

NOV 11

\$3.95

# Broadcasting & Cable

The Newsweekly of Television and Radio

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## THE 1996 BROADCASTING & CABLE HALL of FAME



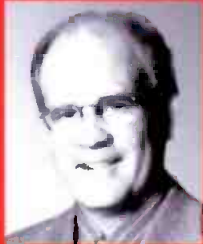
VERNIE/CARSEY



O'SULLIVAN



DOWNES



WRIGHT



KARMAZIN



RADNER



STRINGER



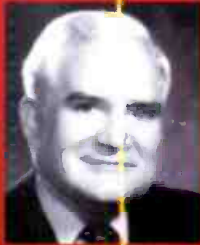
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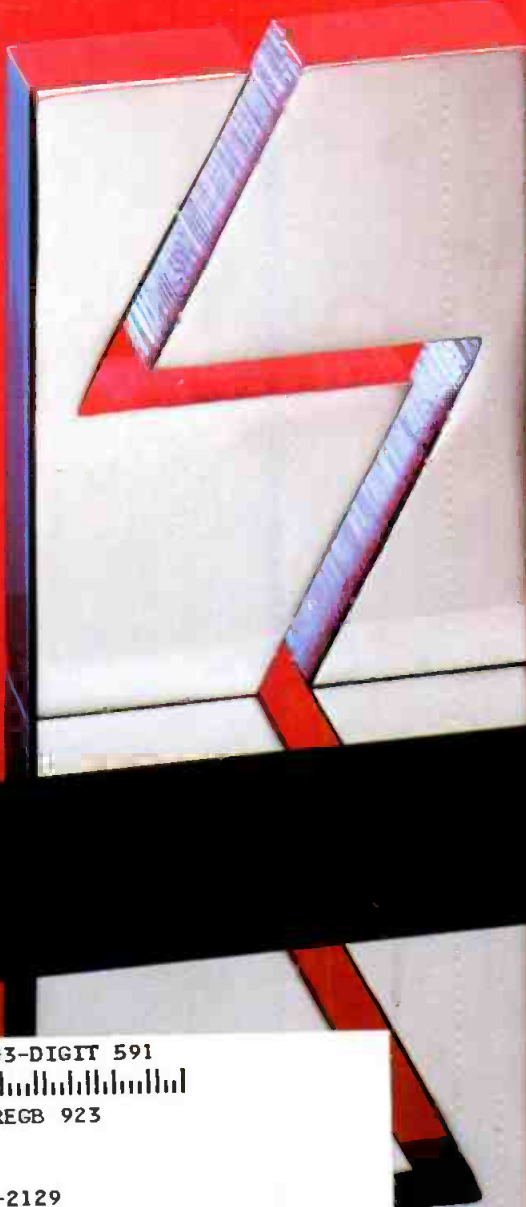
KINTNER



LEONARD



H-AVERLIN



Four More  
Years of  
the Telcom  
Presidency

New Hands  
on the Hill  
McCain's Senate,  
Tauzin's House

Loosening TV  
Ownership,  
Tightening  
Attribution

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BC075184 AUG97 REGB 923  
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TOP OF THE WEEK: 6  
BROADCASTING / 25  
CABLE: 47  
TECHNOLOGY / 67



Source: NIS GAA Household Ratings 1996-97 Season Thru 10/27/98  
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# GREATER ACCESS.

## THE HIGHEST RATED NEW FIRST RUN STRIP OF THE SEASON.



LARRY MENDTE &  
GISELLE FERNANDEZ

The bright lights of Access Hollywood may have blinded people to an even greater story. Twentieth Television and NBC are making a sweeping commitment to this extraordinary new show. *We're totally dedicated* to its energetic style and unique approach to entertainment news. Access Hollywood is a major program priority and we believe in this exciting new franchise and its continuing success. ***Now, there's no team that will bring you greater access.***



**WHEN  
TWO  
ENTERTAINMENT  
GIANTS  
JOIN  
FORCES,  
WHAT  
DO  
YOU  
GET?**



# Fast Track

Must Reading from

**Broadcasting  
& Cable**

November 11, 1996

## TOP OF THE WEEK / 6

**FCC proposes sweeping ownership rules changes** New TV local marketing agreements (LMAs) could be subject to TV ownership and crossownership restrictions under a new proposal from the FCC. / 6

**Clinton, Chapter Two** The administration that implemented the Cable Act, championed new TV programming rules, advocated cable-in-the-classroom initiatives and most recently signed the 1996 Telecommunications Act gets another four years. / 12

**Campaign reform could dominate next Congress** A change in congressional leadership coupled with allegations of illegal foreign contributions to Bill Clinton's campaign set the stage for broadcasters' next major battle on Capitol Hill—campaign finance reform / 13

**Pressler out of the Senate** After 18 years in the Senate, Commerce Committee Chairman Larry Pressler was narrowly defeated in his re-election bid by Representative Tim Johnson. Political analysts attributed the public's rejection of Pressler to reports of a PAC-funded, lavish lifestyle and an increasingly fumbling manner. / 20

**Election night offers little suspense, little audience** With a Clinton victory apparent early, networks had to balance their duty to viewers with their understanding with Congress to delay projections a bit. The lack of suspense produced an audience significantly smaller than in 1992. / 22



Arizona Senator John McCain might have been in a Dole cabinet, but even though Dole lost, the free-market and deregulation-minded McCain will step into the spotlight as chairman of the Senate Commerce Committee. / 18

Michael Patrick/FOLIO Inc.

## BROADCASTING / 25

**CBS prepares for fights over sports rights** CBS made changes in its sports leadership in preparation for the time, probably next year, when it will compete for network television rights to the NFL and NBA. / 26



The WB is hoping that 'Space Jam' will lend promotional mileage to its Kids' WB! lineup. / 32

**ABC wins week seven** ABC won its first week of the new season with top ratings five nights, thanks to "The Lion King," Home Improvement and The Drew Carey Show. Ten of

the top 20 shows for the week were ABC's. / 26

**WKAT has 'beat of New York'** Since its debut nine months ago, the dance format on WKAT(FM) has spread quickly through the Big Apple, garnering the largest weekly audience in the city in September. / 44

## CABLE / 47

**Time Warner wins against NYC** Time Warner won its court battle with New York City when a federal judge ruled that the city overstepped when it tried to force Time Warner Cable to carry news networks from Fox and Bloomberg. / 47

**MCI/British Telecom reducing ASkyB stake** Even before last week's MCI/British Telecom merger announcement, TCI and News Corp. were discussing a possible TCI investment in the MCI/News Corp. DBS venture, ASkyB. / 54



Viacom's Sumner Redstone encountered some embarrassing evidence in court last week as MCA and Viacom continued their battle over USA Networks. / 50

## Telemedia Week

**VDO widens Webcasting potential** MTV Europe plans to Webcast its music awards show live this week using video streaming technology from VDOnet Corp. / 64

## TECHNOLOGY / 67

**Special Report: Software** As computers take over more and more within the television plant, broadcasters are demanding software that can handle several channels of program playback and commercial insertion. / 68

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## COVER STORY

**The Sixth Annual Hall of Fame** Tonight in New York, BROADCASTING & CABLE will honor several active and past leaders in the broadcasting and cable industries.

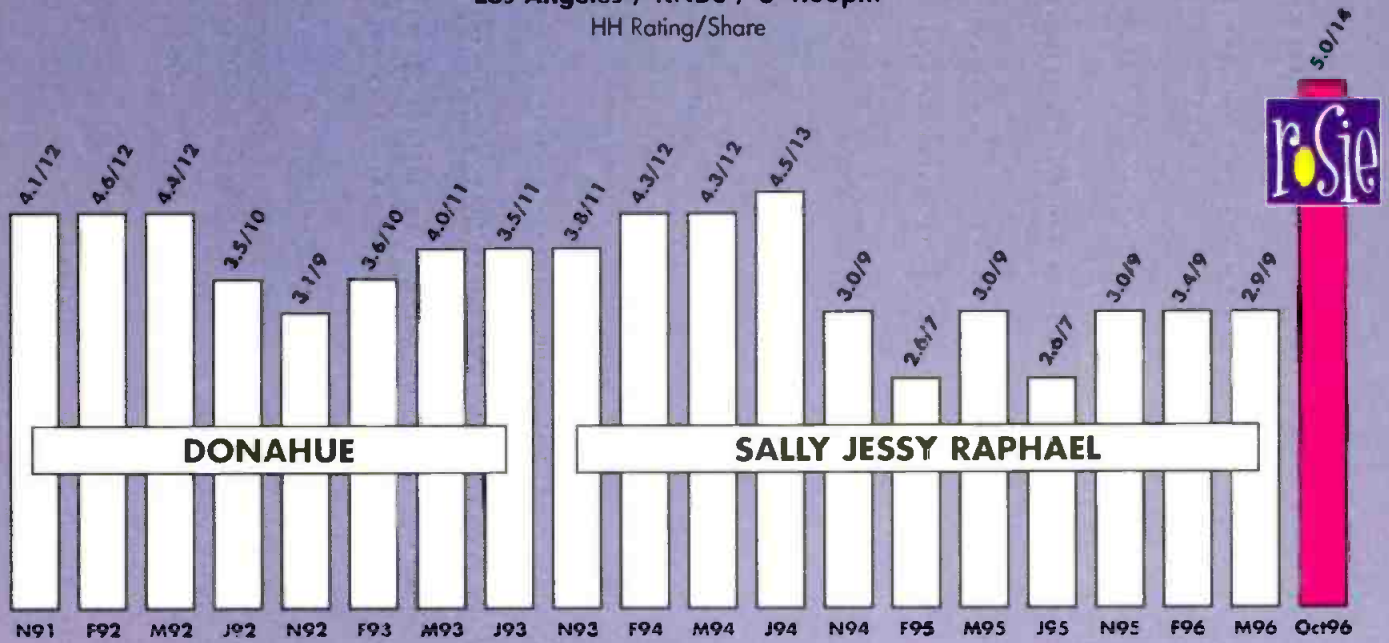
Cover by Anne Nelson / Following page 50



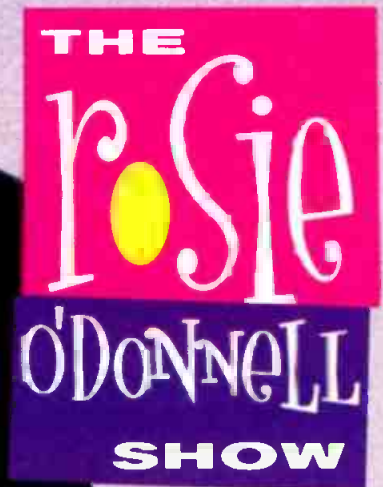
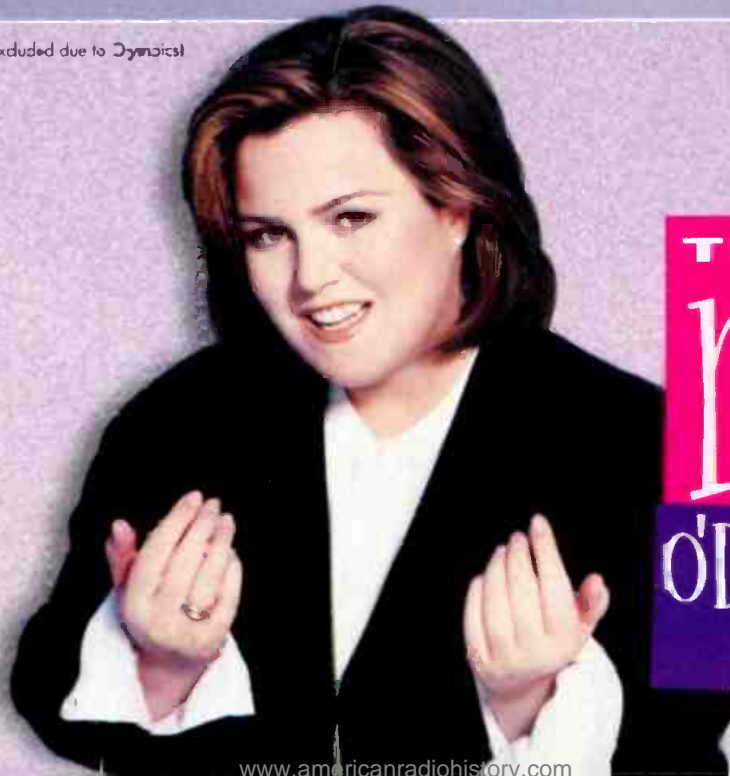
# ROSIE IS THE FOR KNBC

**ROSIE PROPELLED KNBC TO ITS HOTTEST  
3PM RATINGS IN 20 SWEEPS!**

Los Angeles / KNBC / 3-4:00pm  
HH Rating/Share



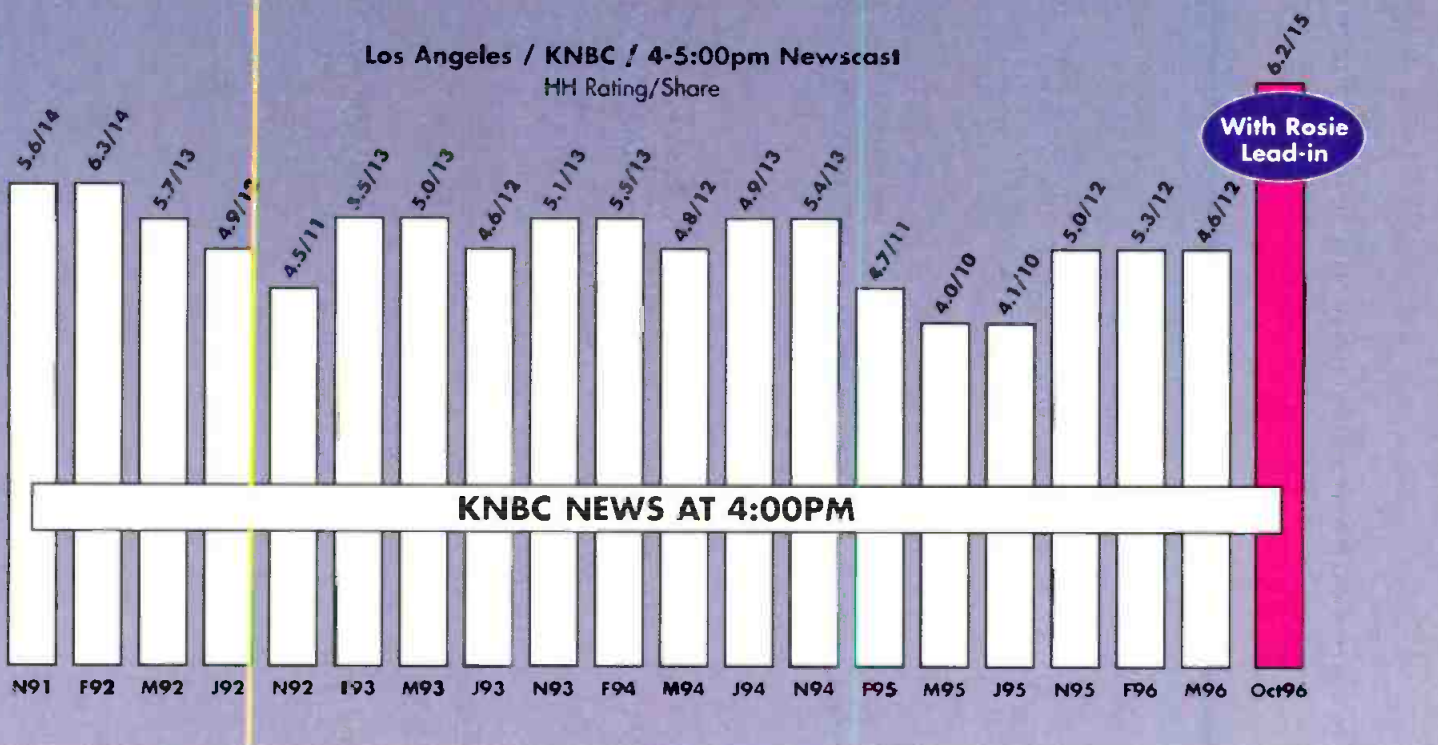
Source: NSI overnights; NSI SNAP TP. (July 96 excluded due to Dynamics)



# LEAD STORY C NEWS

ALREADY RENEWED  
IN 49% OF THE COUNTRY  
THROUGH THE YEAR 2000!

AND GAVE THEIR EARLY NEWSCAST  
ITS BEST RATINGS IN 5 YEARS!



Source: NSI overnights; NSI SNAP T.P. (July 96 excluded due to Olympics)

THANKS TO ROSIE, KNBC HAS THE #1  
NEWSCAST AT 4PM & 5PM  
FOR THE FIRST TIME IN 20 SWEEPS!

A Kid Ro  
Production  
In association with



TELEPICTURES  
productions



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION  
A Time Warner Entertainment Company  
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# TV ownership makeover coming

FCC proposes counting LMAs as owned stations in sweeping revision of rules

By Chris McConnell  
WASHINGTON

**T**V local marketing agreements (LMAs) have a new hitch. As of last Tuesday, any new LMAs may be subject to TV ownership and crossownership restrictions.

The FCC proposed the rule change as part of a series of proposed revisions to both its TV ownership rules and its methods for determining what counts as an owned station. Also covered in the three rulemaking proceedings: the FCC's local duopoly restrictions, radio/TV crossownership restrictions and policies for calculating national ownership reach.

"We are striking a balance between the goal of precisely defining 'ownership' and the equally significant goal of not impeding capital flow," FCC Commissioner Susan Ness said in a statement on the proposals. "The proposals...are intended to be narrowly tailored to close loopholes, even as we liberalize direct ownership limits."

The commission's proposal would foreclose the option of brokering more than 15% of a station's weekly time without having that station count toward the ownership limits. Current FCC "attribution" rules do not treat TV LMAs as owned stations, but radio LMAs are treated as owned stations.

"I think we need to look at the issue," FCC Commissioner Rachelle Chong said of the proposal, adding that the commission needs to collect more information about LMAs. "It's a factual issue."

While the commission's proposal would treat new TV LMAs the same as radio LMAs, existing agreements would remain exempted from the ownership lim-

its. The commission proposed grandfathering agreements that were in place before last Tuesday.

"Without that, you would have major disruptions," one industry onlooker says of the grandfathering proposal. But communications lawyer William Reyner speculates that the move will benefit holders of existing LMAs.

"It really gives some competitors an unfair advantage," says Reyner, citing the 10-year terms of some agreements.

Existing agreements, once they expired, would be subject to the ownership limits if the broadcasters wished to renew the agreements. The commission proposed to allow companies to transfer LMAs struck before the grandfather date.

The commission also proposed extending its "attribution" rules to another business structure not previously subject to ownership limits. Current rules generally exclude nonvoting stock interests from counting toward ownership caps. In a 1994 notice, the commission invited comment on

whether it should retain that policy in all cases.

Last week, the commission proposed creating a rule that would subject nonvoting stock interests to the ownership caps in cases where a company owned a broadcast license, newspaper or cable system, and also held more than a 33% stake in another station within the same market. Program suppliers also would be subject to the new attribution rule if they held more than a 33% stake in a station to which they supplied programming.

The FCC invited comments on whether it should set the equity benchmark at 33%, and also on how it should define program suppliers for the purpose of implementing the new rule. The commission proposed subjecting any deals struck after Dec. 15, 1994, to the new attribution rule, but asked whether it should grandfather other arrangements.

While proposing the new restrictions on attribution rules, the FCC also proposed relaxing actual ownership restrictions. One proposal would allow companies to own television stations located closer together.

Current rules prohibit companies from owning stations with overlapping Grade B signal contours. The Grade B contours generally extend 50-70 miles from a station's transmitter. The new rule would allow companies to own stations with overlapping Grade B contours provided they were in separate designated market areas (DMAs) and their Grade A signals contours did not overlap.

Grade A signal contours extend about 30-45 miles from a station's transmitter.

Several broadcasters have asked the FCC to allow them to own stations with overlapping

## Ness remains vigilant



Susan Ness

FCC Commissioner Susan Ness is keeping an eye on the back door to TV ownership. She has led the charge to tighten the FCC's rules on defining TV ownership even as the commission has moved to lift the ownership caps. During the past year, Ness has called on the FCC to start attributing local marketing agreements and has voiced concern about a series of deals she says have pushed the limits of the FCC's rules.

"For any ownership limits to be meaningful, our attribution rules must be fair, clear and realistic," Ness said last year in concurring with the FCC's approval of a bid by Fox and Savoy Pictures to acquire three TV stations. When the FCC later approved Qwest Broadcasting LLC's application to acquire TV stations in New Orleans and Atlanta, Ness raised more concerns. "This case is another in a series which push the limits of our rules, perhaps to attain a marketplace advantage," she said in a concurring statement.

"She's not eager to see things done through the back door," legal adviser James Casserly says of Ness. "What's bothered her is that we've had some unrealistic attribution rules." —CM



Grade B contours. The commission last week said it generally plans to grant waivers to allow the deals in which Grade A signals do not overlap and where stations reside in separate DMAs. The commission also said it probably will not grant waivers in cases where the applications do not meet those criteria.

Several broadcasters have asked the FCC to allow them to combine several radio stations with a television station in the same market.

The FCC did propose extending to more markets its policy of waiving restrictions against radio/TV combinations, an action called for in the 1996 Telecommunications Act.

Currently, the commission generally allows radio/TV combinations in the top 25 markets, provided that at least 30 independent broadcast voices remain in the market. The FCC proposed extending the policy—and the 30-independent-voice test—to the top 50 markets.

On the issue of TV duopoly, the commission asked whether it should permit common ownership of two UHF stations or a UHF/VHF combination within a market.

In another rulemaking on national ownership rules, the FCC proposed using Nielsen DMAs—rather than Arbitron “area(s) of dominant influence” (ADIs) to calculate the number of TV households in a station’s market. ■

## Justice on JSAs: Just the facts

**WASHINGTON**—Memo to broadcasters:

When the Justice Department asked American Radio Systems Corp. to outline the “procompetitive benefits” of a joint sales agreement in Rochester, N.Y., ARS offered none. End of JSA.

Justice is seeking “real-world evidence—factual evidence, expert economic evidence, and preferably both” as it studies JSAs across the country, says Joel I. Klein, acting assistant attorney general, Antitrust Division.

Without it, Justice can nix an agreement without having to prove “actual anticompetitive effects” of the JSA, such as a rise in advertising rates, Klein told members of the American Bar Association last Thursday.

The scrutiny does not mean that all JSAs are invalid under this “more flexible” form of antitrust oversight, Klein says. Some JSAs “might provide procompetitive benefits, which would require a more thorough inquiry.”

Besides its recently inaugurated investigation of JSAs (B&C, Oct. 28), Justice is studying large mergers and local marketing agreements (LMAs) that may accompany them.

“It is not entirely a numbers game,” says Craig W. Conrath, chief of the Antitrust Division’s Merger Task Force. Justice also is interested in share of revenue, signal strength and how close competitors are in a market, he told the Federal Communications Bar Association last week.

“It’s fair to say we will look very hard at [markets in which a broadcaster has] over 50 percent” of the radio revenue, as it did with Jacor Communications Inc. in Cincinnati, Conrath says. Justice lowered ARS to 42% in Rochester, and officials have indicated that the percentage could fall as low as 35%.

Justice also apparently will look hard at markets where competition would be reduced from multiple players to two or three. —EAR



## Distillers reverse ban on radio, TV ads

By Michael Katz

**WASHINGTON**

**T**he reversal by the Distilled Spirits Council of the United States (DISCUS) of its long-standing, self-imposed ban on advertising spirits on radio and television has the TV, beer and wine industries feeling hung over.

The council’s move to reverse the policy, which was put in place as part of the 1934 Code of Good Practice for Distilled Spirits Advertising and Marketing, was preceded—and possibly precipitated—by Seagram’s decision earlier this year to advertise its Chivas Regal scotch and Crown Royal bourbon on TV.

The change is designed to help boost hard-liquor sales, which have been lagging behind those of beer and wine, DISCUS claims, because of the self-

imposed ban. “The absence of spirits from television and radio has contributed to the mistaken perception that spirits are somehow harder or worse than beer or wine,” says DISCUS President Fred A. Meister. “There is simply no justifiable social, political or scientific basis for treating spirits differently than other beverage alcohol...alcohol is alcohol.”

The television, beer and wine industries are keeping an eye on how regulators react to the policy change and how the change could affect the more than \$500 million in TV advertising spent annually by beer and wine companies. Industry sources say many beer and wine executives believe that spirits advertising could jeopardize the revenue generated from beer and wine ads. However, they cannot come out directly against the new DISCUS poli-

cy for fear of being slapped with antitrust suits, sources say.

The FCC released a terse statement saying “this decision is disappointing for parents, and dangerous for our kids.” (The FCC didn’t return calls when asked whether it felt beer and wine spots also were dangerous to children.) Citing the higher per-ounce alcohol content of distilled spirits, FCC Chairman Reed Hundt last week drew a distinction between the distilled spirits ads and spots for beer and wine with the phrase “Liquor is quicker.”

Ave Butensky, president of the Television Bureau of Advertising, says his organization has no position on the DISCUS decision.

The National Cable Television Association leaves the decision to carry hard-liquor advertising up to the individual cable operator. ■

# Networks make cuts

By Lynette Rice  
HOLLYWOOD

**W**ith four down and at least one more on the fence, most of the freshman prime time shows have received endorsements for the rest of the 1996-97 season.

NBC renewed *Men Behaving Badly*, *Mr. Rhodes*, *Suddenly Susan*, *Something So Right* and *The Jeff Foxworthy Show*, the last of which debuted last year on ABC. The network wouldn't comment on the pickups, but a source said an additional 11 episodes were ordered for *Men*; *Susan*, *Something* and *Foxworthy* were asked for nine and *Rhodes*, only five. Pickup orders also went to NBC dramas *Dark Skies*, *The Pretender* and *Profiler*.

CBS gave the OK last week to *Early Edition*, *Everybody Loves Raymond*, *Maloney*, *Pearl* and *Promised Land*. Steven Bochco's *Public Morals* joined the year-old *Almost Perfect* on hiatus, with original movies and theatricals to air in their time slots through November. But the future's not as bleak for the critically acclaimed but viewer-challenged *EZ Streets*, which also was pulled after only two airings. The network said it will rerelease the series later this season.

ABC is expected to announce the rest of its pickups next week, but has already hinted what will happen. It has endorsed *Sabrina: The Teenage Witch* for a full season but has asked for only six more episodes of *Life's Work*. Gone from ABC's Saturday lineup is *Second Noah*—although the network eventually will air the remaining three episodes—and *Common Law*, six episodes of which will run later, as well.

Fox already made a decision on three of its new shows—*Lush Life* and *Love and Marriage* were dropped from the prime time lineup and *Party Girl* was pulled temporarily for rerelease later. *Millennium* has a 13-episode order.

Full-season pickups went to UPN's *Malcolm & Eddie*, *Goode Behavior*, *Sparks* and *Homeboys in Outer Space* as well as *The Burning Zone*.

Set to run the rest of the season on The WB are *The Jamie Foxx Show*, *Unhappily Ever After*, *The Steve Harvey Show* and *Nick Freno: Licensed Teacher*. Additional orders also went to *7th Heaven*. ■

## Closed Circuit

WASHINGTON

### WB station support

**I**n addition to funding applications for new TV stations (B&C, Oct. 21), Warner Bros. is supporting a group of investors in their plans to buy existing TV stations in top-100 markets. Plans are for \$200 million to be spent on up to 20 stations during the next few years, a source says. About 10 deals are expected to be announced shortly. WB may invest in the group, but wants to avoid attributable interests in the stations, which are or will be WB Network affiliates. In a statement last Friday, a WB spokesperson said only that the network is "support[ing] and encourag[ing] our current affiliates and anyone else interested in acquiring or starting stations in markets where we currently don't have coverage."

DENVER

### Sparkman return?

**J**.C. Sparkman, the former cable operations guru at Tele-Communications Inc., may be making a comeback at the giant MSO. Sparkman, who has stayed in touch with TCI since his semiretirement in 1995, "is and has been a consultant," a TCI spokesperson said. "He comes in to do some management consulting." Sources told BROADCASTING & CABLE signs are growing that Sparkman may take a more active role in cutting costs and improving revenue and cash flow in beleaguered cable operations. A source familiar with the situation said Sparkman's return on something more than a consulting basis would hardly be surprising, given that "obviously, John [Malone] is not happy with what's going on in the basic business." Sparkman, through a TCI spokesperson, declined to discuss the issue.

### TCI eyes TINTA spin-off

**T**ele-Communications Inc., in an effort to raise money to pay off debt, is contemplating selling off a big chunk of its international operations. Sources told BROADCASTING & CABLE that, under the plan, TCI would sell its international distribu-

tion assets but retain its stake in programming. To that end, it would spin off Flextech, the programming arm of TCI International (TINTA), into a separate company and retain its 80% stake—TCI chief John Malone has consistently shown a keen interest in his programming assets. TCI would then spin off TINTA's distribution assets and sell all or part of its 80% share in TINTA in an offering on European markets. That would enable TCI to raise substantial cash to pay down its \$14.5 billion debt, analysts said. A TCI spokesperson acknowledged that executives have discussed and continue to discuss—that and other spin-offs, but said no target date has been set.

NEW YORK

### Paramount preps cyberseries

**P**aramount Digital Entertainment is a few weeks away from launching an entertainment site on America Online, according to a source familiar with the project. The series, derived from a Paramount TV property, is the first one resulting from the development deal Paramount struck with AOL earlier this year. A second sketch comedy vehicle is in the works for AOL. Meanwhile, Paramount Digital is about to relaunch its audio-based Other People's Problems series on Microsoft Network. Another TV-based project also is being developed for MSN.

WASHINGTON

### Johnson pushes for auction

**B**ET Holdings Chairman Robert Johnson is still pushing for an auction of the digital TV spectrum. Johnson says he has retained a Washington lobbying firm to promote the idea on Capitol Hill and is circulating a petition to more than 100 national black organizations. He hopes later this year to hold a news conference to announce the signatories. "We're getting very receptive support for this," Johnson says of the petition.



*First Toy Airplane  
Circa: 1958*



*Baby's First Shoes  
Circa: 1978*



*Lionel Engine  
Circa: 1961*

# Some Things Can Never Be Replaced.



*Lucky Rare Indian Head Coin  
Circa: 1854*



*Father's Favorite Watch  
Circa: 1936*



*Great Grandparents  
Circa: 1854*



*First Glove  
Circa: 1956*

# Some Things Should

Inside Edition-Oct. '95			Replacement-Oct. '96		% Drop
Market	Station	Rating	Program	Rating	Rating
New York	WNBC	8.0	Access Hollywood	5.4	-32%
Washington, D.C.	WRC	7.4	Access Hollywood	4.4	-41%
Seattle	KOMO	5.0	Newlywed Game	3.3	-34%
Minneapolis	WCCO	4.2	Pat Bullard	2.5	-40%
Phoenix	KTVK	6.6	Star Trek	3.5	-47%

**INSIDE**  
**edition**®

# Never Be Replaced!

American Journal-Oct. '95			Replacement-Oct. '96		% Drop
Market	Station	Rating	Program	Rating	Rating
Chicago	WBBM	4.5	Hard Copy	3.7	-18%
Philadelphia	WCAU	6.6	Extra	4.5	-32%
Phoenix	KTVK	6.9	Star Trek	3.7	-46%
Kansas City	KCTV	2.7	Tom Snyder	2.1	-22%
Portland	KGW	3.7	Noon News	3.5	-5%



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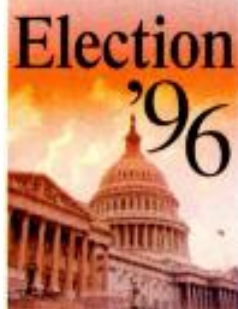
# Four more years

*Broadcasters fear more content regulation could be on the way; cable isn't worried*

By Chris McConnell

## WASHINGTON

**I**t was the administration that implemented the Cable Act, championed new TV programming rules, advocated cable-in-the-classroom initiatives and most recently signed the 1996 Telecommunications Act.



And now

broadcasters and cable operators will have to contend with President Clinton's vision for U.S. telecommunications policy for four more years.

That worries broadcasters, who fear that the administration that championed the V-chip and a three-hour children's TV mandate will continue to keep an eye on what broadcasters are and are not broadcasting—whether it be children's programming, alcohol ads or millions of dollars' worth of political advertising.

The issues top a list of broadcaster worries that also includes the Justice Department's interest in the concentration of radio ownership campaign finance reform (see story, page 7), and the digital TV standard.

The cable industry appears less concerned. Several observers think that despite cable's earlier clashes with FCC Chairman Reed Hundt over cable regulation, the FCC will side with cable on the issue of opening local telephone markets to competition from cable and others.

"We continue to say the FCC got it right," says Decker Anstrom, president of the National Cable Television Association. "I hope and assume that the administration and the FCC will continue to place a high priority on implementing [the 1996 Telecommunications Act]."

That's a far cry from cable's reaction to the administration's implementation of the 1992 Cable Act. In 1994 the FCC made a fast enemy of the cable industry with its decision to cut cable rates by



*Clinton and Gore can continue their telecommunications vision.*

17%. And Tele-Communications Inc. has remained on the losing end of a string of FCC decisions that have stymied the company's DBS ambitions.

The administration and the FCC also have looked to the cable industry to help wire classrooms with cable, and the companies have responded. In July, for instance, cable firms announced a plan to offer free Internet access to some 3,000 schools.

During the past two years, the Clinton administration has turned to broadcasters for a pair of children-related policy plans, both of which drew objections from the industry. First, the administration endorsed the V-chip, and broadcasters and program producers quickly conceded and agreed to develop a ratings system. A more heated battle followed with the administration's call for three hours of children's TV programs weekly, which was set by the FCC this summer.

With another term ahead, broadcasters say they are preparing for more battles. "I think you're going to see more [content regulation]," one industry source says.

"I do think there will be a continued effort at the FCC to use government to do good things," adds another. "It would seem that the trend is toward

more intrusion," says a third.

