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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 43 63th Year 1996 A Cahners Publication

Dole VS Clinton

Off the Tube:
Broadcasting & Cable's
Debate

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TOP OF THE WEEK / 4
BROADCASTING / 31
CABLE / 47
TECHNOLOGY / 65

SEPTEMBER IN 3 YEARS!

Sept. '95 RTG	Sept. '96 RTG	% Increase RTG	Market	Station	Sept. '95 RTG	Sept. '96 RTG	% Increase RTG
7.9	9.4	+19%	Tampa	WFLA	7.4	7.6	+3%
5.8	6.7	+16%	Miami	WPLG	7.0	8.9	+27%
8.8	9.8	+11%	Phoenix	KTVK	5.3	6.7	+26%
5.4	8.0	+48%	Denver	KMGH	4.9	5.5	+12%
6.3	6.9	+10%	Sacramento	KXTV	5.8	6.0	+3%
6.1	8.2	+34%	St. Louis	KSDK	10.2	11.0	+8%
9.7	10.3	+6%	Orlando	WFTV	10.8	11.9	+10%
9.1	9.6	+5%	Indianapolis	WRTV	6.9	8.0	+16%
9.2	10.3	+12%	San Diego	KGTV	5.9	6.2	+5%
8.6	10.3	+20%	Hartford	WFSB	6.4	8.6	+34%
6.3	8.0	+27%	Cincinnati	WCPO	7.2	8.2	+14%
7.9	8.4	+6%	San Antonio	KSAT	7.6	10.1	+33%
7.2	8.1	+13%	W. Palm Beach	WPTV	7.6	8.3	+9%

Quality Television That Makes
A Difference In All Our Lives.

OPRAH

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HIGHEST SE PREMIERE



Market

**New York
Los Angeles
Chicago
San Francisco
Boston
Washington DC
Dallas
Detroit
Atlanta
Houston
Seattle
Cleveland
Minneapolis**

Source: NSI/WRA

Station

**WABC
KABC
WLS
KGO
WCVB
WJLA
WFAA
WXYZ
WSB
KHOU
KING
WEWS
WCCO**

WHEN
OPRAH'S ON,
AMERICA GETS
WITH THE
PROGRAM!

Fast Track

Must Reading from

**Broadcasting
& Cable**

October 14, 1996

TOP OF THE WEEK / 4

Clinton vs. Dole In Bob Dole, the industry has a candidate who has called the plans to give broadcasters a second channel for digital TV a "giveaway." In Bill Clinton, it has a candidate who says expanded public-interest obligations in the digital age may be a good idea. Compare candidates on the issues. / **4**

Radio needs more creativity in programing, sales Radio groups should approach programing and sales more creatively to take advantage of the clout they've gained through consolidation, leading radio group owners said last week during a panel discussion at the NAB Radio Show. / **7**

High court questions must carry Supreme Court justices appear skeptical over government and broadcasters' arguments that must carry is necessary to preserve diverse programing for non-cable viewers. / **20**

Wireless cable companies battle local antenna rules Wireless cable companies are opposing lingering local television antenna regulations, asking the FCC to reconsider its decision last summer to leave some local rules in place. / **21**



Fox Entertainment President Peter Roth last week made his third programing change since taking the helm last month, pulling Saturday night sitcom 'Love and Marriage' (above) off the air after only two airings. / **6**

BROADCASTING / 31

CBS wins Nielsen week 3 Despite NBC's baseball playoffs, CBS grabbed victory in the third week of the new TV season, averaging an 11.3 Nielsen rating/19 share for the week of Sept. 30-Oct. 6. / **31**



Competition for children's programing is leading to decline in network ratings Saturday mornings. Only UPN has posted growth this year, thanks to animated programing such as 'The Incredible Hulk.' / **31**

Syndication slow Programers looking to plug holes in January may not find many first-run offerings from syndicators. Industry observers say the syndication selling season is off to a late start this year. / **34**

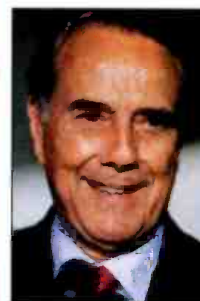
Justice actions hold up radio deals Although radio station buyers and sellers are enjoying deregulation, many are watching the Justice Department to see how far that agency will go in stopping deals. / **45**

CABLE / 47

Fox sues to bar Turner/TW deal Threats and accusations between News Corp. and Time Warner Cable lead to a \$2 billion lawsuit by Fox to stop the Time Warner/Turner merger. / **48**

Lifetime hurt by FNC launch The launch of the Fox News Channel has hurt woman-oriented cable channel Lifetime, which has been dropped for FNC by the nation's largest cable operator, TCI. / **50**

USA: Slow growing for originals USA Network's \$175 million original-programing strategy has yet to pay ratings dividends, but network officials remain optimistic. / **55**



COVER STORY

The Dole Goal: 'Get government out of the way'

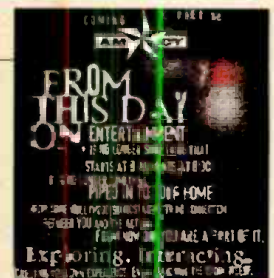
Republican presidential candidate Robert Dole has called the 1995 Telcom Act's digital spectrum provisions a "giveaway" and proposes raising money from spectrum auctions that may or may not include broadcast frequencies. But Dole also

favors relaxation of ownership rules and opposes the V-chip. The former Senate majority leader offers his philosophy in response to questions from BROADCASTING & CABLE. Cover photo by Michael Patrick/Folio Inc. / **28**

Telemedia Week

MSN will relaunch with new look Microsoft Network plans a November relaunch, presenting Internet users with radically different content and a new look, along with a new business model. / **62**

American Cybercast launches its cyber-TV network this week with a new, tongue-in-cheek soap opera. / **63**

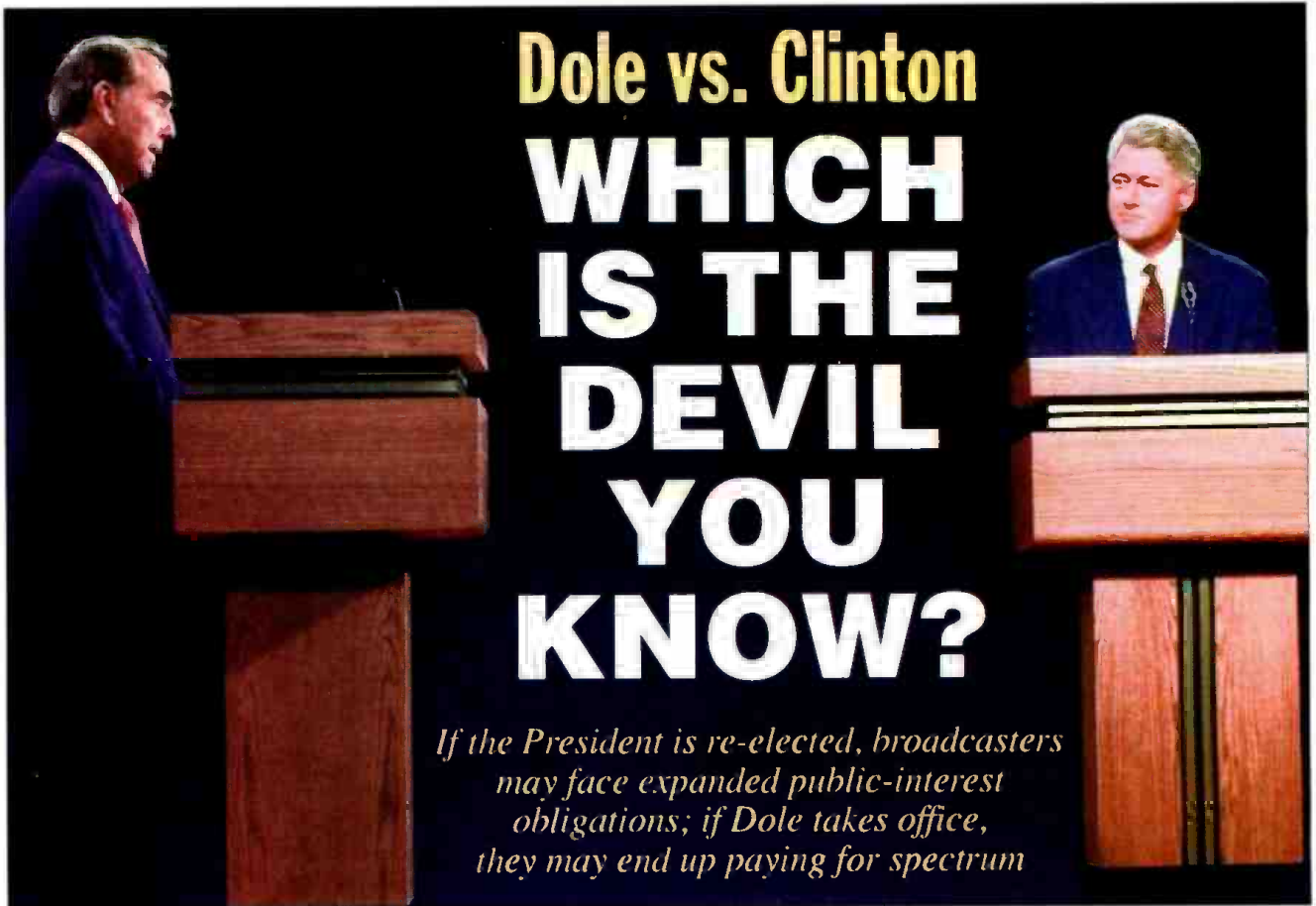


TECHNOLOGY / 65

Cartoon Brazil taps HP for server Turner is purchasing two Hewlett-Packard MPEG-2 video servers for the new 24-hour Portuguese-language feed of Cartoon Latin America due to launch later this month. / **65**

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Top of the Week



AP Photo/Ruth Fremson

By Chris McConnell
WASHINGTON

Spectrum auctions or increased public-interest obligations—in election '96, broadcasters may have to decide which they fear more.

In Bob Dole, the industry has a candidate who has called the plans to give broadcasters a second channel for digital TV a "giveaway." In Bill Clinton, they have a candidate who says expanded public-interest obligations in the digital age may be a good idea.

Both candidates recently explained their views on the spectrum and public interest obligations in written Q&As with BROADCASTING & CABLE editors.

Their answers offer a mix of good and bad news for broadcasters, no matter who wins the election.

Clinton supports giving broadcasters the channel to switch to digital TV, and says that auctioning the digital TV spectrum "may mean that the services offered over the channels are not free."

But he also says that the expanded transmission capacity of digital tech-

DOLE'S VIEWS

SEE PAGE 28

CLINTON'S VIEWS

SEE SEPT. 23RD ISSUE

nology may warrant an expanded public-interest obligation. In the analog age, Clinton already has supported the three-hour children's TV programing standard and the V-chip.

Conversely, Dole calls the V-chip "another example of Washington knows best," and considers public interest obligations "liberal code words for federal mandates." And he insists that broadcasters did not need a three-hour processing guideline to deliver more children's programing.

But Dole differs with Clinton—and broadcasters—on the issue of digital TV spectrum. Although Dole does not say the spectrum should go on the auction block, he compares the spectrum to oil-rich land and says the public would be rightly concerned if the government were to give away such land

"to private parties or to an oil company without compensation."

Dole also opposes a mandated digital TV standard, something for which broadcasters are pushing at the FCC. Clinton supports an "industry-developed" standard, but says the government must insure that any standard allows compatibility between computers and TVs.

The digital TV issue is not the only area where the candidates differ. On the question of whether the FCC should relax local TV ownership rules, Clinton says no while Dole says yes.

And on the broader issue of whether broadcasters should enjoy the same First Amendment protection as publishing, Dole agrees, while Clinton says the scarcity principle still applies.

The differing views puzzle broadcasters, who say the trade-off between free spectrum and potentially more regulatory freedom represents a tough choice. "It's six of one, half a dozen of the other," says one industry source.

"We're not that pleased with either one," adds another, citing the potential drawbacks that both offer the industry. ■

**"JAMIE FOXX CONTINUES
TO LOOK LIKE A HIT!"**

Tom Bierbaum
Daily Variety

THE

WB

The
**Jamie
FOXX**
SHOW

"YOU CAN CALL ME 'BUTTER'... 'CAUSE I'M ON A ROLL!"

+50%

**In household share
season to date!**

Increase in time period share... vs. last season.
Source: NTL, August 28-Oct. 2, 1996 and as dated

WEDNESDAYS

9:30 PM / 8:30 CENTRAL
MOUNTAIN

Roth cancels Fox's 'Love & Marriage'

Doesn't go with 'Married...With Children,' says new entertainment chief

By Lynette Rice
HOLLYWOOD

Fox Entertainment President Peter Roth last week made his third programming change at Fox since taking the helm last month.

The Saturday night sitcom *Love and Marriage* joins *Lush Life* and *Party Girl* as a casualty; the last is being retooled for rerelease later this season. After only two airings, *Love and Marriage* was pulled. It had averaged a 3.6 Nielsen rating/7 share in households since its debut Sept. 28.

Four episodes of *Lush Life* aired before it was yanked after finishing Sept. 23 with a 3.5/5 in households. On Sept. 30, Roth pulled *Party Girl*, starring Christine Taylor.

"The most important thing that has happened is that the American people spoke and told us the series was not compatible with *Married...With Chil-*

dren on Saturday," said Roth. "The sensibilities are completely different. I questioned initially the thinking of putting these two series together."

His questions obviously extended to the best time slot for *Married...With Children* as well. Fox will return the show to Sunday at 7 p.m. beginning Nov. 10. Despite a clever promotional campaign that had Ed O'Neill in a John Travolta-like pose to tout the Saturday time slot, back-to-back episodes of *Married* will air on Sunday until further notice. The show will have its last Saturday airplay on Oct. 12.

"These were difficult decisions for the first few weeks—ones I [think] will be the best way to maximize our success for the remainder of the calendar," Roth said.

What remains uncertain for the long haul is the 9-10 p.m. Monday slot once occupied by *Lush Life* and *Party Girl*, although Roth promises a series of "extraordinary entertainment specials"



'Love and Marriage' (above) joins 'Lush Life' and 'Party Girl' as cancellations.

to begin airing there in November.

In other programming announcements, *America's Most Wanted: America Fights Back* will return to Fox beginning Nov. 9 with John Walsh as host. And *Ned and Stacey* will have its second-season premiere on Nov. 17 rather than the previously announced Oct. 27.

Finally, *The Simpsons* Halloween marathon will air from 7 to 9 p.m. Oct. 27, followed by *The X-Files* in its new time period. If Game 7 of the World Series is played on Fox, an hour of *The Simpsons* will move to Oct. 31 and *The X-Files* will move into its new time period beginning Nov. 3.

The season premiere of *The Simpsons* will air Nov. 3. ■

Stockholders OK TW/Turner merger

By Jim McConville
NEW YORK

Shareholders of Time Warner and Turner last week overwhelmingly approved the company's \$7.5 billion merger to create the world's largest media and entertainment conglomerate.

At Time Warner headquarters in New York, approximately 98% of the company's shareholders voted to approve the deal. A few hours later TBS shareholders returned the favor with approximately 99% saying yes to the deal.

"This is the company I've always dreamed of, and we are now here complete—one team, one family," said Time Warner Chairman Gerald Levin, who announced Time Warner's vote results to the group of shareholders, which included TBS Chairman Ted Turner.

"This company [TBS] is gone," said Turner after the TBS vote. "This is the

right thing to do."

With the merger sealed, industry analysts say the real work now begins of merging the two disparate corporate cultures and paring the combined company's enormous \$17.5 billion debt load.

Days before the shareholder votes, Levin and Turner privately outlined to Wall Street analysts plans to further cut operating costs by \$600 million—double their original forecast—and reduce the company's debt, mainly by reducing the size of Time Warner's cable system holdings.

About one-third of the original \$300 million savings is expected to come from converting Turner superstation WTBS(TV) Atlanta to regular station status.

Last week the FCC approved the transfer of WTBS from Turner to Time Warner as part of the merger agreement. The order granted Time Warner

a 12-month waiver of the cable/broadcast crossownership rule to provide time for the company to divest itself of ownership of a cable television system in the Atlanta market.

Levin says the rest of Time Warner's proposed savings will come from new sources of revenue and cost cutting. But reducing costs may mean handing out an estimated 1,000 pink slips to reduce overlap within the combined companies' enormous personnel roster.

Also still on Time Warner's "to do" list is its unresolved partnership with US West Corp., which owns approximately 25% of Time Warner Entertainment Group. Levin told investors that he might be willing to cede some control of Time Warner's cable systems if it were spun out into a separate company that could absorb some of Time Warner's debt. ■

Radio needs greater creativity in programing and sales

By Donna Petrozzello
LOS ANGELES

Radio groups should approach programing and sales more creatively to take advantage of the clout they've gained through consolidation, leading radio group owners said last week during a panel discussion at the NAB Radio Show.

"We have to better position, market and sell radio vis-à-vis other media," said Scott Ginsburg, chairman, Evergreen Media. "We are still the cheapest medium out there. We need to better our ability to sell radio to advertisers."

However, Mark Mays, senior vice president of operations at Clear Channel Communications, said that a rate hike should go hand in hand with improved ratings to give stations a boost on the competition.

Dan Mason, president of CBS Radio, said broadcasters should increasingly offer advertisers diverse solutions, such as sponsorships in promotional campaigns, to market their products on radio rather than relying mainly on traditional commercial spots.



Creative heads (l-r): Bob Callahan, ABC Radio; Steve Dodge, American Radio Systems; Scott Ginsburg, Evergreen Media; Dan Mason, CBS Radio; Mark Mays, Clear Channel Communications; Randy Michaels, Jacor Communications.

"Radio can sell great promotions, but we have to get over the idea of just being a spot carrier for advertisers," Mason said. "We are entering into a new period for radio sales." The group owners also contend that broadcasters need to sell advertisers on radio's increasing ability to attract a wider audience segment in markets where groups own multiple stations.

But broadcasters also must offer more compelling programing to attract and hold their audience share against competing media, the panelists agreed. Robert Callahan, president of ABC Radio, said radio broadcasters have to "fight back" the threat that innovations such as audio-equipped computers pose to daytime radio audience share with "smart programing."

Randy Michaels, chief executive of Jacor Communications, said that "if stations put on intelligent, compelling programing, they will win" the daytime, at-work audience over to radio. Michaels

WORLD MEDIA EXPO



Last week's World Media Expo convention comprising the NAB's Radio Show and the annual conventions of the RTNDA and SMPTE/SBE attracted more than 15,000 to the Los Angeles Convention Center. Coverage, beginning on this page, continues through page 14. Next year the groups will return to separate conventions.

also said that consolidation is a "huge win for listeners" because larger and better financed groups are more likely to have the outlets and money needed to experiment with more eclectic formats.

Steve Dodge, chairman of American Radio Systems, said broadcasters also need to use the benefit of larger groups to sell their clout to advertisers. Stations should pitch their ability to "develop a range of

products" for advertisers, he said.

Michaels agreed, saying that as "stations are able to cluster, we are able to be a wider-reaching medium." In an effort to inflate radio's average 7% share of local market advertising revenue, panelists said, broadcasters need to divert some of the money spent on competing media, particularly newspapers, to radio.

Callahan suggested that stations "go head on" in battling competing media and marketing radio to advertisers as an alternative to newspapers and cable. ■

Sillerman buying Secret's nine stations

LOS ANGELES—It was the worst kept Secret at the National Association of Broadcasters Radio Show.

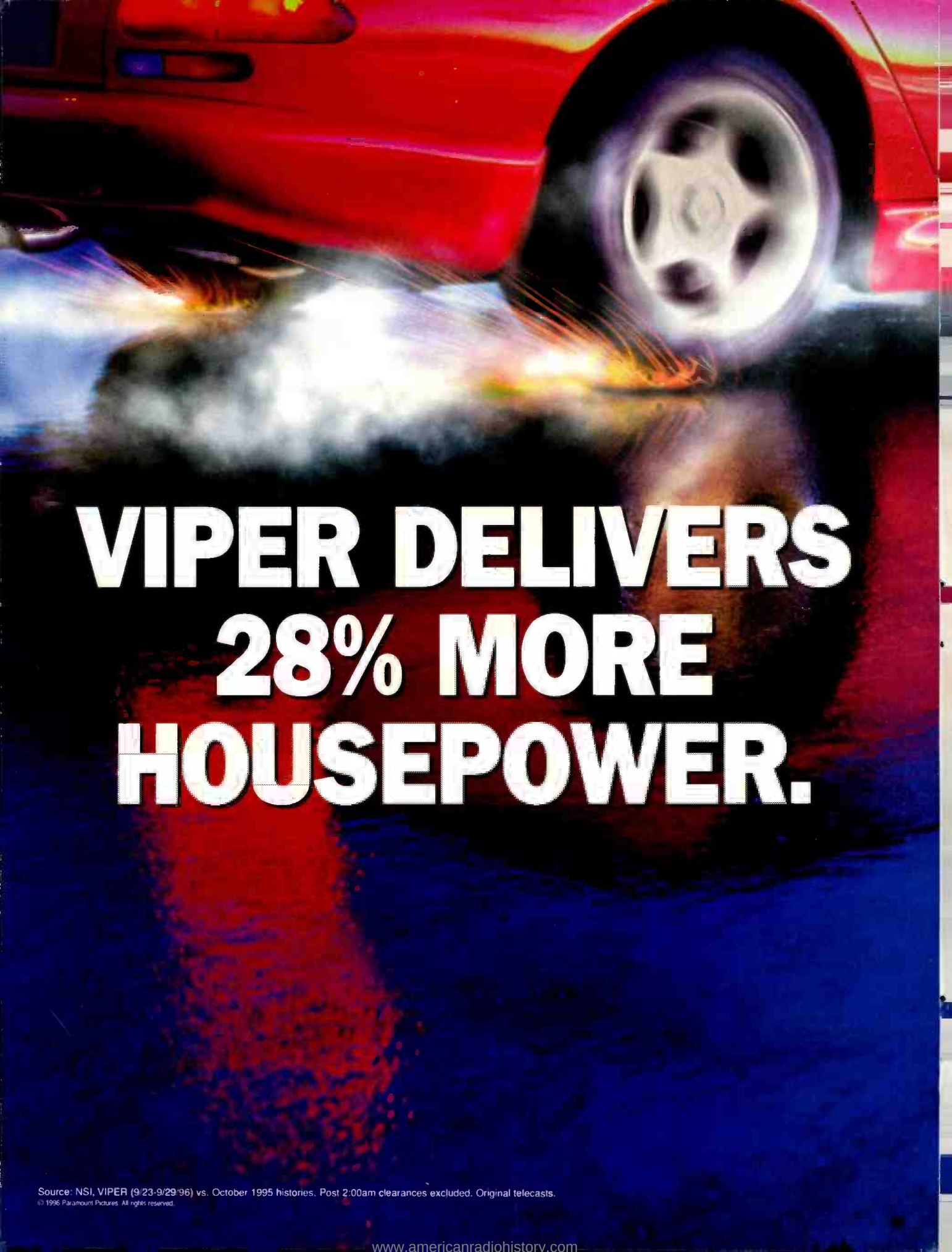
Robert F.X. Sillerman and his SFX Broadcasting Inc. have agreed to pay \$300 million for Secret Communications LP, sources close to the deal say. The deal, if approved by the FCC, would bring SFX into three major markets where it has no presence: Pittsburgh (ranked the nation's 19th-largest market by Arbitron); Cleveland (22), and Indianapolis (26).

Secret's holdings give SFX a lot of room to grow in its new markets. Of the nine owned stations involved, the

largest cluster is in Pittsburgh, where Secret has four FMs. The FCC's local ownership limit is eight stations, including five of a kind (FM or AM). The deal is expected to be announced tomorrow (Tuesday).

Last Thursday, Secret President Frank E. Wood deferred questions about the deal to Sillerman, who also attended the show in Los Angeles. "We think that the Secret assets are among [the most attractive], if not the most attractive, that can be purchased," Sillerman said. "We hope to conclude something in the next few days."

—EAR



**VIPER DELIVERS
28% MORE
HOUSEPOWER.**

Source: NSI, VIPER (9/23-9/29/96) vs. October 1995 histories. Post 2:00am clearances excluded. Original telecasts.
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**PREMIERE WEEK
TIME PERIOD IMPROVEMENT vs. OCTOBER '95**

<u>Market</u>	<u>Station</u>	<u>Day</u>	<u>Time</u>	<u>HH Rtg</u>
New York	WWOR	SAT	6:00pm	+67%
Los Angeles	KCOP	FRI	8:00pm	+13%
Philadelphia	WPSG	FRI	9:00pm	+124%
San Francisco	KBHK	SAT	6:00pm	+150%
Wash., D.C.	WDCA	SAT	7:00pm	+17%
Dallas	KTXA	SUN	6:00pm	+12%
Atlanta	WUPA	SAT	10:00pm	+250%
Houston	KTXH	SAT	7:00pm	+83%
Seattle	KIRO	SUN	8:00pm	+48%
Cleveland	WBNX	SAT	4:00pm	+10%
Tampa	WWWB	TUE	10:00pm	+75%
Phoenix	KUTP	SAT	6:00pm	+67%
Denver	KTVD	SAT	8:00pm	+26%
Orlando	WKCF	TUE	8:00pm	+14%
Portland	KPTV	SAT	11:00pm	+74%
San Diego	XETV	SAT	4:30pm	+571%
Hartford	WTXH	MON	12:00am	+175%
Charlotte	WJZY	SAT	6:00pm	+114%
Cincinnati	WSTR	SAT	8:00pm	+139%

In its first week out of the showroom, VIPER put the pedal to the metal. Blowing last year's performers off the road with a 28% household rating increase over October 1995 time periods. With a high-performance vehicle like that, you're not just on the road...you're on the rise!

VIPER



A VIACOM COMPANY

Quello takes radio side in ownership debate

By Harry A. Jessell
LOS ANGELES

FCC Commissioner James Quello is taking broadcasters' side in their running battle with the Justice Department over radio ownership limits.

"In my judgment, a good argument could be made for defining [local radio ownership] concentration in terms of total market advertising revenue," Quello said at the NAB Radio Show.

Justice's antitrust watchdogs have been scrutinizing large radio station mergers that result in one company's owning several stations in a city. In one case—Jacor's acquisition of Citicasters earlier this year—Justice forced Jacor to spin off a radio station in Cincinnati to bring its share of the market's radio revenue to less than 50%.

But Jacor and other acquisitive radio groups argue that Justice should not base its antitrust analysis on the radio advertising market only, but on the entire advertising market, including television and newspapers.

Quello is inclined to agree: "The initial figures in Detroit showed CBS's acquisition of Infinity [Broadcasting] concentrated 35 percent of the radio advertising revenue, but only 8 percent of the total revenue in the market."

Quello sympathizes with small broadcasters with one station in a market who find themselves up against competitors with several stations. But the solution is not new regulations, he said; rather, the small broadcasters need to get bigger. "Some things that are bigger are better."

Quello also said he wants to save radio stations from direct competition from national satellite radio services.

Satellite radio services should be prohibited from selling advertising, Quello said. "With its multiple channels," he said, satellite radio "should be a subscription service."

If allowed to sell ads, satellite radio services with 40-45 national channels would overwhelm local radio stations and cripple their ability to provide local services, Quello told reporters. "That would really trigger an antitrust problem." ■

NAB targets DAB, free political ads

LOS ANGELES—NAB President Eddie Fritts told hundreds of radio broadcasters that the NAB will fight satellite radio and political campaign-reform legislation during the upcoming year.

In his keynote address at the Radio Show in Los Angeles last week, Fritts said the NAB opposes legislation that would mandate that radio broadcasters provide airtime either free or at a severely discounted rate for political campaign messages.

"I take great umbrage with the idea of confiscating broadcast time to subsidize political campaigns," Fritts said. "If a station wants to voluntarily provide free time, that's their privilege, but the government has no business confiscating broadcast time for political attack ads. You can bet this will be the first issue out of the box in 1997."

Fritts repeated the NAB's long-standing opposition to satellite-delivered radio on the grounds that it could "destroy the great service of localism" on which radio has thrived.

Instead, Fritts said, the NAB will support the continued testing and development of terrestrial-based in-band, on-channel (IBOC) digital radio broadcasting and will provide a forum to test all IBOC prototypes as they are released.

"In short, IBOC is our industry's best chance to insure that radio does not become a second-class citizen in the digital revolution," Fritts said. —DP



Fritts outlined the industry's priorities.

Ness says FCC may scrutinize media concentrations

FCC Commissioner Susan Ness last week threw cold water on the overheated radio trading marketplace, warning that the FCC would take



Commissioner Ness

hard looks at deals that result in heavy concentrations of media ownership in cities.

Under the newly liberalized broadcast ownership law, she said at the NAB Radio convention, a group could dominate a market through ownership of several radio stations and a TV station, and through management and financial interest in several others.

"At what point is a competitor kept from competing effectively?" she asked. "At what point does an advertiser have a hard time finding options? At what point does someone looking for a fresh independent voice have a hard time finding one?"

Ness said the FCC does not intend to leave such questions to the Justice Department, which is scrutinizing several deals.

The FCC's mission is broader than that of Justice or the FTC, which shares antitrust enforcement duties with Justice, she said. The FCC must make sure that the deals are in the public interest—that they promote diversity of voices and competition.

Ness also said she wants to tighten the attribution rules—the definition of what constitutes ownership—so that companies cannot circumvent ownership limits.

She targeted the single majority shareholder rule. "If someone owns 51% of the voting stock, I can own 49%, own the building that the station operates from, provide all the debt and suggest that my daughter be hired as program director. Yet I am not an owner of that station." —HAJ

ELECTRONIC NEWS GATHERING SYSTEMS



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Small-market stations get new information

By Donna Petrozzello
LOS ANGELES

In an effort to attract small-market broadcasters to its array of research services, Arbitron plans to include questions about consumer buying patterns in diaries starting with the spring 1997 survey.

The initiative comes after small-market broadcasters told Arbitron in a survey that in selling inventory to advertisers they rely more heavily on descriptions of their listeners' buying patterns than they do on ratings.

In a press conference at the NAB Radio Show in Los Angeles last week, Arbitron officials said 80% of small-market broadcasters surveyed said that access to information about the consumer lifestyle and media habits of their listeners could help them to increase revenue from current advertisers and bring in new business.

"In the smaller markets, we found that ratings weren't that critical to selling," said Arbitron Radio General Manager Pierre Bouvard. "But they agreed that qualitative research could help them."

Arbitron plans to query diary-keepers about the amount they spend on automotive products, fast food, groceries, furniture, bedding, beer, soft drinks and banking. Arbitron says it is considering asking respondents about their use of cable TV, local newspapers and broadcast TV as well.

Arbitron plans to offer the new research to 128 small-market stations as an extension of its Retail Direct service, which is used by stations in 43 markets nationwide.

By adding small markets to its roster of clients receiving qualitative research services, Arbitron says it will provide consumer-based research data to a total 231 markets by spring 1997. ■

Ohlmeyer blasts inaccurate reporting

NBC executive cites stories he finds troubling; warns against lowering standards

By Steve McClellan
LOS ANGELES

Some NBC affiliates were stunned, but others were impressed last week by some harsh criticism directed at television and radio news by Don Ohlmeyer, president of NBC West Coast Operations. His comments came at a closed-door session at the Radio-Television News Directors Association convention. ABC affiliates, in a separate closed session, were told that their network is considering the launch of a midday newscast that would replace poorly performing soap *The City*.

NBC executives also told affiliates that they expect to call the presidential election early—no later than 8 ET—on election night. Such a move, even if it is the right news call, will invite criticism from Capitol Hill because of key races still to be decided in other time zones.

Some NBC affiliates said they were dumbfounded when Ohlmeyer "really went off," as one in attendance put it, on news coverage linked to what he said were inaccuracies in the trial coverage of his friend O.J. Simpson.

Reaction was mixed: some didn't know what to make of Ohlmeyer's comments; others said they were long overdue. "It was weird," said a source after

the Wednesday session. "He choked up and had to stop to

regain his composure." Reached for comment a day later, Ohlmeyer said that about "20 people came up and told me it really needed to be said."

One such person was Patricia Smullen of KOB-TV Medford, Ore.: "This message was very good. The people in that room set the standards of journalism, and he urged them to review those standards and redouble their commitment to accuracy."

Some news directors were startled when Ohlmeyer singled out reports by KNX(AM) and KNBC-TV, both Los Angeles, as well as an interview conducted by *Today* host Katie Couric, all of which Ohlmeyer said conveyed inaccuracies about the case.

Ohlmeyer also criticized a piece that KNBC-TV aired just days before his remarks to the news directors. It concerned a firehouse in Los Angeles that had stirred controversy by hanging a portrait of actor John Wayne. The report said some people were offended by the picture, saying that it was racist. A source quoted Ohlmeyer as saying that "Los Angeles [is] one of the most racially divided cities in America and it was irresponsible to do the story" over something as trivial as a John Wayne portrait.

WORLD MEDIA EXPO

RTNDA '96

Ohlmeyer confirmed the remarks afterward, calling the firehouse piece the non-story that the reporter tried to turn into a racial story.

Ohlmeyer said the next day that he was simply trying to make the point—through personal examples where he knew firsthand that stories were botched—"that we make sure we're not relaxing standards of broadcast journalism" that have been developed over 40 years.

ABC talks women; CBS talks morning

ABC news executives told their affiliates that the newscast they have been developing will be aimed at women, the largest available audience at home during midday. There's been no decision on whether it will go forward, but sources say the network wants to replace *The City* with a newscast or another program by February.

CBS affiliates and network news executives focused on that network's new morning news show, *This Morning*, and election night plans. Network executives stressed the positive—a slight uptick in ratings in some of the metered markets. But affiliates say the jury is still out on the new format, noting that it is a distant third (sometimes fourth) in the morning news competition. ■

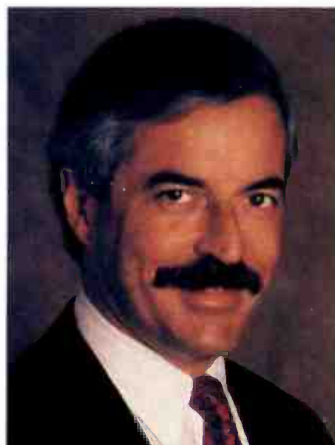
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Heyward lists journalistic sins

LOS ANGELES—To some, calling journalists cynical is like calling the Pope Catholic, but that's just what CBS News President Andrew Heyward told a gathering of newsmen at the Radio-Television News Directors Association convention in Los Angeles Wednesday night.

Heyward said the cynicism is a reflection of what he termed six other "daily sins" that may be contributing to the erosion of audiences for network and local newscasts. The six other sins are imitation, predictability, artificiality, laziness, oversimplification and hype.

More than ever, Heyward said, the news business needs idealists and "true believers," to give viewers the "honest information" they seek "in coping with a bewildering world." In the scary-statistics department, Heyward noted that the combined network evening newscasts' share of audience is down 21 percentage points in 20 years, to a 50 share for the 1995-96 season. Surveys show that the most-often-cited reason for the drop is that people are too busy to watch, Heyward said. —SM

Tektronix buys NewStar

Company is building on 'newsroom solutions' strategy

By Glen Dickson

LOS ANGELES

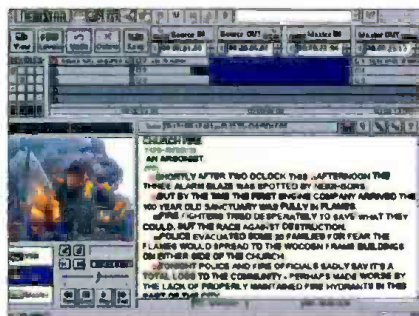
In another step toward providing complete newsroom solutions, Tektronix is buying newsroom automation supplier Dynatech NewStar of Madison, Wis.

The deal, an asset purchase of NewStar from parent company Dynatech, is due to close Oct. 25. Terms will be revealed then. NewStar, whose newsroom computer systems are installed at more than 300 sites worldwide, employs 40 people and had roughly \$5 million in revenue in the past year. The merged NewStar will operate as a separate business unit within Tektronix's Video and Networking Division.

Beaverton, Ore.-based Tektronix announced the purchase last week at World Media Expo in Los Angeles, where NewStar was showing its integrated solution of the Tektronix Profile digital disk recorder and EditStar journalist workstation working together. The Tektronix/EditStar combination allows a journalist to compose scripts and perform cuts-only video editing on the EditStar workstation by using the Profile for storage.



The EditStar system relies on the Tektronix Profile digital disk recorder for storage.



A look at the EditStar user interface, which incorporates script composition with cuts-only editing.

