo Fields Ln., Louisville, KY 40245) for FM at 97.5 mhz, ERP 100 kw, ant. -149 m., E side of Rte. 170, NE part of Mesquite. *Aug. 26*

**Monroe, N.Y.** (BPED-960822MB)—Monroe-Woodbury School District (Carl M. Gold, president, Dunderberg Rd., Central Valley, NY 10917) for FM at 88.1 mhz, ERP 7 kw, ant. 1 m., Sapphire Elementary School, Sapphire Rd. *Aug. 22*

**Mason, Tex.** (BPH-960826MN)—Foxcom Inc. (A. Duane Fox, president/51% owner, 7 Broken Hill Escape West, Horseshoe Bay, TX 78657) for FM at 97.7 mhz, ERP 50 kw, ant. 150 m., Rte. 783, 9 km S from intersection with Rte. 87. *Aug. 26*

## FACILITIES CHANGES

### Permit canceled

**De Pere, Wis.** (BMPH-930312ID)—Woodward Communications Inc. for WKSZ(FM) 95.9 mhz: change TL to 163.14 m. W of Van Deurzen Dr., .55 km N of T-intersection with Old Ledge Rd. *Aug. 29*

### Dismissed

**Bryan, Tex.** (BPED-950103MC)—Educational Media Foundation Bryan/College Station for KXBX(FM) 89.9 mhz: change ERP to .500 kw, ant. to 155 m., TL to 1240 Villa Maria Dr. *Aug. 30*

### Granted

**Birmingham, Ala.** (BPCT-960419KF)—Birmingham Television Corp. for WBMG(TV) ch. 42: change ERP to 5,000 kw visual, ant. *Aug. 26*

**Hot Springs, Ark.** (BPED-960821IA)—Central Arkansas Christian Broadcasting Inc. for KSBK(FM) 90.1 mhz: change ERP, ant., TL, ant. supporting-structure height. *Aug. 27*

**Rancho Cordova, Calif.** (BP-941129AC)—American Radio Systems for KSTE(AM) 650 khz: increase power to 10/25 kw, change ant. system. *Sept. 4*

**Sarasota, Fla.** (BPH-940812IZ)—New Wave Communications LP for WRRZ-FM 106.5 mhz: change ERP to 25 kw, class from A to C3, frequency from 106.3 to 106.5. *Aug. 26*

**Zeeland, Mich.** (BP-951207AB)—Lanser Broadcasting Corp. for WWJQ(AM) 1260 khz: increase day power to 10 kw, make changes in ant. system. *Sept. 3*

**Hazlet, N.J.** (BPED-960513IA)—WVRM Inc. for WCNJ(FM) 89.3 mhz: change ant., TL, ERP. *Sept. 3*

## BY THE NUMBERS

### BROADCAST STATIONS

| Service                   | Total         |
|---------------------------|---------------|
| Commercial AM             | 4,906         |
| Commercial FM             | 5,285         |
| Educational FM            | 1,810         |
| <b>Total Radio</b>        | <b>12,001</b> |
| VHF LPTV                  | 561           |
| UHF LPTV                  | 1,211         |
| <b>Total LPTV</b>         | <b>1,772</b>  |
| FM translators & boosters | 2,453         |
| VHF translators           | 2,263         |
| UHF translators           | 2,562         |
| <b>Total Translators</b>  | <b>7,278</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 559          |
| Commercial UHF TV  | 622          |
| Educational VHF TV | 123          |
| Educational UHF TV | 240          |
| <b>Total TV</b>    | <b>1,544</b> |

### 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

**Atlantic Beach, S.C.** (BMP-960508AB)—Cumberland A&A Corp. for WMIW(AM) 1200 khz: change TL. *Sept. 4*

**Memphis** (BPED-960111MB)—Cossitt Library for WYPL(FM) 89.3 mhz: change ant. to 397 m., ERP to 100 kw. *Sept. 5*

**Decatur, Tex.** (BMPH-950906IE)—Service Broadcasting Corp. for KRNB(FM) 105.7 mhz: change class to C, ant. to 510 m., ERP to 100 kw. *Sept. 5*

**Haltom City, Tex.** (BMPH-960424IA)—Hispanic Coalition Inc. for FM at 93.3 mhz: change ERP to 50 kw, ant. to 133 m. *Sept. 4*

**Houston** (BMPED-960624IA)—Pacifica Foundation for KPFT(FM) 90.1 mhz: change transmitter site, ERP to 28 kw, ant. to 205 m. *Sept. 3*

**McAllen, Tex.** (BMPCT-950824KE)—Valley Channel 48 Inc. for KNVO(TV) ch. 48: change ERP to 3,002 kw visual, ant. to 287.7 m. *Aug. 28*

**San Saba, Tex.** (BMPH-960425IA)—Cleburne Radio Inc. for KBAL-FM 97.1 mhz: change ERP to 3 kw, ant. to 6 m. *Sept. 4*

**Stamford, Tex.** (BPH-951120MM)—Blue Plains Broadcasting Co. for FM at 92.1 mhz, ERP 50 kw, ant. 150 m. *Sept. 4*

**Kimberly, Wis.** (BP-960510AC)—Woodward Communications Inc. for WHBY(AM) 1150 khz: change ant. system. *Sept. 4*

#### **Dismissed**

**Green Valley, Ariz.** (BPH-950208IF)—Good Music Inc. for KGMS(FM) 97.1 mhz: change class to C2. *Aug. 28*

#### **Accepted for filing**

**Avenal, Calif.** (BMPED-960826IA)—Avenal Educational Services Inc. for KAAX(FM) 105.7 mhz: change TL. *Aug. 26*

**Madera, Calif.** (BPH-960722IC)—Patrick R. Ryan for KMMM(FM) 107.3 mhz: change class. *July 22*

**Washington** (960821IF)—The Greater Washington Educational Telecommunications Association for WETA(FM) 90.9 mhz: change ERP, ant. *Aug. 21*

**Lakeland, Fla.** (BPED-960822IB)—Evangel Christian School Inc. for WCIE-FM 91.1 mhz: change ant. *Aug. 22*

**Newport, Ky.** (BPCT-960712KF)—Malrite Communications Group Inc. for WXIX-TV ch. 19: change ERP to 5,000 kw visual. *July 12*

**Paducah, Ky.** (BMPCT-960624KP)—WDKA Acquisition Corp. for WDKA(TV) ch. 49: change ant. to 329 m., TL to Oak Grove Rd. *June 24*

**Detroit** (BPCT-960723KH)—WXON-TV Inc. for WXON(TV) ch. 20: change ERP to 5,000 kw visual. *July 23*

**Flint, Mich.** (BPET-960723KE)—University of Michigan for WFUM(TV) ch. 28: change ERP to 5,000 kw visual. *July 23*

**Grand Rapids, Mich.** (BPCT-960716KN)—TV 17 Unlimited Inc. for WXMI(TV) ch. 17: change ERP to 5,000 kw visual. *July 16*

**Grand Marais, Minn.** (BMPH-960723IC)—Eclectic Enterprises Inc. for WXXZ(FM) 95.3 mhz: change structure height, ant., TL. *July 23*