Several other broadcasters point to political advertising as the next target of government action. The FCC's Hundt has cited free airtime as a key part of "the new social compact" between broadcasters and the public. He also has suggested that broadcasters devote 5% of their digital TV spectrum to political airtime and to other forms of public interest-related programming.

"It's overwhelmingly obvious that the American people would like us to use digital media as a solution to the campaign finance problem," Hundt says.

James Hedlund, president of the Association of Local Television Stations (ALTV), worries about the cost to broadcasters of such campaign-reform initiatives. Hedlund says the cost of free airtime could be especially high for stations in larger markets: "You're talking about big numbers."

Hundt agrees broadcasters should not be expected to simply pay campaign costs out of their pockets in the form of free time. But he says the industry should play a part in solving the problem: "Now we should start talking."

He also says broadcasters should embrace such public interest initiatives "as a sensible path to travel in order to get to deregulation on the commercial side.

AP Photo/David Longstreath

"It's time to get beyond the Washington lobbying, which consists of playing the same old violin song," Hundt adds.

The Clinton-appointed FCC chairman also has voiced concerns over Seagram's decision to advertise distilled spirits on TV, prompting some broadcasters to cite alcohol advertising as another potential target of government action in a second Clinton administration. "Beer and wine [advertising] might be in for a ride," adds one industry observer.

Several broadcasters add that decisions on issues closest to them will hinge on Clinton's appointments to the FCC. National Association of Broadcasters Executive Vice President/General Counsel Jeff Baumann and others point to the vacancies on the commission.

One seat is vacant; another term expires this year and a third expires

next summer. A fourth seat could open if Hundt decides to leave the commission, although he says he aims to stay through June 30, 1998.

"That's the most significant thing," says Baumann. "The greatest [impact] is the power of appointment."

ALTV's Hedlund also cites a more immediate concern: the digital TV transmission standard that broadcasters are pushing the FCC to adopt before year's end.

The Clinton administration initially endorsed the standard proposed by the seven-company Grand Alliance consortium, but later cited computer industry objections and suggested that the commission adopt only those elements needed to insure a smooth transition to digital TV.

"The immediate concern is to get [Clinton] off the Microsoft bandwagon

on the standard," says Hedlund.

But Hedlund and others cite a potential upside to Clinton's re-election in discussing the prospects of an auction of digital TV spectrum.

Clinton has supported giving broadcasters a second channel for digital TV, while Bob Dole proposed \$34 billion worth of spectrum auctions that might or might not have included digital TV frequencies.

"Broadcasters have very little to complain about," says Media Access Project Executive Director Gigi Sohn, citing Clinton's support of the second channel.

But several broadcasters are not so sure the issue won't re-emerge in Congress. And others predict that broadcasters still could have a battle on their hands if the President proposes an early return of the analog channel that broadcasters now use to deliver TV signals. ■

# McCain targets campaign reform

Likely Senate Commerce chief to push for digital TV auctions, lower ownership limits

By Heather Fleming

WASHINGTON

**A** change in Senate Commerce Committee leadership coupled with allegations of illegal foreign contributions to Bill Clinton's campaign set the stage for broadcasters' next major battle on Capitol Hill—campaign finance reform.

A bill co-sponsored by Senator John McCain (R-Ariz.), who rises to the chairmanship of the Commerce Committee as a result of Larry Pressler's (R-S.D.) defeat, would force TV stations to give Senate candidates free airtime; it is opposed by broadcasters. McCain, a longtime champion of campaign finance reform, says the bill will be a top legislative priority.

"The incumbents don't like it, [but] the recent scandals provide motivation to act," McCain said in an election night interview, referring to recent stories alleging illegal foreign contributions to Clinton's campaign.

The president said Friday he told McCain he would "do whatever it takes" to get his bill passed this year.



To move telecommunications measures in the 105th Congress, McCain (R-Ariz.) (l) will have to work closely with Billy Tauzin (R-La.) (r), who is expected to take over chairmanship of House Telecommunications subcommittee.

Much of the Commerce Committee's agenda will be dominated by familiar issues. McCain plans to continue his fight for digital TV spectrum auctions and keep his eye on the FCC's implementation of the Telecommunications Act of 1996. He also plans to revisit issues that were not settled to his satisfaction in the act, including foreign ownership rules for broadcast and common carrier facilities, local media concentration, duopoly, and crossownership rules.

But McCain's is not the only new face leading communications policy on Capitol Hill. Representative Billy Tauzin (R-La.) will become chairman of the House

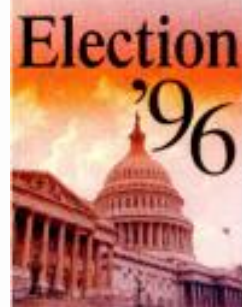
Telecommunications Subcommittee, replacing retiring Representative Jack Fields (R-Tex.). His agenda includes overseeing the FCC's implementation of the Telecommunications Act and re-examining the issues that involve the digital TV transition. Tauzin opposes auctioning the digital TV spectrum.

McCain and Senator Russell Feingold (D-Wis.) teamed last year on a campaign finance reform bill that would reward Senate candidates who agree to limit their spending with 30 minutes of free TV airtime, reduced postal rates

for campaign mailings and deeply discounted rates for additional TV spots.

The controversial measure was blocked, but McCain plans to reintroduce the measure in January, and his committee may participate in Senate investigations of the foreign contributions. Senate leadership will decide in December what committee will handle "donor-gate."

McCain also has no plans to give up on digital TV spectrum auctions. "I continue to be outraged that the American taxpayers are being ripped off," he said. But Tauzin, on the House side, and Senator Ernest Hollings (D-S.C.), ranking



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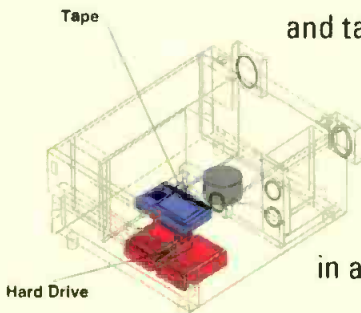
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# Election

# '96



member of the Commerce Committee, may foil those plans.

Even with support from then-Senate Majority Leader Bob Dole (R-Kan.) in the last Congress, the issue was soundly defeated. one Democratic Senate aide said. Now McCain has to deal with Majority Leader Trent Lott (R-Miss.), a friend of broadcasters.

But McCain is sure to engage Hollings in other lost battles that McCain plans to wage again, and committee hearings are sure to be anything but dull when such strong-willed personalities go toe-to-toe.

The South Carolina senator is likely to balance McCain's deregulatory fervor, having opposed earlier efforts to lift foreign ownership rules for broadcast and common carrier facilities, loosen local media concentration rules, and lift duopoly and crossownership restrictions. McCain plans to put those issues back on the table.

Both McCain and Hollings are "pretty straightforward and will deal

## TV draws 30% of campaign spending

Campaign finance reform—the hot issue coming out of the 1996 elections—could be bad news for TV. Most reform proposals offset campaign spending caps with discounted or free TV time—anathema to broadcasters.

Every four years, TV counts on heavy campaign spending for an afterburner boost to annual revenue. This year, according to the Television Bureau of Advertising, politicians spent a record \$500 million on local and network broadcast TV. The Cabletelevision Advertising Bureau estimates they spent another \$30 million—\$35 million on cable.

If those estimates are correct, TV will have accounted for about 30% of total campaign spending, which, according to the Bureau of National Affairs, exceeded \$1.8 billion.

—HAI

with each other in that fashion," a Democratic Senate aide says. "In addition, having two of the most outstanding, toughest, brightest members of the Senate leading the committee will raise the committee's profile."

"Most members regard [McCain] as a more decisive leader [than Pressler]," says Phillip Spector, a communications lawyer with Paul, Weiss, Rifkind, Wharton & Garrison, "But I think McCain will get along relatively well with Hollings."

On the House side, the key players on the Commerce Committee remain in place, with the addition of Tauzin as chair of the Telecommunications Sub-

committee. Except for disagreements over foreign ownership restrictions, McCain may find an ally in Tauzin for broadcast deregulation. Representative Thomas Bliley (R-Va.) will continue as chairman of the full committee, with John Dingell (D-Mich.) as ranking member and Representative Edward Markey (D-Mass.) as ranking member of the Telecommunications Subcommittee.

FCC oversight of the Telecommunications Act of 1996 will be a top priority in the House and Senate, although Tauzin also plans to consider overhauling the commission. McCain, on the other hand, enjoys a much more amicable relationship with the FCC.

## Recapping the Commerce races

Election night had little impact on the two congressional committees that oversee telecommunications law and regulation. The Senate Commerce Committee lost its chairman, Larry Pressler (see story, page 20), but the three other members up for re-election won. One other member, James Exon (D-Neb.), is retiring.

Two members of the House Commerce Committee were defeated: Gary Franks (Conn.), the House's only African-American Republican, and Dan Frisa (R-N.Y.), whose campaign turned into a referendum on gun control. Retiring from the House are five other members: Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), Carlos Moorhead (R-Calif.), Cardiss

Collins (D-Ill.), Gerry Studds (D-Mass.) and Blanche Lambert Lincoln (D-Ark.). John Bryant (D-Tex.) quit to make an ill-fated run for a Senate seat.

When the 105th Congress convenes next year, John McCain is expected to succeed Pressler as chairman of the Senate Commerce Committee (see story, page 18). Thomas Bliley (R-Va.) will return as chairman of House Commerce. (Billy Tauzin [R-La.] will likely assume the chairmanship of the key Telecommunications Subcommittee.) And other members may come or go in the usual scramble for the vacancies and assignments on other committees.

Here's how the committee members fared:

### Senate Commerce Committee:

- Tim Johnson (D) (51.6%) vs. Larry Pressler (R-S.D.) (48.4%)
- Ted Stevens (R-Alaska) (77.4%) vs. Theresa Obermeyer (10%)
- Jay Rockefeller (D-W.V.) (77%) vs. Betty Burks (23%)
- John Kerry (D-Mass.) (52%) vs. William Weld (45%)

### House Commerce Committee:

- \* Thomas Bliley (R-Va.) (79%) vs. Roderic Slayton (21%)
- \* Billy Tauzin (R-La.) — ran unopposed
- \* Michael Dole (R-Ohio) (68%) vs. Paul McClain (32%)
- Michael Bilirakis (R-Fla.) (69%) vs. Jerry Provenzano (31%)
- \* Dan Schaefer (R-Colo.) (62%) vs. Joan Fitz-Gerald (38%)
- \* Joe Barton (R-Tex.) (77%) vs. Janet Richardson (13%)
- \* Dennis Hastert (R-Ill.) (64%) vs. Douglas Mains (36%)
- \* Fred Upton (R-Mich.) (68%) vs. Clarence Annen (31%)
- \* Cliff Stearns (R-Fla.) (67%) vs. Newell O'Brien (33%)
- \* Bill Paxton (R-N.Y.) (60%) vs. Thomas Francano (40%)
- \* Paul Gillmor (R-Ohio) (61%) vs. Annie Saunders (34%)

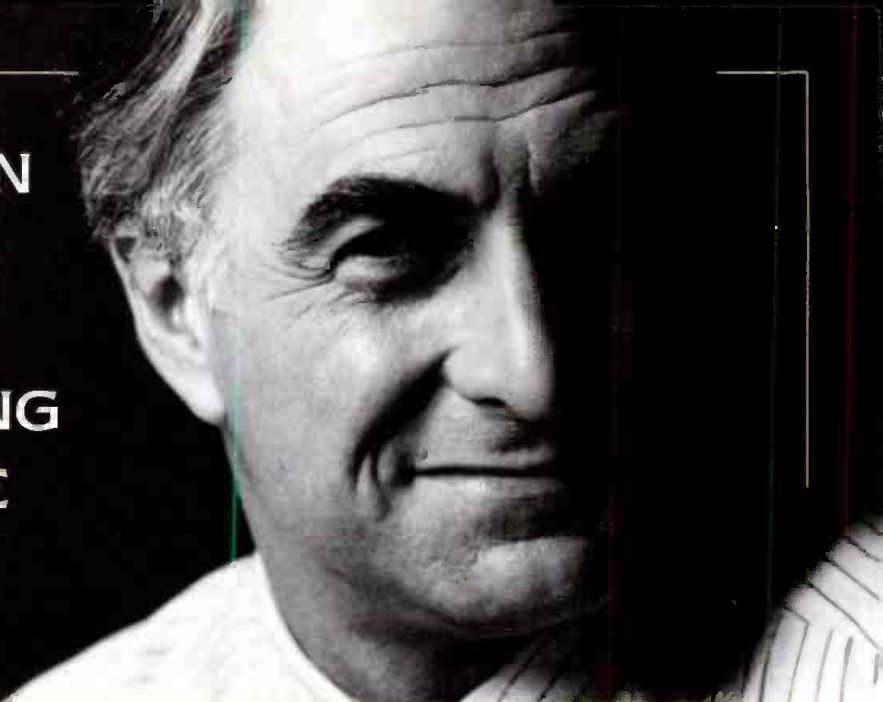
- \* Scott Klug (R-Wis.) (57%) vs. Paul Soglin (41%)
- James Maloney (D) (52%) vs. Gary Franks (R-Conn.) (46%)
- James Greenwood (R-Pa.) (61%) vs. John Murray (36%)
- Michael Crapo (R-Idaho) (70%) vs. John Seidl (30%)
- \* Christopher Cox (R-Calif.) (70%) vs. Tina Louise Laine (30%)
- \* Nathan Deal (R-Ga.) (65%) vs. Ken Poston (35%)
- Richard Burr (R-N.C.) (58%) vs. Neil Cashion Jr. (35%)
- Brian Bilbray (R-Calif.) (52%) vs. Peter Navarro (43%)
- Ed Whitfield (R-Ky.) (54%) vs. Dennis Null (46%)
- Greg Ganske (R-Iowa) (53%) vs. Connie McBumey (47%)
- Carolyn McCarthy (D) (58%) vs. Dan Frisa (R-N.Y.) (41%)
- Charles Norwood (R-Ga.) (52%) vs. David Bell (48%)
- \* Rick White (R-Wash.) (52%) vs. Jeff Coopersmith (48%)
- \* Thomas Coburn (R-Okla.) (55.5%) vs. Glen Johnson (44.5%)
- \* John Dingell (D-Mich.) (62%) vs. James DeSana (36%)
- Henry Waxman (D-Calif.) (72%) vs. Paul Stepanek (26%)
- \* Edward Markey (D-Mass.) (70%) vs. Patricia Long (30%)
- \* Ralph Hall (D-Tex.) (64%) vs. Jerry Hall (34%)

- \* Bill Richardson (D-N.M.) (67%) vs. Bill Redmond (30%)
- \* Rick Boucher (D-Va.) (65%) vs. Patrick Muldoon (31%)
- \* Thomas Manton (D-N.Y.) (71%) vs. Rose Birtley (29%)
- Edolphus Towns (D-N.Y.) (91%) vs. A. Smith-Parker (8%)
- Frank Pallone (D-N.J.) (62%) vs. S. Corodemus (36%)
- Sherrod Brown (D-Ohio) (61%) vs. Kenneth Blair (36%)
- \* Bart Gordon (D-Tenn.) (54%) vs. Steven Gill (42%)
- \* Elizabeth Furse (D-Ore.) (55%) vs. Bill Witt (42%)
- Peter Deutsch (D-Fla.) (65%) vs. James Jacobs (35%)
- \* Bobby Rush (D-Ill.) (85%) vs. Noel Naughton (13%)
- \* Anna Eshoo (D-Calif.) (66%) vs. Benjamin Brink (31%)
- \* Ron Klink (D-Pa.) (64%) vs. Paul Adametz (36%)
- Bart Stupak (D-Mich.) (71%) vs. Bob Carr (27%)
- Eliot Engel (D-N.Y.) (86%) vs. Denis McCarthy (14%)

\* indicates member of the Telecommunications Subcommittee  
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Source: Bloomberg

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# Senator McCain moves up

Broadcasters worry about his direct, deregulatory approach

By Heather Fleming

**A**s Bob Dole conceded on national TV that his presidential bid had failed, he was surrounded by his close friends and family, including Senator John McCain (R-Ariz.).

**Election '96**



But as Dole steps back after 45 years of public service, McCain is stepping out. With the defeat of Senator Larry

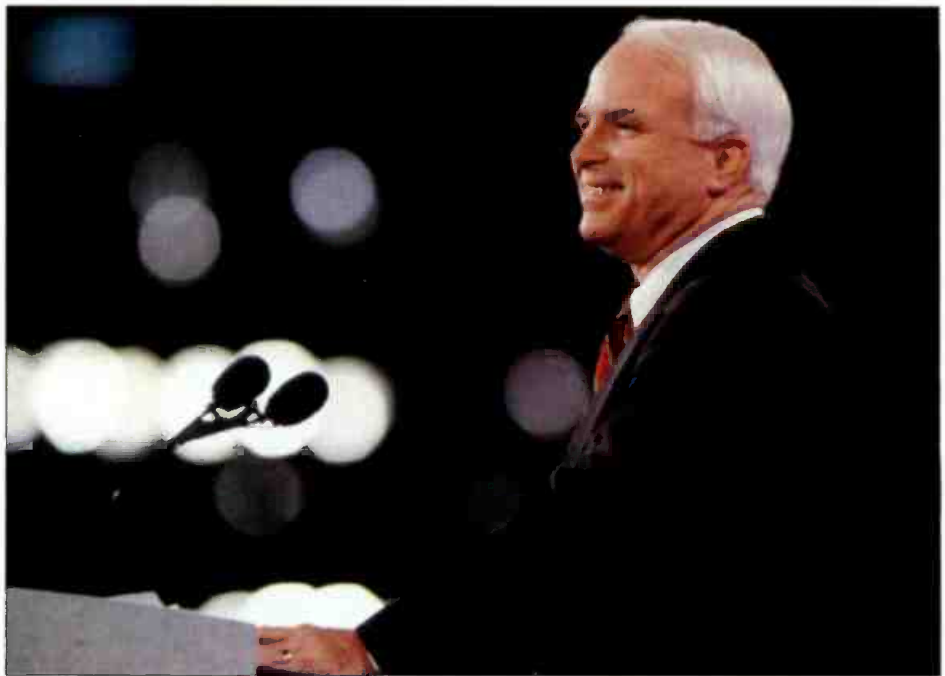
Pressler (R-S.D.) last week, McCain is poised to take the chairmanship of the Senate Commerce Committee—a development that has broadcasters anxious.

A free-market purist and deregulator, McCain's colleagues and associates say he is "intellectually honest" and "principle driven."

"Just like [House Speaker Newt] Gingrich, you have to wait to see how he grows into the job," one telecommunications industry lobbyist suggests. "Gingrich kind of grew into the job and realized he had other responsibilities rather than espousing his purist viewpoint."

McCain seems to agree. "I intend for the committee to do as much as possible on a bipartisan basis," he said in an election night interview. "If you want to accomplish significant policy advances, it has to be on a bipartisan basis. You can't just ram legislation through."

Former Commerce Committee colleague Bob Packwood (R-Ore.), who voted with McCain against the 1996 Telecommunications Act in committee



Arizona's John McCain is in line to head the Senate Commerce Committee.

markup because it was too regulatory, says McCain is "never so blind-eyed zealous that he can't see the forest through the trees."

In fact, McCain has teamed with his Democratic colleagues on numerous occasions on major legislation. One bill, which he co-sponsored with Senator Russell Feingold (D-Wis.), would reform campaign financing and is one reason McCain's chairmanship has broadcasters nervous.

The proposal would force TV stations in a given market to jointly give Senate candidates 30 minutes of free airtime. Additional time could be purchased at a deeply discounted rate.

This is not the first time McCain has butted heads with broadcasters.

Along with Dole, McCain has led the fight to auction the digital TV spectrum, an effort he plans to continue in the 105th Congress. He also sent a letter to FCC Chairman Reed Hundt encouraging the FCC to refrain from setting any digital TV standard.

But McCain has also crossed swords with the cable industry. Uncharacteristically, he voted in favor of the 1992 Cable Act, which regulated rates, but an aide says that was only because of the "egregious" behavior of the cable companies at the time and the lack of competition. McCain worked to deregulate cable rates in the 1996 Telecommunications Act.

McCain is known for being frank and direct, but he is sometimes considered "mean-spirited" or "rude."

During a Commerce Committee FCC oversight hearing last June, McCain cross-examined FCC Commissioner James Quello about Quello's opposition to the FCC decision to reclaim and auction DBS channels once held by Advanced Communications Corp. "If you had your way, the taxpayers would have gotten nothing," McCain said. Quello said he did not feel strongly either way about the decision to auction the spectrum. "I think it's a pretty big deal," McCain re-

## McCain aide moves to Commerce

Longtime McCain aide Mark Buse will move from the senator's personal staff to the Commerce Committee in a role still being determined.

The Phoenix native began working for McCain in the House at the end of 1983. As a legislative assistant, Buse's wide-spanning responsibilities have included communications, appropriations, budget and government affairs issues.

Sharing his boss's deregulatory passion, Buse is known by McCain as the "ferret" for his skill at uncovering political pork and wasteful spending in legislation.

Buse received a B.S. from Georgetown University in 1987.

—HF



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# Election '96



sponded. "Perhaps you don't." McCain's tough-guy exterior is no show. A third-generation Naval Academy graduate, McCain volunteered to fly missions over Vietnam. When

his plane was shot down in 1967, he suffered crippling injuries and was a prisoner nearly five and a half years.

In 1981 after retiring from the Navy, he moved to Phoenix and a year and a half later ran for Congress. After two terms in the House, he ran for the Senate in 1986 and won.

Decades after his days as a prisoner in Vietnam, he learned that Bob Dole had worn a POW bracelet with McCain's name on it until the day he was released. Joined not only by political ideology but by a shared experience of war and personal tragedy, McCain was asked to nominate Dole for the presidency at the Republican National Convention. Many observers say McCain's story of how he learned of the bracelet was the most emotional moment of the convention.

McCain was considered as a Dole vice presidential running mate and probably would have been offered a Cabinet post if Dole had won. But despite Dole's failed candidacy, McCain's ascendancy to the chairmanship of the Commerce Committee likely marks only a first step in his rise to power in the Republican party. ■

# Pressler's final chapter

*Lifestyle, fumbling cited as contributing to defeat*

**M**ired in allegations of campaign finance abuse and questions of excessive foreign trips at taxpayers' expense, South Dakota Republican Larry Pressler lost the Senate seat he'd held for 18 years.

Pressler was narrowly defeated by Democratic Representative Tim Johnson, 51.6% to 48.4%. His support eroded this fall as Johnson hammered him as a Washington insider whose chairmanship of the Commerce Committee had brought him major financial benefits. Pressler raised more than \$1.2 million from corporate political action committees (PACs), many of them communications companies.

Those charges fed into independent news reports that Pressler's campaign had paid for thousands of dollars worth of meals in Washington restaurants, hotel visits and opera tickets for the senator.

Instead of directly responding to the charges, Pressler accused his opponent of "dirty tricks" and unsuccessfully



**Larry Pressler's opponent hammered him as a Washington insider whose chairmanship of the Commerce Committee has brought him major financial benefits.**

attempted to shift the focus by branding Johnson a liberal.

But South Dakota journalists and political scientists agree that stories of a lavish lifestyle supported by campaign donations did not mesh well in a state where the personal income level is among the lowest in the country.

"The public's image was shaped by press reports of his inarticulate and fumbling manner at times, and it was also shaped by press reports of his somewhat lavish lifestyle by South Dakota standards," says Robert Burns, professor of political science and South Dakota State University. The allegations of campaign finance abuse were also "particularly damag-

ing because [they] put him at odds with the image he attempted to project and the image that voters had when he was first elected [to the House] in 1974," he added.

Back in Washington, Pressler is credited with shepherding telecommunications reform legislation through the Senate. He was also one of the first to raise the issue of auctioning the digital TV spectrum to raise money to balance the federal budget, although he later backed down.

After telecommunications legislation was disposed of, Pressler turned his sights to spectrum management. He proposed a draft "grand spectrum bill" that, among other things, would have precluded the FCC from mandating a digital TV standard and would have required broadcasters to pay a deposit for the additional 6 mhz of spectrum used for digital TV. Broadcasters would have had 15 years to relinquish their NTSC license, or would have had to forfeit the money at a rate of 20% each year that the return was delayed past 15 years. Although Pressler held four hearings on the issues surrounding spectrum reform, his bill was never voted on by the committee. ■

## One out of six

Broadcasters running for federal office did not fare well in last week's election. Although a few came within striking distance of unseating the incumbent, the only broadcaster who won—Jay Johnson (left)—was seeking an open seat (Wisconsin's eighth congressional district).

A 31-year TV veteran, Johnson benefited from widespread name recognition in the district. He has been a news anchor in Green Bay since 1981 on WFRV-TV and WLUK-TV.

Other broadcasters who were defeated: Ronna Romney, talk show host at WJR(AM) Detroit, who ran for the Senate against Senator Carl Levin (D); Anita Rufus, talk show host at KPSI(AM) Palm Springs, Calif., who ran against Representative Sony Bono (R); Patrick Combs, talk show host at KLIN(AM) Lincoln, Neb., who ran against Representative Doug Bereuter (R); Connie McBurney, a 24-year veteran of KCCI-TV Des Moines, Iowa, who ran against Representative Greg Ganske (R); and Mark Baker, an anchor and reporter at WGEM-TV Quincy, Ill., who ran against Representative Lane Evans (D). —HF



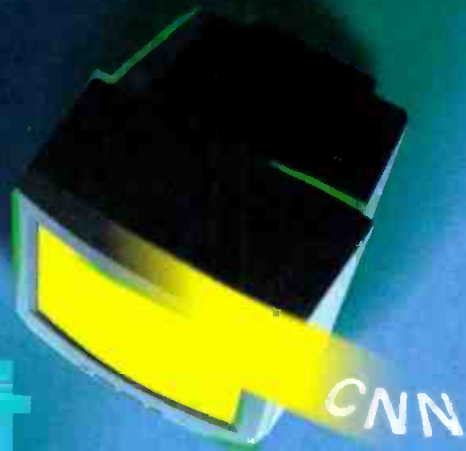
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# Little suspense, little audience

Networks struggle to keep viewers when presidential result is known early in evening

By Steve McClellan and Michael Katz

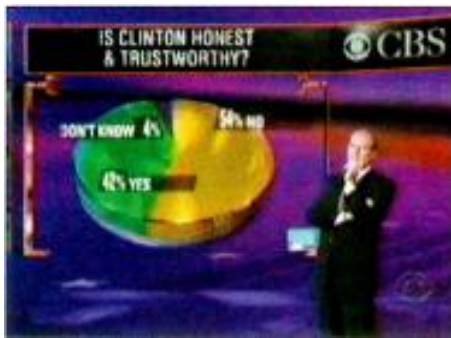
**W**ith a Clinton victory apparent long before the President reached the 270-electoral-vote threshold last Tuesday night, news networks had to balance their duty to viewers with their understanding with Congress to hold back a bit.

Networks had informally agreed not to project results in a state until a majority of the polls in that state had closed, and not to project a presidential winner until 270 electoral votes were reached. All three major networks called the race at about 9 p.m.

"It's a fine line to walk," CBS's Rather told BROADCASTING & CABLE last week. He recalled that "Dole had said publicly and privately that it



ABC's David Brinkley (r), with anchor Peter Jennings, let slip some scathing words about President Clinton.



CBS's Harry Smith uses a computer-generated 'virtual set' to report results of exit polling.



CNN's Frank Sesno hosts a congressional wheel of fortune, keeping track of House and Senate races.

Midwest." And at ABC, anchor Peter Jennings told viewers, "No Republican has won without winning Ohio." In fact, Dole's own campaign headquarters issued a concession statement at about 9:30.

NBC anchor Tom Brokaw said Clinton's consistent, large lead in the polls probably made the issue of an early call easier for the networks to deal with. "I think that the country pretty well knew what was going to happen," said Brokaw. "And when the polls closed and it confirmed that, we were happy to report it then. We knew early on that it looked very promising for Clinton, and we had been reporting right up to the eleventh hour that these polls had not changed in months."

Brokaw said that even Dole was beginning to acknowledge the "probability" that he was going to lose, "so that I don't think that it was as tricky this time as it has been in the past."

But the absence of suspense in the presidential election brought 38% fewer households to the networks' election night coverage than in 1992, according to Nielsen Media Research estimates (see chart).

CNN anchor Judy Woodruff questioned whether the networks' use of polls diminished interest. "I'm beginning to wonder if it does have a dulling effect on the electorate," she said.

ABC had the highest average viewership among the Big Three from 7 to 11 p.m. with a 9.1/15, followed by NBC's 8.1/13 and CBS's 6.8/11. NBC and MSNBC simulcast election coverage. Fox's fifth airing of "Beethoven" averaged an 8.2/12 from 8 to 10 p.m.

Meanwhile the cable news networks tried to put their own signature on election night coverage. Month-old Fox News Channel went with election coverage from 7 p.m. to 6 a.m. "We had some technical problems in the first hour, but we straightened them out," said John Moody, vice president of news editorial for Fox Cable News.

Moody said Fox didn't try to outperform the other networks, but tried to set themselves apart by "not telling people what to think. I think there's a level of punditry at other networks, and

would be very difficult—maybe impossible—for him to win the election if he didn't win Ohio. And when Ohio came in [for Clinton], it's not a matter of making a projection," said Rather. "It is analysis to say, this is what Dole himself said. And when this state dropped in the other column, [the viewer] has to know that it's still possible Dole can win but he just took a real tough lick."

But instead of an early call when CBS projected Ohio for Clinton at 7:20 p.m., Rather told viewers there were "more alarm bells for Dole in the

## ELECTION '96

### PRIME TIME RATINGS

Coverage of the election last Tuesday was watched by 24.5 million American TV households (42 share). Below are election night ratings for the 7-11 p.m. time period, compared with the same slot on election night in 1992.

1996	1992
9.1	12.7
6.8	12.1
8.1	10.6
*1.8	4.0
<b>Total—25.8</b>	<b>39.4</b>

\*coverage area rating 2.5      Source: Nielsen





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# Election '96



we didn't want to participate."

At CNN, despite all its manpower, "we were still juggling a lot," said Woodruff. She says she felt good about the network's coverage,

although "I don't remember an election I've been involved in where there have been so many contests up in the air simultaneously, right down to the wire."

C-SPAN, unlike the other networks, focused on the Senate races and, to a lesser degree, the House of Representatives, "because that's our bread and butter," said Susan Swain, the network's senior vice president. C-SPAN also tried to provide local flavor to its coverage by taking feeds from 10 local TV stations around the country.

PBS more than doubled its election night coverage, to 5 1/2 hours, compared with two hours in 1992, which brought the network a 1.6 rating/3 share. "We don't do what we do for ratings," said PBS spokesperson Cory Shields. The corporate-owned networks "have a lot of bells and whistles," he says. "They have a lot of style, and we have a lot of substance." That substance included regional commentators covering the local races, and in-depth analysis and discussion from those who PBS considers "the best pundits, historians, authors and experts," said Shields.

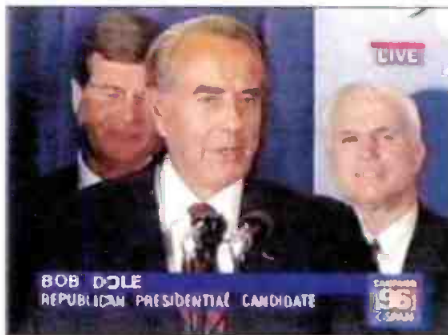
Generally speaking, the network anchors said they were pleased with their



NBC's WRC-TV Washington reports local results without interrupting network coverage with Brian Williams.



Jim Lehrer presides over expanded coverage on PBS with plenty of pundits, dearth of fancy graphics.



C-SPAN's angle on Bob Dole's concession speech catches two Senate allies: Trent Lott (l) and John McCain.

coverage. But as Brokaw noted, being in the anchor seat that night, "is like skiing in an avalanche. It's hard to stand back and look at your form. There's no time to pause; you're just trying to keep up with the flow of information."

"I thought it went pretty well for us," Brokaw said. "It was eight hours of coverage. It's going to be uneven around the edges. There are times when you'd like to rephrase something or you'd like to take another crack at an interpretation of something that is going on."

Rather said that CBS's use of a "virtual newsroom" and a new touch-screen computer system—which allowed him to put up new graphics the minute information was available—helped viewers understand the results better and faster.

All three major networks blew one call—the New Hampshire Senate race, when Dick Swett was projected the winner at about 7 p.m. (the actual winner was Robert Smith), the projection was withdrawn at 9:30 p.m. and reversed about 11. Responsibility for that was accepted by Voter News Service, which followed 114 elections and pooled service to the networks.

Meanwhile, ABC's David Brinkley lived things up toward the end of ABC's coverage. At about 12:30 a.m., anchor Jennings talked about the contributions of Brinkley, who was wrapping up his final on-air election night coverage. Not knowing he was still on the air, Brinkley called Clinton's victory speech "one of the worst things I've ever heard." He also said Clinton was a "bore," and said the country could look forward to four years of "more god-damned nonsense."

## Heavy traffic jams 'Net

It was a big night for news sites carrying national election results last Tuesday—when 'Net surfers could access them.

As vote tallies poured in, PC users were frequently frustrated in their attempts to pore over the numbers deciding the congressional equation—long after the presidential results were a foregone conclusion. CBS's Campaign 96, MSNBC, PoliticsNow, and CNN's All Politics—which had prepared for the volume—all experienced some effects of the lag created by the demand for information even as their usage numbers peaked during prime time on Election Day.

"It was very exhilarating here," said Merrill Brown, editor in chief of MSNBC on the Internet. Volume of usage exceeded five times the usual traffic on the site, as it literally plugged in more server capacity on the spot to sate the PC users' appetite for poll counts.