Tektronix Video and Networking President Lucie Fjeldstad called the NewStar buy "the critical missing link" to Tektronix's news solutions for broadcasters. While NewStar already was a reselling partner of Tektronix

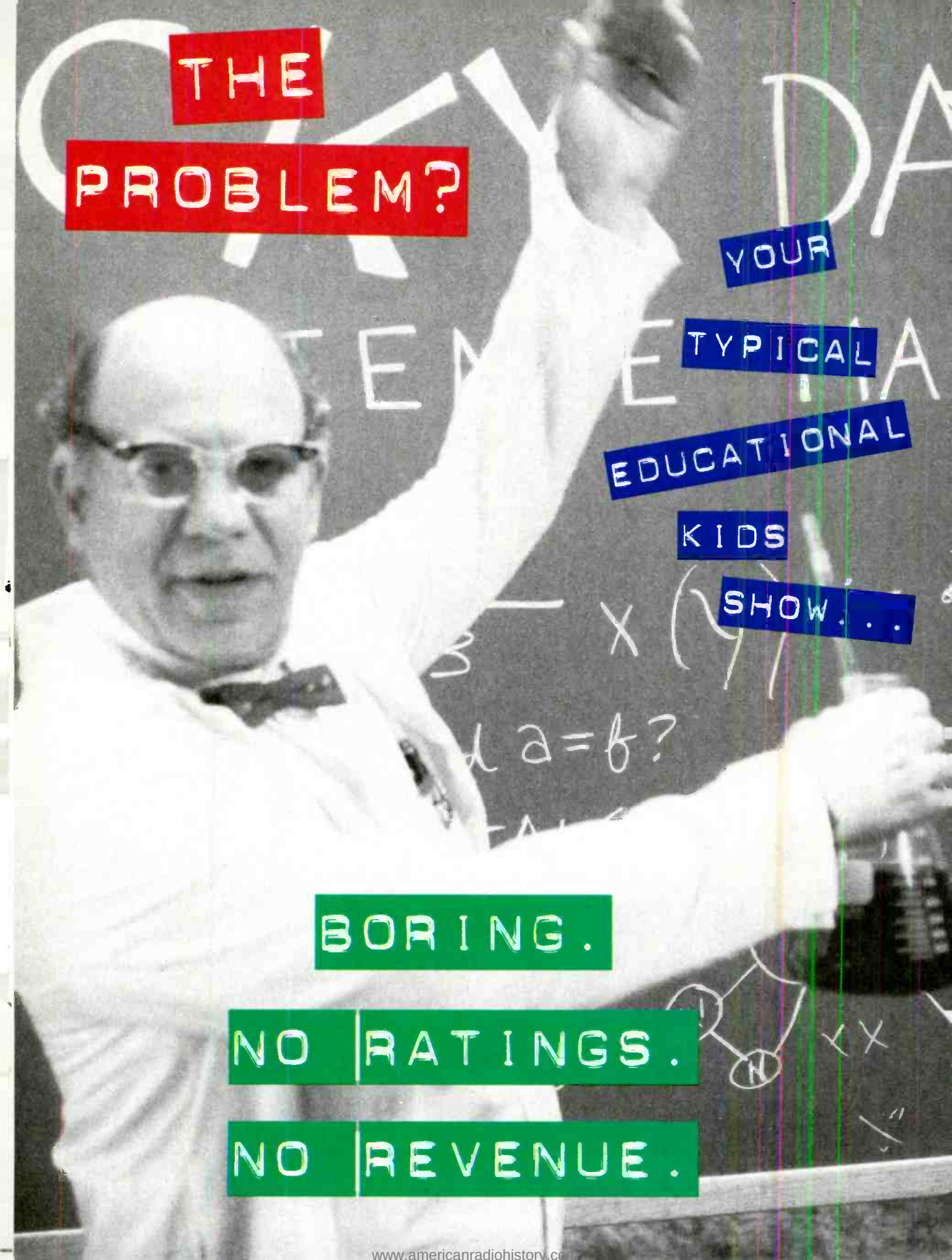
digital disk recorders, Fjeldstad says that Tektronix's "modus operandi" is to buy integral pieces of the systems it sells and merge them into its Video and Networking Division, a strategy it has employed with Grass Valley infrastructure products and Lightworks nonlinear editors.

Fjeldstad said that Tektronix will continue to work with other newsroom automation vendors and that the EditStar system also will be open to interfacing with other servers, such as the ASC Virtual Recorder. But it's clear that the EditStar/Profile combination will be the main thrust of Tektronix's newsroom strategy.

"It's an honor and a privilege to welcome 8,000 new employees to NewStar," joked NewStar President Bob Long, alluding to the new sales and support power NewStar will gain. NewStar has been looking for a new owner since last February, when DynaTech announced the divestiture of its video products group.

Long said the EditStar workstation will link to the more powerful Lightworks nonlinear editors for complex finishing work by importing an edit decision list from EditStar. But Long says the EditStar system, which allows a journalist to edit from tape to disk without digitizing material first, meets 95% of most customers' news editing needs.

Other NewStar products include NewStar for Windows, the distributed LAN/WAN-based newsroom system that supports EditStar; the LAN Browser system for accessing archived clips, and Web Publisher, which formats news programs for the World Wide Web. ■



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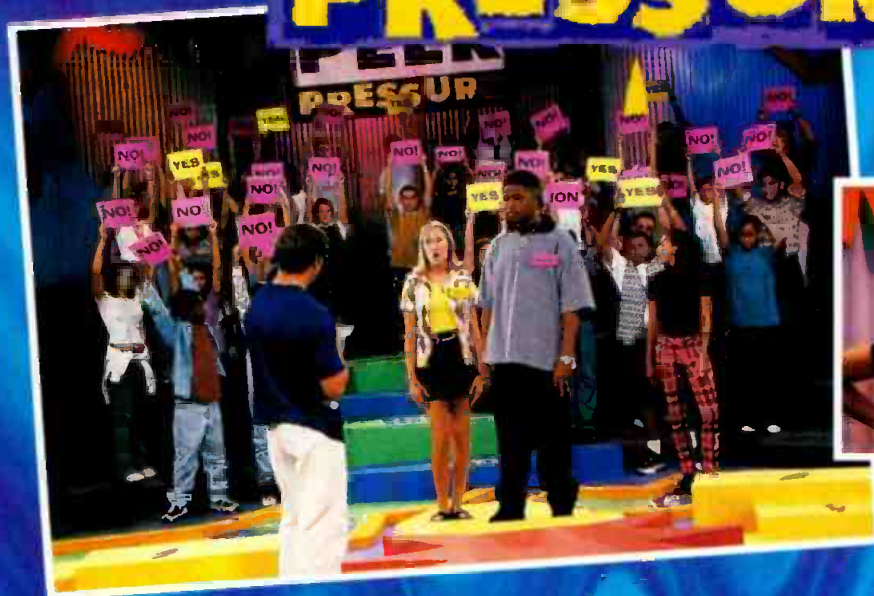
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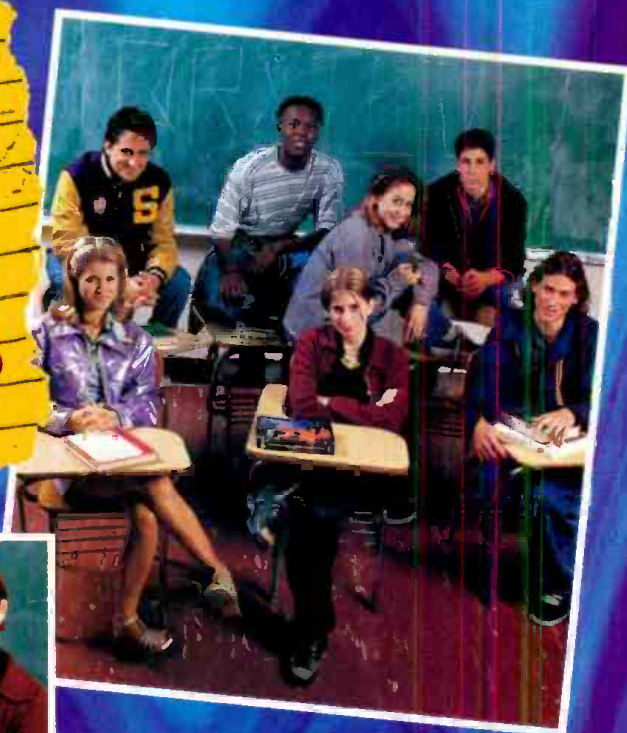
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'Rosie' re-ups on NBC, ABC O&Os

By Cynthia Littleton
HOLLYWOOD

Striking while the iron is hot, Warner Bros. has sealed long-term renewals for *The Rosie O'Donnell Show* on ABC and NBC O&Os for near-Oprah-level license fees.

Financial terms of the deals running through the 1999-2000 season were not disclosed. According to sources, as of next fall *Rosie* will command roughly \$160,000 per week—plus 3 1/2 minutes of barter—in New York and Los Angeles and about \$100,000 per week in Chicago. Knowledgeable sources say those prices are second only to longtime leader *Oprah Winfrey* among first-run strips.

The ABC station group is understood to have made an aggressive offer for a group-wide deal. *Rosie* is carried by eight of the network's owned-stations, but ABC could not wrest the hit talk/variety strip from the incumbent NBC O&Os in Los Angeles and Chicago. NBC also outbid competitors to pick up the show for its stations in Washington and Birmingham, Ala., next fall.

Another renewal deal that closed last week has the show moving next fall in Seattle from KING-TV to KOMO-TV, for a record weekly license fee for the market of \$70,000.

Most industry observers think that *Rosie* is a wise investment. Launched on June 10, the show had a 3.9 national Nielsen household average in September. The actress/comedian is pulling in a broad mix of key demos, according to the July sweeps.

The live 10 a.m. broadcast of *Rosie* coming out of *Live with Regis & Kathie Lee* has helped WABC(TV) to maintain its edge in New York at a time when other ABC affiliates are struggling.

Closed Circuit

WASHINGTON

Quello takes aim

FCC Commissioner Jim Quello is keeping things percolating on the FCC's eighth floor. In a speech last week in Los Angeles he took aim at "additional regulatory proposals from government regulators who have no experience or real-world, practical understanding of the broadcasting industry, the community interaction and the wide variety of services broadcasters perform." Asked which regulators he had in mind, Quello answered: "Reed Hundt."

DENVER

Eye on Continental

Continental Cablevision and CBS are well along in discussions over a carriage deal for the network's new cable channel, Eye on People, a Continental executive confirms. CBS also is talking with Time Warner, Comcast and Adelphia, according to sources. Rob Stengel, senior vice president of programming at Continental, says rates, distribution, exclusivity and subscriber commitments are key issues in the talks.

HOLLYWOOD

ABC mea culpa

According to a source, ABC conceded to affiliate news directors in Los Angeles last week that it messed up its coverage of the Olympics bombing. Affiliates apparently were "furious" that when the bombing occurred, the network had no cut-in and its eventual report contained information "CNN had had an hour and a half before." While saying in its defense that it was like "covering a bomb that went off behind a locked gate in your competitor's parking lot [NBC had coverage rights to the game]," ABC executives conceded the deficiency and promised to invest a "half million" on a studio in New York that will allow it to "put people on faster." Also at the meeting, the network suggested it wasn't sure what to counterprogram against NBC's

powerhouse *ER*, but that one possibility could be a news program.

Good news

Due out Tuesday (Oct. 15), the second report in UCLA's three-year study of TV violence is expected to contain welcome news for the industry. "TV violence is not raging out of control" said Jeffrey Cole, director of the UCLA Center for Communication Policy, last month in response to reports suggesting that TV violence is on the rise. In fact, UCLA's report is expected to praise the Big Four for using more parental advisories.

'Cybill' departures

Dust has yet to settle on the set of CBS's *Cybill*, where other members of the production staff reportedly are following executive producer Howard Gould and co-executive producer Russ Woody out the door over creative differences with Cybill Shepherd. Sources close to the show say Carsey-Werner put the word out for new writers now that Jeff Lowell is leaving to join ABC's *Spin City*. Director Andrew Weyman also is looking to get out, a source says. The production company may be close to hiring former *Roseanne* producer Bob Myer for the top job. Gould is not expected to be out of work for long—Brillstein-Grey reportedly is talking with him about taking over NBC's *The Jeff Foxworthy Show*.

Public interest DBS

Officials in the FCC's International Bureau are planning to jumpstart a long-stalled rulemaking on DBS public interest obligations. Federal rules require DBS operators to reserve 4%-7% of their channel capacity for noncommercial programming "of an educational or informational nature." The commission years ago launched a rulemaking to implement that requirement, but the initiative has long been on hold. This summer the U.S. Court of Appeals upheld the requirement and the commission now plans to restart its rulemaking.

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High court not so high on must carry?

Justices appear unconvinced by government/broadcaster arguments about station failures

By Dan Trigoboff

WASHINGTON

Cable lawyers were buoyed last week by apparent Supreme Court skepticism that the 1992 must-carry law is needed to protect non-cable viewers from losing too many broadcast stations.

Justices seemed unconvinced during oral arguments in *Turner Broadcasting v. FCC* that what they see as the limited benefits to the public and to broadcasters from the free, diverse, over-the-air programming promoted by the 1992 Cable Act's "must-carry" provisions justify the burden on the cable industry of having to carry those channels.

Veteran court-watchers warn against handicapping any appellate court, since judges may posture questions in a manner inconsistent with their positions just to test an argument. But lawyers on both sides agreed that the justices appeared unusually expressive in their doubts about must carry.

Smaller, niche broadcasters could be imperiled absent cable carriage—and the accompanying audience and revenue—Acting Solicitor General Walter Dellinger and lawyer Bruce Ennis argued for the government and a united broadcast industry. This would leave households not receiving cable—estimated at between 30% and 40%—with limited viewing choices.

Excluded from cable, they contend, niche stations such as religious, foreign language, local interest, home shopping and small public stations would lose access to too much of the overall audience—and advertising or underwriting revenue—and perish.

Justice David Souter noted that although broadcast stations were dropped a total 8,000 times during the seven years before must carry's enactment, only 31 stations went under.

"Survival is not the only issue," Dellinger said. "When you lose revenue [from advertising to a cable-enhanced audience], you lose the resources to pro-

vide quality programming."

Souter again raised the low number of station failures to Ennis, who answered that although there may have been few failures, revenue was down for broadcasters during the pre-must-carry years and that Congress did not make its decision on the 1992 law based on "a snapshot."

In a press conference following arguments, Ennis elaborated, predicting that 50% of UHF stations might fail if the court wipes out must carry. "Cable would not be spending this much [on years of litigation] if they didn't plan to drop a substantial number of stations."

Justice Stephen Breyer commented that "it's the prosperity of programmers that's now the government interest...stations must prosper." Breyer questioned whether programming could be less expensive yet aim more directly at the targeted audience.

That comment brought the discussion back to an issue from an earlier time the *Turner* case was before the Supreme Court: whether must carry was content-based regulation. The first high-court majority, which sent the case to a lower court panel to settle some factual issues, determined that it was not.

Yet Justices Souter, Antonin Scalia, Sandra Day O'Connor and Chief Justice William Rehnquist suggested that by making stations' prosperity an issue—assuming that additional revenue would go to more expensive and better programming—must-carry regulations impact programming content.

Scalia questioned why the loss of a few stations was "so horrible. Most communities have only one newspaper." Dellinger responded that, unlike newspapers, cable operators serve as a

"gate-keeper," determining which stations enter and do not enter a home.

Not all of the argument went cable's way. Justice Anthony Kennedy, who wrote the first *Turner* decision, noted what he felt was an inconsistency in the cable position. The cable industry argues that the law is unimportant, as only a small number of stations would suffer because operators would elect—in some cases, even pay—to carry most local signals. Yet, Kennedy noted, cable lawyers argue that the law puts a heavy burden on cable. "You can't have it both ways," the justice said.

The law puts a burden on the rights of cable operators, H. Bartow Farr said, representing cable. The First Amendment, he said, should prevent such intrusion. "I don't think the First Amendment is a quantitative balancing test. I think the First Amendment is a qualitative test—a barrier."

Only one justice—John Paul Stevens—favored affirming the law the first time *Turner* reached the high court. But must carry escaped intact when Stevens joined the majority and sent the case back to a lower court.

The absence of an endorsement of the law from that majority—along with ques-

tions and comments from Souter, Kennedy and Rehnquist—suggest that must carry entered this round without much support from the court.

Four justices—O'Connor, Scalia, Clarence Thomas and Ruth Bader Ginsburg—said then that must-carry was unconstitutional. During last week's arguments Breyer—the one judge not on the court for the last *Turner* decision—repeatedly challenged the government's position, and at one point commented, "I can't find empirical evidence" that would support the principles underlying must carry.

By a 2-1 majority, a special three-judge federal panel affirmed the law in an opinion from U.S. District Judge Stanley Sporkin. But some attorneys suggested that a vigorous dissent from U.S. Circuit Judge Stephen Williams might have had an impact on Supreme Court justices, causing them to limit their deference to Congress's and the FCC's decisions on must carry and look aggressively at the evidence themselves. ■

"Cable would not be spending this much [on years of litigation] if they didn't plan to drop a substantial number of stations."

NAB attorney Bruce Ennis

Wireless cable companies battle local antenna rules

CAI, telcos ask FCC to eliminate 12-foot standard

By Chris McConnell

Wireless cable companies have launched their battle against lingering local TV antenna regulations.

A group of companies including Bell Atlantic, Pacific Telesis and CAI Wireless Systems last week asked the FCC to reconsider a decision made this summer to leave some local antenna rules in place.

Implementing the 1996 Telecommunications Act, the FCC preempted local rules that "impair" a viewer's ability to install reception equipment for TV, DBS or wireless cable. But the rules allow local requirements that viewers hoisting their receiving antennas higher than 12 feet above a roof first obtain a permit. The 12-foot standard comes from safety codes set by the Building Officials & Code Administrators International (BOCA).

The FCC's rule does not allow specific limits on antenna heights. Wireless companies, however, worry that even a permit requirement for taller antennas will discourage potential subscribers from putting up antennas.

"The BOCA permit requirement for antenna installations more than 12 feet above the roofline was apparently adopted more than 40 years ago," the wireless groups told the FCC last week. "There are now less onerous mechanisms for protecting the public safety."

"It's a very big issue for us," says Andrew Kreig, vice president and general counsel of the Wireless Cable Association International. Kreig, whose group also is participating in the FCC petition, says that many wireless cable subscribers need receiving antennas higher than 12 feet because the antennas must have a direct line of sight with the transmitter in order for the wireless systems to work.

Local governments and homeowner groups oppose broader preemptions. The Community Associations Institute, for instance, applauded the commission's retention of the 12-foot standard.

"For the industry to try to keep cities

from caring is irresponsible," says Dearborn, Mich., Mayor Michael Guido, who chairs the Telecommunications Subcommittee of the U.S. Conference of Mayors.

The wireless groups also want the commission to take another look at how the new rule treats local antenna painting requirements. The FCC said that local requirements to paint an antenna "in a fashion that will not interfere with reception [and] so that it blends into the background...would likely be acceptable."

Wireless cable companies charge that some painting requirements would prevent signal reception. "It's not easy to paint one of those things and make it work," says Paul Sinderbrand, a lawyer representing the Wireless Cable Association.

While the wireless companies contest the safety regulations, others are battling over how the new preemption rule should apply to apartment buildings. Earlier this year, the FCC

launched a rulemaking on whether the preemption rule should apply to locations where viewers do not own the property designated for a receiving antenna.

Building owners late last month said that the preemption rule would be an unconstitutional taking of their property. "Requiring the involuntary emplacement and mounting of antenna[s] owned by others on the owners' private property is a clear violation of the owners' Fifth Amendment rights," the National Apartment Association and other groups told the FCC.

The National Association of Broadcasters disagrees. Arguing that the antenna restriction preemption should extend to apartment dwellers as well as homeowners, the association compared the commission's rule to other rules requiring the installation of smoke alarms. "All citizens, whether they own or rent a home...should be able to employ a simple rooftop television antenna," the NAB said. ■

Debate lockout compounds third-party efforts

Limits on TV access limits campaign effectiveness

By Heather Fleming

Third-party candidates—even the Reform Party's well-known and well-financed H. Ross Perot—are running into roadblocks gaining the TV exposure critical to a presidential campaign.

Not only were third-party candidates closed out of the nationally televised prime time debates this year, but the networks' free-airtime opportunities extended only to the Republican and Democratic candidates. In addition, TV and print media often neglect third-party candidates in their coverage of elections.

"TV exposure is vital," says Michael Thompkins, Natural Law Party vice

presidential candidate. "If [the public] doesn't see you on TV, they think you don't exist. You can get newspaper coverage and do talk radio until you're hoarse, but you're not a serious contender unless you're on TV."

The debates are particularly important to third-party candidates because it is "free exposure," says James Thurber, professor of political science at American University. "If you're not in the debate, you're hurt significantly."

In 1992 about 90 million people tuned in the presidential debates, and exit polling shows that roughly 40% of voters get their information from the unfiltered forums. It is obvious they play "an integral role" in presidential elections, says Russell Ver-



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ney, executive director of the Perot campaign. "[Being left out] simply requires that we find an alternative method of providing the voters with the same unfiltered presentation of the candidates."

The alternative the Perot campaign had been hoping for was 30-minute blocks of airtime in prime time for Perot infomercials, but even there it did not get what it wanted. The campaign filed a complaint with the FCC Sept. 24, charging that the networks had not provided it with "reasonable access" to prime time slots to air the infomercials. The commission denied the campaign's request to force the networks to sell more time.

"Television is today's medium for reaching the voters," the Perot campaign explained in its complaint. The half-hour time slots "are critical to third-party candidates who seek to create debate over areas frequently ignored by the major parties and are the driving force behind certain issues being in the realm of public debate during elections."

The Perot campaign did manage to purchase a one-hour block of time on NBC Oct. 1 and a mix of about eight daytime and evening 30-minute slots on ABC, CBS, NBC and Fox. The bulk of its efforts, however, will be spent on local spot advertising—a considerably more expensive alternative—and cable advertising.

Other third parties face a more basic problem: money. Being closed out of the free-airtime opportunities compounds financial woes.

The Natural Law Party estimated that it would take some \$40 million to run a viable campaign, but it has managed to raise only \$3 million. Couple that with a failure to qualify for matching federal funds for the general election, and it spells disaster. Both Bob Dole and President Clinton qualified for about \$70 million in federal funds to help pay for their conventions and campaigns, and Perot took in \$29 million from the federal government.

Although the third parties may get limited attention from the network news programs, C-SPAN has made it its mission to keep tabs on all candidates. The cable network plans to extensively cover Natural Law Party, Green Party and Libertarian Party presidential candidates throughout the race in its traditional unfiltered manner. "It's a very big part of what we do," says Richard Fahle, C-SPAN's press manager. ■

Pressler Watch

A weekly campaign update

Senator charged with abusing campaign funds



Reporter, opponent say senator spends lavishly—on himself

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) found himself on the defensive again last week, this time in response to allegations that he is misusing campaign money.

Dwight Morris, an investigative reporter for the Internet publication PoliticsNow, reported that Pressler appears to have bent campaign finance rules to the point where they are "meaningless."

Federal election law explicitly forbids candidates from using campaign funds to pay for personal expenses, although they may use the funds for meals, media advertising, salaries, polling, travel, party fees, phone banks, travel expenses, travel expense reimbursement and catering—if they pertain to election campaigning.

Not only has Pressler's campaign picked up tabs totaling \$16,304 for 128 lunches and dinners at Washington restaurants—including \$4,511 for 36 meals at La Brasserie—but Pressler failed to itemize \$175,115 in campaign spending, Morris found. (On average, candidates seeking reelection in 1992 failed to itemize \$48,379, Morris said.) In addition, Pressler's campaign has paid the Senate restaurant \$33,630 for meals since January 1991 and claimed that \$344,763 was spent with vendors who never received more than \$200 total from him in a given year. This means Pressler would have had to have conducted a minimum 1,724 transactions in increments of \$200 or less.

The story trickled down to the South Dakota press. The *Sioux Falls Argus Leader* reported on Oct. 6 that Pressler "has spent hundreds of thousands of dollars in campaign funds for countless trips across the country, lodging and meals at posh hotels, parking tickets in Washington, opera tickets, even maid service."

Pressler's campaign did not return several calls seeking comment, although Pressler told the *Argus Leader* in an interview that he is an "honest public official" who "follows the rules meticulously."

In response to the allegations, Democratic Senatorial Campaign Committee General Counsel Robert Bauer sent a letter to Pressler asking him to directly address the charges. Bauer said the allegations raise the possibility of violations of several laws. So far, Pressler has not responded.

Jim Jordan, press secretary for Pressler's Democratic opponent Tim Johnson, said South Dakotans "are saying that Pressler should stop hiding behind his big-shot Washington lawyer and answer their very serious questions about his use of their campaign contributions." Pressler is represented by Ben Ginsberg at the firm Patton, Boggs.

The Johnson campaign is also charging that through Grassroots Victory Fund, a political action committee set up by Pressler in September 1994, the senator reimbursed himself for more than \$7,000 in unspecified expenses. Meanwhile, Johnson says, the PAC donated only \$12,600 to other political candidates. Pressler's PAC records show that "as with his campaign reimbursements, despite their size, the reimbursements are vague and unitemized," the Johnson campaign said in a press release. It suggested that Pressler release an itemized accounting of the expenses "to dispel any suspicions that his PAC functions as a personal slush fund."

—HF

New team in Washington

Former representative Al Swift (D-Wash., center) has joined with Terese Colling and Bob Hynes to form Colling Swift & Hynes, a government relations firm.

Swift's 16-year tenure in the House includes chairmanship of the Subcommittee on Commerce, Trade and Hazardous Materials. Before Colling Swift & Hynes, Colling co-founded the Davidson Colling Group, where she and Hynes worked on telecommunications and environmental issues. Hynes spent 21 years with NBC and served as vice president of the Washington office in his last decade with the company. Media General will be one of the firm's clients.

Hynes says their firm will be different from other consulting firms in that it will not apply "cookie cutter solutions" to meet its clients' needs. "Every situation is different, so we design the most effective solution for each situation."

—HF



FCC considers review of Seagram's ad plan

Commissioners concerned about end of industry's voluntary TV liquor policy

By Chris McConnell

FCC Chairman Reed Hundt is not the only one at the FCC interested in liquor advertising.

At least two other FCC commissioners support gathering more information about Seagram's plans for distilled spirits advertising on TV—following 48 years of a voluntary industry policy not to advertise on television.

FCC Commissioner James Quello—while acknowledging FTC regulation of advertising—says he might like a look at the ads in question. And a source says FCC Commissioner Susan Ness is interested in learning more, possibly through some "quiet discussions" on the subject.

"It's still on TV," Quello says. "I think we'll have to look at it."

His comments follow Hundt's Oct. 3 statement that Seagram's decision to advertise distilled spirits on TV represents a "troubling new development in the use of the public's airwaves."

Hundt, who issued the statement in response to a letter from Mothers Against Drunk Driving, said he planned to consult with FCC staff and colleagues to discuss "appropriate procedures" for responding.

Broadcast industry sources say they expect those procedures to take the form of a public hearing. FCC officials acknowledge that a hearing is possible, but say that nothing has been decided.

"It's really about starting a dialogue," one official said of Hundt's statement.

The Association of National Advertisers last week took up that dialogue, writing Hundt to voice concerns with his statements. "ANA hopes you will not embark on an ill-advised effort to place the FCC in the role of advertising censor," the association said. The group also stressed the role of the FTC in regulating national advertising.

"[Hundt] doesn't have any jurisdiction," added John Kamp, senior vice president of the American Association of Advertising Agencies.

Quello agrees the FTC bears the primary responsibility for regulating advertising. But he also says the commission might want to consider placing time constraints on any "egregious" ads that encourage drinking among youths. He compares the prospect to the ban on indecency the commission currently enforces between 6 a.m. and 10 p.m. ■

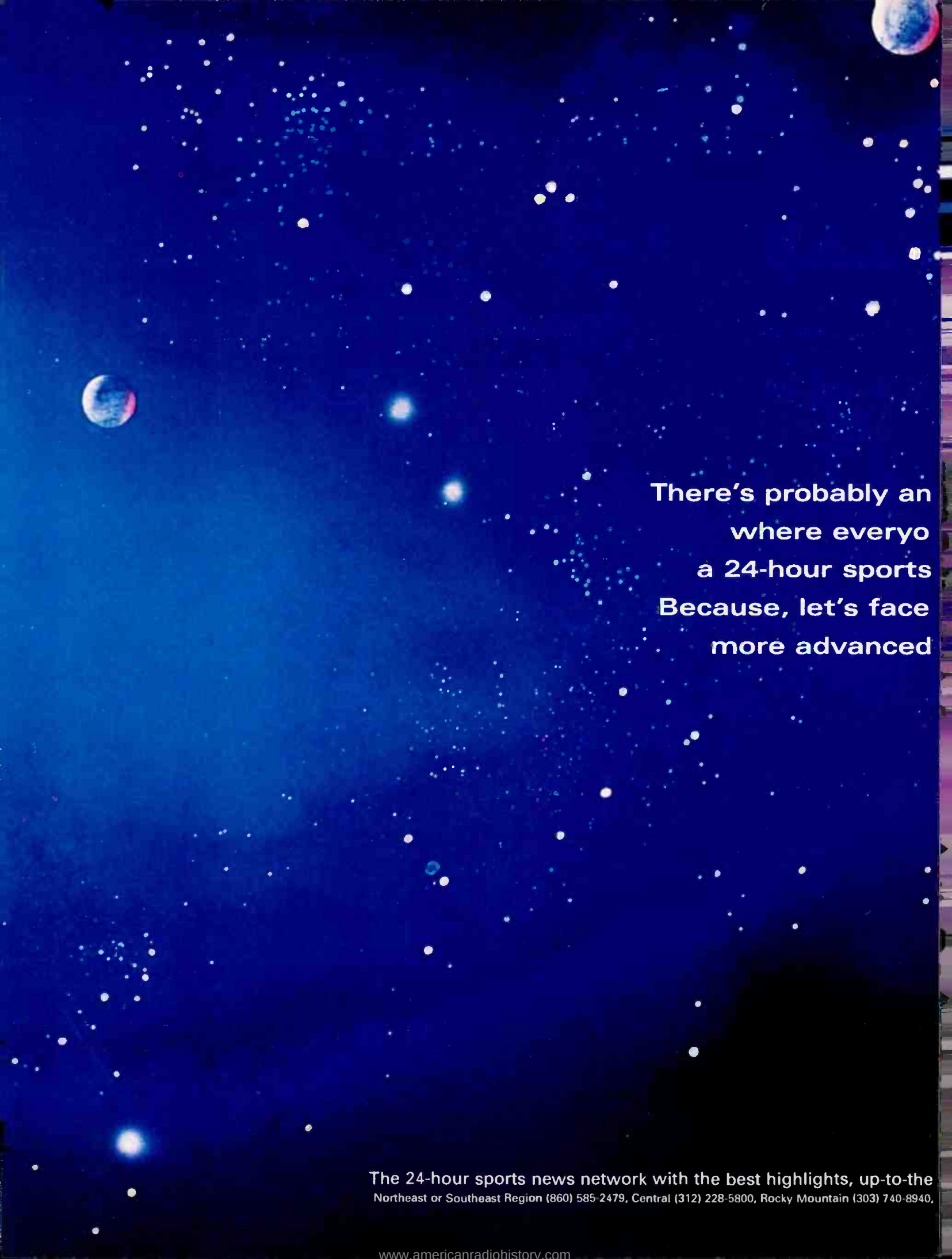
WASHINGTON WATCH

McCain seeks FCC refrain from ATV standard

Senator John McCain (R-Ariz.) in an Oct. 8 letter to FCC Chairman Reed Hundt urged the commission to refrain from issuing an ATV standard. "The commission should not act to merely rubber-stamp the decisions of concerned industries," McCain wrote. He quoted Supreme Court Justice Stephen Breyer's 1982 book, "Regulation and Its Reform": "an agency that uses design standards...will freeze technology. Standards once set prove relatively immune to revision. [And] finally, given the other difficulties, a standard's resistance to change becomes inevitable, because only a very dramatic need would justify redoing the complex standard-setting procedure." Breyer is "completely accurate on this point," the Commerce Committee member wrote. If a standard is adopted, McCain said it is "crucial that it be sunset at a date certain."

Hundt goes east

FCC Chairman Reed Hundt traveled to China and Hong Kong last week to push for pro-competitive telecommunications policies. In a speech to the Center for Information Infrastructure and Economic Development in Beijing, Hundt voiced hopes the information highway will become "a bridge from our land to this land."



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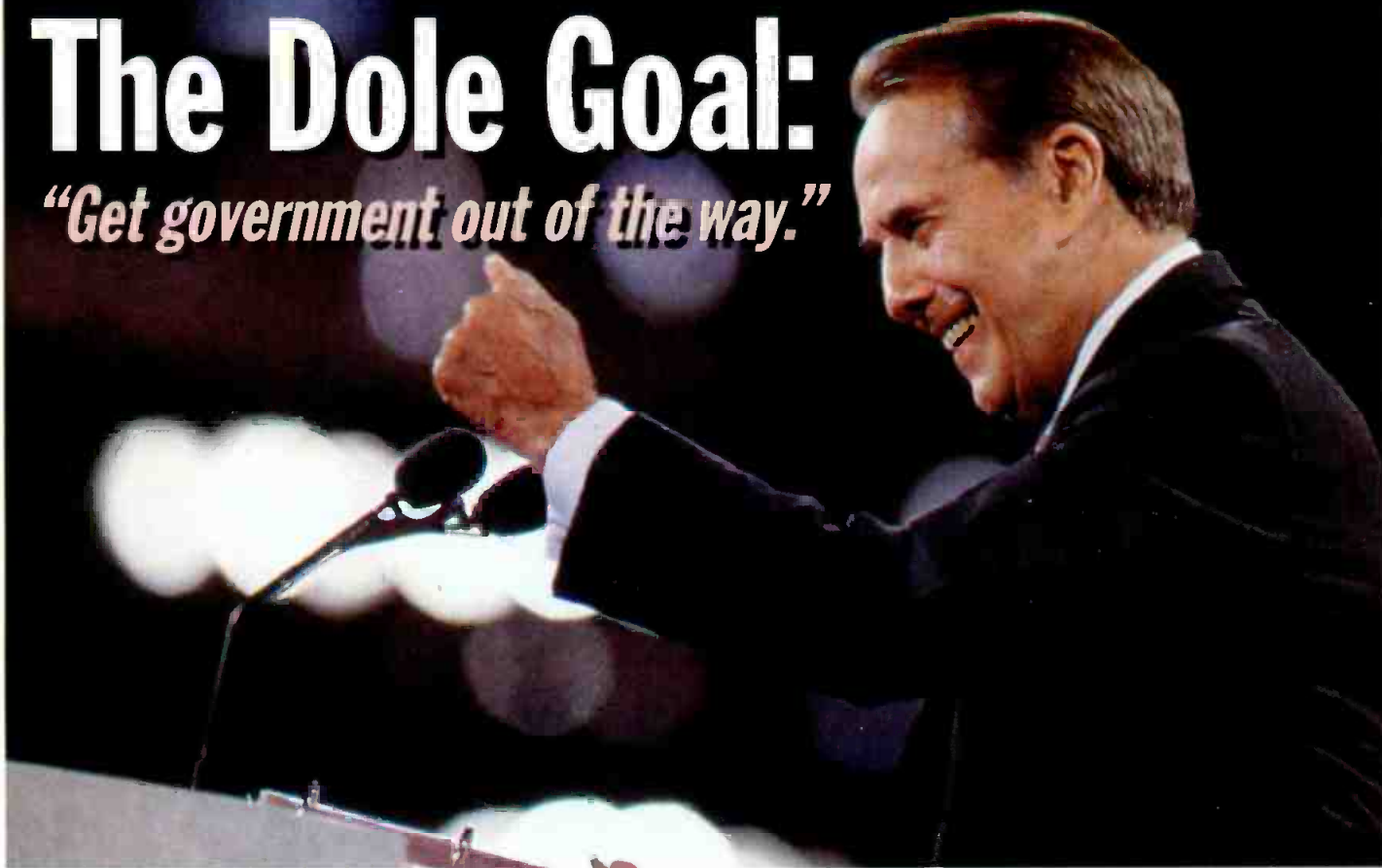
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During the past year, Bob Dole has had much to say that broadcasters don't want to hear. As Senate majority leader he criticized the 1996 Telecommunications Act for its digital television spectrum provisions as a spectrum "giveaway" and allowed the bill to move forward only after demanding and receiving the FCC's assurance that it would not award digital TV licenses this year. And as the Republican presidential candidate he has proposed squeezing \$34 billion out of spectrum auctions that may or may not include broadcast television frequencies.

But there is a flip side to Dole's market-based view of broadcast spectrum. He regards public interest obligations as arbitrary federal mandates and says he would prefer corporate responsibility to government rules. In this exclusive written Q&A with *BROADCASTING & CABLE* editors, Dole also says "yes" to further relaxation of local TV ownership rules, calls the V-chip another example of "Washington knows best" and says broadcasters should enjoy the same First Amendment protection as publishers.