**St. Louis** (BPCT-960621KJ)—River City LP for KDNL-TV ch. 30: change ERP to 5,000 kw visual, ant. to 336 m. *June 21*

**Springfield, Mo.** (BMPED-960814IA)—American Family Association for FM at 90.1 mhz: change ERP. *Aug. 14*

**Hastings, Neb.** (BPCT-960724KG)—Nebraska Television Corp. for KHAS-TV ch. 5: change overall height of tower to 610 m., ant. to 617 m., ERP to 98 kw visual, TL to 1.3 km W of Co. Hwy 35 and Sod Town Rd. intersection, 11.3 km SE of Ravenna, Neb. *July 24*

**Kearney, Neb.** (BPCT-960724KI)—Fant Broadcasting of Nebraska Inc. for KHGI-TV ch. 13: change overall height of tower to 610 m., ant. to 614 m., TL to 1.3 km W of Co. Hwy 35 and Sod Town Rd. intersection, 11.3 km SE of Ravenna, Neb. *July 24*

**Elko, Nev.** (BMPCT-960723KJ)—Sunbelt Broadcasting Co. for KENV(TV) ch. 10: change overall height of tower to 26 m., ant. to 564 m., ERP to 3.09 km visual, TL to Grindstone Mtn., 12 mi. SW of Elko. *July 12*

**Newark, N.J.** (BPCT-960716KK)—SKNJ Broadcasting Partnership for WHSE-TV ch. 68: change ERP to 5,000 kw visual. *July 16*

**Vineland, N.J.** (BPCT-960716KJ)—SKVI Broadcasting Partnership for WHSP-TV ch. 65: change ERP to 5,000 kw visual. *July 16*

**Wildwood, N.J.** (BPCT-960712KE)—South Jersey Radio for WMGM-TV ch. 40: change ERP to 5,000 kw visual, ant. to 305 m., overall height of tower to 323 m. *July 12*

**Batavia, N.Y.** (BMPCT-960723KI)—Anthony J. Fant for WAQF(TV) ch. 51: change overall height of tower to 305 m., ant. to 312 m., ERP to 5,000 kw, TL to SE 4 km from Batavia, .5 km S of SH 62 and Town Line Rd. intersection. *July 23*

**Elmira, N.Y.** (BPCT-960624KQ)—Smith Television of New York Inc. for WETM-TV ch. 18: change ant. to 376 m. *June 24*

**Smithtown, N.Y.** (BPCT-960716KI)—SKNJ Broadcasting Partnership for WHSI-TV ch. 67: change ERP to 5,000 kw visual, ant. *July 16*

**Syracuse, N.Y.** (BMPCT-960624KN)—RKM Media Inc. for WWSY-TV ch. 43: change ant. to 445 m., ERP to 790 kw visual, TL to Barker St. and Kingsley Rd. *June 24*

**Syracuse, N.Y.** (BPCT-960624KJ)—Max Television of Syracuse LP for WSYT(TV) ch. 68: change ant. to 445 m. *June 24*

**Greensboro, N.C.** (BPCT-960712KH)—Guilford Telecasters Inc. for WUPN-TV ch. 48: change ERP to 5,000 kw visual, ant. *July 12*

**Rocky Mount, N.C.** (BPCT-960716KM)—Roberts Broadcasting of Raleigh-Durham for WRMY(TV) ch. 47: change overall height of tower to 521.7 m., ant. to 523.4 m. *July 16*

**Lorain, Ohio** (BPCT-960719KE)—Cannell Cleveland LP for WUAB(TV) ch. 43: change ERP to 5,000 kw visual. *July 19*

**Mansfield, Ohio** (BPCT-960813KF)—Mid-State Television Inc. for WMFD-TV ch. 68: change ERP to 5,000 kw visual, ant. *Aug. 13*

**Grants Pass, Ore.** (BMPED-960802IB)—American Family Association for KAPK(FM) 91.1 mhz: change structure height, ant., TL. *Aug. 2*

**Salem, Ore.** (BPCT-960712KI)—Channel 32 Inc. for KWBP(TV) ch. 32: change ant. to 543 m. *July 12*

**Erie, Pa.** (BPH-960805IC)—Peninsula Broadcasting Corp. for WFGO(FM) 105.3 mhz:

change ERP, ant. *Aug. 5*

**Erie, Pa.** (BMPCT-960709KH)—Erie Broadcasting Inc. for WFXP(TV) ch. 66: change ERP to 5,000 kw visual, ant. to 363 m., overall height of tower, TL to 8425 Peach St. *July 9*

**Erie, Pa.** (BPCT-960710KO)—The Jet Broadcasting Co. Inc. for WJET-TV ch. 24: change ERP to 2,570 kw visual. *July 10*

**Greensburg, Pa.** (BPCT-960722KE)—Cornerstone Television Inc. for WPBC-TV ch. 40: change ERP to 5,000 kw visual. *July 22*

**Harrisburg, Pa.** (BPCT-960711KY)—Clear Channel TV Licenses Inc. for WHP-TV ch. 21: change ERP to 5,000 kw visual. *July 11*

**Lebanon, Pa.** (BPCT-960715KF)—Gateway Communications for WLYH-TV ch. 15: change ERP to 5,000 kw visual, ant. to 416 m. *July 15*

**Philadelphia** (BPCT-960628KI)—Viacom Broadcasting of Philadelphia Inc. for WPSG(TV) ch. 57: change ERP to 5,010 kw visual, ant. to 357 m., overall height of tower to 357 m. *June 28*

**Scranton, Pa.** (BPCT-9607011KE)—Diversified Communications for WYOU(TV) ch. 22: change ERP to 5,000 kw visual. *July 11*

**York, Pa.** (BPCT-960724KK)—Channel 43 Licensee Inc. for WPMT(TV) ch. 43: change ERP to 5,010 kw visual, ant. to 417 m. *July 24*

**Aguadilla, P.R.** (BPET-960628KR)—Healthy Christian Family Media for WELU(TV) ch. 32: change ERP to 186 kw visual. *June 28*

**Allendale, S.C.** (BPET-960627KR)—South Carolina Educational TV Commission for WEBA-TV ch. 14: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

**Charleston, S.C.** (BPET-960627KQ)—South Carolina Educational TV Commission for WITV(TV) ch. 7: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

**Florence, S.C.** (BPCT-960725KI)—Atlantic Media Group for WWMB(TV) ch. 21: change ERP to 5,000 kw visual. *July 12*

**Florence, S.C.** (BPET-960627KO)—South Carolina Educational TV Commission for WJPM-TV ch. 33: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

**Greenville, S.C.** (BPCT-960628KK)—Carolina Christian Broadcasting Inc. for WGGS-TV ch. 16: change ERP to 5,000 kw visual, ant. *June 28*

**Greenwood, S.C.** (BPET-960627KP)—South Carolina Educational TV Commission for WNEH(TV) ch. 38: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

**Myrtle Beach, S.C.** (BMPCT-960626KJ)—JME Media Inc. for WGSE(TV) ch. 43: change ERP to 5,000 kw visual, ant. to 606 m., overall height of tower to 610 m., TL to 2.4 km S of Hwy 76 and SR 534-320, 6.7 km ESE of Mullins, S.C. *June 26*

**Rock Hill, S.C.** (BPET-960627KS)—South Carolina Educational TV Commission for WNSC-TV ch. 30: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

**Custer, S.D.** (BMPH-960731IC)—Mount

Rushmore Broadcasting Inc. for KACP(FM) 105.1 mhz: change ERP, structure height, TL, ant. *July 31*

**Sioux Falls, S.D.** (BPCT-960724KH)—Independent Communications Inc. for KTTW (TV) ch. 17: change overall height of tower to 975 m., ant. to 445 m., ERP to 2,025 kw, TL to .3 km S to SH 38, Rowena, S.D. *July 24*

**Cleveland, Tenn.** (BPCT-960712LG)—WFLI Inc. for WFLI-TV ch. 53: change ERP to 5,000 kw visual. *July 12*

**Cookeville, Tenn.** (BMPCT-960705KI)—Inavision Broadcasting Inc. for WKZX(TV) ch. 28: change ERP to 5,000 kw visual. *July 5*

**Kingsport, Tenn.** (BPCT-960711KM)—Holston Valley Broadcasting Corp. for WKPT-TV ch. 19: change ant. to 705 m., ERP to 3,890 kw visual. *July 11*

**Memphis** (BPCT-960711LA)—Clear Channel TV Licenses Inc. for WPTY-TV ch. 24: change ERP to 5,000 kw visual. *July 11*

## OpenMike

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### What about radio?