Despite the slowdown, CNN's All Politics caught a record 50 million hits—more than double its previous high for one day, according to CNN spokesman Steve Haworth. CNN had anticipated the activity with the installation of an additional T3 phone line to boost traffic capacity for the site three weeks ago. "It was a real threshold event for us," said Haworth.

—RT



PoliticsNow suffered access delays due to an intermittent link failure.

# Broadcasting

November 11, 1996

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# CBS arms for sports rights fights

*Kenin out, Sean McManus likely replacement in move to get more negotiating muscle*

By Steve McClellan

The network television rights packages for the National Football League and the National Basketball Association are up for renewal in two seasons. Last week, CBS began preparing for the day, probably next year, when it may get a shot at reacquiring one or both of those packages.

The network dismissed its sports president, Dave Kenin, last week, saying privately that top corporate executives felt they needed someone with more big-time sports rights negotiating experience if they expected to get back into major league sports coverage.

Kenin's likely successor is Sean McManus, senior vice president, Trans World International, the sports marketing division within International Management Group, New York.

McManus, the son of ABC sports commentator Jim McKay, appeals to

CBS because he has been on both sides of the negotiating table for sports rights packages.

Before joining Trans World, which represents the Olympics in negotiating U.S. network TV rights, McManus was with NBC Sports, where he was involved in rights deals for Major League Baseball, professional golf, tennis and college football.

Of course, there is no guarantee that CBS will get a shot at the NFL or the NBA. In both cases, the incumbents have exclusive negotiating windows to wrap up renewal deals before the leagues can even talk to possible competing bidders. That's what happened with the NBA three years ago when NBC re-upped.

As for the NFL, renewal talks will



Sean McManus

probably start sometime next year, before the start of the 1997 season. And as much as CBS wants back in, Fox will likely fight as hard to retain its NFL rights—the games grab some of its highest ratings.

As for Kenin, he has a contract with the network that sources say will pay him through 1998. He reportedly declined an offer to run the network's new Eye on People cable

channel, but is said to be considering posts in and out of CBS.

In his two-plus years on the job at CBS Sports, Kenin is credited with getting the network back into college football, renewing a major NCAA package that includes the widely popular basketball tournament and increasing the network's car race coverage. ■

## ABC takes week seven

*Wins five of seven nights and is strong out of gate for November sweeps*

By Lynette Rice

Week seven of the season saw a new winner in ABC, thanks to a valuable loan from the Disney vault. Stellar ratings from the Sunday (Nov. 3) broadcast premiere of "The Lion King" (13.2/21) helped the network finish the week with an 11.1/18.

While overall numbers are down from last year, ABC also took the lead through the first seven days of the November sweeps.

From Oct. 31 through Nov. 6—the latest numbers available at press time—ABC claimed a 10.7 Nielsen rating/17 share, down from the 11.2/18 it earned during the first seven days of the November 1995 sweep. NBC was in second with a 10.5/17, down from last year's 11.9/19 (NBC had been leading through Monday, Nov. 4, and on day eight of the sweeps weighed in with its must-see Thursday, which was expected to change the sweeps picture yet again). CBS was in third with a 9.7/16—a slight decline from last year's 9.8/16—while

Fox was in fourth with a 7.8/12, down from last year's 8.1/13.

The WB has so far earned a 2.8/4, up from last year's 2.3/4 for the same period. No national ratings were available for UPN.

Meanwhile, in week seven, ABC took five nights, with Tuesday's *Home Improvement* scoring its best ratings since April 2 (18.5/28), and Wednesday's *The Drew Carey Show* weighing in with a record 13.9/22. In all, ABC had 10 of the top 20 shows, including *Spin City* at No. 7 and *NYPD Blue* at No. 10.

NBC followed with a 10.7/18—buoyed by its Thursday lineup, which earned an overall 18.4/31. NBC continued to reign in adults 18-49 with a 6.8/18.

CBS came in third with a 9.4/16—the only major network to post gains (2%) over the same period last year. CBS swept the 8-9 p.m. block Wednesday with *The Nanny* (10.6/17) and *Pearl* (9.0/15), and won Saturday when *Dr. Quinn, Medicine Woman* (9.9/18) posted its highest ratings of the season.

Coming in fourth with a 7.5/12, Fox

posted its highest Sunday night ratings in more than four years in the 18-49 demo, thanks to key wins by *The X-Files* (11.0/23). And for the seventh time this season, Fox won the 9-10 p.m. hour in adults 18-49 (6.5/19) with *Millennium*.

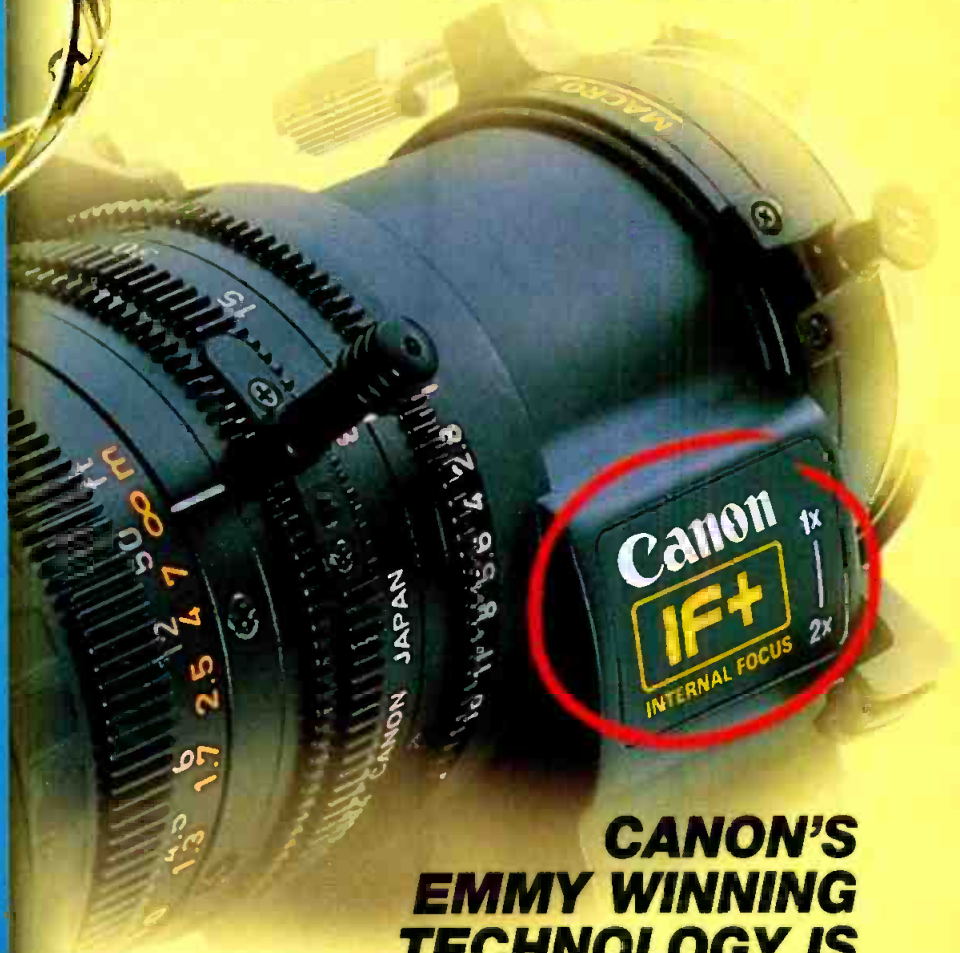
UPN finished the week with a 3.5/5, netting its highest ratings of the season with women 18-34 (2.3/6). The network bested The WB in adults 18-49 (2 1/5 vs. 1.3/4), while its Oct. 30 lineup achieved its best ever ratings in males, persons and teens.

The WB posted a 2.7/4, up 13% in ratings vs. the same week a year ago, with *The Jamie Foxx Show* earning a 3.7/6—a 16% jump in rating and a 20% jump in share from the previous week. Finally, *7th Heaven* scored a 2.5/4 in households—its best rating/share since debuting in September. ■



'Home Improvement' helped win the week

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# Magazines move to limit paparazzi

Paramount vows to clamp down on invasive footage; WB cracks down on photographers posing as extras

By Cynthia Littleton

For the second time in a month, George Clooney and Warner Bros. wound up in the center of a dispute involving a syndicated magazine show and ill-gotten video footage. Elsewhere, Paramount took steps to address Clooney's complaints involving the first such dispute.

Warner Bros. has pressed misdemeanor charges against three people accused of secretly capturing behind-

the-scenes footage of Warner Bros.' latest "Batman" movie while posing as extras. The trio allegedly sold footage from the set of "Batman & Robin" to *Inside Edition*, which aired it on Oct. 15. A spokesperson for King World Productions declined comment on the allegation.

Warner Bros. says it is pursuing the case to send a warning to other overly ambitious photographers. The crack-down came less than a week after Clooney and the rest of the cast mount-

ed a boycott of Paramount's *Entertainment Tonight* to protest the use of paparazzi footage on Paramount's *Hard Copy*.

When Madonna, Rosie O'Donnell, Whoopi Goldberg and Steven Spielberg joined the fight, Paramount pledged last week not to air celebrity footage that is known to have been obtained illegally. The studio also said it would no longer use footage from sources that verbally harass stars to provoke a reaction, nor will producers

## WHERE THE MAGAZINES STAND

Syndicated news magazines were in the news again last week (see above). Below is a look at how the top magazine shows—syndicated and network—have performed this season.\*

### SYNDICATED NEWS MAGAZINES

Show/season-to-date rating

**1 Entertainment Tonight/5.9**—Paramount's entertainment franchise leads the pack as the top-rated syndicated magazine.



**2 Inside Edition/4.8**—King World Productions' top-rated news magazine has found its niche by focusing on investigative reporting.

**3 Hard Copy/4.0**—Paramount's *ET* companion has been a lightning rod for attention among advertisers and celebrities.



**4 Extra/3.2**—Warner Bros.' access strip continues to hold its own in the wake of a major format overhaul and new hosts.

**5 Access Hollywood/3.0**—Co-owners NBC and Fox say they're committed to building a franchise for the latest *ET* challenger.



**6 American Journal/2.9**—King World's magazine is targeting younger viewers in its third season.

**7 Real TV/2.4**—Paramount's new all-video magazine has already won upgrades in several metered markets.



**8 Day & Date/1.6**—Eye-mark Entertainment's early-fringe news magazine has gained some ground this season in the face of stiff competition.

**9 Strange Universe/1.1**—Chris Craft/United Television's nightly roundup of news-of-the-weird is struggling in late fringe.



**10 Inside America's Courts/1.2**—Ratings for the new Line strip are up in New York and other major markets where it's paired with midday newscasts on NBC O&Os.

### NETWORK NEWS MAGAZINES

**1 20/20/13.2**—The magazine has managed to thrive in ABC's Friday lineup.



**2 60 Minutes/13.0**—The veteran news magazine continues to hold its own.

**3 Primetime Live/11.1**—Oct. 8 interview with Mark Fuhrman stands out this season.



**4 Dateline Tuesday/11**—By far the most competitive of the NBC news magazines.

**5 Dateline Friday/10.4**—Edgy alternative to Fox and CBS dramas and ABC sitcoms.

**6 48 Hours/7.5**—Gaining steam now that it has abandoned single-topic story format.



**7 Turning Point/6.9**—Can anything grow in the shadow of NBC's *ER*?

**8 Dateline Sunday/6.7**—Competition or no, NBC is in it for the long haul on Sunday.



\*Syndicated magazine show ratings, season-to-date (9/20/96 to 10/27/96) Nielsen GAA household. Network magazines are Nielsen season-to-date household ratings through Oct. 27

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purchase unauthorized footage of celebrity families at home.

In a statement, Clooney called Paramount's move "a tremendous leap forward." Clooney praised Paramount TV chief Kerry McCluggage for his willingness to change studio policy and said he planned to meet with McCluggage to "discuss what further things we can do to improve this problem."

But Clooney stopped short of calling off the boycott, vowing instead to keep a close eye on *Hard Copy*. "If what they promise comes true, I'll be the first to end this boycott," he said. "Proudly."

A Paramount spokesperson said the studio "looks forward to an ongoing, positive relationship" with Clooney. O'Donnell publicly forgave *ET* on her daytime talk show last Wednesday.

Paramount's stricter standards could have an impact on *Hard Copy* and the studio's new reality magazine, *Real TV* (see chart, page 28) which thrive on exclusive video finds. *ET*, like competitors *Access Hollywood* and *Extra*, rarely uses such footage. Producers of *Inside Edition* and its sister strip, *American Journal*, declined to comment on King World's policy, but both shows have recently touted video exclusives involving Princess Diana, O.J. Simpson and other high-profile figures.

Eyemark Entertainment's *Day & Date* saw its ratings spike last February when it aired footage of John F. Kennedy Jr. arguing with his then-girlfriend in New York's Central Park. But the show has backed away from bidding for hot footage after the tabloid feel of the JFK segment made advertisers, producers and host Dana King uneasy.

By prosecuting the "Batman & Robin" defendants, Warner Bros.' attorneys say their goal is to uncover the larger operators that drive the booming market for candid and clandestine videos of celebrities. Paramount's clampdown is likely to cut into the prices paid for broadcast rights, but veteran paparazzi say demand from foreign TV outlets and U.S. print tabloids is stronger than ever.

And that's a fact that confounds even the world's largest media and entertainment conglomerate. Warner Bros. says it also intends to pursue federal criminal and civil charges for copyright infringement and theft of trade secrets.

"This trend toward violating the boundaries of journalism and human decency in an effort to get video

footage has really become out of control," said Robert Friedman, Warner Bros. president of worldwide advertising and publicity.

The "Batman & Robin" defendants—Michael Carri, Gary DeRosa and Kimberly Weiant—have pleaded not guilty to burglary, trespassing, forgery and other misdemeanors. A pretrial hearing is set for Dec. 16 in Burbank Municipal Court.

The studio went to great lengths late last month to catch the suspected video smugglers. After circulating a photo of the prime suspect, Carri, the studio brought in extra security on Oct. 19, the first day of filming with superstar Arnold Schwarzenegger. A production staffer spotted Carri, who allegedly had a note in his pocket reading "Batman only—\$35,000" with a phone number. ■

## All American cans Bey; Tribune quits game venture

*Talker will be off by end of year; split with Tribune said to be amicable*

By Cynthia Littleton

**A**ll American Television is saying goodbye to *Richard Bey* and hello to *Match Game* and *Card Sharks*.

All American had planned to launch the Mark Goodson game show revivals as a joint venture with Tribune Entertainment, but the two companies said last week that they have agreed to end the partnership unveiled at last January's NATPE convention in Las Vegas.

Separately, All American officials confirmed that raunchy talker *Richard Bey* has stopped production and will be off the air by the end of the year. The Chris Craft/United Television strip launched nationally last season after a successful run in the group's urban markets. But clearances fell below 50% this summer when *Richard Bey* was not picked up in Boston, Washington and other major markets.

All American, which bought the Mark Goodson Productions library for \$50 million last year, is offering the game show hour as a midseason replacement. Given the track record of this season's freshman strips, industry observers predict there will be room for at least two new hours by January.

Insiders said the split between All

American and Tribune was amicable. Sources said the two companies couldn't come to terms on some production and financial matters.

Although Tribune had been expected to produce the game shows, All American has recently made a heavy investment in original production.

Robert Noah, a veteran of many Reg Grundy and Mark Goodson productions, has been enlisted to oversee the international revival of titles from the Goodson library. Another game show classic, *What's My Line?*, is being revived through a partnership with Miramax Films.

With a new \$155 million line of credit, All American is also developing a range of daytime strip projects, including a talk/variety vehicle with Arthel Neville and Fred Roggin. Earlier this year, the *Baywatch* syndicator moved into long-form TV production under the direction of producer David Gerber.

All American Communications, the publicly traded parent company with music and publishing arms, has long been considered a prime takeover target. But the expansion of production operations and personnel, coupled with its recent stock repurchase, has some convinced it is looking to grow as an independent through acquisitions. ■

**Clearances fell below 50% this summer when Bey was not picked up in Boston, Washington and other major markets**





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**WELCOME:** RALPH BARUCH, Conference Chairman

**Opening remarks:** TOM ROGERS, President, NBC Cable and Executive Vice President, NBC, President, International Council

**Panel One: CONTENT:** In a world of proliferating convergence, will Content still be king? (Mercury Ballroom, 9:00am)

**MODERATORS:** JACK HEALY, International Media Financier, ELIZABETH GUIDER, Managing Editor, Variety

**PRODUCER:** BERNARD MACLEOD

**PANELISTS:**

CHARLES L. ALLEN, Chairman, Granada Media Group (UK)  
KAY KOPLOVITZ, Founder/Chairman/CEO, USA Networks (USA)  
JAN MOJTO, Managing Director, Taurus Film/Kirch Gruppe (Germany)  
ROBERT W. PHILLIS, Deputy Director General, BBC (UK)  
IAN RITCHIE, COO, Channel 5 Broadcasting, Ltd. (UK)  
HELMUT THOMA, Managing Director, RTL (Germany)  
CURTIS VIEBRANZ, President, HBO International (USA)

**Panel Two: DISTRIBUTION:** No longer a scarce commodity, will it drive Content and at what price? (Mercury Ballroom, 10:30am)

**MODERATORS:** ELIZABETH GUIDER, Managing Editor, Variety plus "TO BE ANNOUNCED"

**PRODUCER:** BERNARD MACLEOD

**PANELISTS:**

CHARLES F. DCLAN, Chairman, Cablevision Systems Corp. (USA)  
IRVING GOLDSSTEIN, DG & CEO, Intelsat  
STANLEY HUBBARD, President/CEO, Hubbard Broadcasting Co. (USA)  
KIP MEEK, Director, Spectrum Strategy Consultants, Ltd., (UK)  
GEORGE WATERS, Director, Technical Department, EBU  
ALEXANDER ZILO, CEO, Orbit Communications (Saudi Arabia)

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- Finalists for the 1996 International Emmy Awards are saluted
- KEYNOTE SPEAKER:** DAVID STERN, Commissioner, National Basketball Association. Topic: "Sports and Television: An Enduring Marriage"

**Panel Three: FINANCING:** Who will provide the capital as Content and Distribution converge? (Mercury Ballroom 2:30)

**MODERATOR:** LOU DOBBS, Executive VP and Anchor, CNN

**PRODUCER:** PAUL LOEWENWARTER

**PANELISTS:**

THOMAS DOOLEY, Deputy Chairman, Viacom Inc. (USA)  
RICHARD DUERN, Executive Director, News International Television (UK)  
STEVEN RATTNER, Managing Director, Lazard Freres & Co. (USA)  
JESSICA REIF, Managing Director, Merrill Lynch & Co. (USA)  
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# The WB likes Mike

Network looks for promotional mileage from 'Space Jam'

By Lynette Rice

**K**ids' WB!—dogged by an otherwise lackluster new season in kids programming—is looking for a boost from the animated/live-action movie "Space Jam," starring Michael Jordan.

The Warner Bros. film, which was scheduled to open last Friday, pits the basketball great and a "Tune" squad of Bugs Bunny, Porky Pig, Sylvester and Daffy Duck against an animated alien troop. Only a basketball game will decide the ultimate fate of the Looney Tunes.

Whatever the outcome, the \$85 mil-

lion-plus movie offers some potentially valuable cross-promotion for the Kids' WB! Possible beneficiaries of the flick are *Bugs 'n' Daffy* on weekdays and *Sylvester and Tweety* on weekends.

"This is the first time we're going to be experimenting with how the whole branding effort could work across the board for Warner Brothers," says Bob Bibb, co-head of marketing for The WB. "It's fantastic for us. We're new, and we cannot do anything but benefit from the feature status of this film."

"It's going to be a great shot in the arm for Kids' WB! because not too many of the Kids' WB! properties can



'Space Jam' co-star Bugs Bunny in promo ID for The WB

be seen on the big screen with Michael Jordan," said Lou Goldstein, co-head of marketing.

Last Wednesday, the network began referring to its affiliates as "Official Space Jam Stations" and started to air interstitials featuring a behind-the-

## SYNDICATION MARKETPLACE

### Re-upping with 'Rosie'

The future looks bright for Warner Bros.' new hit talker *Rosie O'Donnell*. After renewing the show through 2000 on key ABC and NBC O&Os last month, Warner Bros. confirms that it has sealed long-term renewal deals in about 40% of the country, including KCRA(TV) Sacramento, KATU(TV) Portland and WTHR(TV) Indianapolis. O'Donnell's breezy talk/variety hour is commanding record license fees in some markets.

### Judd signs licensing deal

A Naomi Judd signature line of consumer goods should be hitting retail stores



around the same time her talk show debuts next fall. The country superstar, who is set to host a daytime strip for Rysher Entertainment, has signed a wide-ranging licensing and merchandising deal with Goodtimes Entertainment. The deal calls for Goodtimes to develop products including cosmetics and apparel, and possibly skin-care products and packaged foods.

### AHMN lineup

The African Heritage Movie Net-

work has unveiled its lineup of quarterly prime time specials for 1997. In honor of Black History Month in February, AHMN is showing the acclaimed "Once Upon a Time When We Were Colored," which had a limited run in theaters earlier this year. In May, it's Denzel Washington and Wesley Snipes starring in the Spike Lee film "Mo' Better Blues." In September, AHMN pays tribute to the great baseball players of the Negro Leagues with "The Soul of the Game," starring Blair Underwood and Delroy Lindo. November's feature is another Spike Lee movie, "Crooklyn." The New York-based AHMN, which is in the midst of finalizing the 1997 lineup for its

monthly movie package, is offering the prime time collection on a straight barter basis with the distributor and stations each getting 13 1/2 minutes of ad time to sell.

### 'Coast Guard' tribute

MG/Perin is offering *Coast Guard* stations a free second run of an upcoming episode of the weekly reality series dealing with the crash of TWA Flight 800 over Long Island, New York, this summer. In tribute to the ultimately unsuccessful rescue effort mounted by the Coast Guard last July, MG/Perin is offering a barter-free second run of the show over an eight-week window beginning Nov. 18. The half-hour episode features exclusive footage of the crash shot by Coast Guard officers.

### Space walk-on

Paramount Pictures is mounting a sweepstakes promotion for the new "Star Trek" theatrical release that gives Trekkies a shot at winning a walk-on role in *Star Trek: Deep Space Nine*. The "Star Trek: First Contact" contest is a joint promotion with the Best Buy consumer electronics retail chain, which is displaying "Star Trek: First Contact" trailers and other promotional materials in more than 300 stores throughout the month.—CL

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 27. Numbers represent average audience/stations% coverage.)

1. Wheel of Fortune	11.4/229/99
2. Home Improvement	9.1/231/95
3. Jeopardy!	9.0/223/98
4. Oprah Winfrey Show	7.9/236/99
5. Seinfeld	7.0/204/93
6. NFL on TNT '96	6.4/3/72
7. Entertainment Tonight	5.9/183/93
8. Hercules, Journeys of	5.8/226/97
9. Star Trek: Deep Space Nine	5.7/236/97
10. Xena: Warrior Princess	5.4/224/97
11. Simpsons	5.3/196/93
12. Imagination III	4.8/163/96
13. Wheel of Fortune-wknd	4.6/158/68
14. Baywatch	4.4/206/94
14. Inside Edition	4.4/151/89
14. Mad About You	4.4/190/91

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scenes look at the movie. Other promotional spots set to air will feature the three-dimensional, shaded characters from "Space Jam" on the back lot of The WB.

The WB, much like its competition at CBS and Fox, has seen low ratings for its kids lineup this season.

According to an Oct. 28 report from Zenith Media Services, the Kids' WB! weekday lineup from Sept. 9 through Oct. 19 was down 36% in ratings among children 2-11 from the same period last year. It wasn't much better on Saturdays, where ratings have dropped an average 33% in the coveted demo—even with the heavily promoted *Superman* as its new anchor.

The competition has seen slippage as well. CBS is down 50% in ratings among kids 2-11 on Saturdays, while Fox is down 11% and ABC 7%, according to Zenith. Only UPN's Sunday lineup has improved—by 25%.

"Although six weeks of performance tracking is too soon to sound the death knell for any kid programmer...it is clear that the networks will have to be creative, both in program development and especially promotion, to reverse

the exodus of kids," wrote Zenith's Audrey Steele.

The WB may have found a life jacket last month when it rejiggered its Saturday lineup to attract older viewers

earlier in the day. Already, ratings have shown growth, albeit marginal. On Nov. 2, the network checked in with a 2.4 rating/7 share in overnights—up from the average 2.2 rating. ■

## Bohbot bucks kids trend

*In face of declining ratings, distributor increases children's show output*

By Cynthia Littleton

**E**ven with ratings for first-run children's shows hitting all-time lows, Bohbot Entertainment is expanding its kids slate for fall 1997.

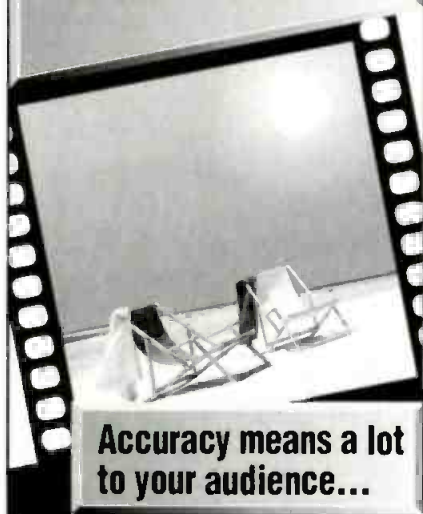
The distributor is adding two new strips to its Bohbot Kids Network weekday programming block, giving it a total 12 hours of programming per week next fall.

Columbia TriStar Television is producing a cartoon spin-off of "Ghostbusters," *Extreme Ghostbusters*, for next year's lineup. The other new entry, *Dan-*



*gerous Dinosaurs*, will be backed by the launch of a toy line from Mattel. Bohbot's returning animated strips are *Sonic the Hedgehog*, *The Mask*, *Space*

"Hey, Frankie and Annette!  
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### Here it comes— Miss America on ABC

The network has secured rights to the annual pageant starting next year. ABC will broadcast the pageant—which used to be an NBC mainstay—for at least the next three years. The first three live broadcasts of the pageant were carried on ABC from 1954 to 1956. The 1997 telecast will air Sept. 13 live from Atlantic City.

### Big Sky switch

KCTZ-TV Bozeman, Mont., switched last Tuesday to Fox affiliation. The former ABC affiliate is Fox's first news-producing station in Montana, with weekday newscasts at 6 p.m. and 10 p.m. The station also is Fox's first primary affiliate in the Bozeman-Butte market.

### Re-Zoning

There have been some changes on the set of UPN's *The Burning Zone*, which was picked up last week for another six episodes. Creator and executive producer Coleman Luck was dropped from the Universal Television show. Bob Papazian and Jim Hirsch (former executive producers on Fox's *The Invaders* and co-executive producers on Fox's then-*L.A. Firefighters*) will join the drama as executive producers.

### Ford sponsors 'Schindler's List'

The Ford division of Ford Motor Company will serve as the exclusive sponsor for NBC's broadcast premiere of *Schindler's List*, Feb. 23. —LR

*Monkeys and Street Shark.*

Bohbot also plans to bring back its two-hour Amazin' Adventures weekend block. Although many broadcasters are turning away from the children's market, Bohbot officials say they hope to take advantage of opportunities created by Disney's plan to scale back to 90 minutes its two-hour Disney Afternoon block and UPN's decision to delay the rollout of its weekday kids slate.

Bohbot has been expanding its production activities and international operations during the past year. Even so, the distribution and barter sales company recently scrapped plans for a

**Bohbot has been expanding its production activities and international operations during the past year.**

public stock offering after a tepid response from investors.

Company officials and many others in the children's programming business say this year's record-low Nielsen ratings for network and first-run shows

may be exacerbated by measurement difficulties. Critics say kids spend most of their TV-watching time in their bedrooms, making it hard for parents to monitor viewing habits.

A survey by Statistical Research Inc., the New Jersey-based firm developing an alternative TV audience measurement system in Philadelphia, found that kids under 12 have TVs in their bedrooms in 36% of U.S. households. In the survey of 713 households, that figure climbed to 54% for homes with children ages 12-17. The survey also found that those kids spend one-third to one-half of their total TV-viewing time in the bedroom. ■

# Viewers catch 'Crook & Chase'

*Multimedia talker sees growth spurt in Northwest and Southeast*

By Cynthia Littleton

**C**rook & Chase is a hit in the Northwest and Southeast.

Multimedia Entertainment's new talk show got the November book off to a good start in Seattle and Tampa, winning its time slot on the first two days of the sweeps against such competitors as Paramount's *Maury Povich* and Tribune's *Geraldo Rivera*.

A growth spurt by *Crook & Chase* couldn't come at a better time for Multimedia owner Gannett Co., which acquired the talk show syndicator with its \$1.7 billion purchase of Multimedia last year.

Multimedia's other new talker, *Pat Bullard*, is struggling, but more important, Gannett is believed to be negotiating the sale of Multimedia to MCA, which is looking to beef up its syndication unit.

Gannett denies that Multimedia Entertainment is for sale, but sources say MCA has offered \$50 million—\$75 million for the distributor of *Sally Jessy Raphael* and *Jerry Springer*.

*Crook & Chase*, a lighthearted talk/variety hour hosted by TNN veterans Lorianne Crook and Charlie Chase, has been cleared in about 70 markets since it was launched in syn-



Charlie Chase and Lorianne Crook are joined by Dallas Cowboys quarterback Troy Aikman.

with *Regis & Kathie Lee* with a 3.5/16. *Crook & Chase* is also performing well in Dallas and Detroit, posting solid gains over its lead-in and year-ago time period averages. ■

dication by Multimedia last January. Clearances could pick up after the first of the year, when some of this season's underperforming newcomers drop out of the marketplace.

In the first week of the November sweep, *Crook & Chase* won its 1 p.m. time slot on UPN affiliate KIRO(TV) Seattle with a 3.2 Nielsen household rating and a 14 share. At 9 a.m. on NBC affiliate WFLA(TV) Tampa, *Crook & Chase* ranked second only to *Live*

## Errata

In the Nov. 4 story "Prime time spirituality on rise," the *Touched by an Angel* caption on page 40 incorrectly identified the series as an ABC show. It is on CBS.

## Call for Entries

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Oct. 28-Nov. 3

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOMES  
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 7	abc	CBS	NBC	FOX	U/PIN	WB	
	13.2/21	9.9/16	9.7/15	8.4/13	3.4/5	2.6/4	
MONDAY	8:00	77. Dangerous Minds	26. <b>Cosby</b> 11.3/18	49. Jeff Foxworthy 8.7/13	52. Melrose Place 8.4/13	99. In the House 3.7/6	110. 7th Heaven 2.5/4
	8:30	6.9/11	32. Ink 10.6/16	58. Mr. Rhodes 8.1/12		99. Mal & Eddie 3.7/6	
	9:00	6. NFL Monday Night Football—Chicago Bears vs. Minnesota Vikings 15.6/27	26. Murphy Brown 11.3/17	35. NBC Monday Night Movie—Her Costly Affair 10.3/17	52. When Disasters Strike 8.4/13	103. Goode Hvr 3.2/5	108. Savannah 2.7/4
	9:30		41. Ev Loves Raym 9.7/15			104. Ir the House 3.1/5	
	10:00		55. Mr. & Mrs. Smith 8.2/14				
10:30							
TUESDAY	14.2/23	8.7/14	11.2/18	5.5/9	2.8/4		
	8:00	21. Roseanne 11.8/19	43. Promised Land 9.2/15	29. Mad About You 10.8/17	87. Goosebumps: The Haunted Mask 2 6.1/10	98. Moesha 3.8/6	
	8:30	34. Life's Work 10.4/16		35. Smthg So Right 10.3/16		106. Homeboys 3.0/5	
	9:00	3. Home Imprvmt 18.5/28	50. CBS Tuesday Movie—The Uninvited 8.5/14	24. Frasier 11.5/18	95. 1996 Clio Awards 4.9/8	115. Burning Zone 2.2/3	
	9:30	9. Spin City 14.9/23		26. Caroline in/City 11.3/18			
10:00	10. NYPD Blue 14.6/26	24. Dateline NBC 11.5/20					
10:30							
WEDNESDAY	11.0/18	6.9/11	9.1/15	7.6/12	4.3/7	3.3/5	
	8:00	55. Ellen 8.2/14	32. The Nanny 10.6/17	61. Wings 8.0/13	55. Beverly Hills, 90210 8.2/13	97. The Sert nel 3.9/6	106. Sister, Sister 3.0/5
	8:30	67. Townies 7.7/12	46. Pearl 9.0/15	75. J Larroquette 7.0/11		104. Nick Freno 3.7/5	
	9:00	20. Grace Undr Fire 11.9/19	81. Almost Perfect 6.5/10	52. NewsRadio 8.4/13	75. Party of Five 7.0/11	96. Star Trek: Voyager 4.6/7	102. Wayans Br 3.3/5
	9:30	11. Drew Carey 13.9/22	93. Public Morals* 5.1/8	61. Men Behv Badly 8.0/13			99. Jamie Foxx 3.7/6
10:00	19. PrimeTime Live 12.1/22	93. EZ Streets* 5.1/9	22. Law & Order 11.7/21				
10:30							
THURSDAY	6.6/11	8.3/14	18.4/31	6.0/10			
	8:00	85. High Incident 6.2/11	47. Diagnosis Murder 8.9/15	5. Friends 16.0/28	92. Martin 5.8/10		
	8:30			8. The Single Guy 15.1/25	87. Living Single 6.1/10		
	9:00	78. Professional Figure Skating Championship 6.8/11	58. Moloney 8.1/13	2. Seinfeld 20.3/32	87. New York Undercover 6.1/10		
	9:30		61. 48 Hours 8.0/14	4. Suddenly Susan 16.4/26			
10:00			1. ER 21.3/37				
10:30							
FRIDAY	10.8/19	7.3/13	8.5/15	7.0/12			
	8:00	43. Family Matters 9.2/17	68. Dave's World 7.6/14	65. Unsolved Mysteries 7.8/14	91. Sliders 5.9/11		
	8:30	43. Boy Meets World 9.2/17	78. Ev Loves Raym 6.8/12				
	9:00	41. Sabrina/Witch 9.7/17	74. Mr. & Mrs. Smith 7.1/12	35. Dateline NBC 10.3/18	58. Millennium 8.1/14		
	9:30	47. Clueless 8.9/15					
10:00	11. 20/20 13.9/25	68. Nash Bridges 7.6/14	70. Homicide: Life on the Street 7.4/14				
10:30							
SATURDAY	7.3/13	10.7/19	7.2/13	6.4/11			
	8:00	65. Professional Figure Skating Championship 7.8/14	39. Dr. Quinn, Medicine Woman 9.9/18	85. Dark Skies 6.2/11	90. Cops 6.0/11		
	8:30				80. Cops 6.7/12		
	9:00		38. Early Edition 10.1/18	73. The Pretender 7.2/13	81. Cops 6.5/11		
	9:30				83. Cops 6.4/11		
10:00	84. Relativity 6.3/12	18. Walker, Texas Ranger 12.2/23	61. Profiler 8.0/15				
10:30							
SUNDAY	13.7/21	13.0/20	10.6/16	10.3/15		2.4/4	
	7:00		(nr) NFL Game 2 13.3/23	30. When Animals Attack 2 10.7/17		110. Kirk 2.5/4	
	7:30	7. The Lion King 15.2/23	14. 60 Minutes 13.2/21	71. Dateline NBC 7.3/11		110. Brotherly Lv 2.5/4	
	8:00		13. Touched by an Angel 13.5/19	23. 3rd Rock fr/Sun 11.6/17	71. The Simpsons 7.3/11	114. Parnt Hood 2.4/4	
	8:30			40. Boston Common 9.8/14	50. The Simpsons 8.5/12	110. Steve Harvey 2.5/4	
	9:00					109. Unhap Ev Af 2.6/4	
	9:30	16. ABC Sunday Night Movie—To Brave Alaska 12.3/19	15. CBS Sunday Movie—Mary & Tim 12.7/20	30. NBC Sunday Night Movie—Ace Ventura: Pet Detective 10.7/17	16. The X-Files 12.3/18	116. Life w/Roger 1.8/3	
10:00							
10:30							
WEEK AVG	11.1/18	9.4/16	10.7/18	7.5/12	3.5/5	2.7/4	
STD AVG	9.9/16	10.0/17	10.8/18	8.7/14	3.3/5	2.8/4	

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# ARS stock still drops

Winn says 26% fall will not derail purchase of EZ

By Elizabeth A. Rathbun

**A**merican Radio Systems Corp.'s cash-and-stock purchase of EZ Communications Inc. is on track despite a 26% decline in ARS's stock price since the deal was announced.

