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Fast Track

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**Broadcasting
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September 23, 1996

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CBS, ABC get ratings boosts, but NBC's Thursday weighs in As week one of the new season got under way, CBS and ABC drew big audiences with *Cosby* and *Home Improvement*. Then the NBC juggernaut hit on Thursday, reclaiming for that network the top spot in prime time. / **8**

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COVER STORY

Clinton on communications

President Clinton discusses telecommunications reform, spectrum auctions, TV ratings and educational programming in an exclusive interview with BROADCASTING & CABLE editors. Cover photo by Phoebe Bell/SIS / **22**



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Prime time for gay roles

Reports that Ellen DeGeneres' character on her sitcom *Ellen* will reveal herself to be homosexual highlight the emergence of gay characters on television. / **25**

'Mort Sahl's America' coming

Comedian and social critic Mort Sahl will produce a movie and a TV series based on his one-man stage show, "Mort Sahl's America," for Dove Entertainment. / **26**

TV's 'Total Recall' An action-adventure series based on the 1990 hit movie "Total Recall" is planned by new production/distribution company Team Entertainment Group. / **26**



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Continental Cablevision intros 'Net highway Continental Cablevision's launch of its Highway 1 service in Jacksonville, Fla., and Boston this week makes it the second major MSO to provide high-speed Internet access. / **52**

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Tektronix makes splash At IBC '96 Tektronix introduced new members of its Profile digital disk recorder line and announced large contracts with UK's Central Broadcasting and HTV. / **55**

CNN buys more Quantel Clipbox servers Turner's new 24-hour Spanish-language news networks have purchased new Quantel Clipbox video servers for feed recording, editing and transmission. / **58**



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Justice targets radio LMAs

With mega-mergers, station buyers face increasing antitrust attention

By Elizabeth A. Rathbun

WASHINGTON

Radio companies involved in mega-mergers may have to unravel some local marketing agreements or pay hefty fines if the Justice Department decides that these LMAs violate federal antitrust laws.

Washington lawyers who represent the radio groups are scrambling to respond to Justice's warning, which arose during the past several weeks from informal antitrust discussions between the lawyers and Justice and Federal Trade Commission officials.

It's a "rather bizarre situation," says Eric Bernthal, who represents Evergreen Media Corp. "A deal that would perfectly well pass muster under Hart-Scott...is nonetheless in violation of the law because Justice says it is."

The Hart-Scott-Rodino Antitrust Improvements Act requires antitrust review of mergers valued at more than \$15 million and involving at least \$110 million in sales or assets. Violators can be fined up to \$10,000 per day of non-compliance and be forced to divest the assets in question.

Submitting their deals for Justice Department approval is new to radio broadcasters, who before deregulation was enacted in February couldn't get big enough to make deals of the size that would attract antitrust attention.

The industry now is negotiating deals the likes of which never have been seen. Witness, for example, the \$4.9 billion merger of Infinity Broadcasting Corp. into Westinghouse Electric Corp./CBS Inc.

Justice officials recently became concerned about LMAs set up by a buyer before a radio mega-merger has been approved, the private lawyers say. According to the lawyers, Justice is considering the argument that LMAs transfer "beneficial ownership" to a buyer before a station actually is owned. And that would not be allowed under FTC guidelines. The FTC is the first stop in a merger review and splits antitrust reviews with the Justice Department.

Meanwhile, the FCC allows buyers

"We've indicated that radio station LMAs entered into in anticipation of approval should be reviewed carefully to be sure that they don't violate the [Hart-Scott-Rodino] Act."

Justice Department statement

to operate a station under an LMA until the station is acquired at closing. Under an LMA, a buyer provides programming and is responsible for a station's management and ad sales (subject to licensee approval). The licensee, however, must retain ultimate control of the station.

The FTC's "indicators of beneficial ownership" include the right to receive an increase in stock value, the right to receive dividends, the obligation to bear the risk of loss and the right to vote a stock. None of these applies to LMAs, says Matthew Leibowitz, counsel to Chancellor Broadcasting Co.

Bernthal also strongly objects to Justice's ownership argument. Owning a station versus LMAing one is like "owning [versus] renting," he says.

Justice Department officials were not available to elaborate on the issue.

Although Justice's timetable for its investigation into the issue is unknown, companies including Evergreen and Jacor Communications Inc. are worried enough that they are scrapping planned LMAs and deferring others that would have been part of a mega-merger.

As for LMAs already in place, "no one has told us that they have a problem with them," Bernthal says. It would cost millions of dollars if LMAs need to be undone. "Operationally, it would cause a nightmare," one industry insider says, "and financially it would be a disaster."

"This has become a widespread industry practice and therefore should not be subject to retroactive enforcement," Leibowitz says.

Bernthal hopes that the issue is "a temporary transition problem" as Justice adjusts to overseeing the radio industry. ■

Jacor's Citicasters buy OK'd

FCC lets it keep five radios, one TV in Cincinnati, Tampa

By Chris McConnell

WASHINGTON

Owning five radio stations and a TV station in a large market is fine with the FCC, at least for now. The commission last week said Jacor can own five radio and one TV station in both the Cincinnati and the Tampa/St. Petersburg/Sarasota, Fla., markets. Commissioners granted the waivers as part of a decision to approve Jacor's \$774 million acquisition of Citicasters.

The commissioners said the waivers are conditional on the outcome of an ownership rulemaking that will cover multiple radio and TV combinations. But several observers say that last week's decision to grant even temporary waivers to combine a TV with five radio holdings

sets a new precedent at the FCC, where more such requests are pending.

"This is the Indian sign on the trail that I've been waiting for," says Washington lawyer John Kenkel of Kenkel & Associates. Media Access Project's Andrew Schwartzman adds that the FCC action "signals to the industry it will take a liberal policy in the future."

"It really is making policy by waiver," says Schwartzman. "It is of significant precedential value," adds another industry observer, pointing to the number of radio stations involved in the TV/radio combinations.

The FCC said the size of the Cincinnati and Tampa markets, the projected cost savings of the merger and other fac-

continues on page 16

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A CRITICAL LOOK AT WEEK ONE

Cosby (CBS)

"[Cosby's] Hilton merely brings the very familiar persona into a perfectly logical state of being crotchety as old age encroaches. He's an old friend. We've grown up with him."
John J. O'Connor, New York Times

"[The first three episodes] careen wildly across the landscape, from laugh-out-loud funny to faltering and feeble."
Steve Johnson, Chicago Tribune

Pearl (CBS)

"[Malcolm McDowell's] spiky performance makes Pearl sparkle as one of the best new shows this season."
Renee Graham, Boston Globe

"Pearl is a comedy with heart, its heroic protagonist well played by Rhea Perlman as both vulnerable and a street fighter."
Howard Rosenberg, LA Times



'Spin City' held on to most of its lead in.

Spin City (ABC)

"As sitcoms go, *Spin City* isn't particularly zappy (or even innovative), but it does have...Michael J. Fox."
Robin Dougherty, Miami Herald

"The writing is crisp, and the supporting cast is appealing."
Dusty Saunders, Rocky Mountain News

Something So Right (NBC)

"Everything's so wrong with this urban 'blended family' earsore."
Matt Roush, USA Today

"Even stale sitcoms seem fresh when compared with *Something So Right*, an alternately enervating and irritating new series"
Tom Shales, Washington Post



'Cosby' gets CBS off to a fast start.

ABC, CBS roll, until Thursday

CBS gets 'Cosby' boost; NBC's 800-pound Thursday weighs in; viewers take ABC for 'Spin'

By Lynette Rice

With CBS and ABC drawing big audiences with *Cosby* and *Home Improvement*, it looked as if the first official week of the new TV season might be a fair fight. Then the NBC juggernaut hit on Thursday.

NBC reclaimed the top spot in prime time with a whopping 18.4 rating/30 share for the night, led by *Seinfeld's* 22.2/34. The new Brooke Shields comedy, *Suddenly Susan*, followed with a 20.4/32.

Through Thursday, NBC averaged 13.4/22. Going into Friday, CBS and ABC were neck and neck for second place. CBS had a Monday-Thursday average of 10.8/17; ABC, 11.0/18. Fox posted marks of 6.6/10 after four days.

Although it was NBC's week, only CBS—up 10%—could boast improve-

ment over last year's premiere week. ABC was down 17%; Fox, 12%, and NBC, 6%.

"The first four days brought back a lot of viewers whom we lost last year, and obviously we hope to continue to bring some new viewers this season," said CBS's Kelly Kahl, vice president of scheduling. "The bottom line so far, is good. It's a long road ahead, [but] this is a good first step."

"There are specific time periods where all four networks have premiered shows, so the networks' performance overall is really fairly solid," said ABC's Larry Hyams, vice president of audience analysis. "All networks got significant sampling—for *Cosby* on CBS, for *Suddenly Susan* on NBC and for *Spin City* on ABC."

The Big Four still have plenty of firepower to unleash in the coming weeks, beginning with NBC's Monday night line-



13.4/22 11.0/18 10.8/17 6.6/10

Average prime time rating/share, Sept. 16-20. For three days, Sept. 16-19, UPN scored 4.7/7 (metered markets only); the WB Network, 3.0/5. Source: A.C. Nielsen Co.

up of *The Jeff Foxworthy Show* and *Mr. Rhodes* that debuts Sept. 23. Other anticipated premieres are CBS's *Ink* and *Public Morals*, ABC's *NYPD Blue* and *Murder One* and Fox's *The X-Files* and *Millennium*.

"I think it looks pretty optimistic, especially coming out of a summer where viewers for repeats were at a record low," said Betsy Frank of Zenith Media. "They're doing just fine, so I think each network has something to at least be pretty pleased with, CBS probably the most—partly because a year ago at this time they were feeling kind of despondent."

"I might feel a little more comfortable buying NBC, say, knowing I am in control of ratings, than buying 53 cable networks to try to get a number to resemble [those of] the broadcast networks," said media buyer Paul Schulman.

Corks began to pop over at CBS on Monday, when the network earned a 14.8/23 for a lineup that boasted the much-ballyhooed premiere of *Cosby* (17.3/27). As expected, *Cosby*, as of Wednesday, remained the highest-rated show of the new season—and the highest-rated comedy debut in the 8-8:30 p.m. slot of any network, any night, since another *Cosby Show* debuted on NBC Sept. 24, 1984.

Monday Night Football helped ABC come in second that night, with a 12.0/19, while NBC trailed with a bloopers special and the movie "Sweet Dreams," earning the network an overall 11.9/18. Fox, while garnering a 6.1/9 for the night, still claimed victory in its core 18-34 demographic with an 8.9/24 for *Melrose Place*. Only overnights were available for the netlets, which finished with a 4.6/7 for UPN and a 3.1/4 for The WB.

On Tuesday, all eyes were on ABC's Michael J. Fox vehicle, *Spin City*, but it was network colleague Tim Allen who seized the day with a *Home Improvement* showing of 18.2/27. *Spin City* didn't build on its lead-in from *Home*, dropping slight-

ly to a 17.0/25.

Yet overall, ABC rang in with a close second (13.2/21) that night behind expected winner NBC (13.8/22), which touted debuts of Emmy-friendly *Mad About You* and *Frasier*. CBS came in third, with an 11.2/18, followed by Fox, with a 6.4/12.

"I was a bit surprised *Roseanne* didn't do better than *Mad About You*," Frank said. "*Mad About You* is something people either love or are getting really tired of. I think I believed, and that may have been erroneous, that *Roseanne* [might] be able to come back this time as well."

On Wednesday, premieres of *Grace Under Fire* (highest-rated, with a 13.1/21) and *The Drew Carey Show* helped ABC win the night with an 11.4/9. NBC's lineup, included the 9:30 p.m. debut of *Men Behaving Badly* (9.6/16). CBS grabbed a 9.4/16 and Fox followed with a 6.4/12, yet touted continued success in its core of 18-34 by earning a 7.8/22. The WB finished with a 3.0/5, while UPN garnered a 5.3/8 in overnights.

"I had a feeling about Wednesday nights all summer, that CBS was going to really overcome the competition from 8 to 9. They pretty much did," Frank said. "I think maybe the lesson in *Ellen* and its trial balloon, or whatever you call it [about the lead character's coming out of the closet this season], is that this is not a new show that's going to arouse curiosity. This is a show that has not been overwhelmingly popular."

"NBC has got to do something with Wednesdays from 8 to 9:30 p.m. in a hurry because that was their key new beachhead for new comedies," said Schulman. "*Wings* was renewed one year too many, *Larroquette*, two years too many, and *NewsRadio* is not a 9 p.m. show—it's an 8:30 or 9:30 p.m. lead-in to a successful show. They might want to put in *Pretender* from 8 to 9."

Final national ratings for the six networks will be released Tuesday. ■

TOP NEWCOMERS OF WEEK ONE

1. **Suddenly Susan (NBC)**—20.4 / 32
2. **Spin City (ABC)**—17.0 / 25
3. **Cosby (CBS)**—17.3 / 27
4. **Pearl (CBS)**—16.7 / 25
5. **Pretender (NBC)**—16.2 / 28

Life's Work (ABC)

"Irritating."
Rosenberg

"For a gal on the go, this show is mighty slow."
Bob Longino,
Atlanta Journal/Constitution

Men Behaving Badly (NBC)

"...it makes [*Dumb and Dumber* and *Beavis and Butt-head*] look like recently discovered works of George Bernard Shaw."

Tom Shales, Washington Post

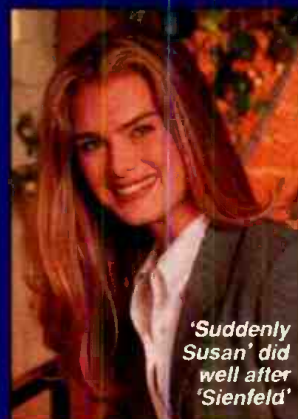
"It won't be the most tasteful half hour on TV, but has energy and nerve. A winner."

Eric Carman,
San Francisco Chronicle

Townies (ABC)

"The characters already seem stale, with no glimmer of personalities that might turn appealing or funny."
Caryn James, New York Times

"There's plenty here to like, if not cherish."
Matt Roush, USA Today



'Suddenly Susan' did well after 'Sienfeld'

Suddenly Susan (NBC)

"Suddenly Brooke Shields is fearlessly funny."
Michele Greppi, New York Post

"If [the new Susan] is interesting, I'm glad I never knew the old Susan. But maybe it's just that I am of an age to have known the original Mary."
David Zurawik, Baltimore Sun

The Pretender (NBC)

"[On] Saturdays...it will be as good as anything else on the networks, but not enough to make you give up your regular trip to the video store."
Jonathan Storm,
Philadelphia Inquirer

Syndication trips into fall

No hits out of the block for new strips

By Cynthia Littleton
HOLLYWOOD

It was a rocky week for new syndicated strips.

As usual, off-network shows outperformed original programming, although this season's batch of sitcom reruns has not yielded any *Seinfeld*- or *Home Improvement*-level instant hits.

In the first-run arena, the leading lights were shows that maintained their lead-in rating and year-ago time periods: Paramount's *Real TV* and Worldvision Enterprises' *Judge Judy*. While it's far too soon to declare hits and misses, industry analysts noted that NBC/New World's *Access Hollywood* and Warner Bros.' *In Person with Maureen O'Boyle* performed the weakest relative to the strength of the clearances they inherited.

In the wake of last season's bumper crop of failed talkers, some were dis-



Paramount's *'Real TV'* is performing respectably early in the season.

couraged by signs that advertiser-friendly talk shows such as ACI's *Scoop with Sam & Dorothy* and MGM's *The Bradshaw Difference* were pulling in lower ratings than some of last season's casualties.

The prospects for a game show renaissance may hinge on the performance of Columbia TriStar Television Distribution's *Dating/Newlywed Hour*, which has been hurt by being paired with Fox's low-rated new morning show on many of the network's O&Os.

The bulk of the new season's action hours begin rolling out this week, but two high-profile new entries already have had two-hour season premieres. Rysher Entertainment's *FX: The Series* averaged a 3.3 overnight household rating in Nielsen's metered markets; MTM's *The Cape* scored a 3.2. ■



The company owned by Marcy Carsey and Tom Werner will sell its three network shows at MIPCOM.

Carsey-Werner goes international

HOLLYWOOD—TV's leading independent production company, the Carsey-Werner Co., has formed an international sales division.

Carsey-Werner International will formally be unveiled next month at MIPCOM, where the company—launched in 1981 by producers Marcy Carsey and Tom Werner—will be exhibiting for the first time. C-W, which has seven comedies airing on the Big Three networks this season, will be offering its new CBS sitcom with Bill Cosby, the NBC hit *3rd Rock from the Sun* and the ABC freshman *Townies*, starring Molly Ringwald.

"This is another big step toward controlling our own destiny," says Stuart Glickman, C-W's vice chairman. Last year, Carsey-Werner reacquired from Viacom the domestic syndication rights to its early hits, including *The Cosby Show* and *Roseanne*.

Heading the new division is Herb Lazarus, a veteran international sales executive for Columbia and Fox who later ran his own distribution firm, the Silverbach-Lazarus Group, for 16 years. Before joining C-W, Lazarus was president of Cannell International Distribution. —CL

SYNDICATION'S NEW-SEASON SCORECARD

First-run strips debuting Sept. 9-18

Show	Rating/share	% ch. from lead-in	% ch. from year ago
Access Hollywood	3.4/7	-27%/30%	-28%/30%
Bzzz!	2.4/5	-23%/29%	-25%/29%
Crook & Chase	1.8/7	-22%/22%	-14%/13%
Dating/Newlywed Hour	1.4/5	-22%/17%	-22%/17%
Maureen O'Boyle	2.0/8	-26%/20%	-29%/20%
Real TV	2.8/7	flat	+17%/+17%
Scoop with Sam & Dorothy	0.8/3	-33%/40%	-50%/57%

Off-net strips debuting Sept. 9

Mad About You	4.2/8	flat	+2%/flat
Dr. Quinn, Medicine Woman	1.2/5	-20%/flat	-20%/flat

First-run strips debuting Sept. 16-18

The Bradshaw Difference	0.4/2	-33%/flat	-50%/33%
Judge Judy	1.5/5	flat	-6%/17%
Pat Bullard	1.3/6	-48%/45%	-50%/45%
Strange Universe	1.5/5	-38%/17%	-29%/17%

Off-net strips debuting Sept. 16

Hangin' with Mr. Cooper	3.3/7	+6%/flat	NA
Martin	3.5/7	-8%/flat	NA

Source: Nielsen weighted overnight metered-market ratings



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Turner to head TW cable interests

McGuirk, Bewkes and Johnson will report to him as vice chairman

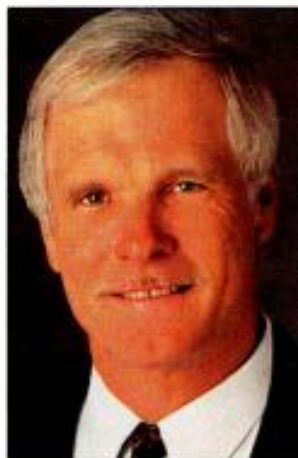
By Steve McClellan

NEW YORK

As Time Warner prepares to absorb Turner Broadcasting System, it's become clear that Ted Turner is getting much of what he wants in the new management structure for the company's cable network assets and other corporate affairs.

Last week, Time Warner confirmed that Turner will oversee a new cable network group comprising the Turner news and entertainment networks as well as the Home Box Office division that includes HBO, Cinemax and partial interests in The Comedy Channel and E! Entertainment Channel.

Sources say Turner and his long-time number-two executive, Terence F. McGuirk, will keep the TBS division on the same entrepreneurial track it's been on for the past 20-plus years as an



Turner, McGuirk, Bewkes and Johnson will lead the cable activities of a merged Time Warner/Turner

independent company. A top priority, those sources say, is to create new cable networks. The short-term focus will be to build those networks in the international arena, then add new domestic channels as cable system capacity expands.

McGuirk will become chairman, president and chief operating officer of

subsidiary TBS Inc. when the merger is completed, perhaps as early as Oct. 10. Home Box Office President/CEO Jeffrey Bewkes and Cable News Network President/CEO Tom Johnson will retain their current duties. All three executives will report directly to Turner, who becomes vice chairman of Time Warner. McGuirk retains his previous corporate responsibilities (WTBS [TV] Atlanta, the sports properties, sales and marketing) and adds direct oversight of the Turner Entertainment channels, replacing Scott Sassa, who resigned to pursue other opportunities.

McGuirk said that it was premature to comment on TBS's plans, but confirmed through a spokesperson that the operating heads of the Turner entertainment channels—Betty Cohen (Cartoon Network), Brad Siegel (TNT) and Bill Burke (WTBS)—will remain in place.

Meanwhile, at the HBO division, analysts say that the company may rid itself of its interests in Comedy Channel (co-owned with Viacom) and E! Entertainment (co-owned with several MSOs). Bewkes wasn't reachable at deadline.

Analysts and Time Warner insiders also say that the major obstacle to growing the company's stock remains Time Warner Entertainment, the contentious joint venture with US West that includes interests in Home Box Office, Warner Bros., and the company's extensive holdings. "It's a critical issue," says Smith Barney analyst Jill Krutick. "Investors are looking for segregation of the content and distribution assets."

Turner's influence also is extending to areas outside the cable networks. Sources say he is "emotionally attached" to the New Line studio, which Time Warner hoped to sell. Now the company is looking for a way to retain most of the studio, or at least some, while spinning off a piece. ■

Time Warner picks MSNBC

The battle between MSNBC and Fox News Channel for cable carriage escalated last week as Time Warner chose to carry MSNBC. Fox is preparing to counter with announcements that Comcast and Continental Cablevision have committed to carry FNC to about 3.75 million subs by year's end. FNC is set to launch on Oct. 7.



Thanks in part to an agreement with Tele-Communications Inc., Fox officials expect the channel to reach about 12 million subs at rollout, with TCI accounting for roughly 10 million of those.

Largely because of carryover retrans deals with its predecessor, America's Talking, MSNBC launched to about 21 million homes in July.

Time Warner spokesman Mike Luftman confirmed that Time Warner and MSNBC have struck a deal that calls for Time Warner to deliver MSNBC to nearly 6 million homes by 2000. Luftman also said that talks between Time Warner and FNC have broken off.

A deal with Time Warner, the nation's second-largest cable MSO, would have been a major boost for FNC. Rupert Murdoch and Gerald Levin reportedly had an oral agreement that Time Warner would deliver FNC to 7 million subs. "We thought we had a deal," says a source at Fox. "But after the Federal Trade Commission approved the Time Warner-Turner deal, Time Warner stopped returning our phone calls."

It's unclear whether Murdoch plans to retaliate, either in court or by dropping CNN on News Corp.-owned satellite systems outside the U.S.

In approving Time Warner's \$6.8 billion merger with Turner Broadcasting System, the FTC required Time Warner to choose an all-news channel to compete with CNN, although it did not specify which one.

Because the Time Warner/MSNBC deal is non-exclusive, it's possible that Time Warner will offer both MSNBC and FNC in systems with sufficient channel capacity. Conversely, TCI, Comcast and Continental will offer MSNBC in certain systems along with FNC.

—PC

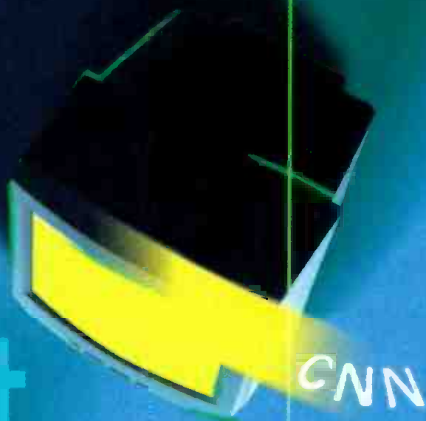


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Debate continues over debates

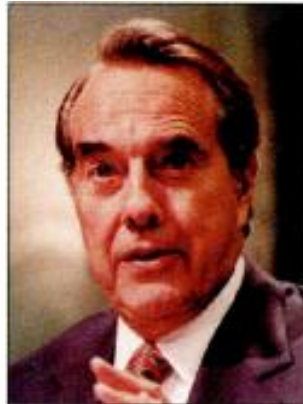
Perot to challenge his exclusion; Clinton, Dole disagree on details

By Heather Fleming
WASHINGTON

Even as the nonpartisan Commission on Presidential Debates decided that Reform Party presidential candidate Ross Perot should not participate in nationally televised prime time debates, the Dole/Kemp and Clinton/Gore campaigns continued last week to haggle over debate details.

Using the same criteria that gave Perot the green light to participate in the '92 debates, the commission said that this time he did not have a "realistic chance" of being elected and should not participate. Their assessment included a review of "evidence of national organization, signs of national newsworthiness and competitiveness, and indicators of national enthusiasm or concern." The Perot campaign said it would file suit this week challenging the decision.

The commission's action is non-binding, however, and the Clinton campaign continued to insist that at least one debate should include Perot. "We regret the commission's decision and look forward to discussing this and all other aspects of the debate arrange-



Clinton and Dole are at odds over Ross Perot's participation in debates, among other issues.

ments," said Mickey Kantor, chief Clinton/Gore debate negotiator.

The Dole/Kemp chief negotiator, Carroll Campbell, said that the unanimous decision to exclude Perot was "the right one. In 1996 only one of two men will be elected President: Bob Dole or Bill Clinton. The inclusion of any other participant in the debates sponsored by the commission would have violated the commission's own standard to include only third-party candidates who have proved they have a 'reasonable' chance to be elected President."

Whether or not Perot ultimately is part of the debate mix, CNN's *Larry King Live* is offering five third-party

candidates the chance to debate. Invited to participate are Perot, Ralph Nader (Green Party), Harry Browne (Libertarian Party), Howard Phillips (Taxpayers Party) and John Hagelin (Natural Law Party).

The Perot issue aside, the two campaigns continued to feud last week over other debate details, including the dates and formats. The first commission-recommended debate was to take place this Wednesday (Sept. 25), but that appears increasingly unlikely.

The Clinton campaign is pressing for three two-hour debates on Oct. 6, 9 and 13. One would be a vice-presidential debate; one would include Perot, and one would be a one-on-one debate with Dole. In addition, it wants at least one presidential debate to be conducted with a town hall-style format.

The Dole campaign revised its offer, insisting that three 75-minute, one-on-one debates with Clinton take place Oct. 6, 13 and 21. Perot would not participate. Initially, Dole wanted six hour-long debates between Sept. 25 and Oct. 25. At press time last Friday, the two camps were expected to hammer out their differences over the weekend. ■

Broadcasting & Cable Interface: It's a 10

Broadcasting, cable, advertising and financial executives will gather at New York's Grand Hyatt Hotel Tuesday (Sept. 24) for Interface X to examine the industry's future. The 10th annual Interface conference will offer panels focusing on

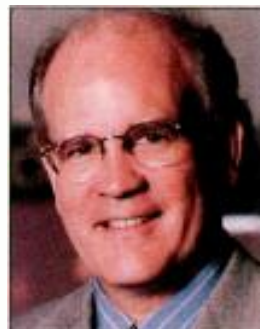
programming, policy, finance, the Internet and advertising. FCC Chairman Reed Hundt will deliver the keynote address. The luncheon address will be from Greg Simon, chief domestic policy adviser to Vice President Al Gore. Also appearing will be Peter Lund and Leslie Moonves of CBS; Robert Wright, Tom Rogers and Larry Hoffner of NBC; David Westin of ABC; Eddy Hartenstein of DIRECTV; Brian Roberts of Comcast, and Kay Koplovitz of USA Networks.



Hundt



Simon



Wright

In addition, the conference will feature panels with Dick Robertson and Jim Moloshok of Warner Bros. TV; Barry Thurston of Columbia TriStar TV; Peter Neupert of Microsoft; Paul Sagan of Time Inc.; Dan Stone of Turner Interactive;

Betsy Frank of Zenith Media, and Marc Hirsh of Premier Advertiser Sales.

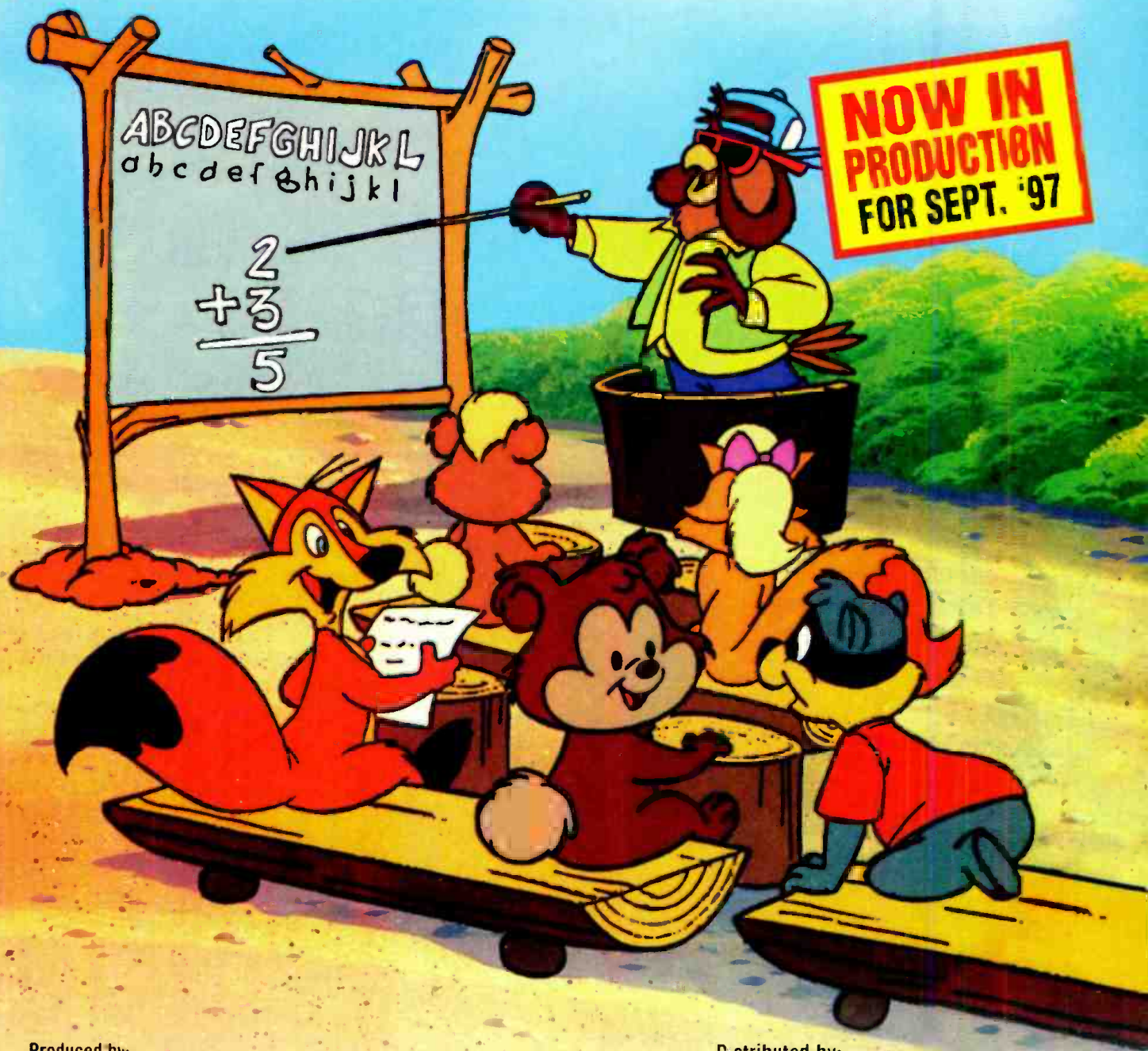
Other participants include John Mandel of Grey Advertising; Tim McAuliff of Blair Television; Ed Wilson of CBS/Eyemark; Peter Ezersky of Lazard Freres; Dennis Leibowitz of DLJ; David Londoner of Schroder Wertheim; John Reidy of Smith Barney, and Donald Russell of Communications Equity Associates.

To register, call 212-337-6940.

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Criticasters

continued from page 5

tors justify waiving the restrictions at least until commissioners review the radio/TV crossownership rule. The FCC also said Jacor will have six months to sell stations if the final rules don't allow it to keep all the stations in the two cities.

The concentration of Jacor radio stations in Cincinnati already has prompted the Justice Department to require the broadcaster to unload WKQR(FM) there so that its share of the market's radio revenue will not exceed 50%.

Last week, as anticipated by industry sources, Justice prodded Jacor to abandon a plan to finance Tsunami Communications Inc.'s purchase of WGRR (FM) Cincinnati. "Jacor's backing of Tsunami's bid for a major Cincinnati radio station could have nullified the divestiture of WKQR," says David Turetsky, deputy assistant attorney general in the department's antitrust division.

Jacor and Justice also agreed to modify their earlier agreement to specify that Jacor must notify Justice officials before agreeing to any financing deals similar to the one contemplated with Tsunami.

The Tsunami deal bothered FCC Commissioner Susan Ness, who issued a statement expressing "misgivings" at approving the Jacor/Criticasters merger.

"I am troubled by Jacor's efforts to secure even greater market power by agreeing to finance a competitor's purchase of a non-Jacor station in Cincinnati," Ness said. "Jacor entered into this transaction while its settlement with Justice was pending, apparently without informing the department."

FCC Commissioner Rachelle Chong had misgivings of her own, but not about the deal's approval. Chong dissented from a portion of the commission decision requiring Jacor to obtain FCC approval of joint sales agreements the company strikes in Cincinnati. Justice also has required Jacor to notify it of joint sales agreements in the market.

"I see no reason for the commission to duplicate these efforts," Chong said.

Others also were worried about the FCC's duplicating or even advancing restrictions imposed by the Justice Department. One source cited a portion of the FCC decision in which the commission said its interest and jurisdiction are complementary with that of Justice, but not "coincident."

"They seem to be saying they're not bound by what Justice does," the source says. "It could be dangerous later on." ■

Closed Circuit

HOLLYWOOD

MGM pulls out of NATPE

MGM Domestic Television Distribution has pulled out as an exhibitor at the upcoming NATPE convention, but the company is not retreating from the syndication marketplace. John Symes, president, MGM Worldwide Television, says MGM is in the midst of a major redesign of its national and local sales and marketing operations. That doesn't mean that MGM is planning to farm out its distribution business, but Symes declined to elaborate. MGM will unveil its new strategy in the next few weeks, when the company will announce plans to launch two weekly hours in first-run syndication in 1997 and '98. Symes stressed that MGM intends to remain an active member of NATPE, but it will make decisions about attending future conventions on a year-by-year basis. MGM TV's international arm, however, is planning to exhibit at NATPE.

NEW YORK

DOJ eyes Infinity

Department of Justice officials are investigating more closely the pending merger of Infinity Broadcasting and Westinghouse/CBS Radio. New York radio insiders say Justice is concerned about potential antitrust violations if Infinity President Mel Karmazin is able to preside over the CBS Radio Network under the merger. Karmazin also serves as president of Westwood One Radio Networks. Although Westwood One was not named in the Infinity/Westinghouse/CBS proposal, New York sources speculate that there may be a move to join CBS Radio Networks and Westwood One if the merger goes through, giving Karmazin oversight of a network that would generate more than 50% of network radio revenue.

WASHINGTON

DARS delay

Would-be providers of digital audio radio satellite service (DARS) will have to wait a little

longer for FCC action on their bids for licenses. A panel of government experts was scheduled to offer recommendations to the FCC today (Sept. 23) on three applications for an FCC "pioneer's preference." The pioneer's preference award is aimed at lending a hand to firms that led the development of the new service. The experts have asked for more time to review the applications and have been given until Oct. 10 to offer their recommendations.

BURBANK

Disney celebrates 20

It looks as though The Disney Channel's gradual switch from pay to basic service paid off. The network will announce this week that it surpassed the 20 million-subscriber mark in August. Disney had 7 million subscribers when it began converting in 1993. Of the 20 million subs, 15 million get the channel as a basic service.

WASHINGTON

No decision on roadblocks

Broadcasters on Friday were still mulling the idea of simulcasting candidate statements during the fall election. But so far network talks on the political TV "roadblock" have yielded no concrete plans, industry sources said. Free TV for Straight Talk Coalition leader Paul Taylor had hoped for an answer last Friday to his request for a TV roadblock. At week's end, Taylor said he could wait a bit longer.

Broadcasting VP?

Vice-presidential hopeful Pat Choate says that if he's elected alongside Ross Perot, he'll push for "more talk radio." Choate is chairman of United Broadcasting Network, syndicator of shows by Jim Hightower, Representatives Duncan Hunter (R-Calif.), Marcy Kaptur (D-Ohio), and Choate himself. Choate says he may ask Perot to revive the talk radio show he did for Tribune Broadcasting two years ago.

ALTV may seek must-carry rule for satellite companies

By Harry A. Jessell

The Association of Local Television Stations may seek legislation next year that would require ASkyB and other satellite companies that intend to carry some local broadcast signals to carry *all* local broadcast signals.

"Fair is fair," says ALTV President Jim Hedlund. "If they want to compete directly against cable, they ought to have the same obligations that cable systems have." But whether the association actually pushes the legislation will depend on a fuller explanation from ASkyB on its plans for local signals. Hedlund says.

ASkyB, the direct broadcast satellite (DBS) venture of Rupert Murdoch's News Corp. and MCI, has said it will offer its subscribers local broadcast signals along with the usual array of cable networks. ASkyB hopes to be in business by the end of 1997.

The lack of local signals has handicapped currently available DBS services—DIRECTV, USSB and EchoStar—in their competition with cable



"If [DBS companies] want to compete directly against cable, they ought to have the same obligations that cable systems have."

ALTV President Jim Hedlund

systems. Subscribers to the DBS services who want local signals must either continue to subscribe to basic cable service or install a broadcast antenna.

The 1992 Cable Act requires cable systems to carry all local broadcast signals. However, the requirement may not be long-lived. The Supreme Court is set to hear arguments Oct. 7 on the cable industry's claim that the requirement is unconstitutional.

ASkyB says it intends to be broadcast-friendly and to carry as many local signals as it can. But even with digital compression, officials admit, it will be technologically unable to accommodate all the signals in all the markets.

Concerned about ASkyB's ability to carry some signals and ignore others, ALTV last week fired off a letter to the Senate Judiciary Committee asking it to postpone action on an ASkyB-backed

measure that would facilitate distribution of local signals by DBS companies.

"Our primary concern is the potential for discriminatory carriage by satellite carriers," says Hedlund in the Sept. 17 letter. "[T]he satellite service could impact significantly on the competition among local television stations."

Possibly because of ALTV's objections, the Judiciary Committee last week tabled the ASkyB measure. ASkyB had hoped to attach it to a bill making minor changes to the copyright law governing satellite carriers.

By defining satellite companies as cable systems for copyright purposes, the measure would have allowed ASkyB to distribute local signals based on the discrete markets defined by the Nielsen (DMA) or Arbitron (ADI) ratings services.

A ruling last month by the Copyright Office of the Library of Congress cleared the way for ASkyB to retransmit local signals. But in doing so, the agency

World Media Expo will end

World Media Expo '96 will be the last. The participants are going their separate ways in 1997, ending a three-year partnership.

World Media Expo partners include the NAB, the Radio-Television News Directors Association (RTNDA), the Society of Broadcast Engineers (SBE) and the Society of Motion Picture and Television Engineers (SMPTE).

"In recent years [the NAB Radio Show] appears to have lost some definition, and this was not lost on the elders of NAB, who have wisely elevated this meeting to its original purpose," said William O'Shaughnessy, president of Whitney Radio and the first chairman of the NAB Radio Show.

The radio show will return to its original stand-alone format at the 1997 show in New Orleans, Sept. 17-20. In 1993, the last solo radio show, 6,400 people and 197

exhibitors attended.

An NAB spokesperson said the split was mutual, but RTNDA President David Bartlett said that the NAB wanted the change.

