

OCT 21

\$3.95

Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 44 65th Year 1996 A Cahners Publication

Is The

DIGITAL TV STANDARD

Going Down The Drain?

*****3-DIGIT 591

|||||

BC075184 AUG97 REGD 862

JOHN C JOHNSON

KTVQ-TV

979 NEPTUNE BLVD

BILLINGS, MT 59105-2129

TOP OF THE WEEK / 6
BROADCASTING / 29
CABLE / 41
TECHNOLOGY / 55

NEWS: S LEAD-OUTS ARE UP!

Sept. '95 RTG	Sept. '96 RTG	% Increase RTG	Market	Station	Sept. '95 RTG	Sept. '96 RTG	% Increase RTG
7.2	8.5	+18%	Miami	WPLG	6.5	7.8	+20%
6.0	6.2	+3%	Denver	KMGH	4.6	5.9	+28%
5.6	7.2	+29%	St. Louis	KSDK	14.9	16.0	+7%
7.0	7.1	+1%	Orlando	WFTV	13.0	14.9	+15%
5.5	6.6	+20%	Baltimore	WBAL	6.9	8.5	+23%
11.1	12.4	+12%	Portland	KGW	7.8	9.2	+18%
10.2	10.9	+7%	Indianapolis	WRTV	7.4	8.5	+15%
11.6	12.1	+4%	San Diego	KGTV	7.6	7.7	+1%
9.0	9.7	+8%	Hartford	WFSB	8.7	10.6	+22%
8.6	10.7	+24%	Charlotte	WSOC	11.9	12.3	+3%
10.4	10.7	+3%	Cincinnati	WCPO	8.9	9.3	+4%
9.5	10.0	+5%	Kansas City	KMBC	9.1	9.7	+7%
9.1	9.8	+8%	W. Palm Beach	WPTV	9.6	10.3	+7%

Quality Television That Makes
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OLD NEWS:
THE
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WINFREY
SHOW
IS UP!

Fast Track

Must Reading from

**Broadcasting
& Cable**

October 21, 1996

TOP OF THE WEEK / 6

TCI stock drops TCI stock hit a new 52-week low, under \$13, on Wednesday, for no single reason. Observers and shareholders are perplexed: There appears to be a confluence of factors causing the dive, and TCI may be as much a victim of factors it can't control as of issues it can. / **16**

Network TV share keeps dropping Shares are up for CBS and steady for UPN and The WB, but overall network TV viewership continued to decline during month one of the 1996-97 prime time season, Nielsen numbers show. The six broadcast networks saw their combined share in the first month decline from a 76 during the same period last season to a 74 this year. / **13**

Howard Stern affiliate fined Radio's infamous morning mouth, Howard Stern, has landed another affiliate in hot water with the FCC. The commission slapped a \$10,000 fine on oldies WVGQ(FM) Richmond, Va., on Oct. 15 for airing allegedly indecent comments in two of Stern's broadcasts. / **23**

FCC may appeal interconnection decision FCC officials may appeal a decision by the U.S. Court of Appeals for the Eighth Circuit that put aside the commission's new telephone interconnection pricing rules. / **26**

Debate access unclear Although third-party candidates' efforts to litigate their way into Iowa Public Television's debates have so far failed, an Eighth Circuit decision may leave the door open for future challenges. / **26**



COVER STORY

Advanced TV

Broadcasters thought they had ended their odyssey over a digital TV standard, but the future of the so-called Grand Alliance standard is hardly assured. / **6**

Cover art by Yoav Levy/PHOTOTAKE

BROADCASTING / 29

UCLA study shows drop in TV violence The Big Four TV networks have reduced violent content compared with that of a year ago, according to a UCLA study. Five of 114 shows monitored were cited for raising concerns over violent content. / **30**

'Hercules,' 'Xena' and 'Star Trek' continue to battle for the top spot in action-hour ratings and demographics. The departures of 'Kung Fu' and 'Lonesome Dove' leave the field a bit more open for newcomers such as 'F/X: The Series' (right). / **31**



Hispanic stations prosper in L.A. Arbitron ratings show Hispanic-format radio stations in the Los Angeles area flourishing, while market leaders in New York and Chicago remain the same. / **39**



NYC Mayor Giuliani

CABLE / 41

Fight continues between TW, Mayor Giuliani Time Warner and New York City Mayor Rudolph Giuliani continue their battle over the city's access channels. TW thinks Giuliani is trying to get two commercial networks on the air as a favor to Fox boss Rupert Murdoch. / **41**

Indie telco buys cable system The parent company of a small independent local exchange carrier in Northern California is buying Jones Intercable's 16,000-subscriber system in Roseville, Calif. / **44**

Telco competition takes a toll Cable television rates have climbed 6.8% this year, but a rate war could be on the horizon as powerful competition from phone companies advances. / **46**

Telemedia Week

Coalition endorses Internet standard A coalition led by Progressive Networks and Netscape endorses a multimedia Internet standard that could greatly expand the use of the Internet. / **53**



The dispute between Viacom and MCA precipitated by Viacom's launch of Nick at Nite's TV Land will be decided in court. / **48**

TECHNOLOGY / 55

MSNBC will use digital SNG technology MSNBC will gain some extra transponder space this fall with the implementation of digital transmission technology. The company that operates NBC's Ku-band satellite transmission service has placed a multimillion-dollar order for MPEG-2 transmission equipment as part of an amendment of its existing contract with NBC. / **55**

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Closed Circuit.....	18	Fates & Fortunes.....	74	Washington Watch.....	28

NUMBER ONE

4.1

Source: NSI WRAP Week of Oct 7-11 '94 Ratings averages include cumed double-plays and weighted by market rank.

IN FIRST RUN!

FX

THE SERIES



New First Run Series

FX: The Series	4.1
Access Hollywood	4.0
PSI Factor	4.0
Sinbad	3.8
Viper	3.8
Two	3.6
Poltergeist	3.1
The Cape	3.0
Real TV	2.9
Tarzan	2.8
BZZZ!	2.4
Dumbest Criminals	2.2
Maurzen O'Boyle	2.2
Judge Judy	2.1
Beach Patrol	2.0
Bounty Hunters	1.9
Strange Universe	1.6
Dating/Newlywed	1.6
Kwik Witz	1.6
TV.Ccm	1.6
Rebecca's Garden	1.5
Fire Rescue	1.5
Pat Bullard	1.3
Prev. Bodysense	1.1
Could-Be A Miracle?	1.1
Scoop w/Sam-Dorothy	0.9
Brads'naw Difference	0.4



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Broadcasters arm for ATV fight

Broad coalition plans defense against computer, filmmaker attack

By Chris McConnell

WASHINGTON

Broadcasters thought they had reached the end of their eight-year digital TV standard-setting odyssey last December.

Instead, they now find themselves facing still more battles over the broadcast technology with computer industry giant Bill Gates and others.

Later this month, industry leaders as well as representatives from TV set makers, consumer groups and labor unions will gather at National Association of Broadcasters headquarters in Washington to brainstorm strategies for jump-starting their beleaguered standard at the FCC.

The Oct. 28 meeting—11 months to the day after the FCC's Advisory Committee on Advanced Television Service recommended the Grand Alliance digital TV standard to the FCC as the next U.S. broadcasting standard—follows a long year for supporters of the technology.

FCC Chairman Reed Hundt repeatedly has questioned the need to set any standard at all. Computer industry leaders have visited the FCC to oppose the standard. Microsoft chief Gates, during an hour-long meeting last summer with Hundt, led a contingent that opposed the Grand Alliance technology. Steven Spielberg and other filmmakers have objected. And even the cable industry has said it now wants no digital TV standard set.

Broadcasters and others supporting

COVER STORY



the digital TV system thought some relief was in sight when the Clinton administration chimed in on the issue last summer.

Commerce Department Assistant Secretary Larry Irving wrote the commission in July to urge rapid adoption of the standard, as did Lionel Johns of the White House Office of Science and

Technology Policy.

But that support has since eroded. The White House quickly disavowed the Johns letter as not representative of the administration's views. And Irving followed his letter with a second one that acknowledged "a significant amount of disagreement on the standard" and suggested the FCC adopt only the elements of the standard necessary to insure a smooth transition to digital TV.

Irving also suggested that the embattled consumer electronic, broadcasting and computing businesses work out their differences and present a resolution to the FCC. This fall, FCC Commissioner Susan Ness echoed that view.

And if they can't? Ness says only that the commission will cross that bridge when it comes to it. Hundt says the FCC could bring its own engineering know-how to bear.

"If they can't find a compromise, then we should invent our own compromise," Hundt says. "We've got the technical expertise to do it."

Such talk frustrates proponents of the standard, who thought they had hammered out all the technical compromises during the eight-year advisory committee process.

"The compromises were already made," says CBS Senior Vice President for Technology Joseph Flaherty. "There is total industry consensus."

Not everyone at the FCC agrees. One commission source cites the objections of Microsoft and the filmmakers as evidence that the advisory committee failed in its one duty to develop consensus.

"The advisory committee didn't do its job," the source says.

Supporters of the committee's recommendation counter that they still have the support of three FCC commissioners.

Commissioners James Quello and Rachelle Chong voiced support for the Grand Alliance standard last May, and neither has withdrawn it. Ness also supported the technology, and sources say she still supports setting a digital TV standard—although she has since called on concerned industries to settle their differences.

Microsoft plans data broadcasting

Microsoft isn't waiting for the digital age to get into over-the-air broadcasting. The company next month hopes to start marketing a system for beaming digital data along with analog TV signals. In an application filed last week, the company asked the FCC to allow broadcasters to use its digital broadcasting technology without prior FCC authorization.

Earlier this year, the commission signed off on technologies proposed by four companies for transmitting ancillary data as part of TV broadcasts. Microsoft last week said its system is "substantially the same" as one of the data broadcasting approaches the FCC approved earlier this year.

"Microsoft should be free to work with broadcasters to bring new and innovative services quickly to the market," the company said in its application, adding that it hopes to begin marketing its system in mid-November.

—CM

"The question is when—not whether—[the standard is adopted]," says Robert Graves, chairman of the Advanced Television Systems Committee (ATSC).

Others attribute the Clinton administration's softened support to the approaching election. "I think this is about the California vote," says one broadcaster.

"The Clinton administration does not want to tick off any major industry contingents at this point," adds another.

Hundt has said that the commission will leave the standard on the shelf until after the election, and an FCC official identifies April as the commission's internal deadline for wrapping up the standard. The standard's supporters say they still hope to see FCC action by year's end or early next year.

With that goal in mind, backers of the standard agree that they will need to ramp up their push at the FCC, especially given continued opposition from the likes of Microsoft and Spielberg.

"It's important that broadcasters speak up," says Peter Fannon, chairman of the Citizens for HDTV Coalition. "Broadcasters have to get this on their radar screen," adds Robert Rast of Grand Alliance member General Instrument.

Others even say the industry is joining the battle late, having allowed the standard's opponents to make significant progress in holding up its adoption.

"I'm still waiting for them to step up," says Gary Shapiro, president of the Consumer Electronics Manufacturers Association. "Broadcasters have been slow to recognize the damage," adds ATSC's Graves.

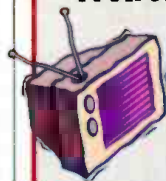
Some FCC officials agree that opponents of the standard have put forth a more visible effort than have the standard's defenders. "Why isn't [NBC President] Bob Wright here?" asks one source. And some in the industry concede that they are playing catch-up with their computer industry competitors.

"Every once in a while the broadcasters make the mistake of still thinking the FCC is an expert agency," says one industry source.

NAB President Eddie Fritts counters that his group has not been on the sidelines and that he met with three of the four commissioners this month. NBC Executive Vice President/General Counsel Richard Cotton says that any impression his network has not been engaged on the issue is a misperception.

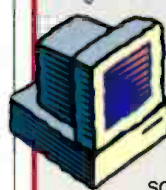
"There's quiet diplomacy going on," says another industry source.

WHAT THEY WANT



Broadcasters and Consumer Electronics Manufacturers:

The Grand Alliance transmission standard as proposed



Computer Software and Hardware Makers:

No standard or a scaled-back standard, particularly one that does not use interlace scanning



Filmmakers:

A TV screen size that they say more closely matches movie screens

Others expect that diplomacy to grow louder in the weeks ahead. Industry lobbyists met on the subject last week at NAB headquarters, and several sources say the industry will be focusing on the issue.

"All industry associations are speaking on the same page," says Fritts. One source describes plans for a grass-roots campaign among local broadcasters in addition to a Washington lobbying push. Another says the effort could include CEO visits to the FCC and Capitol Hill.

But while arming for battle, the broadcasters say they also plan to be passing the peace pipe to their opponents. The Clinton administration and the FCC have been pushing the broadcasting industry to negotiate, and broadcasters say they must at least make the effort.

"All our mothers raised us to have

good manners," one broadcaster says. Others add that small, informal talks already have taken place among computer and broadcast representatives, but so far no broad negotiations across the industries have occurred.

"Many of the parties are talking," says Paul Misener, the Intel Corp. Washington representative several onlookers cite as a potential deal broker. Before joining Intel this year, Misener was a top aide to the advisory committee that oversaw the ATV standard's development.

"It seems reasonable to have some sort of tripartite meeting," Misener says.

Several sources also point to Ness as a potential catalyst for such a negotiating session. An FCC source confirms that the commissioner has been studying how such talks could occur and whether it would be helpful or counterproductive for an FCC official to be present at any such negotiations.

"We are going to meet with these people," says CBS's Flaherty. Another broadcast industry source agrees that such an effort—even if it does not result in a resolution—will at least allow the broadcasters to gain facts to bolster their case against computer industry demands.

Any such negotiating session likely will focus on the current standard's inclusion of interlace scanning.

Broadcasters insist it must stay; computer industry executives say it must go. Broadcasters say that without interlace scanning, viewers will not be able to see the best picture resolution that current technology can offer. Computer engineers say that with interlace scanning, computers and televisions could forever be left incompatible devices.

"Interlace is bad," says Microsoft

Chairman Hundt weighs in

Any digital TV standard, Reed Hundt says, should meet four conditions.

The FCC chairman says the standard should be open, compatible with the strategies of both set makers and computer companies, cost-effective for consumers and broadcasters, and future-friendly.

"A standard that meets those requirements will give broadcasters a clear path to transmit to any kind of digital receiver found in the home," Hundt said, in a speech last Friday to the International Radio & Television Society (IRTS).

Hundt also said any standard should, "at a minimum," carry a sunset provision after which the technology would no longer be required or exclusive. "A sunset provision might allow us to capture the near-term benefits of certainty that come from a mandated standard while avoiding the long-term costs of inflexibility that come from a mandate," he said.

Hundt also spoke out against proposals that digital TV be restricted from being a subscription service and that Digital Audio Radio Satellite (DARS) be restricted from being a free service. "Government shouldn't forbid radio broadcasters from distributing their programming for free any more than it should forbid software manufacturers from distributing their programs for free," Hundt said.

—CM

This Was WXIA Without Wheel And Jeopardy!

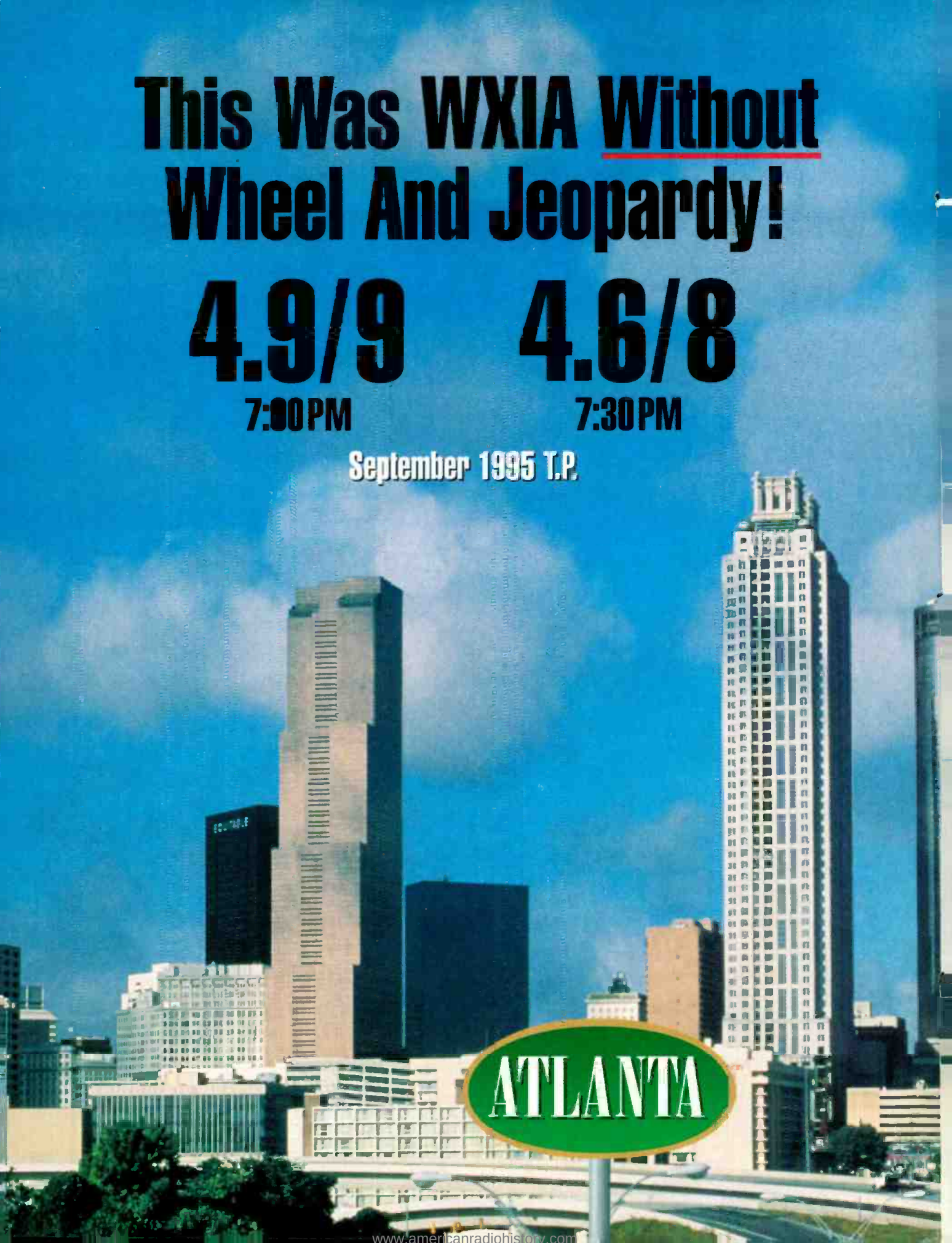
4.9/9

7:00PM

4.6/8

7:30PM

September 1995 T.P.



ATLANTA

This Is WXIA With Wheel And Jeopardy!

9.8/18

WHEEL 7:00 PM

8.0/14

JEOPARDY! 7:30 PM

+100%/+100%

+74%/+75%

September 1996

JEOPARDY!

**WHEEL
OF
FORTUNE**

Trust Company Bank

This Was WXIA *NBC* *Nightly News Without* A Wheel Leadout...

4.9/9

September 1995



Source: NSI/WRAP.

**This Is WXIA *NBC*
Nightly News With
A Wheel Leadout...**

6.7/13

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September 1996

**WHEEL OF
FORTUNE**

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The Access Powerhouse!

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Senior Vice President Craig Mundie. His company is one of a handful that has proposed an alternative standard known as a "base-layer" approach (see story, page 12). Mundie and others say the stripped-down standard will allow them to more easily deliver non-TV programming services to televisions or computers.

"We see an opportunity to introduce new capabilities," Mundie says.

Any negotiations also might cover the concerns of filmmakers, another sector opposing the standard. With the new system they see an opportunity to do away with the panning and scanning that leaves large portions of their work unseen by the TV viewer.

The current system already would cut back on the amount of cropping

needed to squeeze a movie into a television screen. The system employs a 16:9 screen aspect ratio, and proponents say it is capable of sending pictures in a different screen size.

Cinematographers and directors prefer a 2:1 aspect ratio, which they say more closely approximates the shape of most movies.

To bolster the point, DreamWorks this month hosted demonstrations of the aspect-ratio distinction, attended at different times by Hundt, Chong and Ness. Spielberg talked with Hundt and Chong during two of the demonstrations.

Despite such displays of Hollywood star power, Grand Alliance defenders largely dismiss the aspect-ratio complaint as "about gone." And some say

that a device developed by IBM and broadcast equipment manufacturer Snell & Wilcox could cure the computer industry objections to interlace scanning.

Called a "Multimedia Bridge," the chip could enable receivers to shift between progressive and interlace scanning. The companies demonstrated the device at the FCC earlier this year.

Microsoft's Mundie counters that the invention doesn't solve his company's problems with interlace scanning and that it would be better to de-interlace a picture at the transmitter than at the receiver.

"It's all theory," another computer industry source says of the de-interlacing device. "It hasn't been demonstrated to us." ■

The Grand Alternative

Critics of the Grand Alliance digital TV system say there is at least one acceptable alternative.

It's a so-called base-layer system developed by DemoGraFX, a small Santa Monica, Calif., company that produces computer images for films.

The system is not only more compatible with film and computers than is the Grand Alliance system, says DemoGraFX President Gary Demos, but less expensive for consumers.

The anti-Grand Alliance forces in Hollywood have embraced the system, trumpeting its superior quality and its ability to accommodate filmmakers' wide-screen pictures.

On the invitation of Steven Spielberg, a leading opponent of the Grand Alliance system, FCC Chairman Reed Hundt and Commissioner Rachelle Chong were treated to demonstrations in Los Angeles.

Microsoft also touts the system as an example of what can be done if the FCC will simply get off the Grand Alliance and open itself to other technologies.

To fit a TV channel, Demos's system compresses the video for broadcast in two layers—a base layer and an enhanced layer. Consumers interested in standard-definition digital pictures would buy low-cost computer monitors or TV sets. Those wanting the best quality would pay more for monitors or sets that could receive both layers and combine them into a true high-definition picture.

"A fairly low-cost receiver with high quality in everybody's home," says Demos. "Shouldn't that be what we optimize for?" The Grand Alliance system allows broadcasters to offer any one of 18 different formats, Demos says. To be assured of receiving every one, from the lowest quality to full high-definition, a consumer would have to shell out big



Gary Demos's "layer" advanced digital TV system relies on the progressive scanning scheme common in computers. Top: what the Demos pictures look like with progressive scanning. Bottom: what happens when an interlaced scanning (used in today's NTSC system and in the Grand Alliance's HDTV format) is substituted. "You need to be progressive to do a layered system," Demos says.



bucks for a high-definition set.

The system adopts two key computer features: a 72-hertz frame rate (72 frames per second) and a progressive scanning scheme. The features improve picture quality and insure computer compatibility, Demos says.

On the other hand, the Grand Alliance system's slower frame rate (60 hertz) and interlaced scanning are roadblocks to the convergence of televisions and computers.

Computer companies see consumers eventually using their principal TV sets for browsing the Internet and other computer applications. "That whole potential is pruned off by interlace and the 60 hz frame rate," he says.

Although the computer industry and filmmakers embrace Demos's system, broadcasters, consumer electronics manufacturers and other Grand Alliance proponents dismiss it as too little, too late.

"It's kind of a red herring," says Glenn Reitmeier, of the Thomson-supported David Sarnoff Research Center. Microsoft's goal is not a standard based on the layer approach, but no standard.

And with no standard, Reitmeier says, consumers would have to purchase what amounts to a computer to watch digital TV. "Wouldn't that be dandy? It would force every American household into the continuous cycle of software and hardware upgrades."

Demos's system contains no "new science" and is impractical for broadcasting, Reitmeier says. It achieves the high frame rate and progressive scanning by cutting corners, and, he adds, the edges of Demos's picture have lower resolution than does the center.

—HAI

Network TV share keeps dropping

After first month of new season, combined share of ABC, CBS, Fox, NBC, UPN, WB down 2 points from last year

By Lynette Rice
HOLLYWOOD

Shares are up for CBS and steady for UPN and The WB, but overall network TV viewership continued to decline during the first month of the 1996-97 prime time season, Nielsen numbers show.

The six broadcast networks saw their combined share decline from a 76 during the same period last season to a 74 this year, with ABC experiencing the largest decline—from 19 to 17. NBC and Fox saw their shares drop by 1.

CBS, by comparison, increased from a 16 to an 18, while UPN and The WB remained steady with a 5 and a 4, respectively.

The celebration continued over at basic cable, where shares jumped from last year's 29 to this year's 31 during the first month of the season.

"I'm not surprised at what's doing pretty well and what's not doing well. It may be too early to tell," says Zenith Media's Betsy Frank. "What does surprise me is that the overall viewership levels are not higher at this point despite all the promotional efforts by the networks."

"These new-season audience numbers underscore that viewers are increasingly turning to cable programming because of its diversity, originality and quality," says Jonathan Sims, vice president, research, Cabletelevision Advertising Bureau.

Having taken the most lumps in ratings, ABC and Fox are making the most changes to their schedules. ABC not only has rejiggered its Friday night lineup to better showcase its teen-friendly *Sabrina, the Teenage Witch*, but has temporarily yanked three shows—*Second Noah*, *Coach* and *Common Law*—from its

viewer-challenged Saturday night. The first two will return to production for rescheduling later this season, while the jury is still out on *Common Law*.

Second Noah and *Common Law* saw their last broadcasts in their current time periods of 8 and 9:30 p.m. on Oct. 19, while *Coach* will air for the last time in its 9 p.m. slot on Oct. 26. In the meantime, ABC will air an *ABC Movie Special* at 8-10 on Nov. 9, 16 and 23, and has scheduled the U.S. Professional Figure Skating Championships for Nov. 3. Special college football broadcasts are set for Nov. 30 and Dec. 7.

Its Saturday lineup will be announced soon.

"*Coach* in the past has shown that it is the kind of show that can work very nicely behind a hit," media buyer Paul Schulman says. "It can be a

good 8:30 or 9:30 show behind a strong show at 8 or 9, but it can't recruit an audience on its own."

"I'm amazed at how many people are passionate about *Second Noah*," Frank says. "It's a family show, and the network would like to save it if they can. You make changes when you [think] you have something better. Obviously ABC [thought] that replacing those programs with movies was better than simply letting them bleed to death."

Barely one month on the job, Fox Entertainment President Peter Roth jumped into action, handing out pink slips for *Lush Life* and *Love and Marriage*, sent *Party Girl* back to the workshop for repairs, returned *America's Most Wanted* to the schedule and moved *Married...With Children* back to its home on Sunday.

"No mistakes have been made so far, and anything that has been bounced deserved it," says media buyer Paul Schulman. "It became reverse-appoint-

On tap for November

Specials, made-for-TV movies and theatricals planned for the sweeps, which run from Oct. 31 to Nov. 27:

CBS

Nov. 3: *Mary and Tim*
Nov. 10: *A Step Toward Tomorrow*
Nov. 12: *To Face Her Past*
Nov. 15: *Dallas: J.R. Returns*
Nov. 17, 19: *Titanic*, four-hour miniseries
Nov. 24, 26: *In Cold Blood*, four-hour miniseries

NBC

Nov. 3: "Ace Ventura: Pet Detective"
Nov. 4: *Buried Secrets*
Nov. 10, 11: *Pandora's Clock*, four-hour miniseries
Nov. 17: *Jack Reed: Death and Vengeance*
Nov. 23: *Bob Hope...Laughing with the Presidents; The Cotton Incorporated Presents The Gold Championship*
Nov. 24: "Maverick"
Nov. 25: *Fall into Darkness*
Nov. 27: *National Geographic Special; World's Greatest Magic III*

ABC

Oct. 31: *U.S. Professional Figure Skating Championships*
Nov. 2: *U.S. Professional Figure Skating Championships*
Nov. 3: "The Lion King"
Nov. 3: *To Brave Alaska*
Nov. 10: "Four Weddings and a Funeral"
Nov. 17: *For Hope*
Nov. 24: *Loch Ness*

FOX

Nov. 3: Season premiere of *The Simpsons*
Nov. 3: *When Animals Attack II*
Nov. 5: "Beethoven"
Nov. 11: Repeat of *When Animals Attack II*
Nov. 12: *Alien Nation: Enemy Within*
Nov. 18: *Close Call: Cheating Death*
Nov. 19: "Speed"
Nov. 25: *TV's All-Time Funniest Thanksgivings*

ment viewing; 95 percent planned on missing them every week."

NBC is expected to maintain its lead in households during month two while CBS will continue to make a comeback, especially in the 25-54 demographic, media buyers say. But look for Fox to win its first week ever during the World Series—a platform that also will provide a rare opportunity to promote its other shows. ■

First-month network prime time performance, 1996 vs. 1995

CBS: 10.6/18 vs. 9.5/16, up 12%
NBC: 11.3/19 vs. 11.8/20, down 4%
ABC: 9.9/17 vs. 11.6/19, down 15%
Fox: 6.6/11 vs. 7.3/12, down 10%
UPN: 3.4/5 vs. 3.3/5, up 3%
WB: 2.7/4 vs. 2.2/4, up 23%

Fox, UPN, WB go after new affiliates

FCC flooded with NTSC applications

By Michael Katz

WASHINGTON

Fox, UPN and The WB are taking advantage of a virtual FCC fire sale of new television stations to bolster their affiliated-station roster.

Hundreds of applications flooded the FCC before the Sept. 20 deadline for what will be the last allocation of NTSC stations.

Fox looks to add seven affiliates through applications submitted by Davis Television LLC. The network has about a 50% equity share in Davis Television, which is also owned by oilman and former 20th Century Fox owner Marvin Davis. The potential affiliates include stations in Topeka, Kan.; Duluth, Minn.; Alexandria, La., and Fairmont, W.Va.

United Television, owned by UPN parent Chris Craft Industries, has applied for new stations in markets that include Richmond, Va.; Tallahassee, Fla.; Opelika, Ala.; Seaford, Del.; Tyler, Tex.; Tupelo, Miss.; Minot, N.D., and El Dorado, Ariz.

Time Warner's The WB is encouraging its affiliate groups to apply for stations in markets where it does not already have affiliates, says a WB spokesperson.

Pappas Telecasting has applied for "nine or 10" stations in hopes of adding them to The WB affiliate rolls, says LeBon Abercrombie, Pappas senior executive vice president.

One source says that Fant Broadcasting also is applying on behalf of The WB. Fant's attorney says his client has no agreements with any network,

but he declined to comment on whether Fant is being financed by The WB.

Fant has applied for stations in Waterville, Me.; Price, Utah; Ironwood, Mich.; International Falls, Minn.; Houston, Miss.; Bartlett, Tenn.; Benton, Ark.; Broken Arrow, Okla.; Columbia, S.C.; Marshall, Tex.; Mobile, Ala.; New Albany, Ind.; Plaquemine, La.; Richland Center, Wis.; Roanoke, Va.; Sewickley, Pa. (Pittsburgh), and Sikeston, Mo.

Fant will have to compete with Hubbard Broadcasting in Ironwood, Mich. Hubbard also is making a pitch for Silver City, N.M. Both cities are on the fringe of Hubbard-owned stations, KOBR(TV) Roswell, N.M., and WDIO-TV Duluth, Minn.

"They are areas that receive little or no service," says Robert W. Hubbard, president of Hubbard Broadcasting's television group. "It's an attempt to expand the coverage area and provide better service to areas that receive only marginal service."

Another notable entry came from Marri Broadcasting, which entered "in excess of 35 applications" for new TV stations, according to Marri attorney James Edmundson.

Marri, owned by the Figgie family, owns only one TV station, WSVI-TV Christiansted, V.I. Edmundson wouldn't comment on the strategy behind Marri's applications and denied that it had any affiliation agreements.

A.H. Belo, which last month became the 11th-largest group owner when it purchased the Providence Journal Co., also entered the fray—with a bid to construct a station in Virginia Beach.

Belo already owns WVEC-TV in Hampton, Va., which is part of the same market. By FCC regulations, it is illegal to own more than one TV station in a market, although the commission has said it will consider relaxing that rule.