"I'm sure there's some concern" among EZ shareholders that ARS's stock price has fallen 26%, from \$36.50 on Aug. 5 to \$27 last Wednesday, ARS CFO Joe Winn said during a conference call last Tuesday. But "these short-term swings in the stock market [will not] affect this deal."

Closing on the deal, announced Aug. 5, still is scheduled for January 1997. Under the terms of EZ's merger into ARS, each EZ share will be worth 9/10 of a share of ARS. EZ stockholders also will get an additional \$11.75 per share.

Although radio stocks overall plunged two weeks ago, ARS was harder-hit than most companies. (EZ stock, for example, fell 15.1% in the same period.) But then, the key reason for the market plunge was ARS-related: The Justice Department on Oct. 24 limited the number of stations and the

amount of ad revenue the company can control in Rochester, N.Y.

To add insult to injury, ARS stock fell nearly \$4 last Tuesday after third-quarter results were released. The numbers show revenue up 109% and net income down 35% from a year ago, to \$934,000.

"We're a little bit mystified by it," Winn says of the market's reaction. Analysts point out that ARS had a bigger-than-expected loss of 7 cents per share and that its broadcast cash flow on a same-station basis rose 12%, which is less than that of other radio companies.

Despite the roller coaster, Winn remains a radio booster. "We continue to feel we're in a great industry here, and we're very pleased with the results of our stations and how we're absorbing them," he says.

Some, however, question whether broadcast companies' results can justify the high prices that have been paid for stations since deregulation. They attribute the stock market plunge in part to investors' realization that high cash-flow multiples could not be justified.

## Westinghouse ponders split; CBS income down in 3rd quarter

The Westinghouse board of directors last week was considering a plan to separate its broadcasting and industrial assets, but took no action. Analysts expect an announcement on the issue before Dec. 10, when a special shareholders meeting has been called to consider the proposed merger with Infinity Broadcasting.

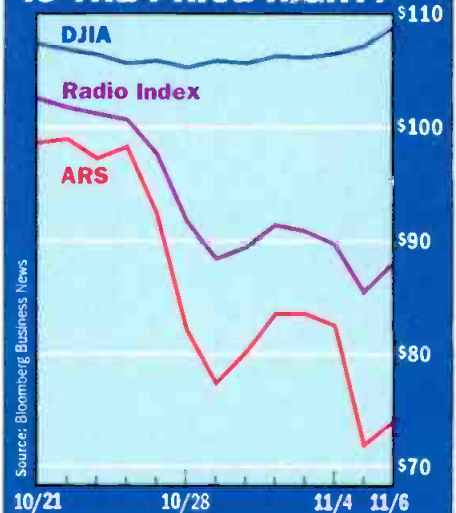
Some reports said a plan on the asset separation could come as early as this week. "Everybody knows they're going to split it into two parts; it's just the way the parts configure [that remains to be worked out]," says Smith Barney senior media analyst John Reidy. But there are a number of complex issues, adds Reidy, such as how to apportion the company's debt to the separated units and how best to avoid jeopardizing \$1.6 billion in tax-loss carryforwards.

Meanwhile, the company issued third-quarter earnings results that show that CBS sales, on a pro forma basis, were up 2%, although operating income was down 12%. Operating income at the owned television stations was down because of lower ratings and affiliation switches, and at the network it was down because of election coverage costs, prime time promotion costs and affiliate compensation.

Those costs were partially offset by syndication revenue. Radio division sales were up 14%, with a 52% gain in operating income, the company said.

For the first nine months, network sales totaled \$1.997 billion, while operating income was \$111 million. Sales at the TV station division were \$583 million, with operating income of \$191 million. —SM

### IS THE PRICE RIGHT?



American Radio Systems' stock is following a different path from the B&C/Bloomberg Radio Index and from the Dow Jones Industrial Index. The chart above shows how \$100 invested in each of the three on Aug. 5—the day ARS announced its merger with EZ Communications—would have fared over the past three weeks.

"The market has been overestimating what these stations can do," says Phelps B. Hoyt, an analyst with KDP Investment Advisors. Stock prices may go down even further, he warns: cash-flow multiples "are still fairly high by historical standards."

"I would be surprised if these companies that are consolidating heavily get through without some adjustments," says Steve Pruett, of investment banker Communications Equity Associates. Of ARS, he says, "It's way too soon to judge what that stock may actually be worth.... It's what happens in the next 12 months that's important."

Meanwhile, "We're certainly disconcerted [over] the current stock price," says EZ VP Ron Peele. But ARS "is being insufficiently valued in the market" and its price should go back up, he says. "The value, we believe, is still there." ■

## Changing Hands

The week's tabulation  
of station sales

### COMBOS

**WKQB(AM)** (formerly **KRAM**) St. Louis,  
**WLQB-FM** Jerseyville, Ill./St. Louis and  
**WKKX-FM** Granite City, Ill./St. Louis

Price: \$42.5 million

Buyer: Emmis Broadcasting Corp., Indianapolis (Jeffrey Smulyan, president); owns **KSHE-FM** St. Louis; **KPWR-**



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FM Los Angeles; WKQX-FM Chicago; WENS-FM, WNAP-FM and WIBC(AM) Indianapolis, and WRKS-FM and WQHT-FM New York

**Seller:** Zimmer Radio Group, Cape Girardeau, Mo. (Jerome R. Zimmer, president/25% owner); owns WOZZ-FM Harrisburg/Carbondale and WCIL-AM-FM Carbondale, Ill.; KZIM(AM)-KEZS-FM Cape Girardeau and KGIR(AM) (formerly KCGO) Cape Girardeau—KCGO-FM Gordonville/Cape Girardeau, KCLR-FM Boonville/Columbia and KTGR(AM)-KCMQ(FM) Columbia, KWOC(AM)-KCLR-FM and KJEZ(FM) Poplar Bluff and KSIM(AM) Sikeston, all Mo.; is buying KTLH(FM) Boonville, Mo.

**Facilities:** AM: 1380 khz, 5 kw day, 1 kw night; FM: 104.1 mhz, 50 kw, ant. 500 ft.; WKXX-FM: 106.5 mhz, 90 kw, ant. 1,027 ft.

**Formats:** AM-FM: top 40; WKXX-FM: country

**Broker:** Media Services Group Inc. (seller)

**KYQQ(FM) Arkansas City, KLLS(FM) Augusta, KXXX(AM)-KQLS(FM) Colby, KGNO(AM)-KOLS(FM) and construction permit for KDGB(FM) Dodge City, KZLS(FM) Great Bend, KYUU(AM)-KLSL(FM) Liberal, KILS(FM) Minneapolis, KFNF(FM) Oberlin and KWLS(AM)-KGLS(FM) Pratt, all Kan.**

**Price:** \$14.8 million (includes \$1 million noncompete agreement)

**Buyer:** Great Empire Broadcasting Inc., Wichita, Kan. (Michael C. Oatman, executive VP/26% owner); owns KFDI-AM-FM and KICT-FM Wichita; KLTO(FM) Sparta and KTTS-AM-FM Springfield, Mo.; WOW-AM-FM Omaha and KVOO-AM-FM Tulsa and KCKI(FM) Henryetta, Okla.; is selling KWKH-AM-FM Shreveport, La.

**Seller:** Lesso Inc., Wichita (Larry Steckline, president)

**Facilities:** KYQQ: 106.5 mhz, 100 kw, ant. 1,278 ft.; KLLS: 104.5 mhz, 46 kw, ant. 512 ft.; KXXX: 790 khz, 5 kw day; KQLS: 100.3 mhz, 100 kw, ant. 610 ft.; KGNO: 1370 khz, 5 kw day, 230 w night; KOLS: 95.5 mhz, 100 kw, ant. 570 ft.; KDGB: 93.9 mhz, 100 kw, ant. 511 ft.; KZLS: 107.9 mhz, 100 kw, ant. 886 ft.; KYUU: 1470 khz, 1 kw day, 125 w night; KSLs: 101.5 mhz, 100 kw, ant. 550 ft.; KILs: 92.7 mhz, 50 kw, ant. 492 ft.; KFNF: 101.1 mhz, 100 kw, ant. 420 ft.; KWLS: 1290 khz, 5 kw day, 500 w night; KGLs: 93.1 mhz, 100 kw, ant. 1,007 ft.

**Formats:** KYQQ: hot country; KLLS: '70s; KXXX: contemporary country; KQLS: adult contemporary; KGNO: full-service country; KOLS: adult contemporary; KDGB: not on air; KZLS: adult

**Proposed station trades**

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

*THIS WEEK:*

TVs □ \$1,500,000,000 □ 1

Combos □ \$57,600,001 □ 4

FMs □ \$34,805,000 □ 7

AMs □ \$2,186,582 □ 10

Total □ \$1,594,591,583 □ 22

*SO FAR IN 1996:*

TVs □ \$10,065,872,145 □ 91

Combos □ \$11,434,720,619 □ 302

FMs □ \$2,434,436,740 □ 368

AMs □ \$185,227,226 □ 219

Total □ \$24,120,256,730 □ 980

*SAME PERIOD IN 1995 (AS OF NOV. 13):*

TVs □ \$3,131,325,545 □ 117

Combos □ \$2,121,374,936 □ 200

FMs □ \$713,838,930 □ 328

AMs □ \$84,403,357 □ 174

Total □ \$6,076,400,668 □ 817

**Source:** BROADCASTING & CABLE

contemporary; KYUU: pure gold; KSLs, KILs: country; KFNF, KWLS-KGLs: C&W

**KTMC-AM-FM McAlester, Okla.**

**Price:** \$300,000

**Buyer:** Bottom Line Broadcasting Inc. (Bill Eustis, president); no other broadcast interests

**Seller:** Trayne Communications (Tom Payne, president)

**Facilities:** AM: 1400 khz, 1 kw; FM: 104.9 mhz, 3 kw, ant. 454 ft.

**Formats:** AM: real country; FM: adult contemporary

**Broker:** Whitley Media

**KFIZ-AM-FM Fond du Lac, Wis.**

**Price:** \$1 plus assumption of liabilities

**Buyer:** RBH Enterprises Inc., Fond du Lac (Randal B. Hopper, president/owner)

**Seller:** Lakeside Broadcasting Wisconsin LP, Fond du Lac (Donald G. Jones, principal)

**Facilities:** AM: 1450 khz, 1 kw; FM: 107.1 mhz, 3 kw, ant. 312 ft.

**Format:** AM: MOR; FM: oldies

**RADIO: FM**

**WMCZ-FM Millbrook/Montgomery and WZHT-FM Troy/Montgomery, Ala.**

**Price:** \$17.75 million

**Buyer:** Benchmark Communications, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); for holdings, see "Changing Hands," Sept. 30

**Seller:** Capital Communications, Meridian, Miss. (Ronald Eubanks, principal)

**Facilities:** WMCZ-FM: 97.1 mhz, 3 kw, ant. 328 ft.; WZHT-FM: 105.7 mhz, 100

kw, ant. 1,847 ft.

**Formats:** Both urban

**Broker:** Sailors & Associates

**KHOM(FM) Houma/New Orleans, La.**

**Price:** \$6.75 million cash

**Buyer:** Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns WODT(AM)-WQUE-FM and WYLD-AM-FM New Orleans; is buying WNOE-FM and KKND-FM New Orleans (for other holdings, see "Changing Hands," Nov. 4)

**Seller:** KHOM Associates LLP (Raymond A. Saadi, James J. Buquet Jr., principals); owns KTIB(AM) Thibodaux, La.

**Facilities:** 104.1 mhz, 100 kw, ant. 1,946 ft.

**Format:** CHR

**Broker:** Serafin Bros. Inc. (seller)

**WTXT-FM Fayette/Tuscaloosa, Ala.**

**Price:** \$5.1 million

**Buyer:** Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); owns WAAX(AM)-WQEN(FM) Gadsden, Ala.; WWNC(AM)-WKSF(FM) Asheville, N.C.; WING-FM Dayton/Springfield, Ohio; WJTS(AM)-WTVN(FM) Jackson and WYNU(FM) Milan/Jackson, Tenn.; WKWK-AM-FM, WWVA(AM)-WVOK(FM) and WEGW(FM), all Wheeling, W.Va., and WHLX(FM) Bethlehem/Wheeling, and 50% of WDRR(FM) Sani-bel/Fort Myers; is selling WJSU-TV Anniston, Ala., and KNAX-FM and KRBT-FM Fresno, Calif. ■ Osborn is being bought by Capstar Broadcasting Partners, which owns WINE(AM)-WRKI(FM) Brookfield, WNLK(AM)-WEFX(FM) Norwalk and WSTC(AM)-WKHL(FM) Stamford, all Conn.; WJBR-AM-FM Wilmington, Del.; WKQS(FM) Gifford/Vero Beach, WZZR(FM) Stuart and WQOL(FM) and WAXE(AM)-WAVW(FM) Vero Beach, all Fla.; WPUT(AM) Brewster, WVIB(FM) Mount Kisco, WYVB(FM) Patterson, and WFAS-AM-FM White Plains, all N.Y.; WBVB(FM) Coal Grove and WIRO(AM) and WMLV(FM) Ironton, Ohio; WAEB-AM-FM Allentown and WZZO(FM) Bethlehem, Pa.; WKEE-AM-FM and WHRD(AM) Huntington, WTCR-AM Kenova/Huntington—WTCR-FM Huntington, and WZZW(AM) Milton and WFXN-FM Milton/Huntington, all W.Va.; is buying WOLZ(FM) Fort Myers, WKII(AM)-WEEJ(FM) Port Charlotte/Fort Myers, WMYM(AM)-WLRQ-FM Cocoa, WHKR-FM Rockledge and WMMB(AM)-WGGD-FM Melbourne, all Fla.

**Seller:** Tuscaloosa Broadcasting Co. Inc., Athens, Ala. (Bill Dunnavant, president); owns WVNN(AM)-WZYP(FM) Athens/Huntsville, Ala.

**Facilities:** 98.1 mhz, 100 kw, 906 ft.

**Format:** Country

**Broker:** Stan Raymond & Associates

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**KFTE(FM) Breaux Bridge/Lafayette and KMDL(FM) Kaplan/Lafayette, La.**

**Price:** \$4.475 million (includes \$25,000 noncompete agreement)  
**Buyer:** Communications Corp. of America, Lafayette (Thomas R. Galloway Sr., chairman/owner); owns KPEL (AM)-KTDY(FM) Lafayette, WGMB-TV Baton Rouge and KMSS-TV Shreveport, all La., and KVEO-TV Brownsville, KPEJ-TV Odessa and KWKT-TV Waco, all Tex.; is buying KEZA(FM) Fayetteville, Ark., and KYLE(TV) Bryan, Tex. Galloway also has interest in KPEL-FM Erath, La.  
**Seller:** Schilling Distributing Co., Lafayette (Kenny Hix, principal)  
**Facilities:** KTFE: 96.5 mhz, 22.5 kw, ant. 328 ft.; KMDL: 97.3 mhz, 42 kw, ant. 535 ft.  
**Formats:** KTFE: '70s; KMDL: classic country

**KMLA(FM) El Rio, Calif.**

**Price:** \$550,000  
**Buyer:** Gold Coast Radio LLC, Oxnard, Calif. (members Salvador Ceja, Guillermo Gonzalez, Francisco Ceja, Jose Luis Morales)  
**Seller:** Clanton Corp., Sedona, Ariz. (Raymond W. Clanton, president)  
**Facilities:** Not available  
**Format:** Not available  
**Broker:** American Radio Brokers Inc.

**KISI-FM Malvern, Ark.**

**Price:** \$150,000 (includes \$25,000 noncompete agreement)  
**Buyer:** Malvern Entertainment Corp., Malvern (co-owners Scott Gray and Janet Gray); owns KBOK-AM-FM Malvern  
**Seller:** Lyons Communications Inc., Malvern (Monte Lyons, president)  
**Facilities:** 101.5 mhz, 6 kw, ant. 318 ft.  
**Format:** Lite AC

**Construction permit for KCHQ(FM) Altamont, Ore.**

**Price:** \$30,000  
**Buyer:** George J. Wade, Riddle, Ore.  
**Seller:** Western States Broadcasting Inc., Garden Grove, Calif. (William L. Zawila, president). Zawila owns KKFO (AM) Coalinga, Calif.; 51% of KCHQ(FM) Altamont and KWSA(AM) West Klamath, Ore.; CP for KNGS(FM) Coalinga and KVPC(FM) San Joaquin, Calif.  
**Facilities:** 101.3 mhz, 60 kw, ant. 882 ft.  
**Format:** Dark

**RADIO: AM**

**WRSJ(AM) Bayamon, P.R.**

**Price:** \$968,000  
**Buyer:** Concilio Mision Cristiana Fuente de Agua Viva Inc., Carolina, P.R. (Rodolfo Font Ruiz, president/33.3% owner); owns WQHA(TV)

**Big deal**

The following station-sale application, previously reported in BROADCASTING & CABLE, has been made public by the FCC: ■ A.H. Belo's \$1.5 billion stock-and-cash merger with the Providence Journal Co. involves nine TV stations and two satellites: KMSB-TV Tucson, Ariz.; KTVB(TV) Boise, Idaho; KHNL(TV) Honolulu and satellites KHBC-TV Hilo and KOGG(TV) Wailuku, all Hawaii; WHAS-TV Louisville, Ky.; KASA-TV Santa Fe., N.M.; WCNC-TV Charlotte, N.C.; KGW(TV) Portland, Ore., and KING-TV Seattle and KREM-TV Spokane, Wash. Broker: Bear, Stearns & Co. Inc. (Belo).

Aguada and WJJA(TV) Caguas/Bayamon, P.R.; is buying WNOZ(AM) Aguadilla/Aguada, P.R.  
**Seller:** ABG Realty and Investment Corp., Bayamon (A. Gomez, principal)  
**Facilities:** 1560 khz, 5 kw day, 750 w night  
**Formats:** Beautiful music

**WMBH(AM) and KQYX(AM) Joplin, Mo.**

**Price:** \$400,000  
**Buyer:** Land Go Broadcasting Inc., Joplin (Patrick E. Golay, president/33.3% owner)  
**Seller:** William B. Neal, Joplin  
**Facilities:** WMBH: 1450 khz, 1 kw; KQYX: 1560 khz, 10 kw  
**Formats:** WMBH: talk; KQYX: news/talk

**WTOB(AM) Winston-Salem, N.C.**

**Price:** \$355,000 in cancellation of notes  
**Buyer:** Salem Media of North Carolina Inc., Winston-Salem (Stuart Epperson, president/owner). Epperson owns 50% of Salem Communications Corp. (for holdings, see "Changing Hands," Oct. 28). Epperson also owns 50% of KFAX(AM) San Francisco; has interest in KKLA(FM) Los Angeles and KBIO(FM) Manitou Springs, Colo. Epperson's brother-in-law is Edward G. Atsinger III, 50% owner of Salem.  
**Seller:** Sbordone Communications Inc., Melrose, Mass. (Gary Sbordone, principal)  
**Facilities:** 1380 khz, 5 kw day, 2.5 kw night  
**Format:** News

**WLBA(AM) Gainesville, Ga.**

**Price:** \$275,000  
**Buyer:** La Favorita Inc., Austell, Ga. (joint owners Samuel and Graciella Zamarron); owns WAOS(AM) Austell and WXEM(AM) Buford, Ga.

**Seller:** Capital Assets Inc., Gainesville (Bennie E. Hewett, principal); owns WFOV(FM) Chatom and WHOD-AM-FM Jackson, Ala., and WHFE(FM) Lakeland and WNGA(AM) Nashville, Ga.  
**Facilities:** 1130 khz, 10 kw day  
**Format:** Spanish

**WWSJ(AM) St. Johns/Lansing, Mich.**

**Price:** \$127,500  
**Buyers:** Larry and Helen Harp; Wayne and Elmira Hill, Grand Rapids, Mich.; no other broadcast interests  
**Seller:** Mint City Radio Inc., St. Johns (Robert D. and Beverly J. Ditmer, principals); no other broadcast interests  
**Facilities:** 1580 khz, 1 kw day  
**Format:** Country

**WULA(AM) Eufaula, Ala.**

**Price:** \$35,000 cash  
**Buyer:** Mark Hellinger, Jasper, Ga.; is buying WABV(AM) Abbeville, S.C.  
**Seller:** McGowan Media LLC, Eufaula (Steve McGowan, principal)  
**Facilities:** 1240 khz, 1 kw  
**Format:** C&W  
**Broker:** Thorburn Co.

**KTME(AM) Lompoc, Calif.**

**Price:** \$20,000  
**Buyer:** Classic Communications Corp., Santa Ynez, Calif. (Rosario Guerro Miller, president/51% owner); no other broadcast interests  
**Seller:** Los Padres Broadcasting Corp., Bishop, Calif. (Milton M. Zack, principal); no other broadcast interests  
**Facilities:** 1410 khz, 500 kw day, 77 w night  
**Format:** Dark

**WHPB(AM) Belton, S.C.**

**Price:** \$4,000  
**Buyer:** Robert Earl Bryson, Spartanburg, S.C.  
**Seller:** Cecil V. Clement, Belton  
**Facilities:** 1390 khz, 1 kw day  
**Format:** Religion

**67.5% of KYST(AM) Texas City, Tex.**

**Price:** \$2,082  
**Buyer:** Cruz Velasquez, Sugarland, Tex.  
**Seller:** Thomas E. Edmonson, Houston  
**Facilities:** 920 khz, 5 kw day, 1 kw night  
**Format:** Spanish

**50% of KGLA(AM) Gretna, La.**

**Price:** Forgiveness of debt  
**Buyer:** Stephan A. Melgar, Brandon, Miss.  
**Seller:** Ernesto Schweikert III, Metairie, La.  
**Facilities:** 1540 khz, 1 kw day  
**Format:** Spanish

—Compiled by Elizabeth A. Rathbun



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Issue Date: December 2, 1996 • Ad Close: November 22

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# WKTU hits the right mix

Second time around, dance music propels station to the top in New York

## Radio

By Donna Petrozzello

**W**hether you're in a retail store on Broadway, a dance club or a trendy bar, it's difficult to maneuver around New York City without hearing WKTU(FM), the self-proclaimed "beat of New York."

In the nine months since its debut, the station's rhythmic dance format has spread like blazes through the Big Apple, garnering the largest weekly cume audience in the city in September—2.5 million listeners ages 12-plus. Also, 48% of the station's cume audience lists WKTU as their favorite station.

With its self-described "mass appeal rhythmic" format, WKTU ranked first in audience share among adults 12-plus, 18-34, 18-49 and 25-54 for Monday-Sunday, 6 a.m.–midnight, in Arbitron's summer 1996 survey.

In WKTU's strongest demo, adults 18-34, the station earned a 12.7 audience share, pulling it far ahead of its closest competitors: hip-hop WQHT(FM), hot adult contemporary WPLJ(FM) and contemporary hits WHTZ(FM). And according to Arbitron's mid-fall Arbitrends survey, it seems as though WKTU will do it again.

John Fullam, WKTU general manager, attributes the station's nine-month rise to the top to its "feel-good, positive" vibe and "mass appeal" positioning: "In my 20 years in radio, I've never heard people say so often that a radio station makes them feel good," says Fullam from WKTU's offices in Jersey City, N.J. The station's antenna sits on the World Trade Center tower, giving its 5.4 kw signal coverage equivalent to 50 kw, he says.

WKTU's owner, Evergreen Media Corp., took a calculated risk when it bought the station (103.5 mhz) in 1995 as part of its \$306.5 million purchase of 12 stations owned by Broadcast Partners Inc. At the time, the station's calls were WYNY(FM), New York's only country outlet, whose audience share hovered at 2.0 and whose share of market revenue put it just within the top 20 stations.



WKTU's GM John Fullam (r) is shaking up New York with the station's rhythmic format and eclectic air staff that includes RuPaul (above).



After extensive market research, Evergreen chose to reinvent the lagging FM by looking back to the very successful WKTU of the late 1970s—early 1980s with its disco format on 92.3 mhz and resurrected the call letters and a similar format.

Scott Ginsburg, Evergreen chairman, says the company "had perhaps the largest stake ever in changing a major market station" when it created WKTU. He adds that although WYNY achieved only modest ratings, it still had a "verifiable and predictable cash flow. Unfortunately, that wasn't significant enough to make our investment pay off." Ginsburg says that his goal when launching WKTU was to "double the cash flow [of WYNY] within 36 months."

In less than a year, WKTU has tripled the cash flow earned by WYNY. According to Fullam and market revenue totals compiled by independent accountants at Miller Kaplan Arase & Co., WKTU ranked 21st in revenue share among New York radio stations in March, just weeks after the format change.

In August, WKTU jumped to sixth in market revenue, and in September it moved into fourth, says Fullam. "It usually takes the better part of a year before advertisers buy into a format, but we've been able to convert ratings to revenue and move into fourth place

in less than a year."

According to market revenue figures in *Duncan's Radio Market Guide* for 1996, New York revenue totaled \$428 million last year, and the market's fourth-ranked station in revenue share, oldies WCBS-FM, earned \$27.3 million of that. The market's top-ranked station, sports talk WFAN(AM), took home \$35.1 million in revenue last year.

Duncan estimates that New York radio revenue will reach \$451 million in 1996. Fullam says he wants to ring in 1997 with WKTU among the market's top three billers.

WKTU's revenue growth has been so swift, the station billed three times more in Sep-

tember than in March, Fullam says. As a result, WKTU raised its rates for a typical 60-second midday spot to \$1,600 from the \$300-\$400 WYNY charged.

WKTU's success with advertisers undoubtedly hinges on a format that the station has sold as "mass appeal for New York." Steve Rivers, Evergreen vice president of programming who helped fashion WKTU's format, says the company "felt that mass appeal music was rhythmic in nature and that there was a sizable hole" in the market for WKTU's format.

Frankie Blue, the station's program director, says that beyond filling a mass appeal hole which more niche-targeted stations in New York had overlooked, WKTU has "created a lifestyle. People feel good when they listen because they are going back to the best days of their lives—their youth."

At least some of WKTU's draw revolves around its ability to conjure memories of songs popular 20 years ago. It relies on disco hits by the Bee Gees, Donna Summer and The Commodores as heavily as current dance records.

Building on the "name equity" that the old WKTU holds for New Yorkers, Evergreen hired several of the former station's DJs to host airshifts on the new



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NATPE Preview	Jan. 6, 1997	Dec. 26, 1996	Hot properties Show events planned	
NATPE Market Issue	Jan. 13, 1997	Jan. 2, 1997	At-NATPE guide International section	Hotel room-to-room Exhibition hall
NATPE Dailies (3)	Jan. 14, 15, 16	Jan. 2, 1997	Up-to-the-minute show news	Hotel room-to-room Exhibition hall

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WKTU, says Blue, who describes himself as a "glorified go-fer" at the old WKTU before moving to program other stations and The Box music video channel.

But the lion's share of WKTU's success is credited to its adeptness at tapping into things characteristically New York. "Broadway" Bill Lee hosts weekday afternoons, "Goumba Johnny" co-hosts weeknights, and "Brooklyn's Own" Joe Causi spins discs on Sunday evenings.

In May, WKTU hosted one of New York radio's hottest tickets, a "Last

Dance" party at the famous disco Studio 54 with a roster of artist appearances. And in an effort to bond with listeners, WKTU let callers announce songs and commercial breaks for the station's first 60 days before hiring full-time air talent.

"That marked the radio station," says Blue. "We heard callers from Staten Island, Manhattan, Long Island, all over. It showed the station was alive all over New York."

In keeping with New York's love for things glitzy and risqué, WKTU signed celebrity cross-dresser RuPaul to

anchor morning drive, despite his lack of radio experience. WKTU has capitalized on the public's prurient interest in RuPaul as well by hosting his recent live performance and CD signing at Virgin Records in Times Square.

"WKTU is a bit of an enigma in a way," Rivers says. "Some people call it a '70s dance station, some call it a disco station. But, in fact, it is a top-40 station for New York. It's a multicultural station that appeals to all the races of New York and reflects a city full of rhythms." ■

## Clusters create new sales strategy

*Infinity's two-person teams attracting first-time advertisers to its seven Dallas stations*

By Donna Petrozzello

**I**nfinity Broadcasting may be on to something in Dallas.

The group has established "Infinity Sales and Promotions," a two-person selling team dedicated to enticing new advertisers to Infinity's seven-station cluster in the market. Formed in July, the team has generated some \$150,000 in revenue from new or infrequent radio advertisers. (The stations are adult contemporary KVIL-FM, nostalgia KDMM[AM], gospel KHVN[AM], smooth jazz KOAI[FM], country KYNG[FM], R&B KRBV[FM] and oldies KLUV[FM].)

Those new Dallas radio clients include Wal-Mart, Kimberly-Clark and regional tourism boards, says Bob Cooper, general manager of KVIL-FM. Cooper was instrumental in launching the new sales division.

Many of the advertisers new to radio typically have been heavy users of daily newspapers and local television, Cooper says. Those advertisers who usually choose TV or print over radio often favor broad-based, one-stop buying, and they traditionally gloss over radio's numerous signals and various niche formats, he says.

To reduce the confusion, Infinity Sales has packaged together the

group's seven Dallas signals, giving advertisers significant reach in the market through a mix of formats and demographic audience segments.

"We saw an opportunity to get new clients to the medium that for one reason or another haven't used radio," Cooper says.

With its range of formats and niche audiences, Cooper says, the cluster offers a "one-call-does-all" broad-based buy for radio advertisers. And by dedicating sales managers strictly to developing new accounts, Infinity Sales "gives stations access to one person whose sole job is selling radio," he says. ■

**A groundbreaking ceremony was held Oct. 31 for a multi-million-dollar construction project that will relocate Emmis Broadcasting's Indianapolis-based corporate headquarters and radio stations to the city's new Monument Circle complex.**

**Estimated to cost between \$12 million and \$15 million, the 125,000-square-foot facility will serve as the broadcast center for the group's WIBC(AM), WENS(FM) and WNAP-FM, all Indianapolis. The building also will house Emmis corporate offices and its Indianapolis Monthly magazine.**

**The building's design calls for broadcast studios to be constructed at ground level, providing pedestrians the opportunity to watch live broadcasts and air personalities. Emmis President Jeff Smulyan says that "having our broadcast stations together, along with our publishing division and other business areas, encourages a cohesive presence."—DP**

### New home for Emmis





## Time Warner wins suit against NYC

*City can't force TW Cable to carry Fox, Bloomberg news*

By Jim McConville

**T**ime Warner last week won its court battle with New York City as a federal judge ruled the city overstepped its bounds when it tried to force Time Warner Cable to carry commercial news networks from Fox and Bloomberg on the city's public access channels.

U.S. District Court Judge Denise Cote last Wednesday issued a preliminary injunction against the city. She had issued a temporary restraining order on Oct. 11.

Cote found that the city had violated Time Warner's rights under the federal Cable Communications Policy Act of 1984 and the First Amendment of the Constitution to make its own programming decisions when the city tried to force the cable company to carry News Corp.'s Fox News Channel (FNC) and Bloomberg LP's Bloomberg Television Network.

"The city's action violates long-standing First Amendment principles that are the foundation of our democracy," Cote wrote in her 106-page ruling. "The city has engaged in a pattern of conduct with the purpose of compelling Time Warner to alter its constitutionally protected editorial decision not to carry Fox News."