"We were perfectly comfortable with World Media Expo, despite inconveniences that it caused us," says Bartlett. "However, it's not productive to continue a business relationship where one of the partners is unhappy, and I think it's fair to say that the NAB was unhappy."

Because of the late date, RTNDA is tentatively planning to keep its '97 show in New Orleans, but plans are not final. SBE and SMPTE have made no decisions for '97. The 1996 World Media Expo will be held in Los Angeles, Oct. 9-12.

—HF



said ASkyB must distribute the signals based on their actual coverage area.

That's a problem for ASkyB in areas between markets, where some homes receive signals of two stations affiliated with the same network, says News Corp. lobbyist Peggy Binzel. According to the Copyright Office, she says, in such overlap areas, ASkyB must carry both signals.

The ADI/DMA approach should be more appealing to broadcasters, Binzel says. If ASkyB distributes one NBC affiliate throughout a DMA, that station isn't helped if ASkyB has to offer some homes the NBC affiliate from a neighboring market, she says.

Binzel acknowledges that treating DBS as a cable system for copyright purposes would also free ASkyB, like

cable, from having to pay royalties for the local signals.

But avoiding royalties was not the main reason for the ASkyB amendment, Binzel says. ASkyB does not think it should pay, she says, but it is willing to have the question settled by an arbitration panel that has been convened to set royalties for satellite-delivered broadcast signals, in- and

Court forces open TV congressional debate

Eighth Circuit finds noncommercial TV stations are 'limited public forum'

By Heather Fleming

A recent appeals court decision involving a public TV-sponsored congressional debate is forcing some public stations to open their debates beyond Democrats and Republicans.

The Eighth Circuit U.S. Court of Appeals ruled Aug. 21 that a "governmentally owned and controlled television station may not exclude a candidate, legally qualified under state law, from a debate" that is a "limited public forum."

The defendant in the case, the Arkansas Educational Television Commission, is seeking to stay the decision, and intends to appeal to the Supreme Court if necessary.

The Eighth Circuit decision has impacted a number of PBS-sponsored congressional debates. As part of its "Democracy Project" voter education campaign, the network will host a live congressional leadership debate broadcast on Sept. 29 from Williamsburg, Va. PBS stations had scheduled nine live Senate debates and about 50 House debates to take place immediately before and after the national debates, along with other programming that highlighted local candidates.

Ellen Hume, executive director of the PBS Democracy Project, says the decision is "definitely having a chilling effect on the planning" of their congressional debates. "We haven't kept a tally of the number of stations [that have dropped out of the program]...but there is really serious concern across the system, and I suspect

some would have to be canceled. I don't see how they can get around the ruling."

The fifth and 11th federal circuits reached opposite conclusions in similar cases, but "the Eighth Circuit's rationale could be considered by other circuits, expanding the potential ramifications for political programming for state licensees around the country," says Marilyn Mohrman-Gillis of the Association of America's Public Television Stations.



First Amendment specialist Timothy Dyk says public broadcasting needs to be concerned about the decision. "It has broader implications for public broadcasting in the sense that the court doesn't seem to recognize that educational stations...are not the same as the state legislature. They are performing an editorial function just like any other function." ■

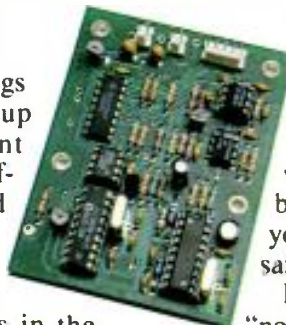
V-chip ratings group now expects plan by December

But many issues remain unsettled, members acknowledge

By Heather Fleming

Members of the TV ratings implementation group dropped their recent skepticism about meeting a self-imposed January deadline and have resolved to devise a plan by December.

Two weeks ago, some of the industry representatives in the group expressed doubts about meeting the deadline for a ratings system to work in conjunction with the new federally mandated V-chip. After a closed-door meeting in Washington last week, the group decided that it was



"better to get a [ratings system] out sooner rather than later...and to make an effort to make an announcement of what the ratings system is before the end of the year," one industry source said.

However, the group is "not even close to deciding what the ratings categories ought to be," the source said.

Nevertheless, members are optimistic that an agreement can be reached by the end of the year.

"It's our intent to get it done in

December. I feel comfortable that we'll meet that objective," said Eddie Fritts, president of the National Association of Broadcasters.

James Babb, LIN Television vice president of industry relations, said the group is "pretty much where we hoped to be at this stage. There are still things that need to be finished...but we are certainly optimistic we can meet our goals."

The group agrees on the need for "some sort of oversight body to make sure people are applying the rating system fairly," but no agreement has been reached on who will serve on the panel and how it will work.

"Everyone agrees to comply [with a ratings system], but if somebody appears to be taking advantage of it, there at least needs to be somebody to

discuss this with them privately so that nobody is put at a disadvantage," a source explained.

The implementation group began focus groups with parents this summer. Peter D. Hart Research Associates, a Washington polling firm, conducted focus groups for the "purpose of producing a ratings system that parents find useful and helpful," a source said. ■

TV, computer forces face off over ATV

By Chris McConnell

Backers of the Grand Alliance advanced TV system are hoping that the closing of Apple Computer's Washington operations means that one of the standard's most vocal opponents will mute its opposition at the FCC.

But even without a permanent Apple operation in Washington, broadcast and TV manufacturers backing the standard still face a fight with Microsoft, Compaq and Intel.

Those companies, along with Apple, want the FCC to reject the Grand Alliance system or at least change it. They think a modified standard will better encourage compatibility between computers and television sets. And while all insist they do not want to delay the implementation of digital TV, some say they would prefer that the government at least delay adoption of the Grand Alliance standard in its current form.

"We would prefer there not be a fight," a computer industry source says.

Broadcasters and set makers worry most about a fight with Microsoft, considered the principal hard-line opponent of the Grand Alliance system.

"They are the power anytime you talk about this," one observer says. Others also cite Apple's withdrawal from Washington and suggest that Microsoft's other partners in opposition are taking a less active role in the dispute.

But Apple says it is merely relocating its government affairs operation to Cupertino, Calif. And sources at Compaq insist that they too remain deeply involved. "We are fully with the coalition," one source says.

That coalition has found sympathetic ears at the FCC and in the Clinton

administration. FCC Chairman Reed Hundt has cited the opposition in voicing doubts about mandating the standard. Commerce Department Assistant Secretary Larry Irving last month cautioned the FCC against imposing roadblocks to computer/television compatibility.

More recently, FCC sources say Commissioner Susan Ness is hoping that the broadcast and computer companies will settle their differences.

Any broadcast/computer industry compromise likely will focus on the Grand Alliance use of interlace and progressive scanning. A dispute sparking almost religious fervor in technical circles, the progressive/interlace scanning debate has long divided broadcast and computer engineers. Proponents of the standard want the interlace scan-

ning in; computer engineers want it out.

Some see a possible compromise, but each side says the opposition will need to make the first offer.

"Is the computer industry willing to negotiate with itself? The answer is no," says Jim Burger, Apple's former senior director for government affairs.

"They're playing the bully," counters Peter Fannon, chairman of a coalition pushing for the standard's adoption. "The best move is to adopt the standard as recommended."

Others hope that Intel Corp. will be able to broker a compromise. They point to the company's recent recruitment of Paul Misener as a Washington representative. As a top aide to the FCC Advisory Committee, Misener oversaw the ATV standard's development. ■

FCC, Commerce funding remain uncertain

With the legislative clock winding down and the fiscal calendar running out, congressional GOP leaders plan to roll outstanding spending bills for FY '97—including the one funding the FCC and Commerce Department—into a single measure this week.

As negotiations between Republican and Democrat leadership and the administration is ongoing, it remains unclear how much money either the FCC or Commerce will get. The Clinton administration seeks an additional \$6 billion in spending, to be partially offset by digital audio radio satellite (DARS) spectrum auction revenues.

In a letter to House leadership, however, Reps. Thomas Bliley (R-Va.) and John Dingell (D-Mich) urged against using the DARS auction proceeds.

"Spectrum auctions appear to have become a convenient funding source of last resort," the lawmakers wrote. "Whenever a worthy spending initiative is conceived... the proponents urge Congress to shake the spectrum piggy bank a little bit harder."

The lawmakers said it is "a bipartisan problem, and we urge you to avoid repeating it during your discussions with the Administration," the lawmakers said.

A House Commerce Committee aide said Bliley is "trying to keep an eye on the ball, but he realizes this is a very tempting potential source of revenue that may well be irresistible."

—HP, CM

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THE CAPE.

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President Clinton has been actively making telecommunications policy ever since he arrived at the White House nearly four years ago. With Vice President Gore on the point, he has promoted the information superhighway, signed telecommunications-reform legislation lowering barriers to competition, capitalized on the value of spectrum and won program ratings and more educational programming for kids. Taken as a lot, the actions describe a policy of measured deregulation with a social conscience. There are still plenty of restrictions to go around, but every electronic communication medium—broadcast TV, cable, radio and telephone—has considerably more room to maneuver than it did before Bill Clinton took over.

In this exclusive written Q&A with **BROADCASTING & CABLE** editors, the President says “no” to further relaxation of TV ownership rules, justifies the program ratings and kids TV requirement, reaffirms his commitment to giving broadcasters a second channel for digital TV and promises to keep an eye on rising cable rates.



Phoebe Bell/Folio, Inc.

Clinton on Communications

Your administration supported the V-chip and the FCC rule that requires TV stations to air three hours of children's educational programming per week. How do you justify such intrusions into TV content in light of the First Amendment?

Neither the V-chip nor the children's television rule intrudes on First Amendment rights. The V-chip, after all, is just an extension of the remote control—it allows parents to turn off certain programs when the parents aren't home or aren't in the TV room. As long as the television industry, not the government, provides the ratings—as the industry has agreed to do—I don't see how there is a First Amendment problem.

As for the children's three-hour rule, the Children's Television Act requires broadcasters to serve the educational and informational needs of children. The guidelines agreed to by my administration and the broadcasters that the FCC then adopted clarify what broadcasters must do to show they have complied with the act. The Supreme Court has consistently treated children as a special, protected class, and the FCC action falls within that approach.

Can you see the day when broadcasting enjoys the same First Amendment protections as publishing?

As you know, the distinction between broadcasting and publishing in terms of the First Amendment is based on the scarcity principle. Free over-the-air broadcasting will continue to be a vital part of our media, and availability of licenses will continue to be limited. When that changes, the distinction between broadcasting and print will change too.

Do you think the V-chip will protect children from what you see as excessive sex and violence on TV?

It will help parents to guide their children's viewing—I don't think it will necessarily reduce excessive violence or sex on television, but I do think that it will help parents to limit the amount of adult material that their children see. So it will reduce the overall amount of violence and sexual content that children see on television.

Do you advocate the return of the family viewing hour and do you support Senator Hollings's proposed ban on violent TV programming during all but late-night hours?

I am supportive of efforts by the broadcast industry to provide more family-oriented, positive programming in the early

Telecom goals for a second term

- The deployment of computers in the classrooms throughout the nation, with every classroom connected to the Internet by 2000.
- The implementation of the Telecommunications Act of 1996, particularly with respect to competition in local and cable service.
- The deployment of the V-chip with a ratings system that is understandable and useful to American parents.
- The deployment of advanced television in a way that brings the benefits of the digital age to the American people. The potential of this new technology to enhance the American people's enjoyment of television and to facilitate the convergence of television and computing services is vast.
- Working to open international markets for American telecommunications companies to promote the creation of good, high-paying skilled jobs here at home;
- Promoting consumer privacy on computer and other information networks.
- Reinventing government by using computers and information technology to provide more services with less government.

evening. But I have not supported legislation to force a family viewing hour in prime time.

In the wake of the FCC's adoption of the three-hour kids TV requirement, should the FCC impose other specific public interest obligations on TV stations? Free political advertising time, for instance? How would that square with the First Amendment?

Broadcasters using the public airwaves have always been required to serve the public interest, and that has never posed a First Amendment problem. The nature of that obligation has changed over time. As we move to digital transmission and increase the capacity and efficiency of broadcasts, it may be appropriate to expand the public service obligations in certain ways, including free time for political debate and advertising.

Your administration favors giving TV stations a second channel to make the transition to digital, but wants the stations to return the analog channel by 2005, earlier than most broadcasters would like. Would you be willing to postpone the give-back date in exchange for broadcasters' support of your proposal to auction TV spectrum between channels 60 and 69?

I have proposed a plan for the return of the analog television channels within seven years of the advent of digital broadcasting, with exceptions for small, rural and non-commercial broadcasters. I do not think it is unreasonable to expect that this transition will take place in seven years.

As for channels 60 to 69, the FCC, which is developing the plan for the transition, has indicated that these channels are not absolutely necessary for the transition. This large block of spectrum could be auctioned for other services that are in great demand, such as mobile phone service or data transmission services.

Bob Dole as well as some liberal and con-

servative groups say broadcasters should pay for the digital spectrum. They contend that giving broadcasters the spectrum, even for a transition period, amounts to "corporate welfare." How do you respond?

I think that digital television will be of tremendous benefit to the American public, and I fully support the transition. In addition, by waiting to auction the spectrum that is returned by broadcasters we will be able to auction contiguous spectrum blocks, which are far more valuable than scattered pieces, which are less valuable for new services.

By delaying the auction we will be able to raise more revenue for deficit reduction while allowing for a smooth transition to digital technology for free over-the-air television. Free broadcast television provides a valuable service—local news, sports programming and many other programs that are enjoyed by millions of people—and I support a plan that will insure its continued availability. Auctioning the digital television channels may mean that the services offered over their channels are not free.

Should the FCC mandate a standard for digital TV broadcasting?

The best standard would be one developed by and supported by all the affected industries, which could then be endorsed by the FCC. I am still hopeful that this is possible, although at the moment broadcasters and computer manufacturers disagree on many details of the national standard for television transmission. We want to make sure that there are no roadblocks to future compatibility between television and computers.

So far, the Telecommunications Act of 1996 has paved the way for a number of mergers and acquisitions, particularly in radio and telephone, but little of the competition that was promised. Does media consolidation concern you?

First, let me address your statement that the

"As you know, the distinction between broadcasting and publishing in terms of the First Amendment is based on the scarcity principle. Free over-the-air broadcasting will continue to be a vital part of our media, and availability of licenses will continue to be limited. When that changes, the distinction between broadcasting and print will change, too."

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act has not yet produced the competition that is intended. As you know, the incumbent telephone companies and many competitors are in the process of negotiating agreements that will allow the competitors to offer new services in the local market. I am told that by next year we will see a host of new wired competitors, and we are already seeing new wireless services being offered. I am very hopeful that the promise of the act—choice for consumers—will be fulfilled in the very near future.

With respect to concentration, we have consistently voiced our concern over the concentration particularly of mass media ownership because of the potential to silence the great diversity of voices we enjoy in this free country. I said that I would veto an earlier version of the bill that contained what I viewed as unhealthy concentration in the ownership of media outlets. These provisions were changed in the final bill, which maintains important limits on common ownership of media outlets in local markets, such as ownership of radio and television stations and the local television stations.

In addition, one of my top priorities in the legislation was to insure that there were limits placed on the common ownership of both the telephone company and the local cable operator in any particular community or region. These limits were included in the act and will go far toward insuring that these various companies compete to offer services in a region rather than merge and that consumers will have a choice of providers for these services.

We will remain watchful and vigilant with respect to this issue. As you know, the Department of Justice regularly reviews these mergers to assure that there are no anticompetitive aspects to the deals. What we want is choice for the American people and a marketplace that allows full and free entry for new players.

What must the FCC do to insure competition in local telephony?

The FCC has recently adopted a pro-competitive national framework for implementing the 1996 Telecommunications Act. Its Interconnection Order fairly sets the rules for incumbent telephone companies and new competitors while protecting consumers and partnering with the states to insure that a robust telecommunication market develops for local telephone service. The FCC, together with the state regulatory commissions, must vigorously enforce these rules and move promptly to address any remaining barriers to investment in this growth (i.e., access-charge reform).

The FCC is considering loosening its local TV ownership rules to permit common ownership of two TVs or a TV and newspaper in

the same market. Do you think relaxation of these rules is a good idea?

No, I don't.

Are you concerned by recent cable rate hikes outpacing inflation?

I am certainly concerned about potential rate increases. That is why I argued for the continuation of cable rate regulation, particularly on basic services, until competition truly exists in local markets. The most effective way to protect consumers from cable rate hikes is to clear the way for competition to provide a check on unreasonable prices. We are working to clear the way for new competitors to cable operators such as DBS [direct broadcast satellite] and wireless cable so that consumers have a choice in service providers and can protect themselves against unreasonable cable prices or poor service quality.

Broadcasting and cable have also been subject to increasing vertical integration—common ownership of programming and distribution. Is this a cause for concern?

We certainly need to keep a close eye on it. It provides for a more efficient market in some ways, particularly when you look at global competition, but concentration is a serious problem when it is broad enough to allow for anticompetitive behavior.

I believe strongly that diverse ownership of the mass media is critical to the free flow of ideas and that we must work to insure that there are multiple voices available in each and every community. One of the things in our favor here is the fact that competition can spring up in the most unexpected places. For example, the emergence of radio stations on the Internet. So I think that the important thing is to retain reasonable limits on concentration of ownership and to keep the door open for new competitors whenever possible.

What's your plan for funding public broadcasting?

I strongly support public television and public radio. I think it is very important to have a noncommercial voice available in every market. It provides some balance, and it also provides an important source of educational and cultural programming that might not be available on commercial stations.

There are several proposals to create a trust fund to pay for the annual operations of public broadcasting. I support this idea if it can be structured and funded in such a way as to maintain the same level of support for public broadcasting that it has enjoyed in recent years. I believe it is very important to continue to support public broadcasting, and I will again ask the Congress to reverse the funding reductions it enacted for these programs last year. ■

Prime time for gay roles

'TV Guide' reports on 'Ellen' story line put focus on TV's homosexual characters

By Lynette Rice

Reports that Ellen DeGeneres's character on the ABC sitcom *Ellen* will reveal herself to be a homosexual this season have put a spotlight on the depiction of gays on television.

Gay advocates are all for it, saying the Touchstone Television sitcom would be a pioneer by having an openly gay lead character. On the other side, conservative groups argue that it would represent another example of Hollywood's depicting homosexuality as morally acceptable—and during the 8-9 p.m. hour, no less. Neither the network nor the show's producer was saying anything last week.

Whatever happens on *Ellen*, which debuted Sept. 18, it certainly won't mark the first time a gay character has been depicted in prime time. At least five new shows this season have gay supporting characters, including Fox's *Party Girl* and *Lush Life*, ABC's *Spin City*, CBS's *Public Morals* and ABC's *Relativity*.

In the last, actress Lisa Edelstein plays Rhonda, the lesbian sister of the main character Leo (David Conrad). The second episode of the ABC drama that will air at 10 p.m. Saturday deals with Rhonda's failed relationship with another woman.

The character "just felt right for the family we were creating," says co-executive producer Jason Katims. "If there is something positive to come out of having a lesbian character, it's simply that we are treating her like a human being, making the relationship she's going through in life as valid as [those of] any of the other characters."

Other established gay characters



Clockwise from above: Jane Sibbett, Candace Gingrich and Jessica Hecht, from the January 1996 'Friends' episode 'The Lesbian Wedding.' 'Relativity' features Lisa Edelstein (second from left) as the lesbian sister of the main character. 'TV Guide' reports that *Ellen*'s character is planning to declare her homosexuality this season.



The NBC show, which was canceled in 1983, implied that Tony Randall's character was homosexual, but it was never mentioned.

That relatively high TV profile for gay characters notwithstanding, the *Ellen* story was making waves last week.

ABC was referring all calls to Touchstone, which continues to say that it doesn't comment on rumors. Yet that didn't stop *TV Guide* from providing a clue about *Ellen*'s reported intentions this season, citing episodes that supposedly lead to the character's coming out of the closet—literally. In the latest issue, *TV Guide* cites one episode in which DeGeneres's character emerges from a closet, saying "Yeah, there's plenty of room, but it's not comfortable."

"I don't foresee an increase in ratings as a result of this," says media buyer Paul Schulman. "I think the biggest problem right now is not whether she comes out of the closet, but whether *The Nanny* beats *Ellen* badly on Wednesday at 8. *Ellen* is not a powerhouse show. It's a Wednesday when all six networks are competing with 16 comedies. To have a possible problem in the subject mat-

can be found on Fox's *Melrose Place* (Doug Savant's character); ABC's *Roseanne* (Martin Mull's recurring character), and NBC's *Friends* (Jane Sibbett plays the ex-wife of Ross, whom she left after discovering her homosexuality). Coincidentally, Edelstein's cousin, Jessica Hecht, plays Sibbett's lover on the Thursday night sitcom.

The trend of depicting homosexual characters in prime time dates back to the late '70s and Billy Crystal's character on the controversial ABC sitcom *Soap* (which had its own share of protests from religious groups). In 1981 NBC premiered the sitcom *Love, Sidney* based on the film *Sidney Shorr*, about a gay man.

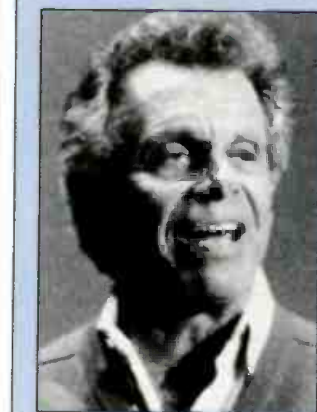
ter for some advertisers certainly is no advantage to ABC."

"In the past few years, more and more gay characters have appeared in broadcast [TV]," says Alan Klein, communications director for the national Gay & Lesbian Alliance Against Defamation, a media watchdog group. "I think it's at a point now where the public is absolutely ready for and accepting of gay characters on sitcoms and episodics. The question that has been posed is, 'Are we ready for a gay lead character?' I [think] it's most certainly yes."

"One reason I hope it happens [on *Ellen*] is because it will really reflect society," says Lorri L. Jean, executive director of the Los Angeles Gay and Lesbian Center. "It will be great for gay and lesbian youth to see a lead character come out on a show, to see someone go through the same things they have gone through, or what they are worrying about going through."

Donald Wildmon of the Mississippi-based American Family Association would not wait until the network or production company made a decision about *Ellen*. The association last week announced that "if Touchstone does do this, advertisers will now have to make a choice: either withdraw their support of the show or reveal their true allegiances to themes [that] gnaw at traditional family values."

Sandy Crawford of the Virginia-



That's Saul, folks

Comedian Mort Sahl has signed a deal with Dove Entertainment to produce a movie and TV series based on his one-man stage show, "Mort Sahl's America."

Plans for the TV series are still sketchy, but Dove plans to shop the project to network and cable outlets later this year.

"Mort Sahl is the premier political humorist of our time," says Michael Viner, president of Dove. "He could do any number of things on TV—his style stretches all the way from David Brinkley to Bill Maher."

Sahl's critically praised two-act show opened at Los Angeles's Tiffany Theatre in mid-July. It moves to San Francisco next month, where Dove will tape the performances for a theatrical release that also will serve as the pilot for the TV series.

Sahl, 69, gained fame in the 1950s for his politically potent humor. In 1962 he served as one of several guest hosts of *The Tonight Show* in the months between the departure of Jack Paar and the arrival of Johnny Carson.

—CL

based Media Research Center, a conservative media watchdog group, wonders why Touchstone thinks it would be appropriate for DeGeneres's character to come out during the first hour of prime time.

"The show has performed well, without going in this new direction," she says. "What about Paul Lynde's character in [the 1960s sitcom] *Bewitched*? Everyone knew he wasn't the most macho guy, but this was never tackled. Hollywood felt [it] had

the obligation to entertain but not to preach."

"It's my honest opinion that homosexuals are depicted in the media in a proportion far exceeding their actual numbers in society," says Bob Peters, president of the nonprofit Morality in Media. "TV is seen as very influential [in its ability] to change public attitudes about moral acceptability [toward] homosexuality. That is where I take issue, where a large number of Americans take issue."

'Total Recall' heads to TV

Team Entertainment commits \$25 million to action drama

By Cynthia Littleton

Team Entertainment Group formally opened its doors for business last week by unveiling plans to produce an hour-long action/adventure series based on the 1990 Arnold Schwarzenegger blockbuster "Total Recall."

Team is a new worldwide production/distribution company launched by industry veteran Drew Levin, who paid \$1.2 million for the TV rights to "Total Recall" at a Carolco Pictures bankruptcy auction earlier this year.

Levin says Team has committed a \$25 million budget to *Total Recall: The Series* and will soon announce a co-

production partner. Syndication, possibly with a pay cable window, seems the most likely distribution option, but the project also is being shopped to the networks. Team is headed to MIPCOM next month to meet with foreign buyers.

Levin is launching Team with an estimated \$40 million in backing from several investors, ranging from the Swiss bank Affida to New York real estate developers the Wolfson Group to the American Heritage Fund.

Team's game plan is to serve as a clearinghouse for independent producers, drawing on staff contacts with foreign buyers and the domestic advertisers to set up sponsorship, advance sales



and co-production deals.

Made-for-TV movies and children's programming will be a major focus for the company. Among the series projects in development at Team are *Acrobat Alley* for PBS and *Amazing Tails*

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for the Discovery Channel, produced as a joint venture with the media and advertising investment consortium Interpublic Group.

Team also has inherited 600 half-hours of programming from DSL Entertainment, which Levin ran for the past seven years before folding the assets into Team. The DSL library includes the PBS series *Future Quest* and numerous productions for the Discovery networks.

Heading Team's staff of about 20 is Peter Keefe, an independent producer whose credits include the first-run animated series *Denver, the Last Dinosaur*; *Widget, the World Watcher*, and *Twinkle the Dream Being*. Keefe was also a managing partner of Zen Entertainment and co-founder of Zodiac Entertainment. ■

Scholastic expands slate

The TV production arm of children's book publisher Scholastic Inc. is ramping up its development slate in the wake of the successful launch of its *Goosebumps* on the Fox Children's Network.

In the works at Scholastic Productions are TV projects *Animorphs*, *Stellaluna* and *Clifford the Big Red Dog*, all based on best-selling Scholastic books. Also in development is *Spike and Satch*, an original property that aims to teach kids about American geography and culture.

Scholastic officials say the projects are being shopped to the major broadcast networks and PBS. Scholastic's *The Magic School Bus* is beginning its third year on PBS, but it was the breakout success of the live-action *Goosebumps*, based on the Scholastic books by R.L. Stine, that prompted the company to delve deeper into the TV market.

Long-running franchises such as the *Clifford* series have name recognition with kids plus the educational cachet that networks need to help affiliates meet the FCC's new three-hour-weekly standard for children's programming. —CL

Tribune broadens development slate

Diversifies with more projects targeted to cable and network; projects include new strip hosted by Holly Robinson Peete

By Cynthia Littleton

Tribune Entertainment's 1997 development slate unveiled last week signals the company's intention to broaden its production and distribution efforts beyond broadcast syndication.

Next year, Tribune is planning to invest more money and resources in original programming than ever before. First-run syndication remains the primary focus for the programming arm of the nation's second-largest station group, but Tribune also is pursuing co-ventures and alliances with other firms in an effort to build a more diversified portfolio of programming and become a supplier to network and cable.

Projects in the works at Tribune include a new daytime strip hosted by *Hangin' with Mr. Cooper's* Holly Robinson Peete and three big-budget hour dramas.

"We're using the clout of our station group as a magnet to attract top-notch talent and partners," says Dick Askin, president of Tribune Entertainment. When Tribune Broadcasting's recent acquisition of Renaissance Communications is completed, the group will cover more than 33% of the country and 14 of the top 30 markets.

Tribune Entertainment has had disappointing results over the past few years with short-lived daytime talk shows and a costly late-night strip hosted by Dennis Miller. The renewed push on the programming front comes after a period of transition and reassessment under Askin, who headed the syndication arm of Samuel Goldwyn Television before joining Tribune Entertainment late last year.

During the past few months, most of Tribune Entertainment's operations and staff of about 50 have been shifted to Los Angeles from the parent company's home base in Chicago to foster closer relations with Hollywood's creative community. Askin expects to add production staff on a project-by-project basis and beef up Tribune's sales force in its New York, Los Angeles, Chicago and Atlanta offices.

Game shows and action hours are a big part of Tribune's business plan. Earlier this month, Tribune launched a half-hour dating game show, *Bzzz!*. Tribune also has teamed with All American Television to launch a game show block as a midseason replacement offering early next year. The partners, who are sharing the responsibilities for station clearances and barter sales, are heading to the marketplace next month with *Match*

Game 2 and *Card Sharks*.

Another daytime project in the works for next season is *What About You?* Hosted by Robinson, the hour strip is described as an electronic version of the personality quizzes often found in women's magazines. The show will feature electronic voting by the studio audience on various topics as well as segments with celebrities and people-on-the-street interviews.

On the action-hour front, Tribune has partnered with France's TF1 International and Australia's Village Roadshow Pictures to finance a TV spin-off of the comic book "Nightman." The series is being produced by Glen Larson, whose credits include *Magnum P.I.* and *Knight Rider*.

Separately, Tribune is moving forward with a drama based on the comic strip "Terry and the Pirates" (BROADCASTING & CABLE, July 8). Set in Hong Kong, the TV version will blend martial arts into the action/adventure mix. Tribune also is developing a sci-fi hour, *Battleground Earth*, based on scripts written in the mid-1970s by *Star Trek* creator Gene Roddenberry.

Tribune's first forays into the hour drama field have been guided by the needs of the station group, but Askin says the projects also are being shopped to networks and cable. ■

Syndicators take page from Thighmaster

Use infomercials to help promote shows

By Cynthia Littleton

They can sell food dehydrators, exercise machines, miracle stain removers and psychic friends—why not television shows?

Syndicators are turning to infomercials in an effort to cast a wider promotional net across an increasingly fragmented TV landscape. Although expensive, infomercials will become a popular marketing tool for hard-to-promote first-run weeklies with erratic clearances, observers predict.

Paramount Network Television has produced a half-hour promotional vehicle for its new first-run action-hour *Viper*. MGM Worldwide Television hired direct-response specialists In-Finn-ity Productions to create a behind-the-scenes special for *The Outer Limits*, distributed barter-free this month to more than 150 stations carrying the second season of the acclaimed anthology series.

The marketing team at Paramount sparked the trend last year by launching an infomercial for the studio's first-year NBC drama, *JAG*. The move helped the show get a second chance this season on CBS after NBC dropped the costly series.

With *Viper: Fully Loaded*, the studio aims to raise awareness among "a segment of the audience that loves to channel-surf," says John Wentworth, Paramount Television's executive vice president of marketing and media relations.

In addition to running *Viper: Fully Loaded* on *Viper* stations, Paramount is buying time slots for the infomercial on independent broadcast outlets and basic cable, including USA Network, Sci-Fi Channel, CNBC and Discovery Channel.

MGM opted to fund an *Outer Limits* special after the success of its innovative infomercial campaign last year for *GoldenEye*, a theatrical hit that revived the studio's fortunes as well as reopening its James Bond gold mine.

Infomercial pitches for movies and TV shows are a hybrid form of promotion and entertainment, says Patt Finn, chairman of In-Finn-ity Productions. *The Outer Limits Phenomenon*, which features interviews with guest stars and clips from the original 1960s series, is also a marketing tool for MGM's *Outer Limits* home video collection.

MGM is considering buying time for

a half-hour version of the special that would be produced in a more traditional infomercial format to promote the series and pitch the home videos.

"The line between entertainment and

promotion continues to get blurred," Finn says, adding that producers of direct-response programming are "in the forefront of a new era of transactional television." ■

Miramax's 'new line' TV

Film company to produce updated 'What's My Line?'

By Cynthia Littleton

The film company that brought us "The Crying Game" and "Pulp Fiction" is teaming with All American Television to produce a modern version of *What's My Line?*

The joint venture marks Miramax Films' first foray into television production. The partners say the series is being developed as a half-hour weekly for network prime time, although syndication remains an option.

What's My Line? aired in prime time for 18 years in the 1950s and '60s, fol-

lowed by a seven-year revival in syndication. The quiz show featured a panel of celebrities who questioned contestants in an effort to guess their occupations. Another regular feature called for the blindfolded panelists to guess the identity of a famous person.

The new model will blend those features with contemporary special effects and interactive twists. All American acquired the rights to the show last year with its \$50 million purchase of the Mark Goodson Productions library. Robert Noah, president of Mark Good-

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SYNDICATION MARKETPLACE

'Afros and Bellbottoms'

Sinbad takes on the fads and fashions of the 1970s in a new barter comedy special from David & Goliath Productions and Baruch Entertainment. *Afros and Bellbottoms*, which aired as a live HBO special in 1994, is being offered for broadcast between Oct. 19 and Dec. 22 for an even seven-minute barter split. Baruch Entertainment is pitching the hour as a family-friendly special. The broadcast window coincides with Sinbad's appearance in two new children's theatricals—Disney's "First Kid" and Fox's "Jingle All the Way"—and a new HBO movie, *The Cherokee Kid*.

In the rerunning for new car

Columbia TriStar Television Distribution is teaming with Toyota and *People* magazine for a cross-promotion to support the off-network launch of *Mad About You*. The cornerstone of the campaign is a "watch to win" contest running Oct. 7-18, giving loyal *Mad About You* viewers a shot at winning one of 20 new Toyota Camry LEs. Entry forms will be published in two upcoming issues of *People*. A teaser campaign beginning the week of Sept. 30 will instruct viewers to watch for a different "secret word" superimposed on each off-network airing of the sitcom during the contest period. John Moczulski, CTTD's senior vice president, marketing, says the goal is to make sure fans of the hip NBC comedy know that reruns are airing six days a week in advance of the November sweeps.

Good-bye, Mr. Phelps

Peter Graves has chosen not to accept the mission—as host of MG/Perin's new first-run weekly *Could It Be a Miracle*, so he's been replaced by another 1960s spy-drama star, Robert Culp of *I Spy* fame. Graves, who's probably better known these days as host of A&E's *Biography* than for his starring role on *Mission: Impossible*, bowed at the last minute because of "contractual differences," according to an MG/Perin spokesperson. *Could It Be a Miracle*, an hour show exploring reports of miracles and other strange phenomena, is set to debut this weekend on 102 stations covering 76% of the country.

Salley forth

Buena Vista Television taped a pilot last week for a potential new late-night vehicle hosted by the Chicago Bulls' John Salley. Guests on the show were Ed McMahon, NBC's Bob Costas, singer/actress Vanessa Williams and O.J. Simpson prosecutor Christopher Darden. Buena Vista has yet to unveil its 1997 development slate, but the distributor is also said to be developing an urban-oriented daytime talk show.

Thrall leaves Multimedia

Richard Thrall is leaving Multimedia Entertainment after 30 years with the company. A three-time Emmy winner, he most recently was senior VP, programming, for the distributor of *Sally Jessy Raphael*, *Donahue* and *Jerry Springer*. Thrall also was instrumental

in the launch of Multimedia's cable network, NewsTalk Television.

Grandolph exits King World

After 11 years as a top sales executive, Gary Grandolph has left King World Productions to form his own distribution company focusing on the growing market for educational children's programming. Grandolph's Chicago-based Young American Entertainment has acquired the broadcast rights to *Young America Outdoors*, a live-action series that has aired on the regional Prime Sports networks for the past three years. Young American is offering 39 half-hour episodes on an even-barter basis beginning in January.

On the road again

Charles Kuralt is heading back out on road as host of *An American Moment*, a series of program inserts distributed by Ninth Wave Productions of Austin, Tex. The 90-second vignettes—focusing on people, places and other aspects of Americana—Spots are being underwritten by Twentieth Century Mutual Funds and the Benham Group. Ninth Wave is offering broadcasters one-year package of 156 two-minute spots, which include 30-second commercial for Twentieth Century in exchange for a commitment to air the spots three times a week in morning time periods. "Covered bridges are being terribly overlooked on television," said Kuralt, who retired from CBS News in 1994. "So are a lot of other American treasures.... We thought we ought to do something about that."—CL

son Productions, is serving as executive producer.

Miramax will use its ties to the

movie world to supply celebrity guests for the show, according to Anthony Scotti, chairman of All American.

Miramax, a unit of the Walt Disney Co., has had a string of successes with such films as "The Piano," "The Crow," "The Postman" and Woody Allen's "Bullets Over Broadway."

The partnership on *What's My Line?* grew out of the friendship between Scotti and Harvey Weinstein, co-chairman of Miramax.

"We knew each other back in the early days when I was building this company and Harvey was building his," says Scotti. "Now we've both done that, and it's time to do something together."

Weinstein, who is one of contemporary film's most colorful characters, calls *What's My Line?* one of his "all-time favorite shows." ■

Merchandise Licensing in the TV Industry

by Karen Raugust



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TELEVISION TALK

Paramount signs Kemp

Barry Kemp has signed a multiyear, overall deal to develop and produce television series under his Bungalow 78 Entertainment banner for the Paramount Television Group. Kemp, who has created and/or produced 12 series totaling more than 440 half-hours of programing, will develop a show to fulfill his 13-episode series commitment from CBS. Kemp serves as the executive producer of ABC's *Coach* and created *Newhart* for the network.

'TV Guide' on TV

News Corp.-owned Twentieth Television has signed an exclusive deal with News Corp.-owned *TV Guide* to produce *TV Guide*-brand programing for cable, syndication, network and home video. The unit, *TV Guide* 20th Productions, also will produce three hour-long specials for the USA Network. "This marks the first time in its long and distinguished publishing history that *TV Guide* is moving into television production," said Steve Reddicliffe, editor in chief, *TV Guide*, who will oversee the production company along with Rick Jacobsen, president and chief operating officer, and Peter Faiman, president, programing and production, both of Twentieth TV. The three specials for USA are *TV Guide looks at Christmas*, *TV Guide Looks at Sci-Fi* and *TV Guide Looks at Cops*. In addition, the production company will develop several network specials and a yet-untitled magazine strip.

New series from Barron, Pennette

The writing-producing team of Fred Barron and Marco Pennette, who serve as executive producers on NBC's sitcom *Caroline in the City*, have been tapped to create comedy series for the network.

The duo originally worked together on the CBS sitcom *Dave's World*—he as creator/executive producer and she as supervising producer—before

launching *Caroline* in 1995. "Fred and Marco have had terrific success providing one of NBC's most important half-hour shows," says Tom Nunan, senior vice president, prime time series. "Their enthusiastic approach toward talent and sophisticated comedy style furthers our goal in delivering more 'Must See TV' hits."

Lead-in lag

Stronger lead-ins have yet to percolate down to the fledgling *Fox After Breakfast*, which has averaged a 1.3 rating/5 share since it debuted Aug. 12. In comparison, lead-ins featuring syndicated shows and local news have averaged a 2.1/8. The live show, which is shot in New York, is based on Fox's fX cable network show *After Breakfast*, which aired for 20 months before it was taken off the air last March.

Busby upped at Universal

Kathy Busby has been named director, comedy development, Universal Television, from senior director of International at Atlanta's LaFace Records. She'll report to Maria Grasso, president, comedy development.

Award winners

Dennis Franz (*NYPD Blue*), Sherry Stringfield (*ER*) and Christine Baranski (*Cybill*) will be among the 12 recipients at the 12th annual Quality Awards on Sept. 28 in Los Angeles. Sponsored by Viewers for Quality Television, the ceremony also will award the first Network Commitment to Quality Award to NBC's Warren Littlefield.

Beam her up

The Klingons will have to do without her. First Lady Hillary Clinton has pulled out of an Oct. 6 special that will pay homage to the 30th anniversary



'TV Guide' will team with Twentieth Television.