EDITOR: Your Aug. 12 annual report on kids TV certainly gives an astounding amount of coverage to the FCC's recent ruling on the Children's Television Act. I believe the act was clearly in response to "serving the public interest," as Peggy Charren says in her interview with your magazine.

Isn't it curious that commercial radio broadcasters, who as a group devote nothing in programming to the under-13 age demographic yet serve the identical "public interest" as TV, continue to escape notice of Congress, the FCC, the public and Peggy Charren?—*Christopher T. Dahl, Children's Broadcasting Corp., Minneapolis*

### New opportunity

EDITOR: The exciting new career challenge, which your Sept. 2 article "Staffs pay price..." failed to mention, is the new "mini group head" level now available in radio. In the past, the next step for a stand-alone or AM/FM general manager was group head of several stations in several markets. Today, being general manager of four to eight stations in one market requires skills not possessed by most general managers, and frequently distinct from those needed by most traditional group heads as well.—*Joseph J. Sullivan Jr., Joe Sullivan & Associates, Southold, N.Y.*

**Nashville** (BPCT-960709KI)—Sullivan Broadcasting License Corp. for WZTV(TV) ch. 17: change ERP to 5,000 kw visual. *July 9*

**Nashville** (BPCT-960711KG)—Mission Broadcasting I Inc. for WXMT(TV) ch. 30: change ERP to 5,000 kw visual, ant. *July 11*

**Woodbury, Tenn.** (BPH-960725ID)—John C. McLemore, trustee, for WBOZ(FM) 104.9 mhz: change ERP. *July 25*

**Alvin, Tex.** (BPCT-960709KJ)—SKHO Broadcasting Partnership for KHSH-TV ch. 67: change ant. *July 9*

**Amarillo, Tex.** (BPCT-960628KY)—Marsh Media Inc. for KVII-TV ch. 7: change ant. to 610 m., overall height of tower to 586 m. *June 28*

**Breckenridge, Tex.** (BMPH-960808IA)—Buckaroo Broadcasting Inc. for KROO(FM) 93.5 mhz: change ERP, ant., TL. *Aug. 8*

**Conroe, Tex.** (BPCT-960710KJ)—Paxson Houston License Inc. for KTFH(TV) ch. 49: change ERP to 5,000 kw visual, ant. to 570 m., TL to 3.7 km ESE of Splendora, Tex. *July 10*

**Corpus Christi, Tex.** (BPCT-960723KF)—Channel 3 of Corpus Christi Inc. for KIII-TV ch. 3: change overall height of tower to 304 m., ant. to 288 m. *July 23*

**El Paso** (BPCT-960628KQ)—UN2JC Communications Ltd. for KJLF-TV ch. 65: change ERP to 5,000 kw visual, ant. to 610 m., overall height of tower to 113 m. *June 28*

**El Paso** (BPCT-960627KN)—Channel 38 Christian Television for KSCE(TV) ch. 38: change ant. to 610 m., overall height of tower to 133 m., ERP to 5,000 kw visual. *June 27*

**Greenville, Tex.** (BPCT-960710KL)—Mike Simons for KTAQ(TV) ch. 47: change ERP to 4,730 kw visual, overall height of tower to 304 m., ant. to 301 m. *July 10*

**Irving, Tex.** (BPCT-960709KE)—SKDA Broadcasting Partnership for KHSH-TV ch. 49: change TL to .35 mi. S of Belt Line Rd., Cedar Hill, Tex. *July 9*

**Jacksonville, Tex.** (BPCT-960710KH)—Region 56 Television Network Inc. for KETK-TV ch. 56: change ERP to 5,000 kw visual, ant. to 472 m., overall height of tower to 493 m., TL to 1 km NW of Gallatin, hwy 204 and 110. *July 10*

**Lake Dallas, Tex.** (BPCT-960710KL)—KLDT-TV 55 Inc. for KLDT(TV) ch. 55: change ERP to 3,240 kw visual. *July 10*

**Lubbock, Tex.** (BPCT-960711LM)—Ramar Communications Inc. for KJTV(TV) ch. 34: change overall height of tower to 487.4 m., ant. to 477.3 m., ERP to 5,000 kw visual. *July 11*

**Nacogdoches, Tex.** (BPH-960725IF)—Radio Licensing Inc. for KJCS(FM) 103.3 mhz: change structure height, ant., TL. *July 25*

**Nacogdoches, Tex.** (BPCT-960627KU)—Region 56 Television Network Inc. for KLSB (TV) ch. 19: change ERP to 4,900 kw visual, overall height of tower to 479 m., ant. to 508 m. *June 27*

**Rosenberg, Tex.** (BPCT-960628KX)—KXLN License Partnership for KXLN-TV ch. 45: change ERP to 5,000 kw visual. *June 28*

**Tyler, Tex.** (BPH-960625IB)—Gleiser Communications Inc. for KDOK(FM) 92.1 mhz:

change class from A to C2. *June 25*

**Tyler, Tex.** (BPH-960802IE)—KTYL Radio Inc. for KTYL-FM 93.1 mhz: change ERP. *Aug. 2*

**Pleasant Grove, Utah** (BPED-960812IA)—Alpine School District for KPGR(FM) 88.1 mhz: change ERP, ant., TL. *Aug. 12*

**Provo, Utah** (BPET-960717KE)—Brigham Young University for KBVU-TV ch. 11: change overall height of tower to 38 m. *July 17*

**Charlotte Amalie, V.I.** (BPH-960625ID)—St. Croix Wireless Co. Inc. for WVG(FM) 107.1 mhz: change ERP, ant. *June 25*

**Charlotte Amalie, V.I.** (BPH-960808IB)—OCC Acquisitions Inc. for WSTA-FM 102.7 mhz: change ERP, ant., TL. *Aug. 8*

**Ashland, Va.** (BPCT-960627KT)—Christel Broadcasting Inc. for WAWB(TV) ch. 65: change ERP to 2,710 kw. *June 27*

**Colonial Heights, Va.** (960805AD)—Fletcher Communications Inc. for WSTK(AM) 1290 khz: change day power. *Aug. 5*

**Farmville, Va.** (BPH-960806IC)—Colonial Broadcasting Co. Inc. for WFLO-FM 95.7 mhz: change ERP, ant., TL, ant. system. *Aug. 6*