Lawyers from New York City's corporation counsel say the city will appeal the ruling to the 2nd Circuit U.S. Court of Appeals.

Time Warner attorneys had argued in a three-day hearing last month that the city had misused its power by trying to use its five public access channels—set aside for public, government or educational programming—to launch FNC and Bloomberg.

Attorneys for the city countered that Time Warner gave up its program decision-making rights when it gave

### TIME WARNER



the city the five access channels under its exclusive franchise contract to serve New York City's estimated 1.1 million cable subscribers.

City attorneys also argued that Time Warner had used its First Amendment petition as a smokescreen to protect its own news network, CNN—acquired in the Time Warner/Turner merger—from competition with FNC.

Cote found FNC and Bloomberg to be commercial programming, and said that placing them on the city's public access channels violates the franchise agreement between Time Warner and the city.

The judge also ruled that the city had other ways to address what it may have perceived as antitrust violations by Time Warner Cable. "But forcing Time Warner to carry a competitor through coercive actions in violation of Time Warner's constitutionally protected editorial discretion was not one of them," she wrote.

Cote also said there wasn't any evidence supporting the city's claim that New York was in jeopardy of losing approximately 1,400 FNC city jobs if Time Warner refused to carry the Fox channel.

It appears that Cote may have

agreed with Time Warner's assertion that the city was acting on behalf of FNC to return a political favor to News Corp. head Rupert Murdoch,

who had publicly supported New York City Mayor Rudolph Giuliani during his 1993 election. The city's intent, wrote the judge, was "to reward a friend and to further a particular viewpoint."

Cote apparently wasn't buying the city's argument that adding FNC and Bloomberg was a move to bring diversity to Time Warner's cable programming. She called the move "a thinly disguised reference to its preference for the editorial content of Fox News."

The city's corporation counsel, Paul Crotty, says Cote's ruling overlooks the anticompetitive power of the recently merged Time Warner and Turner Broadcasting Systems (TBS).

Basking in its victory, Time Warner held an impromptu press conference at its New York corporate office last Wednesday after the ruling.

Time Warner Chairman Gerald Levin issued a statement calling the decision "a victory for the constitutional guarantee against government interference in the media. The principle at stake went far beyond Time Warner's cable operations in New York City."

Publicly, News Corp. executives say they're "extremely disappointed" with the court's decision. But privately, some Fox executives said they were glad the decision went in Time Warner's favor, since they weren't that happy with the prospect of FNC being carried commercial-free on the city's access channel.

News Corp. isn't letting the issue slip away either. Its FNC was scheduled last Thursday to devote an hour of afternoon news time for a round-robin discussion of the court's ruling. ■



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# Redstone downplays Cronin notes

*In latest from MCA vs. Viacom, MCA lawyers introduce TV Land president's notes on competition with USA*

By Jim McConville

**T**here are 8 million stories in the Naked City, and MCA and Viacom have two very different ones.

Their court battle over USA Networks continued in New York last week, with top executives of both companies offering divergent details on their partnership. Also brought into evidence were notes and an internal Viacom memo characterized as "embarrassing" by Viacom Chairman Sumner Redstone.

MCA CEO Frank Biondi, who had been Viacom's CEO until discharged last January by Redstone, provided a view from both sides of the fence. He testified that the Viacom chairman was

## Cox to carry Your Choice

Cox Communications has agreed to become the first MSO to carry Your Choice TV on its digital cable platform, expected to launch in the first quarter of 1997. Your Choice will offer time-shifted second runs of broadcast shows on a pay-per-view basis.

Your Choice TV, which is a subsidiary of Discovery Communications (which is 25% owned by Cox), first began researching time-shifted TV in 1992 but has been awaiting the cable industry's digital rollout.

Your Choice has says it has signed a deal to carry ABC's *Ellen*, the only show it has gone public with so far, although Nancy Stover, president of Your Choice TV, says it also has deals with shows on HBO, PBS and, not surprisingly, Discovery. "What's important about *Ellen* is that it is the first announcement of a product that airs on a network and is produced by a studio," says Stover. "It's an example of what an awful lot of people said could never be done." She adds that Your Choice has a lot of major distribution deals in the works and will announce them over the next few months. —MK

exercising "selective recall" when it came to certain events in Viacom's USA Networks partnership.

Seagram-owned MCA sued Viacom last April, charging that Viacom's launch of cable network TV Land and its ownership of MTV Networks violates their 1981 partnership agreement prohibiting the companies from starting cable networks outside their USA Networks partnership. Viacom countersued, saying MCA was trying to force it to sell its share of USA Networks, which consists of USA, launched in 1980, and Sci-Fi Channel, launched in 1992.

Redstone previously testified that he was unaware of MCA concerns about competition between Viacom's MTV Networks—which includes TV Land—and the cable channels in the USA partnership.

Biondi, however, testified last week that the topic of MCA's concerns came up in Viacom discussions as early as September 1993, when Viacom met with Paramount executives to discuss their own proposed merger.

Biondi said Redstone's response to MCA's concerns was that "common sense" dictated that Viacom's cable channels would be "grandfathered" into the partnership agreement.

Viacom also had taken the position that TV Land was an extension of Nickelodeon and not a new network, Biondi said, a position he testified he was less comfortable with than Viacom's grandfathered stance.

Biondi testified that Paramount Television Group Chairman Kerry McCluggage, Viacom's representative on the USA Network executive committee, thought USA might be hurt by the launch of TV Land.

Redstone and Seagram Chairman Edgar Bronfman Jr. had differing recollections on whether Bronfman had entered an oral agreement to waive all legal claims regarding Viacom's ownership of cable networks outside of USA in exchange for Redstone's permission to let Biondi go to work for MCA.

Redstone says the companies had such an understanding. Bronfman two weeks ago testified that initially he agreed to allow a waiver for TV Land, but said he changed his mind after Via-



*Viacom's Sumner Redstone encountered some embarrassing evidence in court last week.*

com deputy chairman Philippe Daumann reportedly rephrased the agreement to include all of Viacom's MTV cable networks.

Redstone found himself in an awkward position when forced to acknowledge the existence of internal Viacom documents that show concern within the company about competition between TV Land and USA. Not surprisingly, Redstone's response was to discount the documents' importance and that of TV Land President Rich Cronin.

Redstone testified that he knew of the existence of a series of personal notes drafted by Cronin that reportedly said Nick at Nite's TV Land would draw subscribers and advertising dollars away from USA Networks.

The notes were introduced as evidence by MCA lawyers in the now four-week-old trial.

"They're embarrassing, and frankly I wish [the notes] didn't exist," said Redstone under cross-examination by MCA attorney Herbert Watchell. MCA attorneys also submitted an internal memo by Cronin that said the launch of TV Land would circumvent the USA partnership prohibition on launching a competing network.

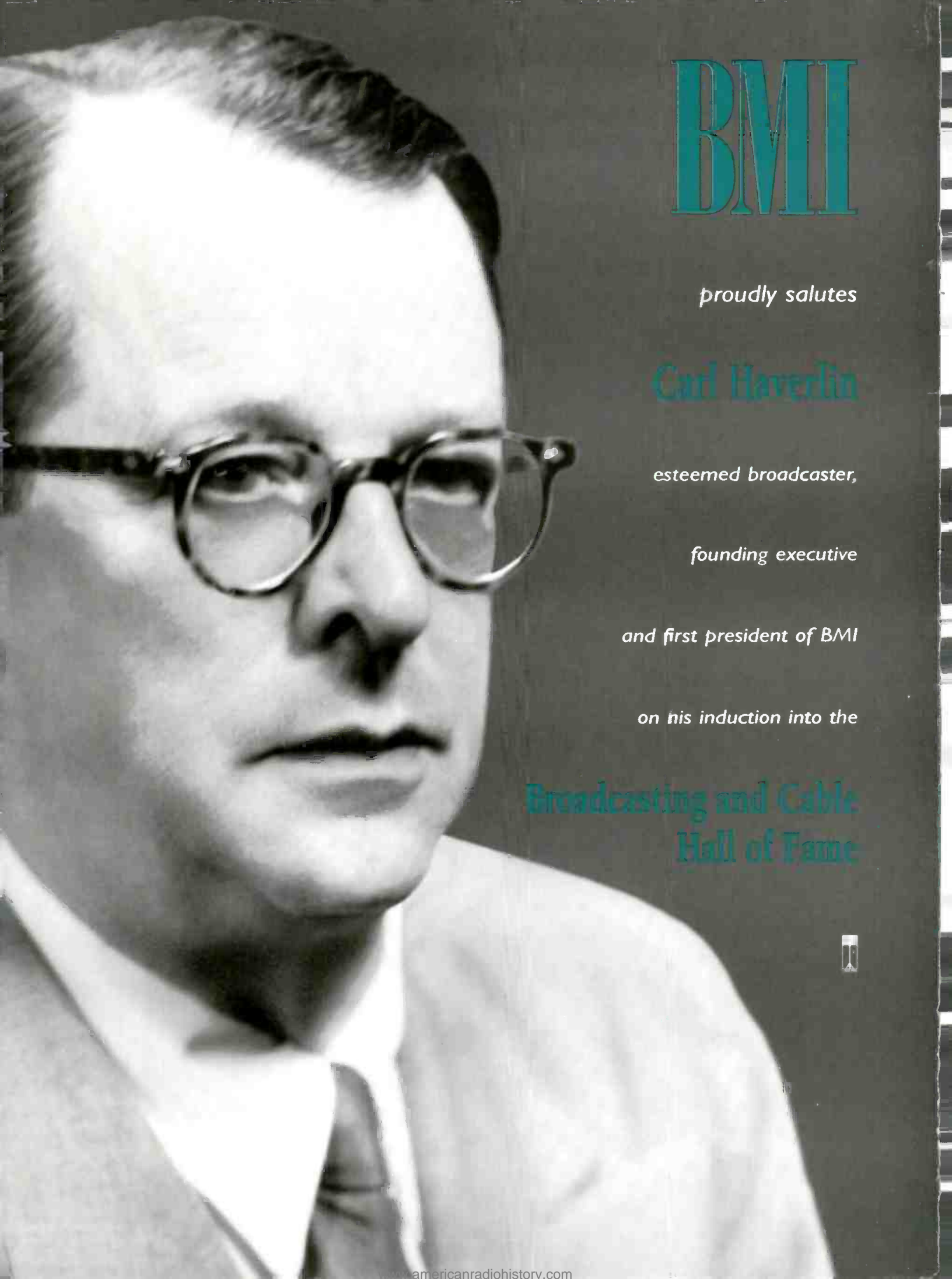
Redstone testified that he was aware that such a view existed within Viacom, but said it had never been articulated by company senior management. He dismissed the value of Cronin's documents, saying Cronin is not a Viacom senior executive nor do his notes reflect the company's corporate strategy.

"[Cronin] is a middle-to-lower-level, gung-ho guy who wants to run a TV channel," said Redstone.

Redstone previously testified that TV Land, launched last April, doesn't compete with USA Networks. ■

THE 1996 BROADCASTING & CABLE  
HALL *of* FAME





# BMI

*proudly salutes*

**Carl Haverlin**

*esteemed broadcaster,*

*founding executive*

*and first president of BMI*

*on his induction into the*

**Broadcasting and Cable  
Hall of Fame**



THE 1996  
BROADCASTING & CABLE  
HALL *of*  
FAME

October 15 1931

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65  
years+

---

27days

---

on the beat

---

Broadcasting  
& Cable

---

November 11 1996





THE 1996  
BROADCASTING  
& CABLE  
HALL *of*  
FAME

MARCY CARSEY

TOM WERNER

HOWARD COSELL

HUGH DOWNS

CARL HAVERLIN

MEL KARMAZIN

ROBERT KINTNER

BILL LEONARD

PHILLIPS H. LORD

GILDA RADNER

BRIAN ROBERTS

HOWARD STRINGER

ROBERT WRIGHT

IT TAKES A UNIQUE  
TALENT TO LEAVE  
SUCH A LASTING  
IMPRESSION.  
CBS IS PROUD TO  
WELCOME THIS YEAR'S  
HONOREES TO THE  
BROADCASTING  
AND  
CABLE HALL OF FAME.



HONORING:

MARCY CARSEY & TOM WERNER  
HUGH DOWNS  
MEL A. KARMAZIN  
BRIAN L. ROBERTS  
HOWARD STRINGER  
ROBERT C. WRIGHT

POSTHUMOUSLY HONORING:

HOWARD COSELL  
CARL HAVERLIN  
ROBERT KINTNER  
BILL LEONARD  
PHILLIPS H. LORD  
GILDA RADNER



**CBS**

**Welcome home**



WELCOME  
TO THE  
SIXTH ANNUAL  
BROADCASTING  
& CABLE  
HALL OF FAME  
HONORING  
EXCELLENCE IN  
THE FIFTH ESTATE

**W**e are here to honor thirteen individuals whose conspicuous career excellence has brought distinction to them and the industries they serve. They box the compass of the Fifth Estate; singly and together, they represent the best their media has to offer.

We at BROADCASTING & CABLE know them well. Following their careers and the impact they have had on the Fifth Estate has been our charter since 1931. Chronicling industry events and achievements for 65 years, our editors have made a career of spotting the shining stars.

The concept of the Hall of Fame grew out of Broadcasting's 60th anniversary in 1991. Altogether, the honor roll now numbers 150.

Our vision of the Hall of Fame goes beyond presenting awards and scrolling the roll of honorees. It is an annual gathering of industry colleagues and friends to share memories and honor the achievements of those professionals who have made our industry what it is today. Those here tonight have helped us continue in this grand tradition.

To assure that the Hall of Fame's tradition of excellence continues, we donate the proceeds of this year's event to the International Radio and Television Society Foundation and the Broadcasters Foundation. The main goal of the IRTS Foundation is to provide professional experience and guidance to educators and students in the communications departments of colleges and universities. The Broadcasters Foundation provides financial assistance to broadcast colleagues in acute personal financial need.

CONGRATULATIONS  
TO  
TONIGHT'S  
HONOREES.

**HBO**<sup>®</sup>



# THE PROGRAM

## NOVEMBER 11, 1996

---

### ■ COCKTAIL RECEPTION

---

- Welcome and Introduction  
by Publisher Peggy Conlon  
and Editor Donald V. West
- 

### ■ DINNER

---

- Inauguration of BROADCASTING & CABLE  
Hall of Fame Class of 1996 by  
Sam Donaldson, ABC News Correspondent
  - Presentation of the Fifth Estate Awards
- 

### ■ DANCING

---

- The Larry King Orchestra
- 

### ■ ADJOURNMENT

---

YOU CAN TELL

*Marcy Carsey Howard Cosell Hugh Downs*

A LOT ABOUT

*Carl Haverlin Mel A. Karmazin Robert E. Kintner*

A MAN

*Bill Leonard Phillips H. Lord Gilda Radner*

BY THE COMPANY

*Howard Stringer Tom Werner Robert C. Wright*

HE KEEPS.

*Congratulations to Brian L. Roberts  
on your induction into the Broadcasting  
and Cable Hall of Fame.*

FROM YOUR FRIENDS AT

 **COMCAST** 



## MENU

Grilled Shrimp with Ratatouille  
and a Lemon Olive Relish  
with Field Greens  
Sherry Vinaigrette Dressing

BV Chardonnay

---

Grilled Filet Mignon on Crostini  
Confit of Red Pepper and Shallots  
Barolo Wine Reduction

Fresh Seasonal Vegetables  
Potato

BV Merlot

---

Freshly Baked Rolls  
Breadsticks  
Flatbreads

Chocolate Shell Filled with Cappuccino Ice Cream  
Nougat Crunch, Caramel Sauce  
Garnished with Raspberries  
Chocolate and White Chocolate Dipped Strawberries  
and Palmiers

# CONGRATULATIONS TO THIS YEAR'S HALL OF FAME HONOREES

MARCY CARSEY, HUGH DOWNS, MEL A. KARMAZIN,  
BRIAN L. ROBERTS, HOWARD STRINGER, TOM WERNER,  
AND ROBERT C. WRIGHT



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## HONORARY VICE CHAIRMEN

Roone Arledge	Glenn R. Jones
David Bartlett	Michael Jordan
Edward Bleier	Larry King
Neil S. Braun	Michael King
Thomas F. Burchill	Kay Koplovitz
Ave Butensky	Brian Lamb
Sid Caesar	Geraldine Laybourne
Dick Clark	Wayne Lepoff
Imogene Coca	Peter A. Lund
Joan Ganz Cooney	Garry Marshall
Don Cornelius	L. Lowry Mays
Barry Diller	Stanley H. Moger
James Dowdle	Thomas S. Murphy
Jerome R. Feniger	Preston Padden
Joseph A. Flaherty	Dennis Patrick
Edward O. Fritts	Norman Pattiz
Michael J. Fuchs	Ward L. Quaal
James L. Greenwald	John Rigas
Ralph Guild	Ralph J. Roberts
Paul Harvey	Diane Sawyer
Gordon H. Hastings	Ivan Seidenberg
Stanley S. Hubbard	Alfred C. Sikes
Robert A. Iger	Lesley Stahl
Peter Jennings	Frank Stanton
Robert L. Johnson	Derk Zimmerman

CONGRATULATIONS

# MARCY & TOM

YOUR CARSEY-WERNER FAMILY

IS VERY PROUD OF YOU.



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## MARCY CARSEY AND TOM WERNER

**M**arcy Carsey and Tom Werner have built one of the most prosperous independent production companies in television history by bucking industry trends and following their instincts.

Founded in 1981, the Carsey-Werner Co. set a new benchmark for success and quality in TV comedy with the second show the partners ever sold to a network. That series was NBC's *The Cosby Show*; the rest is TV history.

As producers, Carsey and Werner have always been guided by their own tastes as TV viewers. "To be worthy of its airtime" has been the mandate for every project since the pair began working together in ABC's programming department in the mid-1970s.

"Our goal was never to do nit shows, it was to do good shows," says Werner. "All of our shows have something to say about humanity through identifiable characters who are relevant and honest."

A decade after the debut of *Cosby*, Carsey-Werner's series roster includes such distinctive hits as *Roseanne*, *A Different World*,

*Grace Under Fire*, *Cybill* and *3rd Rock from the Sun*. Both partners cite teamwork as the key to their success.

"We're smarter as a team than we are as individuals," says Carsey. "We are very different personally, but we don't separate the work. We do everything together and we question each other. One has to convince the other that what we want to do makes sense. And it helps tremendously that we really, really adore each other."

Carsey, a native of Weymouth, Mass., began her career as an NBC tour guide in New York but quickly moved on to become a production assistant on *The Tonight Show*. She served stints as a program supervisor for William Esty Advertising and as a story analyst for Roger Gimbel at Tomorrow Entertainment before joining ABC in 1974.

Carsey had advanced to senior vice president, overseeing all prime time series, when she left ABC in late 1980 to form her own production company. ABC tapped Werner to replace her, but within a year he left the network to join Carsey as an independent producer.

Werner, a Manhattan native, got his start in television as a documentary producer before joining ABC's planning and development department in 1973. His early production credits include the acclaimed PBS special *Shirley Chisholm: Pursuing the Dream*.



*"We're smarter as a team than we are as individuals."*

—Carsey

*"Our goal was never to do hit shows, it was to do good shows."*

—Werner

Congratulations

to

---

Marcy Carsey  
and  
Tom Werner

---

from

your friends at

**MOSES & SINGER LLP**

---

# HIT SQUAD



NBC salutes the extraordinary producing team  
of Marcy Carsey & Tom Werner,  
and congratulates all the Hall of Fame inductees.





# *Hearst Broadcasting*

## Salutes the 1996 Inductees of Broadcasting & Cable's Hall of Fame

### 1996 Honorees

Marcy Carsey  
Hugh Downs  
Mel A. Karmazin  
Brian L. Roberts  
Howard Stringer  
Tom Werner  
Robert C. Wright

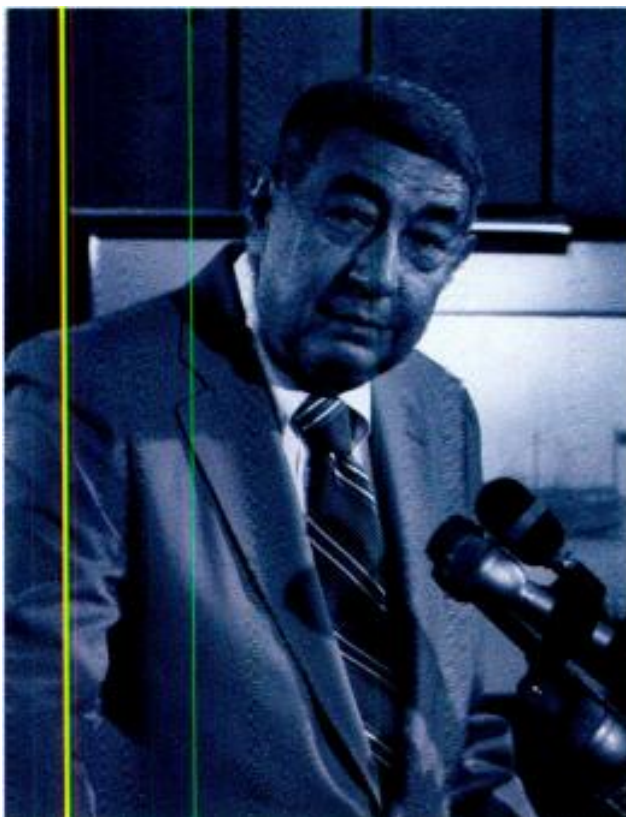
### Posthumous Honorees

Howard Cosell  
Carl Haverlin  
Robert E. Kintner  
Bill Leonard  
Phillips H. Lord  
Gilda Radner

WTAE TV-WTAE-WVTY Pittsburgh • WBAL TV-WBAL-WIYY Baltimore • WISN TV-WISN-WLTQ Milwaukee  
WCVB TV Boston • KMBC TV Kansas City • WDTN TV Dayton • WWWB TV Tampa • KCWB TV Kansas City



## HOWARD COSELL



*"I am convinced that sports are out of whack in American society.... The emphasis placed upon sports distorts the real values of life and often produces mass behavior patterns that are downright frightening."*

Sports broadcaster Howard Cosell was both loved and hated for his propensity for "telling it like it is." He was a crusader who spoke his mind no matter who was offended, and that outspokenness helped make him into a national figure in his own right.

The grandson of a rabbi, Cosell was born Howard William

Cohen in Winston-Salem, N.C., on March 25, 1918. He attended high school in Brooklyn, where he began writing sports for the school paper. Bowing to parental pressure, Cosell got his law degree at New York University. He was a major in the U.S. Army Transportation Corps during World War II when he married Mary Edith Abrams, and upon his return opened a law office in Manhattan. He represented Willie Mays and the Little League of New York, which led him to his first broadcasting job—a Saturday morning radio show on ABC that featured Little League baseball players asking questions of major leaguers. He worked the show free for three years before abandoning his law practice in 1956 to work full-time as an ABC TV commentator. He stayed with the network until 1985, when his *Sportsbeat* show was canceled after he harshly criticized ABC in his autobiography "I Never Played the Game." Cosell grabbed fame as a blow-by-blow boxing announcer and was

censured by many when he defended boxer and friend Muhammad Ali for claiming conscientious-objector status (and being imprisoned for it) during the Vietnam War. Eventually, Cosell would turn away from boxing after years of close association, refusing to broadcast the sport after concluding that it was too brutal.

Cosell also helped put Monday night on the football map as one of the original announcers on ABC's *Monday Night Football* from 1970 to 1984, when he left the show saying that the National Football League had "become a stagnant bore."

Cosell died of a heart embolism at NYU Hospital on April 23, 1995, at age 77.



*Caesar's Hour.*  
*The Tonight Show with Jack Paar.*  
*The Today show.*  
*Concentration.*  
*20/20.*

Chairman of the Board of Governors of the National Space Society.  
Chairman of the Board of the United States Committee for UNICEF.

Trustee of the Menninger Foundation.

Advisor to NASA.

Emmys.

Doctor of Fine Arts.

Seven books.

57 years in broadcasting.

**Need we say more?**



Congratulations from Roone Arledge and everyone at  
ABC News on your much deserved induction into the Hall of Fame.





## HUGH DOWNS



**H**ugh Downs is TV's marathon man. It has been more than a decade since the "Guinness Book of World Records" cited the pioneering announcer/host/newsmen as the most ubiquitous face on commercial TV. The longtime co-host of ABC's *20/20* (for the past 17-plus years) has

been everything from announcer to narrator to newsmen to game show host to program director in a radio and television career spanning 57 years.

Born Feb. 14, 1921, in Akron, Ohio, Downs began his broadcasting career in 1939 at the prompting of his father, who "pointedly suggested I get a job because I was eating as much as an adult." His first paycheck—\$12.50 a week—was earned in an announcing post at WLOK(AM) Lima, Ohio. Not convinced of the job's future, Downs's father suggested that he keep looking, but the young broadcaster had found his calling. In fact, when the station's program director left the following year, the 19-year-old Downs was given the job at twice his salary. After other local announcing/newscasting stints, Downs moved to NBC in Chicago, where in 1945 he made his first TV appearance—

*"I signed on NBC with Today, hosted Concentration, then signed off the network with Tonight. I'm probably the only person who did that."*

on WBKV-TV—to "fewer than 400 sets in all of Chicago."

That stage would grow considerably.

Downs did "the only two [NBC] feeds out of Chicago—*Kukla, Fran & Ollie* and soap opera *Hawkins Falls*—before moving to New York in 1954 to co-host *The Home Show* for the network. There followed a succession of high-profile posts at NBC: announcer for *Caesar's Hour*, starring fellow Hall of Famer Sid Caesar; announcer/guest host for *Tonight*; host of *Today* and game show *Concentration*; and host of PBS series *Over Easy*, for which he won an Emmy. In 1978, following a hiatus from commercial TV, he made the jump to ABC and *20/20*.



Congratulations to The 1996  
Hall of Fame Honorees

Marcy Carsey  
Hugh Downs  
Mel A. Karmazin  
Brian Roberts  
Howard Stringer  
Tom Werner  
Robert C. Wright

Your skills are as varied  
as the world you inhabit.



NETWORKS OF DISCOVERY COMMUNICATIONS, INC.





## CARL HAVERLIN

**C**arl Haverlin's passion for music, broadcasting and history has served the public well. The president of music rights organization Broadcast Music Inc. from 1947 to 1963, Haverlin donated thousands of first-edition manuscripts, musical scores, compositions and letters by 175 classical

composers—including Beethoven, Puccini, Strauss and Bizet—to the BMI Archives of Music. Hundreds of pieces of his collection were donated earlier this year to Harvard University's Houghton Library.

Haverlin's fervor as a chronicler of music and Civil War nostalgia was matched by his boldness in broadcasting. Born in 1899 and raised in Northridge, Calif., he worked at KFI(AM) Los Angeles as what he termed "a Carl of all trades" between 1924 and 1936. In his 12 years at the station, he was an announcer, program manager, promotion man and salesman, and contributed to creating KFI's formidable news department.

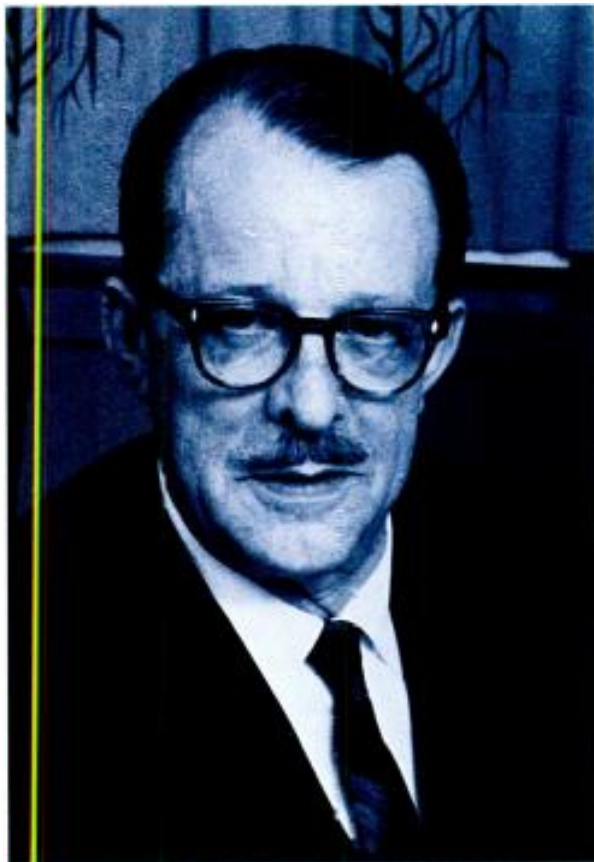
When NBC planned its first bicoastal broadcast with KFI as its West Coast affiliate in 1926, Haverlin conceived of airing the Rose Bowl game on the station. Despite limited experience in sports coverage, he took on the task of announcing the game, a role he performed until 1934.

Eager to broadcast performances of his beloved classical music as well, Haverlin struck a deal to carry weekly concerts by the Los Angeles Philharmonic Orchestra on KFI by first committing the station to a \$1,000 contract without the blessing of management, and later getting the Standard Oil Co. to sponsor the program.

In a speech to the National Music Council in 1972, Haverlin depicted music as a communal, historical thread linking many cultures: "Whatever its origins, the sounds of music were part and parcel of the general life of our founding fathers and their ancestors. It is our task to assemble them."

Haverlin died in 1985.

*"The innate music of man is as primal as his very heartbeat."*





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When you need satellite communications services, our fleet of Galaxy and SBS satellites can deliver the broadest possible range of services in the business. All with the unequalled level of quality and reliability you expect.

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**CLAP!**

**CLAP!**

**CLAP!**

**CLAP!**

**CLAP!**

**CLAP!**

**CLAP!**

E! applauds the induction of  
**MEL KARMAZIN**  
into the Broadcasting & Cable  
Hall of Fame.



■  
“The nation’s most successful  
radio executive...”

■  
- **The New York Times**

■  
“King Karmazin...Mel is  
the personification of radio.”

■  
- **Mediaweek**

■  
“Here is a guy who has  
conquered the world in radio.”

■  
- **Variety**

■  
“Wall Street loves Mel.”

■  
- **Crain’s New York Business**

■  
“...one of radio’s savviest...”

■  
- **Billboard**

■  
“An admired entrepreneur  
who many in radio credit  
with raising the industry’s  
profile and stature...”

■  
- **The Wall Street Journal**

■  
“Mel Karmazin is the impish,  
boyish charmer who turned  
old-fashioned talk radio into  
the golden goose...”

■  
- **New York Daily News**

■  
“The most influential radio  
executive in the past 20 years...  
The radio industry’s  
King Midas...”

■  
- **Radio & Records**

■  
“...the man behind Wall Street’s  
favorite radio company...”

■  
- **Broadcasting & Cable**

■  
“He’s not a chickens\*st weenie...”

■  
- **Don Imus, WFAN**

■  
“M-M-M-Mel’s  
the M-M-M-man!”

■  
- **Stuttering John,**

■  
**Itinerant Reporter for  
the Howard Stern Show**

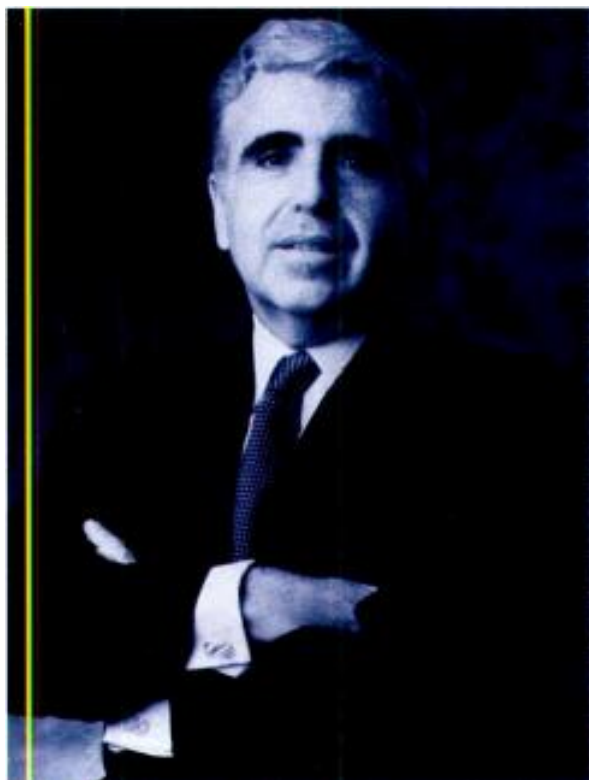
“We couldn’t have said it better ourselves.”

**Congratulations, Mel! - the Staff of Infinity Broadcasting**





## MEL KARMAZIN



**A**rguably one of radio's savviest businessmen and a tenacious dealmaker, Mel Karmazin crafted the industry's biggest deal this year by announcing the \$4.9 billion merger of Westinghouse Electric/CBS Radio and Infinity Broadcasting. Karmazin, 53, is slated to preside as

chairman of the combined Westinghouse/CBS/Infinity Radio, the industry's top group owner in terms of revenue.

In the 15 years he has guided Infinity Broadcasting, Karmazin has been known for making strategic station buys, then watching his investments pay off. The gems in his crown include WFAN(AM) New York and KROQ-FM Los Angeles.

Karmazin's shrewd business sense is matched by his high regard for radio as a medium. In public he jokes that he owns no television, and he sings radio's praises to any available audience. A champion of the medium, Karmazin often says he "can't imagine anything that is more fun, easier and more profitable" than radio.