The Dole Goal:

"Get government out of the way."



The Democratic platform credits President Clinton and Vice President Gore with pushing the V-chip through Congress and chides you for "talk[ing] about TV violence but, when it came time to act, [standing] with a small minority to oppose the bipartisan V-chip bill." Are you in favor of the V-chip and do you think it will protect children from what you see as excessive sex and violence on TV? Also, do you advocate the return of the family viewing hour? Do you support Senator Hollings's proposed ban on violent TV programming during all but late-night hours?

The real solution to the problem of TV's corrosive impact on our culture lies with concerned parents, informed consumers who will turn off their television sets, and entertainment industry executives who are willing to put common decency ahead of corporate profit.

I opposed the V-chip because it is just another example of "Washington knows best." Let's not forget, if the FCC doesn't like the so-called voluntary industry ratings system, then Bill Clinton's V-chip provision allows the commission to create a ratings system of its own. That leaves the door open to government censorship. That's apparently why the American Civil Liberties Union opposed the President on this.

Regarding the recent three-hour rule, it is too little, too late. It seems to me that the industry was already gearing up for major competition for the children's market. Fox is hooking up with Saban, Walt Disney will use ABC to distribute its children's products worldwide, and children are a major target for Turner and Time Warner. And let's not for-

get that Viacom, which owns both Nickelodeon and Simon & Schuster books, is making a major push to improve education materials for kids. All this happened without a government mandate, because consumers demanded better products.

Can you see a day when broadcasting will enjoy the same First Amendment rights as publishing?

Sure, broadcasters should enjoy the same First Amendment rights as publishers. I know my opponent doesn't agree, but that's because he subscribes to the outdated "scarcity principle." Imagine telling broadcasters that they can't have equal footing with publishers because there is a scarcity of licenses, even though we all know there are far more TV and radio stations in any given market than there are newspapers. It makes even less sense in the digital age, where there is the possibility of having even more stations.

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, such as free political ad time? How would that square with the First Amendment?

I welcome the networks' voluntary offers of free airtime for candidates to express their views directly to the people, without the so-called analysis or commentary.

Your economic plan counts on \$34 billion in spectrum auction revenue to help pay for tax cuts. Is auctioning digital TV spectrum part of that plan?

I [think] our spectrum policies need to be completely overhauled. That means we need to look at this issue globally and consider all players, not just broadcasters. My goal will be to use market forces to maximize flexibility and minimize excessive government regulation.

There is a long history of the government selling national assets. If the government were to give away oil-rich land to private parties or to an oil company without compensation, the public would be rightly concerned. While the analogy is not perfect with respect to the broadcast industry, the fact remains that spectrum is an extremely valuable asset, the proceeds of which can be used to pay for across-the-board tax cuts, capital gains relief and important spending programs.

You think that giving broadcasters digital spectrum amounts to "corporate welfare." Aren't they already paying for the spectrum through their public interest requirements such as the kids TV requirement?

Public interest obligations are just liberal code words for federal mandates. I'm the candidate for corporate responsibility, not federal mandates. I read in your Sept. 23 issue that my opponent would expand broadcasters' public interest obligations in the future. So he not only will force broadcasters to move to digital in seven years but will make them pay for it twice—once with cash and later with more arbitrary obligations. This will be a deadly combination for broadcasters as competition increases.

Should the FCC mandate a standard for digital TV broadcasting?

The whole reason we passed telecommunications reform this year was because Congress finally recognized that government could not keep up with technology, let alone regulate it. Only a competitive market could.

Let's not forget that it was only a few years ago that the commission switched from the old black rotary phones to touch tone. Having the FCC mandate a standard for digital TV broadcasters would appear unnecessary and inconsistent with our policy goals.

How do you rate broadcasting and cable coverage of your campaign (on a scale of 1-10, unfair to fair)? Cite examples of what you think was unfair or biased coverage.

I honestly don't get to watch that much network coverage when I'm on the road, so it's difficult for me to judge the fairness of the coverage. I am troubled, however, that substance too often takes a back seat to the "horse race"—style strategy and the trivial. There are positive signs too. PBS's *NewsHour* has many long segments of speeches, and NBC's "In Their Own Words" is a refreshing change for viewers who like to make up their own minds, instead of being told what to think.

You have frequently complained about the liberal-biased news media. How can you get around the news media to sell your message to voters? What has worked and what has not? What's the schedule for televised town meetings?

No doubt about it, we have all been concerned about bias. But let me be clear: that is still no excuse for government censorship or increased controls. It seems to me that the real solution to this concern is more freedom, more voices, more choices. That is how we create the highest level of accountability.

So far, the Telecommunications Act of 1996 has spawned a number of mergers and acquisitions, particularly in radio and telephone, but little of the competition

"Broadcasters should enjoy the same First Amendment rights as publishers... Imagine telling broadcasters that they can't have equal footing with publishers because there is a scarcity of licenses, even though we all know there are far more TV and radio stations in any given market than there are newspapers."

"I [think] our spectrum policies need to be completely overhauled. That means we need to look at this issue globally and consider all players, not just broadcasters. My goal will be to use market forces to maximize flexibility and minimize excessive government regulation."

that was promised. Does media consolidation concern you?

The press and some commentators like to suggest that all consolidation is bad. My view is that we have antitrust laws for very specific reasons and that they have generally served those purposes. It is imperative that we keep abreast of developments in the market and that we know whether anticompetitive pricing practices or other behavior restricting consumer choices is occurring. But many of the markets where consolidation is occurring are themselves changing rapidly and experiencing vigorous competition.

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

We spent several years working out difficult problems by suggesting that private-sector participants could and should negotiate often complex technical issues. The law was pretty clear, then the Clinton/Gore/Hundt troika ignored much of what Congress did and went into a level of detail and complication that, to say the least, is not exactly what we had in mind. The FCC's job is to implement the laws, not second-guess Congress. The purpose of the legislation was for open and vigorous competition in all segments of the industry to come sooner rather than later. While I haven't had time to study this matter carefully since August, I have heard the opinions of many who [think] the FCC's actions will retard progress in the local and long-distance markets rather than accelerate it.

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?

Yes.

Are you concerned by recent cable rate hikes outpacing inflation?

This just proves that Mr. Gore's Cable TV Act of 1992 failed. As you know, he and I disagreed on this law. He favored big government regulation, while I supported competition from real competitors like phone companies. All that regulation didn't keep rates down, and still doesn't. Mr. Gore may have won back then, but now consumers are paying the price.

The good news is that the new telecom bill will get rates under control as it allows cable and phone companies to compete against each other for the first time. Consumers will get the real benefit; they will no longer be held hostage, but will finally be

able to choose their providers.

What's your plan for funding public broadcasting?

I have always supported federal funding of public television and have enjoyed the many years of educational and family programming it has produced. However, as we are faced with the monstrous task of balancing our federal budget, public television will have to receive the same treatment as all other government programs. All programs will have to stand up to a cost-benefit analysis to insure that the American people are getting the most for their tax dollars.

If elected, what would be your telecommunications policy goals?

My goal is simple: "Get government out of the way." For those who are scared of a competitive marketplace, with minimal regulation, I'd like them to look at another high-tech sector—the computer and information technology industry. Sure, competition is fierce, but it is good for the consumer, it is good for the economy and it is good for America. The best way to achieve this goal in communication is to eliminate the FCC as we know it today.

To emphasize my point, consider that the personal computer industry—software, hardware and the online community—now generates almost as much revenue as the entire phone industry. It took the phone companies 100 years to get this far, and less than two decades for personal computers. Moreover, growth in the computer industry currently accounts for two-thirds of the U.S. gross domestic product growth; if computers were stripped out of the statistics, our economy over the past years would have grown at just 1.8%, not 2.7%. The difference is that phones were heavily regulated and had no competition. This is why I will never call for the creation of a Federal Computer Commission.

How are you using television in your campaign? Will there be greater emphasis on personal appearances or advertising?

Television is a medium that allows a candidate to reach out and spread his or her message to the average American. This year's campaign is a truly revolutionary one when it comes to television's role in the way the public learns about the candidates. I was overwhelmingly pleased to learn that the networks would be allowing the major candidates free access to network time, where we can speak directly to the people without filters for media interpretations. I am using television throughout my campaign to spread my message of hope and opportunity. ■

CBS wins week three

Takes household crown for first week since last February

By Lynette Rice

NBC had the baseball games, but CBS hit the ultimate home run during week three of the new season, grabbing its first in-season victory in households since the week of Feb. 26.

CBS finished Sept. 30-Oct. 6 with an 11.3 Nielsen rating/19 share in households, up 13% from the same time last year. NBC came in second, with a 10.4/18, down 11% from last year; ABC was third, with a 10.3/16, down 6%, and Fox, 6.2/11 for 16 hours of programing, down 14%.

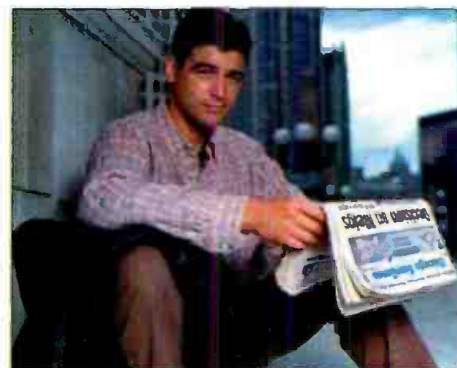
Fox, meanwhile, recorded its best ever ratings for a show, while the netlets were leading their own cheer.

UPN netted a 3.3/5, up 14% from the same period last year, while The WB garnered a 2.7/4, its best week yet of the new season. Both particularly benefited from Sunday's presidential debates on the Big Four, with The WB enjoying a 3.1/5 for the night and UPN drawing a 6.0/9 for its special broadcast of *Star Trek: 30 Years and Beyond* (the latter was not included in weekly

averages because of reporting delays from secondary stations).

NBC still led week three in the coveted 18-49 demographics, with a 6.5/19, its third straight win since the season kicked off on Sept. 16. The network also reigned in adults 25-54 (7.0/18) and had five shows in the top 10, including number-one *ER* (22.2/37) and number-four *Suddenly Susan* (18.5/29).

But NBC's preemptions for baseball on Tuesday, Friday and Saturday—which garnered an 8.6/15, 7.8/15 and 6.1/12 in households, respectively—pushed viewers elsewhere as CBS rang in as the only network to show growth over the same period last year. CBS nabbed its highest-rated Wednesday in nearly two years, thanks to the *Country Music Awards*, and also placed first on Saturday with freshman show *Early Edition*, which jumped 8% (11.9/22) over its premiere the previous week



'Early Edition' helps CBS make news.

(11.0/20).

The other story was at Fox, which garnered its best ratings ever with the season premiere of *The X-Files* on Oct. 4. The Chris Carter drama earned a 13.2/23 in households and bested other networks in adults 18-49, with an 11.5/34.

In all, NBC won Thursday and Sunday; CBS, Wednesday and Saturday, and ABC, Monday, Tuesday and Friday.

Debates down

The presidential debate ratings were down from the last matchup four years ago, even with the addition of Fox for the Sunday night event. The five-network Nielsen rating, which includes CNN but excludes PBS, was 31.6—down from the 38.3 for the Oct. 11, 1992, debate between George Bush, Bill Clinton and Ross Perot carried on ABC, CBS, NBC and CNN. This year's debate attracted 30.6 million households and 46.1 million viewers, according to Nielsen; four years ago, 35.7 million households and 62.4 million viewers tuned in.

—LR

Kids ratings down for networks

Only UPN can point to growth over last year

By Lynette Rice

Competition over children's programming is proving to be anything but child's play, with most of the broadcast networks seeing declines in ratings on Saturday mornings.

Only UPN Kids is touting growth so far this year, thanks to a two-hour animated lineup that stands on its own on Sunday. For the period Sept. 8-29, the netlet jumped from a 1.0 Nielsen rating last year with its *Space Strikers* and *Teknoman* to a 1.5 in kids 2-11 with *Jumanji*, *The Mouse and the Monster*, *Incredible Hulk* and *B.A.D.*

"We are in a unique position on Sunday in that we can attract kids from the other major players that are not programming for children on Sunday," said Ellen Levy-Sarnoff, vice president, children's programming, for UPN. "Plus, our numbers are trending upward."

That's not the case for the other broadcast networks, all of whose ratings have been flat or have seen sharp declines in the 2-11 demo.

The biggest decrease so far has been registered at CBS. For Sept. 9-29, the network averaged a 1.4 rating at 8-12 p.m.—a 62% decrease from the same period last year, according to Nielsen.

At 8 a.m.-1 p.m., the network's rating averaged a 1.3—down 61% from the previous year.

The WB's 2-11 ratings are down 29%, to 1.7, in both 8 a.m.-noon and 8-1 p.m. blocks; Fox follows with a 5.0 in both the 8 a.m.-noon and 8-1 p.m. blocks—a 9% drop from the same period last year—while ABC is flat at 2.7 at 8-noon and down 4%, to a 2.6, at 8-1 p.m.

Nickelodeon, in comparison, continues to gobble up viewers that haven't already been lost to computers or video games. For Sept. 2-29, the cable network averaged a 4.3 national rating in kids 2-11 during the 8 a.m.-1 p.m. block on Saturday. What's more, the network has been running reruns of such hits as *Rugrats* and *The Ren & Stimpy Show* in that time period—enough to boost ratings 12% over the same period last year, Nickelodeon said.

"I think the challenge we have is the reason they [Nickelodeon] have succeeded. They have created a habit of 12 hours a day," said Margaret Loesch, president of Fox Children's Network. "The best the networks can do is concentrate on good, strong programming and try not to copy other people. Historically in our town, if you have a hit show on one network, the others try to copy it. We haven't done that at Fox."

"Anybody who has bought time may be scratching their head right now on what the next move is," said Jamie Kellner, president of The WB. "We have a number of ideas working right now. In terms of this season, we didn't put a lot of new shows on because we're in the developmental mode. We're getting things creatively right to help us through the fourth quarter."

The WB is gearing up for the premiere of a Daman Wayans semi-autobiographical animated series Oct. 19, and by next fall, the network will program an hour in the morning and two hours in the afternoon for kids, Monday through Friday.

"Sunday mornings are minor leagues compared with Saturday mornings. We moved many of our stations from Sunday [kids programming] to Saturday, so we're more competitive than last year," Kellner said. "We acknowledge that we thought we would be doing better than we are at this point. But we have the resources. We'll make the adjustments."

Still, that isn't stopping at least one ad agency from launching a study to figure out what the nation's tiny viewers are doing. The Advertising Re-

search Foundation's Youth Research Council will team with J. Walter Thompson USA to look at how kids spend their time and whether that involves much TV these days.

Whether declining ratings in children's programming are chasing off advertisers remains to be seen. Major advertisers like Hasbro and Mattel will continue to target Saturday mornings during the eight weeks leading up to Christmas, said Bill Croasdale of Western Media Inc.

"It's not so much the ad community as it is the network's point of view that's important. Is it a viable area to continue to program [given that] the return investment doesn't seem to be there?" asks Bill Croasdale of Western Media Inc.

"It's so difficult to program with all the options for the little ones," Croasdale continued. "If you're a broadcast network programming four hours on a Saturday morning and you're in the red on dayparts, do you really continue

after the children's marketplace, even with the regulation stipulations from the beltway?"

There apparently are no worries over at UPN, which already has seen its Sunday rating of 1.7 for kids 6-11 exceed that of The WB on Saturday (1.6) and CBS (1.3), the network reported. Among UPN's new shows are the *Hulk*, which features voiceovers from Lou Ferrigno, the original TV *Hulk*; *Beverly Hills 90210*'s Luke Perry, and "Star Wars" star Mark Hamill.

UPN also touts *The Mouse and the Monster*, an animated tale about two unlikely pals. It's one of three shows the network thinks can qualify under new FCC educational programming guidelines. "These are two buddies who learn about friendship and love," said Levy-Sarnoff. "We have this great episode where the monster's heart runs away from him. The lesson learned is you can't be a person without a heart." ■



'Power Block' ("Beast Wars," one of its rotating segments, is pictured at left) and 'All Dogs Go to Heaven' have been modestly successful syndicated entries this fall.

Kids erosion continues in syndication

Most new strips are flat or off; Claster, Disney showing some punch with 'Power Block' and 'Quack Pack'

By Cynthia Littleton

Three weeks out of the box, new first-run children's shows are performing no better than first-run adult syndicated fare. A look at year-ago audience shares for prime kids time periods indicates that broadcasters are slowly but surely losing young viewers to cable, video games and computers.

Most of this season's new kids strips

are flat or slightly off their lead-in rating and year-ago time period average, according to an analysis of Nielsen's unweighted metered-market averages for the past three weeks by Seltel.

The two modest success stories to date—Disney's *Quack Pack* and Claster Television's *Power Block*—both feature a rotating lineup of cartoons. According to Seltel, *Power Block* is boosting its lead-in by an average 20% with a 1.4 household rating

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and 6 share. But like *Quack Pack*, which earned a 2.3/7, *Power Block* is barely maintaining its year-ago time period averages.

At the other end of the chart, Saban Entertainment's *Samurai Pizza Cats* (0.8/3) and Bohbot Entertainment's *Amazin' Adventures* (0.7/3) are down an average 25% from their year-ago time periods. Bohbot/New Line Television's *The Mask* came in third in the weekday race, with a 1.5/5, followed by Saban's *Masked Rider* (1.1/5) and Summit Media's *Mega Man* (1/4).

Production problems have prompted several top 30 market stations to delay

the debut of *B.R.U.N.O. the Kid*, a strip featuring the voice and likeness of Bruce Willis. In its first week, the Active Entertainment offering averaged a 1.2/4.

The picture is brighter for the new weekly entries, but declining ratings over the past few years have forced some broadcasters to slash the local spot rates. Still, demand from local merchants is expected to pick up as the holiday gift-giving season approaches.

Not surprisingly, the most successful new weeklies were shows derived from existing cartoon franchises.

MGM Animation's *All Dogs Go to Heaven* averaged a 2.2/9 in its first two

weeks, thanks in large part to a whopping 17 share generated by its plum 9:30 a.m. Saturday time slot on WPIX (TV) New York. *Richie Rich* lived up to his name for Claster Television with a 1.9/7. The show tied or beat its lead-in in 25 of 32 Nielsen metered markets.

Abrams/Gentile Entertainment's *Dragon Flyz* came in third, with a 1.8/7, followed by the weekend version of Bohbot's *Amazin' Adventures* (1.7/6). Saban's first stab at an educational series, *The Why Why Family* (0.8/5), was on par with the performance of past FCC-friendly shows aimed at kids 8 and younger. ■

Syndication selling season is slow roller

Not a lot of shows to choose from to plug midseason holes

By Cynthia Littleton

If the past is any guide, programmers will be looking to plug holes in their schedules come January, but they won't have many new first-run offerings to choose from.

Tribune Entertainment and All American Television are expected to bring out a game show block of *Card Sharks* and *Match Game II* by the second quarter. DreamWorks Television is gradually adding stations to the lineup of its new quiz show, *Majority*

Rules, in anticipation of a national launch next fall.

Mindful of how a summer start helped *Rosie O'Donnell* gain a foothold, All American is hoping to have its new daytime talker with Arthel Neville and Fred Roggin up and running in some markets by April or May.

Still, syndicators aren't rushing to fill the projected void, even though some of this season's freshman are pulling in lower ratings than some of last season's first cancellations. A poor performance in the November sweeps could lead to downgrades for ACI's *Scoop with Sam & Dorothy*, MGM's *The Bradshaw Difference* and Multimedia Entertainment's *Pat Bullard*.

"There will definitely be opportunities for at least two [new] hours in daytime in January," says Dick Kurlander, vice president, director of programming, for Petry Television.

Disney, Fox, MCA and other distributors that kept a low profile this season are actively developing first-run shows for 1997, but most are geared toward a fall launch. Industry observers say the syndication selling season has gotten off to a late start this year.

"Nobody knows what [shows] to bring out right now because nothing is really working," says a senior studio sales executive. "It's hard to sell anything when most new shows are doing single-digit shares."

As a result, distributors are focusing their midseason efforts on securing better time slots for existing daytime strips. Worldvision Enterprises' *Judge Judy*, one of the few new standouts, has already swapped its 10 a.m. time slot on WWOR(TV) New York for the 11 a.m. berth previously occupied by *Scoop with Sam & Dorothy*. ■



Sagansky

Sagansky gets TV reins

As expected, Sony Corp. announced last week a management restructuring that gives former CBS Entertainment chief Jeff Sagansky oversight of the studio's television operations.

Sagansky, who joined Sony Corp. of America as executive vice president in 1994, will relocate from New York to Los Angeles for his new post as co-president of Sony Pictures Entertainment.

Sagansky will share administrative duties with John Calley, the movie industry veteran hired last week to turn around Sony's troubled film units. The reorganization at SPE was prompted by the recent resignation of President Alan Levine after months of turmoil and losses on the film side.

Sony also named company veteran Masayuki Nozoe executive vice president of SPE in an effort to foster cross-company development and to act as a liaison between the studio and the corporate headquarters in Tokyo. Nozoe, who has been with Sony since 1972, was previously executive vice president of Sony Corp. of America. The move was widely viewed as a sign that Sony Corp. President Nobuyuki Idei intends to take a more hands-on approach toward managing the studio than did his predecessors.

Nonetheless, the new chain of command calls for Sagansky and Nozoe to report to Calley, who, as president of Artists Pictures since 1994, has been credited with helping to rebuild MGM. Calley will focus on movies and home video, Sagansky on television and international business. —CL

Priming the digital pump in Cannes

MIPCOM plays host to program-hungry competitors

By Debra Johnson

All eyes were fixed on France at this year's MIPCOM convention in Cannes as that country prepares for its own digital revolution.

Although pay-TV group Canal+ has had a head start on its rival TPS (Television Par Satellite)—Canal+ launched its digital platform Canalsatellite Numerique in April and TPS has yet to launch—the TPS platform has drawn significant Hollywood interest.

TPS has signed multirights output deals with MGM/UA (see box) and Paramount and also has finalized an output deal with French film group UGC. Local reports are suggesting that

Warner Bros. and MCA will sign with Canal+, which already has a supply deal for movies with Disney.

For recently merged or merging companies such as Disney/ABC, Time Warner/Turner and Canal+/NetHold, MIPCOM was being used as a "getting to know each other" event. But the atmosphere was still tense, and no one was willing to speculate on the prospective success of those mergers. Time Warner and Turner shareholders were expected to meet Oct. 10 to finalize the merger and iron out such details as who would be handling distribution and marketing of



their channels. It already has been agreed that Warner Bros. will handle program syndication and program libraries for both parties.

On the documentary front, Discovery Communications has been on a roll, entering into a programming partnership with the UK's BBC and now a

■ Hallmark Entertainment Networks will launch its 24-hour premium made-for-TV movie channel on the Gulf DTH platform in the Middle East this week. It plans to launch on Measat-1 in Malaysia on Nov. 1 and on Italy's digital platform Telepiu in January 1997. The group also is negotiating for cable carriage in Taiwan, Singapore, Thailand and the Philippines. Hallmark has a long-term supply arrangement with Germany's Kirch Group that could lead to Hallmark's launching its service on Kirch's digital package DF1, according to George Stein, president of Hallmark Entertainment Networks. Hallmark is talking with the UK's BSkyB and TCI's UK-based cable programmer Flextech about distribution in the UK. Stein hopes to launch in the UK in "the near future." The channel has 2 million subscribers worldwide and already is available in the Benelux, Mexico, Scandinavia (NetHold), South Africa (M-Net), New Zealand (Sky Cable) and Australia (Foxtel).

■ Egmont's Nordisk Film has licensed a package of blockbusters to NetHold for its Movies on Demand service, which is set to launch in the Benelux and Nordic countries by year's end. The deal covers "From Dusk 'til Dawn," "Restoration" and "Smoke." NetHold also clinched a deal with Morgan Creek that includes such movies as "Ace Ventura: When Nature Calls."

■ According to sources, Warner Bros. is close to signing a pay-TV deal with French pay-TV group Canal+ that could include the launch of WBTV: The Warner Channel on Canal+'s digital package Canalsatellite Numerique. At MIPCOM, Hollywood studio MGM/UA signed a long-term exclusive pay-TV deal with soon-to-be-launched French digital service TPS (Television Par Satellite). The deal covers new feature films and TV

Notes from MIPCOM

movies and includes a library access component. TPS and MGM/UA also inked a nonexclusive, long-term PPV output deal. As part of the deal, MGM/UA will have a prime slot on the TPS movie channel for a branded MGM Gold block. Once

the TPS package reaches 200,000 subscribers, MGM/UA has an option to launch its own channel or channels on the package.

■ Children's Television Workshop—which has been looking for a strategic partner to help it roll out a kids channel in the U.S. and internationally—has put its plans on the back burner. Its strategy for now is to create branded programming blocks specifically for the cable and satellite markets, according to Doug Lee, senior VP, New Kid City, CTW. "It's too expensive and too risky to launch a channel in the U.S.," he says. Nevertheless, CTW continues to talk to Fox, which is rolling out Fox Kids Network with its partner Saban Entertainment and has discussed the possibility of expanding its relationship with Turner through its production of the series *Big Bag*. There also have been talks with Disney about developing an educational channel, although no deal has been struck.

■ UK distributor BRITE did more than \$3.13 million in program sales on the first day of MIPCOM. The deals included drama *Moll Flanders* to Channel 2 in the UK and TV2 Denmark and YLE1 in Finland. *Prime Suspect 5*, *Cracker* and *Kiss & Tell* were sold to Australia's Seven Network.

■ MTM International has signed a long-term output deal with TV New Zealand. The deal means that TVNZ will buy all free-TV rights to MTM product for five years.

—By Debra Johnson

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6.4/19

- #1 IN THE TIME PERIOD
- IMPROVES LEAD-IN +42%

LOS ANGELES - KTLA
SAT. 6 PM

4.8/10

- #1 NEW HOUR
- IMPROVES LEAD-IN +30%

CHICAGO - WGN
SAT. 12 NOON

4.2/12

- #1 IN THE TIME PERIOD
- IMPROVES LEAD-IN +83%

CHICAGO - WGN
SUN. 10:30 PM

4.2/9

- #1 NEW HOUR
- IMPROVES LEAD-IN +75%

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Source: Nielsen Overnight '16-9/29/16.

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joint venture with Japan's Jupiter Programming Co. The deal, announced at MIPCOM, will result in the launch of Discovery Channel in Japan in early 1997. Jupiter Programming is a 50-50 partnership with TCI International and Tokyo-based Sumitomo Corp.; the latter provides multichannel program services for both cable and DTH customers. Discovery Channel will be

made available on cable systems and Japan's PerfectTV digital platform. The channel will also launch on digital systems such as JSkyB and DIRECTV when they launch in Japan.

Speaking about the deal, Greg Moyer, president and chief editorial and creative officer, Discovery Communications, said, "It will force a lot of others to pick their dance partners."

National Geographic, which also wants to get into the documentary channel business, is understood to be talking with News Corp. and NBC about a strategic alliance. National Geographic has confirmed it is in negotiations with Venezuela's Cisneros Group over a possible joint venture on Galaxy Latin America's DIRECTV package. ■



Rosenfeld to B-G

Michael Rosenfeld, former senior vice president of ABC Entertainment under Jamie Tarses, has been picked up by Brillstein-Grey Entertainment as a senior vice president. He'll oversee in television and motion picture production.

Bertinelli to CBS

Talk about the "Welcome Home" network. Valerie Bertinelli is returning to CBS for either a sitcom or an hour drama. Bertinelli, who has been given a 13-episode commitment, starred on CBS's *One Day at a Time*, which ran from 1975 to 1984.

Phasers on stun

UPN beat Fox and The WB with its Sunday night broadcast of special *Star Trek: 30 Years and Beyond*, garnering a 6.0 Nielsen rating/9 share, according to 32 metered markets. The special, which benefited several charities, reunited cast members of original and current *Star Trek* series and featured appearances by astronaut Buzz Aldrin, Ted Danson and the cast of *Frasier*.

Bo knows sitcoms

Talks are under way between UPN and former football/baseball star Bo Jackson about appearing in a sitcom. Jackson, who retired from sports in 1995, makes his film debut as a prison guard in "The Chamber," starring Gene Hackman and Chris O'Donnell, which opened Friday.

ABC extends Olmos deal

ABC has extended its exclusive prime time development/production deal with Edward James Olmos. The arrangement, which was announced in November 1995, calls for the development of series, miniseries and made-for-TV movies. Olmos currently is developing the miniseries *Rain of Gold*, based on Victor Villasenor's book, for the network.

Friends in high places

No insight on salary negotiations could be found during *Friends* night at the William S. Paley Television Festival in Los Angeles Oct. 4. Instead, executive producers David Crane and Marta Kauffman rallied to support the six actors who have been in the spotlight during the

past year—especially when they asked that their salary be upped from \$40,000 to \$100,000 per episode. "Imagine if you went in to ask your boss for a raise and all of a sudden it got national media coverage. There are certain things that are made [out] to be far more important than they are," Crane said. "Their personal lives get played out in the world.... It's intrusive and insulting and your privacy is gone," Kauffman said. Only three of the *Friends*—Matt LeBlanc, Jennifer Aniston and Matthew Perry—participated in the festival to celebrate TV.

WB 'In the Dark'

The WB has ordered six episodes of the adult game show *In the Dark*, based on the British show of the same name, from Jonathan Goodson Productions. Hosted by comedian and BBC personality Julian Clary, the show eventually will be added to the network's prime time schedule. The game show will feature a high-tech camera that will film audience members racing to complete oddball tasks in total darkness. Harris L. Kattelman, former president of Twentieth Television, and Goodson will serve as executive producers.

Series counterprogramming

NBC is looking to score a few home runs of its own during the World Series, when the network will change its lineup Oct. 23 and 24. On Oct. 23—when Game 4 is broadcast on Fox—NBC will counterprogram with an original episode of *Wings* at 8, followed by a rerun of *3rd Rock from the Sun* and originals of *NewsRadio*, *Men Behaving Badly* and *Law & Order*. On Oct. 24, *Friends* will lead the night at 8, followed by out-of-time-slot broadcasts of *Mad About You*, *Frasier* and *Men Behaving Badly*. A rerun of *ER* will complete the evening.

Science news

ABC News will produce a weekly, 30-minute program featuring the latest science, technology and nature news for Discovery, beginning in April 1997. The program will be the only prime time science newscast on broadcast or cable and will air at 9 p.m. Friday.

Star power

NBC will bring in the star power Oct. 17. Isabella Rossellini appears as herself on *Friends*, while Mr. T guest-stars as a massage therapist on NBC's *Suddenly Susan*. —LR

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'Millennium' at the movies

Fox to debut show with sneak theatrical peek

By Lynette Rice

Empowered by a successful second-season premiere of *The X-Files*, Fox has ambitious plans for introducing its next Chris Carter creation—by way of movie theaters.

Millennium will have its television debut on Oct. 25, but 10,000 viewers nationwide will get a sneak peek two days early, when the hour drama is screened nationwide in specially outfitted movie theaters.

On Oct. 23, United Artists theaters in 25 major cities will project the sci-fi thriller via a satellite feed from Los Angeles, where Carter will be available to answer live questions after the screening. Viewer feedback on the premiere also will be collected through high-tech interactive panels near the seats.

The evening will include a behind-the-scenes look at the drama, which focuses on an underground law-

enforcement group that fights against the growing forces of darkness in society.

"Chris Carter makes mini-movies every week. This deserves a movie-style premiere," says Mark Stroman, Fox's senior vice president of national promotions.

All screenings are free, but only a small number of tickets will be available in each city through special promotions by Fox stations. The network is encouraging affiliates to launch giveaways and to use their own news anchors as hosts for the evening.

The screening, which Stroman values at a "couple million" dollars, is only one element in the overall marketing campaign for *Millennium*. Fox already has launched an extensive campaign that uses everything from

bus shelters to radio, cable and print ads. Through trailers, even movie audiences are getting a taste of the new show.

"It's natural timing. We just enjoyed the highest ratings ever for *The X-Files*, which gave us the highest Friday ever for Fox," says Stroman.

Carter's *The X-Files* debuted on Oct. 4 with a 13.2 Nielsen rating/23 share in households. It also outdelivered ABC, CBS and NBC combined from 9-10 p.m., with an 11.5/34 in adults 18-49.

"We'll have a huge post-analysis process immediately following [the screening]. Maybe we can use it for season finales. There are all kinds of futures for it," Stroman says.

Once *Millennium* debuts, *The X-Files* will move to its new Sunday time slot beginning Oct. 27. ■

Western boosts development

Plans live news/talk show and interactive game for fall

By Cynthia Littleton

Western International Syndication is gearing up for a big push next year, unveiling plans to launch two strips and a weekly interactive game show next fall.

WIS's parent company, buying agency Western International Media, is making its biggest investment in first-run syndication since the distribution arm was created in 1988. At the

same time, WIS President Chris Lancey says the company is also looking to become more active in the international marketplace.

WIS's most ambitious new project is *Great Day!*, a live news/talk hour patterned after NBC's *Today* and ABC's *Good Morning America*.

"It's a format that has worked for a very long time, and it's a format we feel is applicable to other time periods," says Lancey. The show, sold on a

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PBS, Devillier do deal

PBS has signed a long-term co-production deal with Devillier Donegan Enterprises, a unit of Disney/ABC Television International.

The partnership to produce documentaries and specials focusing on history and science is expected to yield \$50 million worth of programing. DDE will distribute the programing internationally and share the merchandising rights with PBS.

DDE will produce two shows for PBS in 1997: *The Living Edens* and *Mysteries of Deep Space*. In the face of promised cuts in federal funding, the deal with DDE "reflects our ongoing strategy of forging alliances with strong media partners to further our public service mission," says PBS President Ervin Duggan.

—CL

cash-plus-barter basis, will have field reporters and a host in New York, Los Angeles and Chicago.

Cyber Challenge is a half-hour strip aimed at kids and teens with video-game graphics and interactive elements. Designed for weekend late night, *Combat Zone* offers viewers the chance to join the game on a pay-per-

play basis through a 900 number.

Another syndication project for 1997 may be unveiled before January's NATPE convention. Part of WIS's growth strategy is to work closely with entertainment companies owned by the Interpublic Group, whose members include advertising giant McCann-Erickson Worldwide and Western

International Media.

Interpublic recently bought a stake in New York-based Alton Entertainment, which is producing *Great Day!* WIS also recently added Alton's fashion/beauty magazine *Main Floor* to a first-run slate that includes the FCC-friendly kids show *Field Trip* and the long-running variety hour *It's Showtime at the Apollo*. ■

SYNDICATION MARKETPLACE

'Walker,' 'Walker' everywhere

Columbia Tri-Star Television Distribution has locked up off-network deals for *Walker, Texas Ranger* beginning next year in virtually 100% of the country. CTTD has secured weekend time slots for Chuck Norris's hit CBS drama on 220 stations, including outlets in the ABC/Disney, Argyle, Sinclair, Cox, Hearst and Fox broadcast groups. Reruns of *Walker* also bow next year as a weekday strip on USA Network.



'Walker' will debut off-net in syndication and on cable.

Sorenson to 'Day & Date'

Former *Day & Date* executive producer Erik Sorenson has been named co-executive producer of *Court TV: Inside America's Courts*. Sorenson, the CBS News veteran who recently joined the Court TV cable network as executive vice president, will share the duties with Andrew Regal, founding executive producer of the half-hour strip.

Killer B's

Just in time for Halloween, All American Television is hitting the marketplace with an all-cash, B-movie package dubbed *Thrill Them! Chill Them!* All American is offering five runs of the 12 titles in the collection over a three-year period. The package includes such gems as "Deadfall," with Nicolas Cage, James Coburn and Charlie Sheen; "Silent Tongue," with Richard Harris and River Phoenix; "A Demon in My

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 29. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.8/230/99
2. Home Improvement	9.1/232/97
3. Jeopardy!	8.9/225/99
4. Oprah Winfrey Show	7.8/236/99
5. NFL on TNT '96	7.1/3/74
6. Seinfeld	6.9/222/95
7. Entertainment Tonight	6.0/183/94
8. Simpsons	5.6/209/96
9. Home Improvement-wknd	5.3/218/96
10. Inside Edition	5.1/153/91
11. Wheel of Fortune-wknd	5.0/170/70
12. Star Trek: Deep Space Nine	4.5/230/97
13. Baywatch	4.3/213/95
13. Hercules, Journeys of	4.3/201/93
13. Xena: Warrior Princess	4.3/184/92

View," with Anthony Perkins, and "American Gothic," with Rod Steiger and Yvonne DeCarlo.

MTM wheels into MIPCOM

MTM is hitting the road with its latest action-hour project, unveiled last week at MIPCOM. *Eighteen Wheels of Justice* is based on what MTM calls "the real-life exploits" of a government operative, Raymond "Tex" Brown, who patrols the 300-mile crime wasteland along the U.S.-Mexican border in Texas. MTM is expected to take the show to NATPE in January, although an MTM spokesperson says the company is still considering its domestic distribution options. *Eighteen Wheels of Justice* is being developed by writer/producer Phil DeGuere, whose credits include *Simon & Simon*, *Baretta* and *The Bionic Woman*.