Franz wins a Quality

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 8. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	9.8/223/98
2. Oprah Winfrey Show	9.0/236/99
3. Jeopardy!	8.5/214/97
4. Home Improvement	7.7/225/97
5. Seinfeld	6.6/216/96
6. NFL on TNT '95	5.5/272
7. Entertainment Tonight	5.4/169/92
8. Simpsons	5.0/192/96
9. Hercules, Journeys of	4.8/216/97
9. Inside Edition	4.8/153/91
9. Star Trek: Deep Space Nine	4.8/228/98
12. Wheel of Fortune-wknd	4.6/166/71
13. Xena: Warrior Princess	4.5/194/95
14. Montel Williams Show	4.3/170/92
15. Home Improvement-wknd	4.2/208/93

of *Star Trek*.

The star-studded tribute will remember the good ol' days on the *Starship Enterprise*, but primarily will raise funds for several charities, including the Permanent Charities of the Entertainment Industries and The Robert F. Kennedy Memorial Center for Human Rights.

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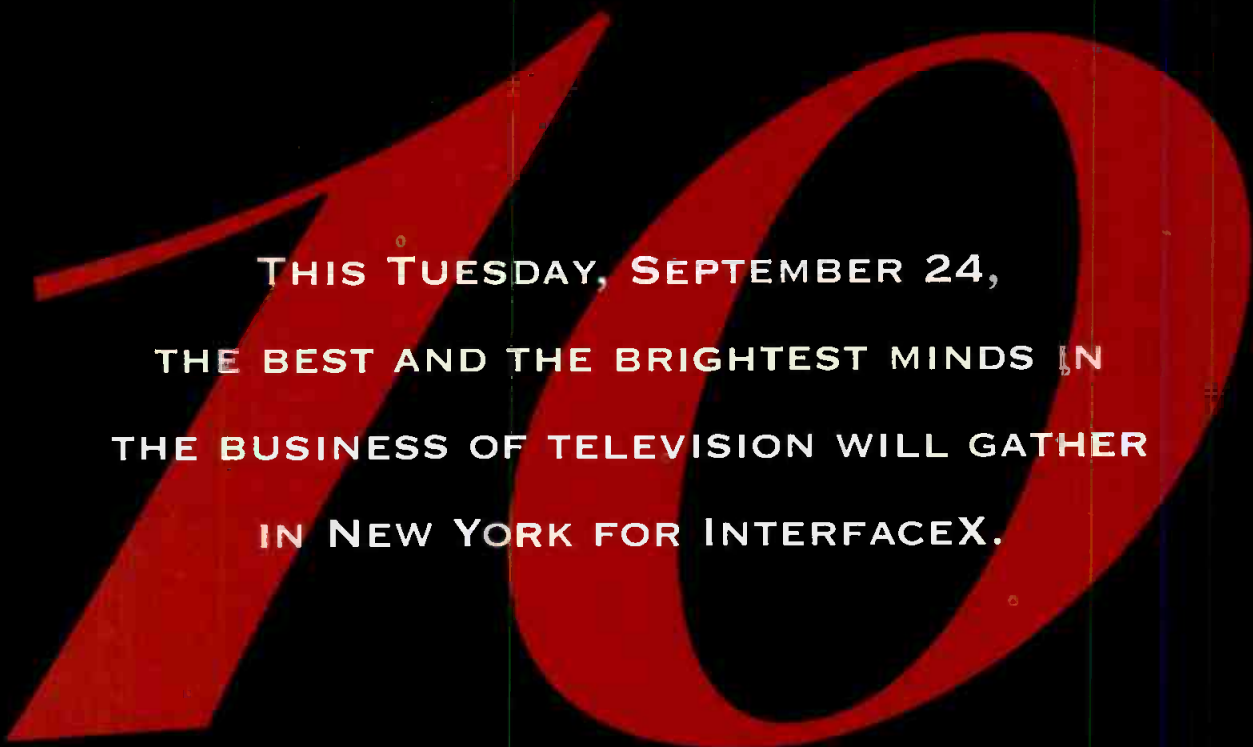
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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Sept. 9-15

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 52	abc	CBS	NBC	FOX	UPN	WB
	13.3/22	8.4/14	9.8/16	6.9/11	2.6/5	
MONDAY	8:00 79. ABC News Special 5.5/10	21. The Nanny 10.3/18	54. Fresh Prince of Bel-Air 7.2/12	34. Melrose Place 8.5/14	98. In the House 2.8/5	
	8:30	31. Almost Perfect 8.6/14		98. Mal & Eddie 2.8/5		
	9:00 1. NFL Monday Night Football—Philadelphia Eagles vs. Green Bay Packers 15.8/27	29. Murphy Brown 8.9/14	17. NBC Monday Night Movie—Danielle Steel's 'Full Circle' 11.0/18	76. Party Girl 6.0/9	104. Goode Bhvr 2.3/4	
	9:30	26. Cybill 9.3/14		83. Lush Life 4.6/7	104. Sparks 2.3/4	
	10:00	64. Chicago Hope 6.6/11				
TUESDAY	10:30					
	8:00 9.3/16	7.4/13	11.2/19	6.9/12	2.9/5	
	8:30 30. Roseanne 8.7/16	85. Perot Political Ad 4.1/7	23. Mad About You 10.2/18	59. Fox Tuesday Night Movie—Dark Angel 6.9/12	87. Moesha 4.0/7	
	9:00 10. Home Imprvmt 11.8/19	50. CBS Tuesday Movie—Indiana Jones and the Last Crusade 7.5/13	14. Frasier 11.2/18		95. Homeboys 3.1/5	
	9:30 20. Coach 10.5/17		14. Caroline in/City 11.2/18		106. The Burning Zone 2.2/4	
WEDNESDAY	10:00 39. NYPD Blue 8.3/15		9. Dateline NBC 12.2/21			
	10:30					
	8:00 8.9/15	9.9/17	6.9/12	7.4/13	4.5/8	3.5/6
	8:30 62. Ellen 6.7/12	47. The Nanny 7.8/14	74. Wings 6.1/11	39. Beverly Hills, 90210 8.3/15	89. The Sentinel 3.7/7	92. Sister, Sist 3.4/6
	9:00 34. Ellen 8.5/15		77. J Larroquette 5.8/10			94. Nick Freno 3.3/6
THURSDAY	9:30 43. Grace Under Fire 8.1/13	21. CBS Tuesday Movie—Ghost 10.3/17	34. Frasier 8.5/14	65. Party of Five 6.5/11	82. Star Trek: Voyager 5.2/8	92. Wayans Br 3.4/6
	10:00 41. Drew Carey 8.2/13		62. NewsRadio 6.7/11			88. Jamie Foxx 3.8/6
	10:30 18. PrimeTime Live 10.8/19		56. Law & Order 7.1/12			
	8:00 6.8/12	8.4/15	13.0/22	6.4/11		
FRIDAY	8:30 77. High Incident 5.8/10	59. Diagnosis Murder 6.9/12	8. Friends 12.4/23	74. Martin 6.1/11		
	9:00 52. ABC Thursday Night Movie—Columbo: Strange Bedfellows 7.4/12	27. 48 Hours 9.2/16	10. The Single Guy 11.8/20	67. Living Single 6.4/11		
	9:30		2. Seinfeld 15.7/26	65. New York Undercover 6.5/11		
	10:00		3. 3rd Rock fr/Sun 14.8/24			
	10:30		13. ER 11.5/20			
SATURDAY	8:00 9.2/18	6.7/13	6.8/13	5.8/11		
	8:30 28. Family Matters 9.0/18	72. Dave's World 6.2/12	53. Unsolved Mysteries 7.3/14	83. Sliders 4.6/9		
	9:00 41. Boy Meets World 8.1/16	71. Ev Loves Raymd 6.3/12	48. Dateline NBC 7.7/14	57. The X-Files 7.0/13		
	9:30 41. Step by Step 8.2/15	61. Forces of Nature 6.8/12	80. Homicide: Life on the Street 5.4/10			
	10:00 48. Boy Meets World 7.7/14	57. Nash Bridges 7.0/13				
SUNDAY	10:30 14. 20/20 11.2/21					
	8:00 6.3/12	7.7/15	9.8/19	3.7/7		
	8:30 67. Second Noah 6.4/13	67. Dr. Quinn, Medicine Woman 6.4/13	43. Classic Stand-up Comedy 8.1/16	108. Perot Political Ad 1.6/3		
	9:00 72. Saturday Night at the Movies—The Money Pit 6.2/12	34. Touched by an Angel 8.5/16	25. C'dn to Miss Am 9.6/18	98. Cops 2.8/5		
	10:00	38. Walker, Texas Ranger 8.4/16	5. 1996 Miss America Pageant 13.1/25	85. America's Most Wanted 4.1/8		
SUNDAY	10:30					
	7:00 7.8/13	13.1/22	10.5/17	4.7/8		2.7/5
	7:30 67. Am Fun Hm Vid 6.4/12	4. 60 Minutes 13.1/25	(nr) NFL Game 2 13.6/27	90. Big Deal 3.3/7		106. Kirk 2.2/4
	8:00 31. Am Fun Hm Vid 8.6/15	5. Touched by an Angel 13.1/21	54. Dateline NBC 7.2/13			103. Brotherly Lv 2.4/4
	8:30 31. Barbara Walters Special 8.6/14		12. 3rd Rock fr/Sun 11.6/19	81. Fox Movie Special—The Program 5.3/8		96. Parnt 'Hood 2.9/5
WEEK AVG	9:00 50. ABC Sunday Night Movie—Ricochet 7.5/12	7. CBS Sunday Movie—Undue Influence, Part 1 12.9/21	24. Boston Common 9.8/15			96. St Harvey 2.9/5
	9:30		18. NBC Sunday Night Movie—London Suite 10.8/17			90. Unhap Ev Af 3.5/5
	10:00					102. Life w/Roger 2.5/4
	10:30					
	8.8/15	9.1/16	9.7/17	6.0/10	3.3/5	3.0/5
STD AVG	9.5/16	8.8/15	11.4/20	6.5/11	2.8/5	2.4/4



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Young hopes to raise \$165 million

Young Broadcasting's upcoming stock offering will not raise enough money to offset the cost of KCAL(TV) Los Angeles, the company says in a recent prospectus.

Although the offering is expected to raise about \$165 million, KCAL will cost \$368 million. Young has borrowed \$286 million and will use another \$2.1 million cash on hand to fund the station's purchase from the Walt Disney Co., according to the prospectus.

It also shows that KCAL will mean greater losses for Young. "A significant amount of the company's cash flow will be required for debt service," the prospectus states. As of June 30, Young was some \$401.8 million in debt. After the offering and with the purchase of KCAL, its debt would be about \$687.2 million.

Young plans to offer 6 million shares of Class A common stock in a week or two. At the hoped-for price of \$33 per share, that would raise about \$165 million (after expenses). Young's stock closed last Thursday at \$33.38.

Simultaneously with the offering, the company will repurchase 1.5 million shares of Class C common stock (and warrants for more) owned by Capital Cities/ABC Inc. It will pay about \$56 million; ABC paid \$25 million

for the shares and warrants in 1994. ABC buyer Disney pledged to sell ABC's interest in Young to avoid ownership questions by the Justice Department.

Young's prospectus also shows the anticipated effect of the independent KCAL on the company. Pro forma estimates show that KCAL alone would have provided 44.6% (\$120 million) of Young's net revenue for the fiscal year ended June 30. Young owns 11 other TV stations, all network affiliates.

But KCAL also would mean a greater net loss. On a pro forma basis, Young's net loss of \$6.6 million for 1995 would grow to \$7.5 million if KCAL and other acquisitions were included, the prospectus states. Savings at KCAL are expected, however. Young says it has identified \$20.9 million in yearly "personnel and other costs" that could be cut and \$10.6 million in programing savings.

Young has incurred net losses in each of the past five fiscal years, mostly because of interest expenses, according to the prospectus.

After the offering, chairman Vincent Young and his father, Adam Young, together will control about 62% of the company's voting power. Before the offering, that percentage was 76.7%. —EAR

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 **\$38,250,000** **3**
Combos **\$21,685,000** **5**
FMs **\$7,110,200** **5**
AMs **\$10,905,000** **9**
Total **\$77,950,200** **22**

SO FAR IN 1996:

TVs **\$8,421,380,845** **78**
Combos **\$10,645,617,029** **264**
FMs **\$1,987,579,223** **301**
AMs **\$169,133,914** **185**
Total **\$21,223,711,011** **828**

SAME PERIOD IN 1995:

TVs **\$2,697,512,000** **102**
Combos **\$1,328,008,810** **160**
FMs **\$509,517,461** **273**
AMs **\$78,367,754** **141**
Total **\$4,637,879,025** **676**

Source: BROADCASTING & CABLE

TV

KCNS-TV San Francisco

Price: \$30 million

Buyer: Ramcast Corp., New York (Rachamim Anatan, chairman/92.5% owner; Barbara Lawrence, president); is buying WRAY(TV)

Wilson/Raleigh, N.C.

Seller: West Coast United Broadcasting Co., San Francisco (Carson Chen, president); no other broadcast interests

Facilities: Ch. 38, 5,000 kw visual, 500 kw aural, ant. 1,443 ft.

Affiliation: Independent

Broker: Gammon Media Brokers Inc.

KOOG-TV Ogden/Salt Lake City

Price: \$7.5 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); is buying WPVJ-FM Ponte Vedra Beach/Jacksonville, Fla. (see item, below; for complete holdings, see "Changing Hands," Aug. 26)

Seller: Alpha & Omega Communications LLC, Salt Lake City (Max Jaramillo, president); no other broadcast interests

Facilities: Ch. 30, 5,000 kw visual, 500 kw aural, ant. 777 ft.

Affiliation: Independent

WDHS(TV) Iron Mountain/Marquette, Mich.

Price: \$750,000

Buyer: W. Russell Withers Jr., Mount Vernon, Ill.; owns KREG-TV Glenwood Springs, KREX-TV Grand Junction and KREY-TV Montrose, all Colo.; WMIX-AM-FM Mount Vernon; KOKX-AM-FM Keokuk, Iowa; KAPE(AM)-KGMO(FM) Cape Girardeau and KMPL(AM)-KBXB-FM Sikeston, Mo.; KVSF(AM)-KZXA-FM Santa Fe, N.M.; KAVU-TV and KNAL

(AM) Victoria, Tex., and WDTV(TV) Weston, W.Va.; is buying KTRC(AM) Santa Fe; has applied to build FMs at Galatia and Breese, Ill. Note: Fant Broadcasting Co. LLC was to buy WDHS-TV for \$1.25 million.

Seller: Danny L. Hood Evangelistic Association, Green Bay, Wis. (Danny L. Hood, president); no other broadcast interests

Broker: Proctor & Associates

Facilities: Ch. 8, 2 kw visual, 200 w aural, ant. 508 ft.

Affiliation: Independent

COMBOS

WROE(FM) and WNCY-FM Neenah-Menasha/Oshkosh and WNFL(AM) Green Bay, Wis.

Price: \$9.5 million and tax-free exchange of WKQO(AM) Hibbing-WTDX (FM) Nashwauk, Minn.

Buyer: Midwest Communications Inc., Wausau, Wis. (Duke E. "Duey" Wright, president/92% owner); owns WNNW(AM)-WFAT(FM) Kalamazoo and WTVB(AM)-WNNW-FM Coldwater/Kalamazoo, Mich., and WOZZ-FM New London/Appleton, WGEE(AM)-WIXX-FM Green Bay and WGEE-FM Sturgeon Bay, Wis. Wright owns WDEZ-FM, WIFC-FM, WRIG(AM) and WSAU(AM) Wausau and 30% of WOXM-FM Mosinee, Wis.

Seller: Central States Network LP, Chicago (Thomas L. Booke, president); owns WKFX-FM Green Bay; is selling WVAX(AM) (formerly WPRC)-WWTE-FM Lincoln and WTAX(AM)-WDBR (FM) Springfield, Ill., and WHBL(AM)-

Raycom Media, Incorporated

has purchased

Ellis Communications, Inc.

for

\$732,000,000

financing provided by

The Retirement Systems of Alabama

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Third Quarter TV Closings

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(KFCB-TV)

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WSWS-TV

Columbus, GA DMA

WBFX-TV

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WWJR(FM) Sheboygan, Wis.
Facilities: WROE: 94.3 mhz, 25 kw, ant. 338 ft.; WNCY-FM: 100.3 mhz, 45 kw, ant. 489 ft.; WNFL: 1440 khz, 5 kw day, 500 w night; WKKQ: 650 khz, 10 kw day, 500 w night; WTBX: 93.9 mhz, 100 kw, ant. 548 ft.

Formats: WROE: soft hits; WNCY-FM: country; WNFL: news/talk; WKKQ: country; WTBX: CHR

Broker: Blackburn & Co. (seller)

WPIC(AM)-WYFM(FM) Sharon, Pa.

Price: \$5.885 million (includes \$1.5 million noncompete agreement)

Buyer: Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, president/ owner); owns WXXQ(FM) Freeport and WROK(AM)-WZOK(FM) Rockford, Ill.; KORB (FM) Bettendorf, KJOC (AM) Davenport, WXLN(FM) Moline and KBOB(FM) Muscatine, all Iowa; WFDF(AM)-WDZZ(FM) Flint, Mich., and WBBW(AM), WBBG(FM), WRTK(AM) and WHOT-FM Youngstown, Ohio; is buying WGEN-AM-FM Geneseo, Ill.; WRBT (FM) Mt. Carmel, Ill./Evansville, Ind.; KKCV (FM) Cedar Falls and KOEL-AM-FM Oelwein/Cedar Falls, Iowa; WGBF (AM) Evansville-WGBF-FM Henderson, Ky.; is selling WFRL(AM) Freeport; has applied to build FM in Frankentuch, Mich. Warshaw is selling his 21.7% ownership in KPCC(AM) Pasadena, Calif. He is son of Howard and Miriam Warshaw, owners of WVNJ(AM) Oakland, N.J.; WTTH(AM) Mineola, N.Y., and WRBZ(AM) Raleigh/Durham, N.C., and are selling WKIX-FM Raleigh/Durham.

Seller: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); for holdings, see "Changing Hands," July 29

Facilities: AM: 790 khz, 1 kw day, 51 w night; FM: 102.9 mhz, 44 kw, ant. 455 ft.

Formats: AM: nostalgia; FM: '70s

KWSN(AM)-KRRO(FM) Sioux Falls, S.D.

Price: \$3 million

Buyer: Midcontinent Media Inc., Minneapolis (N.L. Bentson, chairman/ 58.2% owner); owns KELO-AM-FM Sioux Falls; is selling WDGY(AM) St. Paul/Minneapolis; is becoming general partner with Point Communications Inc. in owning WTSO-AM-WZEE-FM Madison and WMLI-FM Sauk City/ Madison, WMAD-AM-FM Sun Prairie and WIBA-AM-FM Madison, all Wis.

Seller: BCR Corp. Inc., Indianapolis (Dan Young, 29.6% owner; John W. Biddinger, 17% owner); owns KBBX (AM)-KESY-FM Omaha and KWSN(AM)-KRRO-FM Sioux Falls, S.D. Biddinger owns 37%, and Young owns 4.9% (through SunGroup Inc.) of KMJJ-FM Shreveport, La.; KKSS-FM Santa Fe/ Albuquerque, N.M., and KEAN-AM-FM Abilene, KKYS-FM Bryan and KYKX-FM Longview, all Tex.; are buying CP for KFXJ-FM Abilene. Biddinger owns 50% of company buying WTOT(AM)-WJAQ-FM Marianna, Fla.

Facilities: AM: 1230 khz, 1 kw; FM: 103.7 mhz, 50 kw, ant. 187 ft.

Format: AM: full service; FM: classic rock

WLET-AM-FM Toccoa, Ga.

Price: \$2.2 million

Buyer: Southern Broadcasting Cos. of Pensacola Inc., Athens, Ga. (Paul C. Stone, president/33% owner); is selling woww(FM) and WTKX-FM Pensacola, Fla. Stone is selling wxsr(FM) Quincy, Fla.; owns 50% of Southern Broadcasting Cos., which is selling WPAP-FM Panama City and WPBH(FM) Parker, Fla., and wsnl(FM) Thomasville, Ga.; owns 50% of WGMG(FM) Crawford, WZOT(AM)-WTSH-FM Rockmart and WTSH(AM) Rome, all Ga.; 24.5% of

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For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

WTLX-TV Tallahassee, Fla., and 5% of WMOQ(FM) Bostwick, Ga.
Seller: Sonic Broadcasting Inc., Toccoa (Eugene J. Mark Jr., president); no other broadcast interests
Facilities: AM: 1420 khz, 5 kw day; FM: 106.1 mhz, 100 kw, ant. 1,132 ft.
Formats: AM: news/talk; FM: adult contemporary

KNOX-AM-FM Grand Forks, N.D.

Price: \$1.1 million
Buyer: Leighton Enterprises Inc., St. Cloud, Minn. (Alver Leighton, president/86.5% owner); owns KYCK(FM) Crookston, KDLM(AM) Detroit Lakes and KNSI(AM)-KCLD(FM) St. Cloud, all Minn.; is selling KFGX(FM) Detroit Lakes; has applied to build station at St. Joseph, Minn. Alver Leighton is buying KBOT(FM) Pelican Rapids, Minn.; is selling KCII-AM-FM Washington, Iowa
Seller: Radio Grand Forks Associates Ltd., Peoria, Ill. (Henry Slane, general partner); no other broadcast interests
Facilities: AM: 1310 khz, 5 kw; FM: 94.7 mhz, 100 kw, ant. 325 ft.
Formats: AM: MOR; FM: country

RADIO: FM

WPVJ-FM Ponte Vedra Beach/Jacksonville, Fla.

Price: \$4 million
Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); see KOOG-TV Ogden/Salt Lake City, above
Seller: InterMart Broadcasting First Coast Inc., Punta Gorda, Fla. (James E. Martin, president). Martin owns WCCF(AM)-WIKX-FM Punta Gorda, WCVU(FM) Solana, WGUF(FM) Marco and WKZY(FM) LaBelle, all Fla.; has applied to build FM at Punta Rassa, Fla.; owns 50% of applicant for FM in Murdock, Fla.; and 33.3% of MBS Communications, which has applied to build FMs at Fairview, Pa., and Ettrick, Va.
Facilities: 106.5 mhz
Format: Dark

KPFX(FM) Fargo, N.D.

Price: \$2.125 million
Buyer: Ingstad Broadcasting Inc., Fargo, N.D. (James D. Ingstad, president/owner/brother of seller); is buying KQFN(AM) West Fargo-KQWB-FM Moorhead, Minn. (for other holdings, see "Changing Hands," July 22)
Seller: T&J Broadcasting Inc., Orono, Minn. (Thomas E. Ingstad, president/owner/brother of buyer); owns KLTA (FM) Breckenridge/Fargo, KIT(AM)-KATS(FM) Yakima and KXXS(FM) Top-

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penish, Wash.; is buying KMWX (AM)-KFFM(FM) Yakima. Ingstad also owns KXIC(AM)-KKRQ(FM) Iowa City; KIMM (AM), KFXS(FM) and KOUT-FM Rapid City and KSOO(AM)-KMXC-FM Sioux Falls, S.D., and 75% of KPXR (FM) and KEAG(FM) Anchorage; is selling KHAR(AM)-KBRJ(FM) Anchorage
Facilities: 107.9 mhz, 100 kw, ant. 713 ft.
Format: Classic rock

67% of KTCX(FM) Beaumont, Tex.
Price: \$650,200 for stock

Buyer: Pacific Broadcasting of Beaumont Inc., Clayton, Mo. (P. Stephen Bunyard, president/50.1% owner); owns KAPW(FM) Beaumont; 33% of KTCX(FM). Bunyard owns 51% of company buying KKNQ(FM) Laramie, Wyo.; 50% of KDUK-AM-FM Eugene, Ore.; is selling 50% of KMGG-FM Monte Rio, Calif.
Seller: Alice Marie Felix Ramsey, Beaumont (67% owner before sale, 0% after); no other broadcast interests
Facilities: 102.5 mhz, 50 kw, ant. 492 ft.
Format: Adult urban

WQVE(FM) Camilla, Ga.

Price: \$325,000
Buyer: Williams Broadcasting System Inc., Atlanta (James Earl Williams, president/51% owner); no other broadcast interests
Seller: Mitchell Broadcasting Inc., Camilla (W.H. NeSmith Jr., president); no other broadcast interests
Facilities: 105.5 mhz, 6 kw, ant. 300 ft.
Format: Urban contemporary

KQXC-FM Wichita Falls, Tex.

Price: \$10,000
Buyer: Sam F. Beard, Wichita Falls; owns KLUR-FM Wichita Falls and KYYI (FM) Burkburnett, Tex.; 50% of KSPV (AM)-KTZA(FM) Artesia, N.M.
Seller: Red River Communications

COLFAX COMMUNICATIONS, INC.
 has acquired
WOKY-AM/WMIL-FM
 Milwaukee
KOY-AM/KYOT-FM/KISO-AM/KZON-FM
 Phoenix
KIDO-AM/KLTB-FM/KARO-FM
 Boise
 from
SUNDANCE BROADCASTING
 for
\$95,000,000

The undersigned acted as exclusive broker
 in this transaction and assisted in the negotiations.


Kalil & Co., Inc.
 3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

Inc., Nebraska City, Neb. (David Messing, principal); no other broadcast interests
Facilities: 102.5 mhz, 4.5 kw, ant. 328 ft.
Format: AOR

RADIO: AM

WSCR(AM) Chicago

Price: \$7.5 million
Buyer: N. John Douglas, Palo Alto, Calif.; owns WNDZ(AM) Portage, Ind./Chicago and wvvx(FM) Highland Park/Chicago (for other holdings, see "Changing Hands," Sept. 16)
Seller: CBS Radio, New York (Dan Mason, president); owns WBBM-AM-FM, WMAQ(AM)-WXRT-FM Chicago; is buying WUSN-FM, WJJD(AM)-WJMK-FM and WCKG(FM) Chicago; is selling WYSY(FM) Chicago (for other holdings, see "Changing Hands," May 13)
Facilities: 820 khz, 5 kw day
Format: Sports talk
Broker: H.R. LaRue Media Brokers (buyer)

KLVL(AM) Pasadena/Houston, Tex.

Price: \$1 million
Buyer: El Dorado Communications Inc., Los Angeles (Thomas H. Castro, president/45% owner); is buying KEYH(AM) Houston (for other hold-

ings, see "Changing Hands," July 8)
Seller: Estate of Angela Vera Morales, Houston; no other broadcast interests
Facilities: 1480 khz, 1 kw day, 500 w night
Format: Norteno music

WERA(AM) Plainfield, N.J.

Price: \$1 million
Buyer: Unity Broadcasting Network-New York Inc., New York (Sydney L. Small, president/owner); owns WQOW(AM) Waterbury, Conn., and WWRL(AM) New York
Seller: Cloud 9 Broadcasting Inc., Plainfield (Jesse B. Carroll Jr., president); no other broadcast interests
Facilities: 1590 khz, 500 w
Format: Full service

KTOB(AM) Petaluma, Calif.

Price: \$450,000
Buyer: Kim Broadcasting Corp., (Edward S. Kim, president); no other broadcast interests
Seller: Petaluma Broadcasting Corp., Petaluma (David Devoto, president); no other broadcast interests
Facilities: 1490 khz, 1 kw
Format: Adult contemporary
Broker: Exline Co.

KBRC(AM) Mount Vernon, Wash.

Price: \$340,000

Buyers: Jim and Ann Keane, Mount Vernon; own KAPS(AM) Mount Vernon
Seller: M.C. Radio Inc., Seattle (Matthew N. Clapp Jr., owner). Clapp also owns Pioneer Broadcasting Inc., which owns KFQD(AM)-KWHL(FM) and KMSX(FM) Anchorage; KXRO(AM)-KDUX(FM) Aberdeen and KKRT (AM)-KKRV(FM) Wenatchee, Wash.

Facilities: 1430 khz, 5 kw day, 1 kw night
Format: Adult contemporary

WLZO(AM) Franklin, Tenn.

Price: \$220,000
Buyer: Mid-State Communications Corp., Nashville (Randolph V. Bell, president/51% owner). Bell owns WSJD(FM) Princeton, Ind.
Seller: AJ Communications Inc., Franklin (Alice A. Jackson, president); no other broadcast interests
Facilities: 1380 khz, 5 kw day, 500 w night
Format: Classic rock

WLDX(AM) Fayette, Ala.

Price: \$220,000
Buyer: Thomley Broadcasting Co. Inc., Fayette (Eloise Thomley, president/55% owner); no other broadcast interests
Seller: SIS Sound Inc., Jasper, Ala. (William A. Grant Jr., president/owner); owns WZPQ(AM) Jasper, WJRD(AM) Russellville and WSPZ(AM) Tuscaloosa, all Ala. Grant also owns 1% of WRAG(AM)-WZBQ(FM) Carrollton, Ala.
Facilities: 990 khz, 1 kw day, 42 w night
Format: Country

KOKB(AM) Blackwell, Okla.

Price: \$90,000
Buyer: Blackwell Radio Inc., Ponca City, Okla. (William L. Coleman, president/65% owner). Coleman owns 65% of KPNC-FM Ponca City.
Seller: Moore Communications Inc., Blackwell (Donald Moore, principal); no other broadcast interests
Facilities: 1580 khz, 1 kw day, 49 w night
Format: News/talk

KMRC(AM) Morgan City, La.

Price: \$85,000
Buyer: Tiger Island Broadcasting Inc., Morgan City (Dennis C. Miller, president/80% owner); no other broadcast interests
Seller: Tri-City Broadcasting Inc., Morgan City (Warren Fortier, president); no other broadcast interests
Facilities: 1430 khz, 500 w day, 100 w night
Format: Adult contemporary

—Compiled by Elizabeth A. Rathbun

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Bigger means better bottom lines

That's the gist of Alex. Brown study of radio group owners

Radio

By Donna Petrozzello

Large, consolidated radio groups command more advertising revenue and generate higher broadcast-cash-flow margins than does the radio industry in general, according to a recent report by Alex. Brown & Sons analysts.

Alex. Brown's "Media & Communications" report for September 1996 shows that advertising revenue growth on a same-station basis for publicly traded radio groups consistently has outperformed, by up to 10%, advertising growth for the industry since first quarter 1994. Broadcast cash flow on a same-station basis for public groups also paced far ahead of, in some cases more than doubling, the level of radio's ad growth.

These results led radio research analyst Drew Marcus of Alex. Brown to predict that radio will be the fastest-growing segment of broadcast media next year.

In the report, Marcus says that "the newly formed, larger [radio] players are able to successfully leverage their improved competitive positioning into accelerated revenue growth and higher cash-flow margins." Listed as "strong buys" on Marcus's radio scorecard are American Radio Systems, Clear Channel Communications, Evergreen Media Corp. and Sinclair Broadcast Group.

In second quarter 1996, Alex. Brown recorded 6% overall growth in radio advertising. Comparatively, public radio groups increased ad revenue by 8% and enlarged their broadcast cash flow by 20%, each on a same-station basis, according to the report.

The ability of consolidated radio groups to outperform has spurred an influx of investors and venture capitalists interested in the medium. Alex. Brown's Media and Communications seminar, held at New York's Waldorf-Astoria Sept. 16-17, attracted 1,200 attendees, roughly 50% more than last year, Marcus says.

Meanwhile, single-station sellers are reaping the rewards of radio's solid performance on Wall Street and with advertisers. Media broker Bill Steding of Star Media Group says that station purchase prices have ballooned by about 40% since first quarter 1995.

Rather than price stations on a 12-times-broadcast-cash-flow basis, as was typical in first quarter 1995, deals hammered out in 1996 are based on a roughly 15-times-cash-flow basis, using projections of 1997's performance as a yardstick, Steding says.

As a result of rising prices, Marcus says, some investors are skittish about

"The newly formed, larger [radio] players are able to successfully leverage their improved competitive positioning into accelerated revenue growth and higher cash-flow margins."

**Drew Marcus,
Alex. Brown & Sons**

group owners' "paying too much." But those concerns diminish "when they see that the consolidated radio groups are growing faster than the industry overall," he adds.

For the remainder of 1996, Marcus predicts a 7.5% overall growth rate for radio ad revenue. He expects more modest revenue growth in 1997,

about 6%, as a result of a generally sluggish economy.

Yet Marcus contends that "the aggressive acquirers will be able to meaningfully outperform the underlying industry in 1997 due to the magnitude of consolidation activity." ■

Premiere makes Internet investment

Spends \$4 million as part of alliance with AudioNet

By Donna Petrozzello

Amid a flurry of recent investments, Premiere Radio Networks has announced plans to sink \$4 million into Internet broadcast provider AudioNet.

Premiere's investment is part of a strategic alliance with AudioNet under which Premiere will provide affiliate marketing services and exclusive sales representation to AudioNet. In return, AudioNet has agreed to advertise on Premiere's affiliate stations and to include content from Premiere's World Wide Web site on its Web site.

The AudioNet investment comes on the heels of a \$1.3 million deal that Premiere struck earlier this month to

acquire the Philadelphia Music Works, a radio jingle company, and an \$8.5 million deal, struck in August, to acquire comedy syndicator Cutler Productions. In a separate deal last week, Premiere won exclusive representation of national ad sales for the One-on-One Sports Network.

Premiere President Steve Lehman says the diverse acquisitions by Premiere will provide "new service capabilities" for affiliates. The investments are also examples of a "growth through acquisition" strategy that Premiere outlined in January, when it announced the sale of 1.4 million shares of its Class A common stock. Lehman adds. Premiere hopes to collect roughly \$20 million from sale of the stock. ■

Good news for Chancellor

Chancellor Broadcasting Co. stock bounced skyward early last week after Montgomery Securities analysts gave the stock (Nasdaq: CBCA) a "buy" rating.

Chancellor began trading the week of Sept. 16 at \$40 per share, but jumped to \$43 on Tuesday, following the Montgomery release on Monday. By Wednesday, Sept. 18, Chancellor was trading at \$43.50.

Montgomery analyst Gordon Hodge estimates that Chancellor's after-tax cash flow will be \$1.65 per share in fiscal 1997 and \$2.10 per share in 1998. He also estimates a target price of \$48 per share, or approximately

20% growth, for Chancellor stock by year's end.

Media broker Bill Steding attributes the uptick to the Montgomery rating and to Wall Street's positive outlook on radio in general: "There is so much money trying to find something to buy, that a 'buy' recommendation from an investment firm can move the company's stock up in this market."

Steding downplays speculation that the stock hike may precede as-yet-unannounced merger or acquisition plans by Chancellor: "I've heard of no discussions of sales, mergers or acquisitions by Chancellor lately." —DP

Fab Four 24 hours a day

Classic-rock aficionado and radio programmer Tony Rodriguez is out to prove that "all you need is" Beatles music to strike a chord with listeners around Dallas.

Rodriguez, president of New World Broadcasters, debuted a 24-hour all-Beatles format of music and taped interviews with John, Paul, George and Ringo on the once-dark KTCY(FM) Denison, Tex., on Aug. 10. Although Rodriguez says the programming quirk was his own idea, KYST(AM) Texas City, Tex., aired full-time Beatles for about eight months in the early 1980s.

Contrary to KYST's straight-ahead Beatles-only playlist, Rodriguez includes Beatles songs done by other artists ranging from Ray Charles to Bing Crosby. And KTCY also airs archival material, including interviews.

KTCY is not now carrying advertising, but Rodriguez hopes that will change once ratings begin to build. He also hopes to air the Beatles nonstop for an entire year, but, he admits, "it's hard to say" how long it will last.

For Rodriguez, airing all-Beatles all the time is not about making money but about driving home his opinion that "radio programming as it presently exists is flawed. With the advent of large mergers, there is separation between those who run the stations and those who control the musical content. This maximizes listeners for the moment, causes a sensation and allows me to maintain a pure artistic statement on the 1960s and the Beatles."

Rodriguez also oversees New World's KRVA-AM-FM McKinney and KXEB(AM) Sherman, both Texas. —DP

RIDING GAIN



Sixty Christian-format radio programmers participated in Christian Research Reports' adult contemporary radio seminar held Sept. 13-15 in Atlanta. Pictured (l-r) are Jon Rivers, vice president, programming, KLTU(FM) Fort Worth; Bob Thornton, program director, KTLI(FM) El Dorado, Kan.; Kip Johns, program director, KCMS(FM) Edmonds, Wash., and David Pierce, program director, K-LOVE Radio Network.

Revenue ups and downs in New York

Local ad revenue for New York market radio stations increased an average 15.9%, but national revenue fell an average 8.7% in August 1996 compared with August 1995. A survey of market revenue by the New York Market Radio Broadcasters Association (NYMRAD) reported local revenue of \$32.8 million and national revenue totaling \$5.5 million in August 1996. On a combined basis, revenue was up an average 11.6% last month compared with August 1995, NYMRAD reported. From January through August 1996, revenue totaled \$295.9 million in New York, marking a 4.7% growth in local revenue and a 10.7% growth in national revenue from the same period last year, NYMRAD reported.

Total Traffic to launch in Atlanta

As Jacor's merger with Citicasters was sealed last week, Jacor announced plans to launch an in-

house traffic reporting service, Total Traffic, in Atlanta on Jan. 1. Total Traffic will replace Traffic Scan—the market's dominant traffic news reporter, owned by MetroTraffic—on several Jacor-owned stations in the market, including WKLS-FM, WPCH(FM) and WGST(AM).

Through Total Traffic, Jacor can sell ads during traffic reports in-house, says Jacor executive John Hogan. Currently, commercials during traffic reports are sold by Traffic Scan through a barter arrangement with Jacor. "With consolidation in Atlanta and the opportunity for Jacor to have a greater presence in the market, this made sense," Hogan says. With the acquisition of Citicasters, Jacor controls four stations in Atlanta.

Tops of the pop

AccuRatings' summer 1996 radio listenership ratings survey cited disco dance WKTU(FM) New York, contemporary hits KPWR(FM) Los Angeles and urban WGCI-FM Chicago as first in their markets with listeners 12-plus. —DP

September 23, 1996

Conan gets **double** exposure on CNBC

NBC affiliate chairman says move, if isolated incident, poses no problem

By Rich Brown

CNBC beginning in December will air prime time reruns of *Late Night with Conan O'Brien* as part of a programing revamp under way at the NBC-owned cable network.

Although the decision might not sit well with all NBC affiliates, NBC/CNBC's Don Ohlmeyer says the shared arrangement represents "a changing industry" that many stations seem ready to accept.

The move to air reruns of *Late Night* on CNBC weeknights at 10 ET is the first in a series of programing changes to come at the business/talk network, according to Ohlmeyer and other members of the new executive team that took

the reins of the cable network in January.

"We're in the process of trying to determine what we want CNBC to be in prime time," says Ohlmeyer, who heads CNBC's prime time lineup in addition to his role as NBC West Coast president. "We have original programing concepts we're working on that we're not ready to talk about yet."

CNBC President Bill Bolster during a conference call with reporters last week declined to provide any demographic data on the network.

It would seem the team is looking to bring younger viewers to CNBC, considering that *Late Night* on NBC actively courts a college crowd that does not typically watch the cable network. More



than half of CNBC's nightly viewers are over age 65, according to second-quarter VPVH (viewers per viewing household) Nielsen numbers (8 p.m.-midnight) supplied by a competing network. Second-quarter VPVH numbers also indicated that 32% of CNBC viewers during that time period were in the 25-54 age group.

Although *Late Night*'s CNBC telecasts will air on a 30-day delayed basis from their original broadcast on NBC, not all affiliates of the network

Broadcasting and cable and cable and broadcasting

The ex-NBC affiliate board chairman wasn't the only broadcaster slightly irked last week by NBC's plans to give a broadcast show some cable play as well (see above). In this case it was a syndicated show that had its origins in...a cable network.