**Richmond, Va.** (BPCT-960705KE)—Sullivan Broadcasting License Corp. for WRHL-TV ch. 35: change ERP to 5,000 kw visual. *July 5*

**Spotsylvania, Va.** (BPH-960807IB)—Free Lance-Star Publishing Co. for WYSK-FM 99.3 mhz: change ERP. *Aug. 7*

**Seattle** (BPCT-960624KO)—Fisher Broadcasting Inc. for KOMO-TV ch. 4: overall height of tower to 198 m., ant. to 275 m., TL to 157 Galer St. *June 24*

**Tacoma, Wash.** (BPCT-960705KG)—Kelly Television Co. for KCPQ(TV) ch. 13: change ERP to 229 kw visual, ant. to 741 m., overall height of tower to 122 m., TL to W Tiger Mt., 4.4 km ESE of Isaquah, Wash. *June 5*

**Vancouver, Wash.** (BPCT-960711KP)—KPDX LP for KPDX(TV) ch. 49: change ERP to 5,010 kw visual. *July 11*

**Appleton, Wis.** (BPCT-960626KG)—Ace TV Inc. for WACY(TV) ch. 32: change ERP to 5,000 kw visual, ant. *June 26*

**Brillion, Wis.** (BPH-960725IG)—Brillion Radio Co. for WEZR(FM) 107.5: change structure height, TL, ERP, class. *July 25*

**Chippewa Falls, Wis.** (BMPCT-960711-KZ)—Aries Telecommunications Corp. for WEUX(TV) ch. 48: change overall height of tower to 229 m., ERP to 2,000 kw visual, ant. to 300 m. *July 11*

**Eau Claire, Wis.** (BPCT-960610KH)—Shockley Communications Corp. for WOOW-TV ch. 18: change ERP to 2,500 kw visual. *June 10*

**La Crosse, Wis.** (BPCT-960711LD)—Grant Media Inc. for WLAX(TV) ch. 25: change ant. to 299 m., ERP to 2,000 kw visual, ant. *July 11*

**Madison, Wis.** (BMPCT-960705KH)—Sullivan Broadcasting License Corp. for WMSN-TV ch. 47: change ERP to 5,000 kw visual, ant. to 451 m. *July 5*

**Rhineland, Wis.** (BPCT-960702KN)—Northland Television Inc. for WJFW-TV ch. 12: change overall height of tower to 513 m., ant. to 528 m., TL to S of West End Rd. 1/4 mi., 1 mi. W of Hwy E, Oneida, Wis. *July 2*

—Compiled by Jessica Sandin

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# Datebook

## THIS WEEK

**Through Sept. 17**—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Sept. 16**—Addressable advertising summit, presented by the *Addressable Advertising Coalition*. Grand Hyatt Hotel, New York City. Contact: Ginny Delilio, (914) 255-2222.

**Sept. 16-17**—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.

**Sept. 17**—Fourth annual WICT Achievement (LEA) Awards, presented by *Women in Cable & Telecommunications* Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.

**Sept. 17**—14th annual Everett C. Parker Ethics in Telecommunications Lecture, presented by *Office of Communication of the United Church of Christ* and the *Communication Commission of the National Council of Churches*. Interchurch Center, New York City. Contact: (216) 736-2222.

**Sept. 18-20**—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bollettino, (312) 634-2335.

**Sept. 19**—"Where Are the Big Brand Ideas in American Advertising and Culture?," *International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 19**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

**Sept. 19-21**—77th annual convention of the *Society of Professional Journalists*. Hyatt Regency, Crystal City, Va. Contact: (317) 653-3333.

**Sept. 20-22**—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.

## SEPTEMBER

**Sept. 23-24**—10th annual *National Association of Minorities in Cable Urban Markets Seminar*. Marriott Marquis Hotel, New York City. Contact: Roxane Yballe, (310) 404-6208.

**Sept. 23-25**—40th annual Eastern Cable Show, exhibition and conference presented by the *Southern Cable Television Association*. Inforum Exhibit Hall, Atlanta. Contact: Nancy Horne, (404) 255-1608.

**Sept. 24**—*BROADCASTING & CABLE/Communications Equity Associates* Interface X conference, co-sponsored by the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

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

**Sept. 25**—*Federal Communications Bar Association* luncheon featuring Lloyd Cutler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Sept. 25**—Senior executive women's luncheon hosted by the New York chapter of *Women in Cable & Telecommunications*. Tapika, New York City. Contact: (212) 642-6333.

**Sept. 25**—13th annual Walter Kaitz Dinner honoring Bob Johnson, presented by the *Walter Kaitz Foundation*. New York Hilton and Towers, New York City. Contact: (510) 451-9000.

**Sept. 25-27**—*Broadcast Technology Society* 46th annual broadcast symposium. Hotel Washington, Washington. Contact: Alan Gearing, (301) 921-0115.

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

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

**Sept. 30-Oct. 1**—*Kentucky Cable Telecommunications Association* board of directors/general membership meeting. University Plaza Hotel and Convention Center, Bowling Green, Ky. Contact: (502) 864-5352.

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

## OCTOBER

**Oct. 1**—1996 *National Association of Broadcasters* Service to Children Television Awards. Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.

**Oct. 1-2**—"Engineering for the Non-Engineer," course presented by *Women in Cable & Telecommunications*. Laurel Manor, Livonia, Mich. Contact: Molly Coyle, (312) 634-2353.

**Oct. 1-4**—Eighth annual *Electronic Industries Association/Consumer Electronics Manufacturers Association* digital audio and video workshop. Holiday Select Inn, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.

**Oct. 2**—1996 *National Association of Broadcasters* Service to Children Television Symposium. NAB Headquarters, Washington. Contact: Victoria Cullen, (202) 429-5368.

**Oct. 2**—"The V-Chip: Myth and Reality," panel discussion presented by the *Academy of Television Arts & Sciences*. Directors Guild of America, Los Angeles. Contact: (818) 508-2080.

**Oct. 3-4**—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

**Oct. 3-5**—SCaT/India Link. conference on Indian cable and pay TV presented by *Global Exposition Holdings* and *Satellite and Cable TV Magazine*. Nehru Exhibition Center, Bombay, India. Contact: (713) 342-9826.

**Oct. 4-6**—*Women in Communications* 87th international conference on information and technology. Red Lion Inn Hotel, Portland, Ore. Contact: (703) 359-9000.

**Oct. 4-8**—*Association of National Advertisers* 87th annual meeting and business conference. Ritz Carlton, Amelia Island, Fla. Contact: (212) 697-5950.

**Oct. 5-6**—MIPCOM Junior, youth programming convention and exhibition, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

**Oct. 7-8**—Third annual *Frost & Sullivan* Cable Television Conference. The Westin Hotel, San Francisco. Contact: (212) 964-7000.

**Oct. 7-11**—MIPCOM '96, international communications convention and exhibition, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Bernie Bernhardt, (212) 689-4220.

**Oct. 8-10**—CES Mexico, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics Manufacturers Association*. Palacio de Los Deportes, Mexico City. Contact: Margaret Cassilly, (703) 907-7600.

**Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio-Television News Directors Association* international conference (contact: Rick Osmandski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

**Oct. 10**—*Caucus for Producers, Writers & Direc-*

*tors* third general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: (818) 843-7572.