Watch the doughnut

How many doughnut holes will it take to add a share point? Winchell's Donut House has renamed its doughnut holes "scoops" as part of an ongoing cross-promotional campaign with ACI's struggling new morning

show *Scoop with Sam & Dorothy*. Winchell's also is giving free doughnut holes to all customers who say the magic words: "I got the scoop from Sam and Dorothy."

Talk practice for Judd

Naomi Judd, the country diva who's preparing for her own daytime talker next year, will have a chance to sharpen her interviewing skills on some old pros next month when she hosts the first of two specials for cable's Family Channel. *Very Personal with Naomi Judd*, airing Nov. 11 and 23, will feature conversations with talk TV veterans Larry King, Jay Leno and Rosie O'Donnell. Although they may be good practice, Judd's hour specials for the Family Channel are unrelated to her daytime deal with Rysher Entertainment.

Lee look-alike

All American Television has put out the call for buxom blondes. As promised, the distributor is throwing a Pamela Lee look-alike contest to promote the sixth season of *Baywatch*. The contest is being co-sponsored by John Robert Powers Modeling Schools and Glamour Shots fashion photography studios, which will host a "major runway event" in each of the top 25 markets to select finalists. Women who make the grade will be featured at the end of three *Baywatch* episodes in November, when viewers will be asked to vote via a 900 number. The winner will be back on the show during the February sweeps to appear in a video montage. Although the season's kickoff promotion focuses on one of *Baywatch*'s hottest assets, dead ringers for David Hasselhoff may yet get their day in the sun. All American says future contests will feature other *Baywatch* characters.—CL

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Sept. 30-Oct. 6

KEY: RANKING/SHOW (PROGRAM RATING/SHARE) • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 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 3	abc	CBS	NBC	Fox	U/PIN	WB
	16.0/26	12.4/19	10.2/16	6.1/9	2.8/4	1.9/3
MONDAY	8:00 48. Dangerous Minds 8.2/14	18. Cosby 12.4/20	53. Jeff Foxworthy 7.8/13	43. Melrose Place 8.3/13	89. In the House 3.0/5	104. 7th Heaven 1.8/3
		20. Pearl 12.3/19	57. Mr. Rhodes 7.5/11		87. Mal & Eddie 3.2/5	
	9:00 3. NFL Monday Night Football—Dallas Cowboys vs. Philadelphia Eagles 19.7/32	10. Murphy Brown 13.2/20	25. NBC Monday Night Movie—Mother May I Sleep with Danger 11.5/18	78. Party Girl 4.2/6	101. Goode Bhvr 2.5/4	103. Savannah 2.1/3
	9:30	14. Cybill 12.9/19		83. Lush Life 3.4/5	102. Sparks 2.4/4	
	10:00	24. Chicago Hope 11.7/19				
TUESDAY	12.7/21	11.7/19	8.6/15	5.6/9	3.1/5	
	8:00 15. Roseanne 12.8/22	31. Promised Land 9.8/16	41. MLB Playoffs—Texas Rangers vs. New York Yankees 8.5/15	71. Fox Tuesday Night Movie—The Three Musketeers 5.6/9	79. Moesha 4.0/7	
	8:30 17. Life's Work 12.5/20				87. Homeboys 3.2/5	
	9:00 5. Home Imprvmt 18.4/28	16. CBS Tuesday Movie—The People Next Door 12.7/21			99. The Burning Zone 2.6/4	
	9:30 7. Spin City 15.8/25					
WEDNESDAY	10.3/17	14.9/24	8.8/14	7.0/12	3.9/7	2.9/5
	8:00 34. Ellen 9.5/16	9. 30th Annual Country Music Awards 14.9/24	43. Wings 8.3/14	58. MLB Playoffs—Texas Rangers vs. New York Yankees 7.3/14	82. The Sentinel 3.5/6	95. Sister, Sista 2.9/5
	8:30 39. Townies 9.0/15		58. J Larroquette 7.3/12			89. Nick Freno 3.0/5
	9:00 27. Grace Under Fire 10.7/17		56. NewsRadio 7.6/12		76. Star Trek: Voyager 4.3/7	89. Wayans Br 3.0/5
	9:30 25. Drew Carey 11.5/18		43. Men Behv Badly 8.3/13			95. Jamie Foxx 2.9/5
THURSDAY	7.5/12	8.8/15	19.6/32	5.9/10		
	8:00 64. High Incident 6.8/12	36. Diagnosis Murder 9.4/16	6. Friends 17.3/30	66. MLB Playoffs—Atlanta Braves vs. Los Angeles Dodgers 6.6/11		
	8:30		8. The Single Guy 15.4/26			
	9:00 53. ABC Thursday Night Movie—Under Siege 7.8/13	40. Moloney 8.8/14	2. Seinfeld 21.8/34			
	9:30	43. 48 Hours 8.3/14	4. Suddenly Susan 18.5/29			
FRIDAY	10.3/19	8.2/15	7.8/15	10.2/19		
	8:00 34. Family Matters 9.5/19	60. Dave's World 7.2/14	51. MLB Playoffs—New York Yankees vs. Texas Rangers 7.9/15	60. Sliders 7.2/14		
	8:30 33. Sabrina/Witch 9.6/18	63. Ev Loves Raymd 6.9/13				
	9:00 41. Clueless 8.5/15	53. Mr. & Mrs. Smith 7.8/14		10. The X-Files 13.2/23		
	9:30 49. Boy Meets World 8.1/14					
SATURDAY	6.1/12	11.4/22	6.1/12	4.9/9		
	8:00 68. Second Noah 5.9/11	38. Dr. Quinn, Medicine Woman 9.1/18	68. MLB Playoffs—St. Louis Cardinals vs. San Diego Padres 5.9/12	73. Cops 5.3/11		
	8:30			71. Cops 5.6/11		
	9:00 67. Coach 6.2/12	23. Early Edition 11.9/22		74. Married w/Chldr 5.2/10		
	9:30 75. Common Law 5.0/9	10. Walker, Texas Ranger 13.2/25		81. Love & Marriage 3.6/7		
SUNDAY	8.2/13	12.3/20	12.9/22	3.7/6	6.0/9	2.1/5
	7:00 83. Perot '96 3.4/6	18. 60 Minutes 12.4/22	(nr) NFL on NBC Game 2 14.6/28	85. Big Deal 3.3/6		98. Kirk 2.7/5
	7:30 70. Am Fun Hm Vid 5.7/10					89. Brotherly Lv 3.0/5
	8:00 36. Lois & Clark 9.4/15	21. Touched by an Angel 12.2/19	22. 3rd Rock fr/Sun 12.1/19	76. World's Funniest Outtakes 4.3/7	68. Star Trek: 30 Years and Beyond 6.0/9	89. Parnt 'Hood 3.0/5
	8:30		30. Boston Common 10.2/16			95. Steve Harvey 2.9/4
Presidential Debate						80. Unhap Ev Af 3.9/6
9:00						85. Life w/Roger 3.3/5
9:30						
10:00						
10:30 51. Debate Analysis 7.9/14	60. Campaign '96 7.2/12	49. Decision '96 8.1/14				
WEEK AVG	10.2/17	11.3/19	10.4/18	6.2/11	3.3/5	2.7/4
STD AVG	10.0/17	10.8/18	11.4/19	6.2/10	3.4/5	2.6/4

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 **\$9,200,000** **2**

Combos **\$192,700,000** **2**

FMs **\$17,330,000** **5**

AMs **\$0** **0**

Total **\$219,230,000** **9**

SO FAR IN 1996:

TVs **\$8,479,180,845** **82**

Combos **\$11,194,087,229** **278**

FMs **\$2,197,752,623** **329**

AMs **\$169,708,914** **189**

Total **\$22,040,729,611** **878**

SAME PERIOD IN 1995:

TVs **\$2,720,025,545** **108**

Combos **\$1,668,949,810** **175**

FMs **\$545,829,130** **300**

AMs **\$80,313,754** **152**

Total **\$5,039,586,139** **733**

Source: BROADCASTING & CABLE

TV

KTAB-TV Abilene, Tex.

Price: \$8 million

Buyer: ShootingStar Inc., Sherman Oaks, Calif. (Diane Sutter, president/ owner and president of seller's TV division); no other broadcast interests

Seller: Shamrock Holdings Inc., Burbank, Calif. (Roy E. Disney, chairman); has applied to build ch. 15 in Abilene; is insulated limited partner of Trefoil Latin Investors LP, which owns about 40% of Latin Communications Group Inc. Disney is vice chairman of Walt Disney Co., which owns (via ABC) KTRK-TV Houston and nine other TVs; is selling KCAL-TV Los Angeles.

Facilities: Ch. 32, 2,040 kw visual, 48 kw aural, ant. 918 ft.

Affiliation: CBS

WKZX(TV) Cookeville/Nashville, Tenn.

Price: \$1.2 million

Buyer: Michael V. and Steven C. Roberts, St. Louis (brothers, co-owners); own KTVJ-TV Boulder, Colo.; WHSL-TV East St. Louis; WRMY(TV) Rocky Mount, N.C., and KZAR-TV Provo, Utah; are buying WTSW(TV) New London, Conn.; have applied to build TV on ch. 14 in Albuquerque, N.M.

Seller: InaVision Broadcasting Inc., Monterey, Tenn. (Ed Gilgenbach, president); no other broadcast interests

Facilities: Ch. 28, 229 kw visual, 22.9 kw aural, ant. 869 ft.

Affiliation: WB Network

Broker: Kalil & Co.

COMBOS

Jacor Communications Inc., is acquiring Regent Communications

Price: Approximately \$184.7 million (see page 46)

Swap of WEAT-AM-FM West Palm Beach., Fla., for KSTE(AM) Rancho Cordova, Calif., plus \$33 million.

Owner of WEAT-AM-FM: Chancellor Broadcasting, Steven Dinetz, president; owns KHYL-FM Auburn, Calif.; KGGI-FM Riverside, Calif.; KFBK(AM)- KGBY-FM Sacramento, Calif.; KMEN(AM) San Bernardino, Calif.; WOCL-FM Deland, Fla.; KTCJ(AM)-KTCZ-FM Minneapolis; KDWB-FM Richfield, Minn.; WALK-AM-FM Patchogue, N.Y.; WUBE-AM-FM Cincinnati; WYGY-FM Hamilton, Ohio. Chancellor also controls Shamrock Broadcasting Inc. which owns KMLE-FM Chandler, Ariz.; KLAC(AM)-KZLA-FM Los Angeles, KABL(AM)-KNEW (AM) Oakland, Calif.; KSAN-FM/ KBGG-FM San Francisco; KALC-FM, KIMN-FM, KXKL-AM-FM Denver; KVOD-FM Greeley, Colo.; WFOX-FM Gainesville, Ga.; WDFN (AM)-www-FM Detroit; KFAN(AM) Minneapolis-KEEY-FM St. Paul; WHTZ-FM Newark, N.J.; WWSW-AM-FM Pittsburgh.

Owner of KSTE(AM): American Radio Systems License Corp. (Steven B. Dodge, president/chariman, 30.91%) also owns WRKO(AM), WEEI(AM), WBMX-FM, WEGQ-FM, all Boston; WBMD(AM) Baltimore; WNEZ(AM)-WRCH-FM New Britain, Conn.; WZMX-FM, WTIC-AM-FM Hartford, Conn.; WECK(AM) Cheek-towaga, NY; WBZT (AM)-WIRK-FM West Palm Beach, Fla.; WCMF-AM-FM, WRMM-FM Rochester, NY; WONE(AM), WTUE-FM, WMMX-FM, all Dayton, Ohio; WQSR-FM Cantonville, Md.; WYRK-FM, WJYE-FM Buffalo, N.Y.; WKGR-FM Fort Pierce, Fla.; KXNO (AM) North Las Vegas, Nev.; KMJ(AM)-KSKS-FM Fresno, Calif.; KCTC(AM)-KYM-FM Sacramento, Calif.; KFAB(AM) Omaha, Neb.; KBBT(AM) Portland, Ore.; KGOR-FM Omaha, Neb.; KUFO-FM Portland, Ore.; KDBX-FM Banks, Ore.; KMXB-FM Henderson, Nev.; KLUC-FM Las Vegas, Nev.; KSJO-FM San Jose, Calif.; KUFY-FM Gilroy Calif.; WSJZ-FM Buffalo, Ny.

Facilities: KSTE(AM):650 khz, 25 kw day, 1 kw night; WEAT-FM: 104.3 mhz, 100kw, ant. 1,273; WEAT(AM) 850 khz, 5 kw day, 1 kw night

Format: WEAT-FM: soft adult contemporary; WEAT(AM): news; KSTE(AM): talk



James A. Gammon, President

Third Quarter TV Closings and Signings

KCNS-TV

San Francisco, CA DMA

KTNC-TV

(KFCB-TV)

San Francisco, CA DMA

WSWS-TV

Columbus, GA DMA

WBFX-TV

Greensboro, NC DMA

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WTOF-FM Canton and WHLO(AM)

Akron, Ohio

Price: \$8 million

Buyer: Caron Broadcasting Inc., Camarillo, Calif. (owned by Salem Communications Corp., Camarillo, Edward G. Atsinger III, president/50% and Stuart W. Epperson/50%); owns KDPO-AM-FM Portland, Ore.; KKLA(AM) San Bernardino, Calif.; KGNW(AM) Seattle-Burien, Wash.; KGER(AM) Long Beach, Calif.; KAVC-FM Rosamond, Calif.; KDAR-FM Oxnard, Calif.; WEZE (AM) Boston, Mass.; WRFD(AM) Columbus-Worthington, Ohio; KPRZ(AM) San Marcos-Poway, Calif.; WMCA(AM) New York, N.Y.; WYLL-FM, Des Plaines, Ill.; WAVA-FM Arlington, Va.; WPIT(AM)-WORD-FM Pittsburgh; WFIL(AM), WZZD(AM) Philadelphia, KRKS-FM Boulder, Colo.; KRKS(AM), KNUS(AM) Denver; WWDJ(AM) Hackensack, N.J.; KSLR(AM) San Antonio, Tex.; KFLE(AM) Seattle; KKHT-FM Conroe, Tex.; KENR (AM) Houston; KFIA(AM) Carmichael, Calif.; KDFX(AM) Dallas; KPRZ-FM Fountain, Colo.; KTSL-FM Medical Lake, Wash.; KGFT-FM Pueblo, Colo.

Seller: Mortenson Broadcasting of Akron, Ohio, and Mortenson Broadcasting of Canton, Ohio both owned by Mortenson Broadcasting Co.,

Lexington, Ky (Jack M. Mortenson, president/100%) owns WBGR (AM) Baltimore, Md.; WCGW(AM) Nicholasville and WJMM-FM Versailles, Ky; WEMM-FM Huntington, W. Va.

Facilities: WTOF-FM: 98.1 mhz, 36 kw, ant. 570ft; KHLO(AM): 640 khz, 5 kw day, 500 w night

Formats: WTOF-FM: religious, Christian country; WHLO(AM): contemporary Christian

RADIO: FM

KKIX(FM) Fayetteville and KKZQ(FM) Lowell, Ark.

Price: \$10 million

Buyer: Gulfstar Communications Holdings Inc., Austin, Tex. (John Cullen, president); is buying KEZA(FM) Fayetteville, Ark. (for other holdings, see "Changing Hands," Sept. 16, Aug. 26)

Seller: Noalmark Broadcasting Corp., El Dorado, Ark. (William Nolan, president); owns KELD(AM)-KIXB(FM) and KISO (FM) El Dorado and KXOW(AM)-KLaz(FM) Hot Springs, Ark. (for other holdings, see "Changing Hands," June 10)

Facilities: KKIX: 103.9 mhz, 1 kw, ant. 510 ft.; KKZQ: 101.9 mhz, 50 kw, ant. 708 ft.

Format: KKIX: country; KKZQ: CHR

Broker: Whitley Media

KEZT-FM Des Moines, Iowa

Price: \$3.2 million

Buyer: Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward K. Christian, president/58% owner); owns KIOA-AM-FM and KRNT(AM)-KSTZ (FM) Des Moines; WGAN(AM)-WMGX (FM) and WZAN(AM) Portland and WYNZ (FM) Westbrook, all Me.; WIXY(FM) and WLRW(FM) Champaign, WYMG(FM) Jacksonville/Springfield and WQQL(FM) Springfield, all Ill.; KOAM-TV Pittsburg, Kan.; WAQY(AM) East Longmeadow and WAQY-FM Springfield, Mass.; WFEA (AM)-WZID(FM) Manchester, N.H.; WVKO (AM)-WSNY(FM) Columbus, Ohio; WNOR-AM-FM Norfolk and WAFX(FM) Suffolk, Va., and WKLH(FM) and WLZR-AM-FM Milwaukee; is buying WPRC(AM)-WWTE-FM Lincoln and WTAX (AM)-WDBR(FM) Springfield, Ill.; WNAX-AM-FM Yankton, S.D./Sioux City, Iowa, and WPOR-AM-FM Portland, Me.

Seller: Robert Bunce, Des Moines, 100%, no other broadcast interests

Facilities: 104.1 mhz, 100 kw

Format: Soft adult contemporary

WXCD(FM) Syracuse, N.Y.

Price: \$2.8 million

Buyer: Pilot Communications of Syracuse Inc., Syracuse (James L. Leven, president/96% owner; Michael H. Jordan, chairman, Westinghouse Electric Corp., shareholder); owns WAQX-FM Manlius/Syracuse

and WNDR(AM)-WNTQ-FM Syracuse, and WEZW(AM)-WMME-FM Augusta and WTVL(AM)-WEBB-FM Waterville, Me.

Seller: Salt City Communications Inc., Syracuse (Merrill B. Charles, president); no other broadcast interests

Facilities: 105.9 mhz, **TKTKTK**

Format: Soft adult contemporary

WWFX(FM) Belfast/Bar Harbor, Me.

Price: \$675,000

Buyer: Star Broadcasting of Maine Inc., Ellsworth, Me. (co-owners Mark L. Osborne, president; Natalie G. Knox, VP). Osborne owns 56% of WKSO(FM) Ellsworth.

Seller: Group H Radio Inc., Cos Cob, Conn. (Michael Hauptman, president); no other broadcast interests

Facilities: 104.7 mhz, 10 kw, ant. 1,099 ft.

Format: CHR

WCDS(AM)-WWWQ(FM) Glasgow, Ky.

Price: \$655,000

Buyer: Newberry Broadcasting Inc., Glasgow, Ky. (Steven W. Newberry, president/33% owner); owns WHHT (FM) Cave City and WXPB(FM) Horse Cave, Ky.

Seller: John P. Niland, Munfordville, Ky. (receiver)

Facilities: AM: 1440 khz, 5 kw day; FM: 105.3 mhz, 25 kw, ant. 318 ft.

Format: Both dark

—Compiled by Elizabeth Rathbun

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Radio keeps weather eye on DOJ

Justice actions regulating market ad percentage have buyers holding up deals

Radio

By Elizabeth A. Rathbun

What will the Justice Department do next?

That was the overwhelming concern of radio station owners and financiers gathered in Los Angeles last week for the annual National Association of Broadcasters Radio Show. But while they worry, most buyers and sellers are enjoying the fruits of high cash-flow multiples and the investor-happy business that deregulation has created.

Some would-be buyers are sitting on the sidelines to see just how far Justice will go in regulating radio. "There are a lot of transactions that I am involved in right now that have come to a screeching halt," said Robert J. Maccini, vice president, Media Services Group.

Although Justice has signaled its intent to step in when a company buys enough stations to control about 50% of a market's radio revenue, that oversight could go further. Maccini said a Justice official told him that the cutoff for a revenue inquiry actually is 40%. Justice also is looking into whether certain LMAs constitute a breach of antitrust law. The department is getting involved in radio mergers for the first time as radio deals get big enough to warrant antitrust oversight.

The answer to how far Justice will go, at least in the case of market revenue, might be resolved if the NAB were to set up a court case that would help define Justice's authority, said John T. Lynch, vice chairman, Jacor Communications Inc. Jacor unsuccessfully fought Justice's first foray into radio revenue regulation, selling a radio station in Cincinnati to get under 50%.

The Radio Operators Caucus has sent a letter to Justice about revenue restrictions, and lawyers for large broadcast groups are compiling a response on the LMA issue, but "I don't think there's any collective effort at this time," Lynch said. "Maybe the NAB ought to take the lead."

Although every broadcaster who speaks on the subject says that someone should take Justice to court over the 50% figure, so far no one is willing to do it himself. Lynch explains: "If you're embroiled in a transaction, [a lawsuit] could hold you up for three to four years" and cost up to \$10 million in legal fees.

In Cincinnati, for example, "the toll that this DOJ investigation took was incredible."

It cost Jacor more than \$1 million in legal fees and delayed the closing of its purchase of Citicasters Inc. by four to six months, Lynch said.

If the Justice Department continues on this track, "you're going to see some people divest stations," Maccini predicts. But because station prices are so high, it may be hard to find buyers, he said.

During panel sessions last Wednesday, speakers were hard-pressed to find much else that troubles them about radio consolidation, which has dominated the industry since before deregulation was enacted in February.

Now "is probably the perfect time to be in this business," said broker Brian Cobb of Media Venture Partners. Radio has been put on an equal footing with television and newspapers except in small markets, where broadcasters



Broker Brian Cobb says now "is probably the perfect time to be in this business."

still are having trouble getting bank financing, he said.

With deregulation allowing radio to bulk up in terms of number of stations owned, investors are providing ready access to capital, several panelists said. Radio now is seen as a "durable asset" that will weather economic downturns and pay off even after a loan is largely satisfied, said Donald R. Tomlin Jr., president, Tomlin & Co.

"You've got it made for the moment," BROADCASTING & CABLE Editor Donald West said in introducing one panel, "Development of New Acquisition Strategies." But, he warned, the electronic media are "the new endangered media" in the face of challenges to their First Amendment freedoms. "We're losing that fight. We're losing it big-time. It's time for a new kind of consolidation," West suggested, one that gathers strength to fight government and regulatory "forces of control."

One sad result of the continuing consolidation in radio seems to be fewer small-group owners and broadcasters with just one or two stations in a market. A broadcaster today needs "a significant piece of the market or it makes no sense," said Lee S. Simonson, co-chairman of acquirer Broad-

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caster Partners LLC.

In consolidating his stations in Lansing, Mich., "We were motivated a lot by fear more than anything else," said Robert G. Liggett Jr., chairman, Liggett Broadcast Group.

Cobb envisions the day when

"someone will own 500 stations" and there will be only a few independent owners here and there.

"It's very difficult for someone to get started today...unless they've been involved in a company that's been sold and they've got [some] equity them-

selves," said Samuel D. Bush, vice president, AT&T Capital Corp. It's also hard to finance a single AM-FM combo anymore, he added. Given that, Bush sees "a place in some markets for an operator that has a solid position in a niche format." ■

Sales, personnel new challenges of consolidation

Radio owners suggest different approaches to business

By Donna Petrozzello

Although some radio group heads have heralded industry consolidation for its perceived cost efficiencies, leading broadcasters and group operators contend that stations and owners face both benefits and disadvantages as stations continue to merge under larger ownership umbrellas.

In a panel discussion at the NAB Radio Show in Los Angeles last week, participants said that consolidation has brought about staff cuts, programing synergies and competitive sales tactics that promise to reshape the radio business.

"With all the changes going on in the industry, my biggest concern is what happens to the people," said Wayne Brown, general manager of WPEG(FM) Charlotte, N.C., one of American Radio Systems' six newly acquired stations in the market.

"The talent and staff ask: 'What does this all mean to me?' and the biggest challenge is reassuring the talent that

they still have a place in the company," Brown said.

"I think the biggest surprise in all of this consolidation is the people aspect," said Chuck Finney of Secret Communications. In Pittsburgh, where Secret recently flipped the formats of several of its stations to provide two alternative rock outlets, an album rock station and a country station, the most difficult task has been to redefine the competition for station talent, Finney said.

David Pearlman, co-COO of American Radio Systems, agreed that "people are the real assets" of the group's stations: "Our philosophy has been to try to get to know the people—the assets—that made the station attractive to us in the first place."

Meanwhile, panelists agreed that there have been unmistakable changes in programing strategy as a result of consolidation, particularly when stations that once were fierce competitors now find themselves owned by the same company.

"We built the radio business on com-

petition, but things are different now," Brown said. "We need good leadership from a general manager who can motivate a consolidated staff."

Although panelists agreed that from a programing standpoint consolidation can work if formats are aligned somewhat in tandem, each said that the sales staffs of co-owned stations should remain separate and independent.

Pearlman pointed out that radio sales teams need to divest some of the "intra-mural" competitiveness that has pitted them against each other for years and, instead, concentrate on wresting advertisers from other media, including newspapers and television.

Panelists agreed that consolidation could help the industry grow its revenue to 10% or more. "Our goal as an industry has to be to get 10 percent or 12 percent of the advertising revenue," Pearlman said. "We're getting there faster by creating dedicated groupings of stations in a market."

Finney predicted that in five years radio should command a larger share of market revenue (about 9%), but added that that share should grow steadily as consolidation continues. Brown said that in order to build revenue, station sales staffs should be trained to sell radio as a medium overall, not simply to sell stations on a cost-per-point basis as is now common.

Another benefit that panelists anticipate through consolidation is lower prices charged to stations by researchers and format consultants.

Panelists agreed that consolidation will leave fewer group owners in play, and some anticipate that within the next several years three or four owners will come to operate all the signals in a single market.

"Three years ago there were 12 broadcasters in Charlotte," Brown said. "Today there are five or six, and I think that will come down to three or four in the next five years." ■

Jacor buys Regent's 20 stations

Jacor Communications Inc.'s latest purchases steer clear of any Justice Department scrutiny.

Instead of adding stations in particular markets in a major way, Jacor's \$185 million acquisition last week of Regent Communications Inc. and its 20 radio stations takes the company into four new markets: Salt Lake City, Las Vegas, Louisville, Ky., and Charleston, S.C. Jacor will acquire four FMs in all those markets except Charleston, where it is buying two FMs. Those numbers are well under the local ownership cap of five FMs (or AMs) that a broadcaster can own in one market and, presumably, under the 50% radio revenue cap that Justice set for Jacor in Cincinnati.

In acquiring Regent, Jacor also will add two FMs to its Kansas City combo. "It fits into the overall strategy of Jacor, and it's a terrific transaction," John T. Lynch, Jacor vice chairman, says of the deal. But "I don't think you've seen the end of what Jacor will be" as trades are made to reduce the deal's high 17-18-times-cash-flow multiple, he added.

Under the terms of the deal, Jacor will acquire Regent for 3.55 million newly issued shares of Jacor common stock, and warrants to purchase 500,000 more Jacor at \$40 per share. Jacor also will assume Regent's \$64 million debt.

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Fox files suit to bar Turner/TW

Name-calling, lawsuits and threats escalate in fight over NY news channel carriage

By Jim McConville

Conspiracy," "personal vendetta," "monopolistic practices," "conflict of interest"—fodder for a political thriller?

No. Phrases bantered around last week in the escalating feud between executives of Rupert Murdoch's News Corp. and Time Warner Cable in New York over carrying News Corp.'s Fox News Channel (FNC).

The threats culminated in a \$2 billion lawsuit filed by Fox in an attempt to thwart the Time Warner/Turner merger.

Name-calling, threats and actions had reached fever pitch last week, just as Time Warner and Turner shareholders were set to vote to approve their \$6.7 billion merger. The battle eventually may decide whether Time Warner's license as the city's cable carrier is renewed.

The fight escalated just before FNC's Oct. 7 launch, when Mayor Rudy Giuliani began to pressure Time Warner to find room for the channel. Saying FNC is the only New York-based cable news channel, which will bring the city 1,400 more jobs, the mayor sought permission to allow Time Warner to run FNC on one of the city's "Crosswalks" municipal access channels.

Time Warner declined, saying it is prohibited by federal law from using the channels for commercial purposes and that Giuliani's demands to force programming onto the cable system may violate the First Amendment.

Undeterred, Giuliani sent a letter to Time Warner President Richard Parsons indicating that the city intended to place FNC and cable channel Bloomberg Television on two of the city's public access channels—with or without Time Warner's consent. It's not clear whether the city has the ability to do so if Time Warner fights the move.

As part of the deal with Fox and Bloomberg, the two have agreed to turn over to the city the revenue from local commercial time on the channels.

The New York State attorney general's office last week subpoenaed Time Warner to hand over internal docu-

A&E	Equalizer 190059
AMC	(6:15) Movie: The Miracle of Our Lady of Fatima (1952)
BET	Hit List 156721
BRAVO	Joshua Bell (R) 518547
CNBC	Money Club Steals-Deals
CNN	Moneyline Crossfire
COM	Politically Inc. Daily Show (R)
COURT	Instant Justice Evening News
CSPN	(6:00) Public Policy Conference
CUNY	Child-Succeed Able Learners
DSC	Beyond 2000 Next Step 2669479 52707837

Now you see it, now you don't, now you do. In the Sept. 30 TV listings (l), Ted Turner's CNN was listed in Rupert Murdoch's New York Post. In the Oct. 8 issue (r), the listing had disappeared. By Oct. 10, the listing had returned.

ments so that it could determine whether the company had violated antitrust laws by deciding not to carry FNC. Fox contends that Time Warner violated an agreement to carry FNC and put competing NBC-owned network MSNBC on instead.

The investigation could lead to an antitrust lawsuit against Time Warner that would ask that it be required to carry a certain number of independent stations on its cable system.

Time Warner, with 11.8 million subscribers, already is required by federal antitrust regulators to carry a second all-news channel in addition to CNN to gain approval of its Turner merger.

Meanwhile, last Wednesday (Oct. 9), Fox filed the \$2 billion lawsuit in a New York court, seeking \$750 million—triple the damages FNC officials will suffer from Time Warner's decision not to carry FNC in New York City. The suit also seeks another \$250 million for alleged fraud and contract violation and \$1 billion in punitive damages.

The suit alleges that an antitrust conspiracy to block FNC in New York City took place before the soon-to-be-finalized merger of Time Warner and Turner. It also charges Time Warner with breach of contract and fraud in reneging on an agreement to carry FNC in New York City.

Time Warner officials argue that it never had an agreement with News Corp. and say the company is within its legal rights to add MSNBC. "The lawsuit is utter foolishness," says Richard Parsons, president of Time Warner.

Fox's lawsuit is seeking a permanent

A&E	Equalizer 296363
AMC	(6:30) Movie: East of Sumatra (1953) ★★ 767427
BET	Hit List 712953
BRAVO	Rik Mayall Presents 421069
CNBC	Money Club Steals-Deals
COM	Politically Inc. Daily Show (R)
COURT	Instant Justice Evening News
CSPN	House of Representatives
CUNY	Computer Chro Algebra (R)
DSC	Beyond 2000 Next Step (R) 3572866 19752224

injunction against Time Warner's purchase of Turner. The injunction would force the merger to be dissolved if the lawsuit succeeds.

Not to be outdone, a local political rival of Giuliani, Manhattan Borough President Ruth Messinger—a Democrat who may oppose Republican Giuliani for re-election as mayor—says Giuliani's attempt to win cable space for FNC should be investigated by a government ethics panel.

Messinger contends that there may be a conflict of interest in Giuliani's going to bat for Fox, since his wife, Donna Hanover, works for News Corp.'s local television station WNEW-TV.

Testifying before New York City's Franchise and Concession Review Committee, FNC Chairman Roger Ailes said last week that TBS Chairman Ted Turner, not a lack of channel space, is the reason Time Warner Cable refuses to carry FNC. He alleges that Turner persuaded Time Warner to choose MSNBC instead of FNC as part of their merger. "New York City now has a cable czar who can control access and tell New Yorkers what they can and cannot see," says Ailes.

The nine-member committee, which heard testimony from Fox and Time Warner executives, is scheduled to vote on whether the merger of Time Warner and Turner constitutes a transfer of control. If the board concludes that ownership has changed, it could seek to rewrite Time Warner's franchise agreements, which are up for renewal in 1998.

Dick Aurelio, president of Time

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Warner Cable, NYC, who also testified before the committee, later called the mayor's stepping in to get FNC carriage "politics."

"Murdoch is obviously a close ally of the mayor," Aurelio says. "He got the mayor involved in a thoroughly inappropriate way which violates the law. The city is forbidden to interfere in programing decisions. They're not allowed to use program content for the basis of their decision."

Other new and would-be cable networks used the hearings to make a bid for Time Warner carriage.

"While we [think] that Fox News

may become a fine channel, we don't believe that the people of New York need more news," says Rich Cronin, president of Nick at Nite's TV Land, the Viacom-owned network launched last May that is waiting to get New York carriage.

TV Land also ran a tongue-in-cheek ad in the *New York Times* last week in the form of an open letter from TV detective Mannix urging Mayor Giuliani to consider supporting Nick's TV Land instead of FNC.

Lawyers representing Bloomberg Television also testified that Bloomberg petitioned Time Warner New York for

cable space a year and a half ago.

Aurelio says it is unfair for FNC to gain carriage before several other networks that he says have been waiting. "[The mayor's office is] pursuing preferential treatment for Fox above 30 other cable networks, some of which are also located in New York," he says.

The cable carriage battle also seemed to be getting petty. Last week, the Murdoch-owned *New York Post* deleted the television page listing for Turner's CNN and added FNC. But Fox executives say the disappearance of CNN's listing is temporary and that it will be reinstated. ■

Lifetime takes hit with FNC launch

But number of subs losing Lifetime smaller than estimated

By Price Colman

The launch of the Fox News Channel has fueled rancor not only at the top levels of News Corp. and Time Warner but also in Middle America. For those heartland residents, the issue has nothing to do with high-profile, big-bucks corporate rivalries. Instead, the acrimony stems from the nation's biggest cable operator, Telecommunications Inc., substituting FNC for Lifetime, a woman-oriented cable channel.

Soon after TCI's move came to light in midsummer, Lifetime estimated that 800,000-1 million TCI subscribers would see FNC replace Lifetime when FNC launched Oct. 7. Lifetime reaches about 66 million cable homes.

As it turns out, the numbers were considerably smaller, more like 300,000 at last count. Lifetime officials see that as a sign that TCI gave the network a reprieve in some systems. Nonsense, counters TCI. "In all cases where Lifetime received notification of deletion, that has occurred," says TCI spokeswoman LaRae Marsik.

The numbers may be in dispute, but virtually everyone acknowledges that the issue sparked an unprecedented response. "We've now had 7,500 phone calls," says Meredith J. Wagner, spokeswoman for Lifetime.

Since the issue arose, numerous stories have appeared in national and local media, from *USA Today* and the *Providence Journal Bulletin* to the *Mason City (Iowa) Globe Gazette* and

Daily Iowegian.

And in mid-September, the Council of Presidents, an umbrella organization for more than 100 women's groups representing 6 million women, sent a resolution to TCI chairman John Malone and News Corp. head Rupert Murdoch asking them to rethink the decision.

The impact has cascaded down from the national to the local level. "We've never seen such an orchestrated PR effort," says Tom Graves, vice president of the Iowa Cable & Telecommunications Association. "It's pretty impressive."

As many as 50,000 TCI subscribers in Iowa were affected by the change, according to the organization's newsletter. The switch prompted a protest by about 25 women at the Mason City/Clear Lake TCI cable system that nearly turned into a riot, Graves says.

"I try to be neutral," he says. "But I am concerned that Lifetime, by making a public issue of it, harms the credibility of the local cable operator.... Clearly, the corporation is involved in seeing that they add Fox News." Disputes aside, one thing is clear: The attention generated wasn't the type TCI was seeking.

"The complaints turned into a public relations nightmare for them," says Mark Riely of Media Research Group in New York. "They can tolerate a certain level of complaints, but in this case the volume got too loud. I don't think TCI wanted this played up in the wider press because it puts the spotlight back on their equity affiliation with Fox."