NBC's CNBC is adding a weekend version of the first-run magazine show *Court TV: Inside America's Courts* next month. NBC is a co-owner of *Court TV*, the cable network that spawned the half-hour strip, along with Time Warner and Tele-Communications Inc.

Some broadcasters carrying the half-hour strip say they are not surprised by the news, with shared windows for original programing becoming increasingly common—a trend fueled by consolidation in the cable and broadcasting businesses.

"Blurring the lines between running programs over the air and on cable is hurting everybody," says Kevin

O'Brien, vice president, general manager of KTVU(TV) San Francisco, which carries *Inside America's Courts*. "It causes disruption in viewing and confusion in the [Nielsen] meters and diaries."

Distributors counter that exposure on cable amounts to promotion for broadcasters by boosting the audience's overall awareness of the show. Rising programing costs also have forced producers to look for extra revenue from cable.

"In a market this cluttered, we take our promotion any way we can," says Bob Friedman, president of New Line Television, which distributes *Inside America's Courts*. "We think we'll bring new viewers to the broadcast version." Friedman says the CNBC version will carry spots promoting the shows on local stations. He says the move has not generated any complaint from *Inside America's Courts* affiliates.

—CL

are sold on the idea of sharing the wealth.

"I don't like to see us competing [with] ourselves," says Jim Waterbury, president and general manager, KWWL(TV) Cedar Rapids (Waterloo), Iowa, and immediate past chairman of the NBC affiliate board. "Until viewers have more than one set of eyes they're still going to watch one channel at a time. It's one more half rating point gone if *Conan* is a huge hit."

NBC took some heat from its affiliates earlier this year for the company's growing involvement in cable and multimedia. A major sore point was the company's decision to telecast certain NBA Finals postgame shows exclusively on CNBC. Particularly vexing to some NBC affiliates were promotions for the cable shows during the NBA game coverage on NBC.

Ohlmeier says the NBA situation was not handled as well as it could have been with affiliates. Some affiliates made legitimate complaints that they had not been amply warned about the plan, he says.

He says that NBC discussed its plans to air *Late Night* reruns with affiliates before making the announcement and

that stations agreed the cable exposure would help the show. CNBC airings of *Late Night* will include day-and-date promotions for NBC *Late Night* telecasts. Ohlmeier says he assured affiliates that the plan to air *Late Night* reruns on CNBC was not a "slippery slope" that would lead to other NBC shows being time shifted on co-owned cable networks.

"In shows that we own, we have the availability to sell them into syndication or whatever we want to do with them," says Ohlmeier. "They understand what we're trying to accomplish here. We're in a changing industry."

Pulitzer Broadcasting President and NBC Affiliate Board Chairman Ken Elkins says he was forewarned about the *Conan* move and does not have a problem with the time shifting of *Late Night*. "I think affiliates would have a significant concern if this became a precedent," says Elkins.

The addition of *Conan* to the CNBC lineup pushes back the start of the *Charles Grodin* talk show from 10 to 11 p.m. *Grodin* moves into the slot occupied by soon-to-be-canceled *America After Hours*, an entertainment-oriented talk show created for

NBC's now-defunct America's Talking network. CNBC officials offered no details on their current contract renewal discussions with Grodin.

In other programming moves, CNBC has axed weekend shows hosted by Cal Thomas and Al Roker. Although CNBC officials say the decision was based on low ratings, the network is keeping a lower-rated weekend show hosted by NBC News personality Tim Russert. Earlier this month, CNBC axed a weekend show hosted by lawyer Gerry Spence.

Beginning in October, new shows joining the CNBC weekend schedule will be a technology show called *Scan* (5:30-6 p.m.) and a Saturday night airing of courtroom show *Inside America's Courts* (see box, page 39). In other weekend shifts, CNBC will move its weekend morning business lineup to an early evening time block beginning at 5 ET.

CNBC continues to remain committed to business news during the day and has signed reporters Shawn Tully, Gregory Miles and Sharon Epperson. The reporters formerly worked for *Fortune*, *Business Week* and *Time*, respectively. ■

Fox builds sports franchise

Looks to add Cablevision Systems' SportsChannel networks to growing stable

By Jim McConville

Looking to vie with national sports network ESPN, News Corp.'s Fox Sports continues to hunt for regional sports networks in markets where it hasn't yet secured a foothold.

Published reports last week said that Fox Sports Net is trying to cut an affiliation deal or even make a deal to buy

Cablevision Systems-owned SportsChannel regional networks in New York, Chicago and San Francisco.

Regional sports networks not owned outright by Cablevision but shared with Tele-Communications Inc. (TCI)-owned Liberty Media are SportsChannel Philadelphia/PRISM (78%), SportsChannel Chicago (50%) and SportsChannel Pacific (50%).

While refusing comment on a possible deal, Fox officials wouldn't rule out Fox's acquiring additional regional networks. "Obviously, Fox is looking to fill markets that we [think] we need to fill out in," says Fox Sports spokesman Vince Wladika.

Industry observers say that Fox is far from done collecting networks, including securing one in the highly desirable New York market.

"With Liberty as partner,

Fox is now in many of the top regions; I could see Fox paying top dollar to get New York," says one former Madison Square Garden (MSG) executive. "They [Fox] are really in a position where they want to compete. They're not going to do it like ESPN across the board—they're going to go regionally across the country."

Fox Sports Net is the centerpiece for the national sports network created by last year's partnership of News Corp.-owned Fox Sports and Liberty Sports Network.

Liberty is providing its 14 PrimeSports regional sports networks, while Fox is supplying cable network fX and \$300 million cash. Liberty's regional networks will relaunch Nov. 1 under the Fox Sports Net banner.

Fox apparently isn't the only company trying to acquire a piece of SportsChannel New York.

Published reports last week say



CEA's Expanding Universe

As the information age unfolds, Communications Equity Associates is poised to play a key role in transactions across all media

By Kathy Haley

There's never been a more intriguing time for media property owners. Technological convergence and regulatory changes have superheated the market, triggering a wave of consolidation in radio and cable and threatening one in broadcast TV. Overseas, privatization and the dawn of digital communications have opened up opportunities in satellite, cable and broadcast TV as well as programming and telecommunications. Both inside and outside the U.S., the Internet looms as a vast new territory for development.

In this rapidly-moving marketplace, Communications Equity Associates has emerged as uniquely positioned to play an important role in the changes underway. Consistently ranked among the top media investment bankers and brokers in the U.S., CEA is the first firm of its size to command a global network of contacts and professionals.

Over the past five years, CEA has been expanding rapidly, diversifying its work to include a broader range of media and adding more specialized professionals, both in the U.S. and in offices around the world. It has added two new offices this year, in Santa Monica, CA, and Madrid, and is in the process of adding others in Dusseldorf and Bombay. This will bring its total of offices to 13, with five in the U.S. and eight overseas.

Although it concentrated its domestic activities primarily on investment banking and brokerage for the cable industry during its



Top Trio (l to r): CEA executive vice president David Burns, vice chairman Harold Ewen and chairman and CEO Rick Michaels

first decade of operations, CEA has been completing broadcast transactions since 1981 and over the past five years, has substantially increased that part of its practice. Over the past three years alone, CEA has completed close to \$2.5 billion in broadcast transactions including financings and brokerage. This year, about 40 percent of the company's domestic business will be on the broadcast side.

Activity in the entertainment industry is also on the rise and in June, a joint venture with Santa Monica-based consultants Montgomery & Associates began expanding CEA's work with new media, such as Internet, satellite and other technology companies.

Even as its domestic business

expands, CEA's international activity is also experiencing rapid growth. Its European business has doubled in volume during each of the past four years, while the company has become increasingly active in Asia, India, Latin America, Australia and most recently, the Middle East.

Both in the U.S. and overseas, CEA is active in a broad spectrum of media, from cable and broadcast, to paging, cellular telephone, personal communications services (PCS), private cable (SMATV), DBS, MMDS, publishing and Internet services.

Along with its investment banking, corporate finance, brokerage and mergers and acquisition services, CEA continues to expand its merchant

banking effort. It co-manages investment funds for Europe and Asia and is raising capital for a fund targeting the U.S. In the planning stages are funds for Latin America and the Indian Ocean region and a second European fund, this one targeting countries in Eastern Europe.

Two years from now, CEA expects to have approximately \$650 million in managed or co-managed investment funds, all targeting medium-sized, privately held companies in need of investment capital.

In addition to its fund-management activities, CEA professionals continue to invest directly in media companies with smaller financing needs than those targeted by the funds. CEA played a founding role in the formation of River City Broadcasting and United States Broadcasting Group and is a part owner in a number of programing companies, including video cable

channel The Box, Drive Entertainment, a Los Angeles music production and programming outlet, Credence Sound and Vision, a Bombay animation and production company, Eastern Publishing, a Singapore magazine group and Timespan, a Los Angeles historical video and photo library.

A third leg of CEA's merchant banking effort is in the planning stages and will involve what CEA founder and chairman Rick Michaels calls development companies. These will generate ideas for new media companies, seek out the right management teams and provide the capital necessary to launch them and facilitate their growth.

With more than \$12 billion in accumulated transactions since its founding in 1973 and a client list

that reads like the who's who of world media, CEA is poised for a key role in the unfolding information and entertainment age.

"CEA is now an international media and entertainment investment bank with approximately 100 full-time employees working around the world," says David Burns, CEA executive vice president and chief operating officer. Burns believes CEA has attained the unique position it occupies today by having the vision to stay ahead of the curve and by being willing to risk expansion into areas its competitors felt were uncertain. "We try to stay ahead of our clients," he says. "When we thought, for example, that India was going to become hot, we started becoming involved there and getting to know the players. Then, when our clients began asking about India, we were able to help them."

Clients concur that vision and an entrepreneurial spirit set CEA apart, but add that creativity is also key to the company's success. Herb Granath, president of ABC Cable & International Broadcasting Group, says CEA has provided "a consistent stream of ideas for us. They've been able to come up with things so unusual that they always pique my curiosity."

Sanford Anstey, managing director at BancBoston Capital of Boston, adds that CEA has built a diverse team of professionals capable of completing a wide range of transactions. "It's a very entrepreneurial firm, with people who specialize in very different things," he says. "Whether it's brokering broadcast properties or cable properties or raising capital for a Latin American communications opportunity, CEA is active and completing transactions on many fronts."

Innovations On the Broadcast Front

CEA's team in New York is known for sophisticated transactions built to suit entrepreneurs' needs

Home Shopping Network founder Bud Paxson wanted the near impossible: to quickly assemble a sizable group of TV stations, but without the complications of taking his company public. His investment banker and financial adviser came up with the solution: a reverse merger, allowing Paxson's firm to be absorbed by a small, publicly-traded radio network company. Financing packages assembled for Paxson enabled him to continue owning a



L-r: Bill Lisecky, executive vice president, broadcast division, and Steve Pruett and Gretchen Shugart, senior vice presidents

large percentage of his company and to retain voting control. Within two and a half years, Paxson Communications had built the 20th largest TV station group in the U.S. and mounted inTV, a 24-hour-a-day vehicle for infomercials and now the seventh largest network in the U.S.

A reverse merger is an exotic transaction for a company the size of Paxson's but it suited the needs of the well-known entrepreneur perfectly. It is also the kind of deal that is becoming increasingly common at CEA.

"We're not known for doing plain vanilla deals," says Bill Lisecky, executive vice president of CEA's broadcast division. Steve Pruett, senior vice president of the group, adds that while CEA has built a reputation for sophisticated transactions, its investment banking and finance skills, even when used on less complicated deals, are second to none.

The amount of analysis and due diligence CEA invests in each transaction puts it in league with Wall Street investment banks, Pruett says, "except that we have an advantage over Wall Street in that our focus is all on media. If it involves the sale or financing of a media property in the private mar-

Thank you
CEA...

for
your
partnership
and
support
throughout
the
years.

We
salute
your
leadership
and
innovation
in
communications.



"We're an entrepreneurially-minded company helping entrepreneurs across all media build their businesses." —Bill Lisecky, executive vice president of CEA's broadcast division

kets, there is no one with more ability or knowledge than we have."

In addition to thorough preparation and a deep well of industry knowledge and contacts, CEA brings an entrepreneurial perspective to its work that, in addition to helping it find creative solutions, has tended to keep it involved, long-term, with many clients. CEA began working with Paxson, for example, during his days as HSN chairman, when he wanted to acquire a group of TV stations to expand the network's distribution. It provided seed capital and assembled financing for the launch of River City Broadcasting and has stayed involved with the firm through its recent merger with Sinclair Communications. It has completed a number of transactions for Pappas Telecasting, helping it expand its group from five stations to 15.

"We're an entrepreneurially-minded company helping entrepreneurs across all media build their businesses," Lisecky says, noting that, while most of his group's work has been in broadcasting, it has completed transactions in publishing, outdoor advertising, paging, personal communications, entertainment and cable.

CEA's ability to work across all media, in fact, is one of its biggest assets. When long-time cable client Harron Communications decided to sell one of its TV stations, CEA's knowledge of the broadcast market enabled it to bring Harron an even better idea. CEA found a buyer, but it also found a co-located station that wanted to forge a local marketing agreement with the Harron outlet. The LMA proposal would bring even more value to Harron's asset than an outright sale would.

"CEA pursued all kinds of options for us, everything from a sale to an LMA," says Jack Quigley, vice president and chief financial officer at Harron. "They are very

CEA.com

Known for its tendency to make an extra effort at keeping in touch with clients and potential clients, CEA has added a site on the World Wide Web to its marketing efforts. It includes client lists, news about recent transactions and e-mail boxes for key professionals around the world, as well as information about the company, its people and its activities in investment banking, corporate finance, brokerage and merchant banking.

"Communications is part of CEA's name, but they don't let it stop there," notes Stanley Greene, vice president of Bell Atlantic Video Services. "They optimize communications technology to insure that they are connected with their clients and potential clients."

The company's Web site address is <http://www.commequ.com>.

thorough and they know all the players and know what everybody wants to do and who's trying to get into which markets. They had a great relationship with everyone working with us."

Quigley and other media owners note that all the due diligence and analysis that goes into CEA's efforts is centered on discerning what's best for an entrepreneur's needs. Christopher Marks, chairman of EXCL Communications, a San Jose based operator of Spanish radio stations, sought CEA's help when he faced an opportunity to buy out his original partners. "CEA had access to many different levels of financing tiers and were able to match us with some that had the same growth ideals that we do," Marks says. "They brought us a couple of options and we worked together to choose the best one."

Working with Lisecky and Pruett in CEA's New York office are Gretchen Shugart, senior vice president, John Morrison and Evan Blum, senior associates, and Clark Gadson, associate. Shugart, who directed

Bank of Montreal's Communications and Media Group prior to joining CEA in February, has experience in a number of media, including broadcast, cable, cellular and paging. Blum, who came to CEA from Marine Midland Bank's Communications Department, concentrates on investment banking services for broadcasting companies. Morrison joined CEA in March from First Fidelity Bank's Investment Banking Group, while Gadson, who also came on board in March, had been media/communications specialist at Bank of Montreal.

In today's frenzied, consolidating market for radio and TV properties, an important part of CEA's work lies in advising family-owned businesses about their options. "Many of these companies feel ambushed by potential buyers, and yet they're afraid that if they talk to an investment banker, people will feel their company is for sale," says Pruett, who notes that CEA is currently representing a number of family-owned companies with holdings ranging from a single station to many. "We have been able to provide a lot of help to these companies. Sometimes it has resulted in a sale, sometimes in another strategy."

Most of all, Pruett says, these companies "should not feel they have to go it alone out there." In fact, companies that have been ambushed into a quick sale have frequently gone for prices significantly below their true market value. "I've seen owners leave hundreds of thousands on the table," he says.

"Building a relationship with an investment banker is important, whatever you think your future might be," Pruett says, "because ultimately, we can help you add value to your company."

Harry Pappas, president and CEO of Pappas Telecasting, calls CEA "exceptional." "They always come through," he says. "They know their work and they know the industry extremely well."

“EXCEPTIONAL”...

“THEY ALWAYS COME THROUGH”...

“THEY KNOW THEIR WORK AND THEY
KNOW THE INDUSTRY EXTREMELY WELL.”

- Harry J. Pappas
President/CEO, Pappas Telecasting Companies

\$72,400,000
Senior Credit Facility

has been arranged for
PAPPAS TELECASTING COMPANIES
Visalia, California

Agent Bank:
Canadian Imperial Bank of Commerce

Additional funding provided by:
Bankers Trust Company
ING Capital Corp.
Bank of Montreal

The undersigned represented the
borrower in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

Acquired

PAPPAS TELECASTING COMPANIES

has acquired
KRBK-TV
Sacramento, California

The undersigned acted as
buyer's representative


COMMUNICATIONS
EQUITY
ASSOCIATES

\$30,000,000
Senior Credit Facility

has been arranged for
PAPPAS TELECASTING COMPANIES
Visalia, California

Funds were provided by:
CIBC, Inc.

The undersigned represented the
borrower in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

THANK YOU CEA
FOR ALL YOUR HARD WORK.



An Impressive Track Record in Cable

CEA's cable team is unmatched in experience and creativity

Lenfest Cable had decided to buy several clusters of Pennsylvania cable systems from Sammons Communications, but three of the systems didn't quite fit into Lenfest's own geographic clusters. Long-time Lenfest investment banker Tom MacCrory, who has headed CEA's cable group since 1981, mapped out a solution that did a lot more than simply dispose of the three systems: he found a buyer for two of the systems and a trade for the third. Tied in with the trade was a 30-percent equity

acquisition that gave Lenfest an interest in a small cable company whose systems fit well geographically with Lenfest's.

The multi-part deal saved Lenfest the hassle of having to raise capital to acquire systems that weren't perfect fits for it and put the systems in the hands of companies for which they held much greater strategic value. It also put Lenfest's clout behind a smaller operator and gave Lenfest an interest in a company it may some day want to acquire.



Tom MacCrory and Brian Sweeney

Transactions like this one—intricate and tailor-made for the entrepreneurs involved—have distinguished CEA's cable investment banking and brokerage effort since its founding in 1973. As a wave of consolidation triggered by deregulation transforms the industry, CEA is deeply involved in helping medium sized and smaller operators chart their future course.

"When cable first started, you needed a lot of creativity to assemble financing and we were able to do a lot of interesting things," says MacCrory. "In today's market, you need the same kind of creativity to help entrepreneurs achieve their goals."

CEA's track record in creative deal-making is well known. Its accomplishments include the first tax-free Industrial Development Authority financing for a cable company and one of the earliest sales of a part-interest in a cable network to a large cable operator. In 1992 and '93, when cable system trading had ground to a halt following a re-imposition of rate regulation by the government, CEA broke the ice by completing two major transactions, one involving acquisitions by Cardinal Communications and the other a significant expansion by Charter Cable.

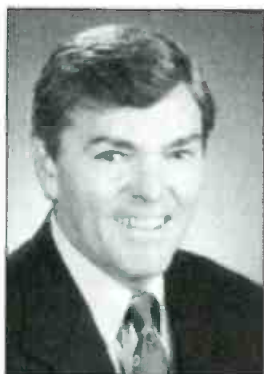
Eight of CEA's professionals work primarily on cable and their long-term experience with the industry is one of the company's most important assets. Brian Sweeney, who works with MacCrory and two other professionals in

TCI
salutes

COMMUNICATIONS
EQUITY
ASSOCIATES



CEA's Philadelphia office, has been part of the CEA team since 1982 and has been involved in approximately \$1.5 billion in cable transactions. Ed Frazier and Jay Dugan, two well-known brokers based in CEA's Tampa headquarters, have been part of the company for 18 and 15 years, respectively. Bob Berger, who joined CEA three years ago and now heads CEA's Denver office, also has a long history in cable.



Bob Berger

"We've had a lot of experience in cable and we know our markets," says CEA vice-chairman Harold Ewen, whose own background in cable investment banking, finance and brokerage spans three and a half decades.

Many of the transactions CEA has completed over the years, in cable as well as other media, have one important thing in common: they started out in the minds of CEA pro-

fessionals. "We don't wait for a listing," Ewen says. "We try to suggest to people what they should be trying to go after and then help them execute their strategy."

Although MacCrory's group primarily works on cable transactions, its members also complete transactions in other media. Berger, for example, also specializes in private cable and wireless.

With a cable heritage that goes back 23 years, CEA can claim a role in the formation of what have since become major companies. "CEA will always have a very warm place in my heart, because it was CEA that brought us the deal that got NBC launched into the cable industry," says Tom Rogers, president of NBC cable and executive vice president of NBC Inc. Rogers piloted that entry into cable programming by overseeing NBC's acquisition of Tempo TV, a small cable network

later used to launch CNBC. "Twenty networks later, we owe our initial step to CEA," he says. "They deserve credit for what was a huge diversification effort that started with cable and later moved into international and now includes interactive and new media."

As with CEA's broadcast group, the cable group spends a good deal of time these days advising family-owned businesses about their future strategy in a consolidating marketplace. There's a profitable role to play for such cable operations in future years, as long as they develop a strategy, says MacCrory, who has arranged strategic partnerships for a number of smaller firms in recent months.

"The biggest difference in the future will be the existence of winners and losers," he says. "Before, it was a matter of how much an operator would make, but with competition, that won't be true anymore. You're going to have winners and losers in some markets and you've really got to prepare for that."



The success of Communications Equity Associates was built on vision, creativity, flexibility, and competence. These qualities have helped CEA contribute greatly to the cable industry and growth of Adelphia.

To our friends at CEA, congratulations.

Adelphia

Building on a Prosperous Year

FINANCE

ACQUISITIONS

MERGERS

DIVESTITURES

1996 TRANSACTIONS TO DATE



ANNOX, INC.
ROBERTSON, CHEATHAM, DICKSON
AND DAVIDSON COUNTIES, TENNESSEE
TO
INTERMEDIA PARTNERS
SAN FRANCISCO, CALIFORNIA

SOLD
JANUARY 1996



**EASTERN TELECOM
CORPORATION
AND
ROBINSON CABLE TV, INC.**
TO
**ADELPHIA COMMUNICATIONS
CORPORATION**

SOLD
JANUARY 1996



**GENESIS CABLE
OF CAROLINA, L.P.**
PICKENS COUNTY, SOUTH CAROLINA
TO
**CHARTER
COMMUNICATIONS, INC.**
ST. LOUIS, MISSOURI

SOLD
JANUARY 1996



**ADELPHIA COMMUNICATIONS
CORPORATION**
ACQUIRED
LEADERSHIP CABLEVISION
DELRAY BEACH, GULFSTREAM,
OCEAN RIDGE AND PALM
BEACH COUNTY, FLORIDA

ACQUIRED
JANUARY 1996



KABEL INVEST
TO
CABLE PLUS

SOLD
JANUARY 1996



**NORTHSTAR
ENTERTAINMENT, INC.
AND
TREAT ENTERTAINMENT**
HAVE FORMED
**REPPIES ENTERTAINMENT
INVESTORS LLC**

**PRODUCING CHILDREN SERIES
FOR PUBLIC TELEVISION**



SENIOR DEBT FINANCING
ARRANGED FOR
**U.S. BROADCAST GROUP,
L.L.C.**

\$68,000,000
FEBRUARY 1996



U.S. BROADCAST GROUP, L.L.C.
ACQUIRED BROADCAST PROPERTIES OF
**CITADEL COMMUNICATIONS
CORPORATION, LTD.**
PRICE COMMUNICATIONS CORP.
**EVERGREEN BROADCASTING
CORPORATION**
CEA REPRESENTED THE BUYER

\$97,000,000
FEBRUARY 1996



**SUBORDINATED DEBT
FINANCING AND PREFERRED
AND COMMON EQUITY CAPITAL**
ARRANGED FOR
U.S. BROADCAST GROUP, L.L.C.

**\$24,600,000 and \$15,000,000
RESPECTIVELY**
FEBRUARY 1996



G.S. COMMUNICATIONS, INC.
FREDERICK, MARYLAND
ACQUIRED CERTAIN ASSETS IN
MARTINSBURG, WEST VIRGINIA
FROM
**TIME WARNER
ENTERTAINMENT CO., L.P.**

ACQUIRED
FEBRUARY 1996



SENIOR DEBT FINANCING
ARRANGED FOR
**SERVICE ELECTRIC
CABLEVISION, INC.**

\$50,000,000
FEBRUARY 1996



**The Cable Television
System**
SERVING FLEETWOOD, PENNSYLVANIA
AND SURROUNDING AREAS
TO
**SERVICE ELECTRIC
CABLEVISION, INC.**

SOLD
FEBRUARY 1996

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610.251.0650 Fax 610.251.9180

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303.694.3090 Fax 303.220.8029

NEW YORK

CEA, Inc.
375 Park Avenue Suite 3808
New York, NY 10152

212.319.1968 Fax 212.319.4293

TAMPA NEW YORK PHILADELPHIA DENVER LONDON MUNICH PRAGUE HONG KONG KUALA LUMPUR

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The Cable Television System

SERVING EASTON, PENNSYLVANIA AND PHILIPSBURG, NEW JERSEY

TO

SERVICE ELECTRIC CABLE TV, INC.

**SOLD
FEBRUARY 1996**



The Cable Television System

SERVING EMMAUS, MACUNGIE, SALISBURY TOWNSHIP, UPPER MILFORD AND LOWER MACUNGIE TOWNSHIP, PENNSYLVANIA

TO

SERVICE ELECTRIC CABLE TV, INC.

**SOLD
FEBRUARY 1996**



SENIOR DEBT FINANCING

ARRANGED FOR

SERVICE ELECTRIC CABLE TV, INC.

**\$65,000,000
FEBRUARY 1996**



UNITED CABLE CORPORATION

CRAIGSVILLE, WEST VIRGINIA

TO

**NESBE CABLE
LYNCHBURG, VIRGINIA**

**SOLD
MARCH 1996**



APOLLO COMMUNICATIONS, INC. AND APOLLO COMMUNICATIONS OF WA, INC.

NORTHERN CALIFORNIA, WASHINGTON AND OREGON

TO

**CABLE PLUS
BELLEVUE, WASHINGTON**

**SOLD
MARCH 1996**



EQUITY CAPITAL

ARRANGED FOR

EXCL' HOLDINGS, INC.

**\$15,000,000
MARCH 1996**



DeTeMOBIL - CDNSORTUM

ACQUIRED 49% OF

GSM MOBILE TELEPHONY OPERATOR FOR THE CZECH REPUBLIC

MARCH 1996



TORRENCE CABLEVISION, S.W., INC.

JACKSON, MISSISSIPPI

HAS ACQUIRED CERTAIN ASSETS OF

**REGIONAL CABLE TV
CEDAR CREEK, HARBOR POINT AND SEVEN POINTS, TEXAS**

**ACQUIRED
MARCH 1996**



APOLLO CABLE SOUTHWEST, INC.

TO

**PRIME CABLE
LAS VEGAS, NEVADA**

**SOLD
MARCH 1996**



SENIOR DEBT FINANCING

ARRANGED FOR

GRANT BROADCASTING SYSTEM II, INC. AND GRANT MEDIA, INC.

**\$12,800,000
MAY 1996**



SUPERIOR COMMUNICATIONS GROUP, INC.

WDKY-TV, LEXINGTON, KENTUCKY
KOCB-TV, OKLAHOMA CITY, OKLAHOMA

TO

SINCLAIR BROADCAST GROUP, INC.

**\$63,000,000
MAY 1996**



SUBORDINATED DEBT FINANCING AND EQUITY CAPITAL

ARRANGED FOR

DRIVE ENTERTAINMENT, INC.

JUNE 1996



SENIOR DEBT FINANCING

ARRANGED FOR

OUTDOOR EAST, L.P.

**\$30,000,000
JUNE 1996**



FALCON FIRST COMMUNICATIONS, L.P.

CORNELIA, JEFFERSON AND COMMERCE, GEORGIA

TO

**TELEVIEW, INC.
CORNELIA, GEORGIA**

**SOLD
JUNE 1996**



CLEAR-VU CABLE, INC.

SUMMERVILLE AND TRENTON, GEORGIA
DAYTON AND DECATUR, TENNESSEE

TO

**HELICON CORP.
ENGLEWOOD CLIFFS, NEW JERSEY**

**SOLD
JULY 1996**



FIRST CAROLINA CABLE TV, L.P. AND FC NEW ENGLAND LIMITED PARTNERSHIP

SOUTHERN VERMONT AND NEW HAMPSHIRE COMMUNITIES

TO

ADELPHIA COMMUNICATIONS CORPORATION

**SOLD
JULY 1996**



**COMMUNICATIONS
EQUITY
ASSOCIATES**

Expanding in New Media and Entertainment

From financing programming to funding Internet providers, CEA is putting down roots in media-related businesses

CEA has long been involved in investment banking and brokerage for the entertainment industry. Its most notable accomplishments have included the sale of an equity interest in The Family Channel to Tele-Communications Inc., the sale of Action Pay Per View to Black Entertainment Television Inc. and sale of Country Music Television to Gaylord Entertainment Co.

Although entertainment represents a relatively small percentage of its total business, CEA has been

expanding its activity there, as well as in the burgeoning world of new media. "Our group is just beginning to take shape," says Tom Cardy, senior vice president of entertainment and new media at CEA, whose group includes four professionals and a joint venture, CEA/Montgomery Media LLC, which is designed to expand the company's work in new fields such as the Internet.



Tom Cardy, senior vice president, entertainment and new media

One leg of CEA's entertainment effort lies in investment banking and brokerage for TV program producers, film libraries, music companies and other content suppliers. CEA principals have invested in Drive

Entertainment, a Los Angeles-based producer of music programming that includes "The Elephant Show," which ran on Nickelodeon until the end of 1994 and a big band special set to air on PBS this fall. Since becoming a part-owner of Drive, CEA has arranged for an equity investment in Drive by a joint venture of Sanyo Corp. and Verbatim and for Drive's acquisition of the Golden Records Library.

Other transactions have included finding equity partners for producers of "The Reppies," a children's program airing on PBS, and assembling financing for Timespan Communications, a company that owns the Paramount and Pathe newsreel libraries.

An important part of CEA's expanding entertainment and new media practice centers around CEA/Montgomery Media, a niche investment bank formed in April through a joint venture with Santa Monica, Calif.-based consultant Montgomery & Associates. The new company, which began operations in Santa Monica in July, focuses on new media, such as edutainment software and Internet and online services, as well as emerging communications platforms including satellite, cellular, PCS, fiber and cable.

"Our goal is that CEA/Montgomery Media become the leading investment bank in southern California for the whole emerging Internet, digital media and broadband technology area," says Jamie Montgomery, chairman and CEO of Montgomery & Associates and vice chairman of CEA/Montgomery Media. "Our focus will be on mergers and acquisitions, strategic equity [investments coming from strategic investors] and some private placements [of institutional money]."

CONGRATULATIONS, CEA.
ON 25 YEARS
of
**EXCELLENT SERVICE
TO THE
TELEVISION INDUSTRY.**

SBG

SINCLAIR BROADCAST GROUP
2000 WEST 41ST STREET BALTIMORE
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Networking the World

After years of spade work, CEA's international effort is growing rapidly

CEA's international presence has for several years now distinguished it as the lone private investment bank specializing in media that is active virtually around the world. Today, after 15 years of development work, CEA's international effort is expanding rapidly.

In Europe, where CEA operates offices in London, Munich, Prague, Madrid and Dusseldorf, the company is working in a broad array of media, according to Stephan Goetz, executive vice president of international operations. "We're involved in many things, from classical telecommunications to cable to new television channels, cable channels and digital packaging deals," he says. "We're providing strategic

analysis for telecommunications players, radio networks, and Internet services, online service providers and digital TV service providers. We're doing everything from mergers and acquisitions to investment banking and strategic advisory services and brokerage."

Recently, CEA has expanded its presence in publishing, Goetz says. "Most of the German publishing companies are now our clients."

The company has also become increasingly active in publishing and newer media. "Our focus on the convergence between telecom-

munications and media and particularly digital services is very high, probably higher than other companies," he says. "We see the connection because we're involved in so many areas."



Stephan Goetz, executive vice president, international operations

In Latin America, where CEA has been increasingly active over the past two years, it has completed transactions in broadcasting, cable TV, MMDS, programming and paging.

The company is currently working on a dozen mandates for companies in a number of countries, including Mexico, Columbia, Ecuador, Peru, Chile,

Panama, Argentina and Brazil and also has mandates on three Caribbean islands.

In Asia, the focus is primarily on corporate finance and investment banking, says Tracy Nazzaro, man-

Congratulations to our friends at CEA!

PAXSON COMMUNICATIONS

Issues \$14.0 million of cumulative compounding Redeemable Senior Preferred equity
• December 1993 •

PAXSON COMMUNICATIONS

Raises \$150.0 million Senior Revolving Credit Facility from a syndicate led by Banque Paribas
• July 1994 •

PAXSON COMMUNICATIONS

Merges with the American Network Group, Inc.
• November 1994 •

PAXSON COMMUNICATIONS

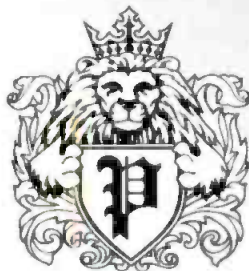
Issues \$33.0 million of Cumulative Compounding Redeemable Junior Preferred Equity with warrants
• December 1994 •

PAXSON COMMUNICATIONS

Issues \$230.0 million of 11% Senior Subordinated Notes Underwritten CIBC Wood Gundy Securities Corp. & Smith Barney Inc.
• September 1995 •

PAXSON COMMUNICATIONS

Raises \$100.0 million Senior Revolving Credit Facility from a syndicate led by Union Bank of California
• December 1995 •



To Rick and the entire CEA team, the staff and management of Paxson Communications wants to thank you for your representation in these transactions. Bill Lisecky, we could not have come this far without you!

Lowell W. Paxson
Lowell "Bud" Paxson

ager of new business development. Because foreign ownership of TV stations and cable systems is restricted in much of Asia, CEA's work thus far has been mainly with programming companies. Amy Chen, managing director of CEA Pacific Rim Inc., heads up the company's efforts in the region.

In India, CEA completed its first major transaction in 1993, when it arranged for News Corp. to invest in Zee TV, the region's most successful Hindi language channel. The company also helped ESPN secure a distribution outlet in India and arranged a joint venture between United Artists and Modi Group for development of multiplex cinemas.

"We have probably been involved in most major media transactions in India recently," says Sarah Combs, managing director of the Indian Ocean Region for CEA. "We are one of the primary players there."



Mark Sena, senior vice president, international services, and Carol O'Connor, managing director, CEA International Ltd. (London)



Currently in India, CEA is working on projects in a number of different fields, including TV program production, satellite data transfer and publishing. The company hopes to have its office in Bombay opened by the end of the year.

CEA's burgeoning international business, which represents about 30 percent of its total activity, is known not only for its valuable contacts all over the world, but for

the quality of its work. "CEA has assembled a first-rate team all over the world," says Jeffrey A. Sine, managing director of Morgan Stanley Media Group. "We see them frequently, in a lot of different geographies and we've worked with them. We find their people to be of very high quality and well-integrated into the local culture."

"There's been explosive growth in media and communications overseas," adds Sine. "CEA got in front of that curve. In the early part of the '90s, when business was slow in the U.S., I'm sure it was somewhat painful to make the investment in capital and human resources that was necessary to expand overseas, but that long-term orientation is paying off for them now."

Congratulations

CEA

From Our

Family

To Yours.



INTERNATIONAL
FAMILY ENTERTAINMENT

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International Family Entertainment Inc.

Merchant Banking's Expanded Role

CEA is capitalizing on a strong investment track record by managing funds and creating development companies

One of the fastest growing sectors of CEA's practice is merchant banking, an effort that is moving forward on three fronts.

First, CEA is creating and managing investment funds, each of which targets privately held media, entertainment, non-infrastructure, or non-wireline, telecommunications companies and new media. "For years, CEA principals have invested, not through CEA but through affiliated companies, in media properties from time to time," explains CEA vice chairman Harold Ewen.

CEA Investment Funds

Baring Communications Equity Ltd. (Europe)
Baring Communications Equity (Asia-Pacific) Fund
Baring Communications Equity (Emerging Europe) Ltd.
Australasia Media and Communications Fund
CEA Capital Partners USA L.P.

"We've had a pretty good track record, so we decided to institutionalize that effort by becoming fund managers for private equity funds."

An independent analysis of the 50 investments CEA professionals have made together over the years,

THINGS ARE NOT WHAT THEY SEEM



take white light for instance ▼
refracted in a pyramid it reveals the
complexities of its spectral nature
▼ the broadcast industry is no
different ▼ seldom is it as simple as
it appears ▼ and as it continues to
evolve, it becomes increasingly
complex ▼ that's why it's important
that you talk to CEA before you make
any strategic decisions concerning
the future of your business ▼ we see
your environment from all of its myriad
angles and we understand just how
they will affect your decisions ▼ we can
shed light on the many different and
creative ways to achieve your goals ▼
if you're thinking about the future of your
company, before you make a move, call
CEA ▼ we'll simplify the intricacies, give
you a fresh angle on the market, and
assure your continued success.



COMMUNICATIONS EQUITY ASSOCIATES

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New York, NY 10152
212.319.1968 Fax 212.319.4293

FINANCE ▲ ACQUISITIONS ▲ MERGERS ▲ DIVESTITURES

TAMPA NEW YORK PHILADELPHIA DENVER LONDON MUNICH PRAGUE HONG KONG KUALA LUMPUR

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28 of which have been realized as of December 1995, found that CEA had an average internal rate of return of better than 93 percent per annum.

CEA's first fund, Baring Communications Equity Ltd., totals \$90 million and targets Europe. CEA manages this fund with Baring Venture Partners, an affiliate of Europe's ING Bank and one of the world's largest international private equity investment groups. It is based in London.

A second fund, Baring Communications Equity Asia-Pacific Fund, will invest in Asian media companies. It has raised \$60 million, including \$25 million from the Tribune Company, and plans to raise another \$100 million by year's end.

Baring Communications Emerging Europe, a third fund, will most likely be based in Prague and will total \$50 million. A fourth, the Australasia Media and Communications Fund, is based in Sydney and half-owned by Gresham Partners, a

Sydney-based investment and merchant banking firm part-owned by Wesfarmers of Perth. This fund has co-investment agreements with CEA's Singapore fund.

CEA's fifth fund will work closer to home, with plans for \$150 million to be invested domestically in all of the media with which CEA works on a fee basis: publishing, broadcast, cable, satellite, outdoor, programming services, post-production companies, music publishing companies and non-wireline telecommunications services such as paging, cellular and PCS. CEA Capital Partners USA L.P. is now in

the fund-raising stages and expects to have its first closing by year's end, according to Don Russell, who heads the fund-raising effort for CEA Capital Partners USA L.P.

Funds planned for launching in 1997 will include one for Latin America and one for the Indian Ocean region, according to CEA chairman Rick Michaels.

The third and newest branch of CEA's merchant banking effort centers on development companies. "These are entrepreneurial companies that seek out or create investments as principals," Michaels explains.

Entrepreneur With a Vision

CEA's founder and chairman builds on a successful company and an interesting life

MARQUEE MEDIA

MANOR OAK 2, SUITE 658
PITTSBURGH, PA 15220

Telephone: (412) 344-2240
Facsimile: (412) 344-3366

August 30, 1996

Mr. William K. Lisecky
Senior Vice President, Broadcasting
CEA, INC.
375 Park Avenue
Suite 3808
New York, NY 10152

Dear Bill:

Rick and I want to take this opportunity to thank you for the results that you achieved for the shareholders of Superior Communications Group, Inc. in our recent sale to Sinclair Broadcast Group.

Although CEA's record of accomplishments in this industry speaks for itself, our choice of CEA was driven by a desire to work with a firm that understands where our business is today and where it is headed tomorrow.

We look forward to seeing you at Interface X in September and hope to be working with you again very soon.