**Oct. 10-11**—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Viacom Conference Center, New York City. Contact: Molly Coyle, (312) 634-2353.

**Oct. 10-12**—*National Religious Broadcasters* Eastern Chapter convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

**Oct. 13-15**—15th annual *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.

**Oct. 13-17**—*Electronic Industries Association* fall conference. Hotel del Coronado, San Diego. Contact: Carol Benda, (703) 907-7791.

**Oct. 14-18**—7th annual *NIMA International* meeting and trade show. Las Vegas Hilton and Convention Center, Las Vegas. Contact: David Savage, (202) 289-6462.

**Oct. 17**—*Federal Communications Bar Association* luncheon featuring Janet Reno. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Oct. 17**—10th annual *Achievement in Radio Awards*. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

**Oct. 17-18**—"Research '96: Controlling Our Own Destiny," presented by the *Television Bureau of Advertising*. McGraw-Hill Conference Center, New York City. Contact: David Friedman, (212) 486-1111.

**Oct. 17-19**—*Friends of Old-Time Radio Convention* 21st annual convention. Holiday Inn—North, Newark, N.J. Contact: Jay Hickerson, (203) 248-2887.

**Oct. 18**—*International Institute of Communications* 27th annual conference. München Park Hilton, Munich. Contact: Ursula von Zallinger, +49 (89) 5900 2058.

**Oct. 18**—*International Radio & Television Society Foundation* newsmaker luncheon with featured speaker Reed Hundt. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Oct. 19-21**—*Tennessee Association of Broadcasters* annual convention and EAS seminar. Memphis Marriott Hotel, Memphis. Contact: (615) 399-3791.

## NOVEMBER

**Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

## DECEMBER

**Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

## JANUARY 1997

**Jan. 13-16**—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

## MARCH 1997

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

## APRIL 1997

**April 4-7**—*Broadcast Education Association* 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

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

**Major Meeting dates in red**

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

## Tending the 'one-stop' transmission shop

**A**ltan Stalker has seen Westinghouse's satellite distribution business grow from a fledgling operation that almost folded in the early 1980s into an international one. Today, Stalker's biggest challenge as vice president and general manager of Group W Network Services is to keep up with the long list of customers who demand turnkey transmission service.

Stalker first entered the broadcasting business while studying electrical engineering at Valparaiso Technical Institute in his native Michigan. He took "summer relief" positions at local radio station WKMX and its companion TV station, gaining experience in master control and transmitter operations.

After graduating in 1964, Stalker went to work for engineering consulting firm E. Harold Munn Jr. & Associates in Coldwater, Mich.

In 1972 Stalker was recruited by Westinghouse Broadcasting Co. to direct transmitter engineering for its seven radio stations. Many of them had been put in place in the 1920s and '30s, and none of them had had a great deal of updating, says Stalker. His task was to start rebuilding them all with new transmitters.

In the late '70s, Stalker transitioned into Westinghouse's television operations, beginning the technical rebuild of its five television stations and developing C-band uplinks and downlinks for them. In 1981 he was transferred to Group W Satellite Communications, Westinghouse's new cable distribution business.

Group W's plan was to have a group of five cable services, including the Westinghouse/ABC joint venture Satellite News Channel, which would be distributed via satellite from a brand-new facility in Stamford, Conn.

"I jumped at it—it was a singular opportunity to be at the ground floor of a very significant operational construction challenge," says Stalker.

Satellite News Channel met financial woes, however, and folded within 18 months.

But the failure of Satellite News Channel was the beginning of Group W Network Services, says Stalker, who was then director of transmission and quality control. "I was firmly convinced that there was a market out there for a qualified organization to provide technical services to the industry, and I made a pitch to the company," he says.



*"I was firmly convinced that there was a market out there for a qualified organization to provide technical services to the industry."*

### Altan Charles Stalker

Senior VP/GM, Group W Network Services, Stamford, Conn., and a director, Asia Broadcast Centre, Singapore; b. Oct. 19, 1941, Saginaw, Mich.; BS, electrical engineering, Valparaiso Technical Institute, 1964; field engineer, then senior engineer, E. Harold Munn Jr. & Assoc., Coldwater, Mich., 1964-66; director, transmitter engineering, Westinghouse Broadcasting Co., New York, 1972-81; Group W Satellite Communications, Stamford: manager, transmission/quality control, 1981-83; manager, operations/technical services, 1983-94; current position since January 1994; m. Kathleen Nowicki, Aug. 22, 1964; children: Katheryn, 27; Altan, 26.

At the time, ABC was originating the cable program service Daytime out of Stamford (Daytime subsequently split into Lifetime and A&E). In 1984 CBS decided to switch from AT&T land lines to satellite transmission for its network program distribution. Group W won the contract for three channels of CBS network programming, with options to expand to six; now Group W handles eight channels for CBS.

"The CBS contract was a milestone in what is now Group W Network Services' becoming a sound economic entity," says Stalker. "Back at that time we had A&E and Lifetime, then we got CBS. Not too long after, John Hendricks came up here and wrote a deal on the back of a restaurant napkin, [outlining] the playback and uplink deal for Discovery Channel. So things began to move in the right direction."

And they have continued to move that way ever since. After laying off 75 staffers at the folding of Satellite News Channel—which brought the total down to 25—Group W now has close to 200 employees in Stamford. New clients include Outdoor Life, Speedvision and the upcoming CBS cable channel, Eye on People.

"Our guiding principle has been to provide the service that the clients want and [to] continue to do it reliably," says Stalker. "The follow-on was to continue to expand the operation with the ultimate goal, which it took several years to reach, of a one-stop shop for the video business. In addition to the program origination, traffic and transmission capabilities, I wanted to have editing, studio production and the related functions so that a client could come here and we'd be able to support all of their technical needs under one roof."

Stalker has carried that philosophy to Group W's newest business, the \$28 million Asia Broadcast Centre in Singapore, which he calls "my baby." A joint venture with Singapore-based Yarra Films Pte Ltd., the turnkey all-digital facility pumps out programming for clients such as Discovery Channel, Liberty Sports and Sony Pictures and Entertainment, and signed a deal in August to provide compressed digital uplinks to PanAmSat's PAS-4 satellite.

"The one-stop-shop concept is turning out to be very popular in Singapore, and we think it's going to be more useful to the marketplace as time goes on," says Stalker. "That business is going very nicely, and now I'm going to look around for the next challenge." —GD

## BROADCAST TV

**Joe Cooper**, general sales manager, WTAJ-TV Altoona, Pa., joins WDEF-TV Chattanooga in same capacity.

**Lauren Watkins**, assistant news director, WSB-TV Atlanta, joins WFTV-TV Orlando, Fla., as news director.

Appointments at KOMO-TV Seattle:

**James Owen**, news director, KCBS-TV Los Angeles, joins as director, *Northwest Afternoon*; **Sue McNab**, senior VP, human resources, Ernst, joins as human resource manager; **Patty Brown**, senior accountant, Price Waterhouse, joins as business manager; **Steve Camasi**, credit manager, Enix America Corp., Redmond, Wash., joins in same capacity;

**Jamie Holter**, promotion writer/producer, KSTW-TV Tacoma, Wash., joins in same capacity.

**Jerry Williams**, senior videographer/editor, University of Mississippi Teleproductions Resource Center, joins KSDK-TV St. Louis as photographer/editor.