None of the new applicants will receive a digital TV channel assignment under the current FCC plan, which limits digital TV assignments to applications that were pending as of Oct. 24, 1991. The FCC also had put a freeze on granting applications for new TV stations in the top 30 markets, although some lawyers speculate that commission officials may waive the freeze in certain cases. ■

Brinkley stepping down

WASHINGTON—David Brinkley will relinquish hosting chores for *This Week with David Brinkley* effective Nov. 10. Sam Donaldson and Cokie Roberts, two of the program's regulars, will succeed Brinkley in a new co-host format, and a new name for the show will be announced shortly. One possibility is that it will be shortened to *This Week*. Brinkley, 76, will remain with the show, providing commentary. He also will work on news specials for ABC. Brinkley, who has hosted the ABC Sunday morning news program for 15 years, spent the previous 40 years with NBC News.



Brinkley



Brokaw

Brokaw apologizes

NEW YORK—NBC anchor Tom Brokaw was embarrassed last week by revelations that he recently made disparaging remarks about CBS anchor Dan Rather's Watergate-era coverage in the early 1970s, when both covered the White House. Brokaw's comments came during a rehearsal on the set at this year's Republican convention in San Diego and went out over a satellite with live audio. The feed was taped by a cable access program producer in New York, Jed Rosenzweig, who went public with it. Rosenzweig said he would air the comments on his show, *Wild Feed TV*, which, according to the Associated Press, specializes in catching broadcasters in unguarded moments.

NBC says the taping and unauthorized use of the comments would be illegal and has sent Rosenzweig cease and desist letters. A network spokesperson says Brokaw has apologized through an exchange of notes with Rather and that the two anchors have put the episode behind them. Brokaw reportedly said that rumors at the time were that some of Rather's stories were fed to him by chief Nixon aide Donald Rumsfeld (now chairman of the Dole election campaign) and were inaccurate. Brokaw said the comment, although "reckless," was taken out of context.

—SM

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TCI takes a tumble

Investors sell 6.9 million shares as stock hits 52-week low

By Price Colman
DENVER

Call it a bloodbath, a debacle, a meltdown. However you characterize it, TCI Communications stock last week suffered the worst sell-off it has experienced in at least a year.

After hitting a new 52-week low of \$13 on Wednesday—the previous low was \$13.13—shares fell again on Thursday, digging a new basement at \$12.625.

Thursday's frenzied trading of TCI Communications (Nasdaq:TCOMA) gained it listing in the Nasdaq's most actively traded category, with 6.9 million shares changing hands.

What may be most perplexing about the slide is that it has come without a single, overriding reason or piece of news to cause it. Instead, there appears to be a confluence of factors causing the dive, and TCI may be as much a victim of factors it can't control as of issues it can.

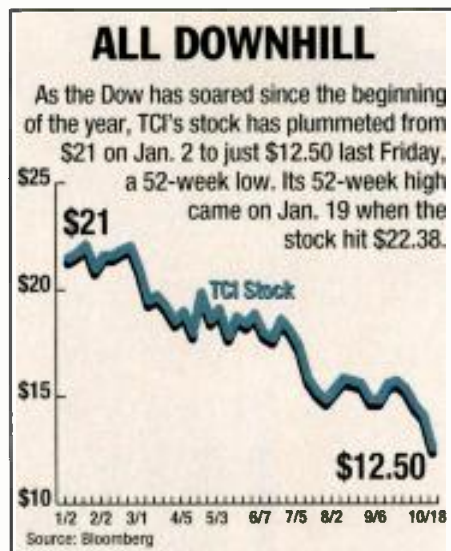
"The whole telecommunications market is down," says Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "There's investor hesitancy regarding the telecommunications sector—that's one reason. Number two is TCI's debt-to-cash flow ratio [of 5.6:1]. It's not going to get real good in the short term, but it will improve. Third, there are some disappointments, such as the timing of the launch of services."

TCI last week unveiled the brand name—ALL tv—for its digital cable offering and demonstrated the product to media in Hartford, Conn., the inaugural launch site.

But as part of that purposely low-key demo, TCI said that today's rollout of ALL tv in Hartford won't be the full commercial launch originally planned.

"We had hoped to have the digital product to paying customers on October 21," said LaRae Marsik, a TCI spokeswoman. "Instead, it will go into non-paying customers' homes on that date. We need to insure [that] it's done right the first time. If that requires a bit more lead time, that's what we'll do."

Such caution might seem prudent in most quarters, but where the cable industry is concerned, investors apparently perceive it as another example of the sector's failing to deliver on a promise.



A couple of other issues may contribute to TCI's stock weakness. Although the company has not made definitive projections for third-quarter financials—expected to be released in mid-November—information is surfacing that those numbers won't be good.

TCI Communications posted solid but unimpressive second-quarter numbers—revenue increased 19.2% while cash flow climbed nearly 6%—in line with analysts' expectations. At the same time, many analysts were anticipating a third quarter that would be substantially stronger by comparison. The reason: nationwide rate increases averaging 13% that went into effect on June 1.

Apparently that won't be the case. With subscriber growth flat, if not declining slightly, Wall Street experts now are looking at TCI Communications' third-quarter cash-flow growth—a key measure of cable strength—that's roughly the same as in the second quarter.

For Jessica Reif of Merrill Lynch, who's among those who have shaved third-quarter expectations, the sell-off still begs explanation: "Even if the third quarter is going to be tough, I don't know why the stock is getting killed. I'm hearing that the fundamental business is strong for most cable companies."

The Oct. 14 issue of *Business Week* might be one catalyst. In a story headlined "Cable TV: A Crisis Looms," the reporters outline how competition from DBS and telephone companies is pushing the cable industry into a corner. Add to that cable's historically heavy

THE GAP WIDENS

A \$100 investment in TCI on Jan. 2 would have been worth just \$60.12 last Friday. By contrast, the same investment spread across the 78 stocks in the BROADCASTING & CABLE/Bloomberg Inter-media Index would have grown to \$115.41 (excluding dividends).



debt load and the rapidly increasing need for cash to upgrade infrastructure and launch services and it's clear that the industry has substantial hurdles ahead. As the industry bellwether, TCI sometimes may suffer more than do other companies.

At the same time, the investment community has long been aware of TCI—and industry—shortcomings, which raises the question of why investors are only now running for cover.

Ted Henderson of JANCO Partners in Denver offers one explanation: The weakness of TCI and other cable stocks stands out in sharp contrast to the overall strength of U.S. equity markets in general. "I think there are people out there holding positions [in TCI] saying, 'It's been flat for so long, while we're seeing the market setting new records every day.' There's a total apathy toward these stocks. Even people who are believers are saying, 'I continue to believe in their long-term value, but it's an opportunity cost to hold them,'" Henderson says.

For the long-term investor, TCI and other depressed cable stocks are a bargain, Henderson maintains. Still, his short-term view leans more toward the bearish: "I don't think it's over yet," he says of the TCI sell-off. "I expect 1997 to be a good year for telecommunications stocks. As new revenue streams become realities, people will sit up and look at these companies and see tremendous value there. 'Until then, they're the whipping boys.'"

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One debate issue settled: ratings down

By Heather Fleming
WASHINGTON

For all the haggling and controversy that surrounded this year's presidential debates, 116.8 million fewer people tuned in than did in 1992.

The four-network Nielsen rating—which includes CNN but excludes PBS—for the second and final presidential debate, on Oct. 16, was 26.1, for a total 25.3 million homes and 36.3 million viewers. The first Bob Dole-Bill Clinton debate, on Oct. 6, did only slightly better, even with the addition of Fox, which aired a Major League Baseball playoff game during the debate. The five-network rating was 31.6, with 30.6 million households and 46.1 million viewers.

By comparison, the three-debate average rating in '92 was 43.3, with an average 40.3 million homes and 66.4 million people tuning in each night.

The Oct. 9 vice presidential debate fared no better. Excluding Fox—which aired baseball that night as well—the combined rating was 19.7, with 19.1 million homes and 26.6 million viewers, down from a '92 rating of 35.9, with 33.4 million homes and 51.2 million people tuning in.

Fox is not the first to choose baseball before politics, but Fox Chairman Rupert Murdoch said last spring that "public service" is a commitment that all broadcasters should make.

"I suppose one could draw conclusions [regarding] the veracity of [Fox] as a news organization and [its] desire to serve the public," says Lane Venardos, CBS vice president, hard news and special events.

Roy Brunett, director of Fox News publicity, says the network "had a contractual obligation to broadcast Major League Baseball's postseason play, which precluded Fox News from carrying the vice presidential and the second presidential candidates' debate live." With CBS opting for baseball in '92, Brunett said, Fox's decision was not unprecedented. ■

Closed Circuit

Rainbow seeks Philly deal

SportsChannel/PRISM parent company Rainbow Programming Holdings is talking with MSO Comcast Cable Communications about working out a deal that would allow Rainbow to retain a programming presence in the Philadelphia market.

SportsChannel/PRISM, owned by Cablevision Systems, Liberty Sports and NBC, has the cable TV rights to the 76ers through 2000 and recently reached an agreement to carry the Flyers' 1996-97 season.

Last March, however, Comcast cut a \$500 million deal to purchase the Philadelphia Flyers and 76ers and the teams' arenas, with eventual plans to launch a regional sports network carrying the 76ers, Flyers and Phillies. —JM

HOLLYWOOD

Newman slotted at Fox

Sources say the leading candidate to fill the vacancy at the top of Fox's network TV production arm is Gary Newman, the division's executive VP, legal and business affairs. Newman has been running the division for the past month since Peter Roth left to take over the top programming post at the Fox network.

WASHINGTON

Commerce's digital-TV options

Representative Billy Tauzin (R-La.), who is in line for chairmanship of the House Telecommunications Subcommittee if Republicans keep a majority, will hold hearings on all facets of digital TV at the beginning of next year. "What I have said all along is that there are a lot of policy decisions that have not yet been thoroughly aired at the Commerce Committee: how fast we want to move, the Grand Alliance standard, what pace we want to implement [digital TV], what changes should be made in terms of spectrum availability [and] when analog spectrum should come back." Tauzin said that not much focus has been placed on the digital TV standard itself.

Representative Ed Markey (D-Mass.), who will chair the subcommittee if Democrats take back control, wants the standard "to be as forward-looking and flexible as possible." No matter what the FCC decides, it should move quickly "to give certainty to the marketplace."

Choosing a standard will help spur innovation, which will help smaller, more entrepreneurial companies to build to the standard and compete with bigger companies."

DENVER

ATI, US West talking

The on-again, off-again talks between American Telecasting Inc. (ATI), the nation's largest wireless cable firm, and US West Communications (USW) are on hold again after heating up in recent weeks, sources say. Anemic stock prices—just under \$10 for ATI and about \$30 for USW—could be one reason, as US West reportedly continues to balk at the valuations ATI is putting on its systems. But ATI may be taking steps to get things going again. Last week, it announced a joint venture with MCI to test wireless digital data delivery in Colorado Springs, ATI's corporate headquarters. Although ATI has been spearheading wireless digital data efforts, the real reason for teaming with MCI is to get US West back to the negotiating table, says a source familiar with the companies.

SOUTH BEND, IND.

Another sale for Sony

WHME-TV South Bend, Ind., has purchased \$800,000 worth of Sony Betacam SX gear, including five SX dockable recorders, 20 hybrid tape/disk recorders, two camcorders, and seven laptop editing units. The LeSea Broadcasting station joins CNN/SI in Atlanta, WPIX New York and WCYB-TV Bristol, Va., as early adopters of the new digital news format.

What do

A.H. Belo, Argyle, CBS,
Granite, Jacor, LIN,
Media General, Meredith,
Midwest Television,
NY Times, Post-Newsweek
& Scripps-Howard

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WEDNESDAYS

Twentieth begins New World takeover

Deal results in new programing alliances, executive shifts, possible sales layoffs

By Cynthia Littleton
HOLLYWOOD

The assimilation process has begun for New World immigrants to the Fox/News Corp. universe.

With Rupert Murdoch's \$2.5 billion purchase of Ronald Perleman's New World Com-



New World's senior sales executive, Joseph DiSalvo, is expected to move into a similar post at Twentieth. DiSalvo worked with Twentieth President Rick Jacobson several years ago when the two were at Viacom. The fate of New World/Genesis President Wayne Lepoff is less certain, but he is one of a handful

of top New World executives likely to share in the profits from the stock-swap deal. Although Twentieth added a half-dozen new shows to its programing slate last week, Jacobson doesn't anticipate a major increase in Twentieth's sales staff, which now stands at about 15. Twentieth's five regional offices are gearing up to seek renewals and upgrades for *Two*, *Access Hollywood*, *Real Stories of the Highway Patrol* and other New World shows.

The dismantling of New World Entertainment and New World/Genesis Distribution could lead to as many as 200 layoffs, but Fox executives say they're making a "huge effort" to find jobs for New World staffers in other News Corp. divisions.

of top New World executives likely to share in the profits from the stock-swap deal.

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Twentieth soon will become an equal partner with NBC in *Access Hol-*



Twentieth is seeking renewals and upgrades for 'Access Hollywood' and 'Real Stories of the Highway Patrol.'

lywood, the costly entertainment magazine strip developed as a joint venture with New World Entertainment last year. Given the skirmishes between NBC and Fox in the past, some had speculated that NBC would buy out Fox's stake in the show.

"Both Twentieth and NBC are 100 percent behind this show, and [we] feel it is important that all sales efforts be united," Jacobson said in a joint announcement with John Rohrbeck, president of NBC TV Stations.

Access Hollywood has gotten off to a slow start, averaging a 3.3 household rating/7 share in Nielsen's metered markets over the past five weeks. NBC and Fox officials say they're encouraged by the 7% growth in the national rankings from week three (2.9) to week four (3.1).

New World's big first-run money-maker is the reality strip *Real Stories of the Highway Patrol*, a longtime competitor of Twentieth's *Cops*. Jacobson says the two shows probably will be marketed as an hour reality block.

In addition to bringing Twentieth new product, the New World acquisition swells the reach of the Fox station group to nearly 40% of the country, and that has increased the demand for original programing from Twentieth. Fox recently rehired Greg Nathanson, former general manager of Los Angeles stations owned by Tribune and Fox, to help ramp up production in the newly created post of executive in charge of development for Twentieth and the Fox-owned stations.

'Martha Stewart' growing clearances

HOLLYWOOD—Eyemark Entertainment is leading the syndication sales charge for 1997-98, thanks to the drawing power of lifestyles maven Martha Stewart.

Eyemark has secured clearances for the new daily version of *Martha Stewart Living* in about 55% of the country. Although other distributors have unveiled high-profile first-run projects for next season, none is thought to be as far along in the sales derby as Eyemark.

"Stations were very aware of the landmark success of the weekly series," said Barry Wallach, Eyemark's executive vice president. "They recognized the enormous long-term potential a strip could offer them."

Ratings for the weekly edition of *Martha Stewart Living*, now in its fourth season, are up nearly 30% over the same period last year. Eyemark is offering the half-hour strip on a straight barter basis of 3 1/2 minutes local, 3 1/2 minutes national. Buyers include stations in the CBS, Scripps Howard, LIN, Meredith and Argyle broadcast groups.

—CL



Martha Stewart

Stern generates indecency fine against Richmond station

FCC orders former owner of wvgo to pay \$10,000

By Donna Petrozzello

NEW YORK

Radio's infamous syndicated morning mouth Howard Stern has landed another of his affiliates in hot water with the FCC.

The FCC on Oct. 15 slapped a \$10,000 fine on the former owner of wvgo(FM) Richmond, Va., for airing allegedly indecent comments during two of Stern's broadcasts: one on Oct. 23, 1995, in which he described having sex with his wife, and the other on June 3, 1996, in which he discussed vaginas.

Last week's FCC action against Benchmark Communications Radio is the first involving Stern since his syndicator Infinity Broadcasting paid the commission \$1.7 million last year to settle the stack of indecency violations that Stern's on-air comments drew over a decade. Infinity syndicates Stern from his home base at WXRK(FM) New York to about 35 stations nationwide, including seven Infinity-owned stations.

And while the \$10,000 fine against wvgo may seem small compared with the \$100,000 fines Stern has received, FCC spokesman David Fiske said "\$5,000 per incident is normal for a first-offense indecency charge."

Infinity communications counsel Steven Lerman said that even if the FCC finds cause to cite Infinity over the latest Stern comments, the sum should be small because the FCC will consider such a complaint as a "first offense" as a result of last year's settlement.

At the moment, the fine names wvgo exclusively and cites neither Infinity Broadcasting nor other Stern affiliates, Fiske said. Since the FCC handles complaints on a station-by-station basis, it is questionable whether other affiliates or Infinity will be named. FCC enforcement official Chuck Kelley said he is "unsure if there are plans to ask Infinity's owned stations" if they carried the same comments as wvgo.

"Assuming Infinity receives an inquiry about [Stern's] broadcast, which it hasn't, Infinity agreed under its

settlement with the FCC that any future offenses for indecency would be considered first offenses," Lerman said.

In addition, it is uncertain whether the allegedly indecent comments actually aired on each Stern affiliate, because stations are equipped with delay screening tactics independent of a syndicator's feed to block objectionable comments at their discretion, Lerman said.

In its "notice of apparent liability" to wvgo, the FCC stated that "the subject excerpts are indecent in that they contain language that describes sexual and excretory activities or organs in patently offensive terms." The FCC also said that the comments were made "when there was a reasonable risk that children may have been in the audience."

New owner ABS Communications pulled Stern's show off the air in mid-August, citing poor ratings and a steep drop in morning drive-time revenue. "It was a business decision," says ABS President Ken Brown. Other Richmond broadcasters, however, say that ABS, which began operating wvgo on June 1 in a time brokerage agreement from the station's former owner Benchmark, bowed to pressure from the "Coalition Against Stern," a citizens' group led by Richmond resident Kim Cox.

Cox also apparently persuaded Representative Thomas Bliley (R-Va.) to pressure the FCC to review unanswered indecency complaints. In an August letter to the commissioners, Bliley wrote that he "would greatly appreciate you[r] looking into this situation as soon as possible."

Regardless of its reasons for ousting Stern, ABS might be able to defend itself against any FCC action by the fact that it took him off the air well before his contract expired, Lerman said.

Nevertheless, questions remain about whether this recent FCC slap at Stern will affect Infinity's proposed \$4.9 billion merger with Westing-



TOO FAR

Following are excerpts from Howard Stern's comments about having sex with his wife from an Oct. 23, 1995, broadcast that stirred FCC commissioners to levy a \$10,000 fine against wvgo(FM) Richmond, Va.:

Stern: So, I start dancing with her, right. And I'm rubbing; now don't forget, she doesn't have any panties on. I'm rubbing her legs while I'm dancing, and I'm squeezing her ass and lifting the dress up a little bit. Once in a while my arm slides into the wrong place, you know what I mean?

Robin Quivers: Oh, dear.

Stern: You know what I mean? I'm manipulating her, spreading the cheeks, right.

Stern: Oh, boy. Had her going. Writhing with pleasure...she was shaking.

Quivers: Got weak in the knees.

Stern: She got weak, she couldn't stand up, I was busy. I had two busy thumbs.

Quivers: Ch, dear.

Stern: Thumbs. Look at my thumb, Robin....Two of them. Atila the thumb.... Well, she was digging. Let me tell you something. Then I got her down on the bed and then with the vibrators, thumbs.

Quivers: Good Lord, you needed vibrators then?

Stern: And, oh yeah, and you should, and the vibrator disappeared, if you know what I mean, and my tongue was used.

house/CBS Radio, announced in mid-June. Although Lerman contends that complaints against wvgo "should not have any impact on the merger," the citizens of Richmond had some weight with FCC commissioners. Apparently, complaints against Stern from Richmond residents stalled an application filed by Benchmark last year to transfer the wvgo license to ABS Communications. That application was approved on Oct. 15, the same day the FCC levied the fine against wvgo.

Benchmark general partner Joe Mathias says his company was advised by the FCC last year that its transfer application was flagged and put on hold because of complaints against wvgo.

Per the FCC order, Benchmark has 30 days to respond to the fine. Mathias said the company is "still assessing its options."

SFX expands into concerts

Group says purchase of Delsener/Slater will offer promotional tie-ins with radio stations

By Elizabeth A. Rathbun

WASHINGTON

SFX Broadcasting Inc. is getting into the programing business via live concerts and program syndication.

Last Wednesday, SFX said it would buy contemporary-music concert producer Delsener/Slater Enterprises Ltd. Calling the deal "a synergistic first for our industry," SFX Executive Chairman Robert F.X. Sillerman added that

"the two [companies] together will be able to create great opportunities for promotional tie-ins" with SFX's 86 radio stations in 24 cities.

Also last week, SFX said it would seek wider syndication of Secret Communications' *Bob and Tom Show*, which it acquired



A bigger audience may be in the works for Secret's morning drive duo Bob Kevoian (l) and Tom Griswold.

along with Secret's WFBQ(FM) Indianapolis (B&C, Oct. 14). As SFX acting president Michael G. Ferrel put it, the show is "a salable commodity in the context of the [SFX] network."

Secret already syndicates the comedy

show to 18 radio stations in the Midwest.

SFX also plans to hire an in-house graphics department of three artists to serve its burgeoning group of radio stations.

The news came with the announcement of SFX's plans to buy Secret's nine remaining radio stations in Pittsburgh, Indianapolis and Cleveland, all new markets for the New York City-based SFX. SFX will pay \$300 million for Secret, or about 17 times cash flow.

SFX's stock dropped at the news, from 47 7/8 last Monday to 45 3/4 last Tuesday. The stock edged up to 46 1/2 on Friday.

Secret President Frank E. Wood said his company no longer could survive as a private company, nor could it afford to get big enough to go public. But he plans to keep the Secret name and likely will stay in radio.

Last Tuesday, during a trip by private jet to visit Secret's stations, Ferrel outlined how SFX plans to start organizing concerts. It is only SFX's size that gives it the clout to do so, he said. SFX, with \$1.4 billion in assets, is "a company that by virtue of a critical mass is a different animal" from other radio groups, he said.

Ferrel described how, for example, he could call up country artist Randy Travis's agent and ask Travis to embark on a tour of the markets where SFX owns radio stations.

SFX could put weight behind such a request by offering to wire a \$1.5 million deposit to Travis that very day, he said, something a single radio station or a small group could not afford to do.

Ferrel also mentioned that U2 is touring this spring. With Delsener/Slater, SFX would be the sole sponsor of such a tour. "If we can control these events, if we bring U2 into Indianapolis, [for example,] it's absolutely our event," Ferrel said.

Privately owned Delsener/Slater is one of the nation's five largest concert-production companies, and has produced more outdoor concerts than any other company, SFX says. It will become an independent division of SFX, with co-presidents Ron Delsener and Mitch Slater retaining their titles. ■



SFX Executive Chairman Robert F.X. Sillerman

AT A GLANCE

WASHINGTON—SFX Broadcasting's latest takeover target, Cincinnati-based Secret Communications LP, has been around only since August 1994. It was formed as a partnership between Frank E. Wood, president/limited partner, and general partners Broadcast Alchemy LP and Booth Broadcasting Inc.

Secret's two years in the business paid off handsomely for Wood and his investors. He won't say how handsomely, but one of the major investors reportedly is walking away with a 50% return after taxes.

Here are the stations SFX bought last week for \$300 million cash. The deal is subject to FCC approval:

- Pittsburgh: WDVE(FM), WDX-FM, WDSY-FM and WJJJ(FM) (formerly WNRQ)
- Indianapolis: WNDE(AM)-WRZX(FM) and WFBO(FM)
- Cleveland: WTAM(AM) (formerly WWWE)-WLTF(FM)

In both Pittsburgh and Indianapolis, SFX acquires the cities' top-ranked FMs. Cleveland's WLTF isn't doing as well, and speculation is raging that it may be swapped.

In some markets, particularly Pittsburgh and Indianapolis, SFX will buy more stations until it meets the FCC ownership limit of eight stations (including five of a kind, AM or FM), says SFX's acting president, Michael G. Ferrel. He notes, however, that "every asset in the SFX portfolio is in play."

Until the SFX/Secret deal closes—expected late in second quarter 1997—Secret will continue to operate its stations. SFX, like other radio groups, is avoiding LMAs until Justice Department scrutiny of those agreements has been settled.

Privately held Secret in August sold three Detroit FMs and one Philadelphia FM to Evergreen Media Corp. for nearly \$238 million. —EAR



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FCC may appeal interconnection decision

Local telcos applaud Eighth Circuit ruling

By Chris McConnell
WASHINGTON

FCC officials last week were planning a Supreme Court appeal after the U.S. Court of Appeals for the Eighth Circuit put their new telephone interconnection pricing rules on ice.

"We intend to go immediately to the Supreme Court," FCC Chairman Reed Hundt said of the court ruling. "We will ask them to lift the stay so that the congressional competition policy can promote investment and job growth all over the country."

At issue is an FCC rule aimed at opening the \$100 billion local telephone market to new competitors such as cable companies. In August the commission adopted rules on how much telephone companies can charge new competitors

that want to hook up to the incumbent telephone network. The rules include a cost-based pricing method for setting the "interconnection" rates.

Local telephone companies and state regulators have complained that the rules go too far, and earlier this month they asked the U.S. Court of Appeals in Kansas City to put aside the rule while the telcos pursue a court appeal. Last week, the appeals court granted the request.

"The petitioners have demonstrated that they will likely succeed on the merits of their appeals based on their arguments that...the FCC is without jurisdiction to establish pricing regulations regarding intrastate telephone service," the court said in its opinion.

Local telephone companies applauded the ruling.

"This decision validates the viewpoint that Congress purposefully assigned to the states responsibility for deciding appropriate pricing for interconnection," said Roy Neel, president of the United States Telephone Association.

"The FCC interconnection order would have...enabled companies to profit at our expense," added US West Communication President Solomon Trujillo.

Others offered a different view. AT&T Vice President Mark Rosenblum said the FCC rules "are exactly what the Congress intended" and that his company plans to "vigorously" defend them.

Jay Kitchen of the Personal Communications Industry Association (PCIA) also called the court decision unfortunate and said that PCIA is studying its options for responding.

Options at the FCC include asking the Supreme Court to overturn the appeals court ruling. That could leave the issue in the hands of Justice Clarence Thomas, who oversees the Eighth Circuit. FCC sources say the commission could ask Thomas himself to rule on the commission's appeal of the stay, or request that the issue be referred to the full court. ■

Court unclear on debate participation

Supreme Court may be asked to settle issue of access by third parties

By Heather Fleming

Third-party congressional candidates' efforts to force their way into Iowa Public Television's two remaining debates through court action have failed. But an earlier court ruling leaves the door open for future challenges to public broadcasting-sponsored political forums.

A three-judge federal appeals court panel refused to grant several third-party candidates' request for an emergency injunction that would have forced Iowa Public Television to allow them to participate, along with Democratic and Republican congressional candidates, in the weekly public affairs news program *Iowa Press*.

In its decision, the appeals court affirmed a lower court ruling that the candidates were excluded from the debate-style programs "on the basis of independent journalistic and editorial judgments" on the candidates' "newsworthiness" and not on the basis of

"Getting rid of the limited public forum is absolutely key."

Attorney Richard Marks

political affiliation or political views.

Although the U.S. Court of Appeals for the Eighth Circuit denied the emergency request, the appeal of the lower court ruling is still pending.

But an earlier Eighth Circuit ruling spells trouble for many public broadcasters. In *Ralph Forbes v. The Arkansas Educational Television Commission*, the appeals court found that a "governmentally owned and controlled television station may not exclude a candidate, legally qualified under state law, from a debate."

In both the *Forbes* case and the preliminary Iowa ruling, the court found the public TV debates a "limited pub-

lic forum," said Richard Marks, attorney for both the Iowa and the Arkansas public television stations. "Getting rid of the limited public forum is absolutely key," says Marks. Not only does it open the door for any "disgruntled viewer" to take the station to court, but "under the Communications Act, licensees have to maintain control over programming at all times. You can't do that if you are a limited public forum."

In the Iowa case, Judge Arlen Beam dissented, agreeing with the *Forbes* rationale. "In my view, there can be no realistic argument advanced that a subjective opinion by a government employee that a candidate is or is not 'newsworthy' is different from a subjective conclusion that he or she is or is not 'politically viable,'" he wrote.

The Fifth and Eleventh Circuits have issued decisions contrary to the *Forbes* ruling. Arkansas public TV plans to appeal the decision to the Supreme Court. ■

FCC Adelphia decision offers few clues

Cable industry keeps eye on wireless competition

By Chris McConnell

This month's FCC decision to deregulate Adelphia Cable's Dover Township, N.J., system offers few clues on how most systems will fare in their bids for deregulation, cable industry observers say.

The commission earlier this month decided that Adelphia's Clear Cablevision system is subject to "effective competition" because Bell Atlantic operates a video distribution service in the same area. The decision means that the cable system cannot be subject to rate regulations.

The ruling is the first of its kind since the FCC implemented a portion of the 1996 Telecommunications Act which states that cable companies face "effective competition" if a local telephone company or its affiliate offers video programming to subscribers in the same franchise area by any means other than satellite broadcasting.

But industry observers say the decision offers little indication of how the FCC will apply the new criteria to most cable systems because the competing Dover Township system covers nearly all of the service area reached by the incumbent cable system.

"This was an easy case," says cable lawyer Wesley Heppler.

"This one was so clear," adds cable lawyer Frank Lloyd. "This gives us no real guidance."

Lloyd and others say they want to see how the FCC will treat cable systems facing Bell-affiliated wireless cable systems that do not match an incumbent system's franchise area as extensively as the Dover Township system matches Clear Cablevision.

Of the 22 "effective competition" applications so far submitted to the FCC, most cite a Bell-affiliated wireless cable system as the competitor.

The FCC has asked whether such systems should be available to a certain

PRESSLER WATCH

A weekly campaign update

Charges continue, take toll on Senator Pressler



Money gained or lost by Senate Commerce Committee Chairman Larry Pressler's (R-S.D.) Capitol Hill rental properties is at the center of a recent controversy reported in South Dakota papers.

The *Rapid City Journal* reported Oct. 16 that in federal income tax filings Pressler and his wife claimed they lost a total \$83,735 from three Capitol Hill properties in 1994 and 1995. But Senate financial-disclosure reports show the rentals earned at least \$65,000 during that period.

Pressler campaign spokesman Chuck Deister told the Rapid City paper that money was lost because the properties were unoccupied.

By claiming that the properties were vacant, Pressler opponent Representative Tim Johnson says, Pressler and his wife were able to benefit from a tax-law loophole that allows real estate agents to take occupancy losses as a tax exclusion off the top of their taxable income. Because Mrs. Pressler is a real estate agent, the Presslers were able to cut their taxable income by \$73,373 and save themselves \$26,414 in taxes, Johnson claims.

Johnson contends, however, that "it is simply not plausible that Mrs. Pressler, who sells and rents Capitol Hill real estate for a living (her ads claim that she's in the top 3% of salespeople nationwide) could not find tenants for her properties for two full years."

Pressler's campaign had no comment.

Allegations damage Pressler's campaign

Allegations that Pressler has been misusing campaign funds are taking their toll on his re-election bid.

"The recent news stories on Pressler's campaign spending have been a liability to the Pressler campaign," says Robert Burns, a head of the political science department at South Dakota State University. "He may have time to bring in damage control, but those stories did present a setback."

Throughout the campaign, Pressler opponent Representative Tim Johnson's team has been hammering the point that "Pressler tries to project an image of a 4-H leader in South Dakota, but swings with the high rollers in Washington. That's why [the campaign-finance-abuse flap] has been a particularly damaging story," says Burns.

A new poll conducted by Johnson's Senate campaign shows his lead against Pressler growing. An Oct. 3-6 poll of 600 likely voters shows Johnson ahead, 46% to 37%. Pressler now is at the lowest point he has been since last October, the Johnson campaign contends. In addition, his favorability numbers took a 5-point dip, from 53% to 48%, because of the recent campaign-finance reports. The Pressler campaign reported no new polling information, and there are no recent independent polls.

The two candidates squared off a number of times last week: Oct. 14 on KWAT(AM) Watertown, Oct. 13 on KOTA-TV Rapid City, Oct. 17 on KELO-TV Sioux Falls and Oct. 20 on South Dakota Public Broadcasting. Pressler continually defended his integrity.

—HF

percentage of the incumbent cable system's subscribers or actually reach a certain number of them in order to be deemed "competitive" offerings. The current rule contains no such "pass or penetration" test, and cable observers hope it will stay that way.