Lifetime
Television for Women

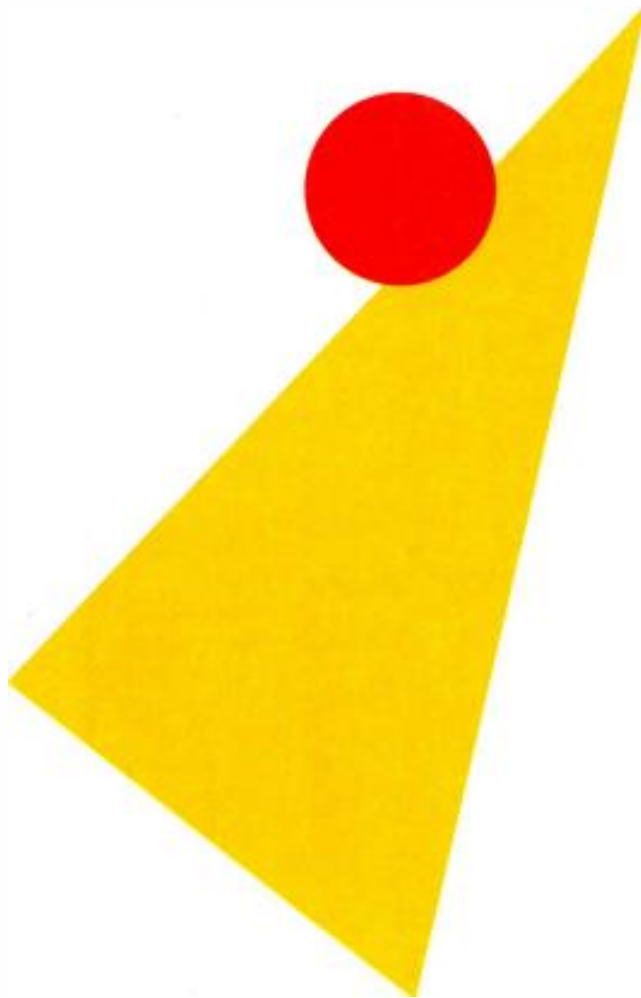
As part of the agreement with News Corp. to offer FNC on most of its systems, TCI was given an option to pick up a 20% nonvoting equity stake in the channel. Thus, the MSO has had to deal cautiously with restraint-of-trade and conflict-of-interest issues in deciding what channels it dropped in favor of FNC.

Indeed, Lifetime was one of more than 20 channels bumped for FNC. Moreover, a substantial number of those channels are part of TCI subsidiary Liberty Media Corp.'s programing catalogue. The networks with Liberty ownership percentages include E! Entertainment Television (10%), Court TV (33%), Home Shopping Network (41%), FIT TV (20%), Odyssey (49%), Intro Television (100%), Prime Sports Showcase (50%) and Request TV (40%).

Other bumped channels include C-SPAN, the Weather Channel, Sneak Preview, VH1, Comedy Central, Playboy, TNN, ME/U, Nostalgia, USA, WGN-TV, WWOR, Cable Video Store and certain local origination channels.

"There's a conglomeration of about a half-dozen programing sources that were affected," says Marsik. "The one that has seen the most effect of the FNC launch is Liberty. They've seen probably twice as many replacements as other major media companies." ■

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* (Source: Beta research, May 1996)

US West/Continental settle on price

Merger expected to close next month

By Price Colman

US West and Continental Cablevision last week settled on a \$21-per-share price for US West Media Group (UMG) stock, paving the way for their \$11.8 billion merger to close in November.

Other than eliminating potential deal-killer stock collars and pinning down the per-share price, terms of the deal remain unchanged. US West has agreed to pay \$2.8 billion–\$3.3 billion in common stock, \$1 billion in preferred stock and \$1 billion–\$1.5 billion in cash and to assume all of privately held Continental's debt and liabilities.

By agreeing to a \$21-per-share price for UMG stock, the two companies are essentially hoping to eliminate uncertainties surrounding the merger and propel it to a speedy climax. That alone may help boost UMG's stock price. Like other cable-related stocks, it has been battered during the past six months, falling at times to more than

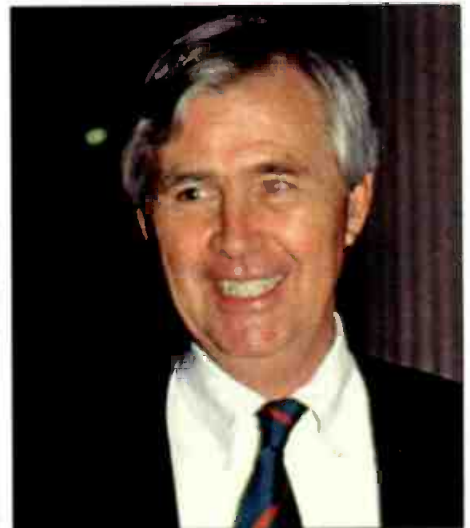
30% below the \$24.50 per share the two companies had identified as the target price.

If UMG stock, which has recently traded in the \$17 range, fails to hit \$21 when the deal is consummated, it will mean that Continental and its chairman, Amos Hostetter Jr., are getting less than the \$30-per-share value for Continental stock outlined in the original deal.

But Hostetter voices little concern on that issue. "What's important is relative values, and we're convinced there are fair relative values here," he says.

One reason the equation remains balanced is that Continental's debt-liability level has increased \$1 billion, effectively raising the price US West will pay by a like amount. US West officials have consistently said that they anticipated Continental's rising debt—the result of accelerated cable network upgrades—when the deal was announced.

Despite the higher price to US West



Amos Hostetter

and Continental's willingness to accept a lower per-share value, the merger remains a strong plus for both companies, analysts say.

"It's a great deal for both parties," says Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "Amos does not have access to the capital he needs to get a full fiber/coax network up and running. That comes to the table from US West. US West also brings to Amos expertise in the telephone side of the business, and that is crucial."

What US West gets, in turn, is a 4.2 million-subscriber U.S. cable system, giving the Denver-based Baby Bell the strongest out-of-region cable-telephone-Internet access play of any telephone company.

Fixing UMG's stock price at \$21 offers an additional advantage to US West. If UMG stock stays below \$21, US West could take \$500 million of the \$1.5 billion in cash set aside for the deal and buy its own stock, which it would then swap for Continental shares. Such a tactic would allow US West not only to save money on the merger but also to reduce dilution of its stock.

Contrary to some reports, UMG does not intend to issue additional shares to make up for any difference between the \$21 and where the stock might be trading below that when the deal closes. UMG officials have stressed that since shortly after the deal was announced. It plans to use shares in a range from 133 million to 157 million—the number depending on price—to effect the acquisition of 180 million shares of Continental stock. ■

Women of independent films



Lifetime Television is teaming with Semaphore Entertainment to create the network's first film festival for independent women filmmakers.

The two-hour festival, slated to debut in March, will feature *Lois Lives a Little*, a 30-minute original film written and directed by Adrienne Shelly exclusively for Lifetime, and five short films by independent directors. "There's a real need

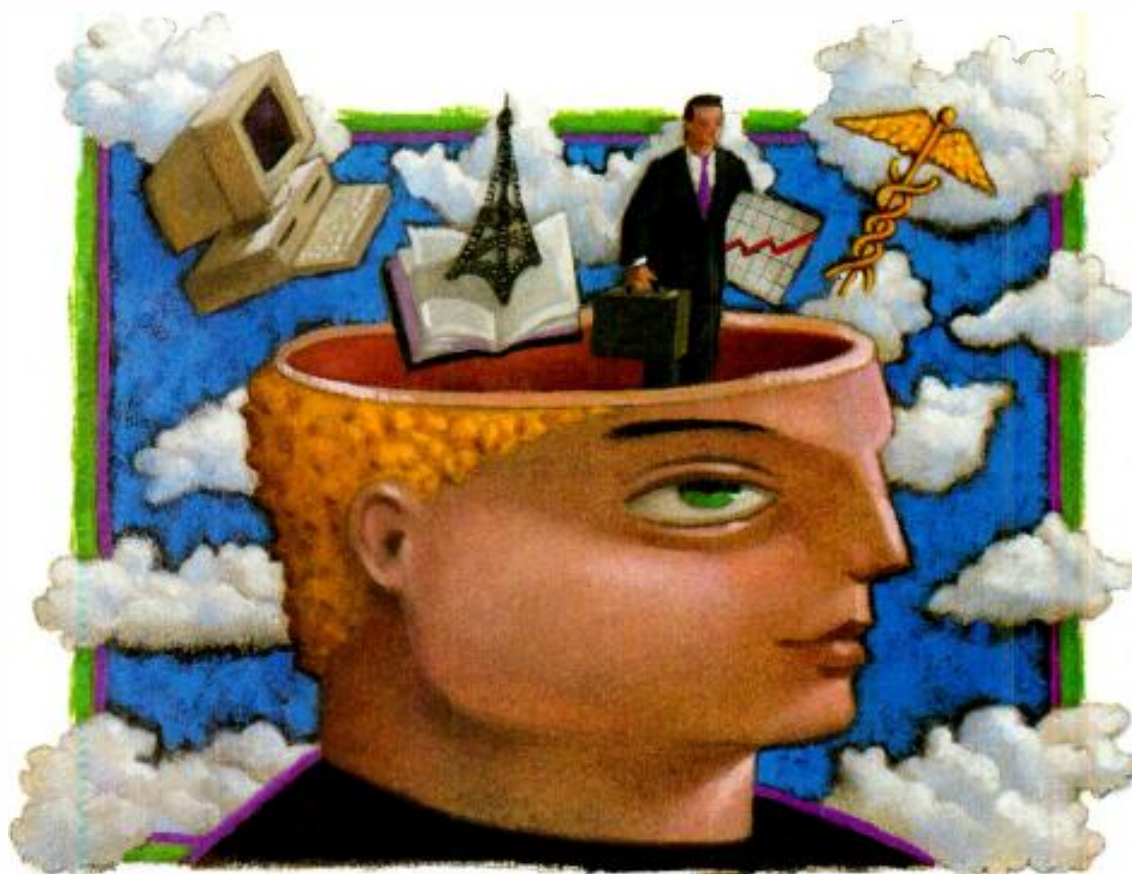
for these emerging filmmakers to have a venue for their films," says Lifetime President Doug McCormick. "It will be a wonderful showcase for them to have a lot of people sample their films at once."

McCormick says the inaugural festival will have a New York flavor. The network is planning to air festivals each quarter with different geographic locations and characteristics. Although McCormick wouldn't comment on specifics of the other festivals, he says each of the quarterly events will be held annually. Semaphore will not participate in the other festivals, he says: "This is just one of many alliances we will be announcing."

Lifetime and Semaphore Entertainment put up an unspecified amount of money for the creation of *Lois Lives a Little* and gave money to the creators of the already-made shorts.

—MK

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H E A D L I N E S

BET ceases publication of 'YSB'

BET Holdings, parent company of Black Entertainment Television, will shut down its money-losing *YSB Magazine* after five years of publication. The magazine, whose name stands for Young Sisters and Brothers and which is aimed at the teen market, has lost \$1.9 million for the fiscal year ended July 31. BET subsidiary Paige Publications Inc. will cease publication of *YSB* with the October issue.

Jones, Sports Channel Florida sign pact

MSO Jones Intercable and Sports Channel Florida have signed a long-term affiliation agreement that will make Sports Channel Florida available to Jones's expanded basic customers on its Davie system in Broward County effective Oct. 5.

'Pacific Blue' wheels to Sunday

USA Networks is moving its one-hour action/adventure *Pacific Blue* from Saturday to Sunday starting Oct. 6. The "bike cop" series will now air at 8-9 p.m., replacing *Murder, She Wrote* and preceding *Silk Stalkings* and *The Big Easy*.

Sundance signs Clearwater

Independent film network the Sundance Channel will launch on GTE's first cable franchise in Clearwater, Fla., starting Oct. 9. GTE began selling its hybrid fiber/coax cable network in Clearwater on June 20 under the GTE Americast brand, a joint venture for developing video programming, whose partners include Walt Disney, GTE, Southern New England Telephone and three Bell operating companies: Ameritech, Bell South and SBC Inc.

Viacom to launch MTV Australia, again

MTV Networks has signed a deal with ARC Music Television and the Optus Vision pay-TV service to launch a 24-hour MTV Music channel in Australia. The channel will

debut early next year on Australian cable TV and after July 1 on satellite. MTV had allowed a six-year contract with Australia's Nine Network to expire in 1993 because it was allotted a block of programming rather than a 24-hour-a-day network.

HSN hires

Home Shopping Network has named James Gallagher executive vice president and general counsel and Mike Hopkins executive vice president, operations. Gallagher's responsibilities will include overseeing legal matters for HSN; Hopkins will oversee operations of the call and fulfillment centers. Both will report to James G. Held, president of HSN. Gallagher, a graduate of Columbia Law School, comes to Home Shopping from American Express Travel-Related Services Co. in New York, where he was the group counsel. Hopkins most recently was vice president of logistics at SCC, the contract and commercial division of Staples Inc.

TCA, CSI swap

TCA Cable TV Inc. says it has completed the swap of its cable systems in Vallejo, Calif., with Communications Services Inc., a subsidiary of TCI Communications, for that company's systems in Fort Smith, Ark. With the swap and a recent cable system acquisition in Arkansas, TCA serves roughly 642,000 customers in 62 cable systems in Arkansas, Louisiana, Texas, Mississippi, New Mexico, Idaho and Oklahoma. TCA is the nation's 19th-largest cable MSO.

CEA relocates

Communications Equity Associates of Tampa, Fla., has relocated its Philadelphia and London offices. The Philadelphia office is located at 1235 Westlakes Dr., Suite 245, Berwyn, PA 19312; phone: 610-251-0650. The London office is located at 33 Cavendish Square, London, W1M 0BQ, United Kingdom; phone: 44-171-647-7700.

ESPNEWS format

ESPNEWS Network, ESPN's 24-hour sports news network slated to launch on Nov. 1, will use ESPN's

current *SportsCenter* format as the model for ESPNEWS's program slate. The new network will feature the latest scores, highlights, analysis and breaking sports news.

AMC announces first series for romance classics

Rainbow Programming's American Movie Classics (AMC) will team with the BBC to produce an original series for its upcoming Romance Classics network, slated to launch Jan. 1. The series, *Great Romances of the 20th Century*, will recount legendary love affairs of prominent 20th-century public figures. The series will be produced by AMC and Nugus/Martin Productions Inc. for the BBC.

NCTA fellow

Rex Porter, editor of Denver-based *Communications Technology Magazine*, has been designated Industry Fellow by the Center Library of the National Cable Television Center and Museum in Denver. Porter will be responsible for identification and authentication of materials offered to the Technology and Artifacts Collection. During his 30-year career in the cable industry, Porter founded Capscan Cable Co., was vice president of Gilbert Engineering, and handled sales for Times Wire & Cable Co. He is a member of the Cable TV Pioneers, Class of 1977, and a charter/senior member of the Society of Cable Telecommunications Engineers. He is also a member of the Arizona Cable TV Hall of Fame's Tower Club.

Galaxy of NFL stars

The NFL and Galaxy Latin America will offer a weekly package of NFL football games to home DIRECTV subscribers throughout Latin America and the Caribbean during the NFL's regular season. 1996 NFL games included in the package, PASE NFL, will be available at no charge to DIRECTV subscribers in the region. PASE NFL will be part of DIRECTV EVENT, an exclusive service of DIRECTV that offers sports, concerts and international entertainment.

—PC, TM

USA: Slow growing for originals

Ratings down, but executives upbeat on long-term value of homegrown shows

By Jim McConville

USA Network's \$175 million original programming strategy has yet to pay dividends in the ratings department. For its third quarter ended Sept. 30, USA's daypart and prime time Nielsen ratings declined for the second consecutive quarter.

But USA officials say the network expected a short-term ratings dip with its new programming strategy and that, long term, the strategy will prove out.

"Our game plan is that you know when you launch a new program you're going to take a ratings hit," says Tim Brooks, senior vice president of research for USA Networks. "The first shows out there are going to take a hit."

Brooks predicts that USA's original programming eventually will produce strong ratings.

"[USA] had a very large [ratings] lead last year on an annual basis. We are essentially trading in some of that lead in order to nurture these programs and grow them," Brooks says. "In the longer term it's something we have to do because it's the one thing that can differentiate a general entertainment network on cable."

In third-quarter daypart ratings, USA posted a 0.9 rating and an average 638,000 households, compared with a 1.0 rating and 736,000 households for the same period in 1995. The network's prime time rating dropped from a 2.4 and average 1.54 million households to a 1.9 and average 1.32 million.

In 1995, USA averaged a 2.3 prime time rating (1.52 million homes), marking the network's sixth consecutive victory tie for the most-watched basic cable network.

Despite its latest ratings figures, USA officials say the network is still on track to earn its seventh consecutive top-ranked rating. Brooks says the network is averaging a 2.0 year-to-date, compared with a 2.1 rating for rival TNT. "It's a horse race; it's anybody's guess what's going to happen," he says.

Launched in 1995, USA's strategy for heavying up on originals calls for spending \$175 million during the next two years to replace much of its recycled and syndicated fare with its own distinct programming.

One segment of the network's original programming slate to hit a large speed bump so far is its Saturday



USA original 'The Big Easy'

Night Is Something Else slot, a three-hour block of original programming launched last January and skewed to an 18-49-year-old audience.

Two shows—*Campus Cops* and *Weekly World News*—have been dropped from USA's Saturday night schedule, and earlier this month the network shifted its one-hour action/adventure series *Pacific Blue*

from Saturday to Sunday. The "bike cop" series now airs 8-9 p.m. on Sunday, replacing *Murder, She Wrote* and preceding *Silk Stalkings* and *The Big Easy*.

USA Rod Perth, president, USA Networks Entertainment, says that moving *Pacific Blue* creates a three-hour original entertainment block for USA on Sunday night. The show's low ratings since its January premiere may, however, have been a factor in



Happy birthday

Although the cable news channel business remains a contentious battlefield on the national level, one local 24-hour news channel is accentuating the positive. NewsChannel 8 in Washington celebrated five years as the capital's only local all-news service. At the Oct. 3 event at the channel's studios outside Washington are (l-r) John Hillis, president, NewsChannel 8; Wayne Lynch, VP, news and programming, and Robert Allbritton, executive VP of the channels parent, Allbritton Communications.

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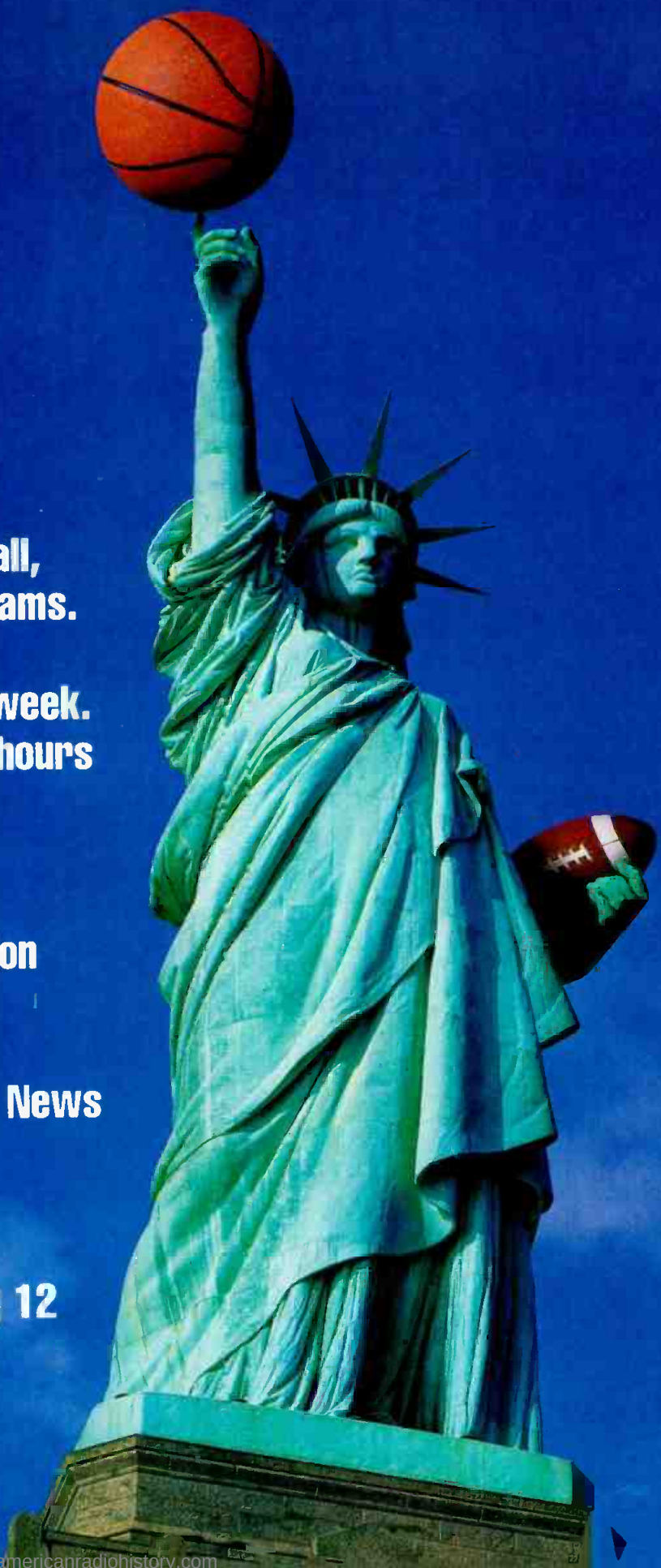
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the move.

Perth in September hinted that USA might rethink its Saturday night program slate. "We're reassessing whether it's the right night for launching the comedy shows that we developed," he said at the time.

The network's original programming plans for the next two years have been put in motion. Last May, USA unveiled a 1996-97 program development lineup that features 176 episodes of original comedy and drama and 20 movies, including its first miniseries.

USA will team with Hallmark Entertainment on four original projects, to include a two-part four-hour adaptation of "Moby Dick," starring *Star Trek*'s Patrick Stewart. The miniseries, likely to air in 1998, will carry USA's biggest single program budget ever: more than \$15 million.

In another unprecedented move, the network is spending broadcastlike



numbers of \$1 million per episode for its series *The Big Easy* from ITC.

USA also is revamping its daypart schedule by adding live programming. In September the network announced plans to expand its interstitial concept "USA Live" into a one-hour daily programming block that would wrap around its original game show *The Big Date* and recycled episodes of *The People's Court* and *Love Connection*.

Other original USA programming slated to roll out in early 1997 includes *Rudy*, a puppet-based sitcom; *Claude's Crib*, a sitcom featuring comedian Claude Brooks; and *La Femme Nikita*, a dramatic series based on the Luc Besson 1993 action movie of the same name.

USA's original programming moves go hand in hand with its multimillion-dollar face-lift. In the first major overhaul in USA's 16-year history, the network has spent an estimated \$5 million-\$10 million to create USA Studios, its new arm to package and promote USA Entertainment programming. ■

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 30-Oct. 6, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.	Share
1. NFL/Houston @ Cincinnati	TNT	Sun 7:58p	4,186	6.1	4.3	9.4
2. Sportscenter	ESPN	Wed 7:00p	3,881	5.6	4.0	10.8
3. MLB/Baltimore @ Cleveland	ESPN	Fri 4:00p	3,180	4.6	3.2	11.6
4. MLB/Atlanta @ Los Angeles	ESPN	Wed 4:00p	2,932	4.2	3.0	10.7
5. MLB/Baltimore @ Cleveland	ESPN	Sat 5:06p	2,702	3.9	2.7	9.3
5. MLB/New York @ Texas	ESPN	Sat 1:00p	2,734	3.9	2.8	11.0
5. Sportscenter	ESPN	Fri 7:52p	2,732	3.9	2.8	8.0
8. Rugrats	NICK	Sun 10:00a	2,502	3.7	2.6	11.6
9. Movie: "Her Desperate Choice"	LIFE	Sun 8:00p	2,333	3.5	2.4	5.1
9. MLB/San Diego @ St. Louis	ESPN	Tue 4:51p	2,455	3.5	2.5	8.6
9. 96 Presidential Debate—Hartford	CNN	Sun 9:00p	2,474	3.5	2.6	5.1
12. Rugrats	NICK	Wed 7:30p	2,288	3.4	2.4	5.8
12. Rugrats	NICK	Mon 7:30p	2,330	3.4	2.4	5.8
12. World Champ. Wrestling	TNT	Mon 8:00p	2,374	3.4	2.4	5.5
15. Rugrats	NICK	Tue 7:30p	2,283	3.3	2.4	5.9
15. MLB/San Diego @ St. Louis	ESPN	Thu 4:00p	2,334	3.3	2.4	9.0
17. Rugrats	NICK	Thu 7:30p	2,161	3.2	2.2	5.7
18. My Brother and Me	NICK	Sun 7:00p	2,123	3.1	2.2	5.3
18. Doug	NICK	Wed 7:00p	2,096	3.1	2.2	5.6
18. World Champ. Wrestling	TNT	Mon 9:00p	2,148	3.1	2.2	4.5
18. NASCAR/UAW/GM 500	TBS	Sun 1:05p	2,188	3.1	2.3	7.6
22. Aaahh!!! Real Monsters	NICK	Sun 10:30a	2,075	3.0	2.1	9.5
22. Tiny Toons Adventures	NICK	Sat 9:00a	2,026	3.0	2.1	10.5
22. Rugrats	NICK	Sat 8:30a	2,071	3.0	2.1	11.7
25. NFL Primetime	ESPN	Sun 7:00p	2,044	2.9	2.1	5.2
25. Sportscenter	ESPN	Thu 7:04p	2,028	2.9	2.1	6.0
27. Are You Afraid of the Dark?	NICK	Sun 7:30p	1,916	2.8	2.0	4.6
27. Secret World of Alex Mack	NICK	Sat 8:00p	1,913	2.8	2.0	5.3
27. Tiny Toons Adventures	NICK	Sat 9:30a	1,941	2.8	2.0	10.0
27. Doug	NICK	Thu 7:00p	1,929	2.8	2.0	5.5
27. Doug	NICK	Mon 7:00p	1,919	2.8	2.0	5.1
27. Movie: "Columbo"	FAM	Sun 9:00p	1,896	2.8	2.0	4.2
33. The Big Easy	USA	Sun 10:00p	1,897	2.7	2.0	4.3
33. Adventures of Pete & Pete	NICK	Sun 6:30p	1,848	2.7	1.9	4.9
33. Clarissa Explains It All	NICK	Sun 6:00p	1,827	2.7	1.9	5.2
33. The Ren & Stimpy Show	NICK	Sun 11:00a	1,866	2.7	1.9	8.5
33. Rugrats	NICK	Sat 7:30p	1,814	2.7	1.9	5.3
33. Jim Henson's Muppet Babies	NICK	Sat 10:00a	1,865	2.7	1.9	9.4
33. Rugrats	NICK	Fri 7:30p	1,826	2.7	1.9	5.3
33. Doug	NICK	Tue 7:00p	1,863	2.7	1.9	5.2
33. Intimate Portrait: Natalie Wood	LIFE	Sun 10:00p	1,805	2.7	1.9	4.4
33. CFA/Tenn. @ Mississippi	ESPN	Thu 7:30p	1,855	2.7	1.9	4.4
33. Movie: "Stripes"	TNT	Tue 9:45p	1,833	2.7	1.9	4.7
44. Silk Stalkings	USA	Sun 9:00p	1,781	2.6	1.8	3.6
44. Tiny Toons Adventures	NICK	Fri 6:30p	1,754	2.6	1.8	5.7
44. Happy Days	NICK	Mon 8:00p	1,756	2.6	1.8	3.9
44. MLB/Cleveland @ Baltimore	ESPN	Tue 1:00p	1,809	2.6	1.9	9.1
48. Looney Tunes	NICK	Sun 9:00a	1,734	2.5	1.8	8.7
48. Doug	NICK	Fri 7:00p	1,739	2.5	1.8	5.3
48. Tiny Toons Adventures	NICK	Thu 6:30p	1,703	2.5	1.8	5.2

Sources: Nielsen Media Research, Turner Research

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Playboy targets Latin lovers

Partners with Cisneros TV Group on two adult networks

By Jim McConville

Playboy Enterprises will expand its TV imprint south of the border by partnering with Cisneros Television Group to launch two adult television networks in Latin America by the end of this year.

The networks, Playboy TV/Latin America and AdultTVision/Latin America, are scheduled to launch in November and will be part of a new venture called Playboy TV Latin America LLC.

The two channels will launch on direct broadcast satellite, then expand to cable systems next year, say Playboy executives.

The Cisneros Group, which owns and operates television stations in Latin America, owns 81% interest in the new venture; Playboy holds a 19% interest with an option to buy an additional 30%.

Playboy Entertainment Group President Tony Lynn says the partnership lets Playboy parlay its brand-name image into a relatively untouched TV



market: "It's a vast region. There are 300 million people in better than 30 countries, and there's not a lot of satellite or cable penetration yet."

Playboy already operates Playboy-branded networks in Japan and the UK.

The networks will first be carried by Galaxy Latin America, the DBS service that delivers DIRECTV to Latin America. Playboy TV will be sold as either a monthly subscription or a pay-per-view service; AdultTVision will be offered only as PPV.

Galaxy Latin America is projected to reach 5 million–6 million Latin American subscribers by 2000.

Playboy will tap into its existing 900-hour adult film library and has plans to develop original programming for the networks. Lynn says Playboy eventually will develop and produce approximately 10%-20% of the two network's original programs.

The networks likely will charge \$4-\$5 for PPV movies, Lynn says. Playboy also will receive license fees for its programming and royalty fees for the use of its Playboy brand name for pay television.

Cisneros Group affiliates include Venevision, one of the largest producers of Spanish-language television programming in Latin America. ■

Sagging stock could threaten merger

Comcast Corp. and Scripps Howard have less than a month to figure out how to keep their \$1.575 billion merger alive in the face of Comcast's sagging stock price.

Scripps Howard and Comcast have scheduled shareholder votes on the merger for Nov. 5 and Nov. 7, respectively. But Comcast stock remains nearly 15% below the low-end collar of \$17.06, and Scripps Howard has the option to back out of the deal if Comcast stock fails to reach the collar.

Comcast also has the option to back out if its stock averages higher than \$23.09 for a 15-day period before the merger. But under market conditions that have prevailed since early in the year, the likelihood of that happening borders on the miraculous.

Terms of the merger contract permit Comcast to issue more shares to make up the difference between the stock price and the low-end collar, but the company has given strong signals it won't do that.

"Comcast could end up putting more cash in the deal, but it does not appear that's what Scripps is look-

ing for because it wants a tax-free transaction," says Rick Westerman of UBS Securities. "That suggests Scripps is going to have to take less in terms of total compensation if [it] want[s] to get the deal done."

Both companies appear intent on consummating the merger, although just how far they'll compromise remains to be seen. Comcast wants the 800,000 subscribers Scripps brings to the table in such markets as Sacramento, Calif., Knoxville and Chattanooga.

The deal would also mean substantial savings for Comcast in terms of carriage deals it has for QVC. Comcast owns 57.45% of QVC, and Tele-Communications Inc.,—through its subsidiary Liberty Media Corp.,—owns the remaining 42.55%.

Scripps, meanwhile, is under pressure from shareholders to divest cable operations. "Scripps can't keep those systems," says Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "They're going to have to do something. I think they'll find a solution to the problem, something that would be mutually beneficial."

—PC

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Online

MSN will relaunch with new format

Network also revamps business model

By Richard Tedesco

When Microsoft Network (MSN) re-launches in early November, it will present Internet users with radically different content and a revamped business model as well.

The most striking change in content probably will be in its OnStage area, which will feature 15 Web shows—including Entertainment Tonight Online and Star Trek: Continuum—debuting this fall. Those two shows, and others that will debut in December, will come from outside sources. But most of the new launch content is being developed internally at Microsoft's

M3P online studio, says Michele Bourdon, MSN product manager for Microsoft.

"It will be completely different from what you see on MSN now. It'll be more entertaining. It's a more programed model," says Bourdon, adding that audio content and limited video content will be part of the picture.

Microsoft's new business model will offer three tiers: \$19.95 per month for unlimited MSN and Internet access; \$6.95 for five hours of access monthly and \$2.50 for each additional hour; and, for users who already have Internet access,



\$6.95 per month for unlimited MSN access. A separate ISDN option will cost \$49.95 per month for unlimited Internet/MSN access.

Microsoft's position on

unlimited access reflects that of others in the Internet and online communities, including America Online. "To be competitive we need to have a price that people are willing to pay and are comfortable paying," Bourdon says. "Why pay for an online service alone if you can get an online service and Internet access for the same price? It's got to be reasonable if your basic consumer is going to use it."

Subscriptions initially will provide the largest revenue segment, with advertising and transactions representing "pretty small" revenue, Bourdon says.

MSN content will be divided into four areas: OnStage;

Essentials, practical transactional services; Communicate, for e-mail and discussion forums, and Find, providing means to locate information by guided search or search engine. Essentials will incorporate a Microsoft travel agency, a mall, a music purchasing outlet and an investment service. Much of the content, including the transactions, will be available free of any access charge, Bourdon says. But most of the content, including OnStage, will reside behind MSN's subscriber wall.

The look of the new MSN is expected to be slick and colorful, in sharp contrast to its current gray demeanor. It's in beta testing now, with a press preview slated for this week.

TM

Time Warner taps Toshiba for data systems

Time Warner Cable has selected Toshiba of America for the cable data systems that will introduce its Road Runner service in Portland, Me., and San Diego—where Toshiba modems also will move the data.

No dollar figure was attached to the deal announced last week, but it's clearly one of the largest contracts so far for the two major cable data service rollouts expected in early 1997. Cable modem service initially will be available to 170,000 homes in San Diego, where TW's Southwestern Cable TV passes 211,000 homes. Time Warner Cable of Maine passes 77,000 households in the Portland area.

In addition to supplying modems in Maine,

Toshiba will provide an end-to-end data system there and in San Diego, including the client-server computer and switch in the headends and distribution hubs. It already supplies the equipment used to conduct technical trials in the San Diego system.

The Toshiba modems move data downstream at a rate of 8 mbps. Faster Motorola CyberSurf modems, with a top downstream speed of 27 mbps, are to be deployed in San Diego.

The Road Runner service, now up and running in the Akron/Canton, Ohio, metro areas and in two upstate New York communities, features customized versions of Time Inc.'s Pathfinder online service.—RT

Interactive

AmCy.com launches cyber-TV network

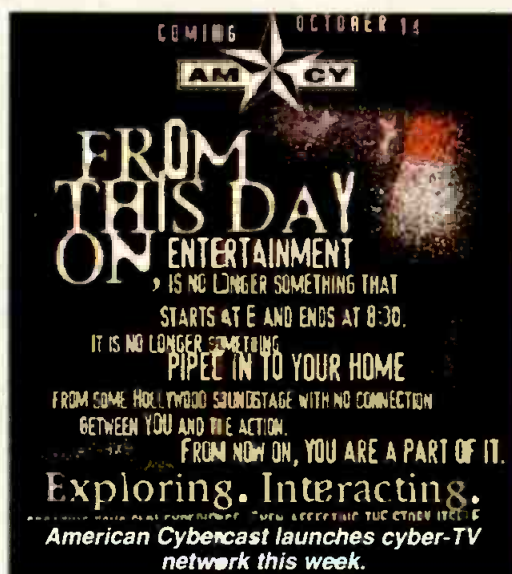
Offerings include Silicon Valley soap

By Richard Tedesco

American Cybercast launches its cyber-TV network this week with a new tongue-in-cheek Silicon Valley potboiler and a mixed bag of concepts it will test online.

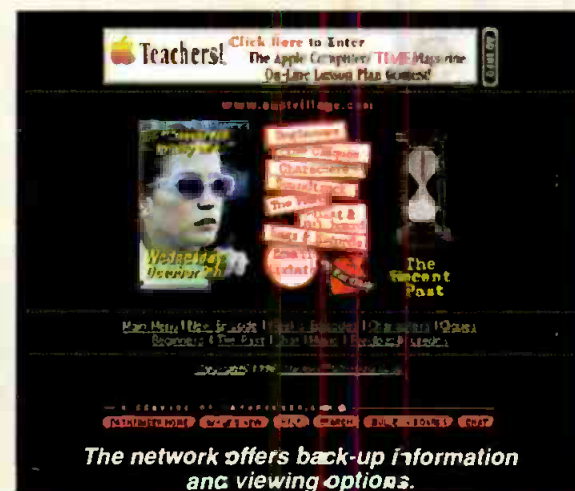
The machinations behind the "Softerware" created at Global Oasys form the plot-line of *The Pyramid*. That series—a sort of *Twin Peaks* set in Silicon Valley with a cast of characters obsessed with power and sex—is American Cybercast's latest addition to *The Spot*, its original cyber-soap, and *EON-4*, its sci-fi thriller. Ad support for *The Pyramid* will come from Intel Corp., one of AmCy's backers.

Companion pieces to that trio will be presented as *Quick Fix Theater*; various short takes featuring audio from name performers with visual accompaniments.



Comedian Dave Thomas will be the voice behind *The Paranoid*; Comedy Central's Jonathan Katz will make crank calls as *Smooth Operator*, and humorist Spalding Gray will be...Spalding Gray, responding to user questions each week.

American Cybercast has 25



short-form concepts in all, according to Debbie Myers, the company's senior vice president of productions. Myers says that the content will be refreshed with five new concepts every seven weeks.

Each could spawn new series, and other long-form concepts are in development toward having at least nine series running within a year.

"The goal of the company is to be the source of episodic content that we make, acquire or distribute," says Myers.

The ultimate goal, however, is to migrate into other media. American Cybercast will start by producing a weekly four-minute segment on Website producers for MSNBC. In early November, *The Spot* will be published as a novel by Simon & Schuster. Negotiations are now under way to turn *EON-4* into a feature film.