Appointments at WIS-TV Columbia, S.C.: **Ed Heil**, sports director, KAAL-TV Austin, Minn., joins as weekend sports anchor; **Shanai Harris**, nightside reporter, named anchor, weekend newscasts; **Brady Smith**, staff weathercaster, WABG-TV Greenwood, Miss., joins as weekend meteorologist.

**Dave Pearce**, news director, WUSA-TV Washington, joins WPRI-TV Providence, R.I., in same capacity.

## PR triumvirate

P&P MediaWorks, a Washington-based PR firm, is allying itself with two other firms, GBSM of Denver, and Bender, Goldman & Helper of New York and Los Angeles. Media Intersect, as the alliance with be known, will be based in Denver and will assist clients with investor relations, corporate communications and marketing. "The pooling of resources and knowledge among our three companies will provide a win-win for our clients," says P&P President Mary Pittelli.

## Louie's lifetime achievement awarded

On Aug. 16, the Asian American Journalists Association (AAJA), Minneapolis/St. Paul, presented **David Louie**, business editor, KGO-TV San Francisco, with its 1996 Lifetime Achievement award. Louie, recipient of two Emmys and past president of AAJA, recently completed a term as the first minority chairman of the National Academy of Television Arts and Sciences.



## PROGRAMING



Spinner

New York.

**Richard Spinner**, president, Euro-american operations, ABC Cable & International Broadcast, Munich, Germany, named managing director/VP, special projects, Capital Cities/ABC Inc.,

Appointments at Saban Entertainment, Los Angeles: **Beth Cleary**, senior VP, administration and personnel, Carolco Pictures, joins as VP, human resources and administration; **Sharon Gites**, director, marketing, Saban Home Entertainment, named VP, marketing, Saban Entertainment.

Appointments at Active Entertainment, Pearl River, N.Y.: **Craig Stanford**, senior VP/general sales manager, named VP/GM; **Mari Kimura**, VP, Western region, named senior VP/GSM.



Ross

producer.

**Kurt Bensmiller**, executive director, Warner Bros. Media Research, Burbank, Calif., named VP.

**Richard Battista**, senior VP/GM, Prime Deportiva (soon to be renamed under Fox Sports banner), named senior VP, Fox Sports International.

**Marcy Ross**, VP, Sandollar Television, joins Jim Henson Productions, Hollywood, as VP, creative affairs.

**Michael Sullivan**, senior producer, *Frontline*, Boston, named executive

## RADIO

**David Yadgaroff**, retail sales manager, KYW(AM) Philadelphia, named LSM.

**Hal Moore** and **John Rayburn** join KEZW(AM) Aurora/Denver, Colo., as afternoon drive host and host, *Reminiscing with Rayburn*, respectively.

Appointments at WLWI-FM, WMSP(AM), WMXS(FM) and WNZZ(AM) Montgomery, Ala.: **Christy Patrick**, general



Patrick



Smithson

sales manager, named GM; **Joy Smithson**, local sales manager, named GSM.

**Marc Chase**, operations manager, WEBN(FM) and WOFX(FM) Cincinnati, joins Jacor Communications Inc., there as director, Cincinnati programming operations.

**Milt McConnell**, former VP/GM, KZRR(FM), KLSK(FM) and KZSS(AM) Albuquerque/Santa Fe, N.M., joins Trumper Communications' KTEG(FM), KHTZ(FM), KZRR(FM), KSLK(FM), KZSS(AM) and KDZZ(AM), all Albuquerque, as VP/GM.

## CABLE

Appointments at Cable Network Inc.:

**Nancy Benech**, director, Infinity Radio Sales, Chicago, joins as national sales manager, Chicago; **Catherine Berryessa**, regional sales manager, Concert Music Broadcast Sales, joins as national sales manager, San Francisco.

**Alan Youngstein**, director, financial plan-

ning, MCA Television Group, named VP, channel manager, Universal Pay Television, Universal City, Calif.

**Terri Morse**, VP, sales and marketing, Prism and SportsChannel Philadelphia, named VP/assistant GM.

**Robert Dillon**, marketing consultant, Odyssey, New York, named VP, marketing.

Appointments at ESPN Asia Ltd., Hong Kong: **Simon Yu**, director/GM, affiliate and syndication sales, named VP/GM; **Alice Foo**, manager, human resources administration, named director, human resources; **Chris McDonald** named VP, marketing and advertising sales.

## DEATHS



**Leonard Katzman**, 69, director/producer, died Sept. 5 of a heart attack at his home in Malibu, Calif. Katzman produced *Dallas*, his biggest hit, the weekly saga about a Texas oil family. He had just completed a *Dallas* reunion movie to air this fall. Besides *Dallas* he directed *Gunsmoke*, *The Wild, Wild West* and *Hawaii Five-O*. Katzman began as an assistant director to his producer-uncle Sam Katzman, working on such movie serials as "Batman," "Superman" and "Brenda Starr" and the anthology series *Playhouse 90*. Katzman branched out on his own with *Route 66*. He also recently produced *Walker, Texas Ranger*. Katzman is survived by his wife, LaRue; two sons, and six grandchildren.

Katzman

**Nathan Safir**, 83, broadcaster, died Sept. 7 at his home in San Antonio, Tex., of complications from diabetes. Safir founded KCOR(AM) San Antonio, the first full-time Spanish-language radio station in the U.S. He also helped to develop companion television station KCOR-TV (now KWEX-TV) San Antonio. In the 1940s Safir began his broadcasting career by producing a weekly Spanish program on KTSA(AM). In 1989 he was inducted into the NAB's Hall of Fame. Safir is survived by his wife, Lillian; two sons, and a brother.

**Bill MacPhail**, 76, sports broadcaster, died Sept. 4 in Atlanta of complications following heart surgery. MacPhail spent 18 years with CBS Sports before

## Ralph Gabbard, 1946-1996

Ralph Gabbard, 50, president of Gray Communications Systems and chairman of the CBS Affiliates advisory board, died of a heart attack Monday during a business trip to Boston.

A 30-year veteran of broadcasting, Gabbard also was on the National Association of Broadcasters television board of directors.

Most recently he had been active on the children's TV front, where he was credited with drawing up the plan that evolved into the Washington/industry compromise on new children's TV guidelines.

"We at CBS were tremendously shocked and saddened by Ralph's death," said Peter Lund, CBS president. "Ralph was an exceptional person in so many ways. He was an honest man, with a real commitment to the business of broadcasting and the audiences we serve. In that role, he was a leader whose passion for doing the right thing proved an example to an entire industry." Said FCC Chairman Reed Hundt: "I am deeply saddened by the death of Ralph Gabbard.... We particularly owe him a great debt of gratitude for his most recent contributions to the children's television proceeding."

A Kentucky native, Gabbard got his start in broadcasting at WKY(AM) Richmond, Ky., while still in high school. He found his niche; within a few years he was working full time as an on-air personality in Richmond, Va.

Gabbard moved to television in 1970, where he rose through the ranks at WKYT-TV Lexington, Ky., becoming president and general manager. Gabbard was named president of station parent Gray Communications in 1994. He is survived by his wife, Jackie, and four sons.

—LR



joining CNN in 1979. He retired in 1995 as CNN Sports' senior VP. In 1960, while at CBS, MacPhail negotiated the first TV contract with the NFL. He is survived by his brother, Lee.