"The potential for competition can have the same effect," says Heppler. He voices encouragement that the FCC

did not use such a test in granting Adelpia's petition in Dover Township.

The commission did describe the reach of Bell Atlantic's system in its ruling, noting that the system passes about 38,000 homes. And Dan Brenner of the National Cable Television Association hopes that commission officials do not rely on such descriptions in deciding whether to grant a cable sys-

tem's request to be certified as facing effective competition.

Cable Telecommunications Association President Steve Effros doubts that the FCC will offer any indication of how it will treat the other applications until after the presidential election. "Even though the law is pretty clear, they're not going to do much about it at this time," Effros says. ■

By any other name

With digital audio radio satellite (DARS) frequencies headed for the auction block, FCC officials last week were amusing themselves by thinking up new acronyms for the spectrum. Sources say FCC Deputy Chief Economist Greg Rosston offered the tag name GREGS, for "Gobs of Really Excellent Government Spectrum." Another official suggested "Newly Acquired Bands," whose acronym might alarm broadcasters when they heard about the planned auction of NAB spectrum. Another possible abbreviation: JW, for "Just Wireless." The name game follows the signing of appropriations legislation requiring the commission to start auctioning the licenses by April 15.

Directors object

The Directors Guild of America this month got a chance to explain their objections to the Grand Alliance digital TV standard to FCC Commissioner Rachelle Chong, who met with the filmmakers during a trip to Los Angeles. The directors, who last month met with FCC Chairman Reed Hundt, oppose the standard's use of a 16:9 screen aspect ratio rather than a 2:1 aspect ratio.

OVS test

Bell Atlantic wants to give the FCC's new open video system (OVS) rules a try. The FCC last week approved Bell Atlantic's request to certify its Dover Township, N.J., video network as an open video system. The OVS regulatory regime—established by the 1996 Telecommunications Act—allows companies to avoid some aspects of traditional cable regulation provided they carry competing programs on their video networks. Bell Atlantic originally intended the Dover Township network to operate under FCC "video dialtone" rules, which were abolished by the new telecommunication law. Earlier this year, the FCC said companies operating systems under the video dialtone rules would have until Nov. 6 to switch to a new regulatory regime. Bell Atlantic also has asked the FCC to give the company until March 1 to convert the Dover Township network to an open video system.

NTIA seeks satellite rule clarification

The National Telecommunications and Information Administration (NTIA) wants the FCC to make sure proposals for new satellite rules do not cause interference to government spectrum. The FCC earlier this year proposed a plan that

would allow foreign satellites to provide service to the United States as long as U.S. satellites are allowed to deliver similar services to the satellite's home country. NTIA chief Larry Irving wants the commission to make sure the new policy does not apply to federal frequencies. "Interference to incumbent government users may result in frequency bands allocated for exclusive federal government use if the scope of the proposed rules is not clarified," Irving wrote in a letter late last month to FCC Chairman Reed Hundt.

Wilkerson, Fox moving

The FCC's Office of General Counsel announced a pair of new appointments this month. Sheryl Wilkerson will be moving from the FCC's Office of Legislative and Intergovernmental Affairs to the General Counsel's office to serve as special counsel. Additionally, Susan Fox will be serving as special counsel to FCC General Counsel William Kennard. Fox previously was a trial lawyer in the office's Litigation Division.

Tribune defends Florida deal

Tribune Co. this month defended its request for FCC permission to own a television station and newspaper in the same market. As part of its \$1.13 billion bid to acquire Renaissance Communications, the company has requested a waiver of the newspaper/broadcast crossownership restriction to allow it to own the *Fort Lauderdale Sun-Sentinel* and WFLA-TV Miami. Knight-Ridder, which owns the *Miami Herald*, has opposed the waiver request, maintaining that it would give Tribune a competitive advantage in the market. "Knight-Ridder unabashedly attempts to protect its competitive position in the South Florida market rather than concern itself with the public interest in granting the waiver request," Tribune told the FCC last week. "The South Florida market will not be harmed, but will instead be benefited, by the common ownership of WFLA and the *Sun-Sentinel*."

Tribune and Renaissance also responded to another petition against the merger filed by Counterpoint Communications. Counterpoint, owner of WTXN-TV Waterbury, Conn., is objecting to Tribune's bid for a waiver to own stations in Hartford, Conn., New York and Cambridge/Boston with overlapping signals. Tribune contends that the Counterpoint petition represents "an attempt to draw the commission into its private, commercial dispute with the current owners of Renaissance Communications."



Edited By Chris McConnell

Broadcasting

October 21, 1996

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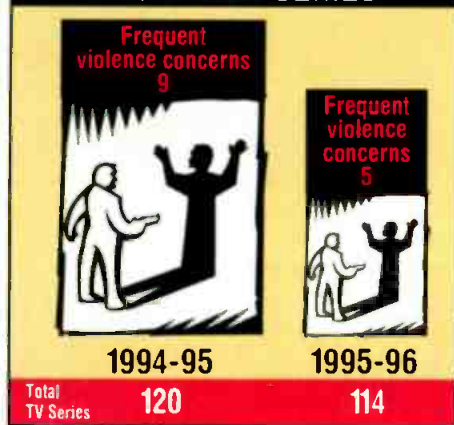
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THEATRICAL FILMS SHOWN ON TV



TV reduces violence

UCLA study shows drop from year before on ABC, CBS, Fox, NBC

By Lynette Rice

TV apparently is cleaning up its act. A UCLA study released last week reports that the Big Four TV networks made "modest improvement" in reducing violent programming during the second year of a three-year study commissioned by ABC, CBS, NBC and Fox and Senator Paul Simon in 1994.

Of the 114 shows monitored during the 1995-96 season, five were cited as raising frequent concerns over violence; in 1994-95 nine of the 120 shows were mentioned. And 10% of the made-for-TV movies—down from 14%—were deemed questionable in terms of violent content.

The study also revealed improvement among theatrical movies shown on TV, where 29% of the 113 films that aired were cited, as opposed to 42% of the 118 that aired during the first year of the study.

Broadcast promos of motion pictures also showed promise, as did children's programs, where examples of "sinister combat violence" dropped from seven to four.

"An important issue remains. We don't think this is the end of the problem, nor do we even think it's an aberration," said Jeff Cole, director of UCLA's Center for Communications Policy. He was scheduled to brief President Clinton on the survey last week and offered to do the same for Bob Dole.

"We do think in the overall picture that there is a genuine movement and

progress," Cole continued.

Raising new worries were television specials that aired on CBS and Fox. Both networks ran specials about animals that maim and kill and in one case used the same footage—an elephant on a rampage that ultimately trampled a man to death. Viewers then witnessed handlers killing the pachyderm.

The study even took a shot at *The People's Choice Awards*, where producers paid tribute to the career of Michael Douglas in a hodgepodge of movie clips. The final segment from "Fatal Attraction" was shown, in which Anne Archer shoots Glenn Close while Douglas's character looks on. It shows violence more than Douglas's acting ability, Cole said.

In the second year of the study, CBS and NBC led the pack with questionable made-fors that almost never ran advisories. In fact, CBS, ABC and NBC used advisories only twice during the entire season of TV movies and miniseries, while Fox, whose movies start at 8 p.m., often ran them several times, the study said.

Series like CBS's *Walker, Texas Ranger* made the hit list for the second year in a row, thanks to such scenes as one in which a vengeful Chuck Norris comes to the aid of a bullied boy by physically attacking the gang, then allows them to go free. Fox's *New York Undercover* also was cited for scenes such as one involving the actor Ice-T: His character shoots a man to death behind the wheel of his car and, in a macabre moment of triumph, cuts off his finger.

Even ABC's *America's Funniest Home Videos* showed poor judgment, Cole said, using videos that seem heart-

MADE-FOR-TV MOVIES



CHILDREN'S TELEVISION SERIES



less in light of Christopher Reeve's tragic accident and Greg Louganis's famous mishap during the Olympics: The show has featured a man's painful fall from a horse and another man's errant jump from a diving board.

Theatricals also continue to trouble the panel, which cited ABC for running the most movies with violence yet also taking the most proactive stance by airing them after 9 p.m.

Finally, Fox was under the microscope for children's shows *Masked Rider*, *X-Men* and *Mighty Morphin Power Rangers*, which display combat violence.

Reaction from the networks was guarded, since most apparently had not read the full 200-plus-page report, which was distributed to reporters at a press conference last week.

NBC said the study "further debunks myths that have been promoted for political gain, and focuses on the source of violent programming content, which is non-network sources." ABC said it was "gratified that its programming in particular did not raise serious concerns," while Fox promised to "continue to review and assess our efforts."

CBS offered the most concrete response, reiterating its commitment to family programming from 8 to 9 p.m. and its plans to label programs to help parents supervise their children's viewing.

The National Association of Broadcasters also was pleased with the survey's findings. "This report confirms again that free over-the-air broadcasters are responding to audience concerns and that network television violence is at its lowest level in years," said Eddie

Fritts, NAB president. "The UCLA report should put to rest false claims that network TV violence is raging out of control." The study also monitored 20 series on The WB and UPN. UPN was criticized for airing violent series *Swift Justice*, *Deadly Games* and *Cop Files*, which are no longer on the air.

Responding to the report, House Commerce Committee Chairman Thomas Bliley (R-Va.) said: "Reductions in TV violence, if any, are due to the forceful moral leadership of former Vice President Quayle, Senator Bob Dole, and pressure by parents." He pointed out that "there are no V-chips or ratings systems yet."

Representative Edward Markey (D-Mass.), chief sponsor of the V-chip legislation, said: "The trend toward less violence found by the UCLA team is encouraging. However, parents will always be interested in the V-chip as a method of blocking violent shows no matter what the trend may be from year to year." ■



'F/X: The Series' is an action hopeful.

Familiar faces top action hours

While the market for genre grows larger, blockbusters remain steady

By Cynthia Littleton

There's little action on the action-hour front this season. So far the status quo reigns, with *Hercules*, *Xena* and *Star Trek: Deep Space Nine* battling it out for the top spot in households and key demographics.

The playing field for new shows is wider this season with the departure of *Kung Fu*, *Lonesome Dove*, *The Series* and other established hours earlier this year. The performance of most of the freshman series is on par or slightly off year-ago time-period averages, but there are almost twice as many new entries this year. Foreign demand for U.S. action hours has made it easier for even small producers to finance a 22-episode run.

Still, industry veterans say the overall level of quality of syndicated dramas is rising. MGM wound up with an Emmy and a high-rated new series by sinking money into guest stars and production on the revival of the sci-fi anthology series *The Outer Limits*.

"Distributors are starting to get the message," says Dick Kurlander, vice president, programming, Petry Television. "They're starting to spend the money. The level of quality has improved."

Several distributors are hoping to drum up interest in new shows with promotional campaigns timed for the November sweeps.

Microsoft Network is sponsoring a watch-and-win contest for Rysher Enter-

Lots of activity in network late night

The playing field for late night opened—at least, temporarily—last week when Fox announced that it will retool the new *13 Bourbon Street* for a prime time, rather than an 11 p.m., time slot.

The network had planned to release the show—about a group of youths living in a funky New Orleans hotel—in January, marking its latest foray into the late-night circuit. But Entertainment President Peter Roth, whose first month on the job has included the cancellations of prime time shows *Lush Life* and *Love and Marriage*, said "we're convinced the show can be a prime time hit." *13 Bourbon Street* will debut sometime next year.

ABC will jump into the late-night fray on Jan. 6, when it debuts *Politically Incorrect with Bill Maher*—a show that pits the CableACE Award-winning host against a four-member panel of politicians and reps from Hollywood and the media. It moves from Comedy Central, where it was the highest-rated show on the cable network.

There's still no word on who will take over the helm at *Later with Greg Kinnear*, which will continue to air at 1:35 a.m. weekdays on NBC as simply *Later*. Kinnear announced earlier that he's stepping down from the job to pursue film projects. Reruns featuring Kinnear continue through this week before guest hosts take over the seat on the half-hour show.

NBC may be considering whether to hire a woman or an African American for the post, a source says. The network would like to have a permanent replacement in place by early next year, but "there's no mandate to make that date," according to a spokesperson.

CBS may have something in store for comedian Jon Stewart, who signed a talent deal with the network earlier this year that includes the possibility of starring in a late show to follow *The Late Late Show with Tom Snyder*. But the deal also includes a possible sitcom, so nothing's firm, the network says. Nevertheless, Stewart will get some practice in the host's chair this week when he subs for Snyder.

Over at Fox, the late-night potential of *13 Bourbon Street* certainly appeared uncertain. Affiliates, especially those owned by Fox, reportedly were unhappy about having to give up lucrative late-night advertising time to the network. Some also thought that the series, developed under John Matoian, didn't show promise.

—LR

tainment's *FX: The Series*. Gemstar is mounting a pitch for its new TV Guide Plus browser through MTM's *The Cape*. About 2,500 electronics retailers nationwide will carry a two-minute trailer for the highest-rated newcomer, Paramount Domestic Television's *Viper*.

During the past three weeks, *Viper*, a futuristic show about a smart car and a team of crime-fighting detectives, has averaged a 3.8 weighted household rating and a 6 share in Nielsen's 34 overnight metered markets.

Rysher's *FX* and All American Television's *Sinbad* are tied for second, with a 3.5, with *FX* pulling a 6 share and *Sinbad* averaging a 5. Over their last three outings, *FX* has climbed from a 3.6 to a 4.1, while *Sinbad* has declined from a 4.3 to a 3.7. Stephen J. Cannell's latest, the *Fugitive*-esque psychodrama *Two*, has shown some week-to-week growth for a three-week average of 3.2/6.

Eyemark Entertainment's *Psi Factor* is generating a buzz, and a 3.1/6 average,

thanks to its paranormal theme and the visibility of host Dan Aykroyd. Aykroyd plays the Rod Serling role—sans cigarette—in the *X-Files*-inspired anthology series by introducing two or three self-contained dramas in each episode.

Poltergeist: The Legacy, MGM's sci-fi follow-up to *The Outer Limits*, has also averaged a 3.1/6. MTM's big-budget astronaut drama *The Cape* is off to a modest start with a 2.9/5, tailed by SeaGull Entertainment's *Tarzan: The Epic Adventures* with a 2.3/4.

Among returning series, MCA TV's *Hercules: The Legendary Journeys* (6.3/8) and *Xena: Warrior Princess* (6.1/8) are topping Paramount's long-time champ *DS9* (4.8/7) in the metered markets, but *DS9* maintains a slight edge in the national rankings. Paramount is planning a major November sweeps promotion tied to the 30th anniversary of the original series and the release of the latest *Star Trek* theatrical feature, "First Contact."

Networks expect early election call

Winner may be declared by 8 p.m., but 9 is considered more likely

By Steve McClellan

The news divisions at ABC, NBC, and CBS expect to call the presidential election earlier rather than later on election night, Nov. 5. But it more likely will happen around 9 p.m. than at 8.

Two weeks ago, some NBC affiliate news directors told BROADCASTING & CABLE that network officials expect to make the call no later than 8 ET. But NBC News Vice President Bill Wheatley, who briefed the news directors, last week denied saying it and added that it is extremely unlikely the call will come so early.

"What I did say was that if the election were held today [four weeks early], based on what we know so far from polling, I would expect it [to] come at a relatively early hour, perhaps 9 p.m.," Wheatley said.

"There is one scheme in which it could come as early as 8:30, but you have to remember that every election has its own reality. You can't assume that [the call] would be very early, even in a landslide, because a number of the states that report early are states in which Republicans traditionally do well."

Even a 9 p.m. call is sensitive because many polls in the Western and Rocky Mountain time zones are still open. But the networks say the problem would go away if Congress were to legislate uniform poll closing. The networks also stress that if they call the presidential race early, anchors will urge viewers to vote, reminding them of important state races.

At CBS News, vice president Lane Venardos says, "If things don't change in the campaign, we think we'll be able to call the election at about 9." By then, he says, polls will have closed in enough states predicted to go for Clinton to put him over the magic 270 electoral votes.

'Popular Mechanics' for juniors

Hearst Entertainment hopes to turn one of its parent company's oldest publications into an educational TV franchise next year.

Popular Mechanics for Kids will target 8-to-12-year-olds who have an interest in how things work.

Fall 1997 is the planned launch date for the half-hour, live-action weekly, which will examine everything from the relationship of mechanics to computers to the engineering of tunnels and bridges. Hearst is offering 22 episodes on a straight barter basis of 2 1/2 minutes national, 2 1/2 minutes local.

"The cross-promotional opportunities are unlimited," says Rob Corona, senior vice president, domestic distribution, for Hearst. "The series...will educate proactively as it entertains, and will be tied to an interactive Website."

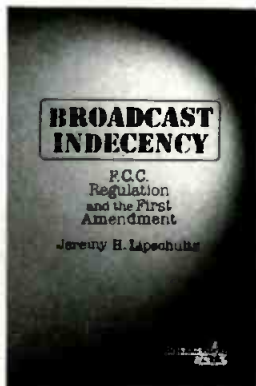
The *Popular Mechanics for Kids* brand name already has been extended to a popular home video series, CD-ROMs, activity books and a line of tools. The original *Popular Mechanics*, founded in 1902, maintains a circulation of 1.4 million.

—CL

Popular Mechanics for kids

Broadcast Indecency

by Jeremy Lipschultz, Ph.D.



Discussing such controversial issues as "shock jock" Howard Stern, this book treats broadcast indecency as more than a simple regulatory problem in American Law. The author's approach cuts across legal, social and economic concerns, taking the view that media law and regulation cannot be seen within a vacuum that ignores cultural realities.



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The policy at all three networks is to call states one at a time as the polls close and to call the winner when the first candidate reaches 270 electoral votes. This year, network executives say, a more difficult call than the presidential election will be which party will win control of the House—and that probably won't be known until later in the evening.

"We're not going to project the winner in a state, based on exit polls, until the majority of polls in that state are closed," says Jeff Gralnick, the ABC News vice president who oversees the network's election coverage.

By 8 on election night, states accounting for more than 330 electoral votes will have closed their polls. "If it's a run-away, someone could have 270 electoral votes by 8," Gralnick says. The point, he says, is that "it's totally mathematical and out of our control." Although Gralnick is working with "five different scenarios," he says he agrees with Wheatley and Venardos that the presidential call will be "earlier rather than later.... The networks are questioned about the wisdom of adding up electoral votes, but it's impossible not to, and it would be journalistically improper not to."

Regardless of when the networks call the election, it would come as the biggest surprise since Harry Truman

won in 1948 if Bob Dole were to win next month. "It's unusual for there to be a surprise on election night," says Wheatley. "Truman was a surprise—

and others have been close—but it's unusual, if there's a large margin, to change on Election Day. That's just a statement of fact." ■

NBC wins week four

CBS continues to do well, winning Saturday and Sunday

By Lynette Rice

Unlike the previous week, during week four of the 1996-97 season, baseball didn't prevent NBC from hitting a grand slam as the network enjoyed the number-one spot in households and key demographic groups.

NBC finished the week of Oct. 7-13 with a 10.9 Nielsen household rating/18 share and a 6.9/20 in adults 18-49, its fourth straight weekly victory in that demo this season. *Seinfeld* remained the network's top-rated program for total viewers and adults 18-49 and was one of 14 NBC shows that ranked in the top 30. The network also had Wednesday and Thursday night wins.

CBS—fresh off its first weekly victory since March—followed NBC during week four with a 10.0/17. The network continued to show the most

growth over the same period last year, with a 9% increase in households. It won Saturday and Sunday.

ABC trails in third with a household rating of 9.8/16—a 14% decrease from the same period last year. The network managed to hold on to second place in adults 18-49 and went on to register wins on Monday, Tuesday and Friday.

Fox came in fourth with a 7.7/13 for 16 hours of programing, an 8% increase over the same period last year, thanks to strong Friday ratings for *The X-Files* and *Sliders*. The network also enjoyed its highest ratings for adults 18-49 in 21 weeks: 4.2/12.

UPN finished the week with a 3.6/6, showing slight growth over last year's 3.4/5 and boasting gains in adults 18-49, while The WB finished with a 2.9/5, its best weekly numbers for the season. ■

Nielsen boosts Hispanic universe

Hispanics are becoming a bigger part of the national TV audience, according to Nielsen Media Research.

For the 1996-97 season, Nielsen's benchmark "universe" estimate for Hispanic TV households is 7,510,000, an increase of 300,000 households over its estimate for the 1995-96 season.

That rise accounts for 27% of the increase in Nielsen's estimate of the total number of U.S. TV households, which has grown by 1.1 million during the past year to reach 97 million. As in other aspects of American life, Hispanics are the fastest-growing minority segment of the U.S. TV audience.

Under Nielsen's guidelines, a Hispanic TV household is one in which the head of the household is of Hispanic descent. After years of complaints from Spanish-language broadcasters, Nielsen's Hispanic sample has been carefully balanced between households where Spanish or English is the dominant language.

According to Nielsen's revised estimate, there are 26.1 million Hispanic households with two or more residents, a tally that includes 8.7 million female adults and 8.8 million male adults. The number of Hispanic teens (12-17) has topped 2.9 million, while the fast-growing demo of children 2-11 has climbed from 5.6 million in 1995-96 to 5.8 million this season.

Media buyers say Nielsen's move to enlarge the pool of Hispanic TV viewers will help Spanish-language TV outlets garner higher cost-per-thousand advertising rates. But others say the increase merely affirms the status quo.

"It underscores the fact that Hispanics are an increasingly important segment of the TV audience," says Harry Whitman, research director for KMEX-TV Los Angeles, flagship station of the Spanish-language Univision network. "In Los Angeles, it's estimated that in the next 15 years, there will be more Hispanics living in the area than non-Hispanics." —CL

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Shaw wants media to defend themselves

CNN anchor says not answering charges of liberal bias is mistake

By Steve McClellan

Why do the mainstream media take it on the chin so often for having a so-called liberal bias? According to CNN principal anchor Bernard Shaw, much of the blame goes to the press itself, for failing to defend its positions or explain to the public what the press does and why. By doing

so, the media may be committing "professional suicide"—letting journalistic credibility erode with each unanswered and unsubstantiated charge of bias.

That was Shaw's primary message in a speech and pre-speech Q&A session on Oct. 12 at the Radio-Television News Directors Association convention upon accepting the group's Paul White Life Achievement Award.

Media bashing has been a popular political sideshow for years, Shaw said. Back in the late 1960s and early '70s, Vice President "Spiro Agnew and [then-Nixon aides] Pat Buchanan and William Safire made a cottage industry out of attacking the news media," he said. "The damage done by this troika still exists."

Its latest incarnation, Shaw said, is

SYNDICATION MARKETPLACE

FCC-friendly interplanetary janitors

National Geographic Television is shopping a new FCC-friendly kids weekly, *Amazing Planet*, targeted to ages 6-11, combines actors with National Geographic library footage to take an irreverent look at natural wonders through the eyes of three janitors from outer space. Among show topics will be "wicked weather," "creatures of the deep" and "molten madness." The 26 half-hours are being pitched to cable and broadcast networks and possibly syndication. TPS now syndicates the company's *On Assignment* and *World of National Geographic* documentary programs, but there's no word yet on who will distribute *Amazing Planet* if it goes the syndication route.

Swan songs

A new special distributed by Washington-based Baruch Entertainment features the last television appearances of jazz greats Cab Calloway, Ella Fitzgerald, Carmen McRae and Sammy Davis Jr. *The Best of the NAACP Image Awards* also includes live performances by Michael Jackson, Whitney Houston, Ray Charles and Boyz II Men. Baruch is offering the hour special on a straight barter basis for broadcast between Jan. 1 and Jan. 31. In addition to the musical highlights, the special has comedy from Sinbad, Robert Townsend and Whoopi Goldberg. NBC and Fox have aired the NAACP's annual salute to black entertainers over the past nine years.

Short subjects sell

Small producers are finding no shortage of buyers for distinctive program inserts these days, although it helps if

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 6. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.1/228/99
2. Jeopardy!	8.8/221/98
3. Home Improvement	8.3/229/95
4. Nat'l Geog on Assignment	7.3/188/96
5. Oprah Winfrey Show	7.2/236/99
5. Seinfeld	7.2/212/95
7. Entertainment Tonight	5.6/181/95
8. Star Trek: Deep Space Nine	5.3/234/98
9. Simpsons	5.1/205/95
10. Hercules, Journeys of	4.8/201/94
11. Inside Edition	4.6/152/90
11. NFL on TNT '96	4.6/272
13. Xena: Warrior Princess	4.3/188/92
14. Mad About You	4.2/192/92
15. Montel Williams	4.0/184/94
15. Wheel of Fortune-wknd	4.0/144/61

the host is Charles Kuralt. By the close of the Radio-Television News Directors Association gathering in Los Angeles earlier this month, Ninth Wave Productions had signed nearly 50 stations for *An American Moment*, a package of 90-second spots featuring the retired CBS newsmen. Buyers include Tribune's KTLA(TV) Los Angeles, which also has taken a chance on *The Cyber Guy*, an Internet news and information spot marketed by Los Angeles-based Net Broadcast News. *The Cyber Guy*, hosted by computer programmer Kurt Knutsson, recently added three new stations: WCPX-TV Orlando, Fla.; WTVF(TV) Nashville, and WDRB-TV Louisville, Ky.

'Living' well

Martha Stewart is proving she can grow ratings as well as herbs and vegetables. In the first four weeks of its fourth season, *Martha Stewart Living*'s national Nielsen household rating is up 27% over last year. Up from a 2.2 to a 2.8, the Eyemark Entertain-

ment show has tied Buena Vista Television's *Siskel & Ebert* for the number-one spot among half-hour weeklies. That's good news for broadcasters who will carry the lifestyle maven's signature how-to show when it expands to a strip next fall. This season, *Martha Stewart* has added 59 outlets, bringing its station count to 216.

'Real TV' gets better slots

Real TV is on the move in several key markets. In Denver, Paramount Domestic Television's new reality strip has moved from 9:30 p.m. to the more lucrative 6:30 p.m. slot, replacing reruns of *Mad About You* on UPN affiliate KTVD-TV. In Tampa, the half-hour strip has switched from 1:30 p.m. to the lead-out spot on Fox affiliate WTVT(TV)'s noon newscast, replacing Warner Bros.' *Extra*. WFTC (TV) Minneapolis has added a second run of the show at 12:30 p.m., replacing *Access Hollywood*. *Real TV* has bounced around the schedule in other markets as programmers try to make the most of a surprisingly strong new player. On Tuesday, *Real TV* won its 6:30 p.m. time slot with a 8.3 Nielsen household rating/15 share on KCAL (TV) Los Angeles, beating out off-net sitcoms, network and local newscasts by double-digit margins. —CL

Errata

The headline on the Oct. 14 "Syndication Marketplace" item on Erik Sorenson incorrectly said he was moving to *Day & Date*. Actually, he is leaving the executive producer slot at *Day & Date* to become co-executive producer of *Court TV: Inside America's Courts*.

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Oct. 7-13

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 RATING 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 4	abc	CBS	NBC	Fox	U/PIN	WB	
	13.5/22	12.1/19	10.9/17	4.9/8	2.6/4	2.2/3	
MONDAY	8:00 67. Dangerous Minds 6.3/10	12. Cosby 12.4/20	28. Jeff Foxworthy 9.8/16	80. Fox Movie Special— Another Stakeout 4.9/8	9. In the House 3.4/6	10. 7th Heaven 2.1/3	
	8:30 15. Pearl 12.0/19	14. Murphy Brown 12.2/18	50. Mr. Rhodes 8.3/13		92. Homeboys 2.3/4		
	9:00 7. NFL Monday Night Football—Pittsburgh Steelers vs. Kansas City Chiefs 16.9/28	13. Cybill 12.3/18	20. NBC Monday Night Movie—Moment of Truth: Abduction of Innocence 11.8/18		97. Sparks 2.4/4	99. Savannah 2.2/3	
	9:30 22. Chicago Hope 11.7/19				102. Goode Bvtr 1.5/3		
	10:00						
10:30							
TUESDAY	8:00 23. Roseanne 11.6/19	45. Promised Land 8.5/14	34. 3rd Rock fr/Sun 9.0/15	63. Fox Tuesday Night Movie—Murder at My Door 6.8/11	7. Them 3.7/6		
	8:30 25. Life's Work 10.7/17		37. Wings 8.9/14				
	9:00 4. Home Imprvmt 18.2/28	49. CBS Tuesday Movie— The Care & Handling of Roses 8.4/14	45. Frasier 8.5/13				
	9:30 8. Spin City 15.9/25		53. Caroline in/City 7.9/12				
	10:00 10. PrimeTime Live 15.0/26		64. Profiler 6.5/11				
10:30							
WEDNESDAY	8:00 29. Grace Undr Fire 9.6/16	26. The Nanny 10.2/17	(nr) MLB AL Chmp 11.6/21	87. MLB NL Pregame 3.7/7	67. The Sentinel 3.7/6	85. Sister, Sister 3.8/6	
	8:30 37. Townies 8.9/14	34. Almost Perfect 9.0/15	58. Wings 7.5/12	42. MLB National League Championship—St. Louis Cardinals vs. Atlanta Braves 8.7/15	82. Star Trek: Voyager 1.7/8	87. Nick Freno 3.7/6	
	9:00 Vice Presidential Debate					81. Wayne Br 4.8/3	
	9:30					75. Jamie Foxx 5.1/3	
	10:00						
10:30 64. PrimeTime Live 6.5/12	75. Campaign '96 5.1/9	72. Dateline NBC 5.6/10					
THURSDAY	8:00 7.9/13	8.3/13	19.9/32	8.6/14	42. MLB National League Championship—St. Louis Cardinals vs. Atlanta Braves 8.7/14		
	8:30 60. High Incident 7.3/12	37. Diagnosis Murder 8.9/14	5. Friends 18.0/30	68. MLB NL Pregame 6.2/11			
	9:00 56. Murder One 7.7/12		6. The Single Guy 17.0/27				
	9:30 45. Turning Point 8.5/14		1. Seinfeld 22.1/34				
	10:00 61. 48 Hours 7.0/11	3. Suddenly Susan 18.8/29					
10:30 2. ER 21.8/36							
FRIDAY	8:00 10.8/20	7.9/14	10.1/19	9.2/17	64. Sliders 6.5/12		
	8:30 33. Family Matters 9.1/18	59. Dave's World 7.4/14	27. MLB American League Championship—New York Yankees vs. Baltimore Orioles 10.0/19	19. The X-Files 11.9/21			
	9:00 31. Sabrina/Witch 9.4/17	61. Ev Loves Raymd 7.0/13					
	9:30 53. Clueless 7.9/14	56. Mr. & Mrs. Smith 7.7/14					
	10:00 50. Boy Meets World 8.3/14	42. Nash Bridges 8.7/16					
10:30 9. 20/20 15.2/27							
SATURDAY	8:00 5.3/10	11.0/21	9.2/18	5.1/10	75. Cops 5.1/10		
	8:30 79. Second Noah 5.0/10	32. Dr. Quinn, Medicine Woman 9.3/18	40. MLB American League Championship—New York Yankees vs. Baltimore Orioles 8.5/18	73. Cops 5.4/10			
	9:00 75. Coach 5.1/9	20. Early Edition 11.8/22		82. Married w/Chldr 4.7/9			
	9:30 84. Common Law 4.6/9	15. Walker, Texas Ranger 12.0/23		95. Ross Perot 2.5/5			
	10:00 71. Relativity 5.9/11						
10:30							
SUNDAY	7:00 8.2/13	12.3/20	12.9/22	3.7/6	30. MLB National League Championship—Atlanta Braves vs. St. Louis Cardinals 9.5/15	103. Kirk 1.8/3	
	7:30 69. Am Fun Hm Vid 6.1/11	15. 60 Minutes 12.0/22	(nr) MLB AL Chmp 9.9/19	(nr) NFL Game 2 7.2/14		97. Brotherly Lv 2.4/4	
	8:00 40. Am Fun Hm Vid 8.8/15		70. Dateline NBC 6.0/11	73. MLB NL Pregame 5.4/10		95. Perot 'Hood 2.5/4	
	8:30 55. Lois & Clark 7.8/12	11. Touched by an Angel 13.2/22	24. 3rd Rock fr/Sun 11.1/18			94. Steve Harvey 2.7/4	
	9:00 52. ABC Sunday Night Movie—Hijacking of Schoolbus #17 8.2/13	15. CBS Sunday Movie—Everything to Gain 12.0/19	34. Boston Common 9.0/14			92. Unhap Ev Af 2.9/4	
	9:30 45. NBC Sunday Night Movie—Night Visitors 8.5/13					99. Life w/Roger 2.2/3	
	10:00						
	10:30						
WEEK AVG	9.8/16	10.0/17	10.9/18	7.7/13	3.6/6	2.9/5	
STD AVG	9.9/17	10.6/18	11.3/19	6.6/11	3.4/5	2.7/4	

Online news intrigues viewers, but not enough to pay

Although more than half of news consumers say they would be very interested or somewhat interested in on-demand news, only 20% would be willing to pay even a nominal fee for it, according to a survey commissioned by the Radio-Television News Directors Foundation.