Back online, American Cybercast is negotiating to acquire the Monty Python Website (www.pythonline.com) and Marinex Multimedia's popular East Village cyber-soap (www.theeastvillage.com).

TMW

FedEx intros 'Net commerce service

Known for expediting business in the real world, Federal Express Corp. is venturing into cyberspace with a virtual suite of services to speed Internet transactions.

FedEx is making its FedEx Business Link available to charter customers now, with a national rollout planned for early 1997. The service is intended to provide companies with software to create and update their own catalogues online, with a FedEx server handling electronically transmitted orders. Customer confirmation numbers are then tied to a FedEx tracking number, and a shipping number and barcode are automatically generated to prepare goods for shipping.

FedEx began testing a prototype of the service last year with Insight Direct. FedEx hopes that the venture will give FedEx a prominent niche



in online Internet commerce while that commerce is still in its infancy.

Journal Interactive draws 30,000 subs

The Wall Street Journal Interactive Edition is claiming 30,000 paid subscribers only three weeks after moving to the subscription format.

The majority of those subscribers are signing up for full-year subscriptions to the electronic edition for \$49 (\$29 if they are print edition subscribers). The figures were released in a letter from Stephanie Miller, advertising manager for the online edition, sent to advertisers last week.

The interactive Journal is drawing 32,000-35,000 readers daily, compared with 40,000 readers at its peak during its free trial run, according to Miller. The Journal started publishing the online edition on April 29.

Another 100,000 readers have access through Microsoft's Internet Explorer 3.0 as part of an introductory offer for the browser. The Journal will seek to convert those readers to paid online subscribers at year's end.—RT



Internet

That's Al, folks!

Weatherman Roker offers Website on subject he knows well

By Dan Trzogoff

NBC weatherman—and part-time Webhead—Al Roker has created a Website. The subject: Al Roker.

Everything you wanted to know about Al Roker—and possibly more—can be gained by the simple click of a cursor.

"This is a reflection of who I am," says Roker, who apparently is the first of his ilk to host his own Website (www.roker.com)—although he concedes that if the Web had been around 15 years ago, Willard Scott would surely have had a site. "As a weatherman, I've been working with graphics and computers since 1980. For me this is a form



Roker has a long-held desire to be a cartoonist.

of self-expression." Many viewers don't realize, he says, that the cartoon figures that accompany Roker's reports are done by Roker himself. He now has a daily outlet for his longtime love of cartooning (known as the "RokerToon of the Day").

Some of the cartoons are a little darker than one might expect from a protégé of Willard Scott. "I like to think of them as

Gary Larson light...not quite as macabre."

Roker thinks his site is user-friendly, offering graphics without the kind of overload that requires too much time to connect: "We designed it so it downloads fairly quickly."

A successful Website needs its identify-

roker.com
OCTOBER 8, 1996
CHECK OUT ROKERTOON: A DAILY CARTOON DRAWN BY AL ROKER
WHAT'S ON AL'S MIND?
CHECK THE AL-MANAC FOR A DEER AT AL'S JOURNAL
TAKE ROKER'S DAILY TRIVIA CHALLENGE & DROP A LETTER BY AL'S MAILBAG!

Roker's Weather
Your place to get the best travel weather, quick & easy!

What's Al Doing?
Check out Al's Calendar to find out what he's up to and where he'll be!

RokerToon of the Day
Cartoon Du Jour just for you!

Almanac
Test your trivia knowledge, and send a postcard to Al's Journal!

Al's Mailbag
Have top read letters to Al? Got a question or comment for Al? Dip into the mailbox.

Al's Weather Store
Carving Snow! A Shop filled with all kinds of weather stuff, from umbrellas to underwear.

Roker.com's menu helps you keep up with Al.

ing "brand," and for Roker it's weather. He offers a weather map that allows Web and other travelers to click on a major city to learn the local conditions. These are not—as is the case with some other weather sites—pass-the-buck links to other sites. This is Al Roker, or rather a self-produced caricature of Al Roker, giving you the weather as he does on the *Today* show. Staffers from his production company prepare the reports. Eventually, Roker says, his site may link with NBC sites.

But weather reports are available in lots of places. His site will succeed or fail on the popularity of Roker, who's certainly doing all he can. Besides the "Rokertoontoon of the Day," the site offers the "Almanac," which contains trivia questions and information.

Naturally, visitors to Roker's site will want to know "What's Al Doing?" Roker answers with a calendar detailing his month. Most days, according to the calendar, Roker is at the *Today* show. Reminders are in place for *The Al Roker Show* on CNBC and a new game show called *Remember This?*, mention of which serves as its own reminder.

In the spirit of sharing, Roker recently posted photos of his just-concluded vacation. He recognizes that he's putting his ego on the line by asking the public to back such a personal endeavor. Roker is banking—or hopes to bank—on his popularity on television transferring to the World Wide Web. "I've invested some dough. If an advertiser wants to put up a banner there, fine," he says. "The thing about the Web is that it's democracy in action. Everybody has equal access. I've been [using] the Web for a couple of years. It's one of the great time-wasters of all time."

TMW

CAUGHT UP IN THE WEB

Advertise your company's Website address and logo listed in the upcoming special report on Websites in the television industry.

Cost: \$400 b&w
\$580 color

Formatted Size: 1 column x 4"
Price includes typesetting of listing.

SPECIAL REPORT:

THE ENTERTAINMENT INDUSTRY ON THE INTERNET

ISSUE DATE: OCTOBER 28, 1996
AD CLOSE: OCTOBER 18, 1996

Antoinette Fasulo 212-337-7073	Sandra Frey 212-337-6941	Doris Kelly 202-659-2340
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Cartoon Brazil taps HP server

South American network is set to launch with MPEG-2 spots

By Glen Dickson

Turner Entertainment Networks (T.E.N.) is purchasing two Hewlett-Packard MPEG-2 video servers to play spots for Cartoon Network Brazil, the new 24-hour Portuguese-language feed of Cartoon Latin America due to launch on Oct. 27.

Turner is spending \$300,000-\$400,000 on the disk-based spot insertion system, which will incorporate redundant HP servers with Pro-Bel automation software. The purchase marks a continuing commitment by T.E.N. to disk-based insertion systems; Cartoon Latin America now uses two Tektronix Profile digital disk recorders with Louth automation software to play its interstitial material (B&C, May 13).

Turner had considered the Hewlett-Packard product for that Cartoon Latin America application, but HP's first-generation server didn't have the audio capabilities that Turner required at the time, says Suzanne Donino, senior vice president of T.E.N. network operations. HP has stayed in the running, however, as T.E.N. looks to migrate its eight services from analog to digital.

"I think it's a real benefit to take advantage of multiple solutions for our business, and HP, as well as Tektronix, is very supportive of the philosophy," says Donino. "We're delighted that HP had a solution we could put into our plant."

In fact, Cartoon Network Brazil will launch with HP's first-generation Broadcast Video Server, then migrate to the next-generation MediaStream Server-Broadcast Series in January 1997. The two MPEG-2 servers, each with 15 hours of video storage, will be operated in a redundant architecture for a total four audio channels (two English, Portuguese and cue tone) and four video channels (a preview and program output on each unit).

The servers will play back all spots

and promos for Cartoon Network Brazil, and the network also plans to cache some short-form programming (an hour or less) to the server. Longer-form programming will play off D-2 tape machines.

Cartoon Network Brazil is the first U.S. technical facility to buy Pro-Bel automation software bundled with the HP server. The network will use the new Sextant media management system, a software package that's an intermediate step between Pro-Bel's MAPP system and its full-blown Compass automation software.

Donino says the Pro-Bel software gives Cartoon Network Brazil "a better functionality and interconnectivity" with the HP server than does Louth's product. Although T.E.N. was impressed with the Pro-Bel software when it started evaluating servers a year ago, Donino says she was uncertain about getting adequate support from a UK-based company.

"Now, since the merger with Chyron [B&C, April 17], they have an immedi-



Cartoon Network Brazil spots will shift to HP's new MediaStream Server-Broadcast Series in early 1997.

ate infrastructure here," Donino says, adding that while T.E.N. hopes ultimately to use Pro-Bel software for Cartoon Latin America and other T.E.N. services, she still is having discussions with Louth for server software: "The minute you get into proprietary applications," she says, "you get a real 'uncomfortability factor.' We have multiple businesses with varying

demands on them, and I'll continue to look at multiple vendors."

Donino is now working with HP on a project for the production side of T.E.N. Turner wants a low-resolution server that will store stills from its existing program inventory and catalogue them by reel and timecode, giving producers easier access to archive material.

"Ultimately, we want to put moving video behind this application," says Donino. "We need to find new ways to manage the media we have and capitalize on it to the fullest extent." ■

Hal lends a hand

Cinetel Studios, Knoxville, Tenn., has installed its second Quantel Hal Express video graphics suite, adding the Express upgrade to its existing Hal. The suites are linked to a Picturebox still store via Quantel's Picturenet Plus system, allowing full transfers with the Picturebox as well as TCP/IP-based OPEN networking with Cinetel's computer-based equipment. Cinetel Studios, an E.W. Scripps subsidiary, provides graphics for its sister divisions, Home & Garden Television Network and Cinetel Productions. The two Hal Express systems are being used full-time for HGTV promos. —GD



Cinetel Studios performed this graphics work with the Hal Express.

Galaxis debuts compact antennas

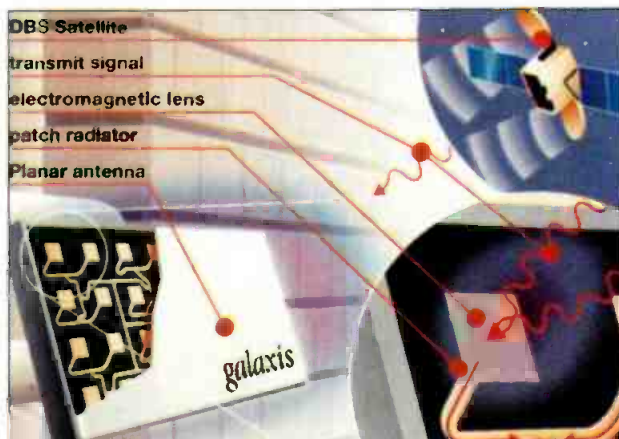
Small dishes are targeted to MMDS and DBS markets

By Glen Dickson

German consumer electronics firm Galaxis is thinking small; it has introduced a line of small antennas that receive MMDS and DBS signals. The antennas use patented planar antenna technology and materials developed for military use to produce a much smaller unit than are current MMDS and DBS antennas—the company's flagship MMDS and DBS models both measure 15 by 9 inches and are thinner than most laptop computers.

By using planar square radiators arranged in microstrips and a high-frequency cover material, Galaxis says it is able to eliminate signal noise and achieve the same signal gain as that of much larger antennas. The planar antenna technology can cover a frequency range of 1 to 15 ghz, says Thomas Kreuels, Galaxis vice president, making it suitable for frequencies from L-band to Ku-band.

Galaxis is introducing a full line of planar products, including various sizes of MMDS antennas for the European and Asian markets and an IMT (integrated multifeed technology) antenna that will allow the reception of signals from two satellites by using an offset antenna. "We've integrated that into one unit so European customers



Galaxis hopes to tap into the U.S. consumer DBS market with its planar antenna technology.

[can] receive two digital TV packages," says Kreuels.

The company also has developed Space Scanner, a mobile satellite tracking device with a heavy-duty hydraulic drivetrain. The consumer model will be aimed at DBS reception on RVs and boats; the professional Future Trac unit, which can support 1.2-meter satellite dishes, is finding orders on oil tankers and may be suitable for SNG use. Alfred Henrich, technical specialist for Future Trac, says the antenna can handle a mobile uplink at 30 mph, for example.

In the U.S., Galaxis is targeting the fledgling digital MMDS market and the growing DBS industry. Galaxis

be marketed as an upgrade to the dish."

Although Galaxis isn't talking price on the DBS antenna, Winfried Klimek, chairman and managing director, says that his company should be able to keep the cost down because of manufacturing efficiencies—the 15 by 9 MMDS and DBS models both use the same modular body. "The worldwide MMDS market is roughly 15 million pieces," Klimek says. "We can mass-produce and reduce cost."

Klimek thinks that the flat, compact design of the antenna will attract DBS consumers. "There's been a price war, and everyone's dish is the same," he says. "There's a need for a unique product in the U.S. market." ■

Cutting Edge

By Glen Dickson

IndeNet has agreed to merge with spot sales firm **Petry Media Corp.**, signing a nonbinding letter of intent to issue IndeNet common stock in exchange for 100% of the capital stock of Petry Media. The resulting ownership of IndeNet, which is now launching a nationwide digital spot delivery system, would be 59% to existing Petry Media shareholders and 41% to

existing IndeNet shareholders. "The sale of television ad time is fundamental to the television industry and, therefore, is fundamental to our integrated digital network strategy," says Robert Lautz, IndeNet CEO. "With this exciting combination, all the pieces are now in place to create customized electronic solutions for the TV spot ad marketplace."

Andrew Corp. says it can customize its TRASAR

traveling wave antenna to handle both analog and digital TV transmission. According to Andrew, more than 351 television stations with adjacently located DTV channels could use a single TRASAR antenna for their migration to digital broadcasting. The company, whose side-mounted DTV antenna is in place at experimental station WRAL-HD Raleigh, N.C., is now working to customize TRASAR antennas for multichannel use.

Louth Automation has provided Italian cable installation Stream with

complete automation software for 80 channels, including near-video-on-demand, impulse pay per view, pass-through channels, pay channels and promo channels. The Louth package at Stream includes TURBOMEDIA systems to manage dubbing of material, whether on tape or disk, and to create the system database. The Stream system also includes Louth's Traffic Interface Manager to handle outgoing and incoming schedule/playlist transfers from the Enterprise traffic system, with extensive as-run logging.

TIME IS RUNNING OUT

259

Less Than 259 Days Until EAS Affects You!

The old Emergency Broadcast System (EBS) has been blown out the window and replaced by the new Emergency Alert System (EAS). And you have less than 259 days to comply. It means you're going to need some new equipment. But don't panic. We know what you're thinking - wouldn't it be nice if there was an emergency alert system that could contribute to your overall operation? Because, let's face it, most of the time, most emergency systems sit idle.

Well, SDI has just the solution.

Our ACM (All Channel Messaging) system will handle all the video and audio requirements of an Emergency Alert System for even the largest cable systems,

but that's not the best thing about it. When ACM is not busy blowing tornado warnings, flash flood or severe thunderstorm warnings, you can put it to work flashing the community bulletin board or local sports scores. Better yet, use it to advertise and switch that pay-per-view special. We're serious: this is the one emergency system that has enough force to pay for itself. And that's not just a lot of hot air. ACM is a proven system, currently in operation at hundreds of facilities around the country.

With ACM, EAS is a breeze. Contact us now at 800-231-1349 and we'll send you our new brochure that shows you why.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Selling General Manager needed for AM station in beautiful community of 30K, in most desirable part of N.C. Good coverage and format. Needs someone who can establish relationships with local retail merchants. Small salary, but excellent opportunity for good billings and commissions. Only two other stations in the market. Prefer experienced radio salesperson from small to medium market, desiring opportunity to sell and manage. Send resume to Box 00958 EOE.

Radio Station General Manager/Director of University broadcast services starting in August 1997 or January 1997. Assistant or Associate Professor for 12-month contract. Salary minimum \$42,000 and negotiable. GM will be responsible for WAMF-FM operation including staff recruiting, training and supervision, programming, fund-raising, aggressively seeking and administering increasing station budget, serve as liaison to community and teach two courses in broadcast journalism. Masters degree required, PhD preferred. GM will develop program underwriting for station, target community audience with music, news, and public affairs programming and be concerned with developing non-commercial station to county prominence. Good supervisory and motivational skills necessary. Apply by November 15, 1996 to Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307-4800. FAMU is an Equal Access/Equal Opportunity University which led the nation two of the last five years in the recruitment of National Achievement Scholars.

General Manager. WRTI-FM Radio. WRTI-FM, a 50,000-watt non-commercial radio station owned and operated by Temple University, is primarily a Jazz format with news, sports, and educational programming. Reporting to the Associate Vice President, University Relations, the General Manager is responsible for the overall administration, budget, and management of the station, including FCC compliance. This also includes oversight of students and volunteers and working with an advisory board. We seek candidates who have a Bachelor's degree with 5 to 10 years of experience in broadcasting and management. Knowledge of computer applications and communications engineering along with the vision to apply this knowledge to broadcasting in the 21st Century are essential. Additional attributes include development and fund-raising abilities, instructional organizations, an appreciation for Jazz and a working knowledge of broadcast law. Qualified candidates are invited to submit a resume which must be received no later than October 30, 1996 to Harry Young, TEMPLE UNIVERSITY, Personnel Services, Room 203 USB, 1601 North Broad Street, Philadelphia, PA 19122. Fax: 215-204-5921. An equal opportunity/affirmative action employer.

HELP WANTED SALES

KHEP Phoenix, Arizona's only quality Christian Talk Radio, is looking for a sales professional to join our team. Earn a great income with excellent benefits and live in the warm Southwest! Contact Jim Hanemaayer, General Manager at (602)234-1280. 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, 1335 Washington Avenue, Portland, ME 04103. Fax 207-784-5581. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Satellite Operations. National Public Radio seeks a Systems Technical Center (STC) Technician to operate the STC Transmission and Traffic Facility. Responsibilities include attending to urgent distribution division scheduling and operations requirements outside normal business hours; operate NPR's transportable uplink and other remote transmission equipment. 2 years college or equivalent combination of education and experience, preferably in public radio; be familiar with operations of computer I/O terminals; and with standard audio testing practices, operations and procedures. Knowledge of automated audio switching and RF transmission systems preferred. Valid driver's license and excellent driving record preferred. For consideration send cover letter stating salary requirements and resume to: FAX (202) 414-3047, National Public Radio Human Resources Dept. #215 635 Massachusetts Avenue, NW Washington, DC 20001 NPR is an Equal Opportunity Employer

HELP WANTED RESEARCH

Research Director. CBS Boston has an immediate opening for an experienced Research Director for our radio and television stations. The ideal candidate will have 3-5 years experience, strong writing and presentation skills, knowledge of tv and radio industry and an in depth knowledge of Nielsen/ARB, Scarborough & Stowell Psychographics data. Responsibilities include, among others, the ability to analyze rating and audience research data, present consumer ARB/NSI rating research data to staff, clients and corporate, assist marketing department with rating related press relations, coordinate station's audience research and help formulate sales strategy as it relates to rating data. Strong people and time management skills and P.C. proficiency a must. Send cover letter and resume to Human Resources, CBS Boston, 1170 Soldiers Field Road, Boston, MA 02134. EOE M/F. No phone calls please.

HELP WANTED NEWS

Long Island Correspondent. WCBS Newsradio 88 in New York is seeking a reporter who enjoys digging for news, knows how to use tape to make a story come alive and can tell a story in a way that relates to people. Send tape and resume: Tony Gatto, Managing Editor, WCBS Newsradio 88, 51 West 52nd Street, New York, NY 10019.

SITUATIONS WANTED MANAGEMENT

20+ years experience as GM/GSM in all size markets. Also station startups. Looking for a new opportunity. Midwest preferred, but will consider other areas. (312) 927-2957.

SITUATIONS WANTED SALES

Radio! Desire return after year away. Career includes sales for successful operations. Some GM/SM experience. Announcing experience, too. Prefer Midwest. 316-343-9896. 318-342-1175 fax.

SITUATIONS WANTED ANNOUNCER

Talk Show -- Political, cultural. Emphasizes gender issues (man's view). 2-minute gender news stories, also!! Call me! Rob Mazzeo (401)421-1015.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. KOVR-TV, Sacramento's CBS affiliate is seeking a dynamic leader and broadcasting professional to be its new General Manager. We are looking for an individual with excellent leadership abilities, a strong sales background and the strategic skills required by a television station with a large and vibrant news operation. KOVR-TV is owned by Sinclair Communications, Inc. among the nation's fastest growing operators to television and radio stations. We offer a compensation package, including stock options, that is commensurate with the responsibilities and challenges of running a major market television station. Applications from qualified women and minority candidates are encouraged. KOVR-TV and Sinclair Communications, Inc. are equal opportunity employers. For consideration, please submit a cover letter, resume and reference to: Frank Quitoni, Regional Director, Sinclair Communications, Inc. 1215 Cole Street, St. Louis, MO 63106.

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.

Wanted: EOE in small market in NW 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.

HELP WANTED SALES

See us on the Worldwide Web at: <http://www.gi.com>

Sales Professionals

General Instrument in San Diego, a world leader in the development of digital television, is well positioned to increase its market share both domestically and internationally. In response to the increased demand for our technology, we have the following career opportunities:

Multiple sales management positions at various levels for seasoned sales professionals with a proven track record and the ability to achieve immediate sales results. Sales Managers will pursue new business and markets, maintain and develop GI's profitability and reputation in identified markets, lead/support team efforts of successful sales closures, and maintain and enhance customer relationships. Requires BA/BS in Sales, Marketing, or related and 5-10 years in satellite, broadcast, cable or high-tech sales arena. Excellent negotiation skills essential. Must have the ability to support team efforts to reach total customer satisfaction. Requires excellent interpersonal, presentation, and communication skills, as well as the ability to operate in a demanding, high-energy environment. Must be computer literate. 30%-40% travel or as required.

General Instrument offers competitive salaries and benefits, including an excellent commission program. Please send your resume with salary history/requirements, indicating Code, to: **General Instrument, Code: BSMBC, 6262 Lusk Blvd., San Diego, CA 92121; or Fax: (619) 535-2497.** Equal Opportunity Employer. Principals Only, Please.

GI General Instrument

TV Sales Account Executive for Rocky Mountain area. Computer literate with 2 years broadcast sales experience. College degree and knowledge of TV Scan preferred. Send resume to: KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EEO.

Local Sales Manager: WBFF-TV, the Sinclair Communications flagship station, a top rated FOX affiliate serving Baltimore, MD, seeks a creative, experienced, revenue-driven sales leader. WBFF-TV will provide all the sales, marketing and research support resources. We seek a sales professional with 3-5 years at station sales management level. Television LSM/NSM experience a must. Computer literacy, special event marketing, local new business development and excellent communication skills required. If you have leadership, creativity and a strong, successful sales background, send a detailed resume, references and cover letter to: Robert A. Epstein, Director of Sales & Marketing, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Account Executive: KTVC-TV in Cedar Rapids, Iowa will be on the air soon, and we are looking for one successful TV sales person to be the senior AE on our staff of 6 sales people. New business, agency relationships, leadership, creativity, and knowledge of ratings and computers are essential. Send a resume and cover letter to Nick Palen, GSM, KTVC-TV, Suite 910, 425 2nd Street SE, Cedar Rapids, IA 52401. EOE.

FOX O & O in Houston, Texas, has an opening for a highly motivated, team-oriented individual with three to five years broadcast selling experience. Must have the ability to work independently and as a part of a sales team while under pressure. Polished presentation skills and the ability to organize professional client proposals and presentations. Must have knowledge of major market television sales. Knowledge of TVSCAN And other PC based broadcast sales programs required. No phone calls. Send resume and salary history to: Charmaine Williams, KRIV Fox Television, P.O. Box 22810, Houston, Texas 77227. EOE/M/F/D/V.

General Sales Manager: KOIN-TV, CBS in beautiful Portland, OR (market rank 24) has an immediate opening for a motivated General Sales Manager to lead our sales and marketing efforts. In addition to a proven record of success in broadcast sales management, the top candidate will have the proven ability to grow and develop sales staff, practice goal management design and implement innovative sales and marketing programs, and work effectively in a team environment. Join a strong station in a growing market - one of the most "livable" cities in the USA. KOIN-TV offers a successful, competitive team environment where you can make a difference. Call the KOIN-TV operator at (503)464-0600 to request an application. Send or fax application, resume, salary history and cover letter outlining your ability to manage change and respond to competitive pressures immediately to: General Sales Manager Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. Fax (503)464-0655. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

Local Sales Manager for KMOH-TV the WB affiliate in Western Arizona. Must be an excellent trainer, motivator and have excellent hiring abilities. Send resume to Dan Robbins, c/o GCTV, 2201 North Vickey Street, Flagstaff, AZ 86004. EEO.

Are you ready for the sunny south? NBC 6, Charlotte, (WCNC-TV), has an opening for an Account Executive to maximize existing accounts and create new revenues for the station. position requires a minimum of three years of experience in television sales or television rep firm sales. Must have thorough understanding of Nielsen ratings. Candidate must work well with agencies and direct accounts. Strong negotiation skills a necessity. We need a self motivated individual able to perform with little supervision, as well as working as a team member. Excellent oral and written skills required. Candidates should also be computer literate including experience with psychographic and sales software. If interested, please forward resume, cover letter, and salary history to: (no phone calls): NBC 6, Human Resources Department, Attn: Megan Drulard, re: position 96-23, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Local Sales Manager: Portland, Oregon. KATU-TV, Channel 2, ABC affiliate is seeking an experienced leader to head our local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, inventory control and pricing. Minimum five years television sales experience required. Qualified applicants send resume to: Mindy David, 2153 NE Sandy Blvd., Portland, OR 97232. EOE.

HELP WANTED MARKETING

Marketing Manager - CBS O&O in Chicago is looking for an individual to develop and implement client directed sales promotions. Qualified candidates will have a proven television sales track record, the ability to think creatively and possess top notch detail and follow through skills. Interested candidates should forward a letter of introduction and resume to Susan McEldoon, Director of Sales, WBBM, 630 North McClung Court, Chicago, IL 60611. No phone calls please. EOE.

Public Affairs Producer/Special Projects Coordinator. Responsibilities include cause marketing project implementation; will produce public affairs and children's programs, including spot elements, interstitial program elements and long-form programs. Individual should have long and short form broadcast writing and production skills; cause marketing and community relations experience; good task management and community skills. Send tape and resume to "Position Available", Dept. BC, WTXF-TV, 330 Market Street, Philadelphia, PA 19106. EOE M/F. No phone calls please.

General Marketing Manager: Cleveland, Ohio LMA (CBS Affiliate and Market Leading Independent) seeks a creative leader to oversee staff of marketing/promotion specialists in the areas of advertising, publicity, on-air promotion, sales promotion, special events and graphic design. Not for the weak of heart...need someone with vision who can not only develop but take concept through creation. Experience in all aspects of station promotion and aggressive execution a must. Send resume and tape to Tom Griesdorn, GM, WOIO/WUAB, 1717 East 12th Street, Cleveland, OH 44114. EOE.

HELP WANTED NEWS



KGUN 9 News (ABC) in Tucson, Arizona is adding a half hour of news in the early evening. We need exceptionally talented people for the following positions:

REPORTER

Strong storytelling and live abilities. Minimum 2 years experience is required. Anchor potential is important. Send us your best work along with examples of what you did this week.

NIGHT ASSIGNMENT EDITOR

If you know news is not what's "in the book" then you will want to lead our evening field coverage. You will play an important role in short and long range news planning. 1 year (minimum) news experience is required.

CHIEF PHOTOGRAPHER

You will lead a team of the best. Strong leadership and organizational abilities are vital while balancing a working standard. Supervisory experience is required. Most important will be the ability to share your vision of visual story telling and moving high standards even higher. Show and tell us how you can make a difference.

TAPE EDITOR

You will support the Newscast Producer preparing material for air. One year (minimum) experience with professional editing equipment is essential. ENG Photography experience is preferred. Strong organizational and communication skills a must.

MAINTENANCE ENGINEER

Provide technical support to broadcast facilities in repair, maintenance, installation and modification of broadcast equipment. A minimum of three years experience in broadcast maintenance, troubleshooting skills to the component level, RF and ENG systems knowledge, clean driving record are required.

A Journalism Degree or equivalent experience is preferred for all news positions. Interested applicants should send a tape example of recent work (non returnable) along with resume and letter stating reason for interest in the position to Carmen Thomas - KGUN 9, 7280 E. Rosewood St., Tucson, AZ 85710. KGUN 9 News is an equal opportunity employer. Positions will close when the exceptionally talented individuals have been found. EOE

EDITOR

ABC7 Los Angeles is seeking an experienced News ENG videotape editor. Must be creative and able to work effectively with others and under newsroom and deadline pressures. Knowledge of off-line or digital editing a plus.

Qualified candidates please send your resume and a non-returnable videotape to: ABC7, Attn: C. Fair, News Director, Dept. E-BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls or faxes please. EOE.



PRODUCER/REPORTER

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the N.Y. Metro area, however some travel may be required. Send resume and non-returnable VHS tape to Ben at: University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304.

Weekend Weather Anchor/Reporter: Looking for an experienced reporter who also knows weather, and can deliver an informative weathercast. Send non-returnable VHS tape to Arles Hendershott, WIFR-TV, 2523 N. Meridian Road, Rockford, IL 61101. E.O.E.

KPHO-TV/CBS, a Meredith Broadcasting Station, is seeking a full-time Traffic Manager. Qualified candidates will be responsible for supervising the station traffic support personnel to assure accurate, efficient and timely processing of all commercial orders, program promotion and public affairs information. This position demands the ability to organize the work load in the department and work under pressure to meet deadlines. Applicants need extensive knowledge of broadcast operations including familiarity with sales, programming, promotion, public service, and accounting policies and procedures. A knowledge of BIAS Traffic system is helpful. Candidates must have a minimum of two years experience in TV Traffic and at least two years post high school education. Interested candidates should send resumes to Human Resources, 4016 North Black Canyon Highway, Phoenix, AZ 85017. No phone calls. EOE.

Data Services Manager. NBC O&O is seeking a Data Services Manager to oversee all Broadcast Traffic functions. Requirements include thorough working knowledge of the Enterprise System. Supervisory skills are necessary. Associate Degree required. Send resume to: Director of Finance, WCMH, P.O. Box 4, Columbus, Ohio 43216. Drug testing required. EOE.

Videographer: The dominant, small market NBC affiliate in the beautiful mountains of southern WV is seeking a Videographer -- Experienced news videographer with a strong work ethic and team attitude. We offer an excellent fringe benefits package and opportunity to work in a first-rate organization. EOE-M/F. Send resume and non-returnable VHS tape to: Office Manager, WV-VA-TV, Route 460 Bypass, Bluefield, WV 24701.

Traffic Manager: Southwest affiliate is accepting resumes for the position of traffic manager. All interested candidates must have knowledge of columbine software. In addition, the traffic manager will supervise an assistant and a facilities coordinator; is responsible for generating daily traffic logs, and will supervise and coordinate all functions of monthly billing. We are looking for a "team player". Equal Opportunity Employer. Reply to Box 00961.

Traffic Assistant. The ABC Affiliate in Burlington, VT has an immediate opening for a strong, detail oriented, hands on Traffic Manager with excellent communications skills. Experience with AS 400 and Columbine Plus, along with the ability to teach and direct is essential. Please send resumes to Paul Rossi: General Sales Manager, WVNY-TV, 100 Market Square, Burlington, VT 05401.

Top rated NBC affiliate is now accepting applications for an experienced news photographer. Reporting skills beneficial, and ability to work alone a plus. Send resume and non-returnable VHS or 3/4" tape to: News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls accepted. KFDX-TV is an Equal Opportunity Employer.

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(212) 377-7073 / 337-6941

The south never felt so good! NBC 6, Charlotte, (WCNC-TV), is seeking a seasoned Director to switch and Direct our "Straight To The Point" evening news programming. These fast paced, graphically intensive programs require a quick and accurate hand on the Switcher, a cool head under pressure and a willingness to help make our team number 1. Preferred candidates will have three years previous major market news directing experience and hands on switching experience (Grass 300 preferred). Team building and leadership skills must be demonstrated in our qualified candidate. Resumes, salary history and tapes with director track should be sent to: (no phone calls please), NBC 6, Human Resources Department, Attn: Megan Drulard, re: position 96-19, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/D/H.

Sports Reporter/Anchor - Still Searching. NBC in Charleston, SC has an immediate opening for sports reporter/weekend sports anchor. Primary responsibility is producing at least 2 enterprise sports pieces a week. Also responsible for anchoring two sportscasts on Saturday and Sunday. Resume, references and non-returnable VHS or beta tape, ASAP, to Sports Search, WCBD-TV, P.O. Box 879, Charleston SC 29402. Drug test mandatory. EOE, M/F. No telephone calls. Minorities and women are encouraged to apply.

Sports Producer. WDAF-TV is looking for a sports producer to write and edit stories for daily sportscasts. Successful candidate must have strong working knowledge of satellite facilities, and will be primary liaison with the engineering department. Send resume to: Frank Boal, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

Special Projects Producer. WAGA-TV in Atlanta is looking for a Special Projects Producer to take over an Emmy Award winning news magazine program, to produce and write news specials and multi-part series. The candidate must have experience producing and writing long-form television packages and/or documentaries; must demonstrate the ability to line produce a news special including writing teases and anchor intros; must have excellent research skills and attention to detail. Send tape and resume to Michael Carlin, Executive Producer, 1551 Briarcliff Road NE, Atlanta, GA 30306. No phone calls please. An Equal Opportunity Employer.

Reporter/Photographer: Weekend Anchor: The person we choose will display the desire and ability to find news without being assigned, dig to find the story beneath the meeting, and tell a story viewers will watch and remember. Producing and photographer experience a plus, positive attitude a must. Not an entry level position. Send resume and VHS tape to Jim Bailly, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No phone calls. E.O.E.

Sun, Sun and more Sun! NBC 6, Charlotte, (WCNC-TV), has an opening for an Associate Producer. Duties include assisting the show producer with the production and writing of news programming. Will also gather materials for graphics. Qualified applicants will need a college degree and television news experience. Resumes, salary history and cover letters should be set to: (No phone calls please), NBC 6, Human Resource Department, Attn: Megan Drulard, re: position 96-24, 1001 Wood Ridge Center Drive, Charlotte NC 28217. EOE/M/F/V/H.

Producer-Writer: Top 10 market ABC Affiliate WJLA-TV is seeking a Producer/Writer to conceptualize, write and produce promo/advertising for on-air products including news/programming promos, local program specials, network programs, commercials and PSA's. College degree and three to five years experience in TV production with emphasis on news promotion and knowledge of marketing strategies, media placement and audience research. Please send resume, and non-returnable sample reel and salary history to: WJLA-TV, 3007 Tilden Street, NW., Washington, DC 20008, Attn: Human Resources. EOE.

Positions Open Now! Producer: Aggressive, Creative, Dynamic producer needed. This is a great position for someone who wants to join a great team. We produce a fast paced newscast. The ability to write well and creatively use graphics is very important. There's plenty of room for growth from this weekend position. Special project work is also included. **Reporter:** We're looking for a reporter who knows how to dig and do serious investigative work. This is a key position in a very aggressive and dynamic newsroom. We have the resources and the dedication to do it right. If you're experienced and excited about GREAT investigative reporting then we should talk. (We may also consider a current general assignment reporter who's ready to take the next step!) **Meteorologist:** We're looking for a degreed meteorologist who has personality and leans heavily on great graphics. We have all the new copy and tools. We have very active weather and have a blast during severe weather season. We put a lot of time effort and energy into our product, you should too! Send tapes (should be less than one week old), resume and references to: Al Sandubrae, News Director, KARK-TV, 201 West Third Street, Little Rock, AR 72203.

Photojournalist. Three years experience in television news photography. Must be able and willing to be creative even in the most difficult of situations. Previous experience in operating live microwave equipment a plus. Valid Oklahoma Driver's License required. Send resume and non-returnable tape to: K. Ashley, KFOR-TV, P.O. Box 14065, Oklahoma City, OK 73113. EOE. No phone calls please.

Photographer/Editor: KJRH-TV in Tulsa seeking aggressive eager, easy to work with photographer. Previous video photography and editing experience preferred. Must know how to operate a microwave live truck. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

Photographer. Talented, skilled, NPPA-style team players needed for two immediate openings. One year of experience required. College degree preferred. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV is an Equal Opportunity Employer.

Newscast Producer - Still Searching. NBC2 in Charleston, SC has an immediate opening for a producer for a major newscast. Need someone with at least 6 months experience. Resume and references only, ASAP, to Producer Search, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Fax is ok to (803)884-6624. Drug test mandatory. EOE. M/F. No telephone calls.

Anchor, also meteorologists. Chicago-based Channel Earth, the new agri-business and rural channel on DIRECTV, is seeking experienced talent with an agricultural background or considerable experience in handling agricultural stories. Superior work ethic required. Resume and non-returnable tape to Box 00959. EOE.

News Topical Writer/Producer. Creative, enthusiastic individual to write and execute effective news topical promotion. Candidate should possess strong writing skills and some hands-on editing abilities. Should have an understanding of graphic design and some experience in directing and producing news series/image promos. Must demonstrate ability to work in a team environment and meet internal and external deadlines. Minimum of 1 year in television broadcasting a plus. Women and minorities urged to apply. Send qualifications and resume to: Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE M/F/D/V.