Best regards,

AP

Albert M. Holtz
Chairman and CEO

RJR

Richard J. Roberts
Senior Vice President

Rick Michaels' friends thought he was crazy when he launched his own brokerage firm in late 1973. At the age of 28, with \$2,000 in capital and his wife's high school typewriter, he opened Communications Equity Associates in his apartment in Guttenberg, N.J. "We nearly starved to death," he laughs, admitting he convinced more than one client to advance him consulting fees in those days so he could make ends meet.

Today, with offices in 13 cities around the world, \$12 billion in accumulated transactions and about 100 employees working in fields as varied as mergers and acquisitions and fund management, CEA ranks among the top media investment banking and brokerage firms in the world. Media executives who've worked with the firm cite its creativity, thoroughness, sophisticated deal-making skills and wide network of global contacts, spread across many media, as primary assets.

Although known for the varied skills of its professionals, CEA is even more closely identified with

another of its trademarks: the vision of its founder.

"He's an extremely unusual man in that while being a first-rate businessman, he also has an extremely active imagination and he can postulate things that others don't see," says Herb Granath, president of ABC Cable & International Broadcasting Group. "He envisions things in an extremely graphic way, and that translates into business. Usually one thinks of dreamers and business people as opposites, but Rick is an excellent balance of both."

Barry Baker, CEO of Sinclair Communications and a founding partner in River City Broadcasting, adds: "Rick Michaels is the consummate entrepreneur, who understood where the brokerage business was going, where the investment business opportunities were and where the broadcast, cable and tangential businesses, like programming, were headed. He anticipated the channel capacity crunch long before things ever got tight and made innovative deals for people trying to get channels on the air. He also used a very healthy

a VISION & FOCUS



• CEA Domestic Transactions

At CEA, we are known for our vision. We have been proactively entering emerging areas in the media industry before they were trends, identified opportunities, and formed relationships all over the world. While we continue to stay one step ahead - exploring areas, both strategically and geographically where we see potential, we maintain a strong focus on the domestic cable industry. CEA has a network of ten offices of experienced professionals worldwide, including experts dedicated exclusively to brokerage and investment banking for the US cable market. For over twenty years, we've put together deals and made them happen in 48 states. CEA. Focused on the domestic cable industry, with an eye on the future.



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travel schedule to build up contacts all over the world."

A native Floridian who also lived in Jamaica for a time while growing up, Michaels worked his way through college selling Bibles and dictionaries door to door. He earned his undergraduate degree at Tulane University and later studied at the Annenberg School of Communications and the London School of Economics. While studying in London, he became one of the early players in Britain's emerging private radio industry by working for a time as a disc jockey.

Michaels entered the cable industry in 1969, when as one of the first employees of Times Mirror Cable, he competed for local franchises. Later, he joined investment bank Cable Funding, where he became convinced the budding cable industry could use more financial help, particularly in the area of assembling financing for acquisitions and

expansion.

By 1973, when Michaels formed his own company, he had begun to develop many of the solid relationships with cable pioneers and executives at larger companies, including Tele-Communications Inc. and Storer Cable, that would later give him a reputation as one of television's most well-connected insiders.

In the early 1980s, Michaels expanded his list of contacts to include relationships with media and programming players in Europe, Asia, Latin America and elsewhere and has continued to build on that network. "Rick Michaels is one of the most plugged-in guys in the U.S. cable industry and in telecommunications throughout the world, says NBC Cable president Tom Rogers."

Known for his hard work and



Rick Michaels

unbelievably high energy level, Michaels travels at least 250 days a year, almost always with killer itineraries.

An avid fox hunter who became involved in the sport as a way of spending more time with his daughter, Michaels is writing his second novel, having finished one centered on the horse racing industry.

*We salute our friends
at CEA!*

Disney/ABC International Television

Cablevision Systems plans to repay ITT Corp. with cash and a half ownership of SportsChannel toward its \$250 million loan from ITT. The two companies jointly purchased MSG in 1995.

Cablevision reportedly will make most of the payment in cash, with the 50% SportsChannel stake valued at under \$100 million.

Such a deal could allow MSG or its WBIS-TV to carry SportsChannel's New York Mets, New Jersey Nets and Devils and New York Islanders games. WBIS-TV is the former WNYC-TV New York, bought by ITT and Dow Jones for \$207 million last December with the plan of turning it into a sports and business news cable channel.

MSG assets include the MSG arena and New York Knicks and Rangers

sports teams. MSG Network also owns TV rights to New York Yankees, Knicks and Rangers games.

Officials at Cablevision Systems, ITT and MSG would not comment.

Cablevision also faces losing sports programming for SportsChannel/PRISM in Philadelphia. Last spring, Comcast Corp. purchased the Philadelphia 76ers and Flyers teams and arenas as part of its plans to launch a regional cable sports network by 1997.

SportsChannel Philadelphia's contract with the Flyers has expired. Talks between Comcast, Cablevision and the Flyers are still going on for TV rights to the 1996-97 Flyers season, which begins Oct. 8.

Fox, meanwhile, continues to build on its TV sports empire.

■ Last month Fox/Liberty Sports made a bid for Westinghouse-owned Home Team Sports (HTS), the regional cable sports channel that serves Baltimore-Washington. When the bid was rejected, Fox bid for the rights to cover the three sports franchises that compose the backbone of HTS's programming: Washington Bullets basketball, Washington Capitals hockey and Baltimore Orioles baseball.

■ As part of TCI's Viacom cable system acquisition, Liberty will get to increase its stake in Prime Sports West from 60% to 100%.

■ The Time Warner/Turner merger will give Liberty rights to acquire TBS's 44% of SportsSouth and Time Warner's interest in The Sunshine Network sports network. ■

AlphaStar cuts price, seeks partner

Sprint, US West said to be eying DBS company

By Jim McConville

Responding to recent DBS price cuts, AlphaStar Television has reduced its satellite hardware price \$300 and will offer a \$60 discount on its DBS programming packages.

At the same time, AlphaStar's Canadian parent company, Tee-Comm Electronics, apparently has stepped up efforts to court a strategic partner with deep pockets to help fund AlphaStar's U.S. market introduction.

Published reports last week said Tee-Comm is talking with Excel Communications about a possible investment or buyout. Other telcos on Tee-Comm's suitor list reportedly include U.S. telco giants Sprint and US West.

"The rumor mill is stronger than it has been. There are certainly a lot of people who think that a deal is imminent," says Vince Valentini, analyst for Midland Walwyn.

Valentini says Tee-Comm is in a better position to shop itself now that AlphaStar has launched. "They have a lot more to sell because they've got the AlphaStar system working and they can prove it."

Signing a strategic partner, Valentini says, becomes a high priority now that Tee-Comm plans to subsidize selling AlphaStar hardware just above

cost. AlphaStar will sell DBS hardware for \$269-\$299 to dealers, who will then set the retail price.

"The price war that's going on in the industry makes it imperative that you have a strong balance sheet so you can finance subscriber acquisitions," Valentini says.

For its second quarter ended June 30, Tee-Comm reported that its revenue fell from \$9.17 million to \$4.3 million, while its net loss increased from \$922,000 to \$3.3 million.

UBS Securities last week reduced its 1996 earning estimates for AlphaStar from a loss of \$0.60 per share to \$1.10 per share, citing "intensifying competitive pressures" coming from recent DBS price cuts.

AlphaStar last week cut the price of its Star Trak 1000 brand 30-inch DBS satellite receiver—finally launched in July after technical delays—from \$699 to \$399, still \$200 higher than the special price promotions being offered by EchoStar, DIRECTV and USSB.

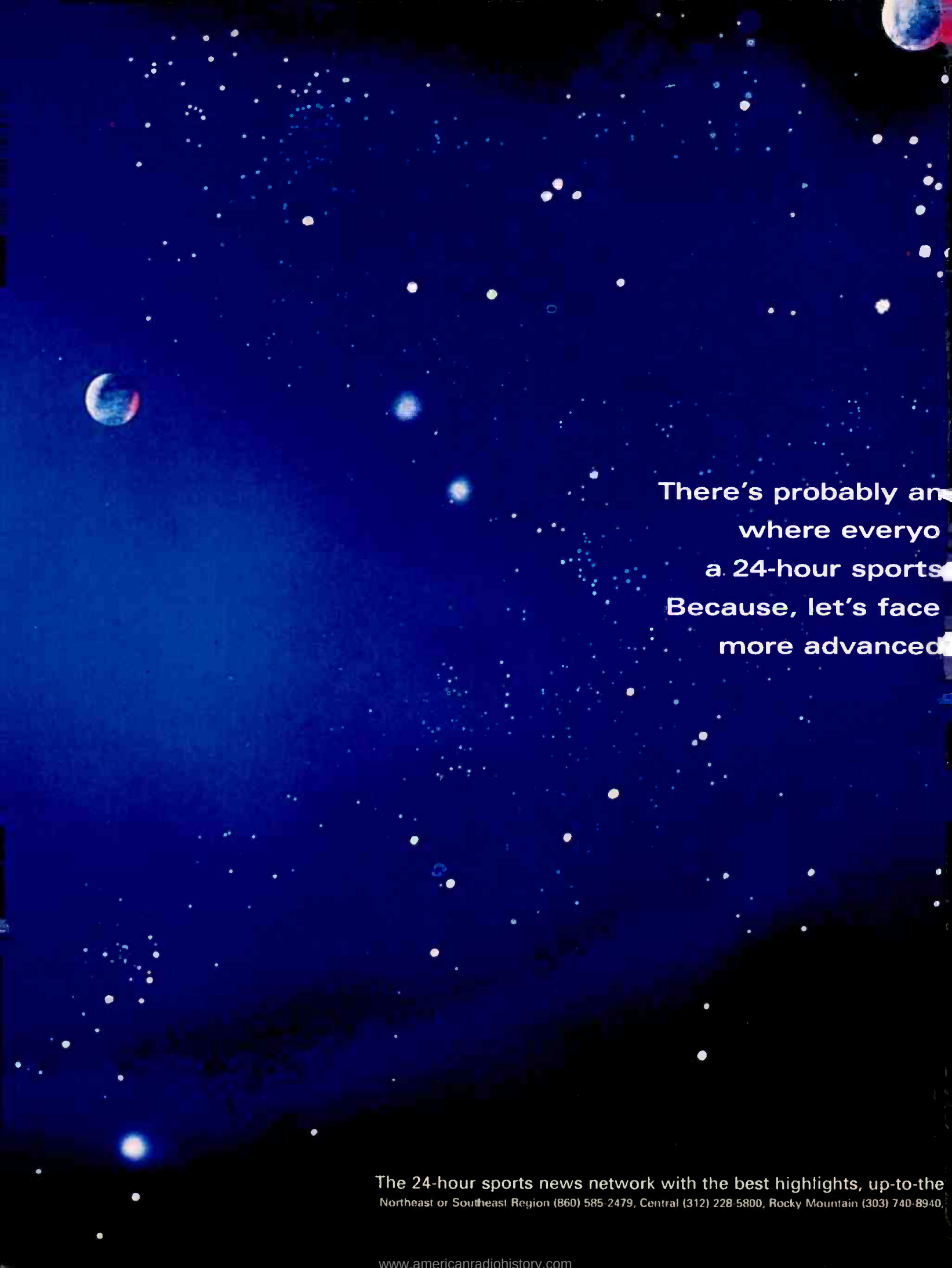
AlphaStar also will offer a \$60 discount, or \$5 a month, off each of its DBS programming packages.



Tee-Comm Chairman Al Bahnman says that unlike other DBS price promotions, AlphaStar's offer doesn't force consumers to sign for a year of programming. "We are not just joining a price war—there are no gimmicks, no conditions that limit choice in this package," he says.

AlphaStar will be selling its DBS system without partner Amway Distributors, which terminated its distribution contract after numerous product shipment delays.

Stuart Jacob, AlphaStar vice president of marketing, says the company is shipping approximately 8,000 satellite units a week to TVRO dealers and estimates that it will have 125,000 units to market by year's end. ■



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Jones getting out of limited partnerships

It's selling interests in systems with 853,000 subs

By Price Colman

Jones Intercable Inc. hopes to liquidate its 24 remaining managed limited partnerships during the next two years as it seeks to increase shareholder value and change the complexion of the company. The key question is what Jones will look like when the liquidations are over. Signs are that it will be a markedly smaller, though more focused, company. Those managed limited partnerships account for 853,000 subs, or roughly 61% of the total, while the wholly owned portion represents 576,000 customers.

"We'd like to be able to move on with our lives and not be a general partner...and also be in areas where we want to be for the rest of the time," said Kevin

Coyle, head of Jones's financial operations, at the company's annual meeting.

Analysts are cautiously positive about the liquidation strategy. "I like their direction," says Ted Henderson of JANCO Partners in Denver. "I think it's important that they make it a little more easily understandable.... The performance of the stock indicates it is a tough company to evaluate, with a lot of off-balance sheet assets."

Technologically, Jones is focusing on offering local telephone service and Internet access as well as core video services. Geographically, the company has targeted clusters in Virginia and Maryland, and in the Augusta/Savannah, Ga., area. Jones, the eighth-largest cable MSO, already has embarked on the makeover, liquidating managed limited

partnerships representing roughly 228,000 subscribers. It also has put its suburban Chicago systems, with some 204,000 subs, up for sale and recently committed to sell or trade its Denver metro-area systems (about 45,000 subs) to Tele-Communications Inc. With the exception of systems encompassing about 26,500 subs around Denver, all are managed limited partnerships.

Although Coyle says the company is in an acquisitive mode and has about \$500 million in credit available for purchases, it also has more than \$500 million in long-term debt. Jones enjoys certain advantages in cashing out of the limited partnerships. First, even though the subscriber base could fall well below 1 million, revenue actually could grow because as sole owner of the systems, all the money flows to Jones. Moreover, if Jones wants to buy out the limited partnerships in markets it considers important—Albuquerque, N.M.; Independence, Mo.; Broward County, Fla., and Palmdale/Lancaster, Calif., among them—it probably will pay discounted prices.

But the company faces two major challenges, namely its status and stock price. Jones may rank as number nine on the MSO food chain, but it's considerably smaller than the biggest players and, given its current strategy, not likely to get bigger. "Without a joint venture or an alliance with a major domestic telecommunications player, it appears to be next to impossible for Jones to become a major participant in the telecommunications environment that's developing," says Chuck Kersch, of Neidiger Tucker Bruner, a Denver brokerage.

The stock price may represent a bigger hurdle. In selling a 30% ownership in Jones to Bell Canada, Glenn Jones engineered a deal that increasingly looks good for him but less positive for public shareholders and Bell Canada. First, when Bell Canada increased its stake in Jones to 30%, it paid a whopping \$27.50 a share for 7.414 million shares of Intercable Class A. As part of the deal, Glenn Jones received \$50 million for the option, prompting widespread shareholder grumbling.

The company's 6.5:1 debt-to-cash flow ratio, an uphill struggle in the competitive telecommunications arena's downward pressure on cable-sector stocks in general, suggests that it will take more than a liquidation strategy to get the stock price up. ■



Helping hands from Nickelodeon

Nickelodeon is looking to top last year's record 5 million pledges as its third annual Big-Help-a-Thon gets under way this Sunday (Sept. 29).

The network each year holds the eight-hour event on-air to encourage kids to pledge their time as volunteers in their communities.

Big-Help-a-Thon promos featuring Rosie O'Donnell and Whoopi Goldberg will air the night before the event during Nickelodeon's Saturday night SNICK block.

TCI signs infomercial deal with Guthy-Renker

Operators hope to beat cable networks to the punch by negotiating deals of their own with infomercial providers

By Michael Katz

TCI has been on a shopping spree lately, striking deals with infomercial companies to get a share of the revenue cable networks earn from showing infomercials to fill out their programming schedules.

"We have created these agreements for the purpose of replacing overnight infomercial blocks on the networks with this other programming," says TCI spokesperson LaRae Marsik.

The nation's largest MSO last week signed a five-year affiliation agreement with infomercial company Guthy-Renker's GRTV Network. Beginning this fall, GRTV Network programming will be carried by TCI to four million subscribers, and possibly 10 million during 1997.

Irritated by paying affiliate fees to networks that program blocks of infomercials without sharing the bounty, the move illustrates a trend of cable operators looking to beat networks to the punch by making deals of their own with infomercial providers.

"What we hear from the cable operators is that they're sick and tired of spending money for programming of a particular genre and getting infomercials," says Michael Wex, president of Guthy-Renker. "We understand the desire of the cable operator to want a piece of the revenues."

Wex says that Guthy-Renker alone spends approximately \$50 million a year purchasing time on cable networks, and is eager to make deals with cable operators because they are more affordable. "The cost of time on the networks have gone up exponentially over the last five years," he says.

In the seven months since it was created, GRTV Network has signed similar agreements with Time Warner and Continental Cablevision, the second- and third-largest cable operators

"What we hear from the cable operators is that they're sick and tired of spending money for programming of a particular genre and getting infomercials."

***Michael Wex, president,
Guthy Renker***

respectively.

Earlier this month, TCI made deals with home shopping services Shop at Home and ValueVision to preempt infomercial time on The Nashville Network and other channels. Each of

the services will pay TCI for a minimum of six hours of programming time nightly to no fewer than 4 million subscribers by November, with plans to grow to as many as 10 million within the first year.

Cable MSOs Jones Inter-cable, Cox Communications, and Adelphia Communications, have also attempted to divert the infomercial revenue their way by jointly establishing the Product Information Network, a 24-hour-a-day infomercial network.

Guthy-Renker, one of the world's largest infomercial providers, is responsible for infomercials selling the Power Rider, Tony Robbins' motivational tapes, and Victoria Principal's cosmetics line. ■

Canada boasts world's biggest MMDS system

Will provide service to potential base of one million-plus subscribers

By Noel Meyer,
special correspondent

What is being billed as the world's largest and first digital MMDS (wireless) cable system will launch in Manitoba, Canada, next month, when privately owned Craig Broadcast Systems rolls out wholly owned subsidiary SkyCable Inc.

SkyCable was the first Canadian company to receive a wireless license from the Canadian Radio-Television and Telecommunications Commission last December.

When the system is completed next year, it will cover more than a half-million square kilometers and provide service to a potential subscription base of slightly over 1 million. Its service area will stretch from the borders of Ontario and Saskatchewan and south of the 52nd parallel to the U.S. border. Because it is flat, Manitoba is ideal territory for wireless cable.

The system has been up and running for a month. "We are broadcasting 35 channels right now and have the capacity to go to 150," says Sky-

Cable Vice President Miles Craig. One master antenna and one repeat transmitter already have been built. Plans call for an additional master antenna and six more repeaters. Each transmitter can broadcast in a 100-kilometer—65-mile—radius.

The addressable system was designed and built by Winnipeg-based Broadband Networks Inc. (BNI) and will be able to offer interactive services and Internet access. BNI also has built LMDS systems for such customers as Nippon Telephone and Telegraph in Japan and China.

***"We are
broadcasting
35 channels
right now and
have the
capacity to
go to 150."***

Miles Craig,

SkyCable vice president

SkyCable officials now decline to release channel pricing or installation costs, but shortly after the company's license was awarded last year, owner Stewart Craig said that SkyCable's initial target market would comprise the 50,000 rural Manitobans without cable—after which it planned to go head to head with cable.

Under its original business plan, SkyCable intended to invest C\$26 million to build and launch the system, which would have required 30,000 subs to be profitable. Subscribers were to pay a C\$100 installation charge and C\$200 refundable equipment deposit. Subscription prices initially were pegged at \$18.95 for a 20-channel basic tier, with three advanced tiers ranging in price from \$6 to \$8.95. ■

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 9–Sept. 15, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	Hhs. (000)	Fig.	Share
1. NFL/Tampa Bay @ Denver	TNT	Sun	7:58p	6,120	8.9	13.9
2. Rugrats	NICK	Sun	10:00a	2,684	3.9	12.0
3. Rugrats	NICK	Thurs	7:30p	2,517	3.7	6.9
3. World Champ. Wrestling	TNT	Mon	9:00p	2,550	3.7	5.5
3. World Champ. Wrestling	TNT	Mon	8:00p	2,669	3.7	6.2
6. NASCAR/MBNA 500	TNN	Sun	12:00p	2,363	3.5	8.2
7. My Brother and Me	NICK	Sun	7:00p	2,323	3.4	6.0
7. NFL Primetime	ESPN	Sun	7:00p	2,352	3.4	6.0
9. AAAHH!!! Real Monsters	NICK	Sun	10:30a	2,211	3.3	10.0
9. Secret World of Alex Mack	NICK	Sat	8:00p	2,251	3.3	6.5
9. Rugrats	NICK	Tues	7:30p	2,278	3.3	6.2
9. Movie: "I Know My Name Is Steven 2"	LIFE	Sun	5:00p	2,201	3.3	6.6
13. My Brother and Me	NICK	Sat	12:30p	2,159	3.2	10.2
13. Happy Days Marathon	NICK	Tues	10:00p	2,162	3.2	5.0
15. Tiny Toons Marathon	NICK	Sat	9:30a	2,137	3.1	10.8
15. Rugrats	NICK	Fri	7:30p	2,108	3.1	6.1
15. Rugrats	NICK	Mon	7:30p	2,134	3.1	5.4
18. Tiny Toons Marathon	NICK	Sat	10:00a	2,040	3.0	10.0
18. Rugrats	NICK	Sat	8:30a	2,017	3.0	11.2
18. Rugrats	NICK	Wed	7:30p	2,030	3.0	5.6
18. Are You Afraid of the Dark?	NICK	Wed	5:00p	2,033	3.0	7.8
22. Are You Afraid of the Dark?	NICK	Sun	7:30p	1,946	2.9	4.8
22. Looney Toons	NICK	Sun	9:00a	1,986	2.9	9.6
22. Salute Your Shorts	NICK	Sat	12:00p	1,947	2.9	9.5
22. Happy Days Marathon	NICK	Fri	10:30p	1,969	2.9	5.3
22. Happy Days Marathon	NICK	Thurs	9:30p	1,966	2.9	4.5
22. Clarissa Explains It All	NICK	Wed	6:00p	1,970	2.9	6.3
22. Happy Days Marathon	NICK	Tues	9:30p	1,960	2.9	4.4
22. CFA/Miami @ Rutgers	ESPN	Thurs	7:57p	1,987	2.9	4.8
30. Adventures of Pete & Pete	NICK	Sun	6:30p	1,891	2.8	5.1
30. Rugrats	NICK	Sat	7:30p	1,898	2.8	5.8
30. Tiny Toons Marathon	NICK	Sat	10:30a	1,892	2.8	9.4
30. Happy Days Marathon	NICK	Fri	10:00p	1,895	2.8	4.9
30. Doug	NICK	Thurs	7:00p	1,914	2.8	5.5
30. Rocko's Modern Life	NICK	Thurs	5:30p	1,911	2.8	6.7
30. Are You Afraid of the Dark?	NICK	Thurs	5:00p	1,884	2.8	7.1
30. Happy Days Marathon	NICK	Tues	10:30p	1,891	2.8	4.8
30. Happy Days Marathon	NICK	Tues	9:00p	1,910	2.8	4.3
30. Doug	NICK	Tues	7:00p	1,924	2.8	5.6
30. Are You Afraid of the Dark?	NICK	Tues	5:00p	1,919	2.8	7.2
30. Movie: "Infidelity"	LIFE	Tues	9:00p	1,857	2.8	4.4
42. Clarissa Explains It All	NICK	Sun	6:00p	1,835	2.7	5.2
42. All That	NICK	Sat	9:00p	1,832	2.7	4.8
42. Doug	NICK	Sat	6:00p	1,823	2.7	6.2
42. Tiny Toons Marathon	NICK	Sat	9:00a	1,837	2.7	9.7
42. Rocko's Modern Life	NICK	Wed	5:30p	1,850	2.7	6.6
42. Happy Days Marathon	NICK	Tues	8:00p	1,804	2.7	4.6
42. Tiny Toons Marathon	NICK	Tues	6:30p	1,825	2.7	5.5
42. Doug	NICK	Mon	7:00p	1,846	2.7	5.0
42. Are You Afraid of the Dark?	NICK	Mon	5:00p	1,829	2.7	6.8

Sources: Nielsen Media Research, Turner Research

HEAD ENDINGS

CNNI designates four bureaus

CNNI, the cable sports network from CNN and *Sports Illustrated* scheduled to launch in December, will open sports news bureaus in four locations: Chicago, New York, Los Angeles and Dallas. Bureaus, staffed by a reporter and producer, will augment CNN's existing national news coverage.

ESPN2 to offer racing replays

ESPN2 will air replay highlights of the 1996 racing car season on weekday afternoons starting Oct. 2 at 4 with encore presentations of Formula One, IndyCar and NASCAR Winston Cup telecasts. The series will lead off with the 16 Formula One telecasts, starting with the season-opening Grand Prix of Australia.

National Wireless sells cable unit

National Wireless Holdings Inc. will sell its south Florida cable television unit to BellSouth Corp. for \$48 million in stock. The sale includes all National Wireless cable TV assets in the Miami area. National Wireless will concentrate instead on its satellite venture, which provides a way for doctors to electronically transmit health care claims to insurance companies.

Cablevision appointment

Cablevision Systems Corp. has appointed Margaret Albergo to senior vice president of planning and performance. Albergo, previously senior vice president of operations for Cablevision subsidiary Rainbow Programming, will report to Cablevision CEO James L. Dolan. In her newly created role, Albergo will be responsible for developing and coordinating Cablevision's internal planning.

BET buys back stock

Black Entertainment Television (BET) has purchased 6,600 shares of its common stock on the open market at prices ranging between \$24.38 and \$25.75 per share. The purchases, made from July 16 to Aug. 21, are part of BET's previously disclosed plan to periodically repurchase stock as authorized by its board of directors. Repurchased shares will become treasury shares and used for general

corporate purposes, including stock options and employee incentive plans.

Cable fund-raiser

The National Academy of Cable Programming, in cooperation with Lifetime Television for Women, announced that the non-televized CableACE Awards, to be presented Nov. 15 at the Ebell Club of Los Angeles, will serve as a fund-raiser for the National Alliance of Breast Cancer Organizations.

Fox Sports will carry 40 Nuggets games

Prime Sports Rocky Mountain (soon to be renamed Fox Sports Rocky Mountain as part of the Fox/Liberty Sports Network) will carry 40 regular-season Denver Nugget games during the 1996-97 NBA season, the most Nuggets games carried to date by the network. Coverage begins Nov. 3 with the Nuggets vs. the San Antonio Spurs.

Cable operators will highlight week without violence

Cable operators throughout the country are participating in USA Networks' YWCA Week Without Violence, to be held Oct. 6-12. Post-Newsweek Cable of Texarkana, Tex., will co-host an event with its local YWCA to paint over downtown

neighborhood graffiti. Cablevision of Kauai, Hawaii, will air USA's original antiviolence show *Erase the Hate* throughout the week.

Worldwide weather

Landmark Communications subsidiary The Weather Channel has acquired a 50% equity and 29.9% voting interest in Pelmorex, a Mississauga, Ontario-based company that operates two Canadian weather channels and has investments in overseas services La Chaine Meteo (France), The Weather Network (UK) and soon-to-be-launched The Weather Network Italy. TWC owns weather programming services in the UK, Scandinavia and the Benelux and has investments in a German-language weather network serving Germany, Austria and Switzerland. TWC also will launch a Latin American service on Oct. 1. An earlier attempt by United Video Satellite Group to invest in Pelmorex has been terminated.

HSN, BET make it official

Home Shopping Network and Black Entertainment Television (BET) have confirmed plans to dissolve a two-year-old joint venture that included a weekly shopping show on BET and plans for a possible 24-hour network ("Closed Circuit," Sept. 2). BET Shop will continue to air Saturdays until the end of the year. —JM, RB

TVFN dishes up new shows

TV Food Network plans to roll out a variety of new series and specials later this month and is cooking up some ancillary businesses designed to broaden the three-year-old network's consumer brand identity.

New shows debuting in the weeks ahead include *Bakers' Dozen*, featuring 13 top chefs from around the country, and a series on produce called *Pick of the Day*. *Bakers' Dozen* debuts Sept. 30 at 10 a.m. ET; *Pick of the Day* premieres Oct. 15 at 11 a.m. TV Food Network on Sept. 30 at 7 p.m. also will expand its live call-in show, *Cooking Live*, to an hour. Prime time specials appearing on the network in October include *Gourmet Getaways with Robin Leach*, *Edible Roots with Martin Yan* and *Louisiana Real and Rustic*.

Ancillary businesses in the works include a catalogue and a newsletter tied to the network as well as books featuring the TV Food Network brand, according to Erica Gruen, president. —RB



DTH gives cable run for PPV money

Cable told to take risks

By Jim McConville

Direct-to-home (DTH) satellite delivery has given the pay-per-view movie business a revenue boost the past two years, while cable operators continue to treat PPV as a forgotten second cousin, says one major Hollywood studio executive.

"The history of cable pay per view has been that everything else has had priority over PPV," says Ed Bleier, president of Domestic Pay TV, Cable & Network Features, Warner Bros., a longtime PPV critic. "PPV has been every cable operator's last priority—it's languished until DTH."

DTH, now with only about 5 million subscribers, will account for 30% of Time Warner's PPV revenue for 1996, more than double its share for 1995. "DTH has been PPV heaven," Bleier says.

Cable, meanwhile, with an estimated 67.5 million subscribers, will account for only a little over 37% of Time Warner's 1996 PPV revenue. And

that's compared with a little over 50% for 1995.

The main culprit in the dramatic decline in cable PPV usage, says Bleier: outdated technology that limits movie title selection and makes ordering more complicated than need be.

The good news: Cable operators are now playing catch-up, installing new digital systems that expand PPV capacity. "That's why TCI is putting in digital boxes and everybody is preparing for a digital rollout with a near-video-on-demand schedule," Bleier says.

To get there, cable systems will need to use near-video-on-demand schedules that provide movies on the half-hour, and install systems that let subscribers order by TV remote control rather than telephone.

Besides upgrading technology,

"There's not one movie market that gets its product purely on consignment except PPV. That's got to come to an end."

**Ed Bleier,
president of Domestic Pay TV**

Bleier says, cable operators must take more financial risk getting PPV product from the studios. Cable operators typically get PPV

movies without conditions or strings attached.

Operators have to get out of the habit of expecting to get movie titles purely on consignment with no obligation to deliver even minimum PPV amounts, he says. "There's not one movie market that gets its product purely on consignment except PPV. That's got to come to an end."

New terms, Bleier says, may include a minimum guaranteed number of viewers or shelf space. "If we're going to send you the product without charging, reassure us that it will at least be exhibited a number of times that's satisfactory to us." ■

Wrestling mania on USA

Plans two new shows

By Rich Brown

USA is adding not one but two new shows designed to cash in on the growing popularity of professional wrestling.

Building on the success of its two existing shows on USA—*Monday Night Raw* and Saturday morning's *Mania*—the World Wrestling Federation is producing two additional weekend shows for the cable network. The WWF also has just introduced *WWF Blast Off*, a new magazine-style series on superstation WGN-TV, as first reported in *BROADCASTING & CABLE*



(Sept. 2).

Meanwhile, rumors are circulating that Turner Broadcasting-owned WWF rival World Championship Wrestling is preparing a spin-off series of its own. TNT's popular *WCW Monday Nitro* is scheduled to

hand over tonight's show to a group of bad-guy wrestlers who call themselves the "New World Order," fueling speculation that the network could be planning a separate series starring high-profile wrestler *Hulk Hogan*.

USA's new Saturday morning WWF show, *WWF Live Wire* (10 ET), will allow the TV audience to interact with wrestling personalities by phone, fax and e-mail. The other new addition to the USA schedule, *WWF Superstars* (Sunday, 11 a.m.), is moving to the cable network after a 10-year run in syndication. ■

Telepiu takes checkered flag

Italy's pay-TV service, Telepiu, owned by pay-TV group NetHold, Germany's Kirch Group and Italy's Fininvest, has acquired 10-year exclusive pay-TV and pay-per-view rights to the FIA Formula One World Championship beginning in 1997, with an option to renew for an additional five years. Formula One racing will be carried on PPV service TelepiuCalcio, which launched Sept. 7 on digital satellite platform DStv.

Like Kirch's DSF Plus in Germany, Telepiu will carry Formula One on five channels, giving viewers different perspectives on the race.

Slovakian TV

Central European broadcast investor Central European Media Enterprises launched its latest broadcast venture, Slovakia's TV Markiza, on Aug. 31. Markiza is CME's largest investment to date; the company invested \$33 million for a 49% voting interest and an 80% financial interest in the Slovak Television Com-



pany, the holding company for TV Markiza. The remaining 51% voting stake is held by Markiza Slovakia, owned by the two Slovak entrepreneurs who contributed the broadcast license. CME will have spent \$200 million in Central Europe by the end of this year.

Spanish DTH

Mexican media giant Televisa has confirmed that it is in advanced discussions with Spanish public broadcaster Television Española about launching a digital DTH platform in Spain. The agreement would encompass developing "signals, programming and services" for other markets such as Latin America. Other alliances could be in the pipeline. The two parties say they are negotiating with potential partners, possibly including commercial broadcaster Antena 3, Spanish telco Telefonica or Televisa's partners in Sky Latin America: News Corp., TCI International and Brazil's Globo. Canal+ España links with DIRECTV International for DTH.

—By Debra Johnson

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Week®

Internet Access

Continental Cablevision intros 'Net Highway

Branded service expected to reach 650,000 subscribers

By Richard Tedesco

Continental Cablevision becomes the second major MSO to launch a high-speed Internet-access service, as it launches its Highway 1 service in the Jacksonville, Fla., and Boston areas this week.

Continental expects to put the national branded service before more than 650,000 subscribers there as well as in greater New England and the Detroit, Chicago and Los Angeles metro areas by year's end. Technical tests have been under way in Detroit.

Highway 1 will be a tiered route of access in Jacksonville with three levels of service: unlimited Internet access via General Instrument hybrid Surfboard cable modems at \$34.95 monthly for existing Continental sub-

scribers; \$44.95 monthly for non-cable subs, and dial-up service for \$17.95 per month. Cable modem service also carries a \$99.95 installation charge. Some 2,000 customers will be hooked up by the end of October.

In the Boston area, service will be available to Continental subscribers via LANcity modems in Needham, Wellesley and Newton, Mass., for \$49.95 monthly, with non-subs paying \$59.95 and all installations for \$99.95.

Continental's prime selling point is, of course, the accelerated downstream transmission speeds: a maximum 27 mbps with GI's Surfboard, which uses a telephone return path, and 10 mbps with the LANcity boxes Continental

had been using for its Boston-area trial in 220 households. (It's claiming a 70% subscription rate among those trial participants.)

But Continental also hopes to sell subs on its customized content, including a version of Netscape's Navigator 3.0 browser featuring opening pages intended to ease 'Net navigation, and localized news and weather information along with other programming features to be cached or developed in joint ventures, according to Will Richmond, Continental's vice president, business development.

Richmond sees Continental's initial target audience as "power users" who aim to

increase their online productivity with greater access speeds. But Continental expects to expand Highway 1's appeal in short order. "Over time, as we bring the monthly price of service down, we'll be addressing a broader market of individuals," Richmond says. "These markets move extremely fast, and Continental is ready to move with them."

Continental's sense of the potential market is indicated by its 50,000-unit order in place for LANcity modems and the 10,000-unit order it made for GI boxes. **TMW**

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The Ultimate Internet Access

Continental Cablevision

Continental Cablevision offers high-speed Internet access on Highway.

Getting the Gist

The Gist, an online guide to TV viewing, recently debuted with recommendations for the top dozen shows each day. Gist Communications created the site (www.theGIST.com) with technology acquired from TV1, as a free interactive service that enables users to create a personalized viewing guide, listen to sound clips from TV celebrities or get the skinny on the latest TV news magazine exposé. Private German bank Neptune GmbH is backing the multimillion-dollar venture.—RT

Online Services

Progressive debuts RealAudio 3.0

By Richard Tedesco

Progressive Networks last week introduced the latest version of its RealAudio product.

RealAudio 3.0 significantly improves online audio quality, permitting stereo sound to be delivered via 28.8 kbps modems and near-CD-quality sound over ISDN and LAN bandwidths.

Meanwhile, the Canadian Broadcasting Corp. was poised to launch 24-hour service on



the technology as soon as it was available. The CBC plans to present all of its news network and stereo network content on the Inter-

its Web site by month's end, and start-up service FedNet was ready to roll out wall-to-wall congressional-floor coverage.

The CBS Radio, NBC and ABC sites added RealAudio last week, along with music Internet sites, and several record company Web sites also incorporated

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Wednesday 9/25/96

TEST FEED: 1:15 pm Eastern

LIVE FEED: 1:30-3:30 pm

SATELLITE: Ku Band S3S6

TRANSPONDER: 11

FREQUENCY: 11.970

re-feed

Friday 9/27/96

TEST FEED: 6:45 am Eastern

LIVE FEED: 7:00-9:00 am

SATELLITE: C Band Galaxy 9

TRANSPONDER: 1

FREQUENCY: 3720

during transmission

Call our 800 number with your questions and comments and interact live with our panelists

in advance

We welcome advance questions via e-mail questions@natpe.org

NATPE
EDUCATIONAL FOUNDATION
<http://www.natpe.org>



Sony Music works with RealAudio.

net (www.radio.cbc.ca) later this month, according to Robert Kerr, CBC manager of radio technoworks.

The CBC will add enter-

tainment services to its existing stereo service, which carries jazz and classical music shows in addition to information programming. "All along we've been concerned about quality, particularly with our stereo programming, and this 3.0 is a real enhancement in sound quality," Kerr says.

FedNet was struggling to overcome technical glitches at midweek as it moved toward launching complete coverage of congressional-floor activity over its Web site (www.fednet.net) as well as coverage of congressional hearings and press conferences. "It should be launching

any second, actually," said Keith Carney, president of FedNet, which will archive all of its content for random access.

AudioNet, SonicNet and ENSO/Muzak also incorpo-

rated the latest RealAudio release along with Sony Music/Epic & Columbia Records (www.sony.com), Capital Records, Warner/Reprise Records, BMG Entertainment and PolyGram.

TMW

PointCast debuts latest 'Net news service

PointCast Inc. recast its Internet news service last week, issuing PointCast Network 1.1.

PointCast users will automatically receive this latest generation within the next two weeks, featuring 50% text compression and selectable channels to reduce download times.

Later this fall, PointCast will start featuring several news channels, including CNN, The New York Times, the Minneapolis Star Tribune, the San Jose Mercury News, the Miami Herald, the Philadelphia Inquirer and Philadelphia Daily News and The Tampa Tribune. Users also will be able to access six new international weather maps and weather reports from 115 international cities.

CMP TechWeb's TechWire, a compendium of news from CMP Publications' computer magazines, also will be available to PointCast viewers.—RT

Interactive

NBC puts Intericast in NFL, 'Dateline' plans

By Richard Tedesco

NBC is putting the Intericast into its NFL playbook and supplementing *Dateline NBC* content with interactive PC technology as well.

Quarterly analyses of stats and historical facts for one nationally telecast contest each week will be available via PC. While watching live game action in an on-screen window, viewers also will be able to access highlights from previous games, player profiles and other back-

ground information being developed by NFL Interactive and NBC Sports.

Next month, *Dateline* telecasts will be accompanied by Intericast content that will include related program content, stats and background information relevant to each show's primary piece. Data is transmitted direct to PC via the vertical blanking interval.

"There's hunger out there for more. People [accustomed] to working on a PC want more information," says Bob

Myers, senior vice president, NBC Interactive Media.

NBC previously had announced plans to provide background information about characters, official reports and fictional personnel files for its *Homicide: Life on the Street* cop drama via Intericast when it premiered last week.