The survey reports that "far more" of those interested in news-on-demand services would prefer to put up with commercial advertising in such services than to pay for them.

The survey, released at the RTNDA annual convention two weeks ago, was conducted for RTNDF by Princeton Survey Research Associates, which polled three population samples, including a general population sample, a group of young adults ages 18-29 and a group of online users.

The results also show that 6%-7% of the population gets news on a regular basis from online services, but less than 1% say that medium is their primary news source.

Reacting to the study, Mark Effron, vice president, news, Post-Newsweek Broadcasting, says broadcasters who ignore cyberspace and its growing audience do so at their peril: "You'll wake up one day [to] find Microsoft is your main competitor."

If not Microsoft, it may be Time Warner's Full Service Network, an interactive cable system that is developing a comprehensive news-on-demand service. Time Warner New Media President Paul Sagan says that online news is not ready to serve the masses, but its time will come. "We're all shuffling around looking for the right formula," he says.

An active Website, says Effron, may be one way to expose younger viewers to a station's news product. And younger viewers, traditionally difficult for newscasts to reach, are watching news even less now than in the past, reports the RTNDF survey.

"The generation gap in exposure to news is larger today than in the past," the survey concludes. Many young viewers "may never pick up the habit of exposure to news programming as they age," for a variety of reasons, including alternative information sources and more demands on their time. "This represents a threat to the news audience of the future."

The youngest generation cares least about governmental and public affairs, the survey reports, with only 19% of respondents under 30 indicating they regularly follow news on those subjects most of the time. By contrast, 51% of respondents over 50 say they follow news about government and public affairs most of the time.

According to Josephine Holtz, vice president, research, Children's Television Workshop, a major objection to much of today's news programming by teens and young adults is that it simply isn't meaningful or relevant to their lives. "Ricki Lake is something that they feel they can learn from more," she says.

Bob Epstein, executive producer, MSNBC, says a goal of the cable network/online service is to appeal to younger viewers. "We think the young audience is there, and we are looking for ways to appeal to them," he says. Younger viewers want "news with attitude," he says, which can be conveyed with slicker graphics and a "looser, more informal approach" to the day's news. —SM

charges of liberal bias from various camps, including politicians and radio talk show hosts. Someone he did not mention was Rupert Murdoch, head of News Corp., who on more than one occasion has criticized CNN's allegedly soft coverage of Cuba and Fidel Castro.

Generally speaking, the media have failed to respond to the criticism, Shaw said: "There is not one peep. We think it's enough to labor in the journalistic vineyards under the protection of the

First Amendment" and assume that readers or the audience are discerning enough to know when such charges may or may not be true. "That is not enough."

Each time a media-bias charge goes unanswered, Shaw said, "our credibility is methodically and visibly eroded." That erosion will continue "if we do not step up and explain and remind fellow Americans what it is we do, how we do it and why."

It's particularly critical to point out

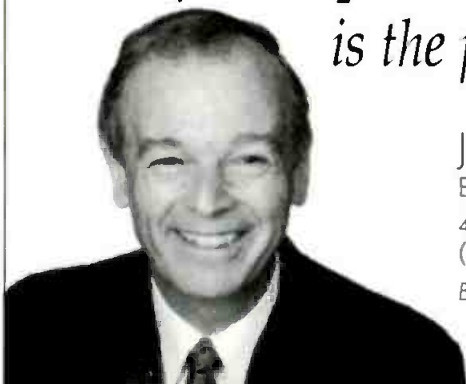
that in journalism, a distinction must be made between hard-news reports and commentary, Shaw said. "I defy you to find patterns of slanting in reporting in the hard-news columns of newspapers and magazines and hard [TV and radio] newscasts."

Commentary and analytical stories are another matter, he said. "But we make a distinction," although many viewers and readers do not. "Everyone in this room knows there is a distinction. Our critics also know that, but they don't point it out. And we don't point it out, and by not doing so we are in league with our critics. That's why it resonates across the country."

Among other things, Shaw said, the media has to carve out time—in print and on the air—"and just explain what we do; who determines what is important in a news story and why; why reporters add context. Context is part of the job, it's not bias."

And the media has to do something else, he said—correct mistakes of fact, balance or fairness. "If we do not, the drip-drip sound is our hard-won and earned credibility slipping away." ■

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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 \$0 0

Combos \$29,800,000,000 3

FMs \$7,850,000,000 3

AMs \$1,617,730 2

Total \$39,267,730 8

SO FAR IN 1996:

TVs \$8,479,130,845 82

Combos \$11,223,887,229 281

FMs \$2,205,602,623 332

AMs \$171,325,644 191

Total \$22,079,997,341 886

SAME PERIOD IN 1995:

TVs \$2,833,025,545 109

Combos \$1,699,329,810 178

FMs \$583,710,130 312

AMs \$81,499,404 160

Total \$5,222,022,789 757

Source: BROADCASTING & CABLE

COMBOS

**WMT-AM-FM Cedar Rapids and
WHO(AM)-KLYF(FM) Des Moines, Iowa**
Price: \$52.5 million cash

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville, WJBT(FM) Green Cove Springs/Jacksonville, WSOL-FM Brunswick, Ga./Jacksonville, WBRD(AM) Palmetto-WDUF(FM) Bradenton/Tampa, WFLA(AM)-WFLZ(FM) Tampa and WAMR(AM)-WCTQ(FM) Venice. Jacor also owns KHST-FM San Diego and XTRA-AM-FM Tijuana, Mexico/San Diego; KBPI(FM), KOA(AM)-KRFX(FM) and KHOW(AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver and KTLK(AM) Thornton/Denver; WGST(AM)-WPCH(FM) Atlanta; KATZ(AM)-KMJM(FM) St. Louis and KNJZ-FM Alton, Ill./St. Louis; WCKY(AM), WOFX(FM) and WLW(AM)-WEBN(FM), all Cincinnati, and WSPD-AM and WVKF(FM) Toledo and WRVF-FM Beavercreek/Toledo, all Ohio, and WWST-FM and WMYU-FM Knoxville, Tenn.; is buying WSPB(AM)-WSRZ-FM Sarasota, WYNF(FM) Coral Cove/Sarasota and CP for WEDD(FM) Englewood/Venice, all Fla.; WLAP(AM)-WMXL(FM) Lexington and WMYC-FM Winchester, Ky., and WIOT-AM (formerly WCWA)-WIOT-FM Toledo, Ohio; has LMA with WGST-FM Atlanta. ■ Jacor also is

buying Regent Communications Inc., which owns WSFR (FM) (formerly WHKW-FM) Corydon, Ind./Louisville and WDJX-FM, WHKW(AM) (formerly WRES-AM) and WFIA-AM, all Louisville; KUDL-FM and KMXV(FM) Kansas City, Mo.; KSNE-FM and KFMS-FM Las Vegas; WEZL(FM) and WXLV(FM) Charleston, S.C., and KKAT(FM) Ogden/Salt Lake City and KALL(AM)-KODJ(FM) Salt Lake City; is buying WVEZ(FM) Louisville; KWNH(FM) Henderson, Nev., and KUTQ-FM Bountiful and KZHT(FM) Provo, Utah; has time brokerage agreements with KBGO-FM Las Vegas and WSJV(FM) Louisville; is selling KKDD(AM) North Las Vegas; WLQT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio, and WHKW-AM and intellectual rights to WHKW-FM Louisville ■ Jacor also has bought Citicasters Inc., which owns 4 AMs, 11 FMs and 2 TVs

Seller: Palmer Broadcasting LP, Des Moines, Iowa (Joseph Lentz, president); is selling WNOG(AM)-WARO(FM) and WNOG-FM Naples/Fort Myers, Fla.; WHO-TV Des Moines, and KFOR-TV Oklahoma City. (Note: Palmer paid \$14 million for WMT-AM-FM last year.)
Facilities: WMT(AM): 600 khz, 5 kw; WMT-FM: 96.5 mhz, 100 kw, ant. 540 ft.; WHO: 1040 khz, 50 kw; KLYF: 100.3 mhz, 100 kw, ant. 1,700 ft.

Formats: WMT(AM): full service; WMT-FM: adult contemporary; WHO: news/talk; KLYF: adult contemporary
Brokers: Kalil & Co. (buyer); Salomon Bros. (seller)

KQMQ-AM-FM Honolulu

Price: \$4 million

Buyer: Caribou Communications Co., Denver (J. Kent Nichols, president; Desert Communications III Inc., 42% owner); owns KTNT-FM Edmond/Oklahoma City and KATT-FM and KYIS-FM Oklahoma City; is buying KPOI-FM Honolulu

Seller: Desert Communications II Inc., Chicago (Matthew M. Breyne, president; FINOVA Group Inc., ultimate parent). Desert Communications V and VI own KIMO-TV Anchorage, KATN-TV Fairbanks and KJUD-TV Juneau, all Alaska, and WWTI-TV Watertown, N.Y.
Facilities: AM: 690 khz, 10 kw; FM: 93.1 mhz, 54 kw, ant. -119 ft.
Formats: Both CHR

KWHN(AM)-KMAG(FM) Fort Smith, Ark.

Price: \$3.5 million

Buyer: Gulfstar Communications Holdings Inc., Austin, Tex. (John Cullen, president); is buying KEZA(FM) and KKIX(FM) Fayetteville and KKZO(FM) Lowell, Ark.; owns WJBO(AM)-WFME(FM) and WYNK-AM-FM Baton Rouge and the following Texas stations: KLVI(AM)-

KYKR(FM) Beaumont, KKMY(FM) Orange/Beaumont, WTAW(AM)-KTSR(FM) College Station, KRYS-AM-FM and KMXR(FM) Corpus Christi, KILZ-FM Killeen, KKAM(AM)-KFMX-FM and KRLB-FM Lubbock, KKYR-AM-FM Texarkana, KNUE(FM) and KTYL-FM Tyler, KISX(FM) Whitehouse/Tyler, WACO-AM-FM Waco, KBRQ(FM) Hillsboro/Waco, KLBK(FM) Bloomington/Victoria and KIXS(FM) Victoria, KRYS-AM-FM and KMXR(FM) Corpus Christi, KNCN(FM) Sinton/Corpus Christi, KNRV-FM Harker Heights/Killeen, KAFX-FM Diboll/Lufkin and KWTX-AM-FM Waco; is selling KCHX(FM) Midland, Tex.; has time brokerage agreement with KAGG(FM) Madisonville, Tex.

Seller: Ft. Smith FM Inc., Fort Smith (David Baugher, president). Baugher also owns KPLA(FM) Columbia/Jefferson City, Mo.

Facilities: AM: 1320 khz, 5 kw; FM: 99.1 mhz, 100 kw, ant. 1,969 ft.

Formats: AM: news/talk; FM: country

Broker: Media Venture Partners

WNBS(AM) and WSJP(AM)-WBLN-FM Murray, Ky.

Price: \$2.8 million (includes low-power WQTV-TV Murray and \$100,000 non-compete agreement)

Buyer: WRUS Inc., Russellville, Ky.

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(William McGinnis, president/owner); owns KBVR-FM Bowling Green, WVVR (FM) Hopkinsville and WRUS(AM) Russellville, all Ky.

Seller: Samuel Parker, Murray; no other broadcast interests

Facilities: WNBS: 1340 khz, 1 kw; WSJP: 1130 khz, 2.5 kw day, 250 w night; WBLN-FM: 103.7 mhz, 100 kw, ant. 661 ft.

Affiliation: WNBS: country; WSJP: news/talk; WBLN-FM: adult contemporary

Broker: Media Venture Partners

RADIO: FM

WCKX(FM) London, Ohio

Price: \$4.5 million

Buyer: Blue Chip Broadcasting, Cincinnati (Ross Love, president); owns WIZF(FM) Erlanger, Ky./Cincinnati and WGZB-FM Corydon, Ind./Louisville, Ky., and WMJM-FM (formerly WLSY-FM) Jeffersonton/Louisville, Ky.

Seller: Joerg G. Klebe, Newburgh, N.Y.; owns KQTP(FM) St. Marys/Topeka, Kan.; WGNV-AM-FM Newburgh; and KNCY-FM Auburn, KISP(FM) Blair and KNCY(AM) Nebraska City/Omaha, all Neb.; is buying KWIC(FM) Topeka; is selling KOSJ(FM) Nebraska City/Omaha.

Klebe's wife, Irmgard, has applied to build FM at Rosendale, N.Y.

Facilities: 106.3 mhz, 6 kw, ant. 328 ft.

Formats: Urban

Brokers: Crisler Co. (buyer); Star Media Group Inc. (seller)

WBBU-FM Baker/Baton Rouge, La.

Price: \$1.75 million

Buyer: Guaranty Broadcasting Corp., Baton Rouge (George A. Foster Jr., president); owns WGGZ(FM) Baton Rouge, WFPR(AM)-WHMD(FM) Hammond and KJIN(AM)-KCIL(FM) Houma, all La., and WBEX(AM)-WKKJ(FM) Chillicothe, Ohio; is buying WTGE-FM Baton Rouge

Seller: BEBE-F Broadcasting, Baker (Beatriz Facundus, president); no other broadcast interests

Facilities: 107.3 mhz, 3 kw, ant. 328 ft.

Format: Adult contemporary

Broker: Media Venture Partners

WOSN-FM Indian River Shores/ Fort Pierce, Fla.

Price: \$1.6 million

Buyer: Commodore Media Inc., N.Y. (Bruce A. Friedman, president); owns WKQS(FM) Gifford/Fort Pierce, WZZR (FM) Stuart/Fort Pierce and WQOL(FM) and WAXE(AM)-WAVW(FM) Vero Beach/Fort Pierce (for other holdings, see "Changing Hands," July 1). Commo-

dore is subsidiary of Capstar Broadcasting Partners, which is owned by Hicks, Muse, Tate & Furst.

Seller: Indian River Shores Partners LC (Sally Smulley DiLucente, managing member)

Facilities: 97.1 mhz, 6 kw, 328 ft.

Format: Adult standards

Broker: Media Venture Partners

RADIO: AM

WKEQ(AM) Burnside/Somerset, Ky.

Price: \$867,730

Buyer: First Radio Inc., Somerset (G. Nolan Kenner, president/owner); owns WSFC(AM)-WSEK(FM) Somerset

Seller: WKEQ Inc., Greensburg, Ky. (Lenn R. Pruitt, president). Pruitt has interest in WJDJ(FM) Burnside/Somerset.

Facilities: 910 khz, 500 w day

Format: Classic rock

WDSY(AM) Pittsburgh

Price: \$750,000

Buyer: Mortenson Broadcasting Co., Lexington, Ky. (Jack M. Mortenson, president/owner); owns WLou(AM) Louisville and WCGW(AM) Nicholasville-WJMM-FM Versailles/Lexington, Ky., and WEMM-FM Huntington, W.Va.; is selling WBGR(AM) Baltimore and WHLO (AM) Akron-WTOF-FM Canton, Ohio

Seller: Entertainment Communications Inc., Bala-Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); owns 99% of WDSY-FM and WNRQ(FM) Pittsburgh; KITS(FM) San Francisco; WKTK(FM) Crystal River, WISP(FM) Homes Beach and WYUU(FM) Safety Harbor, all Fla.; KFXX(AM) Oregon City and KGON(FM) Portland, Ore.; KLDE(FM) Houston, and KNRK(FM) Camus and KMTT-FM Tacoma, Wash.; is acquiring KNDD(FM) Seattle and KBSG-AM Auburn/Federal Way-KBSG-FM Tacoma, Wash.; is selling KEGE(AM) Minneapolis/St. Paul

Facilities: 1080 khz, 50 kw day

Format: Classic country

Broker: Donald K. Clark Inc.

—Compiled by Elizabeth Rathbun

Errata

A deal was inadvertently repeated in the Oct. 14 "Changing Hands." The swap between Chancellor Broadcasting and American Radio Systems first was reported July 1.

Amplification

Gordon P. Moul & Associates was the broker for the \$7 million sale of WLAM-AM-FM Lancaster, Pa., from Peoples Broadcasting Co. to Clear Channel Communications Inc. ("Changing Hands," Oct. 7).

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Hispanic stations prosper in L.A.

New York's WKTU, Chicago's WGN hold on to first place

Radio

By Donna Petrozzello

Hispanic-format radio stations in Los Angeles flourished while market leaders WKTU(FM) New York and WGN(AM) Chicago held firm to first-place ranks in Arbitron's latest summer 1996 survey.

Los Angeles

Heftel Broadcasting's KTNQ(AM) showed the most significant gains between Arbitron's spring and summer surveys as its share jumped from 1.8 to 2.8 with listeners ages 12 and older. Lieberman Broadcasting's Hispanic KBUE(FM) also showed steep share gains, improving from 1.6 to 2.2 between spring and summer surveys.

Heftel's Hispanic KLVE(FM) ranked first in the market, with a 7.1 share, down slightly from its 7.2 last spring. KLVE also claimed top rank in weekday morning and afternoon drive, with 7.7 and 5.8, respectively.

Other Los Angeles-area Hispanic stations fared nearly as well in the latest survey. Audience share at KWKW(AM) improved from 1.2 to 1.6, KLAX-FM went from 3.3 to 3.4 and KRRR(AM) went from .5 to .7. All audience shares are based on listening by persons 12 and older, Monday-Sunday, from 6 a.m.-midnight during Arbitron's June 27-Sept. 18 summer survey period.

Competitive English-language stations fared decidedly worse in the latest book.

Contemporary hits KPWR(FM), top 40 KIIS-FM and hot adult contemporary KYSR(FM) each lost at least .3 point of audience share. Classic rock KLOS(FM) and alternative rock KROQ-FM also suffered slight dips in audience share in the latest survey. Meanwhile, all-news KFWB(AM) dipped from 2.2 to 1.9, and hot talk KLSX(FM) dropped from 2.1 to 1.7.

Ranked among the top five stations for summer were KLVE, urban KGBT(FM), KPWR, KFI(AM) and oldies KRTH(FM).

New York

Evergreen Media's rhythmic dance WKTU pulled ahead of competitors with a 6.8 audience share for the summer book to dominate the market.

After a format debut in February, WKTU earned a 3.4 share in the winter survey, then soared to a 6.7 share in the spring book and first-place rank in the metro. WKTU also seized first place in afternoon drive, earning an 8.1 with host "Broadway" Bill Lee.

Rounding out top five stations were hip-hop WQHT(FM) with a 6.3 share; oldies WCBS-FM with 4.9; soft adult contemporary WLTW(FM) with 4.5, and Hispanic WSKQ-FM with 4.2.

Of the top five, WSKQ-FM showed the most significant audience gains, stepping up from 3.6 to 4.2. WQHT moved up from 5.8 to 6.3 between spring and summer and also ranked second in afternoon drive, with 7.0. Overall audience share fell for WLTW from 5.1 to 4.5, but the station maintained a third-place rank among afternoon shows.

Elsewhere, all-news WINS(AM) earned 3.7 to edge out all-news WCBS(AM), which earned 3.2 in the summer book. Rock stations received mixed ratings. WAXQ(FM) earned 2.0, up from 1.7, with a classic rock format the station debuted last summer. Alternative rock WXRK(FM) stepped up to 3.4 from 3.0, but rock WNEW(FM) fell from 1.9 to 1.7.

Meanwhile, talk WOR(AM)'s 3.4

share beat competitor WABC(AM)'s 3.3, but only by a slim margin. WOR solidly beat WABC in afternoon drive, earning 4.7 to WABC's 2.0. The summer survey marked WOR's second term with controversial talker Bob Grant, formerly with WABC, airing in afternoon drive.

New Yorkers continue to rate Infinity Broadcasting talker Howard Stern ahead of all others in morning drive. From home base WXRK, Stern earned a 7.6 share, up slightly from 7.5 last spring. Morning drive at WINS and WCBS ranked second and third, respectively.

Chicago

Full-service WGN held fast to its first-place rank in the market, with a 6.8 share overall and an 11.5 share in morning drive, topping its competitors in that time slot as well in the summer book. Urban WGCI-FM pulled into second place overall with 6.3.

In close competition, contemporary hits WBBM-FM earned 4.4, urban WVAZ(FM) earned 4.3 and oldies WJMK(FM) earned 4.2 to round out the top five stations in the summer survey.

Although WGCI-FM lost ABC Radio Networks' syndicated Tom Joyner from mornings and Doug Banks from afternoons to competitors, the station pulled in second- and first-place ratings in morning and afternoon slots, respectively.

In morning drive, WGCI-FM

Jay says hi

Westwood One Entertainment introduced radio affiliates to Jay Leno at the NAB Radio Show in Los Angeles earlier this month. Leno hosts Westwood's *Last Night on Tonight with Jay Leno*, a short-form segment featuring the best of his nightly monologues.

Pictured with Leno are (l-r) Liz Laud, Westwood VP, affiliate relations, music and event programming; Norm Pattiz, Westwood chairman, and Greg Batusic, Westwood president.



—DP

replaced Joyner, who has aired on WVAZ(FM) since January, with hosts Steve Harvey and Jeanne Sparrow. WGCI-FM pulled in second in mornings with 6.2, compared with WVAZ's 3.1 for the summer book.

In afternoons, WGCI-FM's show

host "Crazy" Howard McGee ranked first, with a 6.6 share, beating Banks, who earned 2.8 at WEJM-AM-FM. Banks left WGCI-FM in January to go into syndication with ABC Radio Networks, and he began airing at WEJM in July.

Elsewhere in the nation's top 10 markets, the following stations ranked first in their markets: KHKS(FM) Dallas, KBXX(FM) Houston, KGO(AM) San Francisco, WPGC-FM Washington, WJLB(FM) Detroit, KYW(AM) Philadelphia and WBZ(AM) Boston. ■

R I D I N G G A I N

'Psi Factor' comes to CBS

CBS Radio has launched a short-form radio feature on the paranormal hosted by Dan Aykroyd. *Psi Factor: Chronicles of the Paranormal*, a 90-second feature, is the radio companion to CBS-TV's *Psi Factor* series, also hosted by Aykroyd. The show is based on case files of paranormal research.

Westwood adds handyman feature

Westwood One Entertainment has launched a two-hour call-in show on home improvement and repair featuring fix-it guru Glenn Haege of WXYT(AM) Detroit. Haege's home repair show has aired weekends in Detroit for 13 years, and he writes a weekly home repair column for the *Detroit News* and *Detroit Free Press*. The network will air *Ask the Handyman with Glenn Haege* Saturdays at 10 a.m.-noon.

Digital Courier makes Cycle Sat deal

Cycle Sat Inc., a leading distributor of commercial spots to radio stations, has linked with Digital Courier International's digital audio network of 3,600 radio stations under a new partnership. With DCI, Cycle Sat will gain two-way communication with affiliates, one-hour service and delivery confirmation, DCI officials say. Cycle Sat also distributes commercials via satellite to 550 U.S. television stations.

East Coast rollout for Axxess Global

Axxess Global Communications, the exclusive service provider of Panasonic Radio Data System (RDS) pagers, will offer FM stations in the eastern U.S. the opportunity to lease subcarrier pagers starting this

month. Axxess expects to sign 200-300 stations to leasing agreements. Participating stations will join a national network established by Axxess that provides paging ser-

vices coast-to-coast over FM signals. More than 90 FM stations in the western U.S. already have entered lease agreements with Axxess, company officials say.—DP

Marconi Awards salute excellence in radio

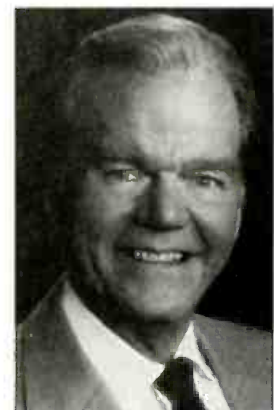
Radio honored its best with the Marconi Awards for excellence in programming and overall quality at the NAB's 1996 Radio Show in Los Angeles. Twenty-two awards were handed out at the Oct. 12 ceremony, which was hosted by Premiere Radio Networks' talent Leeza Gibbons and at which country singer Randy Travis performed.

ABC Radio Networks correspondent Paul Harvey was honored as network/syndicated personality of the year. Others honored as personalities of the year were "Hudson & Harrigan" of KILT-FM Houston; "Coyote" Calhoun of WAMZ(FM) Louisville, Ky.; Bruce Bond of WNNK-FM Harrisburg, Pa., and Michael McDougald of WRGA(AM) Rome, Ga.

The following stations also were honored as "stations of the year" in various categories:

- WJR(AM) Detroit—legendary
- WFAN(AM) New York—major market
- WHAS(AM) Louisville, Ky.—large market
- KSSN(FM) Little Rock, Ark.—medium market
- WRGA(AM) Rome, Ga.—small market
- WFBO(FM) Indianapolis—rock
- WQSR(FM) Catonsville, Md.—oldies
- WMBI-FM Chicago—religious/gospel
- WLTE(FM) Minneapolis—adult contemporary
- WGMS-FM Washington—classical
- WJLB(FM) Detroit—urban/R&B
- WMMB(AM) Melbourne, Fla.—big band/nostalgia
- WFAN(AM) New York—news/talk/sports
- KDWB-FM Richfield, Minn.—contemporary hits
- KLTN(FM) Port Arthur, Tex.—Spanish
- KPLU-FM Tacoma, Wash.—jazz
- KMPS-AM-FM Seattle—country —DP

**RADIO
—THE NAB—
SHOW**



ABC Radio's Paul Harvey was honored by the NAB as network/syndicated personality of the year.

Fight between TW, Giuliani continues over NYC access channels

Time Warner may charge that mayor wanted to do favor for Murdoch

By Jim McConville

Time Warner Cable, which won the first round in its battle with New York City Mayor Rudolph Giuliani over use of the city's public access channels, now plans to show that the mayor had more than city jobs in mind when he tried to force the cable system to carry two networks.

Time Warner's attorneys had considered calling Giuliani as a witness at an Oct. 23 hearing in Manhattan Federal Court, the first round of its lawsuit to bar the city from using public access channels to launch Fox News Channel (FNC) and Bloomberg Television Network. They want to know about discussions Giuliani reportedly had with Fox News Channel owner Rupert Murdoch following the launch of FNC.

But by late last week Time Warner's attorneys had backed off of plans to question the mayor.

Giuliani has denied charges of political favoritism, saying he has acted at Fox's behest because FNC is a city employer and will expand New York cable subscribers' news choices.

U.S. District Judge Denise Cote has ordered top Time Warner executives Gerald Levin and Ted Turner to face questions from the city's attorneys about Time Warner's decision not to carry FNC. The attorneys may ask Levin about a meeting at which Turner reportedly demanded that Levin deny Fox access to Time Warner's New York cable system.

Time Warner won a last-minute reprieve on Oct. 11, when Judge Cote granted its request for a temporary restraining order barring the city from using two of its five "Crosswalks" public access channels—given to the city by Time Warner as part of the deal for

its cable franchise.

The mayor's office already had assigned a station to Bloomberg Television Network as of Oct. 10 and planned to assign one to FNC beginning Friday evening, Oct. 11.

Judge Cote ruled that the services didn't fulfill the channel's public-service charter and questioned the mayor's motivation in pressuring Time Warner to get the channels on the air.

Time Warner President Richard Parsons argues the access channels were intended for nonprofit or government-related programming and that the city's attempt to use them violates New York's cable regulations, the Federal Cable Act and possibly the First Amendment.

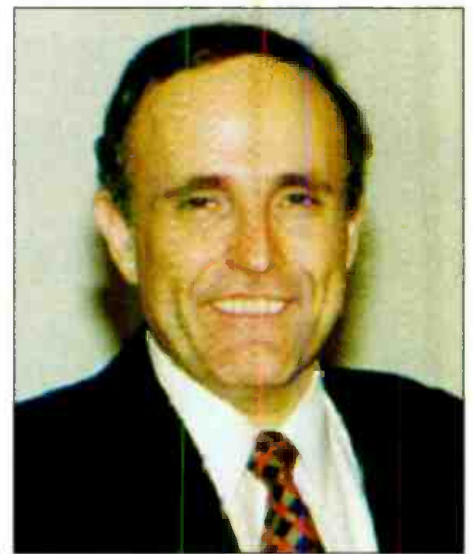
The mayor's office contends the city has the right to put what it wants on the access channels and that FNC and Bloomberg Television constitute educational programming, since the channels were to have run without commercials.

Murdoch, who supported Giuliani in his election as mayor, has threatened to move Fox News out of New York if FNC isn't carried by Time Warner Cable—which reaches an estimated 1.1 million households in Manhattan.

Time Warner also may try to show that Giuliani has a conflict of interest in campaigning for FNC, since his wife, Donna Hanover Giuliani, works for WNYW-TV, a local Fox affiliate.

The battle between Time Warner and Fox quickly escalated after the cable company, saying it had no more channel space, declined to carry FNC when it launched nationally on Oct. 7.

The mayor requested that Time Warner use one of the city's public access channels for FNC. When Time Warner refused, Giuliani threatened to use the



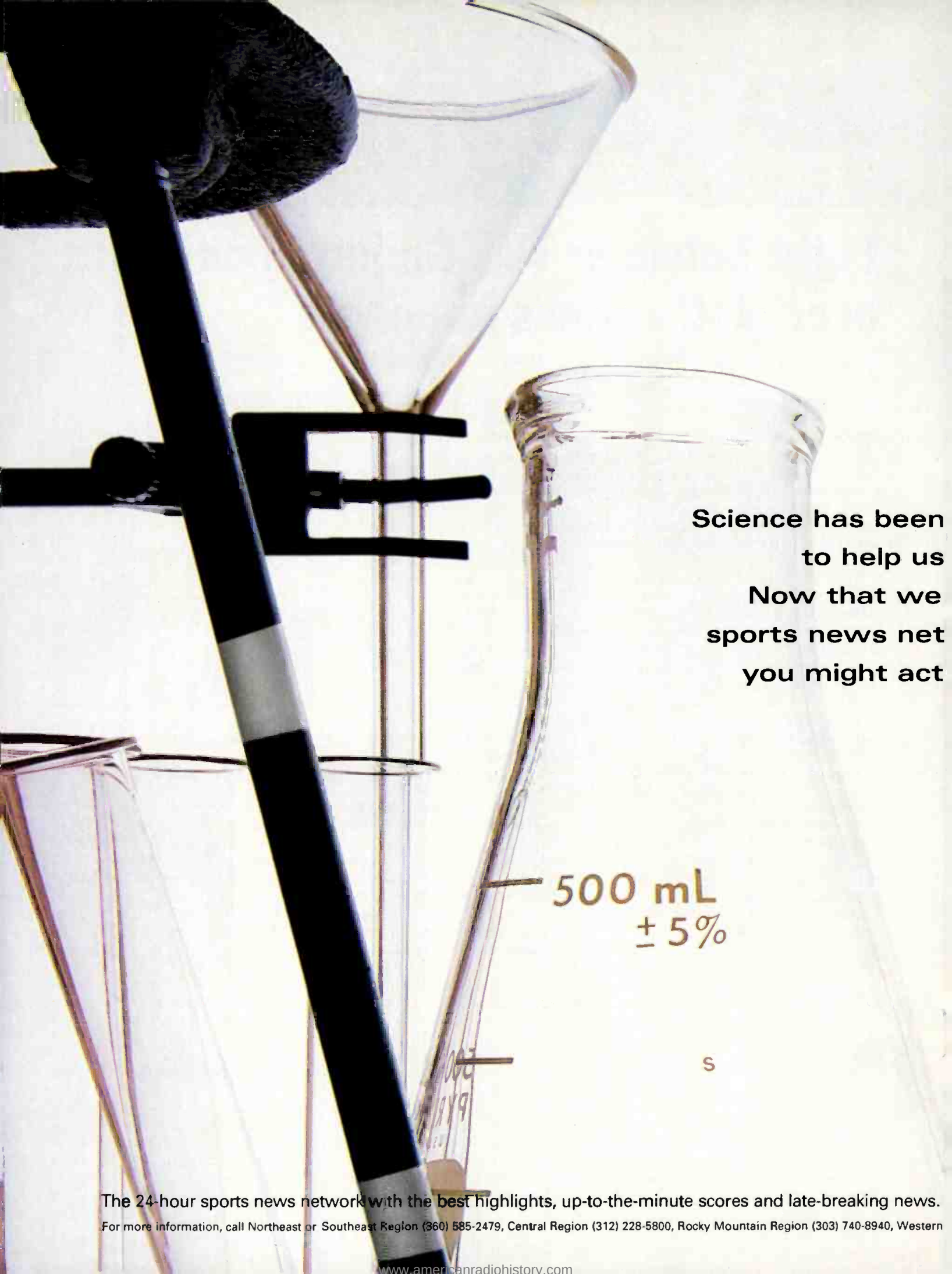
NYC Mayor Giuliani denies Time Warner's charges that he favored Fox.

channels anyway and warned Time Warner that its decision might affect whether the city renews its cable franchise license, which expires next year.