News Producer. WAGA-TV in Atlanta seeks talented individual with significant experience producing television newscasts. Must be adept at planning and coordinating the use of graphic elements within a newscast. Must have the ability to learn newsroom computer system and excellent writing skills. Must not use the following in broadcast copy: "A mother's worst nightmare," "Something went horribly wrong," "Winter Wonderland." Ideal candidate has strong leadership skills, excellent news judgement, and creative ideas. Rush resume, writing samples and non-returnable tape to Mark Shavin, Executive Producer, WAGA-TV, 1551 Briarcliff Road NE, Atlanta, Georgia 30306. No phone calls please. An Equal Opportunity Employer.

News Photographer/Editor: CBS affiliate. College degree, drivers license required. Minimum one year experience preferred. Anchorage is a great news town and Alaska's scenery is tops. Send resume, non-returnable 3/4" tape to: K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503 or fax (907)561-4688. No phone calls please. Closing date 10/13/96 EOE.

News Director: KSTW, Seattle's CBS affiliate is seeking an experienced and enterprising News Director to provide leadership to our growing 11 News team. 3-5 years major market experience, excellent management, interpersonal and motivational skills, and the highest level of integrity are required. If you qualify, please send work history and news philosophy to: Human Resources, KSTW, PO Box 9328, Seattle, WA 98109-0328. No phone calls please.

News Director - KIVI Television. Boise/Nampa/Caldwell's ABC affiliate is seeking a hands on, take-charge individual to provide the leadership to create, exciting relevant newscasts and to take the news department to the next level. Strong people skills and teamwork is essential. Must have 3 years experience in Television News (management a plus), and a Bachelor of Arts Degree in any field. Please send resume, tape and other support materials to: Kelly Sugai, KIVI Television, 1866 East Chisholm Drive, Nampa, ID 83687.

News Anchor: Aggressive NBC affiliate in "America's last best place" seeks anchor to complement established male anchor. Requires strong writing, producing, tape editing and teamwork skills; live reporting and computer experience a plus. Beautiful work facility, ENG, Accu-Weather. On-air experience desired, but drive, energy and potential equally important. Tapes, resumes and references to: Jim Hale, News Director, KULR-TV, 2045 Overland Avenue, Billings, MT 59102. No phone calls, please, KULR 8 is an Equal Opportunity Employer.

News Director: Orange County Newschannel is currently seeking an exceptional new director and news leader, who will bring a strong editorial emphasis to our 24 hour cable news channel and lead our staff to newsgathering and presentation excellence. The news director will lead by example and teach our staff to collaborate for maximum editorial impact. This position requires a news leader who understands, champions and will settle only for local, cable television news at its finest. Ideal candidates must be aware of the challenges and opportunities associated with news gathering and programming for a 24 hour newschannel and possess the vision to create compelling television news programs and effectively manage a large, enthusiastic staff. A minimum of 10 years hands-on news reporting, writing, producing or assignment editing experience is desired. A minimum of 5 years in news management is also desired. We offer a competitive salary and benefits package. Please send your resume, complete with references and news philosophy to: Orange County Newschannel, Attention: Human Resources, 625 N. Grand Avenue, Santa Ana, CA 92701. We are an equal opportunity employer.

Morning Newscast Producer: K-EYE 42 TV has a position open for a full-time newscast producer. Candidates must have working knowledge of a newscast and be able to write news copy for broadcast. Requires college degree and journalism background. Granite Broadcasting/K-EYE 42 TV (CBS) is an Equal Opportunity Employer. No phone calls, please. Send resume to: K-EYE 42 TV, Attn: Jeff Godlis, 10700 Metric Blvd., Austin, Texas 78758.

Meteorologist. Wanted: Top notch forecaster who can put together a weather broadcast that keeps the viewers interested. We have all the bells and whistles---brand new doppler radar, storm tracker, and street level mapping. Our high tech environment is unparalleled. Believe me, when you see it, you'll want to work here. We take weather seriously in Omaha so excellent credentials and AMS seal are required. This is a full time position, number two in a three person office. You'll be doing weekends and 11:30 a.m. weather. KETV is a Pulitzer Broadcasting Station. We believe in promoting from within. The last person to hold this job is going to a larger station in the company. Send resume and non returnable tape to: Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

Executive Producer to work under the supervision of News Director to oversee news product on all newscasts. Applicants must be highly motivated and creative, and must have a strong, wide-ranging journalist background. Need at least five years experience in TV news, preferably as a news producer. Must have strong writing and interpersonal skills. Send resume/tape to: News Director, WNYT-TV, P.O. Box 4035, Albany NY 12204. EOE.

Editor/Producer: Need experience with CMX 850, Abekas & Grass Valley (Infinet preferred) to work on broad range of projects. Must be able to take project from start to finish. Salary commensurate with experience. Resume to KTXH-TV, Dept. B, 8950 Kirby, Houston, TX 77054. UPN 20 is an Equal Opportunity Employer.

Associate Producer needed for overnight shift with Grand Rapids Number One News Team. Applicants should have a college degree and some practical experience writing copy for broadcast news programs. There will be some opportunity for reporting and some on-camera work. Send your resume, references and a non-returnable tape to: Tim Dye, Assistant News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503.

Executive Producer. Strong news organization is looking for a newscast builder. Qualifications include ability to make newscasts relevant, strong background as line producer, election planning experience, aggressive news judgement and energy. If you're interested in making a long term commitment with a top quality company and living in one of the most desirable areas of the country send a non-returnable tape and resume to: News Director, WKXT-TV, P.O. Box 59088, Knoxville, TN 37850-9088. Equal Opportunity Employer.

Executive Producer: WNDY-TV seeks experienced Sports Executive Producer for state-of-the-art digital television station with heavy volume of local productions--Indy 500 and Brickyard 400 programs, basketball, Bob Knight Show, football, hockey, golf. Successful candidate preferably will possess at least ten years of proven management, leadership, and creative producing skills. We have the hardware, need the sizzle. Send resume and tapes to: Director of Operations, WNDY-TV, 4555 West 16th Street, Indianapolis, IN 46222. EOE.

Editor: KJRH-TV in Tulsa seeking experienced video editor. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

Director: Experienced director to direct fast paced newscast. Minimum three years experience at a commercial television station. Must be news-oriented with superior people skills. No beginners. Contact Operations Manager, WROC-TV, Rochester, NY 716-288-8400.

Director/Producer. Midwest medium market affiliate seeking a creative, dynamic director for fast-paced newscasts and other productions. We are the dominant station in a great market with all the toys and we seek someone with a winning attitude to join our production team. The successful candidate must have a minimum of 3 years directing full-time in a news environment, preferably with a technical director. If you are a news junkie with outstanding leadership skills, please send resume including salary requirements, along with a non-returnable tape with Que Track to Box 00956. EOE.

Building a Strong News Team. Gray Communications is committed to building the best news operation in Knoxville. WKXT-TV is looking for solid journalists in all areas of the news department. Commitment is a two way street. We're looking for the best in the business. East Tennessee is a beautiful area of the country which offers a high quality of life. We're searching for producers, assignment editors, reporters, anchors, sportscasters, meteorologists and photographers. No beginners. Send non-returnable tapes and resumes to: News Director, WKXT-TV, P.O. Box 59088, Knoxville, Tennessee, 37950-9088 (No Phone Call). Equal Opportunity Employer.

Anchor, Weather, Producers, Reporters. We're expanding and you have a chance to join us as we grow. We're not only expanding our news commitment here at the NBC affiliate in Erie, we're also developing a newscast for the local FOX affiliate. We are looking for anchors, producers, weather anchors (meteorologists preferred), and reporters. Previous television news and news computer experience necessary. Send resume, references, and 3/4-inch or VHS tape (non-returnable) to June Wood, Personnel Manager, WICU-TV, P.O. Box 860, Erie, PA 16512. EOE. No phone calls please.

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

Assignment Manager needed at KJAC-TV. If you are someone who can manage the reporting and photography staff; develop contacts and not rely on the scanner, fax machine or newspaper to find stories; have superb news judgement with organizational and leadership skills, send a detailed resume to EEO Officer, KJAC-TV, P.O. Box 3257, Port Arthur Texas, 77643. Journalism degree preferred. Please don't call the newsroom. EOE.

AM Anchor/Reporter: K-EYE 42 TV is looking for an on-air personality for its 2 1/2 hour early morning news program. Must be a journalist who is a good writer, communicator, and interviewer, for our informative yet irreverent newscast. Newscast anchor experience required. Granite Broadcasting/K-EYE 42 TV (CBS) is an Equal Opportunity Employer. No phone calls, please. Send resume and VHS tape to: K-EYE 42 TV, Attn: Jeff Godlis, 10700 Metric Blvd., Austin, Texas 78758.

11 p.m. Anchor Reporter: The dominant, small market NBC affiliate in the beautiful mountains of southern WV is seeking an Anchor/Reporter -- Polished, intelligent journalist with a strong on-camera presence and solid writing skills. Applicant must be able to shoot and edit. We offer excellent fringe benefits package and opportunity to work in a first-rate organization. EOE-M/F. Send resume and non-returnable VHS tape to: Office Manager, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701.

HELP WANTED TECHNICAL

Manager EJ Field Operations

NBC 4 seeks an experienced industry professional to oversee EJ Field Operations. Candidate will directly supervise field camera operators, microwave engineers, and vehicle maintenance departments. Responsibilities include coordinating technical requirements for day-to-day operations, preparing budgets, forecasts, tracking overtime and costs as they relate to materials and supplies.

The qualified candidate will possess prior supervisory and management experience including budget responsibility, and at least 5 years' in news operations/news gathering. Knowledge of the L.A. market is preferred. The ability to react quickly to breaking news situations is essential in this position. You must have good oral and written communication skills and the ability to work effectively with all levels of the News and Engineering Departments.

NBC 4 offers a competitive compensation package and a high-energy, culturally diverse work environment. Please mail resume to: NBC 4, Attn: Workforce Diversity, Dept. MFO/BC, 3000 W. Alameda Ave., Burbank, CA 91523.

We are proud to be an equal opportunity employer.



Broadcast Engineer - Denny & Associates, P.C., a leading Washington, D.C. consulting engineering firm, has an opening for an engineer with radio and/or television experience. The position requires a working knowledge of FCC Rules, an interest in or experience with RF, familiarity with broadcast station operation, and good mathematical, communication and computer skills. Reply to: Personnel Manager, Denny & Associates, P.C., P.O. Box 19329, Washington, D.C. 20036-9329, Fax 202-452-5620 or E-mail: jobs@denny.com

Maintenance Engineer. Immediate opening for experienced broadcast engineer. Must have a minimum of 2 years experience in broadcast maintenance, including systems trouble-shooting and repair of studio video and audio equipment and computer systems. FCC General Class License or SBE Certification is desired. Excellent wage/benefit program. Respond with resume to Personnel Administrator-54, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

South East Network Affiliate is looking for a Technical Manager. Must have thorough understanding of computer and communication technologies, LAN, NOVEL, IBM PC, etc. Must have working knowledge of satellite technology, uplinks, fiber, digital non-linear, NewStar computer system. Minimum of three years broadcast maintenance management. Please send resumes to Box 00962.

Production Engineer. Entry level position available for technically oriented individual that has the experience and aptitude to operate television broadcast equipment, prior broadcast experience helpful, but not mandatory, some lifting required. Excellent wage/benefit program. Respond with resume to Personnel Administrator-63, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

TV/Maintenance Technician. WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must be able to perform all maintenance on ENG equipment including Beta VTR's and cameras. Qualifications include 3 years experience in electronic news equipment repairs and SBE certification or Technical school degree. Send resumes to: David E. Smith, Engineering Manager, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE. No phone calls please.

Immediate opening for a Full-Time Engineer in Washington, D.C. metro area. Primary responsibilities are operate and maintain Ku-Band uplink trucks. Must be able to read schematics, perform light maintenance and in-house teleport duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Nelson Crumling, Vice-President, 202-775-4363.

Maintenance Engineer. One of the southeast's largest teleproduction facilities seeks an experienced team member. Fax resume to CPN Television Studios, Clearwater, FL, 813-536-1864.

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

Gulflink Communications, Inc. now has openings for two Engineer/Operator positions for Ku- and C-band transportable operations. Position requires a good working knowledge of NTSC video and audio and basic RF transmission skills. The ability to work on your own initiative is imperative. Positions require significant travel. Class B commercial driver's license required. We offer an excellent salary, health and disability insurance, 401K and an exciting work environment. Fax resume to Morris Verlander @ 504-751-8860 or mail to P.O. Box 40344, Baton Rouge, LA 70835. Drug free workplace. EOE.

Engineering Manager for KSHB-TV (NBC) and our sister KMCI-TV (Ind) in Kansas City. We need a creative individual to lead us into the next technical generation, and help us get more than a leg up on our competition. Candidates must have at least 5 years experience in TV Operations/Engineering, know how to formulate and manage budgets, and be able to motivate people, set and achieve station goals. Send resume to: C.M. English, VP/GM, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. EOE.

ENG Maintenance Technician: WGN-TV has an immediate opening for a skilled electronics technician with at least 3 years progressive experience in all facets of television maintenance operations. Applicants must have thorough knowledge of analog and digital electronics and systems used in modern television station. Experience in both electronic and mechanical repairs on cassette and reel to reel video tape machines is needed. Demonstrated ability in reading wiring lists, blue prints and vendor documentation essential. A thorough knowledge of studio and ENG/EFP cameras, edit controllers, terminal, monitoring and communications is needed. AutoCad experience a plus. Candidate must be a self-starter who can work successfully with minimal supervision, meeting deadlines with extremely high quality work. Good interpersonal skills are essential. An FCC general class license and/or SBE certification is desirable. Send or fax resumes to: WGN-TV, Human Resources Department, 2501 Bradley Place, Chicago, IL 60618, Fax: 312-528-1387. No phone calls please. EOE/M/F/V/D.

CATV/Video Technician. Responsibilities include the maintenance and some operations of the University's two Cable-TV systems along with maintenance in other video and audio areas of WKU's Educational Television Service including WKYU-TV, Ch-24. Qualifications: Good organizational, communication, and writing skills; the ability to work independently; working inventory of DOS/Windows, IBM compatible PC's; two years of formal training in electronics or equivalent experience in electronics. Experience with Data Networking and the Internet preferred. Applications for this position are available at the Department of Human Resources, Wetherby Administration Building, Room 42, Western Kentucky University, 1 Big Red Way, Bowling Green, KY 42101-3576. Applications must be received by November 5, 1996. Women and minorities encouraged to apply. Western Kentucky University is an Affirmative Action/Equal Opportunity Employer.

E.I.C./Maintenance Engineer: Midwest remote production company is seeking client oriented E.I.C./Maintenance Engineer with extensive component digital experience. This is an opportunity to join an engineering team overseeing the design and construction of a component digital remote truck. The candidate must possess the skills to trouble shoot and repair systems at the component level under the rigorous demands of live broadcasting. Site surveying experience for network level remotes is a must. This position requires extensive travel. Minimum five years experience as E.I.C. and/or Maintenance Engineer on large production trucks. Commercial Drivers license a plus. Send resume/salary history to Box 00946 EOE.

Director of Station Operations: NBC O & O seeks qualified candidate whose qualifications include knowledge of television broadcast engineering, transmitter maintenance, and studio equipment. Ideal candidate must have demonstrated leadership, people skills and negotiation skills. 3-5 years broadcast operation management experience. Resumes to L. Sullivan, General Manager, NBC 10, 23 Kenney Drive, Cranston, RI 02920. EOE.

Chief Engineer. UHF CBS Affiliate with AM/FM seeks candidate who has extensive experience in transmitter and microwave systems maintenance, including at least five years of experience in broadcast television station engineering management. AM directional experience a plus. Strong interpersonal skills are needed to manage the station's engineering staff, and to support our aggressive news operation. This individual will prepare and administer capital and operating budgets, and plan equipment purchases and installation. Send resume and application to: Kendra Cooper, WMBD, 3131 North University Street, Peoria, IL 61604. EOE. M/F.

Technical Director. Great opportunity to join an excellent company and TD complex, fast paced shows with top-notch equipment: Grass Valley switcher and DVE, Quantel Stillstore. Full-time, weekdays and weekends. Also responsible for pre-production, post production of promos, assisting director, and directing wx cut-ins. You need working knowledge of GVG 300, plus stillstore and DVE usage. Two years experience in production at broadcast facility required and college degree preferred. Good attitude and ability to handle pressure a must. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept., KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

Television Maintenance Engineer. Responsible for maintenance, troubleshooting and repair of on-air, studio and post-production equipment. One-inch, Betacam, switcher and audio experience required. Transmitter and/or ENG experience a plus. Must have valid driver's license. No phone calls, please. Send resume to KDVR, Dept. ET, 501 Wazee St., Denver, CO 80204. EOE.

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(212) 206-8327

HELP WANTED RESEARCH

RESEARCH MANAGER

MCA TV, one of the industry's leading suppliers of television programming has an immediate opening for a Research Manager. Candidate must have a minimum of 4 years experience in either syndication or TV rep firm. Ideal candidate will have working knowledge of all local and national Nielsen systems, excellent writing skills, prior supervisory experience and the ability to oversee major presentations from beginning to end. MCA offers a competitive salary and benefits package, and in an Equal Opportunity Employer.

Send or Fax Resume and cover Letter to:
Senior Vice President of Research - MCA TV
 100 Universal City Plaza - 8th Floor
 Universal City, CA 91608
 Fax (818) 866-5041

HELP WANTED PROMOTION

Tribune Is Looking For Some Terrific Promotion Producers

Ready for a top ten market station, state-of-the-art facilities...and a chance to promote something more than tonight's newscast? Tribune Broadcasting has immediate opportunities for qualified promotion writer/producers with at least two-to-three years of television on-air promotion experience. If you love writing and producing promos for movies, sports and sitcoms...as well as news...then send us your stuff!

Send resume and non-returnable VHS or Beta tape (but please don't call):

TRIBUNE
 BROADCASTING

Attn: Jim Ellis
 435 North Michigan Avenue, Suite 1900
 Chicago, IL 60611

An Equal Opportunity Employer

News Promotion On-Air Producer/Director: Do you want to work in beautiful Austin, Texas at the only state-of-the art news facility with all the latest and greatest AVID newscutters and media composer? If your killer topicals can "bring them to the set", K-EYE 42 wants you! Must have 2-3 years news promotion producing experience. Supervise a staff of 3. Salary commensurate with experience. Granite Broadcasting/K-EYE 42 TV (CBS) is an Equal Opportunity Employer. No phone calls, please. Send resume with non-returnable VHS tape to: K-EYE 42 TV, Attn: Lori Leamons, 10700 Metric Blvd., Austin, Texas 78758.

Promotion Writer-Producer. Creative, motivated individual needed to write, produce and edit spots for movies, series, news, Phillies, Flyers and station image. Not an entry-level position. Relevant broadcast or cable experience and related college degree required. Must have excellent writing skills and hands-on editing experience, non-linear a plus. Send resumes and tape to: Daniel Reese, Creative Services Manager, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE. No phone calls please.

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301-854-3884

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Promotion Director. WTTV-TV in Indianapolis has an immediate opening for an aggressive, creative individual to plan and implement the stations marketing strategies. The promotion director will manage a staff of producers and graphic designer responsible for producing the station's on-air promotion and on-air look. This individual will also handle outside media and publicity. Experience in television promotion and production a must. WTTV is a strong independent station located in a great "quality of life" city and owned by Sinclair Communications, Inc., one of the largest TV Station groups in the country. Sinclair Communications is an Equal Opportunity Employer (EOE). Women and minorities are encouraged to apply. Mandatory pre-employment drug testing. WTTV is drug free environment. Applicants should mail resume and tapes to: WTTV-TV-4, John Long, General Manager, 3490 Bluff Road, Indianapolis, IN 46217.

Promotion Manager. KBCI-TV, Boise's CBS Affiliate, is seeking a creative, highly motivated individual who can direct and implement the station's promotional efforts. Selected candidate will have 1 inch, beta and Avid non linear editing experience. Send resume and non-returnable tape by Oct.25 to Jeff Bishop, Director of Operations, KBCI-TV, P.O. Box 2, Boise, ID 83707. No phone calls. Equal Opportunity Employer.

Promotion Supervisor: NBC and ABC affiliates in growing Florida market need an energetic and creative supervisor to direct news promotion team. Need a potential leader ready to embrace a challenge. Must have a proven track record in television promotions. Don't pass up a unique opportunity! Send resume and tape to: Mike Reilly, 3719 Central Avenue, Fort Myers, FL 33901. EOE.

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

HELP WANTED MISCELLANEOUS



Fox Sports Américas, the premiere national Spanish-language sports network in the United States and Latin America is currently seeking experienced applicants for the following positions:

Producers
Production Managers
Production Coordinators
Production Assistants

Directors
Associate Directors
Technical Directors
Editors (Video Tape and AVID)
Assist. Editors (Video Tape and AVID)

Chyron Operators
Master Control Operators

On-Camera Talent
Voice Over Talent

All applicants must be bilingual (i.e. Spanish and English) and knowledgeable about international sports.

Interested applicants should fax or mail a resume with a cover letter indicating position of interest to:

Fox Sport Américas
Attn: HR / PD
P.O. Box 67B66
Los Angeles, CA 90067
Fax: (310) 286-3875
Equal Opportunity Employer

HELP WANTED FINANCE

The Fox News Channel is seeking a dynamic Business Manager for our Washington, DC bureau. functions will include tracking weekly costs for the news bureau, FOX News Sunday and White House Pool Coverage. Prepare monthly flash reports. Prepare budgets for major story coverage. Supervise business staff in processing payroll, billing, accounts payable and human resource activities. Oversee the day-to-day administration of the Washington location. Act as liaison to Network Headquarters (New York) on all financial and administrative matters. Degree in Finance or accounting required. Television production and/or broadcasting experience preferred. Send all resumes and salary requirements to the following (no phone calls please): FOX News, P.O. Box 1977, New York, NY 10185-1977, re: Business Manager. Take part in the making of the quintessential news source. An Equal Opportunity Employer. M/F/V/D.

Director of Accounting for the Media General Broadcast Group. Responsible for preparing consolidated financial reports; administers accounting policies and insures compliance with all divisional and corporate accounting policies. Reports directly to VP/Controller of the Broadcast Division. Will interact daily with station Business Managers, MIS and other divisional personnel. Send resume to Personnel, MGBG, 905 E. Jackson Street, Tampa, FL 33602. EOE M/F. Pre-employment drug test required.

HELP WANTED PRODUCTION

NEWS CHANNEL 8 ABC



serving Hartford/New Haven is looking for the following:

Art Director: Ambitious with take-charge attitude. The ideal candidate will have 2+ years experience in broadcast art. Working knowledge of Quantel Paintbox, Power Mac 9500, Chyron Infinit and Pinnacle Still Store preferred.

Send demo tape and resume to:
Paul Spingola
Director of Creative Services
WTNH
8 Elm Street
New Haven, CT 06510.

Shooter/Editor. D.C. production company ISO 3+ years experience with daily Betacam production. Send demo, resume and salary requirements to MVS, 1620 Eye Street, NW, Washington, DC 20006.



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 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. ECE.

Senior On-Line Editor. We're looking for a seasoned on-line editor with extensive experience editing (preferably Omni or CMX), DVE skills (i.e. Kaleidoscope), and A62 or pre-read (D-2, Digital Beta) layering. Knowledge of tape machines, switchers, character generators, cameras, and paint systems required. This is an incredible opportunity for individual with interest and aptitude for any of the following: D-1 Compositing; Avid non-linear editing; Digital Audio Workstations; Paint systems, Macintosh, and SGI/3-D graphics systems; more. Send tape and resume to: On Line Editor, Gannett Production Services, 1611 W. Peachtree Street NE, Atlanta, GA 30309. EOE M/F.

Senior Graphic Designer: Why would an art director move from San Diego (market rank 27) to Austin (market rank 64)? Apply for this job and you'll find out. Because now that art director needs a right hand Senior Designer to create news graphics and supervise 3 news graphic designers. Must be a team player with 2 years TV news experience in a Macintosh environment using 2D, 3D and till imagery. Familiarity with Type Deko and the Media Composer 8000 a plus. Looking forward to your fresh design style. We are a new and rapidly growing CBS affiliate in blooming, booming Austin. So pack your bags, but first send a VHS tape and resume to: K-EYE 42 TV, Attn: Joanna Gibson, 10700 Metric Blvd., Austin Texas 78758. Granite Broadcasting/K-EYE 42 TV (CBS) is an Equal Opportunity Employer. No phone calls, please.

Graphic Designer - Looking for creative individual to work on Quantel Paintbox and Harriet. Help us develop exciting news graphics, sports, promotion, and station image graphics. Minimum 3 years experience. Send resume and reel to: Kathy Thaden, 7 News, 123 Speer Blvd., Denver, CO 80203. Equal Opportunity/Affirmative Action Employer.

Production Manager: If you love to stay in the office and work the computer -- don't apply. But, if you love production and want to be hands on while leading your team to a higher level, send us your resume! Previous supervisory experience and excellent people skills required. Great opportunity in the south with a growing station and company. Reply to Box 00960.

Media Operations Supervisor. County Service Area 40 (Elephant Mountain Broadcasting). San Bernardino County is seeking a qualified Supervisor to develop schedules and produce community television programs, tape community events, coordinate production with organizations and civic leaders, and operate television production equipment. This position will supervise communication, engineering staff, as well as interns and temporary help. Requires a Bachelor's degree from an accredited college in telecommunications, journalism or a closely related field, plus a minimum of 2 years experience in supervising, directing, scheduling and producing television programs. Salary of \$3,211.87 - \$4,009.33 monthly plus excellent benefits. Application deadline is 5:00 pm Thursday, October 31, 1996. A District application must be submitted. For information and application contact: Special Districts, San Bernardino County, 157 West 5th Street, 2nd Floor, San Bernardino, CA 92415-0450. 909-387-5940.

Producer. WYFF-TV, a Pulitzer Station, is searching for an aggressive, high-energy, creative Producer who understands pacing, graphic, teasing, live and demographics. We have all the tools. One to three years experience and college degree. Tapes and resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 20609. WYFF-TV is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager. Network O&O experience, 10+ years as GM. Specialize in turnarounds. Strong suits - Sales, Finance and Negotiations. 1-800-988-6533.

SITUATIONS WANTED TECHNICAL

Operations Supervisor looking for a new challenge. A position to grow with. Experience includes Master Control, newscasts, live remote productions, 9 years of mobile uplinking, FTM many multi camera productions. Detail oriented. Call 612-681-1473.

PROGRAMMING SERVICES



National Weather Network

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.

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In Washington, D.C. Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

Los Angeles: Experienced ENG and EFP crews. New SP Betacam packages. Spooner Productions, INC. 800-776-6637.

CABLE

HELP WANTED NEWS

REPORTER/ANCHOR

Orlando-based network is looking for a full-time Reporter who knows golf extensively! Must be willing to travel and has to be a team player on and off the air. Tape must show creativity! Send materials to:

Michael J. Whelan
Vice Presient of Production
The Golf Channel
7580 Commerce Center Drive
Orlando, FL 32819

Absolutely no calls please. EOE.



ASSIGNMENT EDITOR

National cable network seeks assignment editor. Responsibilities include: booking crews and all aspects of transmission including satellites, chasing news stories and footage, monitoring newswires and newsfeeds, coordinating live remotes and field personnel. Must be okay working at rapid pace. Assignment desk experience required.

Send resume & salary requirements to:

COURT TV
600 3rd Avenue,
NYC 10016

Attn: Human Resources-AE



HELP WANTED MANAGEMENT

Director of Syndication: The Christian Broadcasting Network, located in Virginia Beach, Virginia, is seeking a seasoned Director of Syndication to manage and oversee all research and purchasing of broadcast air-time for its daily television show, The 700 Club. The successful candidate will possess the following qualifications: Experience directing media buying for a large broadcasting network; strong negotiation and communications skills; and expertise in market research and macro/micro analysis. Excellent management skills and the ability to build long-term relationships with clients a must. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application.

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**Classified Section,
Call Sandra Frey**

Phone 212-337-6941

Fax 212-206-8327

Production Company / Ad Agency specializing in television and print marketing campaigns for the cable industry is looking for sales rep to acquire new business and pitch our current image and product reel. Fax or mail resume to: TKR Productions, 275 Centennial Avenue, Piscataway, NJ 08855. Attn: Daniella Ferrandino. Fax (908) 457-8794. EOE.

HELP WANTED PROMOTION

SENIOR PRODUCER



Act as Creative Team Leader of on-air promotion for daytime programming. Write and produce on-air promotion and interstitial program elements. Work closely with Director of On-Air Promotion to determine strategies & creative direction. Minimum 5 years experience as Television Promotion Writer/Producer. Mail resume to The Family Channel, Human Resources Department, Ref. PS-096, P.O. Box 2050, Virginia Beach, VA 23450-2050. EOE/No phone calls, please.

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COMPRESSED SATELLITE TRANSPONDER

Available for Cable Network on Galaxy 7
Send Inquiries to Box 00957.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting: Instructor/Assistant Professor to teach electronic media copywriting, performance, sales, advanced writing, and policy. Tenure track appointment. Doctorate in broadcasting or related field preferred and required to attain tenure. Minimum ABD for consideration. Candidate should present evidence of quality teaching and demonstrated scholarly or industry competence. Beginning August, 1997. Send letter of application, resume, and three letters of recommendation (with phone numbers) by November 22, 1996 to: Dr. Peter B. Orlik, 340 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Central Michigan University (AA-EQ Institution) encourages diversity, and resolves to provide equal opportunity regardless of race, sex, handicap, sexual orientation, or other irrelevant criteria.

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

Doctoral Assistantships: The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communications theory and research with a concentration in broadcasting, journalism, P.R., advertising, information sciences, or speech communication. M.S. degree and GRE required. Program requires 2-3 years in coursework, plus dissertation. Teaching assistantships possible. Application for fall 1997 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

The University of Michigan-Flint invites applications and nominations for the position of Director of Telecommunications. The Director of Telecommunications reports to the Provost and Vice Chancellor for Academic Affairs and is responsible for administrative and operational activities of all University of Michigan-Flint telecommunications resources, including WFUM Public Television and FM Radio stations. WFUM-TV28 is a public television station affiliated with the University of Michigan-Flint and has a cumulative weekly viewing audience of nearly 200,000 households in twenty counties of southern lower Michigan. Responsibilities include producing vision and leadership for the development of the Teleplex, and encouraging both academic and community participation in the development and use of public broadcasting. The candidate must possess a master's degree in management, business or communication, or equivalent combination of education and experience with a minimum of five years successful senior management experience in telecommunications or related fields. Current knowledge of major issues affecting programming, funding and technical operations of public broadcasting stations, and the ability to communicate effectively in contacts with government officials, corporate executives, the public and the academic community is essential. The position is available January 1, 1997. To receive maximum consideration, materials should be submitted by mid-October for initial screening; however, the position will remain open until filled. To apply, please submit a letter of application and resume to: Dr. Donald Boys, Chair, Director of Telecommunications Search Committee, University Of Michigan-Flint, c/o Office of the Provost, 229 University Pavilion, Flint, MI 48502-2186. UM-Flint is an equal opportunity institution and specifically invites and strongly encourages applications from women and minorities.

Tenure track position teaching management of electronic media outlets and one or more of these undergraduate and graduate courses: Programming, Station Management, New Media Systems, Audience Analysis, Systems and Outlets. Ability or potential to supervise graduate theses and dissertations using survey or experimental methods. Student advising, grant writing, faculty governance. Start August 1997. Salary \$38,000 - \$41,000 (nine months). PhD required. Exceptional applicants who are ABD may be considered for non-tenure track appointment until completion of doctorate. Relevant professional experience in the electronic media industries preferred. Teaching experience preferred. Letter of application, vita, copy of transcripts and 3 letters of recommendations must be received by the end of business Wednesday, December 18, 1996. Send to: Search Committee/Department of Telecommunication/College of Journalism & Communications, P.O. Box 118400, University of Florida, Gainesville, FL 326118400. The University of Florida is an ADA/EEO/Affirmative Action employer. The selection process will be conducted under the provisions of Florida's Government in the Sunshine and Public Records Law.

HELP WANTED TECHNICAL

Technical Specialist - Media Production & Technology Department - Essex County College, a prominent urban community college in northern New Jersey has an immediate opening for a technical specialist. The ideal candidate will assist in the development, production and scheduling of media and television programming. Responsibilities include assisting with the programming of our educational access channel. Producing special programs and facilitating requests for audio-visual equipment throughout the college. An associate's degree is required. Previous experience with a media production and technology department is desirable. For immediate consideration, please forward your resume with salary requirements to: Essex County College, Human Resources Department, 3030 University Avenue, Newark, NJ 07102. An equal opportunity/affirmative action employer.

HELP WANTED MARKETING

The National Captioning Institute (NCI), the leading supplier of closed captioning services, is seeking a results-oriented, energetic Director of Marketing for its New York City office. Position is responsible for increasing NCI's captioning business in the New York City area. Will manage sales staff and handle major clients in market segments such as cable, syndication, home and the advertising community. Require 5-7 years of progressively responsible sales and management experience, related degree, and working knowledge of the entertainment industry. Send resume and salary history/requirements to: Vice President, Human Resources, National Captioning Institute, 1900 Gallows Road, Suite 3000, Vienna, VA 22182. Or fax to (703) 917-4240. Or internet hr@ncicap.org. E.O.E. M/F/D/V.

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Attention Weather Talent: Looking to advance your TV career or just get it started? Send resume/VHS tape to Weathersource, Inc., 1 Heyward Ct., East Brunswick, NJ 08816 or call (908) 651-6706.

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Broadcast Journalism Coach. Improve writing, reporting, performance skills. Work with former anchor/reporter/professor. Student rates available. CD Enterprises 330-270-9418.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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 Fax: (805) 541-1906

PUBLIC NOTICE

UNITED STATES BANKRUPTCY COURT
 DISTRICT OF MASSACHUSETTS RE: WSRO, INC. 94-44403JFQ
5 KW FULLTIME AM RADIO STATION
SUBURBAN BOSTON / WORCESTER
 on or before 9:30 a.m. OCTOBER 21, 1996
 Harold Donohue Federal Building
 595 Main Street, Worcester, Massachusetts
COUNTEROFFER / INVITATION TO BID
 5,000+ SQ. FT. STAND ALONE MODERN, AM STEREO / DIGITAL EQUIPPED
19.6 ACRES AT JUNCTION OF INTERSTATE 495 & 290
 WSRO 1470 khz., MARLBOROUGH, MASS.

<http://www.wsro.com>

Interested bidders for the real estate or the radio station or both may contact the debtor, WSRO, Douglas Rowe, Treasurer at 508-485-1470 to arrange for inspection of the property and additional information.

\$ 20,000 DEPOSIT, LAND OR STATION OR BOTH.

Terms announced at the above described hearing shall supersede the terms of any prior notice. George R. Desmond, Attorney, 24 Union Avenue, Framingham, MA 01720. 508-872-1310

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Broadcasting & Cable

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Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

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Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word, Screened Background: \$2.60, Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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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.