Add-on boards enabling the Intericast technology are being produced by Hauppauge Computer Works, with computer makers beginning to incorporate them. TMW

Brands must stand out in information age

The massive amount of information released in this era of expanded media sometimes makes the individual content provider seem less important, an entertainment executive told a Washington conference on technology last week, but it actually makes branded content more valuable.

Sometimes, said Danny Hillis, vice president, research and development, Walt Disney Imagineering, "more information is worth less. There's too much; you can't swallow it all. Content providers that will be successful will be the ones that make the content mean something."

Disney, Hillis told the *Wall Street Journal* Executive Conference on Business Technology, has long banked on its branded association with family entertainment. Obviously, he said, the Internet gives unprecedented opportunity to disseminate information.

"If anybody can be a publisher, everybody is a publisher," Hillis said, adding that, like public-access TV, "it's junk." Pointing to fellow panelist and jazz musician Herbie Hancock, Hillis noted that he could record an album himself and offer it over the Internet. "But it

would not be the album Herbie Hancock would record."

In an interview following the panel, Hillis objected to a panelist's characterization of Hollywood as an opponent to technological innovation. Panelists had cited as evidence the failure of digital audio tape, and even more recent threats to DVD acceptance—both because of intellectual-property-protection problems perceived by Hollywood interests.

"Let's say Hollywood is careful," Hillis said. But entertainment companies are always looking for a medium to tell a story, and broadcast television, he added, remains the preeminent storyteller. "Disney's view is that what really matters is the story. All of this other stuff will settle out. We will offer other ways to get the story out. But in some sense, the content generator doesn't change at all."

Regarding interactive TV, Hillis suggested that it probably is better suited to education than to entertainment. He described his own young son's frustration at his inability to use the remote control to make a broadcast picture slow down or speed up. "You're right," he told his son. "It's broken."—DT

Calendar

Oct. 1-4—8th Annual Digital Audio & Video Workshop. Sponsored by Consumer Electronics Manufacturers Association and Consumer Electronics Society of the IEEE. Holiday Inn Select, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.

Oct. 4-6—Online Expo '96, online and Internet technologies conference and exhibition produced by International Marketing Associates. New York Coliseum, New York City. Contact: Anthony Masterson, (310) 458-7737.

May 6-9, 1997—Multimedia '97 exposition and forum presented by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto. Contact: Susan Blair, (905) 660-2491.

Tektronix strikes two big digital deals

Introduces new members of Profile line; sells systems to UK's Central and HTV

By Glen Dickson

Tektronix made its presence known in a big way at IBC '96 announcing large systems contracts with Central Broadcasting and HTV in the UK and introducing a slew of additions to its popular Profile digital disk recorder line.

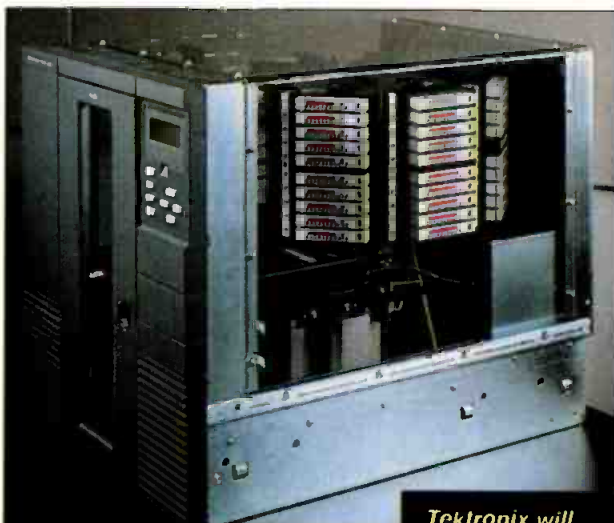
The company placed a heavy emphasis on selling integrated systems composed of its Profile DDRs, Lightworks nonlinear editors and Grass Valley switchers, effects mixers and infrastructure products.

"We've turned ourselves upside down in the past 18 months," says Lucie Fjeldstad, Tektronix Video and Networking Division president. "We've gone from being a box company to an integrated-solutions provider."

Fjeldstad laid out four "cornerstones" for Tektronix's digital strategy: Profile video disk recording; an architecture with plug-and-play capability with "every other vendor that wants to plug and play"; FibreChannel Networking, and the MPEG 4:2:2 standard, which Tektronix plans to support during 1997.

"You have to optimize compression to the system, not the box," Fjeldstad says of Tektronix's 4:2:2 plans. "Our customers want scalability and contribution and distribution qualities for their video."

In that vein, Tektronix announced a \$22.5 million deal to build an all-digital television facility for Central Broadcasting in Birmingham, England. As Central's "technology partner,"



Central Broadcasting will use the new Profile PLS200 library system, which consists of a Library Unit with 1.6 terabytes of data tape storage and Library System software that controls the robotics and tape drives.

Tektronix will outfit the new 60,000-square-foot Television Center with a full range of production and transmission gear.

The facility will rely on MPEG 4:2:2 compression, which the Profile will support by mid-1997 through a new MPEG-2 board set. (The Profile DDR now uses JPEG compression.) FibreChannel networking, which Tektronix also will bring to market by 1997, will distribute digital CCIR601 video and AES/EBU audio throughout the plant.

The Central Broadcasting operation will be modeled on the \$20 million facility that Tektronix recently completed at TV4 in Stockholm. It will house 300 staff members pumping out 700 hours of news and sports and 200 hours of regional programming.

According to Stephen King, general manager for Tektronix VND in Europe, the Birmingham facility will implement a stationwide shift to disk-based operation, with a distributed arrangement of 10 four-channel Profiles as the operational backbone.

Journalists will compose scripts and perform cuts-only video editing with NewStar's EditStar workstations, which will be linked to Profile DDRs and conventional VTRs. Online work will be performed on the new Lightworks V.I.P. nonlinear editing system, which also uses the Profile for storage.

Archiving will be handled by the new Profile PLS200 library system, which uses 80 8mm segmented data tapes for a total storage capacity of 1.6 terabytes. The news archive will store material in date order—up to about 80 days at

a typical 90 minutes per day—while a second archive will store up to 5,000 30-second commercials.

Central's promos, interstitials and news all will be played off Profiles under the control of the OmniBus station automation system. The use of OmniBus software, which will handle Central's media management, machine control and transmission, is consistent with Tektronix's "open platform" approach, King says.

Work on the Central facility begins in October, with completion scheduled for summer 1997.

The installation at HTV's facility in Bristol also begins this fall, with full



Tektronix will introduce MPEG-2 4:2:2 support for its Profile digital disk recorder in 1997.

operation slated for early 1997. Under a roughly \$5 million contract, Tektronix will integrate a facility smaller in scale but similar in operation to that of Central Broadcasting. HTV also will feature a distributed network of Profile DDRs, EditStar journalist workstations and OmniBus station automation software.

The facility will use Lightworks nonlinear editors and Grass Valley vision mixers, matrices and infrastructure products.

In other Tektronix news, the company's Test and Measurement Division announced an agreement with the David Sarnoff Research Center to commercialize Sarnoff's Just Notice-

able Difference (JND) testing methodology for compressed video. JND uses a sophisticated human vision system model to evaluate pictures before and after compression; Sarnoff claims that its predictions closely match the results of subjective viewer trials. ■

Family Channel buys PowerVu

Cable network's West Coast feed to go to MPEG-2 digital compression

By Glen Dickson

The Family Channel has purchased Scientific-Atlanta's PowerVu digital video compression system and will use the MPEG-2 gear to convert its West Coast feed to digital delivery by early November.

The Family Channel is the first major U.S. programer to tap the Scientific-Atlanta MPEG-2 system for domestic cable distribution; international customers include PanAmSat, Discovery International, Armed Forces Radio and Television Service and The Australian Broadcasting Corp.

The \$3 million PowerVu purchase includes six MPEG-2 encoders and the PowerVu Command Centre 2000 network management, signal security, and subscriber access control system, which are being installed at The Family Channel's uplink facility in Virginia Beach, Va.; and more than 1,600 integrated receiver/decoders (IRDs) for the network's West Coast affiliates.

According to Randy Seiler, senior vice president of engineering for Family parent International Family Entertainment, The Family Channel has



The Family Channel will use Scientific-Atlanta's PowerVu gear to deliver its West Coast feed.

been evaluating compression systems for three years, including systems from Scientific-Atlanta, General Instrument and TV/COM. Seiler says that Family went with PowerVu because S-A could meet the channel's delivery deadline and its technical guidelines, which included vertical blanking interval support and enough audio channels (PowerVu has four, GI has two) to deliver cue tones for local ad insertion.

"Those were the biggest factors in our need to service West Coast affiliates," he says. The Family Channel already has taken delivery of the system and is testing it, Seiler says, and the network has started shipping IRDs to 1,637 affiliated headends. The network hopes to start delivering an MPEG-2 West Coast feed off the GE Satcom C-3 satellite on Nov. 4.

Although the system is capable of supporting up to six channels off a single transponder, Seiler says, The Family Channel will start with a single West Coast MPEG-2 feed encoded at a data rate of 8.3 megabits per second. "We want to make sure that the picture is every bit as good—if not better—before we consider compressing further. We're feeding everything with a D-1 signal [CCIR601-quality], and so far the tests show that the compressed picture is head and shoulders above the analog we're delivering now."

If the network does decide to transmit more channels off its Satcom C-3 transponder, possible applications include distributing MTM syndication and ad hoc programming as well as selling extra transponder capacity. "There are more reasons to do this than getting a better signal," Seiler says. "The biggest reason is to help us with the international expansion of The Family Channel."

For backyard-dish viewers on the West Coast, the network will make available its analog East Coast feed; Seiler says the look angle of the East Coast feed is within eight degrees of the West Coast feed that DTH viewers now tune to.

The Family Channel also won't start using conditional access on the new signal right away. "We'll start that when we [think] it's appropriate," says Seiler. "With the digital signal being so new, we're not too worried about pirates. We want to make the switch as painless as possible [for] our affiliates."

Seiler says that if the PowerVu system works out well for the West Coast, the network will consider migrating its East Coast operations to MPEG-2 as well. However, the current transition model of subsidizing the IRDs may change, says Seiler, as The Family Channel has many more affiliated headends on the East Coast (its total is more than 30,000). ■

Access agreement

LSI Logic Corp. and News Datacom will integrate News Datacom's proprietary conditional-access technology into LSI Logic's Integra digital set-top box chipset. LSI Logic will use its CoreWare design program to integrate News Datacom's conditional-access features into one of the Integra chips, called TECC: Transport, Embedded Central processing unit and Control chip. The TECC chip integrates several pretested building blocks, including a transport demultiplexer, a 32-bit miniRISC microprocessor, a DVB-compliant descrambler and peripheral control circuitry, all on a single chip.

—GD



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Have you talked to Tektronix?

Tektronix

CNN makes another Clipbox buy

\$3 million video server purchase goes to new Spanish-language network

By Glen Dickson

CNN en Español, Turner's new 24-hour Spanish-language news network, has purchased two Quantel Clipbox video servers to be the foundation of its feed recording, editing and transmission operations.

The roughly \$3 million purchase, which includes two Clipboxes and six Newsbox nonlinear editors, is CNN's second big Quantel buy in the past four months: In June, the Turner/Time Warner joint venture CNN/SI purchased three Clipboxes and 10 Quantel nonlinear editors. CNN also has purchased Avid server-based news production systems for CNNfn and Headline News during the past year.

"We've been buying server-based systems for all our new networks," says Dave Silver, director of engineering at



The Quantel Clipbox will be the basis of CNN en Español's feed recording, editing and play-to-air operations.

CNN International. "This is just consistent with what we've been doing."

When CNN en Español launches late in first quarter 1997, the network will use one 14-port Clipbox with 40 hours of storage (at 5:1 compression) for feed recording and editing. Six ports will handle incoming video feeds, six will link to Newsboxes for editing and one will be a viewing port for pre-viewing material. The final port will transfer completed material directly to the transmission server, which will play out all programing and spots.

The direct-to-air Clipbox will have 20 hours of storage and will be configured with A, B and master control outputs in addition to commercial caching and on-air editing facilities.

"Certain programs, such as the top stories of the day, will be chopped

up and re-edited for playback overnight," says Silver. "That will be done on the transmission server, which will be linked to some type of [as yet undetermined] editor."

Like CNN/SI, CNN en Español also will buy Sony Betacam SX hybrid tape/disk recorders, says Silver (BROADCASTING & CABLE, Sept. 16). The high-speed SX recorder/players, which can digitize a tape at four times real time, will handle archiving and any feed-recording overflow. With their backward compatibility with Betacam SP, they'll also be able to play CNN's current library, Silver says.

"Every Newsbox will be tied to an SX hybrid recorder," says Silver. "If the Clipbox takes in six feeds, we'll have SX tape machines to handle any overflow. Those tapes can then be put in an edit room and used to edit packages on the Newsbox. For archival, we'll take edited material out of the Clipbox and put it on SX tape. Then if we need it again, we can dub it into a Newsbox."

As the first non-English, 24-hour network independently produced by CNN, CNN en Español will use far more original material than do other CNN networks. "Spanish will use a lot of its own material with its own reporters," says Silver.

In that vein, CNN en Español is building new studios within the CNN Center in Atlanta. Video will be component serial digital with imbedded audio, and CNN en Español will purchase Sony component digital switchers as has CNN/SI. The new Spanish network is still shopping for a newsroom system that will connect with the common CNN database to share universal material such as sports and weather news.

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Cutting Edge

By Glen Dickson

WCYB-TV, the NBC affiliate in Bristol, Va., has purchased **Sony Betacam SX** gear and it will be the first over-the-air broadcaster to use the new format in the U.S. (Cox's WSB-TV Atlanta will use Betacam SX as part of a larger Sony system deal due for completion in 1998.) WCYB-TV is buying \$1 million worth of SX gear, including seven DNW-7 camcorders, nine DNW-A45 hybrid tape/disk recorders, eight DNW-A100 high-speed recorders, two DNV-5 dockable SX recorders, and seven DNE-50 edit controllers.

Tektronix and **Panasonic** parent **Matsushita** are co-developing a 4X real-time DVCPRO interface to the Tektronix Profile digital disk recorder. The joint engineering project, which follows a commitment the companies made at NAB '96, will allow broadcasters to rapidly download DVCPRO field footage to a Profile recorder for fast access to material for editing, viewing and playback to air. In addition, Panasonic and Tektronix have announced upcoming MPEG-2 4:2:2 products in their respective DVCPRO and Profile lines.

MTV is using **Chyron's** pc-Codi graphics board on its *Yack Live!* show to transmit broadcast-quality text messages live from the MTV Chat Rooms on America Online while simultaneously airing music videos. MTV producers select Chat Room



'Yack Live!' uses a Chyron pc-Codi to integrate America Online chat sessions with MTV videos.

comments for air and send them to a pc-Codi-equipped computer at MTV's network operations center, where the live chat is combined with music videos for broadcast. Since America Online doesn't allow the screening of its forums, MTV is using a custom shareware program to pull the chat text into the pc-Codi.

RGB Spectrum has introduced the SuperView 1000 video windowing system, which displays multiple live images on a single screen. Video input signals may be NTSC, PAL or S-Video, and the display screen may be any monitor or data display projector up to 1,600 by 1,280 pixel resolution. Standard SuperView 1000 models



RGB Spectrum's SuperView 1000 displays multiple live images on a single screen.

are configured for four- or six-video display, but can be upgraded to handle up to 24 live video windows simultaneously. Features include pan and zoom, the ability to independently position and scale windows, and automatic genlock to a computer signal for overlaying graphics. The SuperView 1000 can be used in two modes: with the screen displaying only video windows or with a computer screen in the background.

Hewlett-Packard and Odetics Broadcast

have reached a reseller agreement in which Odetics will combine the HP MediaStream Server with its CacheMachine and SpotBank systems to create integrated caching and spot-playback solutions. The first Odetics/HP solution will use the HP server as a caching device along with a cart machine, to cut down on videotape wear. The second system will combine the MediaStream with the Odetics Spotbank disk-based insertion system, providing an alternative to an automated video library by storing all the commercial inventory in the HP server.

Artel Video Systems is introducing new features for its Mega-Link fiber transport product, which can function as a D-1 component video transmission system, as a

multiport repeater with no loss of quality or signal strength and as an interface to digital video switchers. New capabilities include AES/EBU digital audio transport, and SMPTE time code capability.

Carter Cartop has introduced a three-person camera platform to fit all maxivans. The 47-inch by 126-inch platform provides more than 36 square feet of deck area for a stable platform for photographers, videographers or TV news crews. The platform, built of spar-varnished woodwork and epoxy-coated aluminum stanchions, can support up to five times its weight. All Carter Cartop models



Carter Cartop's new three-person camera platform fits all maxivans.

include a 56-inch aluminum ladder for the rear of the van or rain gutter.

M&C Systems, Plano, Tex., has introduced its redundant architecture for earth station monitoring and control for PC-based monitor and control systems. With the redundant architecture, available with M&C Systems' SYSCON 2000 monitor and control system, the secondary computer constantly polls the primary PC, and in case of failure, continues all site operations without disruption in service. When the primary PC comes back on line, the secondary system automatically releases control of the site functions.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

QUINNIPIAC COLLEGE

RADIO STATION OPPORTUNITIES

Quinnipiac College seeks enthusiastic, experienced professionals for its recently acquired 1000 watt AM radio station. Four positions are anticipated.

General Manager/ Program Director

The selected candidate will plan, direct and supervise general operations of the station, ensuring that it operates within all FCC regulations and College policies. Additional responsibilities include working with all Schools and departments in the development and creation of innovative programming; and working closely with the Mass Communications Department to ensure opportunities for student internships in all aspects of radio production. Reporting to the College's Vice President for Public Affairs, you will have overall responsibility for station budget and personnel.

Operations Manager/ Announcer

Working from 6am-2pm, you will open operations in the morning, host a live AM music /talk/news program, work news/ production and assist GM/PD in the development and production of local origination programming.

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Working either 5:30am-1:30pm or 3:30pm-11:30pm, the selected candidates will be responsible for local news. This will involve working the production studio, doing call-outs and developing news.

Quinnipiac College is located 90 minutes from New York City in Hamden, CT. Over 5,000 undergraduates and graduate students enrolled in programs in liberal arts, mass communications, health sciences, law and business. The radio station is an important addition to the College's educational mission, and will enable students within mass communications to gain hands-on experience through internships at an AM radio stations operated and managed by professionals.

Please forward applications to: **WQUN Radio Search, Office of Public Affairs, Quinnipiac College, Hamden, CT 06518.** No phone calls, please. Applications will be accepted until the positions are filled.

Quinnipiac College has a strong commitment to the principles and practices of diversity throughout the College community. Women, minorities and individuals with disabilities are invited and encouraged to consider this opportunity and to apply.

General Manager wanted for America's premier Ag. radio station, WNAX in South Dakota. Saga Communications is seeking a motivated leader with great people skills and a background in agriculture. Fax resume to Larry Goldberg, chairman search committee, at 413-525-4334. E.O.E.

GSM for WMZK covering Wausau, WI. Prefer candidate that will live in Wausau. Highly motivated, strong in sales, training, knows the importance of local involvement and can strengthen the sales prowess of present sales staff. Looking for long term relationship. Excellent earning potential 4 station group. Call Don Roberts, President, RBI 715-588-3852.

New radio network seeks broadcast pros for unique franchise opportunity under \$10,000. Write Radio Tour/USA, P.O. Box 199, Kilauea, HI 96754.

HELP WANTED SALES

The Guide to Talk Radio programming, a syndicated directory, seeks creative sales leader. Resume to P.O. Box 342, Needham, MA 02192. 617-433-0870.

General Sales Manager: Arrow 93.3 WERO in the Greenville-New Bern-Jacksonville, North Carolina market is looking for a general sales manager. Send your resume with references to Webster A. James, GM, WERO, PO Box 1707, Washington, NC 27889. Or fax your resume to 919-946-0330. WERO is an EOE.

General Sales Manager. For five years we've simulcast our two nostalgia AM's in Maine's two largest markets. It has done so well we're simulcasting it on our newest FM acquisition. We need a selling GSM who understands the 45+ market and can build a retail team from scratch. We're a group who's promoted 5 successful GSM's into partnership of their own New England stations. Resume, references, accomplishments, philosophy to: Ron Frizzell, WLAM - KISS-FM, 1330, Washington Avenue, Portland, ME 04103. Fax 207-784-5581. Equal Opportunity Employer.

Advertising Sales Manager. WLEV/WEST, The Lehigh Valley's #1 radio station, seeks aggressive individual who can motivate, teach and sell to established and potential customers. Qualified candidates must have 2 years of broadcast related sales management experience with a verified sales track record. Send resume and salary requirements to: EEO-TD, Box 25096, Lehigh Valley, PA 18002. No phone calls! Equal Opportunity Employer. M/F.

HELP WANTED TECHNICAL

Engineering Assistant. Paxson Communications of Jacksonville has an opening for an Assistant Engineer for a six radio station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and should be capable of handling any emergency from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please. Send resume to: Kyle D. Dickson, Director of Engineering, Paxson Communications, 8386 Baymeadows Road, Suite 107, Jacksonville, FL 32256. EOE.

HELP WANTED NEWS

F/T News Anchor/Report in N.W. NJ. Automation system, computer/production equipment and sports knowledge helpful. Tape/resume to: Paul Mencher, WNNJ AM/FM, Box 40, Newton, NJ 07860. EOE.

Reporter. WBEZ Radio seeks News Reporter. Extensive experience producing longform reports; exceptional reporting, writing, interviewing, anchoring skills. College degree plus two years reporting experience. Letter, resume, non-returnable tape to Finance Manager, WBEZ, 848 East Grand Avenue, Chicago, IL 60611. WBEZ is an Equal Opportunity Employer, an Affirmative Action Employer and actively seeks diversity of the work force.

News Personality, Entry Level, dominant #1 live Country FM Phoenix area seeks ambitious broadcaster for local news and commercial production. 520-425-4378. 6 to 9PM L.A. time only.

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I can get your station its market share and improve your bottom line as General Manager whether it's a start-up or stagnant, small or large market station. Barclay Jackson (954)707-0624.

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HELP WANTED MANAGEMENT

Wanted: EOE in Northwest (small market) needs Station Manager with strong local sales background, ability to recruit, hire, train and motivate a must. Send confidential resume and salary requirements to Box 00937.

Petracom Broadcasting, Inc. is one of the new breed of owners that is growing and needs leaders to run our stations. We are looking for both a General Manager and a General Sales Manager candidate who have good people skills and can think outside of the box. Please send resumes and cover letters to: Greg Graber, WTVW, FOX 7, P.O. Box 7, Evansville, Indiana 47701. No phone calls please. WTVW is an Equal Employment Opportunity Employer.

Kansas Public Telecommunications Service, Inc. (KPTS), Hutchinson/Wichita, Kansas, seeking President/General Manager with managerial and fund raising experience; interpersonal communications, conceptual and creative ability. Baccalaureate degree required. Benefit package. Reply: KPTS, c/o Harvey Sorenson, P.O. Box 48641, Wichita, Kansas 67201-8641. Equal Opportunity/Affirmative Action Employer.

General Manager. U.S. Broadcast Group is looking for an experienced General Manager in Johnstown, PA to lead the efforts of two television stations: WWCP-TV, a FOX affiliate, and WATM-TV, and ABC affiliate. If you are looking to be a part of a dynamic and growing team that has the tools to compete, and you're an aggressive proven leader with the skills to grow revenue, further develop news, use your creativity in developing strong promotions, and you have the ability to work with people, staff and clients, then send us your resume. Send to: Gary Schneider, Executive Vice President, U.S. Broadcast Group, 1450 Scalp Avenue, Johnstown, PA 15904. Equal Employment Opportunity.

HELP WANTED SALES

Television Distribution Company
looking for aggressive, knowledgeable,
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in confidence to: 310-277-5509.

National Sales Manager. FOX 56 WDKY is seeking a qualified candidate with a proven sales record. Must have prior television sales management experience, good organizational skills and be willing to travel as needed. Minorities and women are encourage to apply. EOE. Send resumes with references to Personnel-NSM, WDKY-TV, 836 Euclid Avenue, Lexington, Kentucky 40502.

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.

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. WMDT-TV47 has an immediate opening for a GSM to lead our local sales staff to the next level. Strong leadership capabilities with proven track record in local sales development, training, inventory control and community relationships essential. Familiarity with use of Stowell Data and TV-Scan a plus. Resumes to Kathleen McLain, GM, P.O. Box 4009, Salisbury, MD 21803. Equal Opportunity Employer.

Account Executive. WBNE. The WB affiliate in Hartford/New Haven Connecticut seeks high performance Account Executive with 2+ years television sales success. Knowledge of TVSCAN, vendor programs and value-added important. Join the LIN Television team. Send or fax your resume to Marty Miller, General Sales Manager, WBNE, 8 Elm Street, New Haven, CT 06510. Fax-#203-782-5995. EOE.

Account Executive: Clear Channel Television Inc. (ABC 24 and UPN 30) has immediate openings for experienced Account Executives. You need to be results driven, direct business oriented, numbers versed and no "B.S.!" Call the General Sales Manager today at (901)321-7691 or fax a resume to (901)323-9427. EOE.

Account Executive Wanted. If you only want to sell spots please don't apply. We're interested in hiring someone who truly sees him or herself as the advertiser's marketing partner, thinks selling incremental revenue products and developing new business is fun and not a distraction and understands "value added" means something other than "how much more can we throw in to make the deal?" If you're that kind of AE, fax a resume to Kevin Branigan, LSM, KOLD-TV, Tucson, at (520)744-5236.

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.

HELP WANTED MARKETING

Director of Marketing and Promotions: ABC affiliate on Gulf Coast has immediate need for an individual to produce knockout news topicals for TV and radio, image spots, and handle all sales promotion projects. Seeking energetic, creative person with at least 3 years commercial TV experience. Good written and verbal skills, shooting and editing experience. Send resume and demo tape to: Human Resources Admin., KATC-TV, P.O. Box 93133, Lafayette, LA 70509. Women and minority candidates are urged to apply. EOE. No telephone calls.

Director of Creative Services - KPWB-TV, Sacramento, CA is looking for someone to manage our Creative Services Department. Seeking highly motivated and creative person who has demonstrated a strong background and understanding of marketing. Please send resume, qualifications and tape to: Personnel-ET 8/86, KPWB-TV Channel 31, 500 Media Place, Sacramento, CA 95815. No phone calls please. EOE.

HELP WANTED LEGAL

STAFF ATTORNEY Program Business and Legal Affairs

Thirteen/WNET seeks an Attorney to join its small in-house Program Business and Legal Affairs Department. The selected individual will handle business and legal matters in connection with acquisition, production and distribution of public television programs and related products in all media.

Candidates should have 2-5 years experience in the entertainment business and legal affairs in television or a related field. Excellent contract drafting and negotiation skills are required. Send resume and salary requirements to:

Thirteen/WNET

Attn: Director of HR. MLGL-0082

356 West 58th Street

New York, NY 10019

No phones. No agencies, please. EOE.

HELP WANTED TECHNICAL

What's Tektronix doing here?

Customer Technical Support Specialist

Tektronix is spearheading the technology that merges audio, data, images and video onto diverse transmission networks. Our products can be found wherever signals are stored, processed, manipulated, transmitted and received. Our Grass Valley, CA site is located at the base of the Sierra Nevada foothills where you'll find the quality of life you desire - clean air, affordable housing, less congestion, and an excellent school system. Come join us. We currently have the following opportunity available for a talented, experienced individual:

Provide post-sales, customer technical support of hardware and software relative to product installations, maintenance, integration, and solving application problems. Requires an AS in Electronics or equivalent

and 5+ years' technical experience with Grass Valley Products such as editors, digital effects and switchers in a systems environment. Must also have excellent customer interface and communication skills.

To become part of our winning team, mail your resume to: Tektronix, Inc., P.O. Box 1114, Dept. BC/923/RM, MS N4-2H, Grass Valley, CA 95945, Attn: Ron Marengo; Fax to (916) 478-3808; or E-mail to internet address: ron.marengo@tek.com. For more information, visit us on the WWW at <http://www.tek.com> Principals only, please. All employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity/affirmative action employer.



Tektronix

It's all happening here! www.tek.com

Video/Photographer Technician: KSDK-St. Louis' #1 station and #1 NBC Affiliate seeks superstar technician. Must be proficient on CMX Omni Editor, Chyron Max, and Ampex ADO and Century Switcher. Person will work closely with producers and be responsible for promotion and sales production. Must be creative and able to meet strict deadlines. Please send resume and tape to: KSDK-TV 5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Television Assistant Chief Engineer. Exceptional growth opportunity. Growing NBC affiliate seeks qualified Engineer to assume the role of Assistant Chief Engineer with opportunity for rapid advancement. Requirements include: FCC General Class License, experience with UHF transmitter, studio design, videotape maintenance, computer skills. Management experience necessary. Resume and references ASAP to: David Boyer, C.E., WICD TV, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

Technical Director/Director: West Coast affiliate looking for someone who can punch and call live newscast. Successful candidate has experience as a Director/T.D. and knowledge of routers, microwave, satellites, tape machines, audio, character generators, editing and master control. Send resume and non-returnable tape (with director track) to Box 00935 EOE.

Teleport Maintenance Engineer. Vyvx/Teleport Denver has an immediate opening for a Maintenance Engineer. Applicants must have 5 years experience in the broadcast industry, component-level experience with MCL HPA's and TWT's, 3/4" and 1/2" tape machines, and all related audio, video, satellite and RF equipment. Successful applicant will assist Chief Engineer in the design, construction, and maintenance of state-of-the-art satellite communications facility. Please send or fax resume to: Mark Kramer, Teleport Denver, 9174 South Jamaica Street, Englewood, CO 80112. Fax 303-799-8325. No phone calls. EOE. M/F/V/D.

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: jkautz@wcbi.com

Potomac Television/Communications, Inc., an independent Washington, DC, television production company, is looking for experienced personnel for the following positions: Audio Technician, (2) Broadcast Engineers, Project Assistant, and (2) ENG Photographer/Editors. Minimum of two years experience. Fax resume to Marcia Wheatley at (202)783-1861.

TV Chief Engineer. Arkansas ETV Network seeks a Chief Engineer responsible for supervision of on-air operations, equipment installation and maintenance of the operations center of a state-wide, public television network. Duties include: master control, transmission systems, satellite systems, graphics and editing systems, studio and field production equipment. Position reports to Director of Engineering. Candidates need to have 6 years TV maintenance work experience including 2 years in a supervisory role. FCC General and/or SBE Certification and valid Drivers License. Mail applications, including the names and phone numbers of three professional references and salary history to AETN-Personnel Office, PO Box 1250, Conway, AR 72033-1250. AA/EO/ADA Employer.

Teleport Engineer. UpSouth, the largest satellite teleport in the southeast and most respected in the country has an exceptional opportunity to offer to the suitable maintenance engineer. Applicants must have 5 years in the broadcast industry, component-level experience with MCL HPA's and TWT's, 3/4" and 1/2" tape machines, and all related audio, video, satellite, and RF equipment. Successful applicant will assist Chief Engineer in the design, construction, and maintenance of a state-of-the-art satellite communications facility. Please send or fax resume to: Cary McDaniel c/o UpSouth Teleport, P.O. Box 15498, Atlanta, GA 30329 fax (404)325-3949. No phone calls. EOE. M/F/D/V.

Manager of Media Operations. Tribune Broadcasting, Washington Bureau. Manage and maintain state of the art technical facilities of the Tribune Media Center in Washington, D.C. Must be prepared to provide the needed guidance in the utilization of new techniques and technologies. Must have a thorough understanding of computer and communication technologies WAN, LAN, MAN, Novell, IBM PC, etc. Will serve as a performance of the bureau's technical computer and broadcast operations. Must have technical working knowledge of satellites, uplinks, fiber, digital non-linear systems, Newstar computer system. Will also be responsible for computer and phone support for Tribune newspapers. Must have BSEE and/or minimum of five years television broadcast operations, management and computer network experience within a major market television station of News Bureau. Must have strong management, communication and interpersonal skills. Send resumes to Cissy Baker, Bureau Chief, Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, DC 20005.

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.

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

Engineering - Maintenance Technician with 5 years experience in UHF broadcast maintenance. Responsible for trouble shooting, repairs, transmitter maintenance. Must be able to work flexible hours. Resume to UPN 20/WDCA, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.

Chief Telecommunication Engineer: Washington State University is seeking a full-time, permanent Chief Telecommunication Engineer for its public radio and television broadcast and digital educational telecommunication facility. Position is located in Pullman, Washington. For an information packet, including a detailed position description and complete list of qualifications, call (509)335-6580(PT) during regular business hours. Application review begins October 8, 1996. WSU is an EO/AA educator and employer. Members of ethnic minorities, women, Vietnam-era or disabled veterans, and/or person 40 and over are encouraged to apply.

Broadcast Technician. Vyvx/Teleport Denver has an immediate opening for a Broadcast Technician. Applicants must have working knowledge of audio, video, and digital services and satellite and broadcast related equipment. Must be able to operate all associated satellite transmission equipment, 1", 3/4", and 1/2" VTR's, microwave and fiber equipment, book and schedule incoming services and assist in the installation of new equipment. Please send or fax resume to: Chad Steger, Teleport Denver, 9174 South Jamaica Street, Englewood, CO 80112, fax 303-799-8325. No phone calls. EOE. M/F/V/D.

Assistant Chief Engineer. Looking for Ace with hands on experience, qualified in all areas of TV broadcast engineering transmitter and studio maintenance; SBE certified, FCC general license required. Send resume w/salary requirements to Box 00930 EOE.

HELP WANTED NEWS

MAKE YOUR TALENT AND EXPERIENCE PAY OFF

WFXR-TV in Roanoke requires the best TV news team in the country. Looking for the most talented, energetic, experienced and competitive news personnel in the industry to create newscasts where distinct style and pacing combines with the highest standards of journalism. Must be leaders. Applications are now being accepted for:

NEWS ANCHOR and NEWS PRODUCER

Total confidentiality. Time is of the essence. Rush your resume to:

**Carol Callahan
Grant Broadcasting System II, Inc.
915 Middle River Drive, Suite #409
Fort Lauderdale, FL 33304
Fax: 1-954-568-2015**

We believe in the power of partnership.
EOE.

EXECUTIVE PRODUCER

KNXV-TV, ABC affiliate in Phoenix, is accepting applications for an Executive Producer to supervise our 10pm newscast. You must know the importance of showcasing coverage, graphics and great teasers. Send resume, philosophy statement and a tape to:



**Human Resources
KNXV-TV
4625 South 33rd Place
Phoenix, AZ 85040**

EOE. No phone calls, please.

We're awaiting the perfect combination of skill and desire in a team player to be our next Reporter/Photographer. If you have the ability to find news without being assigned, dig to find the story beneath the meeting, and tell a story viewers actually remember, you may fill the spot. Ability to shoot a plus, positive attitude a must. Send resume and VHS tape to Jim Bailey, News Director, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. Phone calls immediately disqualifies. Minorities are encouraged to apply. WKJG-TV is an Equal Opportunity Employer.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a Photojournalist. We're looking for someone with one year shooting and editing experience. Betacam and live truck experience is a plus. You must have a creative eye, super attitude and the will to make yourself a great photographer. Rush tape and resume to John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61610. EOE.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a General Assignment Reporter. Prefer one year experience. Ideal candidate is a news junkie, aggressive, uncovers the lead story every night, great writer, self motivator, does great creative live shots, and uses natural sound to enhance a story. If you're a young reporter, this is a great opportunity to strengthen your reporting skills. Rush tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61610. EOE.

Sports Director/Afternoon Air Talent. Heavy local sports play by play. Afternoon air shift plus live remotes. No entry level. No calls. Send resume and tape to: Hugh Hardaway, KSUE/KJDX, 3015 Johnstonville Road, Susanville, CA 96130. EOE.

Reporter/Anchor - WAVY News 10 is looking for a dynamic Reporter who can also anchor. Health reporting experience a plus. Candidate must have at least 3 years experience. No beginners! Send non-returnable VHS tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. Wavy Broadcasting, Inc. is an Equal Opportunity Employer.

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.

Reporter. WPBF-TV, the ABC affiliate in West Palm Beach (market #45) has an opening for a Reporter. We are a growing, aggressive news organization looking for self-starters with a passion for finding stories. Candidates should have at least a year of daily reporting experience, strong writing skills, and substantial live experience. Send cover letter, resume with references, and a non-returnable tape to: Bill Burke, News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, Florida 33410.

Reporter. WFSB, a Post-Newsweek Station and Connecticut's #1 news station is looking for a creative, energetic, experienced and dynamic broadcast journalist to join our team. If your writing has pizzazz, if you never take no for an answer, if you have a style all your own and if working in a fiercely competitive, fast-paced newsroom is your idea of a good time, we should be talking. Here's the bottom line: You need excellent journalism skills, strong presentation skills and that extra something that separates the stars from the wannabees. Send tape and resume to: Bob Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Reporter Part Time. Produce, report, write, and present news stories for broadcast. Develop contacts and generate news stories. Other duties as assigned. College degree and previous on-air experience as a TV news reporter. Computer skills helpful. Must be willing to work overnights, early morning and weekends. Send cover letter and resume to: Dispatch Broadcast Group, Business Office - #162, 770 Twin Rivers Drive, Columbus, OH 43215. Women and minorities are encouraged to apply. WBNS TV Inc. is an Equal Opportunity Employer. We are a smoke-free and drug-free workplace.

Reporter - KCRG-TV 9, Eastern Iowa's 24 Hour News Source, is looking for a great Reporter to join our great news team. One year reporting experience required. We have it all! Four live trucks, live helicopter, computerized newsroom and more! If you're the best, this is the best place to be. Send resume and non-returnable tape to: Bob Smith, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Producer. WFSB, a Post-Newsweek Station, is looking for a high energy, creative Producer with killer news instincts, rock solid news judgement, terrific writing skills, the ability to communicate well with our talented staff and a rock n' roll attitude. We have all the tools. You get to use them to shape a fast-paced, compelling and entertaining newscast. Minimum 2-3 years producing experience. Send tape and resume to: Bob Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

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.

Producer. A.H. Belo's KOTV, honored by the RTNDA as having the best newscast in Texas and Oklahoma, is looking for the ideal Producer: someone who has outstanding editorial judgement, great writing and logistical skills, manages time and crises well, and works amicably with the assignment desk, reporters and other staff. Must have four-year degree and at least one year fulltime commercial TV newscast producing experience. Rush resume, tape and references to: Robert Cohen, Assistant News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120.

Part-Time Assignment Editor. WFSB, a Post-Newsweek Station, has an immediate opening for a part-time Assignment Editor to work overnights. We're looking for an aggressive newshound who can oversee newsgathering, track leads and give us the stories the other stations can't find. Qualified candidates should rush their resume to Peter Spiller and Sue Maier, Assignment Managers, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Number 1 News Department at Number 1 station on the beautiful California Central Coast. KSBY-TV, an NBC affiliate, has an opening for an experienced News Director to direct its highly rated news operation. Send resume and other information to General Manager, KSBY/M, 467 Hill Street, San Luis Obispo, CA 93405. State salary requirements in first letter. No phone calls please. EOE. M/F.

NE NBC affiliate has an opening for a Full-Time Meteorologist in the News Department for #1 station in the market for their prime-evening newscasts. Applicant must have three (3) years minimum experience and have Meteorology Degree. Please send tape and resume to Brian Zelasko, WWLP, P.O. Box 2210, Springfield, MA 01102-2210. EOE. No calls please.

On-Air Television Meteorologist. Top 30 network affiliate. M-F evening newscasts. Three to five years experience in daily weather broadcasts required. Top candidate will have the ability to take complicated weather data and boil it down to accurate, easy-to-understand forecasts. Candidates should have a clear understanding that our viewers only want an accurate, local forecast, and not a complex scientific briefing. Experience in forecasting severe weather including tropical weather systems is a must. Candidates must be able to produce weathercasts using Kavouras, WSI and similar computer production systems. A degree in meteorology, atmospheric science, or a related field is required. Certification by AMS or NWA is a plus but not required. EOE. Send non-returnable tape and resume to Box 00931.