On Oct. 9 Fox sued Time Warner for choosing to carry NBC-owned MSNBC instead of FNC. As part of the Federal Trade Commission agreement to approve the Time Warner/Turner merger, Time Warner was required to add a second news channel to compete with Turner-owned CNN.

Parsons says the cable company had no choice in carrying MSNBC because Time Warner had a contract with MSNBC's predecessor, America's Talking.

The dispute also has opened the door for several other would-be or recently launched networks—including Nick at Nite's TV Land and Nostalgia TV—and MSO Cablevision Systems to pitch the city about adding their channels to Time Warner's system. ■



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Indie telco buys cable system

Roseville Communications purchasing 16,000-sub California operation from Jones

By Price Colman

First it was US West and Continental Cablevision. Now, Roseville Communications Co., a small independent local exchange carrier in Northern California, is buying its way into the cable business.

Roseville Communications (RCC), parent of Roseville Telephone Co., plans to buy Jones Intercable's 16,000-subscriber system in Roseville, a suburban, high-tech community north of Sacramento.

Although the \$11.3 billion US West/Continental deal dwarfs the Roseville/Jones transaction, the latter is still noteworthy. It's the first time under the Telecommunications Act of 1996 that an independent phone company has sought to buy an in-region cable TV system.

Aside from the US West/Continental deal, the FCC's Cable Services Bureau had no information on a telephone company purchasing an in-region cable system.

Neither Jones nor Roseville, the nation's 23rd-largest telephone company, would disclose a purchase price, but under the typical benchmark of \$2,000 per subscriber, the deal would be worth about \$32 million.

For Jones, the sale represents a continuation of its strategy to cash out of its managed limited partnerships. The system is owned by IDS/Jones Growth Partners 87-A Ltd. and is managed by Jones Intercable.

For RCC, the purchase culminates its long-standing desire to get into the cable business. "Some of the bigger [telephone] players are talking about cable and its obvious potential," says RCC spokesman Bob Taylor. "It's something we've been looking at since the 1960s. Cable gives us another way to reach customers." Taylor declined to detail whether that reach would extend beyond basic cable service into cable-provided telephone service and/or Internet access. "We're viewing all the possibilities," he says. "At this point, we're content to provide basic service."

But given the demographics of Roseville and the surrounding

communities the Jones system serves, it's a good bet that RCC is looking beyond traditional cable service. The cable industry has emphasized offering bundled services—telephone and Internet connections along with cable—as a key strategy to enhance revenue streams.

Roseville is a primarily white-collar suburb of Sacramento. It is home to state-government employees and NEC and Hewlett-Packard plants. Since Jones bought the cable system there in 1988, the subscriber base has more than doubled from 7,400. In conjunction with that growth, Jones installed a fiber ring and upgraded channel capacity from 40 to about 54.

Before the deal can go through, RCC must obtain a waiver of crossownership rules from the FCC. Under provisions in the Telecommunications Act of 1996, the FCC can grant a waiver for any of the following reasons:

- The cable operator or local exchange carrier would suffer undue economic stress if the deal weren't permitted.

- The cable system or LEC facilities would not be economically viable if crossownership rules were enforced.

- The potential anticompetitive effects were outweighed by the public interest.

RCC, which has not filed for a waiver from the FCC, must also obtain approval from the local franchising authority. Although the RCC/Jones deal proves that you don't have to be a big Baby Bell to get into the cable business, it's less clear whether it's the first shot in what could be a larger battle—namely, small phone companies getting into the cable business.

The FCC does not have any waiver applications on file, nor is it anticipating a sudden onslaught. Moreover, small phone companies face more challenge than promise in getting into the cable business.

"Ultimately, you're going to end up with competition among the Bells," says Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "If the little guys go in and buy out the cable operator, they'd better watch out." ■

Time Warner loss shrinks in third quarter

Box office, cable and music boost numbers

By Jim McConville

Time Warner Inc. reduced its loss by 37% in the third quarter, aided by strong summer box-office results, increased cable fees and a big jump in its music operations.

The media entertainment company, which last week merged with Turner Broadcasting System, reported a \$91 million loss (43 cents per share) for the quarter ended Sept. 30, compared with a loss of \$144 million (41 cents per share) for the same period last year.

For the first nine months of 1996 Time Warner lost \$215 million, \$58 million more than during the same

period in 1995. Total company revenue year-to-date is \$14.18 billion, up 12.7% from \$12.58 billion last year. Last year's results included an extraordinary loss of \$42 million for the retirement of company debt.

Company divisions Time Inc., Warner Bros., HBO and Time Warner Cable all posted double-digit cash-flow increases for the quarter.

Time Warner and Time Warner Entertainment Co. reported combined record cash flow of \$964 million for the quarter, up 32% over cash flow of \$729 million last year. The company posted overall sales revenue of \$4.87 billion, a 12.2% increase over revenue of \$4.34 billion for 1995.

With summer films "Twister," "Eraser" and "Time to Kill" (each of which each broke the \$100 million sales mark), the company's film entertainment group tallied cash flow of \$146 million, up 13.2% from \$129 million in 1995.

Separately, Time Warner said that third-quarter cash flow for its wholly owned publishing, music and cable operations jumped to \$364 million

TIME WARNER

from \$188 million a year ago, while the groups' combined revenue climbed to \$2.16 billion from \$1.98 billion.

Time Warner cable-operation cash flow rose to \$512 million, up 31.2% from \$390 million last year. The com-

pany's music group earned cash flow of \$143 million, up 151% from cash flow of \$57 million, including an \$85 million charge, a year ago. Time Warner publishing, which

includes *Time* magazine, saw its cash flow rise 15%, to \$99 million from \$86 million.

Time Warner's WB Network posted a loss of \$27 million, compared with a \$7 million loss last year. ■

WGN-TV/NBA headed back to court in 6-year-old case

Superstation will not be allowed to broadcast Bulls games during this round of litigation

By Jim McConville

Superstation WGN-TV Chicago will wind up back in court in its six-year battle with the NBA to air Chicago Bulls games nationally.

Last month an appeals court ruled that a federal judge had overstepped his bounds last year when he ruled in favor of WGN-TV. The three-judge appellate court ruling, handed down Sept. 10, temporarily bans Tribune-owned WGN-TV from airing Bulls games nationally. The decision by the Seventh Circuit U.S. Court of Appeals in Chicago vacates, but does not reverse, a 1995 federal court decision.

The case now returns to federal district court in Chicago, which four times has rejected the NBA's efforts to limit WGN-TV's Bulls telecasts. Earlier court decisions in 1991, 1993, 1994 and 1995 have held that NBA policies limiting or banning telecasts by superstations violate federal antitrust law.

WGN-TV, which has been allowed to continue its national satellite broadcasts during previous litigation, won't be able to do so this time.

"Our inability to deliver Bulls telecasts nationally is due to the punitive and unlawful television policies of the NBA," says Peter S. Walker, vice president/general manager of WGN-TV. "We intend to return to federal court

to win a reaffirmation of our rights to televise the Bulls."

The NBA, which in the past has argued that WGN-TV's broadcasts hurt the ratings of network-televized games, declined to comment on the suit.

Walker says the appeal probably will not be settled before the end of the 1996-97 regular season, which runs from Nov. 1 to next April. WGN-TV is slated to add five games (35 total) to its Bulls 1996-97 regular-season broadcast coverage. In the interim, WGN-TV viewers outside the Chicago area will see movies and first-run action/adventure programming, WGN-TV officials say.

WGN-TV, which has televised Bulls games since 1989, began its battle with the NBA in 1990, when team owners voted to reduce the number of games that could be telecast by a superstation. The station filed suit, challenging the move under federal antitrust law.

In 1991 the court ruled that the NBA owners' action was unlawful. The U.S. Court of Appeals in Chicago upheld the decision, and the U.S. Supreme



Court declined to review the case.

In 1993 the NBA tried to adopt rules that would ban superstation telecasts. In 1995, however, WGN-TV and the Bulls owners won a federal court ruling halting the NBA's action as an antitrust violation.

A little more than a year ago, WGN-TV won a legal battle with the NBA over national broadcast rights fees for Bulls games. Federal Judge Herbert L. Will in September 1995 ruled that WGN-TV and the Bulls owners need pay only \$40,000, rather than the \$100,000 the NBA had sought, for each Bulls game broadcast outside Chicago. Will based his calculation on the consideration that the NBA receives more than \$2 million a year in copyright payments for Bulls games on WGN-TV. ■

Telco competition taking toll

Subscriber prices falling as cable attempts to fight back

By Price Colman

Cable television rates have climbed 6.8% this year as of September and likely will end the year within a percentage point or two of that.

The gain is well above 1995's 4.1% increase, although nowhere near 1990's 13.1% bounce. But 1996 may mark the beginning of the end of increases that have more than doubled the price of cable service since December 1983.

The reason: Cable for the first time faces head-on competition from enormously powerful, well-heeled telephone companies. That has raised the specter of rate wars that could be a blessing for consumers but a body blow for cable.

Minor skirmishes already have occurred. Faced with video services competition from Bell Atlantic in Dover Township, N.J., Adelphia Communications cut its basic monthly service rate more than \$6—from \$25.28 to \$18.95. That prompted Bell Atlantic's FutureVision to cut its own rate to \$14.95.

Adelphia convinced the FCC that effective competition existed in Dover County, and the FCC responded by lifting cable rate regulation implemented under the Cable Act of 1992.

Cable firms likely will use the effective-competition argument to seek lifting of rate regulation in communities from suburban Detroit and Chicago to Columbus, Ohio; Atlanta, and other U.S. cities. In Detroit and Chicago, Ameritech already is going head-to-head with Continental Cablevision, Comcast and Time Warner.

So far, those battlegrounds haven't sparked a rate war. But no one is ignoring the possibility.

"I think you have to be concerned," says Bill Black, director of corporate affairs for Continental Cablevision of Michigan. "There are two imperatives: Number one, make sure you're providing the best overall service you can—programming and customer service. Number two, I think you have to rapidly develop new services, whether high-speed data, telephony—or both—or other new services. Those are the things that are going to make the difference in how successful we are in meeting competition."

In the Michigan communities where Ameritech and Continental are doing

battle, both companies are offering substantially similar video services that cost around \$22 a month. Indeed, rates seem to be a secondary issue, at least for now.

"What we've said all along...is that our prices would be competitive and they would stabilize at some point," says Dave Onak, spokesman for Ameritech New Media, the Baby Bell's cable division. "We're not going to be the Wal-Mart of the cable industry and be the lowest priced."

Instead of adjusting rates, Ameritech's cable competitors have responded in other ways. Onak says: "Most of the cable companies, when we stated franchise discussions, had 50-60 channels. Then all of a sudden they got



religion and started upgrading. In Michigan, their construction crews literally followed two weeks behind us in the same neighborhoods."

When US West launched cable service in Omaha in August 1995, it

TCI is ALL tv

ALL tv. Now that TCI Communications has unveiled the name of its digital cable offering, expect to see that brand name cropping up, well, everywhere.

The name clearly is designed to send the message that when it comes to cable television, consumers need turn no further than TCI.

"Movies, sports, special interest channels and special events plus an easy way to navigate through the choices—ALL tv offers it all," says Camille Jayne, senior vice president of TCI's Digital Television group, in an official statement.

TCI gave journalists a demo of ALL tv in Hartford, Conn., last week. The service rolls out to a small group of non-paying Hartford residents today (Oct. 21). It's a rollout—not a launch—that TCI is being careful to characterize as a final beta test of the service.

TCI expects to deliver ALL tv to paying customers there by year's end. Depending on how things go with the tests in Hartford, TCI may deliver ALL tv to customers in Arlington Heights, Ill., and San Francisco's Bay Area by year's end as well.

In addition to an expanded basic cable lineup of 70 channels, ALL tv will feature 25 channels dedicated to premium movies; 18 special interest channels such as Turner Classic Movies, HGTV, Independent Film Channel, The Golf Channel, Classic Sports Network, International Channel and others; 40 channels of Digital Music Express, and 37 pay-per-view channels. Along with the Prevue Interactive on-screen guide, the Hartford menu for ALL tv will include more than 200 channels.

TCI has kept pricing for the service under wraps and the noncommercial introduction today likely will serve as a final marketing test as much as a technology check. Sources familiar with the service have told BROADCASTING & CABLE that TCI's pricing strategy remains fluid.

That undisclosed pricing will include monthly rental of the all-important set-top box that transforms the digital signal from TCI's Headend in the Sky (HITS) into an analog signal at the set. In keeping with its long-standing policy, TCI won't charge for additional outlets but will charge for additional set-top-box rental.

As for the Hartford demo, there were no glitches, and several broadcast journalists reportedly lingered long after the official event to play with the equipment.

—PC

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"...[Fox] appear[s] to be going for a youthful look, a brisk pace and a direct approach..."

—Walter Goodman,
The New York Times

"Looks like a solid venture.... The new FNC is all newsy and feature-y, with easy, clean graphics..."

—*Litfsky*,
The Hollywood Reporter

"FNC has a few advantages over its fellow upstart [MSNBC]: a less pretentious set, no panels of smug 'contributors' and, best of all, no shilling for the Internet."

—Matt Roush,
USA Today

"There's a certain hipness to the [Fox News Channel's] presentation."

—Frazier Moore,
The Associated Press

"...the interview bore out Fox executives' mantra that their approach will be 'fair and balanced.'"

—Richard Zoglin,
Time

"...there's a certain flair to what they're doing...they're off the blocks nicely."

—Tom Johnson, President,
CNN

"...this is no CNN clone. The look is snappier. The anchors and program hosts own an edgier style..."

—Pete Schulberg,
The Oregonian

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prompted a promotional blitz by Cox Communications, recalls Harry Kennison, director of marketing communications for US West TeleChoice, the Baby Bell's in-region cable and multimedia arm.

"They didn't really lower rates for existing subscribers," Kennison says. "They had a special the week we launched—free basic service. But it was limited basic service, antenna service...and not for new subscribers. It got a lot of fanfare in the press—how could you possible com-

pete with free?"

Douglas County Cablevision, owned by Time Warner Inc., did drop rates to match the \$19.95 price US West was charging for its most popular package. "Douglas County has been a fierce competitor since the get-go," acknowledges Kennison.

Although in isolated areas there are likely to be rate battles where competition becomes particularly fierce, the telecommunications version of mutually assured destruction may prevent a widespread war.

"In any overbuild situation where there's a price war, there are two losers," says Ted Henderson of JANCO Partners in Denver. A telephone competitor faces hefty start-up expenses, while the debt-strapped cable operator faces a crunch in finding the cash to offer new services.

Of the two, cable probably is the more vulnerable in an all-out fight, Henderson says: "Given funding and access to capital that both industries need, it would be real troubling for cable." ■

Viacom/MCA fight goes to court

Lawsuits over ownership of USA will be subject of Delaware case

By Jim McConville

It's now up to the Delaware Chancery Court to sort out the battle between Viacom and Seagram-owned MCA Corp. over their 50-50 ownership of USA Network.

The companies have made little pre-trial progress in their dispute, which came to a head last spring when Viacom launched its Nick at Nite's TV Land at the National Cable Television Association show in Los Angeles.

A non-jury trial, scheduled by Vice Chancellor Myron Steele to run Oct. 15–Nov. 8, will try to resolve lawsuits filed by each company last April.

MCA filed suit first, alleging that Viacom's ownership of competing networks MTV, VH1 and TV Land violates their 1981 joint agreement barring the companies from starting new cable channels outside their jointly held USA Network.

Viacom countersued, charging that MCA has acted to harm USA Network's financial performance. It also claims that MCA reneged on an agreement in which both parties would waive certain contractual rights to let Viacom launch TV Land and let Seagram hire former Viacom president Frank Biondi to run MCA.

Seagram is asking the Chancery Court to force Viacom to sell either its MTV Networks Inc., the Viacom unit that operates competing basic cable networks, or its 50% of USA Network.

MCA contends that owning those networks should trigger a contract provision forcing Viacom to sell its half of USA Network to MCA at a price to be determined independently, or buy MCA out.



Viacom claims that MCA is trying to use whatever leverage it can find to force Viacom to sell its share of USA Network at less than its market value when Viacom has no interest in selling.

The list of media luminaries scheduled to speak at the three-week trial includes Seagram Chairman Edgar Bronfman Jr., former MCA head Sidney Sheinberg, Viacom CEO Sumner Redstone, television producer Aaron Spelling and MCA CEO Frank Biondi.

The Chancery Court's decision may hinge on whether Bronfman gave, as Viacom claims, his approval to launch TV Land at a Feb. 12 meeting this year with Redstone and Executive Vice President Philippe Dauman, in exchange for Viacom's promise to drop a noncompete clause in Biondi's contract that prevented him from joining MCA.

When Biondi was let go by Redstone in January, his separation agreement included a one-year noncompete clause. ■

Fox Sports Net debuts Nov. 1

The formal kickoff of Fox Sports Net is set for Nov. 1 with the debut of Fox Sports News, a national pre- and post-game programming block.

The former Liberty/Prime Sports regional cable services also will formally change their names to Fox Sports Net on Nov. 1. Fox Sports Net, comprising seven regional channels, is the first domestic by-product of the global sports programming alliance struck last year by Fox and cable giant Tele-Communications Inc.

The early edition of Fox Sports News will air at 6-7 p.m. in all time zones, followed by a local pregame show and a live sporting event. Fox Sports News fills out the night with a national roundup at 10-midnight. As of Nov. 1, Fox Sports Net will be available in more than 20 million cable TV homes.

Kevin Frazier, former co-host of *The fX Sports Show*, will anchor the national pregame show. Frazier will be joined by NHL veteran Craig Simpson and former Los Angeles Lakers star James Worthy for commentary on hockey and basketball. The crew for the later edition will include Dwayne Ballen (The Golf Channel); Tom Kirkland (Prime Sports, CNN); Suzy Kolber (ESPN); Alan Massengale (CNN), and Randy Sparage (Prime Sports, KDFW-TV Dallas).

—CL

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Cable must focus on competition

Panelists at Atlantic Cable Show say industry must deal with satellites and the government

By Michael Katz

How to exorcise the specters of telco competition, and a stock market that's bearish on cable, were the hot topics discussed at the Atlantic Cable Show in Baltimore.

In a jab at the telco industry, the keynote session opened with a morality play about the perils of a family's having to deal with the telephone companies. The play featured a Jim Carrey look-alike playing a character known as the "phony guy."

A panel of cable executives tried to paint a rosy picture of cable's star-spangled future. "It seems to me that nobody believes anymore in the future of the cable business if you go down to Wall Street," said Thomas Baxter, president, Comcast Cable Communications. "That's just insane. We always

think these people are smart, and it just boggles my mind that somehow they have written off our prospects for the future—because our future is going to be absolutely fabulous."

Despite the optimism, the panel didn't refute Lenfest Group President Gerry Lenfest's blunt assessment of the industry's outlook. "There are certain forces at work that will together create a difficult short-term future for cable," he said. "Number one is the government." Lenfest called Vice President Al Gore "an enemy of the cable industry" and said that FCC Chairman Reed Hundt was a "disciple" of Gore's. The other threat to the industry, Lenfest warned, was competition from the satellite companies and the telephone companies.

To counter that competition, Lenfest said the industry must focus on cus-

tomers service, local programming and branding the name "cable" rather than the name of the company. "In the long term we do have a chance to be viable in the future," he said.

A panel of cable brokers focused on the industry's financial outlook and came up with uncertainty. "The cable stocks are severely depressed, and it's extremely difficult for these companies to put out stock," said Thomas MacCrory, executive vice president of Communications Equity Associates.

MacCrory said that the 1980s provided a seller's market and the early '90s were a buyer's market, but today's market is something of an enigma. "I've been involved in financing cable deals since 1978, and this is the most exciting time for me," he said, "because I have no idea what's going to happen."

FKN signs up Eurobell

Fox Kids Network has secured only one UK cable carriage deal before its Oct. 19 launch in the UK. FKN has signed a distribution deal with Eurobell, one of the UK's smaller MSOs, giving the channel access to 7,500 cable subs at launch. The channel is being offered to DTH homes as part of BSkyB's multichannel package.

Kirch courts Canal+

Kirch's German digital platform, DF1, has confirmed it is in advanced talks with French pay-TV group Canal+ to carry its seven-channel Multithématique package before year's end. DF1 is claiming 10,000 subscribers to DF1.

NBC Europe in UK cable victory

NBC Europe (formerly NBC Super Channel), has temporarily won its legal battle to remain on Bell Cablemedia and Videotron's UK cable networks in the London area until April 1997. Although Bell Cablemedia settled out of court, Videotron had to be told by the high court that its contract was binding until April 1997. But until cable goes digital, channel capacity will remain tight and more channels may be forced off cable as new services launch in the UK. In France, NBC Europe and CNBC plans to join the Canalsatellite package by the end of the year. Canalsatellite may also carry MSNBC, the NBC/Microsoft joint venture, by the end of 1997.



History tops 1 million subs

The History Channel is now available to more than 1.2 million cable TV subscribers in the UK, thanks to two new cable carriage deals. Bell Cablemedia began carrying the channel on Sept. 1; CableTel will carry it from Nov. 1. The History Channel now is being carried by five of the seven largest UK MSOs, giving the channel 75% cable penetration less than one year after launch.

Nynex, TeleWest talks off?

Yearlong merger discussions between the UK's two largest MSOs, Nynex CableComms and TeleWest, reportedly have broken off. Nynex is on the verge of merging with Bell Atlantic and is understood to want to withdraw from UK cable. TeleWest may well target a stake—that Le Groupe Videotron of Canada is selling in Videotron.

German court slaps Kirch

German pay movie channel Premiere, 25% owned by the Kirch Group, has won a court injunction to prevent Kirch's digital package DF1 from broadcasting blockbuster movies such as "Forrest Gump" before premium movie service Premiere does. Before the injunction, Kirch had been planning to go head-to-head by scheduling the same movies as Premiere on DF1's less expensive basic movie service Starkino. DF1 says it will contest the injunction.

—By Debra Johnson & Nicole McCormick

H E A D E N D I N G S

Around the world on cable

Continental Cablevision launched the International Channel to 55,000 subscribers on its Rolling Meadows, Ill., systems on Oct. 1. The International Channel is available on ch. 26 in Rolling Meadows, Buffalo Grove, Elk Grove Village, Hoffman Estates, Inverness and Palatine. Those suburban areas include residents of German, Italian, Polish, Russian and Asian heritage. The International Channel is a service of Encore Media Corp., a joint venture of JJS Communications Inc. and Liberty Media Corp., a subsidiary of Tele-Communications Inc.

The International Channel has added Caribbean, Portuguese, Hungarian and Swedish programming to its mix. Caribbean programming includes the *Entertainment Report*, which follows music, art and lifestyles in Jamaica, and *World a Music*, with music videos from reggae, calypso, soca and other music genres. Portuguese programming includes an adventure series based on the best-selling novel "Smile of the Lizard"; Hungarian programming features news and entertainment from Hungarian TV, and Swedish programming has a news magazine show and a Scandinavian hour combining Swedish and Norwegian music programs.

The International Channel also has introduced classic French movies as part of "A French Evening" on Saturday nights. The movies, subtitled in English, are shown with other French programs during the 11 p.m.-2 a.m. ET time slot. Upcoming selections include *Black Mic Mac* (Oct. 26), *Le Cercle Rouge* (Nov. 2), *L'Armee des Ombres* (Nov. 9), *Un Flic* (Nov. 16) and *Comme un Boomerang* (Nov. 23).

HSN buys into German shopping channel

Home Shopping Network Inc. has purchased a 29% stake in Germany's only TV shopping network, Home Order Television GmbH & Co. Launched last year, Home Order Television reaches an estimated 6 million households in Germany with prerecorded broadcasts.

HBO to bring Stephen King to cable

HBO is the first cable network to acquire TV rights to a Stephen King novel, spending \$1.5 million—the most HBO has ever paid for a single project—for the rights to King's 1995 novel "Rose Madger." HBO Pictures will develop it into an original movie.

BET on Jazz expands menu

Black Entertainment Television's BET on Jazz has acquired four new shows: *Night Music with David Sanborn*, *The Nat King Cole Show*,

Chicago Blues Jam and *Performances*. The network will air 44 episodes of *Night Music* and 27 half-hour segments from the 1957 NBC-TV series *The Nat King Cole Show*.

Private and Wireless Show to feature TCI executive

Tele-Communications Inc. Satellite Unit President Gary Howard will be keynote speaker for the 14th annual Private and Wireless Show, Oct. 21-23 in Dallas. Howard's address, "Let's Make a Deal," will discuss

continued on page 52

Food Network's Lagasse serves up ratings

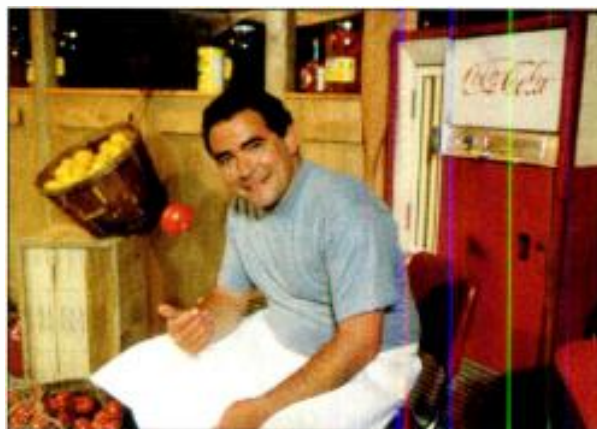
By Cynthia Littleton

The TV Food Network has produced its first star: Emeril Lagasse.

Long one of the network's most popular chefs, the Cajun cuisine master was the focus of an all-day marathon earlier this month that boosted the network's ratings by 30% across the board. On Oct. 7-8, the TV Food Network aired live and taped appearances by Lagasse from 9 a.m. to 4:30 a.m. to promote the launch of a series of specials, *Emeril Lagasse's Louisiana Real & Rustic*.

The programming stunt worked. The Oct. 7 debut of *Louisiana Real & Rustic* in the 10 p.m. slot usually occupied by Lagasse's nightly series, *The Essence of Emeril*, ranks as the network's highest-rated special ever, with a 0.7 Nielsen household rating. Launched in November 1993, the TV Food Network has a subscriber base of roughly 20 million.

"Emeril's been with us from the very beginning, and he's been a big, big part of this network's growth," says Sue Hoffman, TVFN's vice president of programming. Lagasse has been making the talk show rounds during the past month, promoting his new "Louisiana Real & Rustic" cookbook and his restaurants in New Orleans



New Orleans chef Emeril Lagasse has developed a following on cable.

and Las Vegas.

On screen, much of Lagasse's appeal lies in his nontraditional approach to cooking. He yelps with joy every time he adds a pinch of the "essence"—his signature blend of cayenne pepper and other spices—to a dish. He hoots, whistles and hollers—and makes no apologies for his high-fat, high-calorie creations.

The Massachusetts native of Portuguese descent got his first job in a bakery when he was only 10. "I get really excited when I cook," says Lagasse. "There's nothing scripted on my show. All the noise comes from my soul. I jump up and down a lot because I want people to put down their Big Macs and get interested in real food."

HEADLINES

how DBS can create opportunities for private cable operators.

CNN/SI sets launch

CNN/SI, the 24-hour sports news network that will join Turner Broadcasting System's CNN with Time Warner-owned *Sports Illustrated*, will launch Dec. 12 at 8 p.m. The Atlanta-based network will provide live sports reports using its nine domestic and 21 international bureaus. Turner says it will outline plans for the network on Nov. 13.

fX to tie in with Fox "Independence Day"

Fox network fX plans to exploit the Fox Video release of the sci-fi theatrical blockbuster "Independence Day" by scheduling a three-hour prime time program tie-in on Nov. 20. Dubbed "fX Sci-Fi Invasion," the evening will include fX's fourth live prime time special, "Personal fX: The Collectibles Show," and a telecast of Fox-owned 1987 sci-fi film "Predator" starring Arnold Schwarzenegger.

Primestar to offer Tyson#Holyfield fight

DBS operator PrimeStar Partners will offer the upcoming Mike Tyson#Evander Holyfield championship heavyweight bout as a pay-per-view event to its estimated 1.4 million subscribers. The fight, scheduled for Nov. 9 at the MGM Grand Hotel in Las Vegas, will be offered on Primestar's PrimeCinema PPV service for \$49.95.

Two new shows for Comedy Central

Cable network Comedy Central has given the go-ahead on two new original comedy series: *Comics on Delivery* and *The Laupin Variety Programme*. The network has committed to 13 episodes for each series, which will debut in January.