Among his peers, he is praised for the purity of his endeavor and his commitment to preserving First Amendment rights. For more

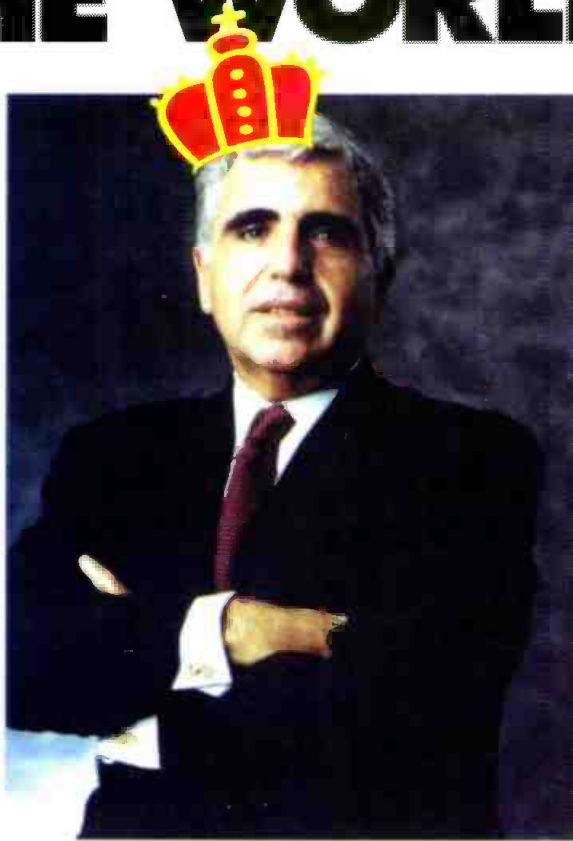
than a dozen years, he shaped Infinity's expansion to include solely radio-related properties before purchasing outdoor advertising conglomerate TDI Worldwide earlier this year.

Starting from a typical radio launchpad as an account executive and local sales manager at WCBS(AM) New York in 1967, Karmazin propelled himself into New York radio circles. He served as local sales manager and, later, general sales manager at WNEW(AM) New York between 1970 and 1977, then as general manager at WNEW-FM from 1977 to 1981. He joined Infinity in 1981 as executive vice president and president of its radio division.

Perhaps the most public of his roles has been his unfaltering defense of Infinity's controversial mega-star Howard Stern. Although Karmazin agreed last year to pay \$1.7 million in fines to the FCC to settle indecency complaints, he says that the payment was made to "normalize" Infinity's relationship with the FCC to smooth plans for future station acquisitions. Karmazin staunchly defends his talent, saying, "Howard's show has never, ever stepped over the line on the subject of indecency."

*"I got in to radio because I could not get a job in television. I owe a debt of gratitude to the television executives who didn't hire me."*

**THE GREATEST  
RADIO COMPANY  
IN THE WORLD  
CONGRATULATES  
THE GREATEST  
RADIO LEADER IN  
THE WORLD!**

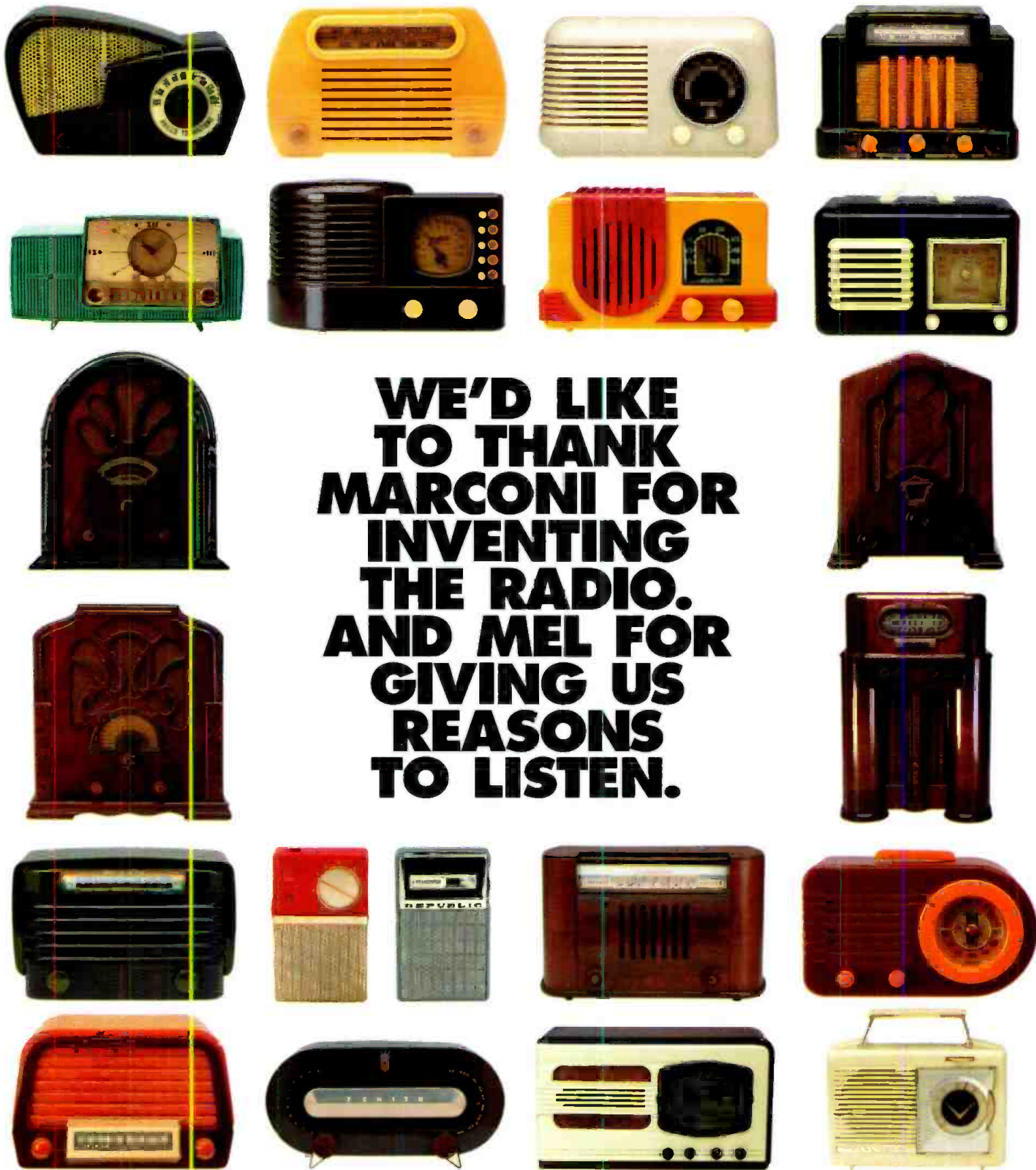


*You Rule Me!*

**— FARID, TERRY, JEANINE AND  
THE INFINITY CORPORATE STAFF**







**WE'D LIKE  
TO THANK  
MARCONI FOR  
INVENTING  
THE RADIO.  
AND MEL FOR  
GIVING US  
REASONS  
TO LISTEN.**

**CONGRATULATIONS FROM YOUR GLOBAL RADIO FAMILY.**



APPLAUSE

USA Networks  
congratulates this year's honorees

*Marcy Carsey*  
*Hugh Downs*  
*Mel A. Karmazin*  
*Brian L. Roberts*  
*Howard Stringer*  
*Tom Werner*  
*Robert C. Wright*

Posthumous Honorees

*Howard Cosell*  
*Carl Haverlin*  
*Robert E. Kintner*  
*Bill Leonard*  
*Phillips H. Lord*  
*Gilda Radner*

USA|NETWORKS





## ROBERT KINTNER

**R**obert Kintner was a hard-driving executive whose reigns at ABC (1949-56) and NBC (1958-65) were marked by strong ratings and revenue growth for both networks. One of his greatest legacies was his role in the development of NBC News. Kintner took on the venerable CBS

News division by ordering that NBC News always top the number of hours provided by the competition. He was also known to cancel a full evening's entertainment on NBC for special three-hour—or longer—news reports on important subjects.

Kintner's interest in news dated from his earlier career as a \$25-a-week reporter at the *New York Herald-Tribune*. He veered off his journalism path to become a lieutenant colonel during World War II and entered the TV business upon his return from the army in 1944. Within five years, he rose through the ranks at ABC to become president of the network. Kintner moved to NBC in 1957 to serve as an executive vice president and within a year become president.

He was stripped of his authority at NBC in December 1965, just as he was adding the chairmanship to his presidency. Friends said at the time that he had set a pace which couldn't be maintained and that efforts to get him to temper his habits had proved fruitless. He officially left NBC at

the end of March 1966 and briefly served as special assistant to President Lyndon B. Johnson and as cabinet secretary. Kintner died in 1980.

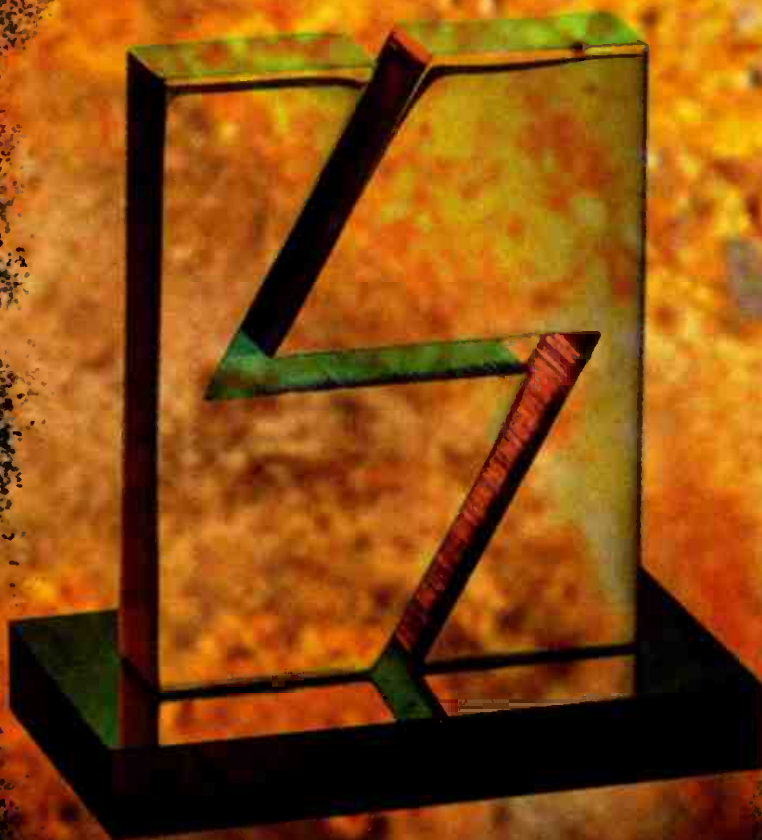


*"Bob Kintner is an innovator, administrator and genuine 'doer.'"*

—President Lyndon Johnson

C

ONGRATUALATIONS



TO ALL OF THE 1996 INDUCTEES

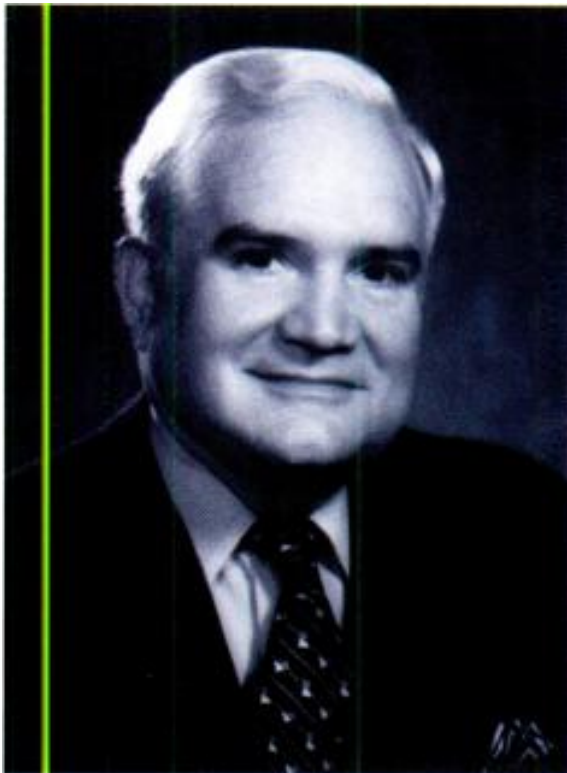
to

*The Broadcasting & Cable Hall of Fame*

**CABLEVISION**



## BILL LEONARD



# W

illiam Augustus Leonard II was 29 years old when he first joined the Fifth Estate as a roving reporter for WCBS(AM) New York (then WABC). It was the start of a career with CBS that in 1979 culminated with his appointment as president of the news

division. Initially hired to broadcast a radio program called *This Is New York*, Leonard said he put into practice "the preposterous notion that a man could cover New York at night, broadcast his experiences at 6 a.m., return home and sleep a bit before getting up to cover daytime New York for broadcast at

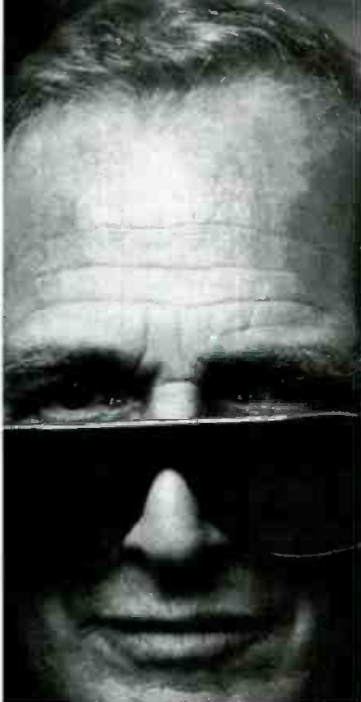
3 p.m." His \$273 a week was the largest sum of money he had run into at the time, and having just returned from six and a half years at war, he was "relieved they could no longer shoot me—they could only fire me." Leonard went on to become a floor reporter at the national political conventions (1952, 1956 and 1960) and in 1962 formed the CBS News Election Unit.

In 1968 Leonard became head of CBS's specials and documentary production. Among the pieces produced under his watch were the hotly debated *The Selling of the Pentagon*, *Guns of Autumn* and *Trujillo—Portrait of a Dictator*.

*"I don't believe in advocacy journalism if you mean using precious airwaves under the guise of journalism to support your own point of view. But any good reporter can't help at times being in a position which cries for action."*

"I don't believe in advocacy journalism," he said in 1975, "if you mean using precious airwaves under the guise of journalism to support your own point of view. But any good reporter can't help at times being in a position which cries for action. Happily, half the people accuse us of being too liberal and half of being too conservative." But he added, "if we are going to be free, nobody but the court of public opinion should watch over us." And although it is "difficult to convince people that we don't have an ax to grind... we should be able to take criticism, and to explain what we do and why."

Before becoming CBS News president, he also served as VP for the network's Washington bureau and presided over the development of such shows as *60 Minutes* and *Sunday Morning*. Although Leonard retired in 1982, his interest in the medium never waned, and it was not unusual to find him dispensing advice at the Columbia University Graduate School of Journalism before his death from a stroke in 1994.



**A&E**  
TIME WELL SPENT

A&E TELEVISION NETWORKS  
CONGRATULATES  
BRIAN L. ROBERTS, PRESIDENT,  
COMCAST CORPORATION,  
AND ROBERT C. WRIGHT,  
PRESIDENT & CEO, NBC,  
AND ALL OF THE  
BROADCASTING & CABLE  
6TH ANNUAL  
HALL OF FAME HONOREES.



**H**<sup>TM</sup>

**THE HISTORY CHANNEL**  
WHERE THE PAST COMES ALIVE

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## PHILLIPS H. LORD

**P**hillip Lord's names (his real one and his pseudonym *Seth Parker*) were synonymous with drama during the Golden Age of radio. A producer, writer and actor, his creations included *Mr. District Attorney*; *David Harding*, *Counterspy*; *Sunday Evening at Seth Parker's*; *The Country Doctor*; *Sky Blazers*; *Treasury Agent*; *We, the People*, and the classic *Gangbusters*.



The New England native moved to New York in 1927 to become a writer and decided to try his hand at radio after hearing a program on life in small-town Maine that he found lacking. His first production, *Old Fashioned Singing School*, was aired by a station in Hartford, Conn., and later on several others. It also attracted the attention of NBC, which hired him to do the *Seth Parker* series. The characters were plain Maine folks who, along with many of the situations, came from Lord's memories of summers spent in the state. He played the title role.

But Lord was far from a simple New Englander. With a lifestyle often described as "flamboyant," he put his successful career on hiatus in 1935 to sail his schooner (the *Seth Parker*) around the world. The trip made head-

lines when the ship encountered a storm off Tahiti. Lord and his crew were rescued, but the ship was wrecked and sold for scrap.

Lord developed a program strategy of using true stories that was reflected in *We, the People*, *Mr. District Attorney* and *Gangbusters*, which was based on material from FBI files. The show had the cooperation of J. Edgar Hoover and was an immense hit for CBS, debuting in 1936 and running for 12 years. The title also entered the language—with the show's extremely loud opening of guns and siren sound effects, "coming on like gangbusters" came to signify anything with a strong beginning.

The transition to television was difficult for Lord. He created *The Black Robe* in 1949, but the re-creation of court cases ran for just under a year on NBC. The TV version of *Gangbusters* debuted on NBC in March 1952, alternating Thursday nights with *Dragnet*. Both were hits, but when *Dragnet* was able to produce enough shows to go weekly in December, *Gangbusters* was canceled in spite of drawing a 42 rating that fall.

Lord retired in 1953, selling his program properties and production company to General Teleradio Inc. He died in 1975 at age 73.

*"Calling the police!  
Calling the G-men!  
Calling all Americans  
to war on the underworld!"*  
(The opening of *Gangbusters*)

Dear Gilda,

If there really is a heaven,  
now the angels must be laughing.  
With deep love, to one who was  
always an angel.

From all of us



SATURDAYNIGHTLIVE







## GILDA RADNER



*"It's always something."*

**R**osanne Rosanna-Dana's oft-quoted "Weekend Update" mantra helped propel Gilda Radner into TV history. A member of the celebrated original cast of NBC's *Saturday Night Live*, Radner boosted the show's initial climb to late-night fame with her portrayal of Rosanna-Dana and a host of other characters, including Emily Litella ("What's all this about Soviet jewelry?") and the ultra-nerdy Lisa Loupner.

The Detroit-born Radner launched her entertainment career in the Toronto company's performance of "Godspell." She later joined the Toronto company of "Second City" before returning to the U.S. in the early 1970s to work as a writer/performer with the New York-based *National Lampoon Show* radio program.

She joined *Saturday Night Live* in 1975 at the invitation of producer Lorne Michaels. Aside from Radner's Rosanna-Dana and Litella characters, other highlights included her Astaire/Rogers-esque dance with comedian Steve Martin, her lampooning of rock star Patti Smith and her portrayal of a victim of the deadly Land Shark. Radner stayed with the show until 1980, winning an Emmy for her work on the program. Toward the end of her *Saturday Night Live* tenure, she also hosted her own Broad-

way show, "Gilda Live."

In 1983 she took one of her characters to the bookstore, writing "Rosanne Rosanna-Dana's 'Hey, Get Back to Work!'" The book features a 108-page preface followed by eight pages of text. She later would use a Rosanna-Dana line in the title of her second book, "It's Always Something," in which Radner describes her battle with cancer.

In 1988 she received an Emmy nomination for her guest appearance on *It's Garry Shandling's Show*. During the appearance, Radner told Shandling she had been absent from television because of her battle with cancer and then asked Shandling, "What did you have?" She died on May 20, 1989.

HERE

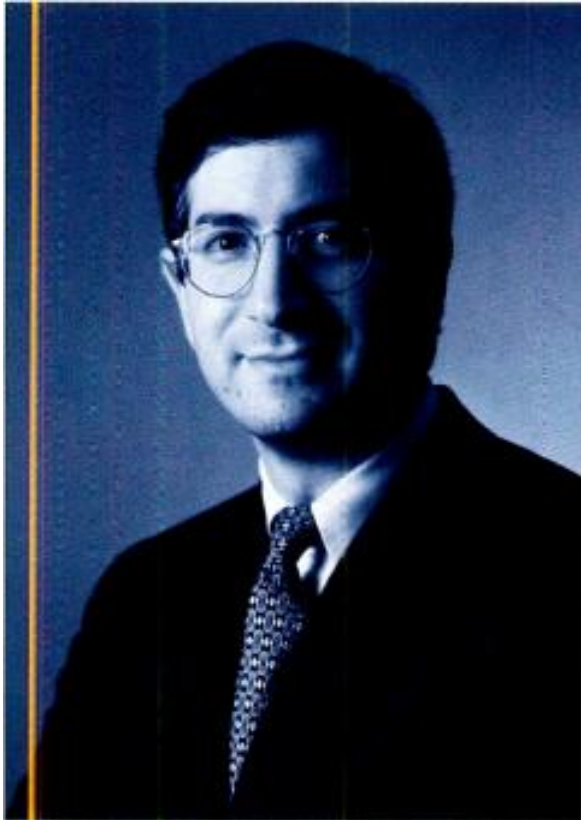
HERE!

We salute  
**Brian Roberts**

on his induction  
to the 1996  
Broadcasting &  
Cable Hall of Fame



## BRIAN ROBERTS



*"It will be a totally different business in the next 10 years."*

Since stepping into the presidency of Comcast Corp. in 1990 at the tender age of 30, Brian L. Roberts has left an indelible imprint on the cable world.

Now 37, Roberts has forged deals that have redefined Comcast on one hand and helped redraw the boundaries of telecommunications competition on the other. Those deals include acquiring controlling interests in home-shopping powerhouse QVC, the NBA's Philadelphia 76ers and the NHL's Philadelphia Flyers, a 20% stake in Teleport Communications Group and a 15% position in Sprint Spectrum. He also has expanded Comcast's international cable operations.

Roberts has earned praise from friends and foes alike for his honesty, straightforwardness and honor. Those who underestimate him, either in the boardroom or on the golf course (where he holds an eight handicap), do so at their own risk. Even Julian Brodsky, who helped launch Comcast with Brian's father, Ralph, has conceded that it's the son who's running the show now.

In a glimpse of what drives him and the industry, Roberts says it's more than simple ambition: "The thing I enjoy most about the industry is the fact that it's still basically

dominated by entrepreneurs. Entrepreneurs, I think, have a fear of extinction. We take nothing for granted."

A graduate of the Wharton School of Finance at the University of Pennsylvania, a former All-American squash player and a business whiz since childhood, he has earned the title of poster child for the cable industry. The pinstripe image belies the fact that Brian, like his father, climbed poles to string cable in his and the industry's early days. The flip side is that even before that, he was sitting in on business negotiations with his dad, watching and learning.

Now, Roberts is eager to propel cable into the future: "It will be a totally different business in the next 10 years than in the past 30 years. I'm not sure it's not more exciting and lucrative for those who want to conquer new frontiers."

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*is especially proud to salute*

**BRIAN L. ROBERTS**

*Comcast Cablevision*

**on his induction into  
the Broadcasting & Cable Hall of Fame.**

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*the other deserving inductees*

*in this Sixth Annual*

*Hall of Fame*

*Tribute.*



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# Congratulations

## Howard

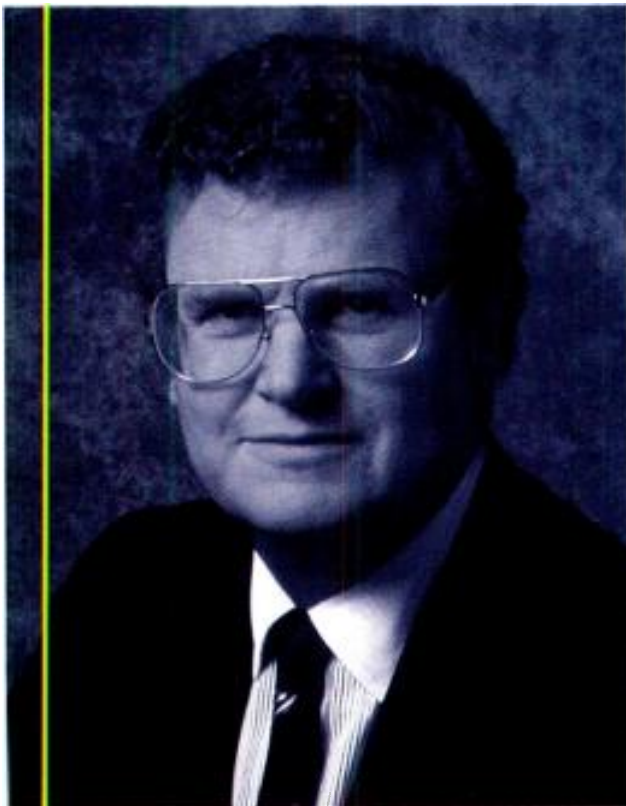
**Our Chairman, Our Colleague, Our  
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**T E L E T V <sup>TM</sup>**



## HOWARD STRINGER



*"It was wrenching leaving CBS. But it is not often at this stage, at 53, that you get offered something this new and this exhilarating."*

The quote at left was how Howard Stringer summed up his feelings about leaving CBS in February 1995 after almost 30 years to head Tele-TV, the television joint venture of Nynex, Bell Atlantic and Pacific Telesis.

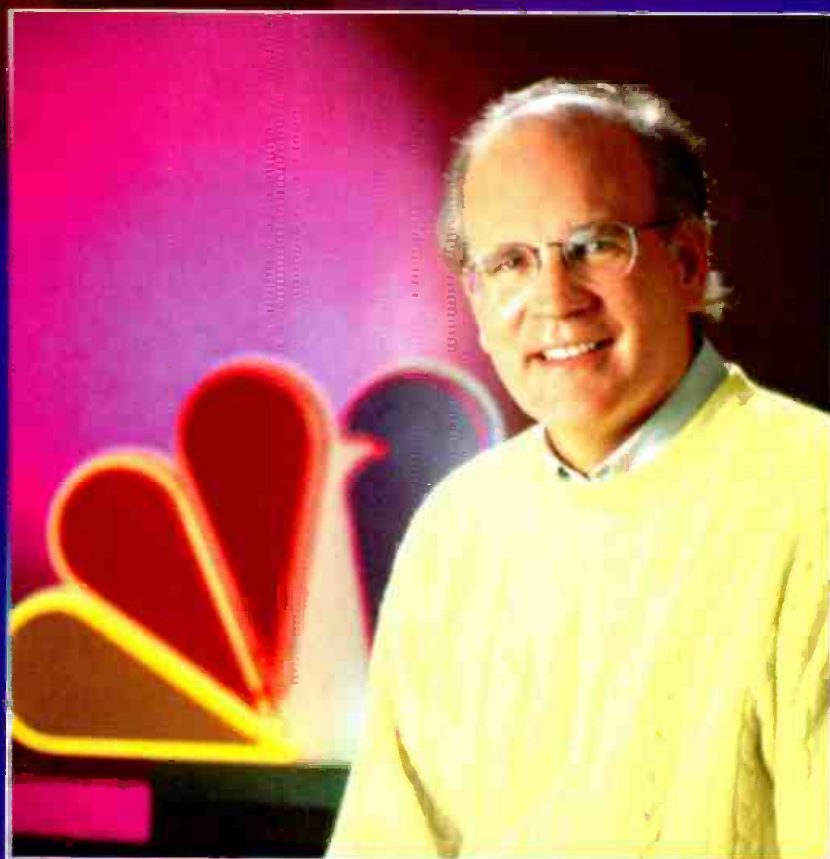
Indeed, Tele-TV is as much an experiment as it is a venture—it's unclear when or to what extent the phone companies' bid for viewers will catch on. Never at a loss for words, Stringer remains philosophical about the information age and the prospects of various media players in it. In a speech earlier this year he summed up the apprehension that he senses as the industry tries to come to grips with the future: "Maybe it's time to rename the age of information the age of anxiety, because we know so much but feel we understand so little."

Before joining Tele-TV as chairman/CEO, Stringer capped his CBS career with a seven-year stint as president, CBS/Broadcast Group. During his watch, CBS became the first network to jump from third to first place in prime time ratings. He is also credited with persuading late-night phenom David Letterman to jump from NBC to CBS.

Stringer served two years as president of CBS News before heading the broadcast group. Before that, he was executive vice president of the news division, a post to which he was named after serving as executive producer of the *CBS Evening News* with Dan Rather from 1981 to 1984.

Nevertheless, Stringer believes interactive television is an untapped vein that will inevitably enrich the viewing experience. Earlier this year, he said he expects "enormous amounts of interactive game playing," and "real" home shopping that would be an improvement over the "zirconimania" that is now characteristic of the category. And services such as Tele-TV, he says, will offer true video-on-demand. And there are lots of ideas for original programming—hundreds of channels worth. "Half the damn ideas I don't understand," he jokes.

# THE WRIGHT STUFF



NBC salutes our boss, Bob Wright,  
and congratulates all the other deserving inductees  
to the Broadcasting & Cable Hall of Fame.

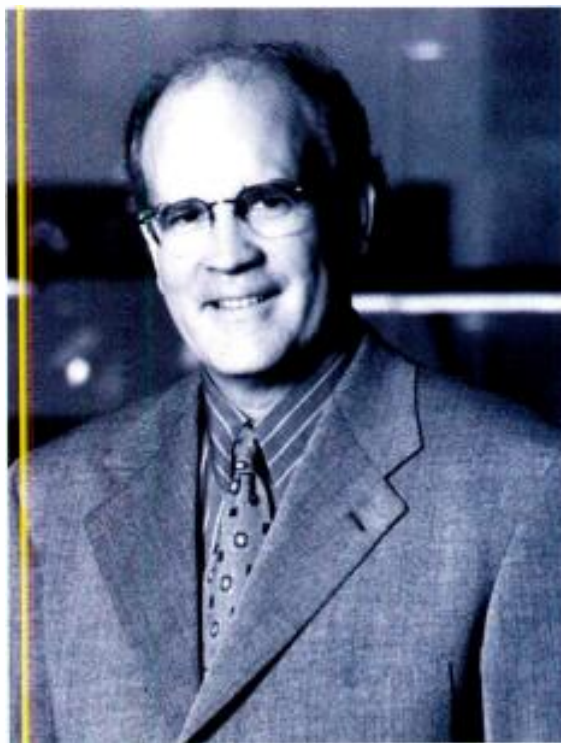






## ROBERT WRIGHT

**R**obert Wright and NBC aren't taking any chances. Under Wright's leadership as president since September 1986, the General Electric subsidiary has invested aggressively in new media ventures while strengthening the core network and station businesses.



Wright has overseen NBC's investment in 19 cable networks, including the wholly owned CNBC and the 50-50 joint venture with Microsoft—MSNBC. Internationally, the network owns NBC Super Channel, CNBC Asia and Canal de Noticias NBC in Latin America. In the digital world, it has launched four businesses: NBC Desktop Video, NBC Data Network, NBC Digital Publishing and NBC Online Ventures.

Domestically, the company has solidified its hold on first place in prime time and has signaled a major commitment to sports with its acquisition of all but one of the Olympics through 2008. Its station portfolio also continues to expand, as evidenced by the recent acquisition of Outlet Communications and an agreement to buy two NBC affiliates owned by New World Communications Group.

Wright, 53, has spent most of his career at General Electric, reporting to company chairman/CEO Jack Welch. Before taking over NBC, Wright ran GE Financial Services, and before that was president, Cox Cable Communications.

Wright and Welch are known to be close personal friends. With Welch expected to retire in no later than four years (at age 64), there's been a lot of speculation on who will replace him. While no official decision has been made, Wright is clearly on the list of the prospective candidates.

But as to the future, Wright's focus is on NBC and positioning it to be a strong player in the era of media convergence. He recently told BROADCASTING & CABLE that "the scale of the business going forward and the dynamics of television in the home are huge. In the next five years there will be elements that we're not in that are going to be bigger than where we are today. And the excitement is trying to participate in those, the relationship with computers, satellites, CD-ROMs. All that is very exciting, and GE's basic conclusion is that this is no time to bail out of that option."

*"My biggest worry is our ability to continue to attract a disproportionate-size audience for our broadcast stations versus other means of gathering audience. One of the attractions we have is that the new services that are coming on are going to have to be pretty specialized. None are going to have large audiences."*



*We are proud to salute and thank our leader, 1996 Broadcasting and Cable Hall of Fame honoree Robert C. Wright, for his vision and determination.*

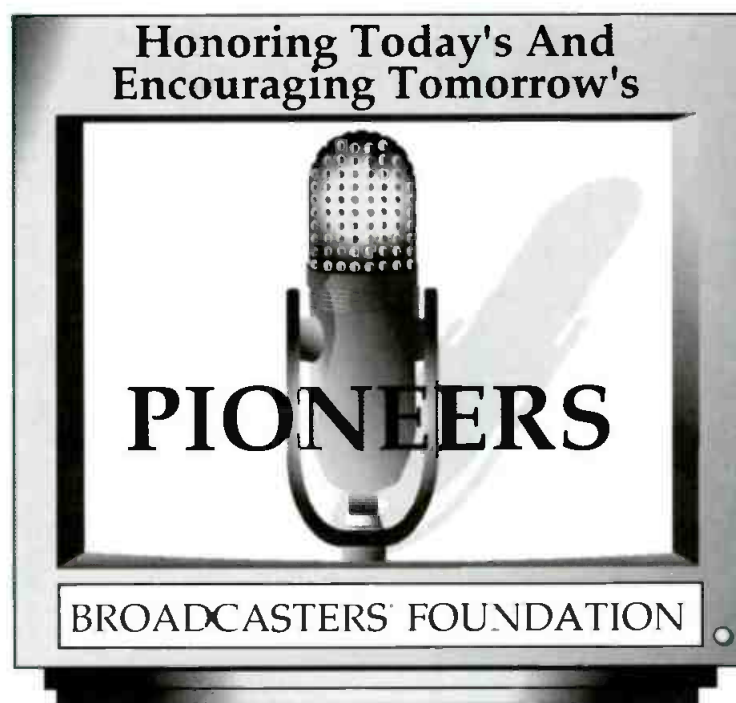


*NBC Cable Networks  
also congratulates  
Brian Roberts, and all of the  
Hall of Fame honorees.*



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Fred Allen	Peter Goldmark	William S. Paley
Roone Arledge	Mark Goodson	Edward Petry
Edwin Armstrong	Ralph Guild	Irna Phillips
Gene Autry	Jack Harris	Ward Quaal
Lucille Ball	Carl Haverlin	Gilda Radner
Red Barber	John Hendricks	Ronald Reagan
Ralph Baruch	Ragan Henry	J. Leonard Reinsch
Jack Benny	Jim Henson	Brian Roberts
Edgar Bergen	Don Hewitt	Ralph Roberts
Milton Berle	Bob Hope	Gene Roddenberry
James Blackburn Sr.	Amos Hostetter	Robert Rosencrans
John Blair	Stanley E. Hubbard	Elton Rule
David Brinkley	Stanley S. Hubbard	Dick Salant
Dean Burch	Chet Huntley	Lucie Salhany
George Burns	Robert Hyland	David Sarnoff
Marcy Carsey	H.V. Kaltenborn	Rod Serling
Johnny Carson	Mel Karmazin	Eric Sevareid
Dick Clark	Gene Katz	Frank Smith
Frank Conrad	Larry King	Aaron Spelling
Joan Ganz Cooney	Roger King	Lesley Stahl
Howard Cosell	Robert Kintner	Frank Stanton
Walter Cronkite	John Kluge	George Storer
Bing Crosby	Kay Koplovitz	Todd Storz
Bill Daniels	Ernie Kovacs	Howard Stringer
Lee De Forest	Brian Lamb	Ed Sullivan
Barry Diller	Norman Lear	Sol Taishoff
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Hugh Downs	Phillips H. Lord	John Walson
Allen Du Mont	Robert Magness	Barbara Walters
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Joe Flaherty	Al Masini	Orson Welles
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# Malone predicts more rate hikes

*"Modest" boost is part of plan to refocus company on core video business*

By Price Colman

**T**ele-Communications Inc. plans to raise rates modestly, focus on the core video operation and require emerging business lines to fund their own growth, TCI Chairman John Malone told investors and analysts last week.