News Photographer/Editor. Videotape news events for broadcast. Duties include microwave truck operation for live shots; helicopter flying for tape and live; satellite truck editing and live shots; editing video tape for broadcast. Three years minimum experience as photographer in TV news; broadcast journalism or related degree preferred. Strong visual storytelling ability a must! Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Chief Photographer. WMDT-TV47 has an opening for a Chief Photographer/Editor beginning October 1st. Proficiency with 3/4", hi-8 and live truck required. Position reports to News Director. No phone calls please. Resumes and tapes to Scott Michlin, News Director, P.O. Box 4009, Salisbury, MD 21803. Equal Opportunity Employer.

Producer - WAVY News 10 is searching for an experienced Producer to join its award winning news team. If you are creative, a good writer and willing to learn, we have a position open for you. No stackers! No beginners! Send non-returnable VHS tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. Wavy Broadcasting Inc. is an Equal Opportunity Employer.

Photographer/Tech. Support: The Washington D.C. News Bureau of The Providence Journal Company, has an immediate opening. Will provide technical support and light maintenance work, manage daily satellite feeds and studio and remote live shots, and edit and shoot. If you have two years experience in TV news/photography and editing and enjoy working in a fast paced environment, send your resume and a non-returnable 3/4" or Beta tape to: D.C. News Bureau, Attn: George Snyder, 400 North Capital Street, #890, Washington, D.C. 20001. (202)737-4624. EOE. M/F/D/V.

Photographer. Channel 6 For the Heartland is seeking an applicant with two years of experience of broadcast news. A degree in broadcast journalism is preferred. Successful applicant must have good writing skills and will be expected to learn to operate newsroom computer(NewStar) and phone systems. Successful applicant should be able to photograph, write, narrate and edit breaking news stories. Must be a self-starter, able to lift up to 50 pounds. A valid driver's license is required. Must be able to or willing to learn to operate a live microwave truck. Experience in satellite news gathering truck operations a plus. No phone calls. Chronicle Broadcasting Company is a drug-free company and requires pre-employment drug testing. Send tape/fax resume to or fill out an application at: WOWT/Human Resources - NP, 3501 Farnam Street, Omaha, NE 68131-3356. Fax: (402)233-7885.

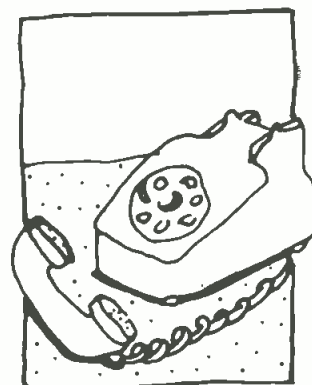
News Producer. #1 Station in top 50 market seeks a highly creative individual with 1-2 years experience to produce an evening newscast. Successful candidate must be motivated, accurate, have excellent writing skills and produce newscasts with the viewer in mind. Qualified candidates please forward non-returnable tape and resume to Lisa Stevens, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

News Director for NBC affiliate in a top-70 market. Good opportunity for a strong team leader in a positive working environment with state-of-the-art facilities. Minimum five years television news management experience. Resume, references, salary requirements and 3/4" or VHS tape to: Personnel - ND, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. EOE.

News Director: The Last Frontier? KTVA-TV (CBS) seeks a News Director. Beauty, mountains and outdoor life as well as a sophisticated cultural community abound in a cosmopolitan city of 260,000. We need a quality News Director who can do it all, but wants more than just a job. Must be able to lead, hire, motivate, budget, create and design, as it will be your job to do whatever it takes. If you think you know news and want to know Anchorage, Alaska, let us know. This is a great opportunity for the right individual. Please send resume to K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503 or fax (907)561-4688. Salary DOE. EOE.

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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 enterpris 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 - 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.

News Chief Editor. Edit videotape for daily newscast, record satellite and microwave feeds, supervise edit staff and report to Chief Photographer. Responsible for quality of edited material broadcast. 3 years editing experience in commercial news operation. Degree preferred. Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

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.

KKCO, Grand Junction seeking experienced individuals to build a News program from the ground up. We are currently hiring Producers, Weather Anchor, Sports Anchor and General Assignment Reporters. Couples encouraged. Requires Bachelors in Journalism, Communications or related field. Prefer at least one year of experience. Send tapes (BETA, please) resume and letter of news philosophy to Christian Frank, KKCO, Interstate Avenue, Grand Junction. CO 81505.

KDBC-TV, El Paso, Texas, an Imes Communications Station, is searching for a Technical Director as well as an Assistant Production Manager. All the bells and whistles have been ordered. State-of-the-art facility currently being built. Just need the right people to make it sing. Must have solid background with a positive, focused attitude. Less-than-the-best need not apply! Join a winning team in the sunny Southwest! CBS affiliate. Contact Bill Day, KDBC-TV, 2201 Wyoming Avenue, El Paso, TX 79903. Fax: 915-532-9686. An Equal Opportunity Employer.

Helicopter Pilot/Reporter. Major market television station seeks an experienced Pilot/Reporter for liveshot traffic and news reports on various newscasts. Must have a minimum of 2,000 hours total helicopter flying time with a minimum of 500 hours in an AS350B A-Star. In addition, candidate should have an minimum of 2 years experience as an on-air reporter. Please send resume, cover letter and videotape to Box 00934 EOE.

Chief Photographer for Rocky Mountain area. Full-time, good benefits. Must have a degree in broadcasting or related field and at least 2 years experience in television news. Management experience a plus. Resume and a non-returnable tape to: KRDO-TV, EEO Officer, PO Box 1457, Colorado Springs, CO 80901. 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.

Anchor/Reporter. WFSB, a Post-Newsweek Station has an immediate opening for a Daybreak News Anchor/Reporter. Your anchoring must be energetic and comfortable, not frenetic. You must be able to write news stories clearly, intelligently and effectively and present them in an appealing manner. Your storytelling must be compelling and entertaining, not average. You must be creative and organized, able to communicate effectively working with a crack team of producers, photographers and editors. Minimum 2 years TV news Anchor/Reporter experience. Send tape and resume to Bob Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Chief Editor. KTBC-TV. Responsible for all tape editing systems. Coordinate and control all editing content. Critique and supervise editors. Edit videotape from various sources for evening newscast. Archive tape, take feeds and generally maintain tape systems. Must have at least 2 years news editing or photography experience at small to medium market; general understanding of television news operation and film/photography techniques; ability to edit television news stories, in all formats, as based on current industry standards. Please send resume/cover letter/tape by 9/26/96 to: News Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref. Chief Editor. No phone calls, please. EEO Employer.

Anchor, Weather, Producer. 3 openings for a brand new morning newscast. Need a News Anchor to shine in the A.M. A Weather person to deliver the forecast plus play a big role as Co-Ancor. And seeking a Producer to put it all together. Send tapes (VHS preferred) and resumes to Box 00936 EOE.

HELP WANTED PROMOTION

DIRECTOR, ON-AIR PROMOTIONS

Upgrade your career to the cutting-edge creative environment of MSNBC, the revolutionary cable/internet partnership of NBC and Microsoft. As you oversee the day-to-day efforts of our advertising and promotion department, you'll join in building the news network of the future.

In this versatile position, you will write, produce, and generate production assignments. You will also ensure that all on-air promos conform to the marketing strategies and overall look of MSNBC. Other duties include planning budgets and supervising operational activities.

To qualify, you must have significant experience in Cable or Broadcast On-Air Promotion, as well as demonstrated skills in copywriting, field production, and direction. A background in both film and tape is required, as is extensive post production experience.

For consideration, send your resume to: **MSNBC, Employee Relations, Dept. AAR, 2200 Fletcher Avenue, Fort Lee, NJ 07024. Fax: 201-585-6275.** An Equal Opportunity Employer M/F.



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.

Promotion Writer/Producer. Come to the beach and the South's most beautiful city. WCIV-TV has an immediate opening in Charleston's hottest promotion department for a highly creative, aggressive, self-motivated Writer/Producer. Minimum two years experience in writing, editing and producing news image spots and topicals. Non-linear editing or Avid skills helpful for our state-of-the-art equipment. Send non-returnable Beta or 3/4" tape and resume immediately to Paige Canaday, WCIV, POB 22165, Charleston, SC 29413-2165. No beginners and no phone calls please. EOE. M/F.

**To place your classified ad in *Broadcasting & Cable*,
call Antoinette Fasulo (212) 337-7073
or Sandra Frey (212) 337-6941**

Promotion Writer/Producer. Dominant NBC affiliate is looking for an experienced promotion professional to help us increase market share. News is the name of the game. If you understand that concept is more important than technique, can combine words, images and sound into an effective spot, aren't afraid of hard work and have a good sense of humor, you could be the next member of our award-winning team. Position is hands-on and requires good writing, editing and directing skills. WGAL is the Pulitzer Broadcasting Company station in beautiful, livable Lancaster, PA. Rush your resume and non-returnable tape now to: Cil Frazier, Creative Director, WGAL 8, P.O. Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an Equal Opportunity Employer. M/F.

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 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.

Promotion Manager. KLKN-TV, Lincoln's new ABC affiliate, is seeking an aggressive individual to plan and implement station promotion. Experience in television promotion and production is extremely helpful. Send resume and non-returnable tape to Jeff Swanson, Operations Manager, KLKN-TV, 3240 South 10th Street, Lincoln, NE 68502. Equal Opportunity Employer.

Promotion Manager. WLFL/WRDC, Raleigh, N.C. is looking for that creative individual with an ability to motivate and manage a multiple promotion department for two stations. If you know how to create campaigns bigger than life with timely execution, and successfully motivate people this is that great opportunity you've been waiting for. Send cover letter, resume, salary requirements, and tape to: Jo Anne Ganey, Station Administrator, WLFL/WRDC, 3012 Highwoods Boulevard, Suite 101, Raleigh, N.C. 27604. EOE.

KSAT-TV, Post-Newsweek Station, San Antonio is seeking a creative hands-on graphics artist. We've got SGI with paint, 2D and 3D capabilities and much more! Great design and people skills a must. Send resume and video demotape to Jim Hart, CSM, KSAT-TV, 1408 North St. Mary's Street, San Antonio, TX 78298. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

Writer/Producer - Top 20 ABC needs top-notch promo guerilla. We're #2 after only 2 years on the air. Can you help us get to #1? Must have 2-5 years experience producing news topicals, news series, generics, station image. Send great reel and resume to: KNXV-TV, 4625 South 33rd Place, Phoenix, AR 85040, Attn: Human Resources.

HELP WANTED PRODUCTION



South Florida's News Leader is looking for the following:

PROMOTION PRODUCER: A creative dynamo to produce breakthrough news image/series promotion. Must be an effective communicator with superior skills in conceptualizing and writing. 3 to 5 years broadcast promotion experience a must.

GRAPHIC DESIGNER: An innovative and energetic person to take South Florida's News Leader to the next level. Requires 3 to 5 years design experience and BA, BFA or Design School degree. Must have working knowledge of video production, compositing and animation. Print experience is important. Requires work experience on Quantel Paintbox Express and Power Mac.

Rush resume and non-returnable reel to:

Jim Ladas
Creative Services Director
WSVN-TV
1401 79th Street Causeway
Miami, FL 33141.
EOE. No phone calls please.

GRAPHICS MANAGER



WSB-TV is seeking a Graphics Manager. Our Graphics Department produces for on-air and other media with news graphics as our first priority. We're building a state-of-the-art digital facility to open in 1998. The Graphics Manager will have a hands-on role leading our team, helping translate a successful, established look into all facets of the product, including sets and print. The ideal candidate for this position has a strong background in TV news graphics, minimum of 3-5 years in daily news graphics production. Supervisory skills are important. This is a job in which people are the key, so don't apply unless you enjoy working with a team. Solid knowledge of the Quantel Paintbox and Mac graphics is required. We need someone who thrives on designing at speed, collaborating with news, marketing and local programming producers and translating information into clean, clear images that reach our target audience. No calls. Please send resume, cover letter, print samples and non-returnable tape to: Lee Armstrong, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. EOE.

Wanted - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 309, Citra, FL 32113.

**INFINIT GRAPHICS
& ANIMATION
SYSTEM SPECIALIST**

Responsibilities:
Responsible for the operation of the Chyron Infinit during daily live newscasts and productions, creating cutting edge animations to enhance local news and programming efforts, train production department personnel and setup and operate Art Department networking and NewStar Leader election software.

Qualifications:
Three to five years experience with television character generator operation. Must have comprehensive knowledge of transform and multi-effects generation.

Submit Resume To:
Jeff Jeandheur
Production Manager
KPRC-TV2
8181 SW Freeway
Houston, Texas 77074



No phone calls please.
An Equal Opportunity Employer

**POST-NEWSWEEK
STATIONS, INC.**

TV/Radio Coordinator. If you have a talent for scripting and producing excellent video news spots, Kansas State University has the job for you. Our ideal candidate has at least one year's experience reporting news for a network-affiliate television station and additional experience writing radio news. Required: Bachelor's degree in radio-TV or related area. Salary \$28,000 per year, with excellent benefits and liberal vacation. Send resume, letter of application, names and phone numbers of three references by October 11. Send to Search Committee, TV/Radio Coordinator, News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506-0117. After initial screening and before interviews, finalists will be asked to submit a VHS demo tape. Visit our web site at <http://www.newss.ksu.edu>. Kansas State University is an Equal Opportunity Employer.

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

**AS DESIGN DIRECTOR
FOR CINETEL STUDIOS
AN AMAZING--GROWING
POST-PRODUCTION FACILITY!!!**

Be a part of this knockout team if you truly have sophisticated on-air and design and branding experience.

Work closely with super-talented marketing and promotion executives to create station ids, promos, and graphic packages. Collaborate with a great group of producers and editors with top-notch standards and genuine good vibes. Must be capable of developing concepts and following them through entire production process. Familiarity needed with Quantel, Hal, SGI, and Mac. Cinetel has an interesting cross-section of clients including Home & Garden - HGTV, A&E, Discovery and The History Channel.

Fax your resume to Hands-On Broadcast 212-604-9036 and send 1/2" reel to 124

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.

Special Projects Producer. Immediate opening for a Special Projects Producer/Public Affairs Assistant with strong writing, organizational and creative skills. Interest and ability to assist in all Public Affairs tasks and be able to interface in a positive manner with the community. NEWSTAR knowledge a plus. College degree required. No phone calls please. Send non-returnable VHS tape and resume to David Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. Wavy Broadcasting, Inc. is an Equal Opportunity Employer.

Post Production Editor: KDKA-TV seeks a post production editor with experience in news editing/shooting. Primary emphasis on high end on-line post editing. Tapes and resumes to Jeff Weissbart, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. EOE.

Art Director (Flushing): Responsible for creation of layouts of scenery and backdrops for TV set prods for Korean lang. TV broadcasts. Design coml. logos and layouts. Supv. and plan co's Art Dept. in formulation of artistic concepts and execution of layout designs for presentation as backdrops on program. Prepare and review illustrative material and confer w/mgmt re. various aspects of art related presentation, incl budge allocated to Art Dept., background info objectives, presentation approaches of style, artistic techniques and related factors. Formulate basic artistic layout designs. Supv 2 ees (asst artist and studio worker). Bach deg in Art + 1 yr exp in job offered and fluency in Korean req'd. 40 hr/wk, \$36,409/yr. Send resume/ltr in dupl to CB#48, Rm 501, One Main St, Bklyn, NY 11201.

Part-Time Camera Operators(2). Bachelors or Associate Degree in broadcasting or equivalent experience. The Production Department at WBNS-10TV is looking for two enthusiastic and energetic Part-Time Camera Operators for an evening shift and a very early morning shift. If you're a self starter with previous broadcast television experience, this is the opportunity you've been waiting for. You'll be responsible for the operation of studio cameras along with basic lighting, floor direction, and script preparation. A hands on knowledge of production equipment and a willingness to learn a variety of operational duties is absolutely necessary. If you're ready to work in one of the best markets in the country, rush a cover letter and resume to: Dispatch Broadcast Group, Business Office #161, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. We are a smoke-free and drug-free workplace.

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.

Commercial Director: Enchanting Opportunity - Sunshine and blue skies in Albuquerque, NM! Qualified Editor sought for broadcast production/post production facility. Extensive experience with GVG Editor, ADO, Chyron Infront/Maxine and Audio Production desired. Avid experience preferred. Applicant must possess good studio, lighting and shooting skills. Additional experience in special events and project coordination helpful. Professional attitude and good human relation skills are required. Position requires a flexible schedule. Applicant must be capable of climbing ladders and lifting 50lbs. Resume, cover letter and non-returnable tape: Teri Hernandez, KOAT-TV, 3801 Carlisle Boulevard NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Building a News Team of solid go-getters! KDBC-TV, El Paso, Texas, an Imes Communications Station, is creating a Texas powerhouse. Executive Producer, Producers, Reporters, Videographers, Assignment Editors needed. Even if your position isn't listed, send your resume. Don't miss this opportunity to become part of a national award winning News Director's news team. Positive, fast learners only. Less-than-the-best need not apply. CBS affiliate. Send tapes/resumes to Luis Patino, News Director, 2201 Wyoming, El Paso, TX 79903. An Equal Opportunity Employer.

Art Director. WTTG, FOX O&O in Washington, DC, is looking for top-notch Art Director with creative skills to take our great station to the next level. Ideal candidate has a knockout portfolio from a minimum five years in TV. Proven ability to conceptualize, communicate, motivate and deliver great creative ideas quickly and tirelessly is a must. Exciting position with direct supervision of Art Department. Strong emphasis on News and Promotion maximizing the talent of a four-member graphics staff. Must have management and post-production experience. Position demands working knowledge of latest graphic arts technology. SGI, Liberty, Alias, Flint, Aurora, Mac, and Chyron Infront. Knowledge of marketing plan design and execution is a plus. For consideration send resume, reel, print samples and salary requirements to: Lydia M. Martinez, Director of Personnel, WTTG FOX TV, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V. No phone calls please.

HELP WANTED PROGRAMMING

New Jersey Network is accepting applications for the position of Deputy Director of Programming and Production. This position reports directly to the Executive Director of the Network and is responsible for the overall administration of NJN broadcast activities. Activities reporting to the Deputy Director include: broadcast scheduling, program acquisitions, education programs, program development, production, engineering, art and graphics and related services. The Deputy Director develops and implements program standards and ensures that the broadcast service of NJN fulfills its mission to serve the community. He/she also helps department managers and the senior management team with the development of overall station budgets, strategic plans and policies. A Bachelor's degree in communication or related field required. Master's degree preferred. At least ten years of recent public television management experience and proven administrative ability, including a minimum of five years of public television programming and production. This experience shall include: 1) Written communication proficiency, 2) Budget preparation and oversight experience, 3) Experience with contract negotiations and closures, 4) Full knowledge of the principles and practices of public broadcasting, broadcast rules and regulations and station management, 5) Executive public television production experience and credits, 6) Previous successful relationship with PTV funding and support organizations, 7) Demonstrated national level creative program design production and development capabilities, 8) Experience with non-profit, governmental and FCC policies and regulations. New Jersey Network is an Equal Opportunity Employer. Interested applicants who meet the requirements above should send written application to NJN, Kim Burnett, Personnel Manager, CN 777, Trenton, NJ 08625-0777.

**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

**HELP WANTED
FINANCIAL & ACCOUNTING**

WFXT Fox 25 is seeking a Vice President of Finance to oversee all financial matters. Primary responsibilities include managing accounting personnel, financial reporting and analysis, identifying and resolving operational issues, overseeing departmental budgets and participation in the annual budget process. Degree in accounting or finance and four to seven years management experience in broadcasting or related field required. Ability to think strategically is essential. MBA and/or CPA preferred. Send a resume with a cover letter to:



Personnel Director, WFXT FOX 25,
25 Fox Drive, PO Box 9125,
Dedham, Ma 02027-9125.
(NO PHONE CALLS, PLEASE).
EOE/M/F/D/V.

Financial Analyst. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for a Financial Analyst. Position is responsible for Station's external reporting function including highly detailed revenue reporting, weekly P&L, forecast, and tax packages. Must have at least 3 years of financial analysis experience, preferably in the communications industry. Degree in Accounting or related field required. Familiarity with forecasting and G/L accounting highly desirable. Extreme proficiency in Lotus 1-2-3 essential. Self auditing skills a plus. For consideration rush resume and salary requirements to: WTTG FOX 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. Attn: Lydia Martinez. NO phone calls please. EOE/M/F/D/V.

Accounting Manager. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for an Accounting Manager. Supervisory responsibility for professional staff of five. Responsibilities include overseeing payroll, billing and A/P functions. This position is also responsible for periodic financial reporting requirements (cash flow, profit and loss, forecast and tax packages). Responsible for ensuring compliance with contractual agreements and corporate policy. Auditing experience a plus. Extreme proficiency in Lotus 1-2-3 essential. Must have at least 3 years of management experience in a financial environment, preferably in the communications industry. CPA required. For consideration submit resume and salary requirements to: WTTG FOX 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. Attn: Lydia Martinez. No phone calls please. EOE/M/F/D/V.

SITUATIONS WANTED MANAGEMENT

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.

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 PROGRAMMING

**AS A SENIOR TALENT I
ATTRACT ALL AGE VIEWERS**



My experience includes: TV-Radio-Cable Producer-Host, GENERAL MANAGER ENTERTAINER, Kiddie-Adult TV Shows, Stand-Up Comic, Seminar Speaker, DANCING, SINGING, ACTING, CRIME SHOWS, PUPPETEERING, CARTOONS, Fund Raising, TV Sales, Writing, Syndicable, Any Market. (954)972-6661.

PROGRAMMING SERVICES



National Weather Network

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

TV RESUME TAPES

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.

Great Britain. Trained in America; working in London. For all your video production needs in the U.K. Sam Green TV. 44-171-722-0998.

In Washington, D.C. Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

CABLE

HELP WANTED SALES

Manager, Local Ad Sales/New Business

Assist in the development and management of local ad sales and Local Sports Break affiliate programs, campaigns and materials. Coordinate strategies that impact new ESPN2 and ESPNEWS local ad sales launches. A Degree in marketing, MBA preferred or equivalent work experience. Exceptional presentation and writing skills coupled with sports knowledge.

Computer literacy and ability to travel 50% of the time also required. Interested applicants should send resumes to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010-7454, Attn: Ad# 1026, or Email to: JonesJ@espn.com, (unencrypted and nonmimed). No Phone Calls Please.



Equal Opportunity Employer M/F/D/V.



Please Note!!!

Effective October 1, 1996, New Classified Rates are:
Non-Display - \$2.10 per word Display - \$187.00 per inch

For further information please contact :

Antoinette Fasulo 212-337-3073

or

Sandra Frey 212-337-6941

HELP WANTED SALES

**ACCOUNT EXECUTIVES
SALES MANAGERS**

Join TCI Media Services on an explosive growth curve! Immediate openings for **Account Executives and Sales Managers** throughout the United States. We're seeking candidates with a strong work ethic and experience in the areas of sales, promotions, marketing and new business development. Candidates should be high-energy and goal-oriented. Sell CNN, ESPN, MTV, USA, TNT and many other popular networks. This is a career opportunity of a lifetime. Drug test and background check required of successful applicant. Interview will be required of final candidates. Accommodation will be arranged if needed for the interview. Send resume and geographic preference to Jim Birschbach - V.P. of Advertising Sales, TCI MEDIA SERVICES, 5619 DTC Parkway, Englewood, CO 80111. Or E-mail resume to birschbach.jim@tcinc.com. EOE



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

Ad Sales Account Executive. Leading interactive music television network seeks a high-energy, self-starter to develop new advertising accounts and maintain existing accounts. Based in New York, this individual must be highly creative, have a thorough knowledge of media math, excellent communications skills, agency contacts, with a minimum of two years of sales experience. Join a winning team and get involved in the Interactive age. Send resume with cover letter and salary expectations to Box 00933.

Ad Sales Engineer. Degreed professional to serve needs of Cable Advertising operations. Knowledge of analog video, local area networking, and cable headend operations required. Specific knowledge of windows NT Networking and Digital Insertion systems preferred. Opportunities in multiple locations. Resume to CableRep Engineering, c/o Cox Communications, Inc., 1400 Lake Hearn Drive, Atlanta, GA 30319. Fax: 404-843-5992. Cox Communications, Inc. Is an Equal Opportunity Employer.

Account Executive: A performing rights organization has an immediate opening for a cable licensing executive. To succeed in this position, the ideal candidate will have 2 years or more direct experience in cable licensing or a related cable field. We're looking for a self motivated person with computer skills and above average communication skills to fill this exciting position. Salary commences with experience. EOE. Fax resume w/salary requirements to P. Collins (212) 489-5699.

HELP WANTED HUMAN RESOURCES



A SUBSIDIARY OF COX ENTERPRISES INC.

**DIRECTOR
HUMAN RESOURCES**

Excellent opportunity and benefits at a successful and growing organization for top-notch human resources generalist:

- Directs the development & implementation of Cox Broadcasting H.R. programs including employment, labor relations, FCC license renewals, training & development, employee benefits, compensation, safety & employee relations.
- Serves as primary resource & support to Cox Broadcasting management for HR issues.
- Requires at least 5 years experience as a Human Resources Generalist (or related experience in broadcast industry). college degree required. SPHR certificate a plus.
- Must have working knowledge of FMLA, ADA, FLSA, Civil Rights, EEO & other employment regulations.
- Must be able to work effectively with all levels of management & employees. Must have excellent communication, organizational & consulting skills.

COX BROADCASTING, INC.

P.O. Box 105357
Atlanta, GA 30348
Attn: CEI HR Dept. - 5th Floor
or fax resume to (404) 843-5770
NO PHONE CALLS
(EOE)

HELP WANTED MARKETING

Marketing

**COMCAST-
THE
PREMIUM
CHOICE**



Comcast Cablevision is one of the nation's largest cable TV systems and a subsidiary of a diversified communications entity that's changed the business landscape in Philadelphia. We are seeking dynamic and talented individuals to work in the Philadelphia area for the following positions:

AREA MARKETING DIRECTOR

The selected candidate will assist the Area Vice President in business planning and competitive strategies, programming, sales and retention opportunities, and team building as well as develop the annual budget and marketing plan. Must have a Bachelor's Degree in Business, Marketing or recognized equivalent in work experience. Five years progressive responsibility in Sales and Marketing Management required.

AREA AD SALES MANAGEMENT

This position is available for an individual to plan, organize, direct and motivate the area advertising sales staff to achieve financial goals and objectives. Must have a High School degree plus five to seven years experience. Business Administration, Sales, Media Sales and Marketing Techniques or equivalent work experience required.

AD SALES BUSINESS MANAGER

Responsibilities will include managing the daily activities of the business and traffic functions in the advertising sales department for the area. Must have a Bachelor's Degree in Accounting or the recognized equivalent in work experience or self study. Three or more years of experience in general accounting, accounts receivable/payable, budgeting and operation analysis is required.

Make the premium choice and join Comcast Cablevision. We offer competitive salaries and excellent benefits. To apply, please send resume including salary requirements and indicating position of interest to: Jane D. Yaeger, Area Human Resources Director, Comcast Cablevision of Philadelphia, Inc., 11400 Northeast Avenue, Philadelphia, PA 19116. Equal Opportunity Employer.



HELP WANTED PRODUCTION

Production Manager: CableRep Advertising is looking for an individual to manage our Connecticut Video Production Department. You must be able to manager, train and schedule production staff to produce high quality, creative commercial spot production on a consistent basis. You must also be able to develop other revenue streams, i.e. corporate videos and short and long format commercials. Management and production skills necessary. Send resume to: Business Manager, CableRep New England, 801 Parker Street, Manchester, CT 06040. A COX Communications Company. EOE.

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

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 DRIVER

Television Driver: Driver needed for brand new, Los Angeles based, 51 foot TV remote production truck. Driver will also perform light TV maintenance duties such as repair of video and audio cables and other items as instructed by engineer in charge of unit. Candidate must be willing to travel, able to work flexible hours and some moderate to heavy lifting is involved. Commercial drivers license, an excellent driving and safety record and five to ten years experience driving large trucks are necessary. Preference will be given to those with experience driving television remote units. Send resume to Tom Edwards, TCI National Digital Television Center, 4100 E. Dry Creek Road, Littleton, CO 80122. No phone calls please. A drug test and criminal background check will be required of the successful candidate. EOE.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,
245 West 17th St.,
New York, New York 10011

ALLIED FIELDS

HELP WANTED INSTRUCTION



**UNIVERSITY OF
SOUTH CAROLINA**

The College of Journalism and Mass Communications seeks applicants for a full-time faculty position, not on the tenure track, in its electronic journalism program. This twelve-month position, a year-to-year renewable appointment at the rank of instructor, is available in January 1997, although the effective date might be postponed to July 1997 at the request of the successful candidate.

Qualifications: Minimum of 5 years professional experience in electronic journalism is required, with the majority of that experience producing television news. Bachelor's degree is required. Master's degree and part-time or full-time teaching experience will be given preference.

Duties: Teach, coach and mentor as part of a faculty team assigned to the College's senior semester capstone project in electronic journalism and possibly assist in other broadcast journalism courses. (Senior students produce a daily live half-hour television newscast broadcast over cable and also produce several daily live radio newscasts broadcast over the campus radio station.) Advise students on academic requirements and career planning. Participate in faculty governance and professional service activities.

Salary: Nationally competitive for academic positions.

Application Procedure: Screening of applicants will begin in October 1996, but applications will be accepted until the position is filled. Send letter of application, vitae/resume, VHS tape of three of your recent productions, and the names, addresses and telephone numbers of three references to:

Dr. M. Kent Sidel, Chair
Electronic Journalism Search Committee
College of Journalism and Mass Communications
University of South Carolina
Columbia, SC 29208

The University of South Carolina is an equal opportunity employer and specifically invites and encourages applications from women and minorities.

EMPLOYMENT SERVICES

JOBPHONE®
Inside Job Openings, Nationwide
PRESS 1 Radio Jobs, updated daily
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3 Hear "Talking Resumes"
4 To record "Talking Resumes" and employers to record job openings
5 Entry level positions
1-900-726-JOBS
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National Sports Jobs Weekly, PO Box 5725
Glendale AZ 85312, <http://www.sportsjobs.com>
(602) 933-4345, 4 issues for \$39, 13 for \$89.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

Entry Level Only! Employment Assistance for TV News and Sports Reporters. Lead service, talent marketing and demo tapes. 13th year. MCS. 619-788-1082.

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You're making \$100,000!
But you want and need more,
more time freedom!
1-800-223-4567

**PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES**
BROADCAST & CABLE TELEVISION, DISTRIBUTORS,
MOTION PICTURE, POST PRODUCTION & MORE
Entry to senior level jobs nationwide in ALL fields
(news, sales, production, management, etc.).
Published biweekly. For subscription information:
(800) 335-4335
In CA, (818) 901-6330.
Entertainment Employment Journal™

TOWER RENTAL SPACE

Tower Rental Space. 1120' Tower in Janesville, WI with ability to cover Madison, Rockford and the surrounding areas. contact WJNW-TV at 815-229-6000 for more information.

PUBLIC AFFAIRS

Deputy for Public Affairs: Consumer-oriented, elected State Insurance Commissioner is seeking an experienced and motivated manager to implement her agency's public information and consumer education program. The successful candidate will have experience as a reporter or editor with the commercial media, excellent verbal and writing skills, the ability to work independently, to develop create ideas and to supervise a professional staff. We offer an excellent benefits package and a salary up to \$60,000 annually DOQ. The Office of Insurance Commissioner is located in the State Capitol on the shores of the beautiful Puget Sound. Please send resume by October 11, 1996 to: Office of Insurance Commissioner, Attn: PIO, P.O. Box 40257, Olympia, WA 98504-0257. EOE.

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

How to Get a Job as a TV News Reporter. Workshop Oct. 5. For information, call Julie Eckhart, ESP. 914-937-1719.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

CLEARLY PRUDENT.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

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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

Accepted for filing

Ponce, P.R. (BAPLCT-960820IC)—Hector Nicolau for WTN(TV) ch. 14: involuntary AOL of CP and license to estate of Hector Nicolau. Aug. 20

NEW STATIONS

Filed/Accepted for filing

Tuscaloosa, Ala. (BPED-960819MR)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 88.9 mhz, ERP 100 kw, ant. 159 m., 14905 Barger's Spur Rd., Brookwood, Ala. Moody owns WMBV(FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLN-AM-FM East Moline and WGNR(FM) Monee, all Ill.; WIWC(FM) Kokomo, Ind.; WJSO(FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW(FM) Chattanooga, WKKW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying FMs in Naples and Lakeland, and CP for FM in Vero Beach, all Fla., and has applied for FMs in Prichard, Ala.; La Crosse, Sebastian and Sebring, Fla.; Crown Point, Ind.; Keokuk, Iowa; Wilmington,

N.C., and Las Cruces, N.M. Aug. 19

Bayshore, Fla. (BPED-960826MR)—Community Resource Foundation Inc. (Melody A. Oie, president, 79 Evergreen Ave., Elmira, NY 14905) for FM at 91.9 mhz, ERP 3.2 kw, ant. 30 m., 20410 Welborn Dr., North Fort Myers, Fla. Aug. 26

Clewiston, Fla. (BPED-960822MA)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E. West Palm Beach, FL 33406) for noncommercial educational FM at 91.5 mhz, ERP 1 kw, ant. 125 m., .19 km E of Hwy 832, 6 km SE of center of Clewiston. AEB has applied for FMs in Globe and Tucson, Ariz.; Hawthorne, Nev., and Orlando and Okeechobee, Fla., and AMs in Havana, Fla., and Hawthorne, Nev. Auel owns WWLO (AM) Gainesville, Fla.; 50.1% of KKM(CAM) Gonzales, Calif., and CP for WORL(AM) Christmas, Fla.; 50% of WCHP(AM) Champlain, N.Y., and WLWJ(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla.; King City, Hollister and Paradise, all Calif., and Champlain and Rouses Point, N.Y., and a 33 1/3% interest in application for noncommercial FM in Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KXXX(AM) Paradise, Calif. Aug. 22

Sebring, Fla. (BPED-960820MB)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 91.5 mhz, ERP 25 kw, ant. 93 m., 10 km SSW of Sebring. Moody owns WMBV(FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLN-AM-FM East Moline and WGNR(FM) Monee, all Ill.; WIWC(FM) Kokomo, Ind.; WJSO (FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell,

Mont.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW (FM) Chattanooga, WKKW (FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying FMs in Naples and Lakeland, and CP for FM in Vero Beach, all Fla., and has applied for FMs in Prichard and Tuscaloosa, Ala.; La Crosse and Sebastian, Fla.; Crown Point, Ind.; Keokuk, Iowa; Wilmington, N.C., and Las Cruces, N.M. Aug. 20

Tell City, Ind. (BPH-960823ME)—Bayard H. Walters (P.O. Box 150846, Nashville, TN 37215-0846) for FM at 105.7 mhz, ERP 4.8 kw, ant. 111 m., WKCM-FM tower, 2.4 km NE of Cannelton, Ind. Walters owns WHAL(AM), WYCO (FM) Shelbyville, WQZQ-FM Dickson and WCTZ (AM) Clarksville, all Tenn.; WEJT(FM) and WSHY (AM) Shelbyville, WVLE(AM)-WGLO(FM) Pekin, WMCI(FM) Mattoon, WHQQ(FM) Charleston, WFRY (FM) Elmwood, and WYDS(FM) Decatur, all Ill.; WKCM(AM) Hawkesville and WBIO(FM) Philpot, Ky., and WLME(FM) Cannelton, Ind., and has time brokerage agreement with WZNX(FM) Sullivan, Ill. Aug. 23

Ottumwa, Iowa (BPED-960820MC)—University of Northern Iowa (Robert Koob, president, 324 Communication Arts Ctr., Cedar Falls, IA 50614) for FM at 91.1 mhz, ERP 1.9 kw, ant. 122 m., 4.3 mi. SSE of Ottumwa. Aug. 20

Manhattan, Kan. (BPED-960826ME)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.7 mhz, ERP 25 kw, ant. 152 m., 6 mi. NE of Manhattan. Family owns WALN(FM) Carrollton and WAKD (FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahsoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. Aug. 26

Ocean City, Md. (BPED-960820MA)—Salisbury State University Foundation Inc., WSCL (Lloyd L. Beatty, chairman, P.O. Box 2596, Salisbury, MD 21802) for FM at 90.7 mhz, ERP 27 kw, ant. 116 m., S side of SR 589, 1.15 km W of Beauchamp Rd. The university owns WSCL(FM) Salisbury. Aug. 20

Corinth, Miss. (BPED-960821MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

38803) for FM at 91.9 mhz, ERP 1 kw, ant. 60 m., Central School Rd., Rte. 2, Glen, Miss. Family owns WALN(FM) Carrollton and WAKD (FM) Sheffield, Ala.; WOFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. Aug. 21

Great Falls, Mont. (BPH-960826MI)—Sunbrook Communications Inc. (Larry P. Roberts, president, Sunbrook Communications, c/o Fisher Wayland: JSR, 200 Pennsylvania Ave. N.W., #400, Washington, DC 20006) for FM at 107.3 mhz, ERP 94 kw, ant. 621 m., Tiger Butte, 14 km W of US 89 and SR 427, 44 km SSE of Great Falls. Sunbrook owns KRKX-FM, KBLG(AM) and KYA-FM Billings, KGGL-FM and KGRZ(AM) Missoula, KAAK-FM, KXGF(AM), KMS (AM) and KQDI-FM Great Falls, and KAAK(FM), KQVY-FM and KXTL(AM) Butte, all Mont., and KYSN(FM) East Wenatchee, KXAA (FM) Rock Island, KWWX(AM) Wenatchee, and KWWW-FM Quincy, all Wash. Fisher Broadcasting, owned by Sunbrook parent Fisher Companies Inc., owns KOMO-TV-AM, KVI(AM) and KPLZ-FM Seattle, and KATU(TV) and KWWJ-AM-FM Portland, Ore. Aug. 26

Great Falls, Mont. (BPH-960826MB)—EB Needles LLC (Charles B. Moss Jr., manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 107.3 mhz, ERP 98 kw, ant. 611 m., on top of Tiger Butte, N of Lewis and Clark National Forest. EB has applied for FM in Needles, Calif., and Grand Junction, Colo. Moss owns KRKE(AM) Aspen and parts of KSPN-FM Aspen, KNFO(FM) Basalt, KTUN(FM) Eagle and KFMU(FM) Oak Creek, all Colo., and KAPF(FM) Taos, N.M., and has interest in applications for FMs in Billings, Mont., and Healdsburg, Calif. Aug. 26

Mesquite, Nev. (BPH-960819MB)—Brian Head Broadcasting Co. Inc. (Pamela J. Johnston, president, P.O. Box 747, Cedar City, UT 84721) for FM at 97.5 mhz, ERP 100 kw, ant. 228 m., 3.2 km NW of Riverside. Aug. 19

Mesquite, Nev. (BPH-960822MD)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for FM at 97.5 mhz, ERP 5.7 kw, ant. 932 m., Virgin Peak Ridge, 22.55 km SSW of Mesquite, Nev. KM has CPs for TV on ch. 20, Iowa City, and for FM in Pearson, Ga., has applied for FMs in Viola and St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.;

Parkersburg, Iowa; Willard, Ohio; Brigham City, Utah, and Neillville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark.; Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash.; Crandon, Wis., and Jackson, Wyo. Aug. 22

Endwell, N.Y. (BPH-960826MC)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for FM at 107.5 mhz, ERP 3 kw, ant. 99 m., Ely Hill. EMF owns FMs in Magalia, Garberville, Chowchilla, Santa Rosa and Kingsburg, all Calif., and AM in Tigard, Ore., and has applied to build FMs in Klamath Falls, Cherryville and Winchester, all Ore.; Tucson, Ariz., and Fairmead, Redding, Fountain Hills and Livingston, all Calif. Aug. 26

Mason, Tex. (BPH-960823MF)—BK Radio (Bryan King, 50% owner, 1809 Lightsey Rd., Austin, TX 78704) for FM at 97.7 mhz, ERP 50 kw, ant. 150 m., 2.4 km from Hilda, Tex., near Hwy 783. BK has applied for FM in Gregory and Winona, Tex., and is building KAHX(FM) Ingleside, Tex. Aug. 23

Rudolph, Tex. (BPED-960827MB)—Faith Pleases God Church Corp. (Carlos Ortiz, 4501 W. Expressway 83, Harlingen, TX 78552) for FM at 90.7 mhz, ERP 2.4 kw, ant. 68 m., SR 77. The corporation has applied for TVs in Big Springs, Del Rio, Laredo, San Angelo and Texarkana, all Tex. Aug. 27

Mt. Vernon, Wash. (BPED-960821MB)—Northern Sound Public Radio (Charles Snyder, chairman, 119 N. Commercial, #270, Bellingham, WA 98225) for noncommercial educational FM at 91.7 mhz, ERP 17 kw, ant. 390 m., Devils Mountain electronics site, 7.5 km SE of Mt. Vernon. NSPR owns KZAZ(FM) Bellingham. Aug. 21

White Sulphur Springs, W.Va. (BPH-960816MH)—Northern Michigan Educational Television Association (Lyle Robert Evans, president/75% owner, P.O. Box 221, Ironwood, MI 49938) for FM at 93.3 mhz, ERP kw, ant. -132 m. Evans owns WEZR(FM) Brillion, 90% of WWRN-TV Mayville and 50% of WMBE (AM) Chilton, all Wis., and is building FMs in Stephenson, Mich., and Birnamwood, Wis., and has applied for FM in Kentland, Ind.; Crystal Falls and Hancock, Mich., and New Holstein, Wis., and TV in Eagle River, Wis., and has 75% interest in application for TV in Ironwood. Aug. 16

Gillette, Wyo. (BPED-960821MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.7 mhz, ERP .25 kw, ant. 27 m., near Hwy 59, 4 1/2 mi. SSE of Gillette. Family owns WALN(FM) Carrollton and WAKO (FM) Sheffield, Ala.; WOFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.;

Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and Charles City, Va., and is selling an FM in Mount Morris, Ill. Aug. 21

FACILITIES CHANGES

Accepted for filing

Huntsville, Ala. (BPCT-960826KF)—Rocket City Television Inc. for WAAY-TV ch. 31: change ERP to 5,000 kw visual, ant. Aug. 26

Jackson, Ala. (BMPH-960821IE)—Capital Assets Inc. for WHOO-FM 94.5 mhz: change ERP, ant., TL, class. Aug. 21

San Mateo, Calif. (BMP-960830AD)—Pacific FM Inc. for KOFY(AM) 1050 khz: make changes in night ant. system. Aug. 30

Thousand Oaks, Calif. (BPH-96081IB)—Amaturo Group of L.A. Ltd. for KNJO(FM) 92.7 mhz: change ant. Aug. 21

Charlotte Harbor, Fla. (BMPH-960828IA)—Intermart Broadcasting SW Florida Inc. for WIKX(FM) 92.9 mhz: change ERP, ant., TL, ant. supporting-structure height. Aug. 28

Okeechobee, Fla. (BP-960830AB)—Okeechobee Broadcasters Inc. for WOKC(AM) 1590 khz: change TL, studio location, power, ant. system. Aug. 30

Savannah, Ga. (BP-960821AA)—Phoenix Broadcast Partners Inc. for WSGA(AM) 1400 khz: change TL, power, ant. system. Aug. 21

Rexburg, Idaho (960823MG)—Ricks College Corp. for KRIC(FM) 100.5 mhz: change ERP, ant., TL. Aug. 23

Terre Haute, Ind. (960823MD)—American Family Association for WAPC(FM) 91.9 mhz: change TL. Aug. 23

Beloit, Kan. (BP-960823AB)—Solomon Valley Broadcasting Inc. for KVSU(AM) 1190 khz: add night service. Aug. 23

Russellville, Ky. (BP-960823AA)—WRUS Inc. for WRUS(AM) 610 khz: change TL, power, ant. system. Aug. 23

Walkersville, Md. (960829AA)—Elijah Broadcasting Corp. for WWTL(AM) 700 khz: change city of license, TL, studio location, power, ant. system. Aug. 29

Kalispell, Mont. (BPH-960819IA)—Cloud Nine Broadcasting Inc. for KOBK(FM) 106.3 mhz: change ERP, ant., TL. Aug. 19

Grand Island, Neb. (BMPCT-960724KF)—Hill Broadcasting Co. Inc. for KTVG(TV) ch. 17: change overall height of tower to 610 m., ant. to 614 m., TL to 1.3 km W of CH 35 and Sod Town Rd. intersection, 11.3 km SE of Ravanna. July 24

Winchester, Nev. (BMP-960820AB)—Robert Adelman for KZTV(AM) 620 khz: change ant. system, TL, power. Aug. 20

—Compiled by Jessica Sandin

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Datebook

THIS WEEK

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—"The Future of Sports on Television," blue-ribbon breakfast presented by the New York chapter of *Marketing Society of the Cable and Telecommunication Industry (CTAM)*. The Sky Club, New York. Contact: Rebecca Kramer, (212) 818-9151.