E!, NBC re-up

E! Entertainment Television and NBC News Channel have signed a long-term deal extending the arrangement signed in 1993 through which E! provides NBC's 209 affiliates and *NBC Nightside* with daily entertainment reports filed by E! News daily anchor Steve Kmetco. —PC, JM

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PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Oct. 7-13, 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/Baltimore @ Ind.	TNT	Sun 7:58p	4,658	6.7	4.8	10.3
2. Movie: "Kindergarten Cop"	USA	Wed 8:59p	3,125	4.5	3.2	7.0
3. Secret World of Alex Mack	NICK	Tue 8:00p	2,808	4.1	2.9	6.6
4. Rugrats	NICK	Tue 7:30p	2,728	4.0	2.8	6.9
5. Movie: "Panic in the Skies"	FAM	Sun 7:00p	2,535	3.8	2.6	6.0
6. Doug	NICK	Tue 7:00p	2,507	3.7	2.6	6.7
7. Rugrats	NICK	Thu 7:30p	2,460	3.6	2.5	6.3
7. Rugrats	NICK	Mon 7:30p	2,452	3.6	2.5	6.0
9. Hey Arnold	NICK	Mon 8:00p	2,364	3.5	2.4	5.4
9. World Champ. Wrestling	TNT	Mon 9:00p	2,391	3.5	2.4	5.1
9. World Champ. Wrestling	TNT	Mon 8:00p	2,429	3.5	2.5	5.7
12. Tiny Toons Adventures	NICK	Sat 9:30a	2,315	3.4	2.4	11.8
12. Rugrats	NICK	Wed 7:30p	2,333	3.4	2.4	5.9
14. Rugrats	NICK	Sun 10:00a	2,199	3.2	2.3	9.8
14. Jim Henson's Muppet Babies	NICK	Sat 10:00a	2,182	3.2	2.2	10.8
14. Tiny Toons Adventures	NICK	Sat 9:00a	2,159	3.2	2.2	11.1
14. Secret World of Alex Mack	NICK	Thu 8:00p	2,159	3.2	2.2	5.0
14. Hey Arnold	NICK	Wed 8:00p	2,165	3.2	2.2	5.0
19. Raahh!!! Real Monsters	NICK	Sun 10:30a	2,102	3.1	2.1	9.3
19. Rugrats	NICK	Fri 7:30p	2,143	3.1	2.2	8.2
19. Are You Afraid of the Dark?	NICK	Tue 5:00p	2,101	3.1	2.1	7.8
19. Movie: "Saved by the Bell: Wedding LV"	TBS	Sat 4:05p	2,176	3.1	2.2	8.0
23. Doug	NICK	Thu 7:00p	2,027	3.0	2.1	5.3
25. Doug	NICK	Wed 7:00p	2,021	3.0	2.1	5.4
25. My Brother and Me	NICK	Sun 7:00p	1,972	2.9	2.0	4.9
25. All That	NICK	Sat 9:00p	1,999	2.9	2.1	5.2
25. Rugrats	NICK	Sat 7:30p	1,947	2.9	2.0	5.8
25. Doug	NICK	Fri 7:00p	1,960	2.9	2.0	6.0
25. Are You Afraid of the Dark?	NICK	Fri 5:00p	1,976	2.9	2.0	7.9
25. Tiny Toons Adventures	NICK	Tue 6:30p	1,999	2.9	2.0	5.8
25. Movie: "Her Desperate Choice"	LIFE	Wed 9:00p	1,922	2.9	2.0	4.6
32. Jamle Foxx Show	WGNC	Wed 9:30p	1,143	2.8	1.2	4.3
32. Ren & Stimpy	NICK	Sun 11:00a	1,917	2.8	2.0	8.5
34. The Wayans Brothers	WGNC	Wed 9:00p	1,088	2.7	1.1	4.1
34. Movie: "Problem Child II"	USA	Sat 7:00p	1,887	2.7	1.9	5.3
34. Raahh!!! Real Monsters	NICK	Sun 7:30p	1,865	2.7	1.9	4.5
34. Kenan & Kel	NICK	Sat 8:00p	1,840	2.7	1.9	5.2
34. Jim Henson's Muppet Babies	NICK	Sat 10:30a	1,860	2.7	1.9	9.4
34. Rugrats	NICK	Sat 8:30a	1,852	2.7	1.9	10.2
34. Are You Afraid of the Dark?	NICK	Thu 5:00p	1,826	2.7	1.9	6.6
34. Doug	NICK	Mon 7:00p	1,870	2.7	1.9	4.9
42. I Love Lucy	NICK	Wed 9:00p	1,802	2.6	1.9	4.0
42. Tiny Toons Adventures	NICK	Wed 6:30p	1,778	2.6	1.8	5.0
42. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,761	2.6	1.8	6.4
42. Clarissa Explains It All	NICK	Tue 6:00p	1,756	2.6	1.8	5.3
42. Movie: "Night of the Twisters"	FAM	Sun 5:00p	1,753	2.6	1.8	5.2
42. In the Heat of the Night	TNT	Sun 12:00p	1,779	2.6	1.8	7.7
42. Saved by the Bell College Yrs. Mar.	TBS	Sat 3:35p	1,799	2.6	1.9	7.3
49. Rocko's Modern Life	NICK	Sun 11:30a	1,686	2.5	1.7	7.5
49. Looney Tunes	NICK	Sun 9:00a	1,675	2.5	1.7	8.0

Sources: Nielsen Media Research, Turner Research

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Standards

Internet coalition endorses streaming standard

Netscape, Progressive Networks lead effort

By Richard Tedesco

A coalition of 40 companies spearheaded by Progressive Networks and Netscape Communications is endorsing a multimedia standard that could make the Internet a mainstream source of multimedia.

The companies supporting the Real Time Streaming Protocol include Apple Computer, Digital Equipment Corp., Hewlett-Packard, IBM, Sun Microsystems, Macromedia and Silicon Graphics. The RTSP would be a uniform standard that all Internet content providers would use to stream multimedia content to PC users. That would enable

interoperability between client-server products from different manufacturers and across different platforms.

"This is cool," said John Robb, Internet analyst at Forrester Research. "It is definitely something that will improve the Web long term. This is a communications medium—and unless everyone's speaking the same language, you get a tower of babble."

The absence of a standard now effectively prevents Internet users from being able to receive audio/video content from all Web sources. A uniform standard would put the Internet that much closer to being a mainstream medium.



NETSCAPE

"It is definitely something that will improve the Web long term."

—Analyst John Robb

"It's the same thing that made the Internet take off," said Bruce Jacobsen, president of Progressive Networks, referring to the existing Hypertext Transport Protocol (HTTP). "It's like TV sets. It's nice to know you can buy a Sony and get all of the channels."

Robb describes it as part of a larger play by Netscape to control protocol and force changes, as the company cleverly backs off its opposition to ActiveX and embraces that Microsoft technology. A multicasting system would need to be in place to conserve bandwidth before RTSP could transform the Internet, according to Robb.

Implementation of the standard could spur demand for much-touted network computers and similar low-cost

devices that could provide Internet access. Ready availability of multimedia content that could be streamed in real time via affordable peripheral machines eventually could alter the cyberspace landscape.

Progressive Networks is about to release RealAudio 3.0, now in beta form, consistent with the RTSP standard being proposed to the Internet Engineering Task Force. **TM**

Cityscape to offer entertainment guides

The wraps are slated to come off Cityscape, the code name for the Microsoft project that will produce a series of urban entertainment guides in early 1997.

The first city to be covered by Cityscape will be Seattle, with guides for New York, Boston and San Francisco slated to follow by midyear. The difference between these guides and similar online services is that Cityscape will focus on entertainment.

Microsoft is recruiting high-profile editorial talent in various cities. "We're marrying high-quality journalistic talent with the technology that Microsoft brings," says Michael Goff, Cityscape editor in chief.

General managers include Cella Irvine, former vice president and general manager of Hearst New Media, New York, and Peter Hirschfeld, former publisher of Electronic Musician, San Francisco.

The services will be ad-driven, with as many as 15 online guides to cities worldwide in 1997. —RT

PointCast adds 'Tribune,' other features

The PointCast online news service plans to add the *Chicago Tribune* to its content in December, with other new content appearing this month.

Material from the *Tribune* on a new PointCast "channel" will include news, Internet features, sports and columns. The *New York Times*, *Minneapolis Star-Tribune*, *Tampa Tribune* and *Mercury Center*, featuring Silicon Valley news from the *San Jose Mercury News*, debut this month on PointCast.

Also new on PointCast this month are Edgar Online, news on SEC filings; Newsbytes News Network; Upside Magazine, analyzing technology trends; Quote.com, a stock quote service; Inman News Service, about real estate news, and Hambrecht and Quist Technology Index, a stock index of computer tech companies. In related news, PointCast has shipped nearly 50,000 CD-ROM copies of its online news service to retailers around the country. The \$19.95 CD-ROM package includes a manual for novice 'Net users, 30 days of phone support, Internet starter-kit software and content exclusive to this multimedia edition, including United Media comics. Users can customize their newscast content with this PointCast 1.1 version, which provides automatic upgrades for future generations of the service. —RT

Online

Prodigy recasts for 'Net

Move reflects trend in online services

By Richard Tedesco

There won't be anything different about the basic package, but Prodigy this week is recasting itself as an Internet-based service with a new subscription plan.

The plan picks up on the established model of \$19.95 per month for unlimited access to the Internet and Prodigy Internet. An alternative plan offers users 10 hours of access to the 'Net and Prodigy for \$9.95, with additional hours at \$2.50 each.

Initially, 'Net surfers will have no access to Prodigy content without subscribing, and Prodigy is adding no content in the transition, says a Prodigy spokesperson, adding that "pieces" of the service will be available free sometime next year. The spokesperson says that new content deals are expected to be announced in the next month. Prodigy plans to spend \$100 million promoting its new service.

Simultaneous with its announced relaunch, Prodigy announced a licensing deal

with Progressive Networks to provide its RealAudio streaming technology to the service, indicating that new features might be rich in multimedia content. That's one way commercial online services will seek to differentiate themselves as they migrate to become Internet-based entities. Prodigy members will now receive a preinstalled version of the RealAudio player.

Online services recasting to boost Internet access is clearly a trend. America Online is in the middle of such an effort, as

is Microsoft Network.

Prodigy had announced a cross-distribution pact with Microsoft making that software giant's Internet Explorer 3.0 the service's default browser. Microsoft's ActiveX technologies will be present in elements of Prodigy Internet, while Prodigy will become a folder in Windows 95.

While it piggybacks on Microsoft, Prodigy also plans to push its distribution geographically, with a Spanish version of its service to debut in Mexico in first quarter 1997. Its Africa Online subsidiary recently launched Internet-access service in Ivory Coast; it had already been offering service in Kenya.

TIM

E-Commerce

'Net commerce technologies taking root

By Richard Tedesco

Two recent deals involving key high-tech players indicate that support technology for Internet commerce is taking hold.

Last week, Oracle Corp. announced plans to bundle VeriFone Inc.'s vPOS merchant software with Oracle's Project Apollo merchant server. And Netscape Communications Corp. recently licensed the CyberCoin Internet payment technology from CyberCash Inc.

Under terms of their agreement, VeriFone will develop a cartridge to interface vPOS's product with the Oracle Web Server. VeriFone's point-of-sale software authorizes Internet credit card transactions. As a further step toward trying to create transaction standards, VeriFone will integrate its vGate software with Oracle's Universal Server, enabling financial institutions to accept transactions from Internet merchants.

"With the inclusion of Veri-

Fone's software, Oracle enables financial institutions to process and manage Internet transactions seamlessly as part of their existing infrastructure," said Ray Lane, Oracle president of worldwide operations.

In the other deal, Netscape will bundle the CyberCash technology, which permits online purchases of up to \$10 per transaction, in future versions of its products, including Netscape LivePayment server software. It also will include the technology in Netscape Navigator.

The companies plan to collaborate on incorporating future CyberCash services, including electronic check services, into Netscape's Internet commerce products. CyberCoin organizes a user's credit card numbers, shipping addresses, digital IDs and electronic receipts in one place online.

The companies also will coordinate efforts to promote deployment of Secure Electronic Transactions (SET) credit card protocol.

TIM

Robotics



TECHNOLOGY

US Robotics claims modem breakthrough

US Robotics says it broke the modem speed barrier last week with a new technology that virtually doubles standard telephone modem speeds.

Its x2 technology advances the standard data downstream rate from 28.8 or 33.6 kbps up to 56 kbps. The asymmetrical technology uses a special network configuration different from the modulation techniques used for high-speed modems.

U.S. Robotics plans to conduct field trials of the technology in November and start shipping x2 to online service providers and end users in first quarter 1997.—RT

GI breaks into telco networking

General Instrument will provide a fiber-to-the-curb network for Nynex in metropolitan Boston, New York and beyond as it stakes a multi-million-dollar claim in the telco network business.

The multiyear deal was developed through GI's Next Level Communications, which it acquired a year ago toward just that end. The end-to-end result of the Nynex project could have GI providing a network of transport electronics passing up to 5 million of the RBOC's customer households, according to GI spokesman Dick Badler.

"We're now able to say that we can provide the latest technology networks for all forms of broadband communications," said Badler.

No figure was attached to the pact between Nynex and GI/NLC, which, according to Badler, is engaged in talks with other RBOCs regarding similar business.—RT

NBC adopts digital SNG technology

MSNBC to use Wegener MPEG-2 gear

By Glen Dickson

MSNBC, the cable joint venture of Microsoft and NBC, will acquire some extra transponder space this fall with the implementation of digital transmission technology.

Ascent Network Services, which owns, operates and maintains NBC's current analog Ku-band satellite transmission service, has placed a multi-million-dollar order with Wegener Communications for MPEG-2 transmission equipment as part of an amendment of its existing network-support-services contract with NBC. The amendment calls for a partial digital upgrade of NBC's satellite trans-

mission system, which will provide additional transmission capacity for MSNBC to receive and distribute news reports and live remote broadcasts.

"It's the first piece of our network plan for an overall conversion to digital distribution," says Charles Jablonski, NBC vice president of broadcast and network engineering.

The Ascent deal calls for the installation of two Wegener DVR2000 MPEG-2 digital integrated receiver/decoders (IRDs) at all NBC affiliates, NBC Newschannel and MSNBC, and Wegener DVT2000 digital encoders at all NBC affiliates with uplinking



capability.

"We're looking to utilize compression to maximize our transponder space and allow for increased

material to be fed from our affiliate and bureau locations," says Mel Weidner, MSNBC vice president of technical operations. "We have network news, NBC Newschannel and MSNBC operating off a set group of transponders, with finite transmission facilities at our O&O and bureau locations."

NBC should be implementing the MPEG-2 gear in the first or second week of November; the equipment installed at MSNBC then will be shifted over in first quarter 1997 to the cable network's new Secaucus, N.J., studio and satellite interconnect facility, now under construction.

The Wegener DVT2000 transmitter accepts either serial D-1 or composite video inputs and transmits one compressed video signal, up to six mono audio channels, one asynchronous data channel and network control information. The DVR2000 IRDs, provided free to NBC affiliates, occupy 1.75 inches of rack space and offer composite, S-Video and serial D-1 video outputs, along with MPEG data inputs/outputs and relay contact closures for control of external devices.

NBC was expecting a bottleneck at its uplink sites with the growth of MSNBC, says Weidner, and has been considering either fiber distribution or compressed satellite delivery to "alleviate the overcrowding of our transponders."

Weidner says that solving the problem with fiber transport wasn't economically viable: "It didn't make sense when we ran the numbers. Full-time

WB, Philips push digital film mastering

Philips BTS and Warner Bros. are teaming to promote digital film mastering technology. Warner Bros. has purchased a new Spirit DataCine high-speed film scanner, which can digitize film at up to 24 frames per second, and will work with Philips BTS to achieve a common goal: a new system for feature films in which a single high-resolution digital master transfer is produced from which all necessary distribution masters (PAL, NTSC, widescreen, DTV, etc.) are taken.

According to Steve Russell, Philips BTS marketing manager for film imaging products, creating a single digital film master (DFM) will make more effi-



Warner Bros. has purchased a high-speed Philips BTS Spirit DataCine film scanner.

cient use of the digital telecine—instead of tying it up for color correction, that work will be done on "virtual telecines" that access the one high-resolution master copy. Russell says that DFM technology also will spur the creation of huge automated digital film archives that will allow online access for pay-as-you-go downloads of material.

"You'll have this big automated system, and the checks will come in the mail," Russell says.

—GD

fiber is really expensive. A lot of times we're only talking about an order of time for 15 or 20 minutes—but you've got to have it when you need it."

Weidner acknowledges that both the Washington bureau and NBC News-channel in Charlotte, N.C., have some full-time fiber interconnectivity, but he

says that's because NBC got a good deal by leveraging the service with different vendors. "That turned out to be cheaper than transponders," he says.

Weidner says that MSNBC considered using compression for program distribution as well, but outfitting thousands of cable receive sites with IRDs

isn't feasible right now. That also would cut off the backyard-dish market, he says.

But, Weidner adds, "with the increased number of cable channels being distributed and a finite distribution system, compression is something we'll definitely explore down the road." ■

Pluto blasts into SPACE

New company enters market with disk recorder

By Glen Dickson

Pluto Technologies International has entered the video equipment market with the launch of SPACE, a disk-based digital recorder offering D-1 storage quality.

The new Boulder-based company, founded by former executives and engineers at Sony, Ampex, Storage Technology, US West Labs, Philips, Intellistore and Silicon Graphics, is "looking to bridge the video and computer worlds" with SPACE, says Mark Gray, Pluto chairman.

According to Gray, the digital disk recorder was designed as a direct



A diagram of how SPACE integrates with an existing video plant

replacement for a VTR. With that in mind, it features controls and inputs similar to those of a VTR while using hot-swappable RAID-3 drives for video storage. SPACE occupies the rack size of a Digital Betacam tape deck and offers 8- or 10-bit uncompressed video, four-

channel serial digital 24-bit audio, full timecode support and off-speed playback. The operating system file also is backed up to provide additional reliability in case of drive failure.

The first SPACE models range from 10 minutes to two hours of uncompressed video storage. They include a built-in 10/100 Base T Ethernet connection and a spare slot for future networking hardware such as FibreChannel or serial HIPPI.

Although the product originally was targeted at the post-production market and has been purchased by facilities such as the Post Group and Sunset Post in Los Angeles and Crawford Communications in Atlanta, Gray says that SPACE has received more response than expected from broadcasters for functions such as time compression.

Gray says the 1 gigabit bandwidth of the recorder also could support video streaming for applications such as pay per view: "This platform can go in many directions. You could potentially stream 50 channels of MPEG-2 video."

After making its trade debut at World Media Expo in Los Angeles, Pluto's next stop will be the Western Cable Show in Anaheim this December. ■

Cutting Edge

By Glen Dickson

Sony has announced a new "open approach" to its newsroom strategy, in which it will work with traditional newsroom suppliers to make sure its digital video systems work with customers' existing newsroom computer systems. According to Peter Lude, Sony's vice president of automation and transmis-

sion systems, customers are impressed with Sony's new Betacam SX line, but most aren't ready to make the financial commitment to Sony's complete digital news production system including the Sony/Oracle video-and-text-based newsroom computer system. So Sony will aim to marry the SX line with current text-based systems such as

Basys and NewsMaker, Lude says.

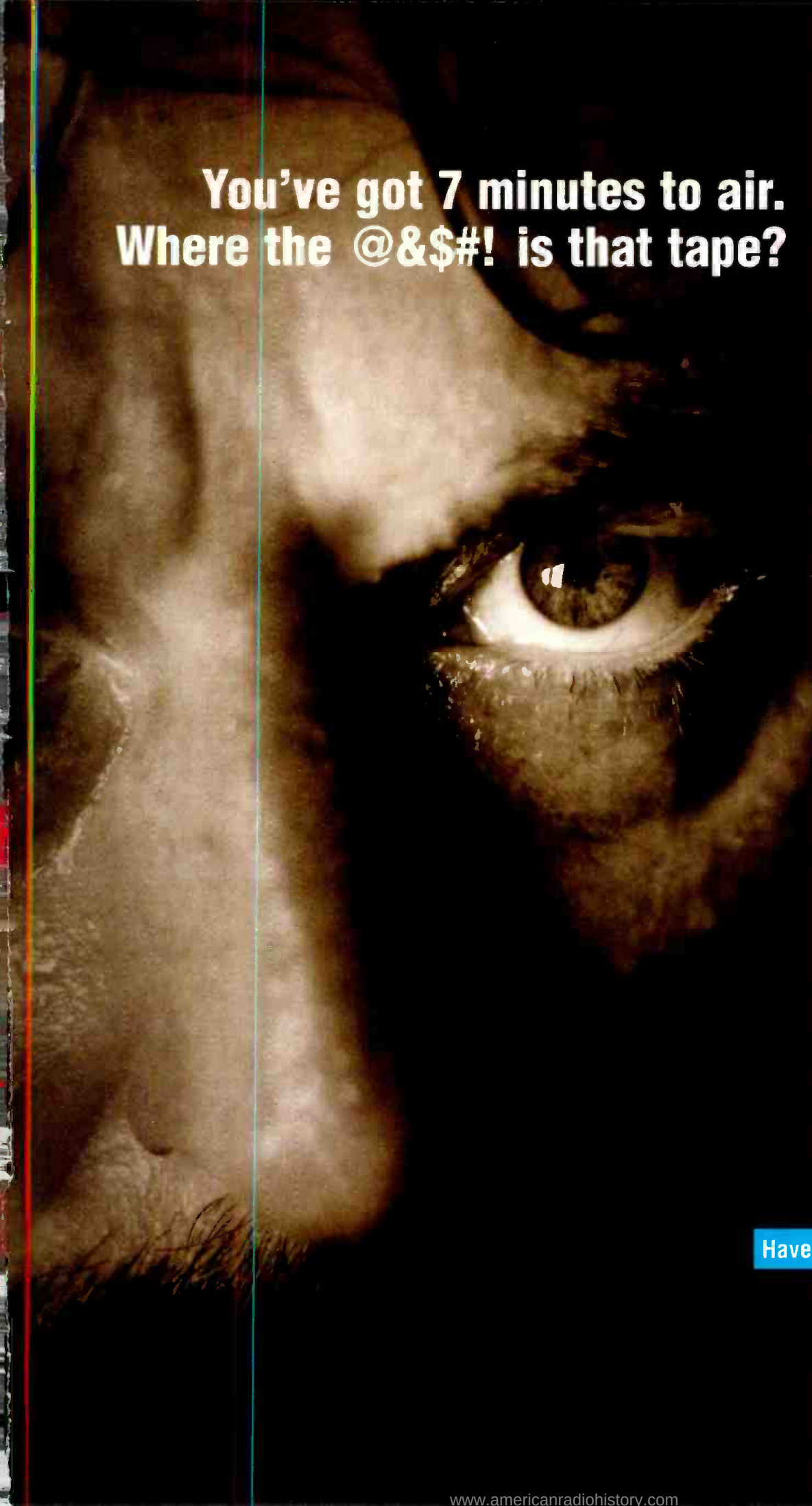
Pioneer has delivered its Digital FastFile integrated stills and clips system to CBS affiliate WUSA(TV) Washington.

The Gannett station plans to use the disk-based system to store and play back graphic animations for its newscasts, says chief engineer William Beckner. The FastFile system is a

fully redundant unit, Beckner says, with two video outputs for two separate playback channels. FastFile uses Motion JPEG compression to store video and runs off Win-



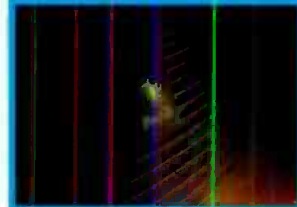
WUSA(TV) will use the Pioneer Digital FastFile to play back graphic animations for news.



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dows-based software.

HBO has purchased nine **Philips** BTS Saturn master control switchers and two Venus routing switchers as part of the component digital upgrade of its Hauppauge, L.I., facility. "By first quarter '97, HBO and Cinemax will have 20 digital networks," says Dom Serio, senior vice president of HBO studio and broadcast operations. "Philips BTS's digital Saturn network switchers and Venus routers, along with Sony's Digital Betacams and Flexicart, are the backbone of our system." Last April, HBO announced plans to convert its HBO and Cinemax feeds to MPEG-2 transmission using General Instrument equipment (B&C, May 6).

CNN now is using **AccuWeather's** Ultra-Graphix ULTRA Weather

and flexibility as well as its graphic quality and unique on-air look," says Steven Gallien, supervising producer of CNN Weather. "We [think] there is great potential in this system's ability to incorporate model data in forecast graphic production." In other AccuWeather news, the company has announced a new pricing deal for its NEXRAD Doppler radar service—unlimited access for any U.S. site for \$69 per month.

The Golf Channel is using **PanAmSat's** PAS-2 Pacific Ocean Region satellite to distribute programming in the Asia Pacific region, with Japan as the first market receiving commercial service.

The Golf Channel is being transmitted digitally via the PAS-2 C-band Pacific Rim Beam. The uplink is taking place at PanAmSat's temporary earth station in Sylmar, Calif.; in December, the digital transmissions will be transferred to PanAmSat's permanent Pacific Ocean Region teleport under construction in Napa, Calif.

Realtime Video, San Francisco, performed the animation and compositing work on a new animated spot for KTSF(TV) there, which was commissioned by Ananda Travel. The spot, which features alien creatures traveling to Earth and consulting with Ananda Travel on the way, uses cel animation drawn by Realtime Video animator



Realtime Video handled the animation for this Ananda Travel spot.

Gordon Ng. The cels were input to a Quantel Henry for colorization and compositing. "You generally need 900 cels for a 30-second spot," says Realtime graphic artist David Cheung. "But we devised design elements that we could cycle and recomp, which enabled us to create a fully animated look with 300."

The Weather Channel has purchased three **Weather Central** Live-Line SuperGenesis graphics and animations systems for its new 24-hour Latin American service, due to launch Nov.

1. The Live-Line SuperGenesis system, an enhancement of Weather Central's Live-Line Genesis, uses the SGI Indigo(2) Impact platform to provide

10x faster animations and real-time playback, with D-1 component digital quality. "The system is a fast box and renders animations very quickly," says The Weather Channel product coordinator

Tony Fulkerson. "We're seeing fluid, realistic depiction of the weather with Genesis' 'Smooth Loop' [satellite] imagery." The network also has purchased Weather Central's Metline "front end" weather data collection and meteorological analysis system, which provides

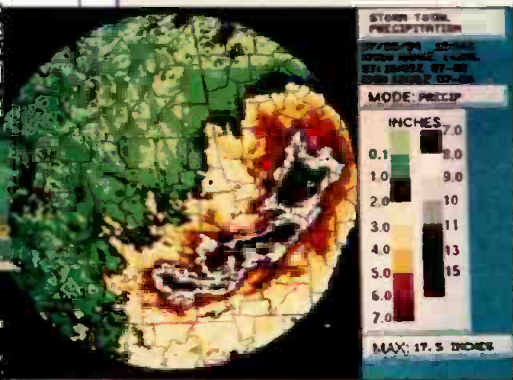
automatic retrieval and storage of weather satellite and NEXRAD imagery, domestic and international data, public products and DiFax charts.

Communications Engineering Inc. did the systems integration for BET Jazz's all-digital origination facility, which uses serial digital video, AES/EBU audio and high-speed TCP/IP data networking. Program playback is handled by a Sony LMS cart machine system with a disk-based buffer system and a Philips BTS master control switcher managing



Communications Engineering Inc. completed this new digital origination facility for BET Jazz.

signal distribution. Two post-production suites use a Quantel Editbox nonlinear editor and Hal Express with a networked Leitch still store. Video-tape systems are Sony Digital Betacam VTRs.



AccuWeather is offering real-time NEXRAD Doppler radar access for \$69 per month.

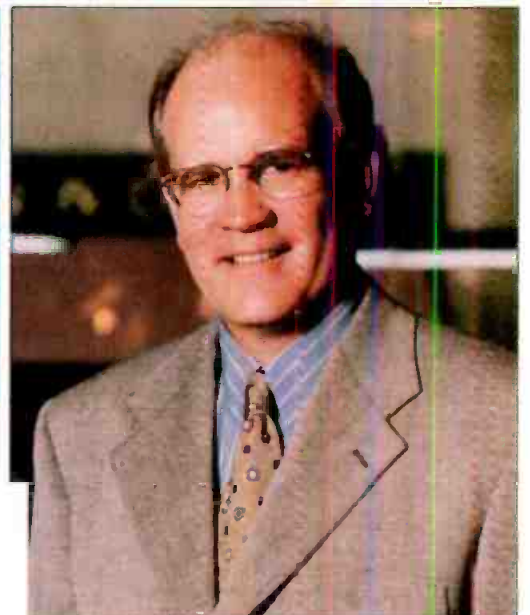
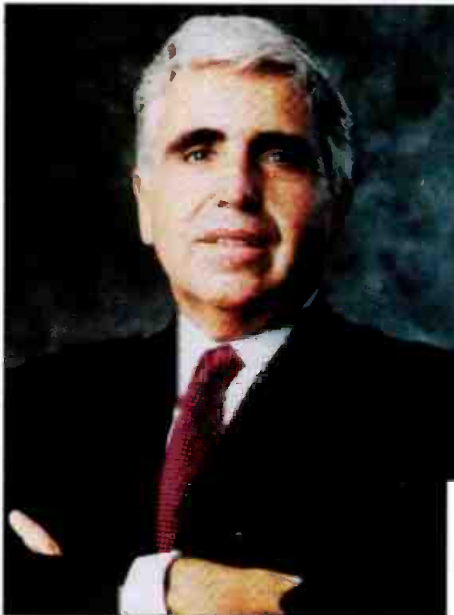
System for production and broadcast of its weather graphics. The ULTRA uses an SGI Unix supercomputer with point-and-click weather software from Norwegian think tank Sintef to allow the creation and sequencing of a weathercast, complete with current and forecast weather animations, in less than 30 minutes. "We are impressed by ULTRA's power, speed

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RADIO

HELP WANTED MANAGEMENT

DUOPOLY MANAGER NEEDED

We need strong, decisive leadership to guide two Powerhouse FM's and one AM in a "Top 30" Midwest market. Projected billing in \$5 million range. Must be aggressive and highly motivated, have a proven professional track record with experience as a general manager and priorities that will make the most of the bottom line. Generous salary and excellent benefits. All inquiries kept strictly confidential. (Our employees know about this opening.) Send your resume and management philosophy NOW! Reply to Box 00966 EOE.

HELP WANTED SALES

Sales Manager for WIOT. Must have at least 4 years sales experience. Knowledge of consumer marketing, event promotion, perishable inventory control, revenue and expense budget development/execution. Recruit, train, lead salespeople. Send resume to: General Manager, Jacor Broadcasting, 125 South Superior Street, Toledo, OH 43602. EOE.

Dame Media, one of the East's fastest growing radio groups, has immediate openings for the following positions in our Harrisburg six station super group: *Station Managers*. Must have extensive sales and sales management background plus 2-4 years experience as a GSM or small market GM. *LSMs*. Must have 2-4 years sales management experience or senior AE experience. All candidates should understand the commitment necessary to focus on local direct business as well as surpass revenue quotas. Additional sales management opportunities exist in our six station super group in Utica/Rome, NY. Send resume c/o COO, Dame Media, PO Box 6477, Harrisburg, PA 17112. EOE.

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.

HELP WANTED FINANCIAL & ACCOUNTING

CHIEF OPERATING OFFICER

Top 100 group broadcaster needs a SEASONED LEADER to help us expand in five MARKETS (all in the top 75 markets). Must be a SALES ORIENTED AGGRESSIVE LEADER ADEPT AT ORGANIZING AND COMMUNICATING PRIORITIES WITH A FOCUS ON PLANNING, EXECUTING AND DELIVERING RESULTS ON A GROUP LEVEL. MINIMUM THREE YEARS G.M. EXPERIENCE REQUIRED WITH GROUP OPERATIONS EXPERIENCE HELPFUL. RIGHT CANDIDATE WILL BE PLEASED WITH COMPENSATION AND BENEFITS. (OUR EMPLOYEES KNOW ABOUT THIS OPENING.) SEND RESUME AND MANAGEMENT PHILOSOPHY (HELD IN CONFIDENCE) TO BOX 00967 EOE.

TELEVISION

HELP WANTED MANAGEMENT

KGWN-TV5, a CBS affiliate in Cheyenne Wyoming, has an immediate job opening for the position of full-time Station Manager at KSTF-TV in Scottsbluff, Nebraska, one of the cities in Cheyenne, Scottsbluff, Sterling market. This is a growth opportunity for both the station and the manager. Department head or sales experience required. The starting salary is mid \$30,000 plus bonus and override that can equal twenty percent of the base. Please send your resume to Bob McCall, General Manager, KGWN-TV Cheyenne. Applications may be filled out at: KGWN-TV5, 2923 East Lincolnway, Cheyenne, WY 82001.

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

Local Sales Manager - WTXL-TV, the ABC affiliate in Florida's Capital city, needs an experienced sales person to work a list and assist in sales management. Send resume and salary history to: David Arrington, General Sales Manager, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312. EOE.

Senior Account Executive: KABB, a Sinclair Communication, Inc., FOX affiliate in San Antonio, Texas, has an opening for a detail-oriented, aggressive, highly motivated team player to maximize revenue with a regional/local list. Must possess great negotiating and listening skills. Minimum three + years previous TV sales experience a must. A proven track record with new business development and sales promotions required. Send resume to Carol Wright, Station Manager, KABB-TV, 4335 N.W. Loop 410, San Antonio, TX 78229. KABB is an affirmative action Equal Opportunity Employer. KABB is a drug free environment.

People in the business say you're a heavy hitter. Your clients respect you more than they like you. Your competitors can't figure out how you get high rates and high shares. You've got an attitude, but don't wear it on your sleeve. If you fit this description and have a killer track record on new business development: Have I got a big deal for you! San Antonio's #1 TV station, KSAT-TV has an opening for Account Executive. Send resume and cover letter to Scott Moore, LSM, KSAT-TV, 1408 N. St. Mary's Street, San Antonio, TX 78298. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

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 news 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: NewsChannel 11-ABC Raleigh/Durham, NC. 1-3 years television experience. Strong sales performance in both established and new business. Must have working knowledge of pure and applied research, along with strong verbal and written communications skills. Successful candidate must be a mature, proven, professional, and creative team player with a desire to grow within the ABC, Inc., organization. Send resume to: Donna Sorensen, Local Sales Manager, P.O. Box 1950, Raleigh, NC 27602. No calls. EOE.