**John C. Gilmore**, 79, broadcaster, died of pancreatic cancer Aug. 27 at his home in Westport, Conn. In 1954 Gilmore founded Community Club Awards Inc.,

one of broadcasting's oldest promotion companies. Seven years later he founded Telstar, a media company that produced radio and television programs, including early 1960s syndicated pre-fight shows. Gilmore is survived by his wife, Bess, and three sons.

—Compiled by Denise Smith  
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**Appointments at fX, Los Angeles:** **Sheila Johnson**, director, business and legal affairs, named VP; **Pamela Cohen**, independent producer, joins as VP, on-air promotion, fX; **Noah Edelson**, editorial director, fX and fXM; **Movies from Fox**, named VP, on-air promotion and program development; **Raena Padilla**, manager, event planning, fX and fXM, named director, marketing planning, fXM; **Rickie Gaffney**, senior producer, fX Studios, named executive producer, *Personal fX: The Collectibles Show*, *Backchat*, and future original shows, New York; **Karen Martin**, co-producer, *Personal fX*, named producer; **Chuck Saffler**, director, program scheduling, named VP, programming, fX Networks; **Chris Fahland**, manager, development and production, named director.



Johnson



Cohen



Edelson



Padilla



Gaffney



Martin



Saffler



Fahland

## The presidential campaigns began debating the debates last week.

The nonpartisan Commission on Presidential Debates recommends three 90-minute debates Sept. 25, Oct. 9 and 16, with the vice presidential candidates facing off Oct. 2. The commission also recommends that each presidential debate be moderated by a single person and that one be conducted in a town-hall style, where citizens can ask questions. The Dole/Kemp campaign is proposing six hour-long, one-on-one debates with President Clinton between Sept. 25 and Oct. 25, with a single moderator.

Dole/Kemp wants Clinton and Dole only. "Our position...is based on a belief that only Bill Clinton and Bob Dole are viable candidates for President," says former South Carolina governor Carroll Campbell, chairman of the Dole/Kemp Debate Team. Clinton/Gore, on the other hand, wants Reform party presidential candidate Ross Perot to take part in the debates.

## News Corp. Chairman Rupert Murdoch met with FCC Chairman Reed Hundt last week.

Murdoch paid his visit to discuss pending Fox appli-

cations to buy New World TV stations.

**A 1994 FCC ruling that permitted broadcasters to channel antiabortion ads to times when children are less likely to be in the audience was overturned by a federal appeals court.** The '94 ruling was in response to the antiabortion campaign ads of a defeated 1992 Georgia congressional candidate. Appeals followed, from candidate Daniel Becker and, separately, the Media Access Project, representing the Washington Area Citizens Interested in Viewers' Constitutional Rights. "A licensee's right to

## NBC, ABC tie for top news Emmy honors

*The National Academy of Television Arts & Sciences gave out its news and documentary Emmy awards in New York last week, with ABC and NBC tied for high honors with 10 apiece. CBS and PBS tied for second with seven apiece, followed by A&E and TBS with three apiece, Cinemax and Discovery with two apiece and CNN, The Learning Channel and syndicated programming with one each. NBC's wins were almost all (eight of 10) for 'Dateline,' with the other two going to a National Geographic special.*

*The awards for the other broadcast networks were spread around, with each going to a different show. National Geographic was also good to TBS, whose 'Explorer' series accounted for all three of TBS's Emmys. Shown above are (l-r) Charles Dolan, chairman, NATAS; Hugh Downs, co-host, '20/20'; Stone Phillips, anchor, 'Dateline NBC'; Dan Rather, managing editor and anchor, 'CBS Evening News,' and John Cannon, president, NATAS.*



channel political advertisements will inevitably interfere with a candidate's freedom of expression by requiring him to choose between what he wishes to say and the audience he wishes to address," wrote U.S. Court of Appeals Judge James Buckley of the D.C. Circuit. The Media Access Project commented that "this has nothing to do with the abortion issue itself; in fact, our client has no position whatsoever about abortion. It is about democracy. Broadcasters have no business deciding when and how candidates can ask fellow citizens for their vote." The FCC did not issue a public statement on the decision.

**Filmmaker Spike Lee has agreed to write, produce and direct six episodes of a new comedy series in association with Brandon Tartikoff for ABC.** The half-hour series, targeted for fall 1997, will focus on the friendship of two men—one white and one African American. Lee will serve as co-executive producer with Tartikoff on the series, which will be produced in

New York. ABC also has confirmed that it will pluck "The Lion King" from the Disney vault to air in prime time during the November sweeps. The broadcast will mark the first time a modern animated classic from Walt Disney Pictures will air on network TV, ABC said.

## Buena Vista Television has signed a wide-ranging development deal with Dove Four Point.

The two are already working on a revival of game show *Make Me Laugh*, possibly for first-run syndication. The deal calls for Dove Four Point to develop reality, talk, game and magazine shows for Buena Vista. This season, Dove Four Point, the production company created earlier this year by book publisher Dove Audio's buyout of Four Point Entertainment, is producing new strips *Scoop with Sam & Dorothy* for ACI and *The Bradshaw Difference* for MGM Worldwide Television.

**The regional sports services under the Liberty Media/Fox Sports joint venture (including the seven services using the Prime Sports name;**

## HDTV success

The Washington-based Model HDTV Station Project last week bounced live digital TV signals off a satellite and displayed them on a receiver. "This proves network capability to distribute high-definition television," said project head James McKinney. The group delivered the high-definition transmission over the Ku-band, GE Americom K2 satellite. The TV pictures were encoded using the Grand Alliance digital TV system, which is pending before the FCC as the next U.S. broadcast standard. Last week's satellite demonstration followed the station's demonstration earlier this summer of live, over-the-air digital TV transmission and reception.

**the Sunshine Network, and Fox's Arizona channel) will start identifying themselves as the Fox Sports Net on Nov. 1.**

The network also will introduce new series *Fox Sports News* then. Early- and late-evening editions of the program will air nightly on all Fox Sports Net channels, offering a mix of national and regional sports news, pre- and postgame interviews and analysis.

**The Senate has approved an amendment to the Treasury, Postal appropriations bill that gives the General Services Administration the authority to negotiate payment for housing the FCC at the Portals in Southwest Washington.**

The amendment is a backstop measure in case Congress fails to appropriate enough money for the commission to cover its moving expenses.

**No comment from any of the parties involved last week on a report in the *New York Post* that CBS was talking to ABC newswoman Diane Sawyer about possibly replacing Dan Rather as anchor of the *CBS Evening News*, which is mired in third place in the evening news ratings race.** If it happens, Sawyer would be the first woman to anchor an evening newscast solo and on a full-time basis. Rather would have some say in the timing of the move and would more than likely retain a prominent role within CBS News. It was unclear last week how seri-

ous or extensive the talks between Sawyer and CBS have been so far. Although the *Post* said she "has been talking with the very top brass at CBS" about the job, a source with some knowledge of the situation said that was "overblown."

**Don Imus will switch affiliates serving San Francisco**—from KUFJ(FM) Gilroy, Calif., to KPIX-AM-FM San Francisco—starting Sept. 23. KPIX VP/General Manager Blaise Howard says Imus's syndicated morning drive show "should play well in the Bay Area."