The moves, coupled with what Malone called aggressive budgeting, are intended to help relieve TCI's debt and get the company into the debt-to-cash-flow range of between 5.5:1 and 5.75:1 by year's end.

Revenue from rate hikes coupled with savings from self-sufficient companies and cutbacks in capital expenditures improves the financial picture substantially for TCI, Malone told analysts, adding detail to his plan for having free cash flow of \$750 million—\$1 billion by the end of 1997.

It's a move that could help TCI Com-



Malone tried to reassure analysts last week

munications' (TCOMA) debt rating, which is a step above investment grade and under review with "negative implications" at Standard & Poor's.

Malone acknowledged the dangers of a rate hike, a TCI spokeswoman said, but added that this year's big increase—

averaging about 13%—was handled poorly. "[Malone] said the problem was that we raised rates without providing anything new," LaRae Marsik reported.

Marsik declined to discuss the size of the increases, which apply to basic and some premium services, saying only that they would be "modest." The plan calls for the bills of nonregulated subscribers—about 3 million of TCI's 14 million total—to change in January, everyone else's in July.

Meanwhile, TCI plans to deploy digital cable rapidly, renewing the focus on the core operation that has been cable's traditional strength. "I think he's trying to reassure the Street and say, 'We're not going off in six different directions willy-nilly. If we don't see a need to do hard-wired telephony or high-speed modem business, then we're not going to forge ahead with fiber into our systems at some accelerated speed,'" said Mark Riely of Media Research Group.

"He recognizes that if there is a competitive threat it is from DBS in the short-to-intermediate term."

Marsik characterized Malone and Barney Schotters' two-hour conference call as an expansion of what Malone said at the recent Bear Stearns conference in Phoenix (B&C, Oct. 28). There, Malone emphasized digital cable and TCI's ability to deploy it quickly, cheaply and widely.

"It was all pretty positive," said one analyst who requested anonymity. "To hear him say 'Digital may be better than I thought' gives me renewed optimism for the near term for TCI."

Some have suggested that Malone not only is back, he's angry after taking a hard look at operations. He's not wasting time doing something about it. Last week, TCI split cable operations into three divisions that will focus on their specific markets: larger urban and suburban markets with advanced traditional cable networks, smaller and more dispersed systems with traditional cable and the advanced test sites with bleeding-edge HFC networks.

Financial markets have grudgingly acknowledged Malone's words—TCOMA stock is up about 13% from recent lows. Analysts also appear to be encouraged, although still stinging from TCI's poor third-quarter showing. ■

## USA goes 'Undercover'

*Buys Fox drama from co-owned MCA for \$30 million*

By Cynthia Littleton

**U**SA Network is paying an estimated \$30 million for the off-network rights to MCA's gritty Fox drama, *New York Undercover*.

USA will air the acclaimed Dick Wolf police drama as a late-fringe strip beginning in fall 1998. MCA is also planning to offer the show to broadcasters for weekend barter runs. A major station group deal is expected shortly.

USA, which is co-owned by MCA, has licensed the off-network rights to the first four seasons, or about 100 episodes, of *New York Undercover*, which is in its third year on Fox. In the face of competition from NBC's powerhouse Thursday 9-10 p.m. block, the show has averaged a 7.2 household Nielsen rating season-to-date.

Financial terms of the deal were not disclosed, but sources say USA is paying about \$275,000 per episode. If so, the fee doesn't approach the \$1.2 million Warner Bros. commanded from



Fox's 'New York Undercover'

TNT for *ER*. USA's price was driven up by strong interest in the show from FX, Fox's basic cable network. ■

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# MCI/British Telecom reducing ASkyB stake

*TCI said to be talking about investing in DBS venture*

By Steve McClellan

**E**ven before last week's MCI/British Telecom merger announcement, TCI and News Corp. were holding discussions about a possible TCI investment in the MCI/News Corp. DBS venture, ASkyB. Sources say those talks continue in the wake of MCI's confirmation that it will reduce its stake in ASkyB to "something less than 20%," as MCI Chairman Bert Roberts put it last week.

Roberts also said the company's corporate alliance with News Corp. was being "redefined." Roberts did not elaborate, but company officials said later that that meant MCI was capping its investment in News Corp. at \$1.335 billion, giving it just under a 10% stake in the media conglomerate. The initial corporate alliance, struck in August 1995, called for MCI to invest as much as \$2 billion, representing a 13% stake in News Corp.

But that won't happen, says MCI spokesman Jim Monroe. "We anticipate that the current \$1.335 billion investment in News Corp. will remain, and we don't anticipate that it will be increased." News Corp. Chairman Rupert Murdoch will remain on MCI's board until the merger with BT is completed, but won't join the BT board after the merger is completed.

Separate from that agreement is the DBS venture, in which MCI put up an additional \$682.5 million to buy the required licenses that were auctioned off by the FCC last January. So between the two deals, MCI officials confirm, the company has already invested \$2.017 billion in News Corp. and the DBS venture. But that figure will be reduced by at least \$545 million, to just under \$1.5 billion, once MCI scales back its ASkyB stake to 20% or less.

With MCI reducing its interest in ASkyB from 50% to 20%, News Corp., the managing partner and half-owner in the DBS venture, will definitely bring in new partners, confirms ASkyB Chairman Preston Padden, who would say only, "I don't have any doubt at all

**"We anticipate that the current \$1.335 billion investment in News Corp. will remain, and we don't anticipate that it will be increased."**

**MCI spokesman, Jim Monroe**

about that."

Roberts said that when ASkyB gets new partners to take over most of MCI's interest in the DBS venture, "we will obviously get reimbursed for that [50%] investment. It will still be a partnership in which you'll find us doing some things. But it will be more of a passive ownership situation both at the parent company, as it is now, and in the ASkyB facility."

Getting reimbursed for that investment would mean selling the DBS licenses back to News Corp. and any new partners. Such a transfer would require FCC approval. As a foreign company, BT could directly own as much as 20% in the DBS venture without violating the FCC's foreign ownership cap.

Indeed, the ASkyB licenses that MCI paid for are already under challenge at the FCC and have not been officially granted to the venture. EchoStar, a competing DBS service, challenged the award of the licenses based on the foreign ownership of News Corp. (Australia) and BT, which already owns a 20% interest in MCI. Word circulating in Washington is that the market-oriented FCC will dismiss that challenge, and perhaps soon, although there is no official confirmation of that from the commission. Whether EchoStar mounts a new challenge, based on how BT and MCI dispose of most of their interest in ASkyB, remains to be seen.

Despite MCI's decision not to invest the remaining \$665 million in News Corp., called for under the original alliance agreement, analysts say Mur-



ASkyB Chairman Preston Padden

doch and his company have plenty of cash on hand—as much as \$3.5 billion, if a plan to monetize a portion of its ownership in the UK's BSKyB goes through as expected.

"Murdoch doesn't need MCI's money," says Steve Barlow, the media analyst who follows News Corp. for Smith Barney. "At the end of the last quarter they had \$1.5 billion cash on the balance sheet, and they've raised an additional \$2 billion since." The first \$1 billion is already in hand, through a bond issue completed several weeks ago, says Barlow. Another \$1 billion will come through the liquidation of a portion of BSKyB. That transaction is expected to close by the end of the week.

Meanwhile, TCI is already a partner in Primestar Partners, a DBS company in which several other major MSOs are also partnered, including Time Warner, Comcast, Continental and Cox. Currently, it's a medium-power service that hopes to launch a high-power satellite in January.

It's unlikely that TCI's MSO partners in Primestar would be comfortable with a TCI-ASkyB linkup—Primestar was initially conceived as cable's answer to DIRECTV, a service similar to what ASkyB hopes to become.

TCI does have two high-power satellites to bring to a DBS party. And there were suggestions last week that TCI and its Primestar partners were arguing over whether TCI had made a binding agreement to contribute those birds to the Primestar effort. "It's definitely an outstanding issue," said one source with knowledge of the situation.

At this point, it seems there are more questions than answers for many issues surrounding ASkyB and Primestar. ■

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# Sell Teleport, Justice tells Continental

*Move will clear way for merger with US West*

By Price Colman

**C**ontinental Cablevision must sell the 11.2% of Teleport Communications Group Inc. it owns to gain federal approval for Continental's merger with telco US West, the Justice Department ruled last week.

The DOJ's ruling, which was expected, sets up a two-step process for divestiture. Continental must reduce its stake in Teleport, a competitive-access telephone service provider, to 10% or less by June 30, 1997, and must completely divest by Dec. 31, 1998.

Privately held Continental has scheduled a shareholders meeting for Nov. 14 to vote on the merger. Continental and US West officials have said they expect the merger to be consummated by the end of November.

Before TCG conducted an initial public offering and debt sale on June 27, Continental, Tele-Communications Inc., Cox and Comcast were its prima-

ry owners. TCI owned 30%, Cox 30%, Comcast 20% and Continental 20%. The IPO, in which TCG sold about a 20% stake, and accompanying debt financing raised about \$1.3 billion.

Following the IPO, TCI owned about 49 million super-voting (10 votes for each share) Class B shares representing about 31% of all (Class A and B) outstanding shares; Cox 39 million Class B shares, or about 25%; Comcast 25.63 million, or about 16.4%; and Continental 17.5 million, or about 11.2%. At the recent trading price of about \$29 per share, sale of those shares would bring Continental more than \$507 million.

The DOJ couched its action in the form of a lawsuit, filed in U.S. District Court in Washington, that seeks to block the merger if Continental fails to comply with the divestiture requirement.

At the same time, the DOJ filed a proposed settlement allowing the

merger to proceed if Continental complies with the conditions.

The DOJ filing also prohibits US West and Continental from appointing members to TCG's board of directors, participating in TCG board meetings and bars US West from access to confidential TCG information pending completion of the divestiture.

In issuing the conditions, the DOJ said there was the potential for decreased competition in certain US West markets—Denver, Phoenix, Seattle and Omaha, specifically—if the merger were allowed to proceed without the divestiture provision.

"The antitrust laws don't allow a dominant firm to own even a part of a competitor trying to break into the market," said Joel I. Klein, acting assistant attorney general of the DOJ's Antitrust Division. The Internal Revenue Service is expected to rule this week on how Continental will be absorbed into US West. ■

## Comcast cash flow, losses up

*Net losses also up from third quarter 1995*

By Price Colman

**C**omcast Corp. last week reported overall revenue and cash flow up 12% for the third quarter, with its net loss, primarily due to capital expenditures, increasing 35% to \$10 million—or 4 cents per share—over third quarter 1995.

Philadelphia-based Comcast recorded overall revenue of \$974.6 million and overall cash flow of \$295.8 million. Results in three key areas—cable, QVC and cellular—improved, with cable being the weakest of the three.

In actions that will affect its future financial results, Scripps Howard and Comcast conducted special shareholder meetings last week to vote on the acquisition of Scripps' cable operations by Comcast. Shareholders from both companies were expected to approve the deal, worth an estimated \$1.575 billion.

Comcast's cable division reported

**Analysts were upbeat about Comcast's financials, saying third-quarter results were in line with expectations.**

6.6% cash-flow growth, to \$193.9 million, on revenue of \$392.6 million, also up 6.6% from the comparable quarter last year. Annualized subscriber growth was 2.6%, reflecting the addition of nearly 86,000 customers for the 12 months ending Sept. 30, 1996. In the third quarter alone, the company added about 18,000 subscribers, compared with the roughly 10,500 subscribers added during the comparable

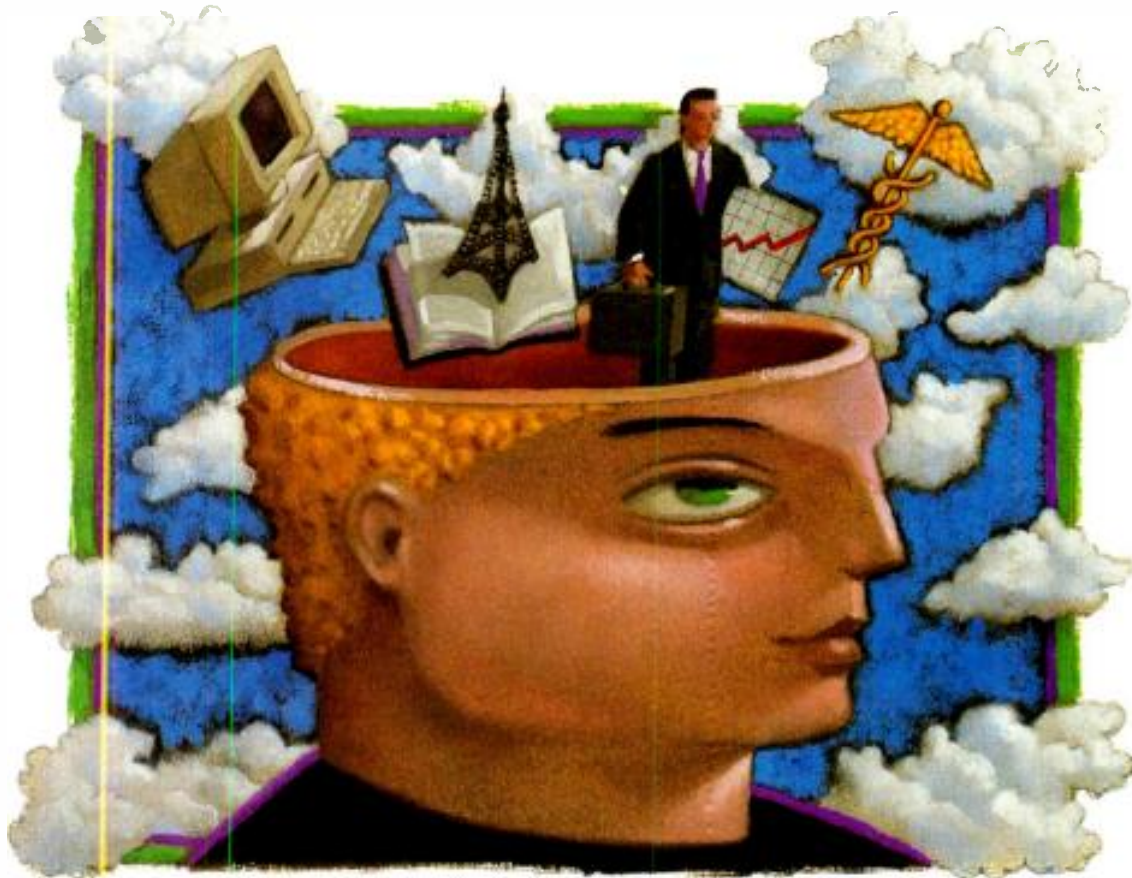
quarter last year.

Cash flow for the cellular division increased 12.5%, to \$47.74 million, on a 19.5% increase in revenue, to \$110 million. In recent quarters, the financial results for cellular operations had been hurt by fraud and the implementation of security measures to combat it. Cellular's improving results indicate that Comcast is dealing effectively with fraud and security issues.

QVC reported 16% cash-flow growth, to \$69.2 million, on a 10.1% increase in revenue, to \$431 million.

Analysts were upbeat about Comcast's financials, saying third-quarter results were in line with expectations, despite weakness in the cable advertising and pay-per-view areas that held down cable numbers overall. Analysts also are looking for improving fourth-quarter numbers for cable operations, partly stemming from a cable rate increase that will take effect this month. ■

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# Encore strikes up the brand

*Invests \$40 million in awareness campaign for STARZ*

By Price Colman

**E**ncore Media Corp. has launched a \$40 million national branding campaign for its STARZ! movie channel with high-tech commercial spots and heavy exposure on cable networks.

The goal of the campaign, which features two spots (total: \$2 million) produced by George Lucas's Industrial Light & Magic studios, is to generate the kind of household name recognition that HBO enjoys.

Encore is using the remaining \$38 million in the branding budget for media buys on cable networks including TNT, TBS, CNN, USA, The Family Channel and Discovery as well as ABC, CBS and NBC radio networks.

"This is very, very aggressive," says Mike Hale, senior vice president of marketing and business development at Encore. "The whole idea is to let the public know there is a big, new option called STARZ."

Beginning next year, STARZ! will add output from Touchstone/Hollywood Pictures to the current output from studios including Universal, Miramax, Fine Line, New Line, Turn-

er Pictures International and Imagine. The additions will give STARZ! access to 40% of Hollywood movie studio output, which puts it on par with HBO, Hale says.

Although not expected to be prof-

DIRECTV, Primestar and AlphaStar; and some C-band satellite services.

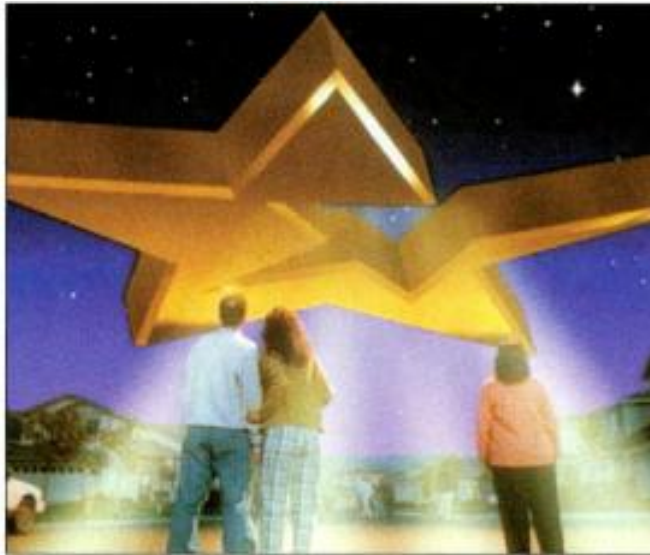
Promotions for STARZ! began last week with 60- and 30-second spots during "Gremlins" and "First Blood" and on Discovery. Hale doesn't rule out broadcast network spots, but says the initial focus is cross-promotion on cable.

"Our view is that without STARZ! and Encore, the pay numbers in most cable companies would be worse.... By dropping us in with HBO and pay packages, it solidifies at that price point."

Typical pricing for STARZ! and Encore is \$5-\$7.95 a la carte and \$14.95 when bundled with HBO.

Encore is looking for the commercials to offer a big bang. The spots are produced at Industrial Light & Magic and directed by Matthew Robbins, co-writer with Steven Spielberg of "ET," "Close Encounters" and "Sugarland Express." Robbins's commercial credits include the Darth Vader spot for Energizer.

DBS has helped premium channels such as STARZ!, Hale acknowledges, and cable—which has had spotty success with pay channels—is catching on. ■



*With big-budget spots like the one above, STARZ is looking to gain kind of name recognition enjoyed by HBO.*

itable until early in the next decade, two-year-old STARZ! has about 4.7 million subscribers through affiliation agreements with cable MSOs Tele-Communications Inc., Continental Cablevision, Cox, Cablevision Systems, Time Warner; DBS providers

## Turner puts it to television

*Says a lot of programing is stupid, sleazy and exploitive, but V-chip isn't answer*

By Jim McConville

**S**ounding more like an industry critic than a television executive, always outspoken Time Warner Vice Chairman Ted Turner urged TV programers to clean up their act, calling much of TV "stupid, sleazy, lousy, violent and exploitive."

Speaking last week to a packed house at the Museum of Television & Radio's fourth annual William S. Paley lecture series in New York, Turner said TV now exerts greater influence over

young minds than does family, church, school or government.

"We have a real responsibility," said Turner. "I do not think that there is any industry in the world that has more influence than the media. It is a sacred trust. We have a real responsibility, like a minister or college president, to produce something worthwhile."

Turner said the public has begun to "realize that the total effect of watching so much stupid, sleazy, lousy, violent and exploitive programing is bad for our society."

He did not exclude himself from the criticism, saying that the more successful TBS has become, "the more my standards have been compromised for the sake of the almighty dollar and not losing market share."

Saying he has produced more programing that he's "proud of than ashamed of," Turner added that there remains programing on Turner networks he's not happy about. Still, he did not suggest he was abandoning the company's programing philosophy. "It bothers me. But does it bother me





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enough to do anything about it? No."

Turner's vocal antiviolence stance notwithstanding, he said Time Warner/Turner pay channel HBO will continue to air unedited R-rated films.

TV viewing in the U.S. has become "pervasive" and "habit-forming" at the expense of family relationships, Turner said, and he equated excessive TV viewing with the dangers of overimbibing. "One or two drinks before dinner won't hurt you, but if you drink a fifth a day it'll kill you," he warned. "Maybe we should be running announcements that say 'too much television can be dangerous to your mental health.'"

Turner said broadcasters are too focused on the bottom line, "making a fortune selling Froot Loops to little kids. Too many people in our business are too concerned about making money." Turner exhorted TV producers to exercise

their "individual responsibility" to make programming they're proud of.

He stopped short of advocating external controls on programming, however, saying that broadcast television has been "intimidated into getting tamer. With the V-chip it will probably get intimidated into getting tamer yet."

Showing a flair for the theatrical, Turner at one point assumed the fetal position on stage to demonstrate his reaction earlier that day to what he characterized as complex programming discussions with HBO President Jeff Bewkes. "I've always liked complexity, but you can get too much complexity. It's like trying to build an erector set without the instructions," he said.

In a question-and-answer session after the speech, Turner cautioned that not all of the major broadcast networks will necessarily survive over the long

run, and he predicted that cable networks will continue to eat away at the Big Three's ratings and advertising share. "It's an irreversible trend," he said.

Turner also said he sold TBS to Time Warner instead of other companies because he wanted to make sure CNN ended up with a company with strong journalistic credentials. He explained that the ongoing consolidation of media properties made joining with another, larger company inevitable.

Choosing Time Warner, said Turner, was a way to insure that TBS will be able to grow and have the programming that it needs to do so. "You can't run a sports franchise if you don't have any rookies coming in. Pretty soon you are going to be like CBS News, where everybody is 65 or older." ■

## H E A D L I N E S

### Eye on People picks agency

CBS/Westinghouse has named Adler Boschetto Peebles & Partners (ABP) ad agency of record for its upcoming cable network Eye on People, scheduled to launch March 31, 1997. Network trade advertising will begin later this month and consumer advertising in January. ABP has been the agency for Group W Satellite Communications since 1989.

### Sobering world of Disney

"Many things have happened to me in my life, but never did I think I would appear in a Walt Disney film." Nobel Peace Prize winner and Holocaust survivor Elie Wiesel said at the recent screening of a new documentary airing this month on The Disney Channel. *Waging Peace* is a riveting look at a week-long "experiment in promoting peace" organized last year by the Elie Wiesel Foundation for Humanity. The foundation brought together 30 teenagers from war-torn areas around the world for a conference in Venice on breaking down barriers of prejudice and ending the violence in the Middle East, the former Yugoslavia and Northern Ireland, and the gang violence in Oakland, Calif., and Chicago. "This movie deals with hope," said Wiesel at the screening and fund-raiser held on the Disney lot in Burbank. "Sometimes we need the wisdom of children. We, as adults, give them our past, but they

represent our future."

### AMC in concert

Rainbow Holdings Inc.'s American Movie Classics (AMC) will produce *AMC in Concert at the Rainbow Room*, a series of four one-hour musical specials highlighting pop song. Taped at the Rainbow Room in Rockefeller Center in New York, the series begins on Dec. 31, New Year's Eve, with an episode hosted by singer Dionne Warwick and composer Burt Bacharach.

### Deal done

Northland Communications Corp. has completed its acquisition of cable systems in Moses Lake, Wash., from Marcus Cable that serve an estimated 12,600 subscribers. Purchase price of the deal was not disclosed.

### Strip & Drag?

The Outdoor Life Network will feature a three-day special covering the 1996 National Horse Show next month. Taped at Madison Square Garden in New York City, the special will air Dec. 3-5 at 8 p.m. First-night coverage will include Gambler's Choice, Strip & Drag and Puissance (high jump) competition rounds.

### CNNI names anchors

CNNI, the Time Warner/Turner sports news network to be launched next month, has named five additional

news anchors: Steve Bartelstein, Steve Berthiaume, Justin Farmer, Eric Goodman and Chris Rose. CNNI, the joint venture of Turner's CNN and Time Warner's *Sports Illustrated*, will debut Dec. 12.

### Roundball classic

DBS operator Primestar Partners will sponsor the John R. Wooden Classic NCAA basketball tournament double-header for the second year in a row. This year the tournament matches the University of Arizona against the University of Utah, and the University of Louisville against Louisiana State University. The tournament will air Dec. 7 at 8 p.m. on NBC-TV.

### Heavy hitters on menu

Several top cable executives are lined up for "Cable's Menu: We Deliver Customers," the opening general session of the Western Cable Show in Anaheim, Calif., next month. Scheduled for 10 a.m. on Dec. 11, the session will feature Peter Barton, president, Liberty Media Corp.; Michael Bloomberg, president, Bloomberg LP; Chase Carey, co-COO, News Corp., and chairman, Fox Television; and Terry McGuirk, chairman and president, Turner Broadcasting System. The panel will be moderated by Paul Kagan, chairman of Paul Kagan and Associates.

—JM,CL



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# MTV adds executives to oversee originals

By Jim McConville

**M**TV plans to expand its long-form original programming, which may include the introduction of two offbeat comedies now in pilot production.

MTV has named four executives to help oversee the network's new original program development: Jeremiah Bosgang, Michael Dugan and John Miller, all appointed vice president, original programming and series development, and Carol Eng, director, original programming and series development.

Bosgang will oversee MTV pilot *Oddville MTV*, based on the long-running New York City public access comedy show *Beyond Vaudeville*. The show features interviews of guests with unusual and eccentric talents by show host Frank Hope (stage name for BROADCASTING & CABLE assistant editor Rich Brown, currently on sabbatical).

Before joining MTV, Bosgang was director of comedy development for Fox Broadcasting, where he worked on the series *Martin*.

Dugan will oversee production of *Idiot Savants*, an offbeat game show that quizzes contestants on arcane and trivial information. MTV has committed to 65 episodes of the series, which will air daily at 7 and 11 p.m., starting Dec. 9. Previously Dugan was VP, production, at HA! The TV Comedy Network.

John Miller will be in charge of production of current MTV shows *Road Rules*, *The Real World* and *Buzzkill*, the last as executive producer.

Before joining MTV, Miller was director of development for Foxlab, the Fox division that created syndicated shows *Cops*, *Studs* and *America's Most Wanted*. Eng was supervising producer for MTV, where she produced programs including *MTV Jams Live* and *The 1994 MTV Video Music Awards*.

Lisa Berger, MTV senior vice president, original program and series development, says MTV plans to stick with its current programming mix of 70% music videos and 30% original programming. "What we would like to do is lessen the repeats and expand original programming." ■

50

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Oct. 28-Nov. 3, 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/San Fran. @ N. Orleans	ESPN	Sun 8:00p	6,558	9.3	6.8	13.8
2. Rugrats	NICK	Sun 10:00a	2,732	4.0	2.8	11.4
3. Rugrats	NICK	Mon 7:30p	2,589	3.8	2.7	5.9
3. NFL Sportscenter	ESPN	Sun 11:19p	2,647	3.8	2.7	8.8
5. World Champ. Wrestling	TNT	Mon 8:00p	2,573	3.7	2.7	5.6
6. Kenan & Kel	NICK	Sat 8:00p	2,494	3.6	2.6	6.4
7. Rugrats	NICK	Sat 8:30a	2,373	3.5	2.4	12.1
8. Rugrats	NICK	Sat 7:30p	2,332	3.4	2.4	6.2
9. Raahhlll Real Monsters	NICK	Sun 10:30a	2,246	3.3	2.3	9.4
9. Tiny Toons Adventures	NICK	Sat 9:00a	2,266	3.3	2.3	10.5
9. NFL Primetime	ESPN	Sun 7:00p	2,322	3.3	2.4	5.2
9. World Champ. Wrestling	TNT	Mon 9:00p	2,321	3.3	2.4	4.8
13. The Ren & Stimpy Show	NICK	Sun 11:00a	2,178	3.2	2.2	8.8
13. All That	NICK	Sat 8:30p	2,202	3.2	2.3	5.5
13. Tiny Toons Adventures	NICK	Sat 9:30a	2,183	3.2	2.3	10.1
13. Rugrats	NICK	Fri 7:30p	2,172	3.2	2.2	5.8
13. Movie: "Grease"	TBS	Sun 12:50p	2,221	3.2	2.3	7.2
18. Rugrats	NICK	Wed 7:30p	2,112	3.1	2.2	5.2
18. Rugrats	NICK	Tue 7:30p	2,139	3.1	2.2	5.1
18. Doug	NICK	Mon 7:00p	2,109	3.1	2.2	5.1
21. Rocko's Modern Life	NICK	Sun 11:30a	2,043	3.0	2.1	8.1
21. Doug	NICK	Sat 7:00p	2,040	3.0	2.1	5.7
21. Doug	NICK	Fri 7:00p	2,061	3.0	2.1	5.6
21. Hey Arnold	NICK	Wed 8:00p	2,059	3.0	2.1	4.7
21. Hey Arnold	NICK	Mon 8:00p	2,091	3.0	2.2	4.5
26. Tiny Toons Adventures	NICK	Mon 6:30p	1,976	2.9	2.0	5.1
27. Movie: "Steel Magnolias"	WGNC	Sun 5:00p	1,125	2.8	1.2	5.1
27. Looney Tunes	NICK	Sun 9:00a	1,915	2.8	2.0	8.6
27. J. Henderson's Muppet Babies	NICK	Sat 10:00a	1,904	2.8	2.0	8.8
27. Tiny Toons Adventures	NICK	Fri 6:30p	1,910	2.8	2.0	5.4
27. Are You Afraid of the Dark	NICK	Wed 5:00p	1,939	2.8	2.0	6.9
27. Are You Afraid of the Dark	NICK	Mon 5:00p	1,941	2.8	2.0	6.6
27. Kelko	DISC	Mon 8:00p	1,987	2.8	2.0	4.1
34. All That	NICK	Sun 12:30p	1,875	2.7	1.9	6.8
34. Rocko's Modern Life	NICK	Sat 6:00p	1,857	2.7	1.9	5.7
34. Doug	NICK	Sat 8:00a	1,863	2.7	1.9	10.4
34. Clarissa Explains It All	NICK	Fri 6:00p	1,861	2.7	1.9	5.7
34. Doug	NICK	Wed 7:00p	1,873	2.7	1.9	4.8
34. Clarissa Explains It All	NICK	Wed 6:00p	1,862	2.7	1.9	5.4
34. Rocko's Modern Life	NICK	Wed 5:30p	1,853	2.7	1.9	6.0
34. Movie: "Grease 2"	TBS	Sun 3:05p	1,911	2.7	2.0	5.6
42. Adventures of Pete & Pete	NICK	Sun 6:30p	1,791	2.6	1.8	4.2
42. Are You Afraid of the Dark	NICK	Sun 6:00p	1,759	2.6	1.8	4.3
42. Adventures of Pete & Pete	NICK	Sun 12:00p	1,811	2.6	1.9	6.9
42. Raahhlll Real Monsters	NICK	Sat 6:30p	1,794	2.6	1.8	5.3
42. Are You Afraid of the Dark	NICK	Fri 5:00p	1,808	2.6	1.9	6.7
42. Tiny Toons Adventures	NICK	Wed 6:30p	1,811	2.6	1.9	4.9
42. Clarissa Explains It All	NICK	Mon 6:00p	1,756	2.6	1.8	4.8
42. Rocko's Modern Life	NICK	Mon 5:30p	1,786	2.6	1.8	5.4
42. NFL Countdown	ESPN	Sun 11:30a	1,797	2.6	1.9	7.0

Sources: Nielsen Media Research, Turner Research

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## Internet Broadcasting

# VDO expands Webcasting possibilities

*MTV Europe to cover awards with VDOnet streaming*

**M**TV Europe will Webcast its music awards show live this week using video streaming technology from VDOnet Corp.

The show hits the Internet Thursday through five VDO-Live servers stationed around the world in what will be the highest-profile demonstration of the VDOnet technology to date. The Nov. 14 event starts at 9 p.m. (Central European

Time)/3 p.m. ET and can be accessed at the MTV Europe Website (ema.mtve.com).