General Sales Manager/Local Sales Manager: KABB, a Sinclair Communication, Inc. Fox affiliate in an LMA arrangement with UPN in San Antonio, Texas is looking for a dynamic and aggressive leader for its sales team. Candidate required to have a minimum of 3-5 years Local, National and General experience in broadcast sales and management. Only detailed-oriented individuals who possess great training and leadership skills, a complete understanding of inventory pricing and controls and are creative thinkers need apply. Knowledge of Bias a plus. Send resume to Carol Wright, Station Manager, KABB-TV, 4335 N.W. Loop 410, San Antonio, TX 78229. KABB is an affirmative action Equal Opportunity Employer. KABB is a drug free environment.

To place your classified ad in *Broadcasting & Cable*,
call Antoinette Fasulo (212) 337-7073
or Sandra Frey (212) 337-6941

Account Executive. KMBC-TV, Kansas City's #1 television station, is looking for a strong experienced Account Executive. Prefer no less than two years local broadcast sales experience. Must be able to demonstrate strong skills in business development, marketing and knowledge of rating services. Please send resumes to Denise Dailey, Local Sales Manager, KMBC-TV, 1049 Central Street, KC, MO 64105. Women and minorities are encouraged to apply. EOE.

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.

HELP WANTED PRODUCTION



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. EOE.**

WCVB-TV, Boston's ABC affiliate and the most awarded local television station in the country, seeks candidates for the following position:

Creative Services Writer/Producer

WCVB-TV has a rare opportunity for an exceptional writer/producer to work in Boston at America's most honored television station. Come live in one of the nation's most beautiful cities and work in one of the most competitive media markets.

Responsibilities will include late news topical promotions, news image and special projects. Two to three years' news promotion experience required. In addition Avid Media Composer 4000 editing experience is desirable.

Resumes should be sent to:

**Carol Bolling, Human Resources Manager,
WCVB-TV, 5 TV Place,
Needham, MA 02192.
No phone calls please.
An equal opportunity
employer, m/f, minorities are
encouraged to apply.**



WCVB-TV

BOSTON

NATIONAL TALK SHOW

**Looking for
East Coast Based
Producers**

**Fax resume to:
212-262-3731**

Wanted - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 309, Citra, FL 32113.

TV Producer. "AM Live" the top rated news/tabloid oriented morning talk show seeks creative producer with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long shot news-making guest, and the persistence to make it happen. Writing, videotape editing and computer skills a must. Forward a complete resume with salary requirements, show ideas and a non-returnable video tape of previous work (no calls) to Charles Bradley, Director of Programming and Operations, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

ST Productions has an immediate opening for a Producer/Director/Videographer. The successful candidate will have experience working in the field as a Producer/Director. One year experience is required. Three years experience is preferred, but not required. Excellent clients skills are essential. Please send resume and tape to Doug Loveridge, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Tapes will not be returned. WRCB is an Equal Opportunity Employer.

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 29609. WYFF-TV is an Equal Opportunity Employer.

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.

HELP WANTED PROGRAMMING

Local Program Producer. So you want to make television shows? WPWR, Chicago's United Paramount Affiliate, is looking for a strong individual to fill a newly created position of Local Program Producer. Individual will be responsible for overseeing local production including developing new programming while overseeing present productions. This self-motivated individual must be creative, have 3-5 years production experience, strong knowledge of equipment and is a team player. Interested parties should send resume and tape to: Tom Feie, Program Manager, WPWR, 2151 North Elston, Chicago, Illinois 60614. Please, no calls. EOE.



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please contact:

**Antoinette Fasulo
212-337-3073**

or

**Sandra Frey
212-337-6941**

HELP WANTED TECHNICAL

MAINTENANCE TECHNICIAN

BRING YOUR TECHNICAL EXPERTISE
TO THE MAJOR LEAGUES.

NewSport, the 3-year old cable channel devoted entirely to sports news and talk, is seeking a technician with excellent communications and interpersonal skills to work with the production team and with local cable affiliates.

In addition to maintaining sophisticated broadcast TV production and distribution equipment at NewSport's Port Washington Network Operations Center, you may be required to install, setup and repair TV production equipment, PC hardware and software at affiliate NewSport headends throughout the United States. Equipment will include networked character generators, analog and digital signal processing, compression and recording devices, PCs, PC networks and communications hardware.

The successful candidate will have at least two years of college level electronics and computer technology education, five years of DIRECTLY RELATED TV electronic maintenance experience, and a good working knowledge of all common PC applications, including Windows 95 and Windows NT. The ability to independently troubleshoot equipment and solve on-site problems is essential. You must be willing to travel and to work a flexible schedule, including night hours and weekends.

For confidential and immediate consideration, please send your resume and salary history to: NewSport, Dept. LK, 40 Seaview Blvd., Port Washington, NY 11050. We are an equal opportunity employer.

NewSport

Wanted Chief Engineer. Quality oriented, Southeast-based TV group has a rare opening for an experienced television Chief Engineer. Candidate must have a strong, established television engineering and management background. Position requires a thorough knowledge of UHF transmitters, RF systems, ENG microwave systems, and TV studio equipment. Must be well versed in digital and computer systems. SBE certification preferred and strong people skills a must. Employer would consider an exceptionally adept candidate currently in an assistant chief position that is ready to move up. EEO employer encourages applications from females and minorities. Send resume with references to Box 00965 EOE.

WSFA (TV) Engineer: Dominant VHF NBC affiliate South Central Alabama with a strong emphasis on TV News, is looking for a studio/transmitter engineer with a minimum of 5 years experience troubleshooting and maintaining Ampex D2 spot player, one inch VTRs, AVC 33 production switcher, Sony Beta SP, Digital Graphix Halo systems, WSI weather graphics, etc. Experience with Harris Plantinum transmitter a plus. Send resume to Chief Engineer, WSFA; PO Box 251200; Montgomery, AL 36125-1200. EOE.

Television Maintenance Engineer. Immediate opening for a Broadcast Engineer. Responsibilities will include installation, maintenance and component level repair of all studio equipment. RF and computer knowledge a plus. Send resume to Chief Engineer, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls please. WYOU-TV is an Equal Opportunity Employer. M/F.

Video Technicians: Troy, Michigan-based MVP Communications has an immediate full-time opening for a video technician. Candidates should have 3-5 years experience. Knowledge of all EFP situations, single/Multi-cam, satellite up/down links, shading, timing, waveform, vectorscopes, and audio assist. Teleprompter, T.D., projectionist equipment maintenance experience a plus. MVP team members are required to be extremely flexible, operating in many diverse production areas. Frequent travel. Competitive salary and benefits. MVP with offices in Chicago and L.A., offers an excellent opportunity to grow with a rapidly expanding full-service production company involved in broadcast, corporate, industrial video productions and staging and multi-media presentations. Send or fax to: Blair H. Somberg, Production Manager, MVP Communications, Inc., 1075 Rankin Street, Troy, MI 48083. Fax: 810-588-1899. No phone calls please. EOE.

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.

South East Network Affiliate is looking for a Technical Manager. Must have through 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.

Technical Systems Manager: Professional to manage station-wide technical systems including both traditional broadcast and computer PC/LAN/Wan systems. Will be responsible for day-to-day supervision of maintenance staff and prioritizing repairs and upgrades of technical systems and equipment. Required a proven manager with at least 5 years experience in computer systems maintenance. Prefer Certified Novell Network Engineer with thorough knowledge of windows 95, Lantastic, Netscape and PCNSF. Knowledge of broadcast systems and equipment also desired. Send resume to: Human Resource Manager, KGW Northwest NewsChannel 8, 1501 SW Jefferson Street, Portland, OR 97201. EOE M/F/D/V.

Manager of Media Operations. Tribune Broadcasting, Washington Bureau. Manage and maintain state of the art technical facilities of the Tribune Media Center in Washington, D.C. Must be prepared to provide the needed guidance in the utilization of new techniques and technologies. Must have a thorough understanding of computer and communication technologies WAN, LAN, MAN, Novell, IBM PC, etc. Will serve as a combination chief engineer and operations manager. Must supervise the overall performance of the bureau's technical computer and broadcast operations. Must have technical working knowledge of satellites, uplinks, fiber, digital non-linear systems, Newstar computer system. Will also be responsible for computer and phone support for Tribune newspapers. Must have a BSEE and/or minimum of five years television broadcast operations, management and computer network experience within a major market television station of News Bureau. Must have strong management, communication and interpersonal skills. Send resumes to Cissy Baker, Bureau Chief, Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, D.C. 20005.

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.

KABB-TV has an immediate opening for a Technical Director who is familiar with a GVG200-1 switcher for our live newscasts. The person is also responsible for editing promos and commercials. Must be familiar with GVG editors, GVG DPM-700, Quantel Picturebox, and a Chyron Max. Must have 3 years experience. Apply to: Director of Operations, KABB-TV, 4335 N.W. Loop 410, San Antonio, TX 78229. KABB is an equal opportunity employer. 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 teleprompt duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Nelson Crumling, Vice-President, 202-775-4363.

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.

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.

Customer Support - Technical. Modulation Sciences, Inc. seeks an inside engineer. Strong in TV and RF to support product line. Now adding high end video demodulation to top of line BTSC stereo and pro channel systems. Must be effective and patient on phone. Tech writing and radio experience a plus. Opportunities to assist in new product engineering and marketing. Located in Somerset, NJ. Non-smoking environment. Send resume and salary history via fax to 908-302-0206, or e-mail to esmall@ios.com

Chief Engineer: WTAT (FOX 24) a Sullivan Broadcasting station in Charleston, SC is seeking a professional with five years broadcast experience. Personable with good people skills. Computer knowledge, experienced in RCA TTU 10CS trans., Grass Valley, Beta Cam, MII, FCC General Class or SBE Certification preferred. Send resume to: George Parniczka, WVAH, 11 Broadcast Plaza, Hurricane, WVA 25526. No phone calls or faxes please. EOE.

Chief Engineer: WMFP-TV, Boston. Technically skilled Engineer to maintain transmitters, local insertion equipment and automation. The Chief Engineer will maintain contact with numerous cable systems, resolve carriage issues relating to signal quality and strength. Must be able to work in a self directed environment, be resourceful and be able to work with outside contacts. Experience with UHF transmitters, first phone, and SBE certification are all pluses. Send resume and salary expectations to Human Resources, Shop at Home, 5210 Schubert Road, Knoxville, TN 37912 or fax to 423-689-5069.

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

Broadcast Maintenance Technician: Candidate must have a minimum of five years experience in audio, video, and digital graphics systems maintenance. Must be a self-starter, able to work various hours, and have good interpersonal skills. Send resume to: WUSA-TV, Attn: Ben Kretchmar, 4100 Wisconsin Avenue, N.W., Washington, DC 20016.

HELP WANTED PROMOTION

TV/Radio Promotion Producer-Writer. Join a committed team of professionals at one of the best public broadcasting facilities in the nation. Use your creative enthusiasm in writing and editing our program guide, planning and coordinating special events and activities, establishing and maintaining contact with community agencies and organizations and in coordinating all media public relations. You'll use all of your broadcast and communications background in a wide variety of projects. A Degree in broadcasting, marketing, communications or related field and three to five years of experience in broadcast promotion, public relations or advertising is required. Successful applicant must have television and radio production skills, excellent written and oral communications skills, PC and Microsoft Windows knowledge and experience and knowledge of special event planning and execution. A familiarity with public broadcasting is helpful, but not necessary. Send cover letter and resume to: Gary Kesler, Promotion Manager, West Michigan Public Broadcasting, 301 W. Fulton, Grand Rapids, Michigan 49504-6495 or e-mail to: zzz8699@gvsu.edu. Application deadline date is November 8, 1996. EEO/AA/ADA.

Promotion Writer/Producer: Top 10 ABC affiliate seeking strong promotion writer/producer with 3-5 years news promotion experience. State-of-the-art production facility including digital suite, Henry, Hal AVID and more. Send reel and resume to: Jim Glass, WFAA-TV, 606 Young Street, Dallas, TX 75202. EOE/M-F.

Creative Services Writer/Producer. This position is responsible for writing, producing, shooting and editing topicals, news series and public service announcements. The writer producer also assists with all other aspects of marketing and promoting a television station. Degree in advertising or journalism or related experience required. Full time position requiring some evening work. Send resume and non-returnable tape to Michelle Fink, Creative Services Director, KFOR-TV, P.O. Box 14068, Oklahoma City, OK 73113. No phone calls. EOE.

Creative Services Manager for Top 50 Network Affiliate. Seeking aggressive and experienced professional. Individual will function as key member of management team for challenging task of executing marketing and promotion strategy for ABC affiliate of major group. Good interpersonal skills, ability to conceptualize are key requisites for this candidate who must be able to function in fast paced environment. Send complete resume and a descriptive letter about professional and educational background to Human Resources, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131. We are an Equal Opportunity Employer.

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

Traffic Manager: Southwest affiliate is accepting resumes for the position of traffic manager. All interested candidates must have knowledge of colombine 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.

TV News Producer. Expansion is creating a 6pm Producer opening at a medium market NBC affiliate. Requires two years experience producing a newscast, and degree in telecommunications or related field. Competitive salary and benefits. Send resume, non-returnable tape, and references to Grant Zalba, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615 by October 31, 1996. No phone calls, please. WNWO-TV is an Equal Opportunity Employer.

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 teasers 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.

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: The 12 news team needs a producer who will go beyond the expected to present viewers with an informative, interesting and energy-filled newscast. We're looking for someone who gets anchors and reporters involved in unique presentation elements. At least two years experience line producing newscasts is required. Please send a resume, references, and non-returnable tape to Bart Swenson, Assistant News Director, WTLV TV, 1070 East Adams Street, Jacksonville, FL 32202.

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. I've got big shoes to fill! My lead producer is heading for Atlanta after four years dedicated service. His replacement must have 2 years producing experience, strong writing skills and college degree. Additionally you must be organized, creative and reliable. You'll have full control of our highly rated one hour 10 p.m. show (FOX). Tapes, any format, resume and letter of interest to Kevin Kelly, News Director, WLFL-TV, 3012 Highwoods Boulevard, Raleigh, NC 27604. EOE.

News Producer. Good quick and have to be #1? That's the person we need. If you bleed news, call us now, great place to live and work. Rush resume and tape to K. Ashley, KFOR-TV, P.O. Box 14068, Oklahoma City, OK 73114. Phone (405)478-6322. EOE.

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 Director: Want your own newsroom? Want to create your own news channel? ONN the Ohio News Network seeks a creative and inspiring leader to build a statewide 24 hour cable news channel for the State of Ohio. The limits are your ability to dream and lead. We will hire a gifted journalist with news director experience who can recruit, train and mold a staff large enough to cover a state twenty four hours a day seven days a week. Send resume and brief cover letter delineating your qualifications for this challenge to: Dispatch Productions, Inc., Business Office #167, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified Minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

News Director. Top 20 Independent is seeking an exceptional News Director to create and lead a start-up newscast in a strong local news market. Candidate must have 3-5 years major market experience, excellent management skills and strong interpersonal and motivational skills. Candidate will be responsible for starting a news department from the ground floor up, developing and executing the station's prime time and morning news programs. Send resume/salary history to Box 00964 EOE.

Executive Producer/Full Time-2 Positions: Manage all aspects of nighttime operations of news department at WBNS-TV. Direct staff of producers, editors, reporters and photographers in accomplishing daily goals. Supervise and oversee production of various newscasts. College degree plus 5 years experience in television news management. Send cover letter and resume to: WBNS TV, Business Office #165, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified women and minorities are encouraged to apply. EEO. Smoke and drug free workplace.

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

News Director for Top 50 Network Affiliate. Experienced television executive wanted to inspire and motivate staff of Top 50 market affiliated station. Lead focus on daily newscasts with emphasis on content, marketing and promotion of same. Oversee staff of 65+. Participate in planning and execution of station marketing plan. Good interpersonal skills a must. Send complete resume and a descriptive letter about professional and education background to Human Resources, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131. We are an Equal Opportunity Employer.

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

Associate Producer/Director: Produce and direct segments and documentaries about science, nature and social issues, as well as special events for the Nebraska ETV Network. Bachelor's with major in broadcast journalism or related field plus one year experience in television production required; equivalency considered. \$23,373 minimum annual salary plus excellent benefits. Submit cover letter and resume postmarked by November 15 to: Personnel Coordinator, UNL, Lincoln, NE 68501. UNL is committed to EEO/AA and ADA. If you need assistance under the ADA, please contact the Personnel Coordinator.

Assignment Editor: News 12, an innovative regional news operation, is seeking an enthusiastic, quick-thinking Assignment Editor who thrives on pressure and loves TV news. If you have at least 1 year of experience, you may be a strong candidate for this first rate assignment desk. Full and temporary positions available in this upbeat environment. Send resume and references to: P.O. Box 999-AD, Woodbury, NY 11797. EOE. No phone calls, please.

Assignment Editor: We are a small midwestern affiliate that thinks like the big guys, and we need an assignment editor that does the same. This is a great spot news market, but we need someone to go beyond the headlines to find the stories that make a difference. Must be highly organized and a good people person. Prior assignment desk experience preferred, but will train someone with good news sense. Women and minorities encouraged to apply. Send resume to Box 00963.

Traffic Manager. 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, WVMY-TV, 100 Market Square, Burlington, VT 05401.

HELP WANTED FINANCIAL & ACCOUNTING

Controller. Prepare complete and logical financial analysis. Ability to manage complex department and professional staff including use of performance reviews, supervisor guidelines, etc. Ability to interpret, prepare and present reports using general accepted accounting principles as established by the American Institute of Certified Public Accountants (AICPA). Ability to use PC and Standard Software applications, including spreadsheet and word processing. Please send resume to Personnel, KFOR-TV, P.O. Box 14068, Oklahoma City, OK 73113. EOE.

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.

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BUSINESS OPPORTUNITIES

LPTV Station in Baltimore, MD, Ch-63 is interested in receiving L.M.A. offers. Contact: Dennis Dunbar 202-347-0030.

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Los Angeles: Experienced ENG and EFP crews. New SP Betacam packages. Spooner Productions, INC. 800-776-6637.

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News Directors. Need talent for small/medium markets? I do demos-plenty to choose from. Talent coaching, too. Career Videos. 847-272-2917.

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To qualify, you must possess: 2+ years of experience, preferably in an online environment; and strong project management, technical skills, familiarity with the internet, and excellent writing and communication skills. For this hands-on position we prefer a candidate with knowledge of: web page design and layout; client/server software; web standards and technologies; and HTML. Familiarity with Windows, DOS, Macintosh, Stratus, UNIX operating systems and web publishing software a plus. BS/BA degree and a background in live event production, entertainment and/or television strongly preferred.

If you'd like to look at how the future is shaping up at America Online, send your resume to: Patricia Harris, America Online, Inc., 8615 Westwood Center Drive, Vienna, VA 22182. Fax: (703) 918-2702. e-mail: work4us@aol.com Explore the AOL home page at www.aol.com. Visit our career site under "About The Company" for additional opportunities. An Equal Opportunity Employer M/F/D/V. No phone calls, please.

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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 President of Production
The Golf Channel
7580 Commerce Center Drive
Orlando, FL 32819

Absolutely no calls please. EOE.



New Photographer/Editor: CBS TeleNoticias hiring two full-time news photographer/editors with at least 4 to 7 years of ENG experience, positions available are in our New York and Washington D.C. bureaus. Ability to shoot and edit in a fast paced news environment meeting strict deadlines. Willing to travel on short notice, team player. Knowledge of current Latin American affairs. Must be bilingual (ENG, SPAN.) All qualified candidates must submit resume and non-returnable demo reel to: CBS TeleNoticias, c/o Robert Albino, Operations Manager, 2470 West Eighth Avenue, Hialeah, FL 33010. EOE.

Bureau Chief. We need a seasoned Reporter/Manager for Saipan. US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

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HELP WANTED TECHNICAL

Software Support Specialist: CBS TeleNoticias has an opening in the Systems Support Department for a Software Support Specialist at our Miami based facilities. This position required experience in broadcasting, electronic newsroom systems, LAN Data communications, and Integration of various external systems into the electronic newsroom facilities. 3-5 years experience in a Novell or Windows NT Networking environment. Able to interface various systems into newsroom electronic system. Will play a key roll in the integration of digital non-linear editing and automated playback facilities into the newsroom newsmaker system. Resumes may be sent to: CBS TeleNoticias, c/o Mike Bock, Director of Operations and Engineering, 2470 West Eighth Avenue, Hialeah, FL 33010. EOE.

HELP WANTED PRODUCTION

FEED COORDINATOR

Court TV is seeking to fill position of *Feed Coordinator*. Responsibilities include supervising quality control of all incoming feeds; coordinating with assignment desk, master control, operations, and production to ensure established transmission. Candidates must be able to work well under pressure and handle multiple tasks simultaneously. Experienced candidates only can send resumes to:

COURT TV
600 3rd Avenue,
NYC 10016

Attn: Human Resources - OP

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Fax your classified ad to
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ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast Journalism. The Broadcast Journalism Program of Emerson College is seeking a tenure-track member to teach Broadcast Journalism starting in the Fall of 1997. The program has 200 broadcast journalism students and 100 print journalism students. Candidates must be able to teach broadcast news reporting/producing courses and conduct research in the field of broadcast journalism. Rank is Assistant or Associate Professor. Ph.D. preferred although a distinguished record of professional achievement will also be considered. College-level teaching experience required. Rank and salary will be based upon qualifications and experience. Please send your resume and a letter of introduction to Dr. Manny Paraschos, Broadcast Journalism Search Committee, Mass Communication Division, Emerson College, 100 Beacon Street, Boston, MA 02116. Emerson College is an Equal Opportunity/Affirmative Action Employer, and values diversity in the work place. To learn more about Emerson, visit us on the World Wide Web: <http://www.emerson.edu>

Emerson College. The Division of Mass Communication at Emerson College, a Division with approximately 1400 students, 500 of whom have a concentration in film, is seeking tenure-track faculty for the Fall of 1997 in the following positions: *Film Production.* Candidates must be able to teach 16mm production from the beginning to advanced levels and have expertise in one or more of the following: cinematography and lighting, film sound, animation, video production, multi-media production, and new techniques. Rank is Assistant or Associate Professor. Applicants must have college-level teaching experience and an established record of creative work. Graduate degree is required, M.F.A. or Ph.D. Please reply to Eric Schaefer, Division of Mass Communication. *Screenwriting.* Candidates must be able to teach creative writing for film and television from the beginning to advanced levels and have expertise in one or more of the following: feature screenwriting, dramatic writing for television, situation comedy, and documentary. Rank is Assistant or Associate Professor. Applicants must have college-level teaching experience and an established record of creative work. Graduate degree is required, M.F.A. or Ph.D. preferred. Please reply to Eric Schaefer, Division of Mass Communication. *Audio/Radio.* Candidate's responsibilities consist of running the College's closed circuit/low power radio station and teaching in at least three of the following areas: production (analog/digital), performance, the business of radio, the business of the recording industry, programming, marketing, and audience and market analysis. Rank is Assistant or Associate Professor. Candidates should have mastery of communication law, the history and practice of broadcast media management and media economics. Applicants must possess an advanced degree, have college-level teaching experience and have 10-15 years of professional experience in the audio/radio fields. Please reply to Jan Roberts-Breslin, Chair, Audio/Radio Search Committee, Division of Mass Communication. Rank and salary will be based upon qualifications and experience. Closing date for applications is December 1, 1996. Emerson College, 100 Beacon Street, Boston, MA 02116. Emerson College is an Equal Opportunity/Affirmative Action Employer and values diversity in the work place. To learn more about Emerson, visit us on the World Wide Web: <http://www.emerson.edu>

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 MANAGEMENT

Manager, Media Outreach. The Ad Council is seeking a Manager of Media Outreach to help increase the placement of Ad Council public service messages in all major forms of media, with primary focus on TV, cable and radio. Applicants will be responsible for managing Ad Council media outreach activities in selected markets by recruiting and managing media outreach volunteers; developing media placement programs; planning arrangements for the annual volunteer roundtable event. Solid working knowledge of the advertising business-experience in media planning or buying a plus; Analytic skills needed to interpret market data. Please send resume and salary requirements to: Personnel Director, The Advertising Council, 261 Madison Avenue, 11th Floor, New York, NY 10016. Fax: 212-922-1676.

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941

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.

Broadcasting & Cable

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Blind Boxes: Add \$30.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: _____ **Line ad** ☐ **Display** ☐

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

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For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

FACILITIES CHANGES

Granted

Camas, Wash. (BMPH-960607IE)—ECI License Co. LP for KNRK(FM) 94.7 mhz: change ERP, install directional ant. *Sept. 17*

Charleston, W.Va. (BMPCT-891031KI)—WKRP-TV Inc. for WKRP-TV ch. 29: change ERP to 1,600 kw visual, ant. to 212 m., TL to Pocatalico, W.Va. *Sept. 12*

Racine, Wis. (BPCT-960328KG)—TV-49 Inc. for WJJA(TV) ch. 49: change TL to 3872 N. Fraternity St., Milwaukee, ERP to 5,000 kw visual, ant. to 273 m. *Sept. 19*

Accepted for filing

Juneau, Alaska (960909AC)—Alaska-Juneau Communications Inc. for KINY(AM) 800 khz: change power. *Sept. 9*

Safford, Ariz. (BPH-960909IB)—McMurray Communications Inc. for KXKQ(FM) 94.1 mhz: change TL. *Sept. 9*

Grass Valley, Calif. (BMPH-960906ID)—Wade Axell for KJFA(FM) 99.3 mhz: change structure height, ant., TL. *Sept. 6*

Hartford, Conn. (BPH-960910IC)—St. Thomas Seminary for WJMJ(FM) 88.9 mhz: change ERP, structure height, ant. *Sept. 10*

Labelle, Fla. (BMPH-960829IB)—Intermart Broadcasting West Coast Inc. for WXZY(FM) 92.5 mhz: change ERP, ant., TL. *Aug. 29*

Tallahassee, Fla. (BPH-960813IC)—Tally Radio LC for WWLD(FM) 106.1 mhz: change ERP. *Aug. 13*

Boston, Ga. (BPH-960813ID)—Boston Radio Co. Inc. for WTUF(FM) 106.3 mhz: change ERP. *Aug. 13*

Dalton, Ga. (BPH-960821IG)—Radio Center Dalton Inc. for WYU(FM) 104.5 mhz: change ERP. *Aug. 21*

Donaldsville, Ga. (BPH-960813IE)—Merchants Broadcasting Co. for WGMK(FM) 106.3 mhz: change ERP. *Aug. 13*

Manchester, Ga. (BPH-960823IF)—Provident Broadcasting Co. for WVJF-FM 93.3 mhz: change ERP, ant., TL, ant. supporting-structure height, class. *Aug. 23*

Rome, Ga. (BPH-960906IG)—Briar Creek Broadcasting Corp. for WKCX(FM) 97.7 mhz: change ERP, directional ant. *Sept. 6*

Kekaha, Hawaii (BMPH-960826IK)—Stangl Broadcasting Inc. for KAU(FM) 103.3 mhz: change ERP, ant., TL, ant. supporting-structure height. *Aug. 26*

Bartonville, Ill. (BMPH-960906IA)—Howard G. Bill for WIXO(FM) 99.9 mhz: change structure height, TL, ERP, ant. *Sept. 1*

Watseka, Ill. (BPH-960814ID)—Iroquois County Broadcasting Co. for WGFA-FM 94.1 mhz: change ant., TL, ERP. *Aug. 14*

West Frankfurt, Ill. (BP-960909AB)—Dennis F. Doelitzsch for WFRX(AM) 1300 khz: make changes in ant. system. *Sept. 9*

Goshen, Ind. (BPED-960828MA)—Goshen College Broadcasting Corp. for WGCS(FM) 91.1 mhz: change ERP, ant., TL, class. *Aug. 28*

Council Bluffs, Iowa (BPED-960909IA)—Iowa Western Community College for KQWR(FM) 89.7 mhz: change ERP, class, ant. *Sept. 9*

Emporia, Kan. (BMPH-960829IF)—Michael D. Law for KGZF(FM) 99.5 mhz: change ant., TL. *Aug. 29*

Wellington, Kan. (BMPH-960826IL)—Johnson Enterprises Inc. for KWME(FM) 93.5 mhz: change ERP, ant., ant. supporting-structure height. *Aug. 26*

Vine Grove, Ky. (BPH-960823IE)—Basix Communications LLC for WRZL(FM) 101.5 mhz: change ERP, ant. supporting-structure height, other. *Aug. 23*

Lexington, Ky. (BPCT-960628KU)—Koinonia Broadcasting Inc. for WBFX(TV) ch. 20: change ERP to 5,000 kw visual, ant. to 594 m., TL to Hwy 1951, 3.2 km NW of Randleman, tower of WKRR(FM). *June 28*

Maurice, La. (BPH-960906IE)—Citywide Broadcasting Corp. of Lafayette for KFZX(FM) 106.3 mhz: change ERP. *Sept. 6*

Minden, La. (BPH-960830IC)—Cook Enterprises Inc. for KASO-FM 95.3 mhz: change ERP, ant., TL, frequency, class. *Aug. 30*

Mashpee, Mass. (BPH-960814IE)—Boch Broadcasting LP for WWKJ(FM) 101.1 mhz: change structure height, ant., TL, ERP. *Aug. 14*

Lansing, Mich. (BPH-960829IC)—MacDonald Broadcasting Co. for WHZZ(FM) 101.7 mhz: change ERP, ant., TL. *Aug. 29*

Muskegon, Mich. (BPH-960815IC)—WMHG Adrian Broadcasting Co. for WMHG(FM) 107.9 mhz: change ant., TL, structure height, ERP. *Aug. 15*

Laurel, Miss. (BPH-960830IA)—Radio Laurel Inc. for WMXI(FM) 98.1 mhz: change ERP, ant., TL. *Aug. 30*

Cassville, Mo. (BPH-960830ID)—Kevin M. and Patricia W. Wodlinger for KRLK(FM) 100.1 mhz: change ERP, ant., TL, class. *Aug. 30*

De Soto, Mo. (BPH-960814IC)—Schafermeyer Broadcasting Inc. for KDJR(FM) 100.1 mhz: change ant., ERP, add directional ant. *Aug. 14*

Springfield, Mo. (BMPED-960814IA)—American Family Association for KAKU(FM) 90.1 mhz: change ERP. *Aug. 14*

West Point, Neb. (BP-960917AB)—Kelly Communications Inc. for KTIC(AM) 840 khz: change TL, ant. system. *Sept. 17*

Los Alamos, N.M. (BMPH-960903IA)—Mountain Broadcasting Inc. for KTMN(FM) 98.5 mhz: change ant., TL. *Sept. 3*

Burgaw, N.C. (BMPH-960909ID)—SeaComm Inc. for WKXB(FM) 99.9 mhz: change TL. *Sept. 9*

Morganton, N.C. (BP-960823AC)—Cooper Broadcasting Co. for WMNC(AM) 1430 khz: change TL, power, ant. system. *Aug. 23*

Bayboro, N.C. (BPH-960827ME)—WKZF-FM Inc. for WKZF(FM) 97.9 mhz: change ERP, ant., TL, class, add directional ant. *Aug. 27*

Devils Lake, N.D. (BMPH-960906IB)—Rob Ingstad Broadcasting Inc. for KQZZ(FM) 96.7 mhz: change structure height, TL, ant. *Sept. 6*

Canton, Ohio (960905AB)—Beaverkettle Co. for WHBC(AM) 1480 khz: change power, ant. system. *Sept. 5*

Cortland, Ohio (BP-960823AF)—Miklos Kossanyi and Maria Kossanyi for WKTX(AM) 830 khz: change TL, power, ant. system. *Aug. 23*

—Compiled by Jessica Sandin

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

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THIS WEEK

Oct. 21—**IRTS Foundation** dinner featuring Mario Cuomo, Eleanor Clift, William Kristol and Ed Rollins. Marriott Marquis, New York City. Contact: Maggie Davis, (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. 22—Discussion of current satellite capacity presented by the New York chapter of the **Society of Satellite Professionals International**. ABC Television, New York City. Contact: Margy Wepman, (908) 234-8058.

Oct. 23—Annual meeting of the **New Jersey Broadcasters Association**. Sheraton Eatontown Hotel and Conference Center, Eatontown, N.J. Contact: (609) 860-0111.