FACILITIES CHANGES

Returned

Miami (BPED-960614MA)—Bascomb Memorial Broadcasting Foundation for WDNA(FM) 88.9 mhz: change ERP, ant., TL. *Sept. 20*

Nashville, Ga. (BP-950705AB)—Capital Assets Inc. for WNGA(AM) 1600 khz: increase day power to 5 kw, change frequency to 770 khz, make changes in ant. system, relocate site to 2.5 km E of Nashville. *Sept. 19*

St. Paul (BP-960716AB)—Midcontinent Radio of Minnesota Inc. for WOGY(AM) 630 khz: change community of license, power, TL, ant. system. *Sept. 11*

Granted

Little Rock, Ark. (BMPH-960614IA)—Signal Media of Arkansas Inc. for KSYG(FM) 103.7 mhz: change ant. *Sept. 6*

Lancaster, Calif. (BMPED-950927MA)—Living Way Ministries for KTLW(FM) 88.9 mhz: change ERP to 508 kw, ant. to 82.5 m., TL to 2064 Fifteenth St. W, Rosamond, Calif. *Sept. 12*

Fountain, Colo. (BPH-960501IC)—Hiat Media Inc. for KPRZ-FM 96.1 mhz: change class from C3 to C2. *Sept. 6*

Pueblo, Colo. (BPH-960605IB)—KVUU/KSSS Inc. for KVUU(FM) 99.9 mhz: change structure height, ant., TL, ERP. *Sept. 20*

Melbourne, Fla. (BPH-960514IB)—City Broadcasting Co. Inc. for WGGD-FM 95.1 mhz: change ant. *Sept. 12*

Melbourne, Fla. (BPCT-960118KG)—Channel 56 of Orlando Inc. for WIRB(TV) ch. 56: change ERP to 5,000 kw visual, ant. to 472 m., TL to 5 mi. S of Holooway, 2 mi. W of Hwy 441. *Sept. 24*

Monticello, Fla. (BPH-960119IC)—Rebus Inc. for WJPH(FM) 105.7 mhz: change ERP, ant., TL, ant. supporting-structure. *Sept. 16*

Bainbridge, Ga. (BPCT-951025KM)—WTLH License Corp. for WTLH(TV) ch. 49: change ERP to 5,000 kw visual, ant. to 410 m., TL to 1.2 km S of SR 12 and 4.2 km WSW of Iamonia, Fla. *Sept. 6*

Statesboro, Ga. (BMPH-960124IG)—Multi-Service Corp. for WPMX(FM) 102.9 mhz: change TL. *Sept. 10*

Rockford, Ill. (BPED-930302MF)—Faith Academy for WFEN(FM) 88.3 mhz: change ERP to 1 kw, ant. to 182 m. *Sept. 6*

Princeton, Ind. (BPH-960618IA)—Randolph Victor Bell for WSJD(FM) 100.5 mhz: change TL. *Sept. 24*

South Bend, Ind. (BPCT-950405KF)—Michigan Telecasting Corp. for WNDU-TV ch. 16: change ERP to 5,000 kw visual. *Sept. 20*

Pittsfield, Me. (BPH-960606IC)—Action Communications Partnership for WPBC(FM) 99.5 mhz: change ERP to 6 kw, ant. to 100 m. *Sept. 24*

Norwell, Mass. (BPCT-951005KF)—Massachusetts Redevelopment Co. for WHRC(TV) ch. 46: change TL to W side of Bedford St., 1.5 km S of Flagg St., 3.6 km S of Bridgewater, Mass., ERP to 2,480 kw visual, ant. to 291 m. *June 12*

St. James, Minn. (BPH-960607IC)—Rogers Broadcasting Inc. for KXAX(FM) 101.5 mhz: change ERP, ant., TL, class. *Sept. 11*

Belzoni, Miss. (BPH-960502IF)—Humph-

reys County Broadcasting Co. Inc. for WVRD(FM) 107.1 mhz: change structure height, ant., TL, ERP, class. *Sept. 10*

Kalispell, Mont. (BPH-960819IA)—Bee Broadcasting Inc. for KDBR(FM) 106.3 mhz: change ERP, ant., TL. *Sept. 17*

Missoula, Mont. (BMPH-960906IC)—Western Broadcasting Co. for KYSS-FM 94.9 mhz: change ERP. *Sept. 20*

Kimball, Neb. (BPH-950918MA)—Tracy Broadcasting Corp. for FM at 100.1 mhz, ERP 6 kw, ant. 90 m. *Sept. 20*

Superior, Neb. (BPCT-960904KE)—Fant Broadcasting of Nebraska Inc. for KSNB-TV ch. 4: change overall height of tower to 597 m., ant. to 610 m. *Sept. 4*

Reno (BPCT-960111LK)—Sierra Broadcasting Co. for KRNK(TV) ch. 4: change ant. to 133 m., ERP to 100 kw visual. *Sept. 6*

Bosque Farms, N.M. (BPH-960122IM)—Continental Broadcasting Corp. New Mexico Inc. for KEXT(FM) 104.7 mhz: change ant., TL. *Sept. 18*

Los Alamos, N.M. (BMPH-960903IA)—Mountain Broadcasting Inc. for KTMN(FM) 98.5 mhz: change ERP to 100 kw, ant. to 581 m. *Sept. 24*

Clifton Park, N.Y. (BPH-960321IC)—Kimtron Inc. for WDCD-FM 96.7 mhz: change ERP. *Sept. 20*

Elmira, N.Y. (BPCT-960624KQ)—Smith Television of New York Inc. for WETM-TV ch. 18: change ant. to 376 m., ERP to 603 kw visual. *Sept. 6*

Burgaw, N.C. (BPH-960516IA)—Sea-Comm Inc. for WXXB(FM) 99.9 mhz: change TL. *Sept. 18*

Canton, Ohio (BMPCT-960625KF)—Whitehead Media of Ohio Inc. for WOAC(TV) ch. 67: change ERP to 5,000 kw visual, ant. to 148 m. *Sept. 19*

Gahanna, Ohio (BPH-960425IB)—Christian Voice of Central Ohio Inc. for WCVQ(FM) 104.9 mhz: change ERP, ant., structure height. *Sept. 20*

Murrell's Inlet, S.C. (BPH-960416IB)—Pinnacle Myrtle Corp. for WRNN(FM) 94.5 mhz: change structure height, ant., TL, ERP. *Sept. 16*

Rapid City, S.D. (BPET-930920KG)—South Dakota Board of Directors for Educational Telecom. for KBHE-TV ch. 9: change TL to 3650 Skyline Dr., ant. to 201.6 m., ERP to 45.62 kw visual. *Sept. 18*

Mercedes, Tex. (BPH-941125IG)—La Nueva Kbor Inc. for KTJN(FM) 106.3 mhz: change ERP to 1.65 kw. *Sept. 20*

Odem, Tex. (BMPH-960607IG)—Coastal Digital Broadcasting LP for KKHQ(FM) 98.3 mhz: change ERP, ant., TL. *Sept. 18*

Weatherford, Tex. (BP-960531AB)—Granbury Communications Inc. for KZEE(AM) 1220 khz: change ant. system. *Sept. 20*

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
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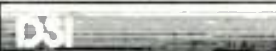
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THIS WEEK

Through Oct. 15—15th annual *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.

Through Oct. 16—*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. 15—"How's the FCC Doing? Assessing Implementation of the Act of 1996," policy forum presented by the *Cato Institute*, Washington. Contact: Elizabeth Kleinknecht, (202) 789-5229.

Oct. 16—"Network TV: Making a Home in NYC," panel discussion presented by *New York Women in Film & Television*. The Lighthouse, New York City. Contact: (212) 679-0898.

Oct. 17—*Federal Communications Bar Association* luncheon featuring Janet Reno. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 17—10th annual *Achievement in Radio Awards*. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Oct. 17-18—"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. 18-19—*Upper Midwest Communications Conclave* PD Retreat and TalentTrak. Kansas City Downtown Marriott, Kansas City, Mo. Contact: Sara Stark, (612) 927-4487.

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)

OCTOBER

342-9826.

Oct. 24—Annual cocktail reception and fund-raiser of the St. Louis chapter of *Women in Cable & Telecommunications*. Ritz Carlton Hotel, St. Louis. Contact: Paula Stacy Mogley, (314) 421-0014.

Oct. 24—"Cable's High-Speed Lane on the Information Superhighway," presented by *CTAM New England*. Hyatt Cambridge, Cambridge, Mass. Contact: Barbara Provost, (508) 562-1675.

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.

Oct. 27—1996 Radio Hall of Fame Awards, presented by the *Museum of Broadcast Communications*. Chicago Cultural Center, Chicago. Contact: (800) 860-9559.

Oct. 27-29—*Canadian Association of Broadcasters* annual convention. Edmonton Convention Center, Edmonton, Alberta. Contact: Christine Jack, (613) 233-4035.

Oct. 27-30—*Southern Educational Communications Association* annual conference. Hyatt Regency Westshore, Tampa, Fla. Contact: Norma Gay, (803) 799-5517.

Oct. 28—*Women in Cable & Telecommunications* 12th anniversary benefit gala. Renaissance Mayflower Hotel, Washington. Contact: Sedel Onder, (703) 821-2030.

Oct. 28-29—"Global Digital Television Strategies '96," conference presented by the *Institute for International Research*. Kensington Hilton, London. Contact: +44171 915 5055.

Oct. 28-Nov. 8—*Museum of Television & Radio* second annual Radio Festival. New York City. Contact: Chris Catanese, (212) 621-6735.

Oct. 29—1996 Co-op and DMA Marketing Conference, presented by *CTAM*. Washington Hilton and Towers. Washington. Contact: M.C. Anvil, (703) 549-4200.

Oct. 29-30—Second annual conference on television in Central and Eastern Europe, presented by *Kagan World Media*. Hotel Bristol, Warsaw. Contact: (408) 624-1536.

Oct. 29-31—42nd annual broadcasters clinic and Upper Midwest Regional Society of Broadcast Engineers current technology conference and exhibition, presented by the *Wisconsin Broadcasters Association*. Ramada Capital Conference Center, Madison, Wis. Contact: Don Borchert, (608) 837-3462.

Oct. 30—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio. Contact: Dale Bring, (614) 228-4052.

Oct. 30—11th annual Bayliss Media Roast honoring FCC Commissioner Jim Quello, presented by the *John Bayliss Broadcast Foundation*. Waldorf-Astoria Hotel, New York. Contact: Kit Franke, (408) 624-1536.

NOVEMBER

Nov. 6-7—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. Penn State Great Valley Campus, Philadelphia. Contact: Molly Coyle, (312) 634-2353.

Nov. 7-8—"Cable 101: Past, Present and Future," course presented by *Women in Cable & Telecommunications*. Scientific Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.

Nov. 8—31st annual Gabriel Awards banquet and presentation, presented by *Unda-USA*. Wyndham Northwest, Itasca, Ill. Contact: Sue West, (513) 229-2303.

Nov. 8-11—101st *Audio Engineering Society* convention. Los Angeles Convention Center, Los Angeles. Contact: (212) 661-8528.

Nov. 11—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

Nov. 13—HRTS Newsmaker Luncheon featuring women showrunners, presented by the *Hollywood Radio and TV Society*. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Nov. 14—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.

Nov. 14-15—"Winning with Conflict Resolution and Negotiation," course presented by *Women in Cable & Telecommunications*. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.

Nov. 15—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Nov. 16—18th annual CableACE Awards presentation (non-televized categories), presented by the *National Academy of Cable Programming*. The Ebell Club, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

Nov. 16—18th annual CableACE Awards presentation (televized categories), presented by the *National Academy of Cable Programming*. The Wiltern Theater, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

Nov. 18-20—Midwest Telecommunications Exposition, presented by the *Ohio Telephone Association*, the *Indiana Telecommunications Association* and the *Telephone Association of Michigan*. Grand Wayne Center, Fort Wayne, Ind. Contact: (517) 482-4166.

Nov. 21—*Federal Communications Bar Association* luncheon featuring Ervin Duggan, followed by the 7th annual Charity Holiday Auction. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Nov. 23-26—MIP Asia international film and program market, presented by the *Reed Midem Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Madeline Noel, (203) 840-5301.

Nov. 26—"Worldwide Television Summit: The View from the Top," followed by the International Emmy Awards gala, presented by the *International Council of the National Academy of Television Arts and Sciences*. New York Hilton, New York City. Contact: Linda Alexander, (212) 489-6969.

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.

JUNE 1997

June 12-17—20th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

Major Meeting dates in red

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

Widening the world of sports

The key to product development, says Dick Glover, senior vice president in charge of ESPN Enterprises, is to make sure your new products are consistent with the old ones.

"Our mission" at ESPN Enterprises, Glover says, "is to leverage the core assets of ESPN into new and profitable businesses and enhance those core assets. It has to be a good business, and it has to enhance our core business."

To ESPN Enterprises has fallen the job of finding those opportunities. They have to be sports-related, and they have got to be good business. So far, that approach has produced an enormously popular site on the World Wide Web (<http://www.ESPN.ET.SportsZone.com>), launched with partner Starwave Corp.), a line of sports-oriented video games, CD-ROMs, CDs, home videos and magazines (with the Hearst Corp.) and the ESPN Club, an interactive multimedia entertainment center, bar and restaurant at Disney's Boardwalk in Epcot Center.

These are not promotional exercises, Glover says. "That's something our marketing department might do." For instance, he says, ESPN sees in the Internet "very real profit potential."

Glover recognizes the advantage his company has in the popularity of sports and the insatiability of sports fans. "People are passionate about sports, [and] one of the things we enjoy about ESPN is that we are passionate about sports. ESPN is a giant sports fan."

But, he adds, "the reason we've done well is not because we're sports. It's because we've dedicated some very valuable resources to giving people what they want. Our goal was to build something lasting. We're in this for the long term. We spent a lot of time worrying about the navigation, about links, indexing, how the pages are laid out, how things are downloaded."

"It is incredibly easy to create a Website. There are six-year-olds out there doing it. It's hard and expensive to do something comprehensive that's constantly updated. It takes a lot of people, a lot of skill and a lot of thought. It doesn't happen by accident. The key to any new medium is that you have to create content that reflects that medium...content that takes advantage of whatever that medium offers."

He offers the old analogy about the singing pig: "The first time you hear it,



"Our mission is to leverage the core assets of ESPN into new and profitable businesses and enhance those core assets."

Richard K. Glover

Senior VP, ESPN, Bristol, Conn.; b. March 15, 1948, New York City; BA, Duke University, 1970; graduate work, San Francisco State University, 1970-72; news producer, WAGA-TV Atlanta, 1972-75; assistant news director, WBZ-TV Boston, 1975-78; news director, KDKA-TV Pittsburgh, 1978-82; VP, news and program development, Group W Satellite Communications, Stamford, Conn., 1982-84; senior VP/chief administrative officer, Washington Bullets, Landover, Md., 1984-86; senior VP, Titan Sports Inc., Stamford, Conn., 1986-92; current position since 1992; m. Amy Prior, 1995; children: Rachel, 23; Peter, 19 (from previous marriage).

nobody cares if it sings off-key. But after it oinks a few songs, it better sound like Frank Sinatra."

ESPN's Internet site is the most popular content-site on the 'Net, registering as many as 15 million hits in a day and averaging more than 13 million, Glover claims.

He began his career as a news producer at WAGA-TV Atlanta. Three years later he moved to Boston and became assistant news director at Westinghouse's WBZ-TV. His next stop was Westinghouse's KDKA-TV Pittsburgh, where he was news director. From there he moved up at Westinghouse and became vice president for news and program development at its Group W Satellite Communications in Stamford, Conn.

Glover moved to sports in a big way in his next position. In 1984 he became senior vice president and chief administrative officer for the Washington Bullets NBA franchise.

Then came an unusual opportunity: Glover returned to Stamford to become senior vice president for Titan Sports Inc., the parent company for the World Wrestling Federation. In that capacity he managed Titan's home video, pay per view, international operations, legal and business affairs, and talent management.

"For me it was an opportunity to do things I might never have gotten to do," Glover says. "We were sort of inventing things there. The WWF deserves a lot of credit for putting pay per view on the map. They were ahead of the curve in international marketing and marketing distribution."

"Wrestling," he says, "was clearly the hybrid of sports and entertainment. We never pretended it was as competitive as other sports. The issue was not the outcome [of a match]; the issue was the entertainment. The lesson that applies across the board is the need to have a good product, to market it well."

"One of my favorite deals came when I was at the WWF. It was the WWF Superstars of Wrestling bars—half cookie, half coated ice cream. Here's how the deal happened. I went to lunch, and when I stuck my hand in a freezer at a deli, I pulled out a Mickey Mouse ice cream bar. I said to myself, 'That's clever.' I looked for the company that manufactured it. It was Gold Bond Ice Cream of Green Bay, Wisconsin. I called them and asked: 'Have you ever thought about doing something with wrestling?' It led to a meeting, and before long Titan introduced WWF Superstars of Wrestling Bars." —DT

Fates & Fortunes

BROADCAST TV

Appointments at WJRT(TV) Flint, Mich.: **Kris Crocker**, health reporter/weekend weather anchor, joins in same capacity; **Darren Garrett**, producer, joins as producer/assignment editor; **Stan Simmons**, chief photographer, joins as photographer.

Appointments at KESQ-TV Palm Springs, Calif.: **Bill Bortzfield**, assistant news director, KRIV(TV) Houston, joins as news director; **Jennifer Stevens**, anchor/producer, weekend newscasts, KTVA(TV) Anchorage, joins as anchor/reporter; **Ginger Jeffries**, anchor/producer, KAEF(TV) Arcata, Calif., joins as reporter.

Eric Egin, writer, *Today in Florida*, WSVN(TV) Miami, named associate producer.

Royal Norman, meteorologist/co-host, KTVK(TV) Phoenix, joins WXIA-TV Atlanta as primary meteorologist.

Charlie Brady, producer, Wall Street Journal Television, joins Fortune Business Report, Time Inc. New Media, The News Exchange.

Appointments at WJAR(TV) Providence, R.I.: **Charles Compagnone**, general sales manager, named VP, sales; **Dan Salamon**, news director, named VP, news.

Appointments at WFXT(TV) Boston: **Christian Megliola**, sports producer, WBZ-TV Boston, joins in same capacity; **Michael Fredericks**, designer, Multivision, Needham, Mass., joins as senior news designer; **Amy Ripke**, assignment editor, WTNH-TV New Haven, Conn., joins as planning editor.

David Boaz, general sales manager, WCPX-TV Orlando, Fla., joins WSPA-TV Spartanburg, S.C., in same capacity.

Appointments at KXTV(TV) Sacramento, Calif.: **Elissa Lynn**, meteorologist/co-host, *Good Morning, Indiana*, WRTV(TV) Indianapolis, joins KXTV Sacramento in same capacity; **Sharon Ito**, executive producer, KPWB-TV Sacramento, joins as co-host, weekend news, and reporter.

PROGRAMING

Jim Francis has been named to head the distribution of select ME/U Knowledge TV series and specials to local broadcast stations in the U.S. as the network's VP, domestic syndication sales.

Russell Kolody, manager, international

creative services, Worldvision Enterprises Inc., New York, named director.

Paul Nichols, senior VP, The Lippin Group, joins All American Television, Santa Monica, Calif., as VP, media relations.



Schwartz

Robin Schwartz, director, prime time series and Saturday morning programs, NBC Entertainment, Burbank, Calif., named VP, Saturday morning programs and prime time series.

Joe Zesbaugh, president, Pacific Mountain Network, joins American Program Service, Boston, as executive VP/COO. Zesbaugh will work as a part-time consultant for APS until early 1997 to insure a smooth transition for PMN and APS.



Fischhoff

Elliott Fischhoff, senior managing director, entertainment group, Hill and Knowlton Inc., joins Jim Henson Productions, Los Angeles, as senior VP, public relations.

Appointments at Scholastic Productions, New York, due to reorganization to prepare for launch of new television projects: **Martha Atwater**, director, television programming and development, named executive director; **Maria Gillen**, manager, feature films, named director, development; **Christie Amsterdam**, creative affairs assistant, named manager, creative affairs.

RADIO

Wendy Wohlman, format marketing manager, The Interp Radio, New York, named account manager, BBDO account management team.

Fay Shannon, promotions director, KMGQ(FM) Goleta, Calif., joins KRUZ(FM) Santa Barbara, Calif., in same capacity.

Appointments at WRGX(FM) Briarcliff Manor/Westchester County, N.Y.: **Shari Roth**, program coordinator and on-air personality, named music director; **Darrin Smith**, assistant program director,

named program director.



Bona

Suzanne Bona, program director, WSHU(FM) Fairfield, Conn., joins WGUC(FM) Cincinnati as weekday afternoon DJ and music programmer. Appointments at *Imus in the Morning*, WFAN(AM) New York: **Dayna**

Cavanaugh named associate producer; **Bernard McGuirk** named executive producer.

CABLE

John Demerle, executive sports producer, WIVB-TV Buffalo, N.Y., and **Brenda Alessi**, producer, join Empire Sports Network, West Seneca, N.Y., as producer and associate producer, *Fan TV*, respectively.

Ted Hodgins, promotion producer, media General Cable, Fairfax, Va., named manager, pay per view.



Albergo

Margaret Albergo, senior VP, operations, Rainbow Programming Holdings Inc., named senior VP, planning and performance, Cablevision Systems Corp., Woodbury, N.Y.

Elizabeth Sami, VP, international development, Discovery Channel Asia, Hong Kong, named VP, international business development, Discovery Communications Inc., Bethesda, Md.

Appointments at USA Networks, New York: **Fern Field**, owner/producer, Brookfield Productions, joins as director, original programming; **Kimberly Hemphill**, copy coordinator, named managing editor, marketing.

Eric Handler, senior publicist, ESPN, New York, named coordinator, corporate communications.

Bill Jenkins, local sales manager, KVEA(TV) Corona/Los Angeles, Calif., joins MTV Latino, Miami, as director, advertising sales.

Appointments at International Family Entertainment Inc., Virginia Beach,

Va.: **Carolyn Miller**, public relations consultant, NBC, joins as director, corporate communications; **Tracy Barrett**, regional marketing manager, Southeast, Turner Network Sales, joins as director, special projects; **Kevin Crum**, national promotions manager, named director.

J. Tully Bragg, account executive, Turner Network Sales, Atlanta, named VP, marketing.

K.C. McWilliams, branch operations manager, Cablevision, Rockford, Ill., named general manager.

Rex Porter, editor, *Communications Technology* magazine, Denver, has been designated Industry Fellow by the Center Library of the National Cable Television Center and Museum there. Porter will be responsible for identification and authentication of materials offered to the Technology and Artifacts Collection.

Appointments at Home Shopping Network Inc., St. Petersburg, Fla.: **James Gallagher**, group counsel, American Express Travel-Related Services Co., New York, joins as executive VP/GM; **Mike Hopkins**, VP, logistics, SCC (contract and commercial division of Staples Inc.), named executive VP, operations. Gallagher's responsibilities will include overseeing legal matters for HSN. Hopkins will oversee operations of the call and fulfillment centers.

SATELLITE/WIRELESS

Douglas Falk, senior VP, marketing and sales, Holland America Line/Weetours, joins ICG Communications Inc., Denver, as president. ICG Satellite Services Inc., subsidiary and executive VP, ICG Communications.

Appointments at PanAmSat Asia, Sydney, Australia: **Vernon Yen**, network operations manager, Nine Network, joins as regional director, broadcast services; **Natalie Yuen**, acquisitions and marketing manager, STAR Television, Hong Kong, joins as regional manager, Southeast Asia; **Howard Yim** joins as regional manager, North Asia; **Simon Cathcart**, engineer, Telstra Corp., Sydney, joins as market support engineer.

ALLIED FIELDS

Bruno J. Claude, managing director of PrimeComm Inc., a Prime Management affiliate, has joined Communications Equity Associates, Tampa, Fla., as senior VP, merchant banking. CEA is an investment and merchant banking firm specializing in cable televi-

sion, telecommunications and entertainment industries.

John Bortowski, chief engineer, Preferred Entertainment, joins Rank Video Services America, North Little Rock, Ark., as technical manager, Central Arkansas operations.

Appointments at MCA Inc.'s Universal Studios Consumer Products Group, Universal City, Calif.: **Bernard Vanderfin**, senior VP, finance and administration, named CFO; **Nancy Jane Goldston**, VP, licensing and merchandising, MGM/UA, joins as senior VP, marketing; **Debra Jackman**, marketing manager, named director, publicity.

Appointments at Novocom, Los Angeles: **Barry Smith**, marketing and creative services manager, KTVT(TV) Dallas/Fort Worth, joins as head, promotion; **Tami Clark**, director, marketing, named VP, global business development.

Elizabeth Cantillon, executive VP, Turner Pictures' feature animation division, Los Angeles, named executive VP, production, Turner Pictures.

TECHNOLOGY



Mack

Joe Mack, manager, systems sales, Harris Broadcast Division, Florence, Ky., named systems business development manager.

Victor Viegas, CFO/VP, finance, Balco Inc., joins Macrovision

Corp., Sunnyvale, Calif., as CFO.

Appointments at EON Corp., Chantilly, Va.: **Ted Tarr**, senior VP, marketing and sales operations, named senior VP/COO; **Tom MacLeod** named VP, business development.

Geoffrey Roman, senior VP, technology, General Instrument Communications Division, Hatboro, Pa., named senior VP/GM, telecommunications business unit, and elected a corporate officer.

Alison Brett, marketing and business development director, Soundcraft Electronics, Nashville, named managing director.

ASSOCIATIONS/LAW FIRMS

Appointments to The Michigan Association of Broadcasters' board of directors, Lansing: **Grace Gilchrist**, VP/GM, WXYZ-TV Detroit, and **Jock Fritz**, presi-

dent/CEO, Fritz Broadcasting Inc.

Appointments at Corporation for Public Broadcasting's office of policy and public affairs, Washington: **Jeannie Bunton** named director, communications; **Miriam Crawford** named director, external affairs and system development. **Alan Sagner** and **Diane Blair** elected chairman and vice chairman, respectively, of CPB Board.

Martin Stern, deputy chief, competition division, general counsel's office, FCC, Washington, joins Preston Gates Ellis Rouvelas & Meeds law firm there as partner.

TELEMEDIA

Paula McClure, host, America's Health Network, joins Interactive Technologies Corp., Orlando, Fla., as host, *Rebate TV*.

Appointments at Guthy Renker Internet, Santa Monica, Calif.: **Christy Hadzick**, marketing director, MET-Rx USA Inc., joins as director, marketing; **Ken Burke** named VP, development.

Appointments at Entertainment Drive (eDrive), New York: **Kenneth Chanko** named senior editor; **Elane Spooner**, independent consultant/multimedia producer, joins as executive producer; **Natalie Anderson**, manager, publicity, MCA TV, Los Angeles, joins as consultant; **Michael Formica**, coordinator, special Internet projects, HBO-Time Warner, joins as senior producer; **Chris Scott** joins as producer.

DEATHS

Ted Bessell, 61, actor, died Oct. 6 at UCLA Medical Center in Los Angeles. Bessell was best known for his role as Donald, Marlo Thomas's boyfriend, in *That Girl*, an ABC television series that aired from 1966 to 1971. Other credits include roles in *The Mary Tyler Moore Show*, CBS's *Me and the Chimp*, NBC's *Good Time Harry* and ABC's *Hail to the Chief*. In 1973 he hosted his own television special, *The Ted Bessell Show*. He also directed and produced a 1991 series pilot, *Sibs*, and shared an Emmy as a producer on *The Tracey Ullman Show*. On Oct. 11, The Museum of Television and Radio, as part of its television festival, saluted *That Girl*. Bessell had been expected to attend.

—Compiled by Denise Smith
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Four sitcoms on The WB have been picked up for the rest of the season:

The Jamie Foxx Show, *The Steve Harvey Show*, *Nick Freno: Licensed Teacher* and *Unhappily Ever After*. Nine additional episodes of each show will be completed, bringing the full-season pickup to 22. A network spokesperson says that The WB also expects to pick up *Savannah* and *7th Heaven* and is "encouraged" by recent ratings of *Kirk* and *Life with Roger*. *Jamie Foxx* is one of the network's highest-rated shows, with an average 3.7 Nielsen household rating/6 share. The sitcom turned in a record Wednesday last week when it earned a 7.0/11 in metered-market overnights against the vice presidential debates on ABC, CBS, NBC and Fox. *Unhappily Ever After* has averaged a 3.5/5 for the new season; *Steve Harvey* a 3.0/5, and *Nick Freno* a 3.2/5. Full-season orders for *Sister, Sister*, *The Wayans Bros.* and *The Parent 'Hood* were made when the shows were ordered for the season.

Common Cause is seeking the appointment of an independent counsel to conduct a criminal investigation into allegations that the Dole and Clinton campaigns violated federal election laws by using their respective party committees to run multimillion-dollar TV ad campaigns. In addition, the group charged in a letter to Attorney General Janet Reno that the Clinton campaign spent at least \$34 million more in its TV ad campaign than is permitted and that the Dole campaign exceeded the spending limit by at least \$14 million. Both campaigns financed their TV ads in large part with "soft money" funds that they cannot legally use to support their candidacies, the group charged. Common Cause President Ann McBride called the violations the "most massive violations of the campaign-finance laws since the Watergate scandal." Both campaigns say they have fully complied with campaign-finance laws.

True to his threat, **New**

York City Mayor Rudolph Giuliani last week began using the city's public-access channels for two new commercial networks.

Bloomberg Television News went on at midnight last Thursday on one of the city's five Crosswalks public-access channels. City officials say they planned to put Rupert Murdoch's Fox News Channel on another access channel as early as last Friday night. Both networks are to run without commercials. Time Warner Cable of New York City says the mayor's action violates state and federal law. Backing off its original threat to block the service, Time Warner instead filed suit in Federal District Court seeking a temporary restraining order and court injunction to stop the city. And it appears that Giuliani's move may have opened a new can of worms. Last Friday, Cablevision Systems CEO James Dolan sent a letter to Giuliani proposing that the city use its remaining access channels to launch other new network services—no doubt to include one owned

by Cablevision. "We [Cablevision] share your desire to expand programming options for New Yorkers and agree with your assessment that the five valuable channels set aside for government and public-access use could be put to better use," the letter said.

Radio Advertising Bureau President Gary Fries told radio broadcasters to expect 1996 combined local and national ad revenue to pace an average 7%

ahead of 1995. In an address at the NAB Radio Show last week, Fries also told broadcasters to expect an unusually strong fourth quarter and that revenue growth will remain at 7%-8% for 1997.

Arbitron plans to introduce a fall survey period for 55 markets that previously have been surveyed only once annually in the spring, company officials announced at last week's NAB Radio Show in Los Angeles.

Infinity Broadcasting Corp. has sold KDMM(AM) Dallas (B&C,

Supreme Court accepts gambling ad case

The Supreme Court last week revived a suit from TV and radio stations in the New Orleans area to broadcast commercials for casino gambling in Louisiana and Mississippi, Associated Press reports.

The Fifth U.S. Circuit Court of Appeals held last year that federal law and FCC regulations banning TV and radio ads—even for legal gambling—did not violate free-speech rights. A New Orleans broadcasters group sued the federal government in 1994 because members wanted to air ads for casino gambling, which is legal in Louisiana and Mississippi.

On appeal from the Fifth Circuit, the Supreme Court sent the case back for reconsideration. The high court directed the Fifth Circuit to reconsider the case in light of a May Supreme Court decision on alcohol advertising that strengthened commercial speech protections.

Also last week, the court rejected claims by three disgruntled sports fans who said that illegal deals

between professional leagues and cable TV networks cost them more money in cable subscription rates. Without comment, the court refused to hear an appeal from a Third U.S. Court of Appeals decision. The three fans sued the NBA, NHL, NFL and Major League Baseball, along with Turner Broadcasting and ESPN, in a Philadelphia federal court, contending that the substantial sums paid for exclusive rights to sports entities cost them more since they are passed on to cable subscribers.

The circuit court found that as cable subscribers, the three plaintiffs lacked standing to file the antitrust lawsuit. "No harm, no foul," the appeals court said, making no judgment on the legality of the deals between sports leagues and ESPN and Turner broadcast networks.

An ESPN spokesperson said that without the deals between the cable networks and sports leagues, fans would be extremely limited in their sports fare. —DT

Fire hits WNBC

WNBC(TV) New York made headlines last week with a fire and news hires.

The blaze at NEC headquarters at 30 Rockefeller Center broke out around 4 a.m. Thursday. The fire knocked WNBC off the air for "40 seconds" and briefly interrupted the broadcast of *Today*, according to WNBC spokeswoman Terry Doll and the Associated Press. The cause was still under investigation at press time.

Although WNBC's news studio was not damaged, several newscasts on Thursday and Friday originated from CBNC's studios in Fort Lee, N.J. At press time, WNBC staffers were expected to return to 30 Rock for Friday's 5 p.m. newscast. On Wednesday, WNBC announced plans to add new faces to its news team, hiring Michele Marsh and John Johnson, two anchors fired last week in a shake-up of the news department at rival WCBS(TV).

Thursday's fire also disrupted the taping of NBC's *Late Night with Conan O'Brien* and Warner Bros.' syndicated talkers *Rosie O'Donnell* and *In Person with Maureen O'Boyle*.

After airing repeats on Thursday and Friday, *Rosie O'Donnell* was expected to temporarily relocate today (Oct. 14) to CBS's Ed Sullivan Theater at the invitation of David Letterman. Rival talk show host Sally Jessy Raphael lent her studio to O'Boyle, who taped four shows there Friday while Raphael was in Washington taking part in an AIDS demonstration. —CL

Oct. 7) to **Marcos Rodriguez Inc.** which owns a controlling interest in KLTU-FM Fort Worth. Financial terms were not disclosed.

After holding out for a couple of weeks, pay-per-view operator **Viewer's Choice** agreed to carry Showtime Entertainment's next four **Mike Tyson boxing matches**. Viewer's Choice was at first reluctant to agree to Showtime and Tyson promoter Don King's demand for a flat rate of \$27.50 per buy in lieu of the usual 50-50 split of the returns. The first of the four Tyson fights will be against Evander Holyfield on Nov. 9.

The FCC found that Adelphia Cable faced "effective competition" in Dover Township, N.J., freeing it from federal rate regulation. The commission agreed

that FutureVision, a multi-channel video programming distributor which uses Bell Atlantic's facilities, met the effective competition test adopted in the Telecommunications Act of 1996. FutureVision's entry as a video programming provider in Dover Township has had a marked impact on cable rates in the town, confirming not only that "potential subscribers are likely to be aware of their competitive options, but that the expected beneficial effects of competition are taking place," the Cable Bureau ruled.

Pay-per-view company **Request TV** will launch a multimillion-dollar on-air and print redesign campaign that will include a new network logo. Request's new look will be introduced along with the company's previously announced channel expansion plans and digital platform rollout to

occur by end of the year.

Spot distributor Cycle-Sat has formed a strategic alliance with Digital Courier International of Vancouver, B.C., to use DCI's terrestrial radio spot delivery network. According to Tom Mikkelsen, vice president and chief technology officer for Cycle-Sat, CycleSat customers

will now be able to send radio spots over DCI's two-way digital audio distribution network, which links more than 3,600 stations over ISDN lines.

Errata: A bipartisan group of House members introduced legislation that would ban hard liquor TV and radio advertisements in June, not the week of Sept. 30 as was reported in an Oct. 7 story. Eight sponsors of the measure (H.R. 3644) sent a letter to FCC Chairman Reed Hundt on Oct. 3 asking the commission to schedule a public hearing on the matter.

A photo on page 12 of the Oct. 7 issue was incorrectly identified as Lloyd Werner of Group W Satellite Communications; pictured was Roger Werner, president of the Outdoor Life cable network. In the same issue on page 5, the photo identified as WCBS-TV General Manager Bud Carey is the station's former sports anchor, Bernie Smilovitz.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"That Jeep we're giving away in the promo was just won by the manager of WOF."

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Incorporating The Fifth Estate TELEVISION Broadcasting

Sounding presidential

A politician arguing forcefully for the free-speech rights of someone with whom he disagrees? They call that a man-bites-dog story in this business. But that, and more, is what Bob Dole does in a written interview in this week's issue. Although Dole has been quick to take shots at media content from the campaign stump, the Republican presidential candidate says much for broadcasters to applaud. Several of his responses are worth excerpting here, not to mention clipping, copying, enlarging and framing for future reference regardless of the outcome of next month's election. We now yield to the distinguished ex-senator from Kansas for some straight talk on important issues.

On the First Amendment: "[B]roadcasters should enjoy the same First Amendment rights as publishers. I know my opponent doesn't agree, but that's because he subscribes to the outdated 'scarcity principle.' Imagine telling broadcasters that they can't have equal footing with publishers because there is a scarcity of licenses, even though we all know there are far more TV and radio stations in any given market than there are newspapers. It makes even less sense in the digital age, where there is the possibility of having even more stations."

On the V-chip: "I opposed the V-chip because it is just another example of 'Washington knows best.' Let's not forget, if the FCC doesn't like the so-called voluntary industry ratings system, then Bill Clinton's V-chip provision allows the commission to create a ratings system of its own. That leaves the door open to government censorship."

On kids TV: "It seems to me that the industry was already gearing up for major competition for the children's market. Fox is hooking up with Saban, Walt Disney will use ABC to distribute its children's products worldwide, and children are a major target for Turner and Time Warner. And let's not forget that Viacom, which owns both Nickelodeon and Simon & Schuster books, is making a

major push to improve education materials for kids. All this happened without a government mandate, because consumers demanded better products."

We couldn't have said it better ourselves.

There is, of course, a downside to the Dole broadcast policy: his preference for auctioning the digital spectrum. Considering that he stands virtually alone on that issue, it's hardly necessary to make a big deal of it. But if we were to decide the election on First Amendment policy alone, Bill Clinton would be packing for Arkansas.

The S is for super

We must applaud FCC Commissioner Susan Ness for her real-world view of children's programming.

One of Washington's historical criticisms of the kids TV business has been the products that lead or follow the creation of popular TV characters. Because the shows are associated with commercial products, goes the argument, they are somehow less than wholesome, mere shills for greedy advertisers (similar umbrage has not been taken, we hasten to add, at such PBS marketing machines as *Barney* or *Sesame Street*). Apparently recognizing that merchandising is an important part of keeping kids shows on the air, Ness two weeks ago was encouraging (that's right, encouraging) local broadcasters to team up with advertisers in developing kids educational programming (see "Washington Watch") in concert with associated products.

It's presumptuous of this page to suggest that Commissioner Ness has been on a growth curve since assuming her FCC seat, but from our point of view she has. She has grown increasingly independent of her chairman, with whom she generally agrees, and has struck out more and more on her own in developing telecommunications policy. Among her conspicuous interests: ownership policy. Among the difficulties in dealing with her: she can be mad-deningly right.

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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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