**MSNBC last week forged a deal with Freeloader Inc. to enable users of Freeloader's offline software to collect customer-specific information from MSNBC online.** An MSNBC version of Freeloader will be available later this fall, and MSNBC also will be a content feature of the forthcoming Freeloader version 2.0. Offline downloading eliminates the wait time to access multimedia content online and makes it accessible on a PC user's hard drive.

***Moesha* co-creator and executive producer Ralph Farquhar has signed a multiyear comedy-development deal with Universal**

**Television.** Previously, Farquhar was co-creator and executive producer of Fox's *South Central* and supervising producer of *Married...With Children*. "Ralph's diverse list of credits, from *Moesha* to *South Central*, shows his dynamic versatility," says Universal TV President Tom Thayer. "His expertise is wide-ranging: He successfully tackles issue-oriented material, mentors young writers and develops star vehicles."

**Last week NBC's *Today* was celebrating the program's longest winning streak.** The 4.7 household rating *Today* earned for the week of Sept. 2 marked the 100th straight week it has remained on top among adults 18-49. The 10-

month-long winning streak is the program's longest since the inception of *People Meters* nine years ago.

**The FCC last week announced a proposal to settle more than 60 rate complaints** against Adelphia Communications Corp. The resolution calls for Adelphia to pay about \$2.45 million in subscriber refunds. Comments on the proposal are due Oct. 10.

**ABC World News Tonight is replacing its eight-year-old "American Agenda" segment with a new series, "Solutions," which will focus on attempts to solve societal problems in various sectors, including health care, business and technology.**

## Spot and Local TV—Still Growing

|           | 1993         | 1994          | 1995         | 1996e        | 1997e        |
|-----------|--------------|---------------|--------------|--------------|--------------|
| Nat. Spot | 7.8 (+3.3%)  | 9.0 (+15.3%)  | 9.1 (+1.4%)  | 9.9 (+8.0%)  | 10.1 (+3.0%) |
| Local     | 8.4 (+4.4%)  | 9.5 (+12.2%)  | 10.0 (+5.5%) | 10.8 (+8.0%) | 11.2 (+4.0%) |
| TOTAL     | 16.2 (+3.9%) | 18.5 (+13.7%) | 19.1 (+3.5%) | 20.6 (+8.0%) | 21.3 (+3.0%) |

Sources: McCann-Erickson for 1993-95 figures; 1996-97 estimates from Television Bureau of Advertising. Notes: Figures are in billions, and parenthetical numbers represent annual percentage gains.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Our satellite transmission is being interrupted by a local rain shower."

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Incorporating The Fifth Estate TELEVISION Broadcasting

## Stalking horse

Our fondness for the cable industry notwithstanding, it has an infuriating habit of throwing a wrench into somebody else's machinery at the last minute. Witness the sudden campaign, spearheaded by Black Entertainment Television's Bob Johnson, to have broadcasters' digital spectrum put up for auction. Cable doesn't have a horse in this race, but it doesn't mind making it difficult for the opposition.

It's reminiscent of cable's oblique and last-minute action to oppose the FCC's granting a single standard for advanced television. Having been part of and having approved the Grand Alliance development for eight years, it suddenly threw in its lot with the computer industry to try to sabotage broadcasting.

We predict that it won't work. Surely, it shouldn't work. The right way to get this country on a digital standard is to assign parallel facilities to every broadcaster for a period of time, then auction the analog spectrum that comes back. The right way to make digital television work is to have a single standard to which all can repair. Everything else is mischief.

## He led with his principles

Ralph Gabbard was the hope of the broadcasting industry. He came out of relatively nowhere and, as chairman of the National Association of Broadcasters TV board, exercised more influence than any other single broadcaster in memory. Indeed, his influence on the industry harked back to the days when such giants as Jack Harris, Ward Quaal and J. Leonard Reinsch dominated broadcast policy.

Gabbard was not universally admired; many of his posi-

tions went against the grain of the NAB establishment. The children's TV rule that emerged from the FCC after two years bore his unmistakable imprint. But he was a leader.

We've always believed that leadership is a free ball, ready to be picked up by those with ability, principles and gumption. Ralph Gabbard was such a man. The Fifth Estate will hope that he wasn't the last.

## Were these the ACEs or the Emmys?

"I don't know if it takes a village to raise a child," said Emmy host Paul Reiser last week, "but I know it takes a village to get cable." That joke helped to set the tone for the awards ceremony, where cable raised its Emmy total to record levels for the wired medium and showed itself to be a creative force despite the historic knock that much of cable's progress has come on the back of broadcast programming. Or, as Warren Littlefield put it in response to Leslie Moonves's comment last week that he was looking to attract viewers by going with proven stars: "[W]hat if they get confused and think it's Nick at Nite?"

Although down one award from last year's haul, HBO was still second only to NBC in total statues, while the much-honored Dennis Miller show beat out Leno and Letterman for best comedy/music/variety program and Rip Torn of HBO's *Larry Sanders Show* beat out the likes of Jason Alexander (*Seinfeld*) and David Hyde Pierce (*Frasier*) for best supporting actor in a comedy series. Meanwhile, HBO was cleaning up at the ACE nominations, with 111 to second-place ESPN's 28.

Broadcasting remains the clear leader in series television, but when it comes to big-ticket movies and specials on TV, cable is more than holding its own. That's the kind of parity for which the television audience has been hoping.

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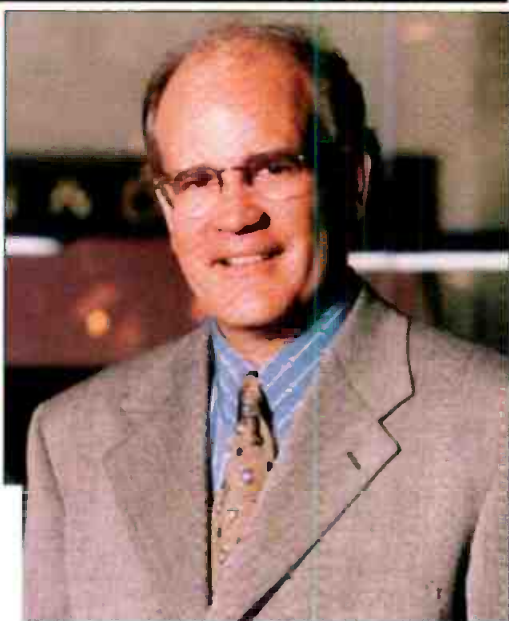
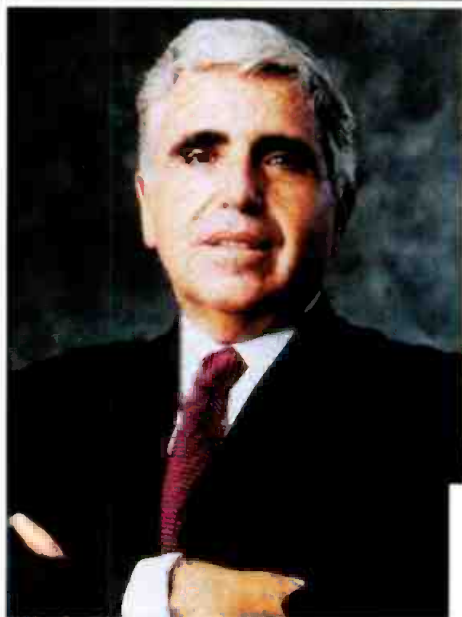
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