Oct. 24—Vendor Product Showcase of the **Society of Cable Telecommunications Engineers** Central Florida chapter. Royal Plaza Hotel—Walt Disney World Village, Orlando, Fla. Contact: (713) 342-9826.

Oct. 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—Fifth Annual Network Television Presidents' Luncheon, presented by the New York City chapter of **American Women in Radio and Television**. Grand Hyatt Hotel, New York City. Contact: (212) 481-3038.

Oct. 24—"Cable's High-Speed Lane on the Information Superhighway," seminar presented by **CTAM New England**. Hyatt Cambridge, Cambridge, Mass. Contact: Barbara Provost, (508) 562-1675.

Oct. 25-27—"Covering Oceans Today and into the New Century," conference for professional journalists presented by the **Foundation for American Communications**. Woods Hole Oceanographic Institute, Cape Cod, Mass. Contact: Milo Garfield, (213) 851-7372.

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.

OCTOBER

Oct. 28—**Women in Cable & Telecommunications** 12th anniversary benefit gala. Renaissance Mayflower Hotel, Washington. Contact: Sedef 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—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.

Oct. 31-Nov. 2—**Ohio Association of Broadcasters** fall convention. Hyatt on Capitol Square, Columbus, Ohio. Contact: Dale Bring, (614) 228-4052.

NOVEMBER

Nov. 4-7—**Asia CommuniTech '97**, telecommunications, mobile communications and wireless technology show and conference. Hong Kong Convention & Exhibition Center, Hong Kong. Contact: Virginia Jensen, (210) 652-7070.

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—10th annual **Achievement in Radio Awards**. Downtown Marriott, Kansas City, Mo. Contact: Deanne Jepson, (816) 561-0175.

Nov. 7—Local sales advertising conference presented by the Chicago chapter of **Women in Cable & Telecommunications**. Suparossa's, Chicago. Contact: Katie Elenz, (708) 524-9455.

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. 7-10—National Conference of Student Electronic Media, presented by the **National Association of College Broadcasters**, Providence, R.I. Contact: Kristine Hendrickson, (401) 863-2225.

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. 9—10th annual **Achievement in Radio Awards**. Signature Grand Hotel, Miami. Contact: Sandra Lundgren, (954) 485-4718.

Nov. 11—**Broadcasting & Cable** 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

Nov. 12—10th annual **Achievement in Radio Awards**. Adam's Mark Hotel, Philadelphia. Contact: Bonnie Laserna, (610) 341-6050.

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—10th annual **Achievement in Radio Awards**. Grand Hotel, Atlanta. Contact: Wanda Privit, (404) 350-9800.

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—**IRTS Foundation** newsmaker luncheon featuring Bob Callahan, Steven Dinetz, Scott Ginsburg and Bob Sillerman. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Nov. 15—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 Wilshire Theater, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

Nov. 16—"Kids TV: Around the World in a Day," screening presented by the **American Center for Children's Television**. School of the Art Institute, Chicago. Contact: David Kleeman, (847) 390-6499.

Nov. 17-19—**National Association of Broadcasters** European radio operations seminar. Rome, Italy. Contact: (800) 342-2460.

Nov. 18—**Federal Communications Bar Association** Northern California chapter luncheon featuring Susan Ness. San Francisco Marriott, San Francisco. Contact: Paula Friedman, (202) 736-8640.

Nov. 18-20—Midwest Telecommunications Exposition, presented by the **Ohio Telephone Association** and the **Indiana Telecommunications Association** and the **Telephone Association of Michigan**. Grand Wayne Center, Fort Wayne, Ind. Contact: (517) 482-4166.

Nov. 20—10th annual **Achievement in Radio Awards**. Four Seasons Hotel, Boston. Contact: Tara Lagomarsino, (617) 762-4747.

Nov. 20—"Kids TV: Around the World in a Day," screening presented by the **American Center for Children's Television**. Goethe House, New York City. Contact: David Kleeman, (847) 390-6499.

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.

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 4-7—PROMAX & BDA '97 conference & exposition, presented by **PROMAX International** and **BDA International**. Chicago. Contact: (310) 788-7600.

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)

Sweeney comes full circle for families and ABC

Disney Channel President Anne Sweeney proved that, at least in the world of TV, you can go home again.

Sweeney, who cut her broadcast teeth in 1978 as a 20 year-old page in ABC's New York office, says she's come full circle. She returned to ABC parent company CapCities/Disney last March as Disney Channel president under a longtime friend and former colleague, Geraldine Laybourne.

Sweeney originally planned to be a teacher, but says joining Disney neatly fits into her master career plan: doing something based around children and families.

"Now I've landed at the biggest brand name in entertainment," she says. "It's interesting to come full circle to a network that has transformed itself."

After graduating from the College of New Rochelle in 1979, Sweeney went to Harvard for a master's degree in education. There she bumped elbows with the creators of *Sesame Street*, which firmed her commitment to children's television.

Sweeney's first job was a three-month stint with Automation House, a think tank that helped organizations develop programming for television. In early 1981 she joined Nickelodeon, then a fledgling children's cable network that would serve as her career home for more than 12 years.

Her roles at Nickelodeon included evaluating programming, launching network standards and practices, and program development and co-production.

Sweeney moved up the network ladder to become senior vice president of program enterprises for Nickelodeon/Nick at Nite, where she handled program agreements, international program acquisitions and sales, co-productions, and programming syndication.

In 1990 Sweeney became vice president of acquisitions for MTV Networks, where she helped launch the comedy channel "Ha!" that would eventually merge with HBO's Comedy Channel to become Comedy Central.

Her Nickelodeon tenure, says Sweeney, taught her what she calls the most essential lesson in children's program development: "I learned how critical it was to listen very carefully to what your audience is telling you, and to dig even deeper. It's not necessarily what's going on between viewer and individual program; it's very much about what's going on in the viewer's life and the part television can play."

At Nickelodeon Sweeney met another



"It's very much about what's going on in the viewer's life and the part television can play."

Anne Sweeney

President of the Disney Channel/executive VP, Disney/ABC Cable Networks, Los Angeles; b. Nov. 4, 1957, Hudson, N.Y.; BA, English, College of New Rochelle, New Rochelle, N.Y., 1979; MA, Education, Harvard University, Cambridge, Mass., 1981; program development executive, Automation House, Boston, 1980; assistant, acquisitions dept., Nickelodeon Networks, New York, 1981-85; manager, acquisitions, Nickelodeon, 1985-87; director of acquisitions, Nickelodeon, 1987-89; VP, acquisitions, MTV Networks, 1989-91; senior VP, program enterprises, Nickelodeon/Nick at Nite, 1991-93; chairman/CEO, FX Networks, 1993-96; current position since March 1996; m. Philip Miller, 1984; children: Christopher, 10; Rosemary, 6.

young executive—Laybourne—who would help shape Sweeney's career.

In 1993 Rupert Murdoch asked Sweeney to head Fox's fX, a broad-based entertainment network that would be Murdoch's first entry into cable TV. fX would be followed by fXM, an all-movie network that would tap into Fox's movie library.

"It was too exciting an opportunity to pass up," she says. "It meant taking a clean sheet of paper and using all the skills of building a business and understanding the meaning of building a brand for a specific audience."

In her three years at fX, Sweeney helped build the network's subscriber base to 25.8 million households and oversaw the acquisition of cable rights for hot syndication properties such as *NYPD Blue*, *Picket Fences* and *The X-Files*.

In February Sweeney got a call from Laybourne, who had left Nickelodeon two months earlier to become president of Disney/ABC Cable Networks. Laybourne had one question, she recalled: "Would you come over to the Disney Channel?" The idea of again working with Laybourne and developing new programming under Disney's worldwide brand name proved irresistible.

"It was the opportunity to work with the family audience," Sweeney says. "The idea of coming into the Disney Channel and repositioning the channel to stand for families was really just too appealing."

Launched in 1983, The Disney Channel now has 20 million subscribers, with about 5 million still paying directly for the service.

At Disney, Sweeney fills the shoes left vacant by John Cooke, who left last year. She says her top priority at Disney will be developing family programming. "The big initiative is family first. We want to reflect the American family."

Sweeney also takes on the title of vice president of Disney/ABC Cable Networks whose properties include ESPN, 50% of Lifetime Television and roughly a third of A&E and The History Channel.

Sweeney's main responsibility will be to help develop other ABC/Disney networks. The company is exploring several ideas on how to wed the programming resources of ABC and Disney, but hasn't locked into anything yet, she says.

And after nearly two decades in television Sweeney says she's still optimistic about the medium's possibilities. "I've always believed, even 18 years ago, that anything is possible."

—JM

BROADCAST TV

Appointments at WICS(TV) Springfield, Ill.: **Sean McLaughlin**, weekend news anchor/producer, KAAL(TV) Austin, Minn., joins as political reporter; **Jennifer Lindsey**, general assignment reporter, KHBS(TV) Fort Smith, Ark., joins in same capacity.

Jawan Strader, general assignment reporter, WSBT-TV South Bend, Ind., joins KJRH(TV) Tulsa, Okla., as anchor/reporter.



Watson

Mark Watson, creative services director, KYMA(TV) Yuma, Ariz., joins KPVI(TV) Pocatello, Idaho, as production manager.

Thomas Mazucci, sales support supervisor, BMI, New York, joins

Katz Television Group, New York, as data processing manager, research.

Kelly Horan, host, *What's Cooking?*, WMUR-TV Manchester, N.H., named lifestyles reporter.

Jason Elkin, chairman/CEO, New Vision Television, joins U.S. Broadcast Group, Shelton, Conn., as CEO/president.



Herbst

Elizabeth Herbst, VP, Midwest and West Coast advertising sales, Twentieth Television, Chicago, joins MCA TV, Universal City, Calif., as senior VP, advertiser sales.

Jon Hitchcock,

national sales manager, WTNH-TV New Haven, Conn., named general sales manager.

Lou Verruto, general sales manager, WTNH-TV New Haven, Conn., joins WIVB-TV Buffalo, N.Y., as president/GM.

Appointments at WBBM-TV Chicago's *Channel 2 News This Morning*:

Elizabeth Johnson, producer, WDIV(TV) Detroit, joins in same capacity; **Bill Zucker**, producer, WABC-TV New York, joins as executive producer.

Appointments at Capital Cities/ABC Radio



Hare



Steinmetz



Sansone



Fezzey

Robert Callahan, president, Capital Cities/ABC Radio, announced the following promotions: **John Hare**, president/GM, WBAP(AM) Fort Worth, assumes responsibility for an additional station in Dallas/Fort Worth and is being promoted to president/GM, WBAP(AM) and KSCS(FM). Hare is also assuming responsibility for WJR(AM) and WHYT(FM) Detroit; **Mark Steinmetz**, president/GM, KQRS-AM-FM Minneapolis, assumes managerial responsibility for WLS(AM) and WKXK-FM Chicago; **Victor Sansone**, president/GM, KSCS(FM) Fort Worth, named president/GM, WYAY(FM) and WKHX-AM-FM Atlanta; **Michael Fezzey**, president/GM, WJR(AM) Detroit, assumes responsibility for WHYT(FM) there.

Appointments at WSBT-TV South Bend, Ind.: **Mike Collins**, managing editor, named co-anchor, 6 and 10 p.m. news;

Meg Sauer, assistant news director, named news director; **Amanda Hart**, weekend anchor, named weekday, morning anchor.



Shaklan

Alison Shaklan, executive director, advertising, ABC Entertainment, Los Angeles, named VP.

Appointments at WPIX(TV) New York: **Vicki McDonald**, writer/producer, advertising and promo-

tion, WCBS-TV New York, joins as promotion manager; **Michael Callaghan**, assignment editor, WCBS-TV, joins as managing editor.

acquisitions, Warner Bros. International Channels, joins Fox Kids Networks Worldwide, London, as VP, international.



Nathanson

Greg Nathanson, GM, KTLA(TV) Los Angeles, joins Fox Television Stations and Twentieth Television, Beverly Hills, Calif., as executive in charge of development.

Appointments at

King World, New York: **Jan Murray**, senior VP, Dan Klores Associates, New York, joins as senior director, program publicity; **Steve Friedman**, writer/producer, television programming, joins as VP, international programming.

Edward Caleca, national sales director, TV/video distribution and multimedia sales, AT&T Business Services Group, joins Public Broadcasting Service, Alexandria, Va., as senior VP, broadcast operations and engineering.

Stephen Pinkus, consultant, joins All American Television, New York, as executive director, special projects.

Vince Garza, associate director, national media, Fox Broadcasting Co., Beverly Hills, Calif., named director.

Lauren Margulies, VP, rental, WarnerVision Entertainment, Los Angeles, joins Cabin Fever Entertainment, Green-

PROGRAMING

Melissa Van Meter, manager, marketing/creative services, New World/Genesis Distribution, joins MTM Enterprises Inc., Studio City, Calif., as manager, creative services.

Appointments at DLT Entertainment Ltd.: **John Dolan**, advertising sales manager, Comcast Cablevision, joins New York office, as director, television sales; **Rosie Bunting**, editor, BBC Comedy Development, London, joins as VP, television development and sales, UK.

Michael Yorick, VP, programing and

wich, Conn., as director, rental marketing.

Susan Frank, senior VP, Hanna-Barbera Cartoons Inc., joins Fox Kids Networks Worldwide, Los Angeles, as executive VP, marketing and promotion.

Appointments at Pearson Television International, Los Angeles: **Adrian Howells**, sales group head, named controller, worldwide sales; **Jim Henry**, senior VP, international distribution, Grundy International Distribution BV, joins as GM, international operations.

Wayne Pace, VP, finance/CFO, Turner Broadcasting System Inc., Atlanta, named executive VP/chief financial and administrative officer.

Steven Korn, VP/general counsel and secretary, Turner Broadcasting System Inc., Atlanta, named executive VP/COO, CNN, there.

RADIO



Redd

David Redd, VP, Kimball, Parr, Waddoups, Brown & Gee law firm, Salt Lake City, joins Bonneville International Corp. there as general counsel.

Barbara Dean Brill, VP/GM,

KIDR(AM) and KCHT(FM) Phoenix, joins KIKI-FM, KKLX(FM) and KHVH(AM) Honolulu as general sales manager.

Chris Manning, consultant, Pencom International, Denver, joins GAC Great American Country, Englewood, Colo., as affiliate relations manager.

Bob Dunn, senior VP, affiliate relations, Westwood One Radio Networks, New York, named executive VP.

Mike Patterson, promotions director/on-air talent, WZEE(FM) Madison, Wis., joins WXTI(FM) Milwaukee as assistant promotions director/on-air talent.

Thomas Walker, chief engineer, WNNK-FM and WICY(AM) Harrisburg, Pa., assumes additional duties as group director, engineering, in charge of Patterson Broadcasting's 35 stations in nine states.

CABLE

Appointments at Turner Properties:

■ At CNN Television: **Doug Ballin**, VP,

news, WTVM(TV) Columbus, Ga., named director, affiliate relations, Atlanta. ■ At CNN International: **Fiona Foster**, anchor, *London Tonight*, London, joins as anchor, *World News*, Atlanta; **Todd Benjamin** named anchor/correspondent, CNN Financial News, London. ■ At TNT: **Julie Anne Weitz**, VP, development, original programming, Los Angeles, named executive VP, original programming.



Spray

Ed Spray, senior VP, programing, Home & Garden Television, Knoxville, Tenn., named executive VP.

Appointments at ESPNNews, Bristol, Conn.: **Vince Doria**, assistant managing editor,

adds responsibility of developing ESPNNews; Studio production personnel include: **John Walsh**, senior VP/executive editor; **Bob Eaton**, VP/managing editor; **Jim Cohen**, senior coordinating producer; **Chuck Salituro**, chief of correspondents; **Mike Greenberg**, anchor/reporter, Chicagoland Television, and **Michael Kim**, anchor/reporter, News-channel 8, Washington, join as anchors.

Terrence Kehoe, VP, national accounts, America's Health Network, joins NewSport, Woodbury, N.Y., as VP, affiliate relations, Northeast.

Jeff Proctor, producer, Prime Sports West, Los Angeles, named coordinating producer.

Appointments at A&E Television Networks, New York: **Libby Haight O'Connell**, historical adviser, The History Channel, adds director, community marketing programs, A&E, to her responsibilities; **John Cuddihy**, managing director, New World Entertainment, joins as VP/managing director, international division.

Catherine Comte, head, sales, TF1 International, Paris, joins Comedy Central, New York, as director, international sales.

ADVERTISING/MARKETING

Appointments at Euro RSCG Tatham, Chicago: **Judy Franks**, group media director, and **Mary Honan**, broadcast group director, named senior partners.

James Gallagher, corporate controller, National Media Corp., Philadelphia,

named CFO.

Appointments at Katz Millennium Marketing: **Robert Novak**, general sales manager, Los Angeles Clippers basketball team, joins as director, sales, Los Angeles; **Michael Guthrie**, Internet market researcher, RIPTIDE Communications, New York, joins New York office as technical analyst.

ASSOCIATIONS/LAW FIRMS

Appointments at U.S. Information Agency, Washington: **Joyce Kravitz**, senior adviser to the director of USIA for broadcasting, named chief of staff to the director; **Anne Sigmund**, director, office of Eastern European and CIS affairs, named counselor; **Joseph Bruns**, director, international broadcasting bureau, named assistant to the director and chief information officer.

Brenda Maxfield, director/spokesperson, Metropolitan Washington, joins the Personal Communications Industry Association, Alexandria, Va., as media relations manager.

Tim Jeffries, technical support engineer, certification programs, Cellular Telecommunications Industry Assoc., Washington, named manager.

Michelle Kearney, VP international sales, Solomon International Enterprise, joins NATPE, Santa Monica, Calif., as director, Latin America.

Gillian Rose, VP, international sales and marketing, DLT Entertainment, joins The International Council of The National Academy of Television Arts and Sciences, New York, as director, public relations and marketing.

Sally Mott Freeman, independent consultant, Sarah Lawrence Communications, joins The Alliance for Telecommunications Industry Solutions, Washington, as director, public relations.

TELEMEDIA

John Bobel, managing partner, Media-Works communications consulting firm, Lexington, Ky., joins CNN Television, Atlanta, as Website consultant.

Appointments at The Box, New York: **Jeff Elgart**, senior account executive, and **Nina Boski**, sales manager, West Coast, named directors, advertising sales, Eastern and Western regions, respectively.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

FCC Chairman Reed Hundt last week told Association of National Advertisers Executive Vice President Daniel Jaffe that **the commission's public interest mandate covers distilled spirits advertising.**

"There is no doubt that concern about this topic is, and always has been, at the heart of the FCC's mission," Hundt said in a letter to Jaffe. The correspondence followed the advertising group's Oct. 7 letter to Hundt urging the FCC chairman to leave advertising regulation to the FTC.

The Justice Department reportedly has issued second requests for information about radio-station deals in Sacramento, Calif., and Charlotte, N.C. In Sacramento,

Justice is investigating the antitrust implications of American Radio Systems Corp.'s owning five FMs and three AMs, along with its plans to buy two FMs and an AM from EZ Communications Inc. FCC ownership rules limit a broadcaster to eight stations per market and no more than five of a kind (FM or AM). Well aware of this, ARS in August said it would sell KQPT(FM) and KSSJ-FM Sacramento, to conform with the caps, as well as nonperforming KMJ(AM). However, those deals have not yet happened. ARS officials were unavailable for comment last Friday. In Charlotte, ARS, EZ, Evergreen Media Corp. and SFX Broadcasting Inc. last month rearranged the market through a series of sales and swaps, attracting Justice's attention, a source says.

FCC Cable Services Bureau last week approved the US West/Continental petition to proceed with

'Sally Jessy,' 'Springer' get commitments

Multimedia Entertainment has locked up two-year renewals in key markets for *Sally Jessy Raphael* and *Jerry Springer*.

Sally has been renewed through the 1997-98 season by stations in eight major markets, including WTSP(TV) Tampa, Fla.; WUSA(TV) Washington; WDIV(TV) Detroit, and KTRK(TV) Houston, and through 1998-99 on ABC O&O KGO-TV San Francisco. *Springer* has been picked up by WPIX(TV) New York through 1998-99.

Securing long-term renewals for its remaining franchise strips is crucial for Multimedia, which has had trouble launching talkers over the past few years. This season's new entry, *Pat Bullard*, has struggled in the ratings and will undergo a format revamp in advance of the November sweeps.

Renewals for *Sally* and *Springer* may also make the syndicator more attractive to potential buyers. Although parent company Gannett Co. denies that Multimedia is for sale, it is said to be considering a \$50 million-\$75 million offer from MCA. —CL

their merger. The action requires US West to divest all Continental cable system in areas where US West provides local telephone service.

Roy P. Disney's Apogee Communications Inc. has returned to radio.

The Portland, Ore.-based company last Monday said that it will buy KKLZ(FM) Las Vegas from Max Media Properties LLC, which owns radio stations, mainly in the Southeast, and several NBC and Fox TV affiliates. The price of the station was not available. Apogee got out of radio last year, selling KFXX(AM)-KGON-FM Portland and KMUZ-FM Camas, Wash., to Entertainment Communications Inc. and KMXZ(FM)-KKND(AM) and KKHG(FM) Tucson, Ariz., to Journal Communications Inc. Broker on KKLZ was Kalil & Co.

John Kluge's Metromedia International Group has created an entertainment subsidiary to handle marketing and distribution of Metrome-

dia's movie and TV product. Metromedia, which also has interests in telephone and wireless cable, has been cobbled together over the past year through Kluge's buyout of Orion Pictures, Samuel Goldwyn Co. and Motion Picture Corp. of America. Orion and Goldwyn will be run as independent subsidiaries, with division heads reporting to MIG Chairman Kluge and Vice Chairman Stuart Subotnick.

A.H. Belo Corp. took a hit during the summer Olympics, posting a 1.4% increase in third-quarter revenue, to \$79.8 million—not much better than the year-to-date increase of 1.8%. But total net revenue for the TV/newspaper company grew 10.8%, to \$202.1 million, in the third quarter and 12.5%, to \$602.2 million, so far this year. Belo blames the third-quarter figures on the Olympics, which aired on NBC. National ad revenue declined for Belo's stations in July and August. Revenue rebounded in Septem-

ber, however, because of higher-than-expected political advertising. During the next Olympics, Belo should be part of the team. It owns mostly ABC and CBS affiliates now, but is set to acquire five NBC affiliates through last month's \$1.5 billion purchase of the Providence Journal Co.

Evergreen Media Corp. has placed WEJM-FM Lansing/Chicago, Ill., in a trust so that it can meet the FCC's ownership cap in that city. Trustee

Charles E. Giddens, a broker with Media Venture Partners, says Evergreen has "a timing issue with the FCC.... I'm a time facilitator." He said he doesn't know what the plans are for the station once the FCC approves Evergreen's plans for Chicago. Because of the speed of radio consolidation, Giddens says, "you're going to see me and others do this a lot for other companies." Evergreen owns WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ(FM), WNUA-FM and WEJM-AM-FM in Chicago and is buying WPNT-FM there. Evergreen earlier said it would sell WEJM-FM. The FCC limits a broadcaster to five FM (or AM) stations per market.

American Radio Systems Corp. is backing out of Omaha, selling recently acquired KFAB(AM)-KGOR(FM) to Triathlon Broadcasting Co. Subject to FCC approval, Triathlon will pay \$39 million for the stations, which ARS bought last May as part of its \$115 million merger with Henry Broadcasting Co. Triathlon also acquires the Muzak franchise in Omaha and Lincoln, Neb. Unlike ARS, which had no radio stations in Omaha, Triathlon already owns KXKT(FM) Glenwood, Iowa/Omaha and KRRK(FM)

Bennington/Omaha, along with stations in Lincoln and Wichita, Kan. Triathlon is backed by Robert S.X. Sillerman, executive chairman of SFX Broadcasting.

NBC Studios has teamed with comedy troupe The Groundlings to develop comedy projects. The deal also will have the troupe performing in comedy series co-produced by NBC Studios for the network and in live comedy showcases at The Groundling Theatre in Los Angeles. Groundlings alumni include Lisa Kudrow of *Friends*, Phil Hartman of *NewsRadio* and Kathy Griffin of *Suddenly Susan*.

Viacom Inc. struck a deal with Sprint last week to develop branded direct-access Internet products. A Viacom spokesperson said it was a "fair assumption" that the deal would take the form of creating links to Viacom sites, such as Blockbuster Video and the MTV networks, on a customized 'Net browser from Sprint. An initial announcement on a specific project is due within weeks.

WorldGate Communications has lined up several MSOs to conduct trials of its TV On-Line Internet-access service starting in January 1997. The MSOs include Comcast Cable Communications, Cablevision Systems Corp., Adelphia Communications, Charter Communications and Telewest Communications Scotland, a joint venture of TCI and US West. TVOL suggests a price as low as \$4.95 per month for its service, which

can be programed into existing advanced analog cable boxes for a downstream data rate of 100 kbps.

Former MCA president **Sidney Sheinberg testified that Viacom had been interested in selling its share of USA Networks ever since the company purchased Paramount Communications in 1994.** Sheinberg, testifying in Delaware Chancery Court last week at the MCA and Viacom trial over their joint ownership of USA Networks, says he thinks that Viacom Chairman Sumner Redstone has been planning to sell Paramount's 50% of USA. MCA and Paramount formed a partnership in 1981 to own and operate USA Networks. MCA last April filed suit against Viacom, contending that Viacom's ownership of MTV and Nickelodeon violates the non-compete provision of their partnership and should activate a buy/sell option in their agreement. Viacom has counter-sued, contending that MCA has brought the suit to force Viacom to sell its USA share at lower than market price.

Peggy Conlon, publisher of **BROADCASTING & CABLE**, was elected president of the International Radio and Television Society Foundation. Her term takes effect in January, when she'll succeed current IRTS President Stephen Weiswasser, president of Americast.

Wireless cable companies **Heartland Wireless Communications and CS Wireless Systems have**

signed an agreement which will allow Heartland to exclusively market and retransmit CS Wireless's digital wireless cable programming to areas outside the Wireless's 35-mile protected service areas (PSAs). The deal calls for Heartland to pay CS Wireless a transport fee based on the number of subscribers that receive CS Wireless digital programming.

The Radio-Television News Directors Association elected Lucy Himstedt Riley, news director of WSA-TV Montgomery, Ala., **chairwoman-elect**, replacing Mike Cavender, who has assumed RTNDA chairmanship. Riley will be responsible for putting together the program for the RTNDA's 1997 convention in New Orleans, Sept. 17-20. Five directors at large also were elected: David Busiek (KCCI-TV Des Moines); Brian Olson (Conus Communications); Bob Priddy (MissouriNet, Jefferson City, Mo.); Brian Trauring (WRDW-TV Augusta, Ga.), and Will Wright

(WWOR-TV New York).

wcvb-TV Boston will give free five-minute segments to Massachusetts senatorial candidates on Tuesday, Oct. 29. Both candidates—Senator John Kerry and Governor William Weld—have accepted and will tape addresses to air at 7:45 or 7:50 p.m., with the order to be determined by a coin toss.

The communications arts school at Loyola Marymount University was the financial beneficiary but **NBC got the top prize** last Thursday when it was honored with the Hal Roach Entertainment Award. This is the first time that a network, rather than an individual, has been presented the award for general excellence in entertainment. President Bob Wright accepted the award while Jerry Seinfeld and Anthony Clark entertained. Among those in attendance: Anthony Edward, George Clooney, Paul Reiser, Jeff Foxworthy, Jane Curtin and Leah Thompson.



Drawn for BROADCASTING & CABLE by Jack Schmidt
 "How many more of these *@#!%*@* indecency complaints do we have to do?"

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Incorporating The Fifth Estate TELEVISION Broadcasting

One more time

A funny thing happened on the way to a digital television standard. Bill Gates.

Almost single-handedly, the Microsoft leader and America's richest billionaire has derailed the Grand Alliance standard that promises broadcasting its next generation. He and his computer-industry colleagues have formed an alliance with FCC Chairman Reed Hundt that could eliminate a digital standard altogether. That, of course, would be a tragedy of the first dimension. It is upon that standard that all else depends, including the consumer electronics industry's willingness to build all those digital sets in the first place.

As this issue's cover story attests, the computer-industry campaign has taken Washington by storm and the broadcasting lobby by surprise. The sad fact is, the greatest enthusiasm for digital and high-definition TV has been held by a relative handful of broadcasters and technologists. Reed Hundt has never been treated to a march on the FCC by, say, 1,600 prospective digital licensees.

Basically, the computer industry's beef is that the Grand Alliance standard incorporates both progressive and interlace scanning, the former more computer friendly. It is a matter of valid complaint by those who developed the Grand Alliance standard that the computer industry stayed home for over eight years, and has only now decided to belly up to the bar. Or, as one veteran of the process put it: "Now that literally thousands of compromises have been reached, they want to compromise."

This page has hoped to see a U.S. digital standard since Hector was a pup, and is as dismayed as anyone that the European standard appears to be gaining traction in the face of the FCC's intransigence. Nevertheless, we believe that the best decision should be made, even at the 11th hour. Today's political realities are such that if the contending parties do not reach agreement, digital TV may sputter to a stop.

Chairman Hundt remains a reluctant bridegroom toward a digital standard, although he gave it an inch in a speech last Friday to the International Radio & Television Society. After listing reasons why a government-mandated standard should be avoided, he suggested there might be reason for an exception in this case—provided it was coupled with a sunset of the standard and a glide path toward convergence with the computer industry. A journey of a thousand miles still begins with a single step.

One of the keys to a successful standard is knowing when to leave well enough alone. You can always make it better if you don't mind the penalty: putting it off for still another day. The digital TV standard has been too long in coming. It is with great reluctance that we suggest taking time out for one more fix.

Style and substance

David Brinkley has managed to be more himself than anyone else in television news. His is a combination of distinctiveness and professionalism that singles him out from the news ranks and identifies him indelibly with the news audience.

We speak of these things now because Brinkley will step down as host of ABC's *This Week with David Brinkley* on Nov. 10. But he won't be far away; he will continue to prepare an expanded weekly commentary for that news series, and to set new marks to which others will aspire. Among the amazing attributes of the Brinkley career is that it has kept to a rising curve; he has gotten better when others were getting older.

Brinkley broke new ground for the medium when he left NBC for ABC and created a new style of Sunday news show. The ensemble of Brinkley, Sam Donaldson, Cokie Roberts and George Will has grown to be a virtual murderer's row of television journalism.

Of David Brinkley and his craft this can be said: It doesn't get better than this.

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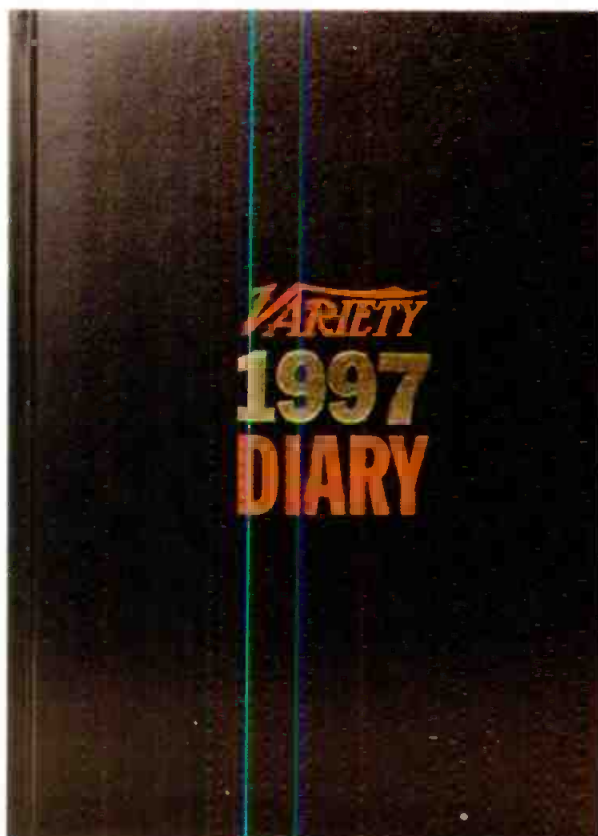
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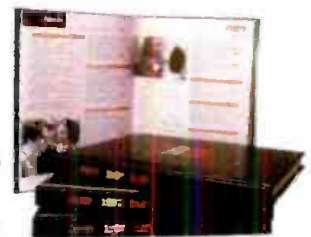
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