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.

SEPTEMBER

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 Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

Oct. 10—*Caucus for Producers, Writers & Directors* 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. 15—*Federal Communications Bar Association* Midwest chapter luncheon featuring Susan Ness. Hotel Intercontinental, Chicago. Contact: Paula Friedman, (202) 736-8640.

Oct. 17—*Federal Communications Bar Association* luncheon featuring Janet Reno. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 17-18—10th annual *Achievement in Radio Awards*. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Oct. 17-18—"Wireless Telecommunications: Models for the Next Century," seminar presented by the *Myers Keller Communications Law Group*. Marriott at Metro Center, Washington. Contact: (202) 898-5706.

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.

Oct. 21—"Re-energizing the Political Process," *International Radio & Television Society Foundation* dinner. Marriott Marquis, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Oct. 21-23—Private & Wireless Show, conference on private and wireless cable presented by *Global Exposition Holdings*. Wyndham Anatole Hotel, Dallas. Contact: (713) 342-9826.

Oct. 22—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.

Oct. 23—Annual meeting of the *New Jersey Broadcasters Association*. Sheraton Eatontown Hotel and Conference Center, Eatontown, N.J. Contact: (609) 860-0111.

Oct. 24—Vendor Product Showcase of the *Society of Cable Telecommunications Engineers* Central Florida chapter. Royal Plaza Hotel-Walt Disney World Village, Orlando, Fla. Contact: (713) 342-9826.

Oct. 25-27—*Community Broadcasters Association* 9th annual conference and exposition. Aladdin Hotel, Las Vegas. Contact: Katie Reynolds, (414) 533-5573.

Oct. 26-29—*North Carolina Association of Broadcasters* annual convention and political debate. Grove Park Inn, Asheville, N.C. Contact: (919) 821-7300.

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)

The acquisitive type

When Tom Hicks talks radio, other investors listen.

Hicks is a leader in the ongoing rush to consolidate radio stations. In late July, Hicks and his Dallas-based private investment firm, Hicks, Muse, Tate & Furst Inc., said they would put \$100 million toward acquiring up to 300 radio stations via Capstar Broadcasting Partners Inc. Capstar already has moved to buy Osborn Communications Corp. and Commodore Media Inc.

Meanwhile, privately held GulfStar Communications Inc. is led by Hicks's younger brother William R., although Tom Hicks remains its majority owner. GulfStar previously was run by another of the four Hicks brothers, R. Steven, who now runs Capstar.

Hicks Muse's first major radio investment was in Chancellor Broadcasting Co., formed in 1993. Hicks Muse has put \$80 million into Chancellor, Hicks says. Brokers figure that Chancellor now may be worth \$2 billion.

Altogether, Hicks Muse counts more than 130 radio stations (owned or being bought) in its multibillion-dollar portfolio. By Hicks's reckoning, only he and Sam Zell—70% owner of Jacor Communications Inc.—are investors who have achieved "true critical mass" in radio. By that, he means they're big enough to be consolidators rather than be consolidated.

As chairman of Hicks Muse, Hicks is all business. He's not interested in managing radio stations; he just wants to make money from them. "It's all about growth," he says. The stations must be well managed, however: "A lousy manager can ruin what could be a good company."

Radio stations are a good investment because of "the tremendous free cash flow you can generate because there's no capital," Hicks says. To balance Hicks Muse's portfolio, however, he limits radio to 10% of its investments. Hicks Muse's diverse holdings include hotels, Ghirardelli Chocolate Co., a circuit-board maker, Hat Brands (makers of Stetson) and, most recently, the maker of Chef Boyardee and Jiffy Pop.

Hicks says his successful "buy and build" strategy applies to any business, anywhere. According to this strategy, a core business is bought at a bargain price. Other related businesses are added to it. The ensuing enlarged company may go public or be sold at a higher price.

That may be what is happening with



"We saw a real void in the smaller markets...and we don't think that will last."

Thomas Ollis Hicks

Chairman/founder, Hicks, Muse, Tate & Furst Inc., Dallas; b. Feb. 7, 1946, Houston; BBA, University of Texas, 1968; MBA, University of Southern California, 1970; investment officer, Morgan Guaranty Trust Co., New York, 1970-74; Dallas: president, First Dallas Capital Corp., 1974-77; co-managing partner, Summit Partners, 1977-83; co-chairman, Hicks & Haas Inc., 1983-89; founder, Capstar Communications, 1987; founder, GulfStar Communications Inc., 1992; founder, Chancellor Broadcasting Co. and HMW Communications Inc., 1993; chairman, Chancellor; founder, Capstar Broadcasting Inc., April; current position since 1989; m. Cinda Cree, Sept. 15, 1990 (second marriage); children: Tommy, 18; Mack, 15; Alex, 13; Bradley, 11; William, 5; Catherine, 2.

Chancellor right now. Hicks, however, will not confirm long-standing rumors that Chancellor is on the block. He does admit that the company may have hit its peak, at least under Hicks Muse's terms. "It's really a question of making attractive purchases, and that's getting harder" in the major markets where Chancellor does business, he says.

So Capstar is stepping into midsize and smaller markets, where Hicks still sees radio opportunities. "We saw a real void in the smaller markets...and we don't think that will last," he says.

Although Chancellor was Hicks's first major radio investment, Hicks is no stranger to the medium. When he was in the eighth grade, his father left a radio rep firm to buy a share in KALO(AM) Port Arthur, Tex. Hicks filled in as a weekend DJ and engineer.

Hicks's father eventually acquired radio stations all over the state. "I just kind of grew up in it. It became second nature."

But when it came time to choose a career, Hicks went his own way. His father wanted each of his four sons to join him "in the family business." Instead, "feeling very independent, I want off to New York. That was a big disappointment to my dad at the time," Hicks says.

That disappointment didn't last long. Hicks returned to Texas in 1974. In the late '70s, he and brother Steve bought out their father, who wanted to retire. "He made us a very attractive proposition," Hicks recalls. One of the stations involved, KLVI(AM) Beaumont, still is part of the family portfolio under GulfStar.

Their father, who died in 1993, would be pleased at what his sons have done, Hicks says, but "he would be scratching his head watching all the changes in the industry."

Changes that are just frosting on the cake for an already wealthy man. Hicks's sweeping Dallas office is more reminiscent of Versailles than of the Southwest. He has a summer home in exclusive La Jolla, Calif., where he, his wife and six children can beat the Dallas heat. Last December, Hicks put down \$84 million of his own money to buy the Dallas Stars NHL team.

Bowing to the success it has had with radio, Hicks Muse now wants to buy TV stations. There is a handshake agreement with one operator in a small to midsize market, Hicks says, but he declines to be specific.

Hicks Muse also is looking to expand its cable holdings to Latin America. It already owns Dallas-based Marcus Cable Co. —EAR

BROADCAST TV



McDaniel

Jan McDaniel, president/GM, KAKE-TV Wichita, Kan., and the Kansas Television Network, joins WCCO-TV Minneapolis as VP/GM.

Laura Ingraham, defense attorney, Skadden, Arps, Slate, Meagher &

Flom, Washington, joins CBS News, New York, as analyst.

Clare Tully, director, business affairs, NBC Entertainment, New York, named director, business development, NBC News.

Kent Jarrell, national reporter, WUSA(TV) Washington, joins Ryan • McGinn, Arlington, Va., as senior VP.

Appointments at WBBM-TV Chicago: **Jodine Costanzo**, reporter/anchor, WKYC-TV Cleveland, joins as co-anchor, *Channel 2 News This Morning*; **Sara Lucero**, sports director/reporter and host, *Arriba Spurs*, KWEX-TV San Antonio, Tex., joins as general assignment reporter.



Sugai

Kelly Sugai, president/GM, KTVQ(TV) Billings, Mont., joins KIVI(TV) Nampa/Boise, Idaho, in same capacity.

Gary Zenobi, local/general sales manager, WTIC-TV Hartford, Conn.,

joins WDLZ(TV) Miami as GSM.

Appointments at KEYC-TV Mankato, Minn.: **Rick Thiesse**, senior news reporter, named assistant news director; **Dan Marries**, anchor, KREX-TV Grand Junction, Colo., joins as anchor/producer; **Ellie Merritt** joins as news reporter; **Megan Mark**, news reporter, KOMU-TV Columbia, Mo., joins as anchor/producer.

Mark Burrette, director, KPIX-TV San Francisco, joins KRON-TV in same capacity.

Appointments at WFXT(TV) Boston: **Peter Bouchard**, staff meteorologist, WGME-TV Portland, Me., joins as week-end meteorologist; **Joanne Pallotta**, pro-

ducer, WHDH-TV Boston, joins in same capacity; **Joe Spadea**, chief assignment editor, WJAR(TV) Providence, R.I., joins as assignment editor; **Larry Watzman**, executive producer, creative services, WHDH-TV Boston, joins as news promotion manager.

Vicki Montet, senior executive producer, news and special projects, WUSA(TV) Washington, joins WSOC-TV Charlotte, N.C., as news director.

Appointments at Katz Continental Television research team, New York: **Robert Harris**, research analyst, named research manager; **Chris Petix**, research analyst, named senior research analyst; **Maria Bilan** joins as senior research analyst.



Campbell

Selina Campbell, broadcast operations shift supervisor, WVEC-TV Hampton, Va., joins KRXI(TV) and KAME-TV Reno as assistant chief engineer, operations.

Appointments at KVUE-TV Austin, Tex.: **Carole Kneeland**, news director, named VP, news; **Cathy McFeaters**, executive producer, named news director; **Mike George**, news manager, named executive producer; **Pamela McCown**, staff meteorologist, KBTX-TV Bryan, Tex., joins as fourth meteorologist member of storm team.

PROGRAMING



Wilson

Stephen Wilson, consultant, joins National Geographic Television, Washington, as managing director, company's location-based entertainment operation.

Marianne Romano, manager, electronic publicity, NBC Entertainment, Burbank, Calif., named publicity director, NBC Studios.

Appointments at Trident Entertainment Inc., Universal City, Calif.: **Jason Herve**, principal and executive producer, *The Celebrity Arabian Adventure*, named director, strategic alliances;

Danila Koverman, producer, *Extra: The Entertainment Magazine*, Warner Bros. Television, joins as director, creative affairs.

Appointments at Columbia TriStar Television, Culver City, Calif.: **Susan Wycoff**, manager, series development,



Wycoff



Gilbert

CBS Productions, joins as director, current programming; **Paul Gilbert**, head, international program development, King World Productions, joins as VP, international program development and format sales.

Lily Galdo, creative services director, WSVN(TV) Miami, named director, special projects, Univision Network, there.

Gary Tomlin, head writer, *Search for Tomorrow*, NBC, Burbank, Calif., named executive producer, *Sunset Beach*.

Beth Kelley, director, Western regional sales, MTM Worldwide Distribution, Studio City, Calif., named VP.

Susan Truitt, executive producer, WTTG(TV) Washington, joins Regional News Network, Kingston, N.Y., as news director.

Barry Buetel, television host, Empire Sports Network, Buffalo, N.Y., joins Fox Sports Arizona as anchor/reporter.

Shelley Brown, executive director, television finance and administration, MGM Worldwide Television, Santa Monica, Calif., named VP.

Appointments at Rysher Entertainment's newly formed international and pay-television and research unit, Los Angeles: **Eri June Morino**, director, pay television, Warner Bros., joins as director, international pay television; **Christopher Jacquemin**, manager, marketing research, domestic division, named director, international research and sales control.

Robert Selwyn, chairman/CEO, New World Television Station Group, joins Granite Broadcasting Corp., New

York, as COO.

Ian McDougall, independent producer, joins Alliance Television, Toronto/Los Angeles, as senior VP, production.

Pam van der Lee, VP, advertising sales and promotions marketing, Nickelodeon/Nick at Nite, named VP, marketing, Viacom Inc., New York.

Jeff Scherb, technology executive, Dun & Bradstreet Software, joins Tribune Co., Chicago, as senior VP/chief technology officer.

RADIO

Suzanne McDonald, VP/GM, American Radio Systems Corp., Hartford, Conn., joins operations committee that identifies operating priorities, strategies and objectives for the company.

Lou Vanellis, director, sports, WMAQ(AM) Chicago, joins WMVP(AM) there as host, Chicago Bulls coverage.

Appointments at Prime Sports Radio, Dallas: **Doug Looney**, senior writer, *Sports Illustrated*, joins as on-air analyst; **James Lofton**, commentator, CNN's Sunday football-preview show, joins as on-air analyst.

Adam Pullman, account executive, McGavren Guild, New York, named director, sales, Philadelphia.

Dennis Begley, GM, WOGL-FM Philadelphia, joins WPEN(AM) and WMGK(FM) there as VP/GM.

Robert Lyons, senior producer, WGBH(FM) Boston, named director, radio project development.

National Public Radio has established the NPR Program Strategy Board. It's mission is to insure that programing opportunities meet the organization's strategic goal. **Sandra Rattley-Lewis**, VP, cultural programing, named executive director and chair; **Murray Horwitz**, director, jazz, classical music and entertainment programing, named acting VP, cultural programing.

Robert Melfi, station manager, WSNE(FM) Providence, R.I., joins Personal Achievement Radio (PAR) as GM, PAR station in Seattle.

Daniel Savadove, VP/GM, Patterson Broadcasting's Harrisburg, Pa., stations, named VP, Eastern region, and adds stations in Savannah, Ga.; Pensacola, Fla., and Allentown, Pa., to his responsibilities.

Appointments at Paragon Research, Denver: **Mike Henderson**, director, sales,

named VP, radio; **Larry Johnson**, research manager, named VP, research.

Dennis Green, operations manager/affiliate relations director, Illinois and Wisconsin Radio Networks, LH&S Communications, joins Westwood One Entertainment, New York, as Midwest regional manager, affiliate relations.

CABLE

Appointments at Cable Network Inc.: **Michael Labriola**, director, Eastern division, assumes expanded responsibilities as director, sales; **John Collins**, VP, affiliate relations, named VP, special projects/new business development.

Bonnie Lyster, associate producer, sports, USA Network, New York, named producer, *USA Tuesday Night Fights*.



Browning

Nicole Browning, senior VP, regional operations, affiliate sales and marketing, MTV Networks, named executive VP, affiliate sales and marketing.

Victor Cruz, director, regulatory and government relations, RCN Corp., named director, special markets, Time Warner Cable of New York City.

Melvin Weidner, operations director for the launch of MSNBC, New York, named VP, technical operations, responsible for the design and construction of MSNBC's new headquarters in Secaucus, N.J.

Appointments at HBO NYC Productions' new film production unit, New York: **Alan Grabelsky**, director, production, East Coast, named VP, production; **Nellie Nugiel**, producer, and **Jane Nerlinger Evans**, free-lance production supervisor, named directors, production; **Judith Lyn Brown**, post-production supervisor, named director, post-production.

Sue Ann Haedike, senior news promotion producer, KDKA-TV Pittsburgh, joins Home & Garden Television, Knoxville, Tenn., as writer/producer.

Appointments at The Golf Channel, Orlando, Fla.: **Nicci Fry**, account executive, satellite department, named manager, marketing; **Sean Riley**, manager, affiliate relations, SportsChannel New York, joins as manager, affiliate sales, Western region.

David Bartolone, project director, National TeleConsultants, joins GRTV Network, Santa Monica, Calif., as director, operations.



Parrish

Elaine Parrish, executive VP, SpectraVision Inc., joins Game Show Network, Culver City, Calif., as senior VP, sales and affiliate marketing.

Appointments at American Movie Classics, Woodbury, N.Y.: **Pamela Hyatt**, talent coordinator, *Stephanie Miller Show* and *MAD TV*, joins as manager, talent relations; **Jennifer Geisser** joins as director, public relations.

Marietta Lee, researcher, investigative unit, KTRK-TV Houston, joins Court TV, New York, as Washington producer.

Diane Walsh, VP, television, Ruddy Morgan Organization, joins The Family Channel, Studio City, Calif., as director, programing.

Tom Ziangas, manager, ad sales research, International Family Entertainment, New York, named manager, sales resource development.

Appointments at Jones Intercable Inc.: **Joanie Brooks**, manager, marketing/customer service/sales, Wheaton, Ill., system, named operations marketing director. Her territory will include Colorado, California, Nevada, Arizona and Texas. **Guy McAree**, director, marketing strategy and planning, BellCablemedia, joins as director, marketing development; **David Cowan**, managing consultant/industry analyst, Bell Sygma's Information Systems, joins as operations system manager; **Tracy Hollingsworth**, public relations manager, Jones Digital Century, joins in same capacity.

MULTIMEDIA

Rod Bates, managing general partner, Bates and Associates: Communication Specialists, Lincoln, Neb., joins Nebraska Educational Telecommunications there as GM.

David Barrett, VP/deputy GM, Hearst Broadcasting Group, and **George Irish**, VP/group executive, Hearst Newspaper Group, New York, elected to the corporation's board of directors.

Keith Folz, station manager, WNAC-TV Providence, R.I., joins Showplace

Broadcasting, Chicago, as partner/COO.

ADVERTISING/MARKETING

Jeff Gurley, account executive, Petry Television, Dallas, joins Seltel Inc., New York, as sales manager, Knights sales team, Dallas.

Joel Richardson III, regional sales manager, Caribbean and Venezuela, Turner International, Atlanta, named director, sales, Andean and Caribbean regions.

Meg Hogan, affiliate representative, affiliate relations, Group W Satellite Communications, Stamford, Conn., named marketing specialist, Group W Network Services.

Philip Press, executive VP, sales and marketing, CBS Television Stations, New York, joins Media Inc. there as executive director.

AmyLu Riley, assistant account manager, public relations, Keller Crescent Co., Evansville, Ind., named account manager.

Appointments at BBDO Chicago: **Jeff Drooger**, producer, named VP/senior producer; **Heather Enloe** named broadcast negotiator; **Jeff Jass** named research analyst; **Lisa Lupinski** named assistant media planner.

ASSOCIATIONS/LAW FIRMS

Catherine White, director, finance, and treasurer, Consortium of Universities of the Washington Metropolitan Area, joins NIMA International, Washington, as controller.

David Bronston, general counsel, Department of Information Technology and Telecommunications, New York, joins Lowenthal, Landau, Fischer & Bring PC, there, as of counsel.

Michiko Yano, lawyer, corporate and international tax, KPMG Peat Marwick LLP, New York, elected to firm's partnership; **Rosemary DeVito**, lawyer, KPMG's information, communication and entertainment group, also named partner.

SATELLITE/WIRELESS

Rick Irwin, manager, videotape operations, syndication services, Atlantic Satellite Communications Inc., Northvale, N.J., named manager, tape operations; **Anthony Sotomayor**, supervisor, operations, Waterfront Communications Corp., named manager.

Sherita Ceasar, director, manufacturing,

Motorola Inc.'s North America paging subscriber division, joins Scientific-Atlanta Inc., Atlanta, as VP, quality assurance.

Benjamin Katcoff, director, human resources, Polaroid Corp., joins Intel-sat, Washington, in same capacity.

Jim Giacobazzi, director, product operations, cellular advanced product division, Motorola, joins Comsat RSI, Des Plaines, Ill., as general manager, Mark and CSA antenna systems.

Jim Harger, VP, sales/national accounts, ICS Communications, Richardson, Tex., joins PrimeStar Partners, Bala-Cynwyd, Pa., as director, commercial accounts.

Kim Bayliss, lawyer, United Video Satellite Group, Washington, named VP, government relations, and legislative counsel.

TECHNOLOGY

Scott Chandler, VP/GM, US West Communications Cable & Multimedia, joins C-COR Electronics Inc., State College, Pa., as president/CEO.

Appointments at Broadcast Electronics Inc., Quincy, Ill.: **Susan Dingethal**, Western sales manager, digital products, named director, national accounts; **Mike Troje**, RF and studio sales manager, named director, domestic sales.

Appointments at Telex Communications Inc., Minneapolis: **Gary Bosiacki**, regional manager, named national dealer sales manager, sound-reinforcement products; **Tom Hansen**, Eastern region sales manager, named national dealer sales manager, broadcast products; **John King** and **Lisa Hankins** promoted to Eastern and Western sales managers, respectively.

Appointments at Chyron Corp.: **John Harris III**, area manager, Shoreline Professional Video, Hollywood, joins as Western regional manager, videocomputer division, Los Angeles; **Peter Jarrett** joins as product specialist, Wantage, Oxfordshire, UK.

Jay Kuca, director, marketing communications, Grass Valley Group, joins Sierra Video Systems, Grass Valley, Calif., as director, marketing.

Appointments at Leitch Technology Corp., Toronto: **John Piercy**, VP, marketing, Unitel Communications, joins as VP, marketing; **Frederick Godard**, CFO, named executive VP.

Peter Kuebler, controller, Titan Informa-

tion Systems, joins General Instrument Corp., San Diego, as controller, communications division, Western operations.

John Lancken, international sales and marketing manager, Fairlight, Sydney, Australia, named CEO, Fairlight USA, Culver City, Calif.

DEATHS

Bibi Besch, 56, actress, died of cancer Sept. 7 in Los Angeles. Besch had several roles in movies and such television series as *The Secret Storm*; *The Edge of Night*; the miniseries *Backstairs at the White House*; *The Six Million Dollar Man*; *Charlie's Angels*, and *The Rockford Files*. She recently appeared in *Northern Exposure*; *Dr. Quinn, Medicine Woman*; *ER*, and *Coach*.

Homer Felix Dunnivant, 98, died Sept. 11 in Athens, Ala. Dunnivant's first radio station went on the air in 1948. That station gave birth to Athens Broadcasting, which owns WZYP(FM), WVNN(AM), WPZM(FM) and WUMP(AM) Athens and WTXF(FM) Tuscaloosa, all Alabama. Survivors include a son.

Blair Walliser, 87, producer/director, died Sept. 7 in New York Hospital. Walliser began his career at WGN(AM) Chicago as a continuity writer, then moved up to editor. While there he wrote, produced and directed *Harold Teen*, a 15-minute program based on a *Tribune* comic strip. In the '30s, Walliser helped to create *Painted Dreams*, one of the first radio soap operas. He directed and produced *Just Plain Bill*, *The Romance of Helen Trent*, *Stella Dallas* and *Fifth Row Center*. The director of thousands of radio shows and more than 500 television programs, Walliser also served as president of the Mutual Broadcast System in the 1950s. In 1961 he became president of Communications Corp. of America. Survivors include his wife, Ursula; five children, and a sister.

Max Plaugher, 71, former news director, WHKK(AM) Akron, Ohio, died Sept. 6 in Chippewa Lake, Ohio, of a heart attack. Plaugher is survived by his wife.

James Newman, 75, radio commentator, died of cancer Aug. 28 in Rock Creek, Ohio. His *Country Commentary* ran on roughly 100 stations from 1978 to 1994. Newman is survived by three children.

—Compiled by Denise Smith
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Sources say Fox will announce this week a new far-reaching strategic alliance involving the Fox Children's Network. The deal is said to involve a cable outlet and will mark a "change in the structure of Fox's affiliation" to the children's programming venture owned by Fox affiliates.

Evergreen Media Corp. will control about 25% of the radio ad revenue in San Francisco and Philadelphia with station acquisitions announced last Friday. Evergreen is buying the last of the Brown Organization's stations, KDRC-AM-FM and KKSJ-FM San Francisco, for \$115 million. It also is buying WDAS-AM-FM Philadelphia for \$103 million from Beasley Broadcast Group, leaving Beasley with WTEL(AM)-WXTU(FM) in that city. Evergreen, however, will have to sell or trade away another FM in Philadelphia to meet the federal ownership limit of no more than five FMs in a major market. The deal with Beasley would increase Evergreen's Philadelphia holdings to six FMs and one

AM. The stations in San Francisco "create our fourth major-market 'superduopoly' with five full-powered FM signals," company chairman Scott K. Ginsburg says. Evergreen stock rose last Friday, to \$31.50. Peter S. Handy of Star Media Group brokered the deals.

FCC Chairman Reed Hundt says he will delay action on the pending advanced TV standard until after the presidential election. Hundt points to the possibility that, in a Dole administration, the commission would be told to auction the digital TV licenses. In that case, Hundt says, the FCC would want to hear from potential bidders about the broadcast standard. "That's the way PCS was done," Hundt says. The FCC chairman meanwhile is planning to attend a demonstration this Friday in Los Angeles hosted by the Directors Guild of America and the American Society of Cinematographers. The groups are holding a presentation to highlight their objections to the proposed digital TV standard—namely the stan-

dard's use of a 16:9 screen aspect ratio rather than 2:1.

Microsoft Corp. issued a statement late last week saying it had received notification of an imminent request for information from the Department of Justice. William Neukom, Microsoft senior VP for law and corporate affairs, said the inquiry was prompted by "complaints from competitors that are reminiscent of allegations that were thoroughly reviewed in the past." Antitrust lawyer Gary Rebak sent a letter to Justice last month on behalf of Netscape Communications charging Microsoft with anti-competitive practices (BROADCASTING & CABLE, Aug. 12).

PBS had hoped last week to amend pending Senate copyright legislation so that it could distribute programming directly to homes via DBS. But the Senate Judiciary Committee postponed markup and, given more pressing copyright issues, PBS officials say, it's unlikely the committee will take up the PBS amendment this year. And PBS COO

Bob Ottenhoff says PBS isn't certain it will renew its effort next year.

FCC officials hope to launch their review of broadcast ownership rules on Oct. 29, when the commission will hold its next open meeting. The commission had scheduled an Oct. 3 meeting, but canceled it last week.

Sinclair Broadcast Group Inc. plans to help fund its \$1.2 billion purchase of River City Broadcasting LP by **offering 5 million shares** of Class A common stock and 2 million shares of Series C preferred stock. The company owes \$861.5 million, according to a prospectus filed last Wednesday with the Securities and Exchange Commission. Sinclair says the offerings are expected to raise \$388 million—\$416.5 million. Sinclair's stock price fell from \$39.50 last Tuesday to \$38.50 on Friday. Also last week, the trial of Sinclair President **David D. Smith** on charges of committing a perverted sexual practice was postponed until Nov. 22. It had been scheduled

Hughes merges with PanAmSat in \$3 billion deal

The long-awaited deal by Hughes Electronics for PanAmSat happened last Friday, as Hughes Communications and PanAmSat agreed to merge to form a new public company called PanAmSat Corp.

The deal creates an international satellite capacity giant, combining Hughes's 10 domestic birds with PanAmSat's four international birds, with seven more planned for launch through 1998.

"For our company, it's strategically the right thing to do," says Hughes Electronics Chairman Michael Armstrong. "Our customers are going global, and the borders between domestic and international service are coming down."

Hughes is paying \$3 billion in cash and stock for 71.5% of the new PanAmSat, for which current PanAmSat shareholders will receive an aggregate \$1.5 billion in cash and 28.5% of the new company's shares. The price reflects roughly a 9% premium over PanAmSat's market value of \$2.77 billion.

As part of the deal, Televisa, which now owns 40.5% of PanAmSat, will receive approximately \$600 million in cash and an equity interest of 8.5% in the new company. Televisa also will reacquire PanAmSat's options to buy an equity stake in Televisa's Latin America DTH venture with News Corp., TCI and Globo.

"The equity interest was awkward," says PanAmSat President Fred Landman. "As far as being both a satellite platform and an equity participant in programming ventures, we'll continue to do what makes the best business sense."

Apparently, that includes servicing competing DTH ventures in Latin America. Both Armstrong and Landman say the new PanAmSat will continue to honor its existing contract to provide transmission for the News Corp./TCI/Globo/Televisa service, which will compete directly with Hughes's Galaxy Latin America. "We think there's a big enough marketplace for both," says Armstrong.

—GD

The WB weaves its WeB

Warner Bros. is mounting a full-court press this week to get broadcasters and rival distributors to help launch a ground-breaking system for strengthening the national reach of The WB network.

Warner Bros. is planning to establish WB channels on cable systems in small markets with few TV stations. The company is looking to sign LMA-type agreements with broadcasters in those markets to sell the local ad time on the channels and use their retransmission consent rights to secure carriage with local cable operators.

On Tuesday (Sept. 24), Warner Bros. is inviting broadcasters in markets below the top 100 to take part in a teleconference (see coordinates below) in which Jamie Kellner, The WB chief executive, and others will offer details of the plan for the ad hoc cable network dubbed The WeB. Warner Bros. already has reached agreements with Benedek Broadcasting and Smith Broadcasting.

Warner Bros.' plan is to fill out the 24-hour WeB channels with syndicated shows. During the past few weeks, Kellner and other company officials have talked with syndication executives at other studios, including Fox, Sony, Disney and MCA, about supplying programming for The WeB.

That has many broadcasters concerned that The WeB will cut off the supply of syndicated programming to small-market stations. Others question the wisdom of LMA deals that call for broadcast stations to promote a cable outlet.

Kellner and others counter that broadcasters will benefit from the extra revenue and syndicators will gain valuable shelf space in tight markets.

The teleconference begins at 1:15 p.m. ET on Tuesday, Sept. 24, on Telstar 401, transponder 18. Audio coordinates: 5.8/left; 6.2/right; 6.8/mono mix, or call 818-977-2573.

—CL

for last Wednesday in Baltimore District Court.

The Radio-Television News Directors Association last week asked the U.S. Court of Appeals in Washington to order FCC action on RTNDA petitions to repeal the "personal attack" and "political editorial" rules. The personal attack rules require broadcasters to notify the subjects of on-air personal attacks and offer them an opportunity to respond. The editorial rules require stations to provide an opportunity to those wishing to respond to an editorial. "The commission's refusal to act on our petitions for eight years is inexcusable," RTNDA President David Bartlett said.

Westinghouse-owned regional sports network **Home Team Sports** has matched the proposal made last summer by **Fox Sports/Liberty Media** to secure cable

rights to Baltimore Orioles baseball, Washington Capitals hockey and Washington Bullets basketball teams. HTS officials say they have the legal right to match Fox's offer. "We communicated to the teams that we're matching the rights, and we did that in writing," says Ted Ewanciw, communications manager, Group W Sports. HTS rights for the Orioles end with this season. Mike Lehr, the team's executive director of marketing and communications, declined to give details on the negotiations.

Partner Stations Network is close to signing a first-look deal with a major production company—and a distribution pact with a broadcast group—that would provide PSN with outlets in New York and Los Angeles. PSN, a programming venture formed in 1993 by LIN Television, River City Broadcasting and three other mid-

size broadcast groups, is shifting its focus from developing internally generated programming toward using the clout of a cooperative to clear programs in 45 unduplicated markets covering 32% of the country.

Former financial-advice guru **Irwin "Sonny" Bloch** pleaded guilty to nine felony charges of

wire fraud, mail fraud and conspiracy for allegedly cheating his audience out of \$21 million on investments he knew to be bogus. If convicted, Bloch faces up to five years in a federal prison on most of the charges and millions in fines, according to the U.S. District Attorney of New Jersey.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I thought I should warn you: Your station said they think you're out on a sale!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

Thank you—and no thank you—Mr. President

In response to BROADCASTING & CABLE's queries, the President provided some encouraging words for broadcasters last week with the kind of ringing endorsement of free over-the-air TV that warms the cockles of Jim Quello's heart:

"I think that digital television will be of tremendous benefit to the American public, and I fully support the transition.... By delaying the auction we will be able to raise more revenue for deficit reduction while allowing for a smooth transition to digital technology for free over-the-air television. Free broadcast television provides a valuable service—local news, sports programming and many other programs that are enjoyed by millions of people—and I support a plan that will insure its continued availability."

Although the President hit the mark squarely on that issue, elsewhere in the Q&A (page 22) he spurred the dead horse of scarcity to defend broadcasters' compromised First Amendment status. "As you know," he said, "the distinction between broadcasting and publishing in terms of the First Amendment is based on the scarcity principle."

With all due respect, that principle no longer holds—if it ever did. With so many media voices, scarcity has become ludicrous on its face.

The President certainly recognizes that the communications landscape is changing dramatically, and uses that change to justify further content controls: "As we move to digital transmission and increase the capacity and efficiency of broadcasts, it may be appropriate to expand the public service obligations in certain ways, including free time for political debate and advertising." We also see a broad new digital landscape and say that it argues instead for less government intrusion into content, not more.

The public interest that broadcasters are licensed to serve is best served by a broadcast press as free as print's. The multiplicity of voices in the digital age provides not only further justification to correct that inequity but a mandate to do so.

Ties that bind

The name BROADCASTING & CABLE never seemed quite as appropriate as it did last week, when the industry's major players never seemed quite so entwined—especially if you were an NBC affiliate.

At the risk of sounding like Lou Costello in *Who's on First*, here goes. NBC, which owns *Late Night with Conan O'Brien* and airs it on its broadcast network, is going to run repeats of the show on its cable network CNBC in prime time, on which cablecasts it will cross-promote the late-night broadcast on the network. Meanwhile, that same broadcast network owner (NBC), which is also co-owner of cable channel Court TV, has decided to carry *Court TV: Inside America's Courts*—a half-hour show spun off from the cable channel and syndicated to broadcast stations—on another cable channel, CNBC (which is owned by NBC [see above]), while it simultaneously airs in syndication. Talk about entangling alliances.

How do broadcasters feel about sharing the wealth? Not overjoyed. "I don't like to see us competing [with] ourselves," Jim Waterbury, president and general manager, KWWL(TV) Cedar Rapids, Iowa, and immediate past chairman of the NBC affiliate board, said last week. "Until viewers have more than one set of eyes they're still going to watch one channel at a time." But others appear resigned to the new media reality that alliances are getting only more entangling.

In this magazine's Internet home page address, "broadcastingcable" is one word. It may be ahead of the curve.

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caught up in the web

Without question, the World Wide Web is changing the business of television. More and more broadcast and cable industry players add sites to the Internet every day; they hope to utilize this new outlet for promotion, increased audience affinity and, of course, profit.

On October 28, *Broadcasting & Cable* logs on to take a close look at the phenomenon of the "Net." Our in-depth report will review innovative entertainment web sites, examine the top reasons industry execs are investing in the Internet, explore its profit potential, investigate possible future Net technology and content, and identify key trends lending themselves to success in this medium.

If you are caught up in the Web, or would like catch up with those who are expanding their presence on the Internet, this special report is an excellent vehicle for your message. You'll reach 35,000 leading decisionmakers in television, cable, radio and related multimedia and new technology. Call your ad sales representative to reserve your space in this must-save issue today.

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