The live Webcast is the first in what will be a growing number of Internet events, including rock concerts, an upcoming political summit in Singapore and college football games (see "Telemedia," Nov. 4). "These events are going to be occurring much more frequently," says Asaf Mohr, VDOnet pres-

ident. "We now have a broadcasting server that can grab a video feed, digitize the motion video and prepare it for on-the-fly streaming on the Internet."

VDOnet also gained the backing of two major media players recently when Microsoft Corp. and US West took a reported 20% combined stake in the Internet technology company.

As part of those agreements,

VDOnet gains licensing rights to Microsoft NetShow, an open standards-based platform for multimedia applications online, and Microsoft NetMeeting, which enables real-time audio communications and simultaneous data sharing between several users via the Internet. VDOnet and Microsoft stated an intention to advance video streaming technology cooperatively, beyond the recently released VDOLive 2.0 product.

US West sees the real potential of VDOnet's technology in its ability to deliver a range of content via cable modem, with emphasis on the bandwidth capacity available, aside from the faster transmission speeds that cable modems afford.

US West's relationship with Continental Cablevision will likely produce cable modem trials in the foreseeable future. "We're interested in working with Continental in applications that don't take advantage of just high-speed access but of the wider bandwidth that cable modems offer," says John O'Farrell, president of US West Interactive Services.

In terms of Web access, O'Farrell sees VDOnet's streaming technology taking the Internet to a new level for PC users. "We firmly believe cable modems are not just about offering high-speed access to Websites. They're about creating a genuinely new experience," he says.

But US West's perspective

### Thomson issuing 'Net set-top

Thomson Consumer Electronics plans to release a set-top device for TV Internet access in spring 1997.

Thomson announced plans last week to produce the \$300 device based on the reference design from Oracle Corp.'s Network Computer Inc. subsidiary. "Our plan is to manufacture and market several models of proven NC-based products under our RCA, ProScan and GE brand names," said Louis Lenzi, Thomson vice president of multimedia products and services.



The product will make use of a subscription-based service from NetChannel Inc. that will provide full Internet access and "learn" users' Internet surfing preferences to enable individualized content.

In addition to producing the set-top unit, Thomson plans to produce a large-screen TV/PC, featuring a 36-inch screen. In cooperation with Compaq Computer Corp., which will provide

fully featured Compaq PCs in the sets. Price for the TV/PC, to be introduced under the RCA brand next spring, is yet to be determined.

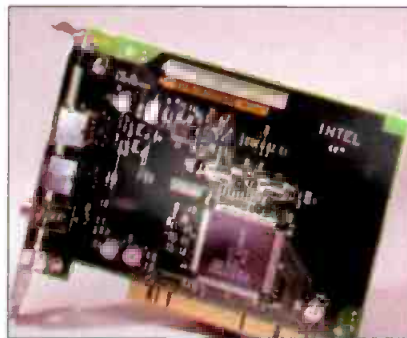
### Intel introducing video capture board

Intel Corp. plans to introduce a \$200 PC board soon to enable users to capture video and edit it on PC.

The Intel Smart Video Recorder III will permit users to capture and compress video from sources such as VCRs in real time, edit it on PC and transmit it on the Internet. It compresses video on the fly, conserving disk space in the process.

The video can be played back on a PC equipped with a Pentium-based processor, since the new board will employ Intel Indeo video technology to accomplish the compression.

The NTSC standard product is a 4x6 board that plugs into a PCI slot. No word from Intel on the time frame for availability.—RT



on the technology goes beyond cyberspace into interactive TV applications including video on demand. Along with that sort of one-way video streaming, O'Farrell expects two-way video-conferencing to become another application, for both residential and business customers. He declines to indicate how quickly US West

and Continental may mount trials or attempt to initiate services incorporating the VDO-net technology. But he says the investment wouldn't have been made if US West hadn't been certain of tangible results in "a speedy fashion."

For its part, VDO-net also has an expansive view of how its technology may be employed, including an appli-

cation expounded in the context of interactive TV: multiple camera angles at sporting events. "The power of the Internet is in providing content that is not otherwise available," says Asaf Mohr.

MTV Europe will further validate that assertion when 'Net surfers not on the Continent can tune in its award show via PC this week. **TMW**

### Time launches 'Net subscription service

Pathfinder Personal Edition, the second periodical subscription service to launch on the Internet, is slated to debut next week.

Time Inc.'s New Media unit will be moving its Pathfinder to a subscription model at \$4.95 monthly on the heels of the *Wall Street Journal's* so far successful segue to that mode online. Online, the *Journal* currently claims 30,000 takers.

The key here is that Personal Edition permits users to customize their own content menu. Pathfinder provides readers with *Time*, *Sports Illustrated*, *Fortune* and *Entertainment Weekly*, a plethora of content sources, as well as 30 news feeds, including the Associated Press and Reuters. Users who commit to a full year's subscription get a break at \$29.95.

Last week's announcement followed the news that Paul Sagan, president and editor of New Media at Time Inc., was leaving his post at year's end. Sagan's next move is to Colorado with his family for six months and then to Europe for one year.

Sagan, 37, says it was "now or never" to take a break from his career. But observers find it curious timing and an indication of the venture's less than assured prospects for success.

"We tend to think that Pathfinder would be better off if it broke itself into a couple of pieces," says John Robb, Internet analyst for Forrester Research. He points out that PC users can assemble customized editorial content elsewhere and that the idea of aggregating the Time content in one place doesn't make sense.

Time has reportedly spent \$35 million or more on the project thus far, although Sagan says published estimates of costs and revenues accrued to the venture are incorrect.—RT

### Network Computing

# Oracle announces partners at NC fest

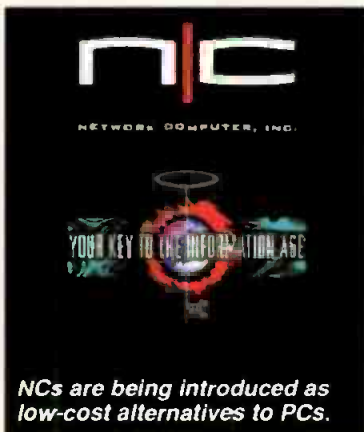
Goal is to reach 'the disenfranchised'

By Richard Tedesco

Network computers were the subject at Oracle Corp.'s OpenWorld forum in San Francisco last week, as Oracle announced hardware partners and CEO Larry Ellison preached the NC concept.

The seven partners planning to produce NCs are Acorn Computer Group and IDEA, both already shipping the machines, and Aiai Digital, Funai Electric Co. Ltd., Proton Industrial Electronic Co., RCA and Uniden. The last five plan to produce the scaled-down, reduced-function computing stations sometime in 1997.

Acorn's NC is available at \$400 in volume



discounts in the U.S., where IDEA's Internet Client Station became available last week for \$500 apiece.

Those price points help support one of the principal points that Ellison pushes as the foremost proponent of the high-tech alternative to the PC. "Where personal computers are needed, most people can't afford and don't understand how to use them," Ellison told his audience at OpenWorld, saying that the objective is to

put the machines in the hands of "the disenfranchised," both here and abroad.

He demonstrated a selection of applets, including word processing, spreadsheets and presentation graphics, all under the code name "HatTrick," that are part of Oracle's Web-based InterOffice software. InterOffice 4.0, currently shipping, will enable users to originate e-mail and receive formatted documents without engaging separate applications for each function.

Last week Oracle also unveiled Oracle WebServer 2.1, now in production release, affording users a common platform to develop Internet applications on Microsoft, Netscape and Oracle servers. Oracle claims that its WebServer is the first platform with the capacity to support applications regardless of the hypertext server on which they were created.

That's a particularly useful aspect in the context of corporate intranets, where various Web servers can come into play. And notwithstanding Ellison's appeal for universal computing access, business environments will remain the NC milieu for the foreseeable future. **TMW**

### Voice of the people

Taking the political pulse of 'Net surfers, the *Mother Jones* poll on the Mojo Wire registered a slightly different count from the actual presidential election results.

In the magazine's final week of polling, Libertarian candidate Harry Browne led the field on the left-of-center publication's Website with 35% of the vote. Green Party candidate Ralph Nader drew 28%, followed by Bill Clinton (21%), Bob Dole (6%) and John Hagelin (3%).

In a separate poll conducted for top jobs in the administration, Mr. Wizard was the top choice for secretary of education, Noam Chomsky was tabbed press secretary, Joycelyn Elders drew drug czar and former senator George Mitchell (D-Me.) nosed out RuPaul by two percentage points for FBI director.—RT

### 7th Level animating Kids' World, Python

7th Level Inc. is launching Kids' World, an animated edutainment/marketing Website, on Nov. 18, with a makeover coming for legendary comedy troupe Monty Python's site.

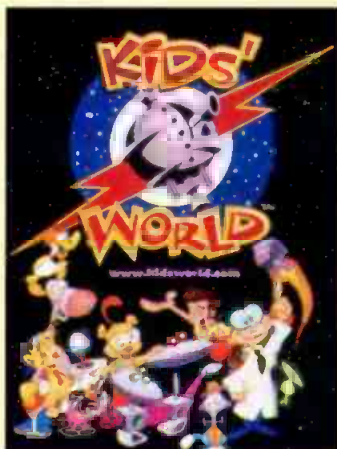
Kids' World will be aimed at PC users, ages 4-12.

Among the initial segments are Sarah's Survival Center, providing practical knowledge to grammar-schoolers, and Knowledge Bowl, a trivia contest aimed at older kids.

The package will provide up to four hours of programming per day, most of it random access, according to George Grayson, chairman of 7th Level. Grayson says the site will be ad-supported and will support the company's edutainment CD-ROM sales throughout its own site.

"It's the equivalent of launching the Cartoon Network online," says Grayson, who envisions the site ([www.kidsworld.com](http://www.kidsworld.com)) eventually growing to a 24-hour service.

Access to Kids' World requires a 486



machine running Windows 95 and using either Internet Explorer 3.0 or Navigator 2.0, with at least 10 MBs of memory.

Some edutainment segments will feature name talent voicing animated characters, including Howie Mandell as Little Howie and Charles Fleischer—the voice of Roger Rabbit—as a character named Virgil Reality. The Kids' World mix also will include straight game-playing. The host character is

U2M2, a two-headed robot who provides a lesson in perspective by constantly disagreeing with himself.

Next, 7th Level intends to embellish the absurd humor of Monty Python with animation on its site ([www.pythonline.com](http://www.pythonline.com)) in the form of five- or 10-second bits and skits, including some original material from Terry Gilliam. "It'll turn into an interactive show with linear segments," Grayson says.

So far, the Python site supports itself with CD-ROM sales and approximately \$4,000 weekly in merchandise sales.—RT

## 'Frontline' to create 'Webumentary'

By Richard Tedesco

Having advanced the form of the TV documentary, *Frontline* is looking to break fresh ground in cyberspace with the "Webumentary."


That's the shorthand term David Fanning, the PBS series' executive producer, uses to define what is, at the moment, a work in progress. "We don't know where we're going, but we're going to be publishing in new ways," says Fanning. "We will be organized in ways that allow you to drop out, cop out, go at your own speed."

So *Frontline* intends to build on its documentaries with comprehensive stories in cyberspace that will expand their scope. The first example will appear in January, when its four-hour Gulf War documentary is rerun. A new section of material on its Website is being prepared to address the Gulf War syndrome, so prominent in the news over the past several months.

The Gulf War area of its site (accessible through [www.pbs.org](http://www.pbs.org)) received nearly 2 million hits within five days of the documentary's first airing last January. The idea now is to build more original content into what figures to be an enduring online resource. "We're trying to make it a Webumentary in that it will have its own narrative line," says Marrie Campbell, *Frontline* editor who oversees online content.

*Frontline* intends to emphasize the interactive aspect of the area, which may feature both RealAudio and Apple QuickTime technology for video clips.

The larger the issue on *Frontline*, the longer the corresponding online content will keep attracting PC users. Aside from the Gulf War, its documentary on the Tiananmen Square demonstrations has generated steady interest online. "The sites that deal with the big events in our lives will endure," Campbell says.

Fanning sees *Frontline's* online component ultimately melding with its on-air component in a new form with the same essential purpose. "Documentaries are needed in our heart. Story organizes our ideas," says Fanning. "Story is our myth." 



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# Technology

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**SPECIAL REPORT: SOFTWARE**

As computers keep taking over more and more tasks within the television plant, functional software can often make or break new hardware. This report focuses on software developments for master control and newsroom automation, two areas where both video server implementations and customer demands for operational efficiency are asking a lot of the latest code.

# Automating the future

*Software suppliers tackle multichannel, server sales*

By Glen Dickson

**M**ultichannel" is the buzzword for many automation software suppliers today. With LMAs and regional and local cable channels growing in number, more and more broadcast plants are demanding software that can handle several channels of program playback and commercial insertion. The rise of video servers has also contributed to the development of multichannel automation systems, as even single-channel broadcasters have adopted redundant server schemes for on-air reliability.

KING-TV, the NBC affiliate in Seattle, is a good example of this trend. The Providence Journal station will be launching an LMA operation, UHF station KONG-TV, for licensee Zeus Corp. this spring. KING-TV, a longtime Louth automation user, wants to use video servers to handle commercial playback for both stations instead of the Betacart tape system it now uses.

The station plans to install upgraded Louth software next month and hold a "bake-off" between servers from BTS, Hewlett-Packard, Tektronix and ASC, says Brian Lay, KING-TV director of operations and technical support.

Lay says that KING-TV also is interested in extending the capability of the Louth software to work hand-in-hand with new digital satellite commercial delivery systems from IndeNet and DG Systems. "We want to be able to transfer spots in from the spot delivery server" like a DG or IndeNet Windows NT-based unit, says Lay. "Instead of dub-



*Pro-Bel's top-of-the-line Compass automation system*

bing video from one server to another, it becomes a networked file transfer operation. There's a real efficiency there."

If Louth can upgrade its software to handle those file transfers, Lay says, then traffic personnel will be able to check the incoming list of spots, approve them and immediately transfer them from the spot delivery cache directly to the main server. "That would get rid of a lot of the tape labor we have today," he says.

Sony, which will use its robust BZA-8100 multichannel automation software to handle playback for DBS service ASkyB, is marketing a more modest software and server package as its own Betacart replacement. The spot playback system, which has been purchased by Viacom and ESPN, marries BZA-810 transmission software with Sony's new Flexsys video server. It has 24 hours of RAID storage and can support up to three channels of playback.

Philips subsidiary Alamar, which has been focusing on big automation jobs like the AlphaStar DBS service, the Canadian Broadcasting Corp.'s

operations headquarters in Toronto, and PBS's new technical center headquarters in Alexandria, Va., also is implementing multichannel automation ability in its broadcast automation software.

"I don't know the last time we sold a single-channel system," says Alamar COO Frank Alioto. "Even the call-letter broadcasters we've sold to are looking at two or three channels."

One of Alamar's software features is a Summary Screen, which allows an

operator to look at the playlist of up to 16 channels on one screen. Alioto says that is a selling point with dual-channel operations such as Allbritton Communications' new all-digital TV facility in Birmingham, Ala., which runs WCFT-TV and WJSU-TV under an LMA; and Speer Communications' plant in Nashville, which houses both WNAB(TV) and the MOR Music TV cable network.

UK-based Pro-Bel, a new player in the U.S. market since its acquisition by Chyron last spring, has several software packages based on its MAPP media management application, including its high-end Compass automation system and mid-range Sextant multichannel product. "MAPP is a variety of Windows-based applications that allow you to integrate servers into broadcast operations, with or without automation," says Pro-Bel product manager Kathy Bienz.

The base MAPP system consists of a database manager, an acquisition application to load material onto the server and a layout function. Its dedicated PC station can support two sep-



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## Special Report: Software

arate playlist lists from one server.

MAPP currently talks to the Hewlett-Packard broadcast video server and Tektronix Profile, and Pro-Bel is working on interfaces to the Quantel Clipbox, ASC Virtual Recorder and Digital Equipment Corp. AlphaStudio. Turner Entertainment Networks has purchased Pro-Bel's Sextant package to control spot playback off Hewlett-Packard servers for its Cartoon Network Brazil, the new 24-hour Portuguese-language feed of Cartoon Latin America.

Florical Systems was tapped to provide automation software for another Turner channel, the Turner/Time Warner joint venture CNN/SI, which launches in December. The on-air insertion system for CNN/SI will use two redundant two-channel Tektronix Profiles with six hours of storage each, with any one channel playing out simultaneously, says Florical President Jim Moneyhun. The Florical software package also will control Sony LMS-1000 and LMS-80 cart machines that will link to the Profiles and use them as cache buffers.

In the past year, 60% of Florical's automation software contracts have included servers, estimates Moneyhun. Future jobs include an LMS/Profile combination at ABC's WLS-TV Chicago, an Odetics TCS-2000/Profile scheme at KCAL(TV) Los Angeles, and an LMS/Hewlett-Packard tape-server system at KCAL competitor KCOP(TV). Gainesville, Fla.-based Florical also has big multichannel, Profile-based installations scheduled for the Australian network NBN and TV New Zealand.

Moneyhun says that for an independent broadcast station with 4.5-6

hours of cache storage, the Florical software can reduce tape operations by about 90%. But that's only for spot playback. "When you run special effects, cache management, program acquisition and database management

through software, commercial insertion's just a drop in the bucket," he says. "We want to completely automate stations and move toward the time when nobody's there [in master control]." ■

## Software from scratch

*Hero Productions writes its own code*

By Glen Dickson

**W**hen Hero Productions bought ASC Audio Video Virtual Recorder digital disk recorders to handle playout for the cable networks it originates, the company knew it needed comprehensive automation software to gain the full benefits of its new server architecture.

So the Miami-based teleport and production facility decided to write its own code. "We looked around [at the market], and we saw nothing to easily adapt to our format of playouts," says Hero President Bob Behar. "We needed to be able to take in logs from the different channels, filter them and conform them to our own software needs. So we decided it would be a lot easier to do it ourselves. It was far, far cheaper, and we also had more control of what we wanted the functions to be."

Hero's automation software controls the playout of programing and intersti-



President Bob Behar in Hero's master control room

tials for four cable networks: Travel Channel Latin America; Hero's own music channel, HTV; and both the domestic and the international feeds of GEMS Television. The software keeps as-run logs that interface with the networks' separate traffic and billing software.

"We have interstitials playing off servers, program segments and fillers playing off Beta tape, audio voiceovers coming off a DAT [digital audio tape] machine, and logos inserted through downstream keyers," he says.

Hero's Windows-based software runs on a Pentium PC. The normal playout configuration for each network includes three tape machines, a DAT machine, a downstream keyer (a QSI logo inserter), an ASC file server, an audio board and a switcher.

The six-month software project was handled strictly by Hero's in-house engineering staff, says Behar. He says the biggest challenge in writing the code was getting the software to interface with the ASC servers. "We had to make sure the GPIs [trigger pulses for logo inserters] triggered at the right time, and we had some time errors between the servers and the sample rate of timecode of the tape machines. But little by little, these problems were all overcome." ■

### Cox chooses Philips

Cox Televideo, which supplies sporting event coverage to broadcast and cable outlets nationwide, has purchased six Philips BTS LDK 20 high-resolution digital cameras for use with its 32-foot mobile production truck. The Phoenix-based company, whose coverage includes NBA, NHL and MLB games, will be using the LDK



Cox Televideo will use six Philips BTS LDK 20 high-resolution cameras for mobile production.

20PS model, which has a unique split-body design that separates the front lens assembly from the rear control housing and allows the operator to place the front of the camera in small areas. The LDK 20 cameras use 12-bit A/D converters and 24-bit digital video processing for high image resolution. —GD

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## Special Report: Software

# Newsroom software heats up

*Sony shifts market strategy while Avid and NewStar square off*

By Glen Dickson

**A**s broadcast newsrooms ease themselves into disk-based news production, stations are looking for newsroom automation software that will make the best use of the new nonlinear technology.

After a big shift in the past few years from "dumb terminal" systems to networked PCs running Windows-based or similar operating systems, several newsroom software suppliers are pursuing the market's next "holy grail"—the journalist workstation that features both script composition and video editing at the same seat.

The two suppliers who seem to be the farthest along that road are NewStar and Avid, both of which have new newsroom computer systems that link to servers for video editing capability.

Their approaches are different. NewStar, which was acquired last month by Tektronix, sells the EditStar option with its NewStar for Windows system



A look at the EditStar user interface

to provide cuts-only editing for ready-to-air clips, using the Tektronix Profile for video storage. The EditStar stations are a companion product to the regular NewStar seats.

Avid, on the other hand, has included some low-resolution editing capability in every AvidNews station, but only for creating edit decision lists (EDLs). The company uses an AvidNews station and its NewsCutter nonlinear editor hand-in-

hand, storing material simultaneously on a low-resolution server for AvidNews and in high-resolution for the NewsCutter, which then can be used to create a polished on-air edit.

Neither company has exactly taken the U.S. market by storm. While NewStar has made some big EditStar sales overseas, its first domestic sale of EditStar and NewStar together closed last week to NBC affiliate WDIV(TV) Detroit. KOIN(TV) Portland, Ore., beta-tested the system last winter (B&C, Feb. 19), but didn't buy because of budget constraints, says NewStar. As for the New-

Star for Windows stand-alone systems, 10 are in the field, says NewStar director of marketing Jim Adams.

Avid has absorbed some shots from both competitors and customers for taking so long to bring to market AvidNews, its next-generation newsroom system. The company introduced Release 1.0 at the IBC show in September, and plans to begin alpha-testing in Europe in January and in the U.S. around March. Although Avid isn't announcing any test sites, KING-TV Seattle says it will be a beta tester.

Despite the delay, some broadcasters still say AvidNews is ahead of its competition. "Avid's out in front in terms of the overall video picture," says Grant Morrow, news systems analyst for San Francisco NBC affiliate KRON-TV, which uses Avid NetStation newsroom software. "They're as close as anyone to fully integrating video with the newsroom computer system."

Another player to watch is the NewsWire-2000 system from NEXUS Informatics of Germany. NewsWire-2000 works with the high-end Quantel Clipbox server to allow video browsing and cuts-only editing, and recently was purchased by CNN/SI as its newsroom computer system (roughly 30 out of the 80 NewsWire-2000 seats in its Atlanta headquarters will have editing capability).

Moving in the other direction is Sony, which announced an "open

## TV Works is on the job

TV Works, Columbine JDS's new sales automation software, has completed beta-testing and is now up and running at 160 stations.

The software, a suite of Windows-based tools for the sales department, aims to automate most of the daily tasks of stations' sales management staff, including account management, avail/proposal generation and the creation of research materials.

"The ability to electronically examine ratings data also is built into the TV Works system," says Dan Havens, general sales manager for Columbine JDS's BMP division. "You can get a ratings analysis or a trend ranking for any daypart, time period or program average."

TV Works has linkages to Nielsen ratings and Scarborough/Prime media auditing software. The system also has linkages to other Windows-based tools, such as copy/paste functions with programs such as Excel, and can electronically transfer proposals from TV Works to the traffic department over a LAN.

"The whole idea is to have an interlinkage of information from the buyer right through to the traffic department at local stations," says Havens. —GD

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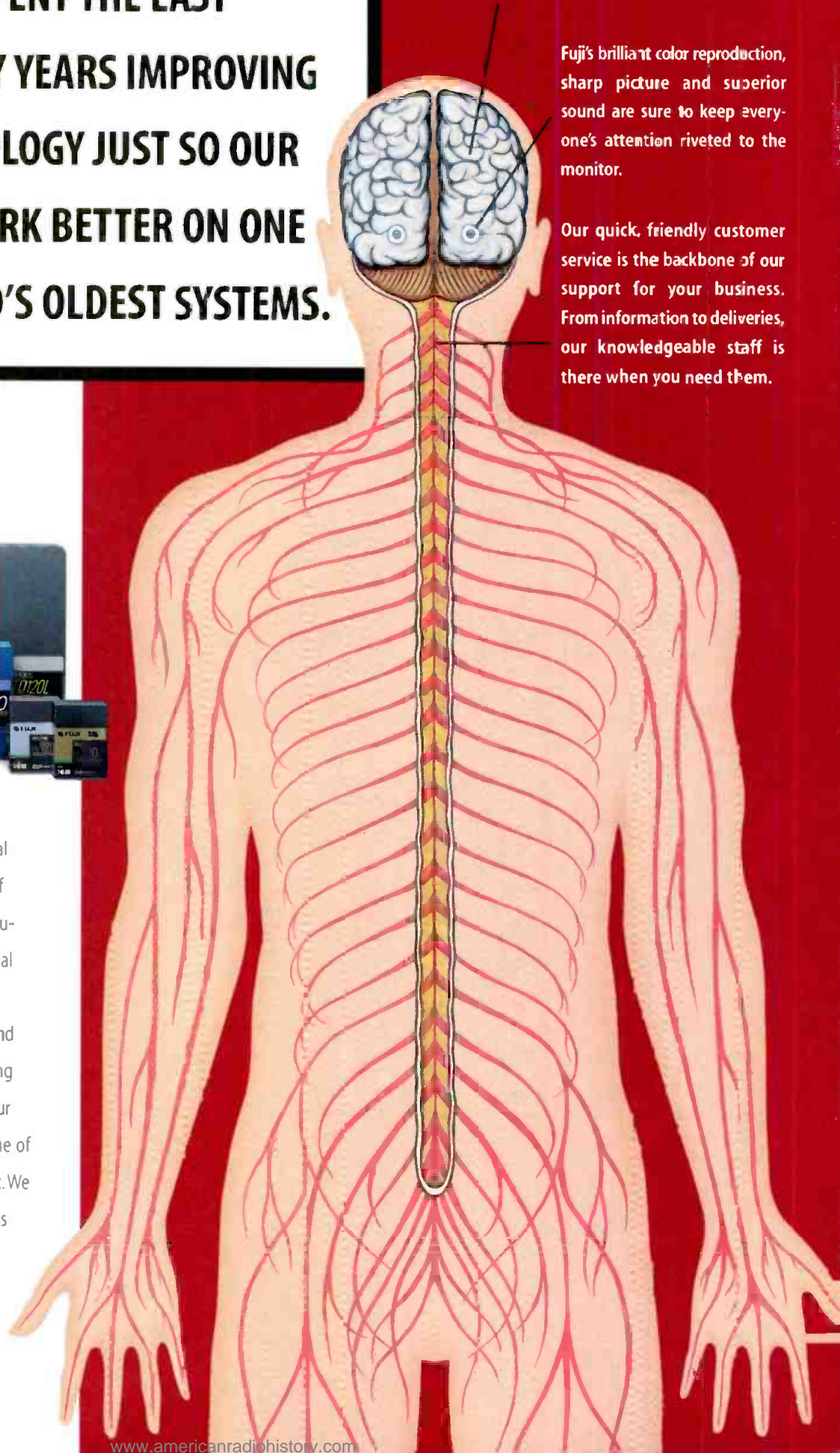


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## Special Report: Software

approach" to newsroom automation software at World Media Expo last month after showcasing a jointly developed Sony/Oracle newsroom production system at the NAB convention in April. The system demonstrated at NAB, which married Oracle's server-based text-and-video newsroom system with Sony's Betacam SX digital production gear, proved a little too ambitious for customers' wallets, says Peter Lude, Sony's vice president of automation and transmission systems.

"There were two problems," Lude says. "It was expensive, and the prospect of replacing existing newsroom software and throwing it out wasn't enticing to customers."

So Sony is now looking to interface its SX gear with existing text-based systems, and already is in formal discussions with NewsMaker Systems to that end. Lude says that Sony will use a software methodology of "interface control documents" to tackle the com-

patibility challenge. The ICDs will describe both the physical and the electronic interfaces between SX equipment and legacy newsroom systems, and will prescribe protocols and data interfaces that other manufacturers will be able to write code to.

"For example, if a journalist is doing an archive search on AP Newscenter, and now he wants to pull some [SX] clips—what data needs to transfer?" Lude asks. "We'll conduct a work-flow analysis, taking it from the journalist station through to the video side of the house."

Lude says Sony will be demonstrating several newsroom software systems, but probably not Oracle, in its booth at NAB '97. "We're not going to be tied to any newsroom system," he says. "That's our past strategy."

NewsMaker, which sold more than 250 seats of its PC-based newsroom system to CBS News last summer, is developing a new user interface for its

software. According to Olaf Saugen, vice president of sales and marketing, the interface will be similar to a Web browser, with the functionality for the newsroom system stored on a server within the station that would connect via LAN to the NewsMaker terminals.

"Everybody's obsessed with Windows, but we don't think the performance is that fast," he says. "So we're going with the Internet/intranet juggernaut."

NewsMaker's new software will use Microsoft's ActiveX Internet tool to provide browsing functionality to both the station's server and the Internet, which Saugen points out is the "world's largest single research facility." Since the general consumer software trend is moving toward Web browser interfaces with Windows as an option, Saugen predicts that NewsMaker "will be right in the mainstream" in the future. "We'll have all these clever people developing software that we can use," he says. ■

## WDIV makes NewStar buy

*\$400,000 purchase is first Tektronix/NewStar sale in U.S.*

By Glen Dickson

**W**DIV(TV), the NBC affiliate in Detroit, has purchased Tektronix/NewStar's NewStar for Windows newsroom automation system along with EditStar journalist editing workstations and Tektronix Profile digital disk recorders.

The Post-Newsweek station's buy, worth roughly \$400,000, is the first Tektronix/NewStar sale since Tektronix's purchase of Madison, Wis.-based Dynatech NewStar last month (B&C, Oct. 14).

WDIV's proposed production system will marry NewStar's Windows-based newsroom software with four EditStar journalist workstations. EditStar relies on the Tektronix Profile disk recorder for nonlinear storage, allowing the journalist to perform cuts-only video editing in addition to composing scripts.

Marcus Williams, the station's chief engineer, says that EditStar's functionality was the big selling point for the NewStar for Windows newsroom software: "It's a great advantage for a pro-

ducer to be able to edit material from the desktop and create a final product for air, instead of having to screen a tape and then hand it off to an editor. By storing nonlinearly [on the Profile], you also have random access to clips to re-edit them for another broadcast."

WDIV will link one Profile to the EditStar units for news production, while a second Profile will use Tektronix's new Profile Toolbox software to record and edit sports highlights for both WDIV and PASS, the regional sports cable channel that Post-Newsweek also operates out of the same facility.

"We're basically looking at a staged approach, not a massive change-out," says Williams, who plans to have the NewStar system on-air in March 1997. "Everything's centered around our newsroom operation, so the first step is to replace our newsroom computer system. Right now we're operating [DOS-based] NewStar-1."

WDIV will install a minimum 60 seats running NewStar for Windows. The station then will start using the EditStar stations to cut newsclips, which will be

dubbed to Betacam SP tape for playback. If all goes well with phase one of the new software and disk-based hardware, WDIV will look to purchase additional Profiles and link them via Fibrechannel networking, Williams says. Then the station will start using the Profiles to play news segments to air.

For its sports highlights application, WDIV will use the Profile Tool Box, a software utility package that brings basic media management, cuts-only video editing and event list management to the Profile recorder. Williams hopes the Tool Box will allow WDIV to record sporting events on the Profile, then clip highlights both for WDIV's newscast and for PASS.

"We'll use the Sony BVW-75 protocol and treat it like a tape machine," he says. "It's basically a clips manager. We can manage clips on the Profile on any one of the four channels and set them up as a playlist."

WDIV also is bringing in nonlinear gear for its program production department, which generates promos and handles editing for syndicated shows, topical shows and local documentaries. The station has purchased an Avid Media Composer 4000 nonlinear editing system and supporting digitizing equipment to integrate with its two analog tape-to-tape edit suites. ■



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live broadcast

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# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

The Public Radio Service of Western Kentucky University seeks qualified candidates for the position of Station Manager. The Station Manager serves as Assistant Director of Public Broadcasting - Radio and reports to the Director of Educational Telecommunications. The Station Manager is responsible for the day-to-day operations of Western's Public Radio which includes direction of programming, development, and technical operations and staff. Duties include development of the program schedule; preparing budgets; supervising full and part-time on-air staff and master control operators; outreach activities; some on-air work required. This position requires excellent organizational and people skills. Western's Public Radio Service is a four-station network with headquarters on the campus of Western Kentucky University in Bowling Green and is a member of NPR and PRI. The combined coverage area provides service to over 60 Kentucky counties, plus southern Indiana and north-central Tennessee. Bowling Green is a thriving business and arts community, and has the added advantage of being located one hour north of Nashville, TN and two hours south of Louisville, KY, easy drives on I-65. The stations have a history of news leadership in Kentucky and the region. Successful applicants must have a Bachelor's degree, preferably a Master's degree in Broadcast Communications, Music, or a related field and at least three years supervisory and programming experience. Salary dependent upon experience. Excellent benefits. Outstanding university and area support. To apply, send detailed resume complete with names, addresses and telephone numbers of at least three professional references along with recent audio cassette demonstrating on-air abilities to: WKYU-FM Manager Search, Department of Human Resources, Western Kentucky University, 1 Big Red Way, Bowling Green, KY 42101. Position open until filled. Western Kentucky University is an EOE/AA employer. Women and minorities encouraged to apply.

### HELP WANTED SALES

Nationwide Radio Network seeks Affiliate Relations Director. Send resume Box 00990 EOE.

A nationwide Radio Network seeks regional Affiliate Relations representative. Send resume to Box 00986 EOE.

### HELP WANTED TECHNICAL

AM-FM-LPTV, same ownership over 20 years needs experienced, hands-on Chief Engineer knowledgeable in computer, digital, audio, video and RF. Resume and salary requirements to: One Broadcast Center, Plano, IL 60545, Attn: Larry Nelson. Fax (630)552-9393. EOE.

**Engineering Assistant.** Paxson Communications of Jacksonville has an opening for an Assistant Engineer for a six radio station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and should be capable of handling any emergency from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please. Send resume to: Richard Clemons, Chief Engineer, Paxson Communications, 8386 Baymeadows Road, Suite 107, Jacksonville, FL 32256. EOE.

### HELP WANTED NEWS

**Managing Editor.** Radio syndication company in search of creative, well organized Producer/Writer to oversee multi-format prep service. Ideal candidate works on personality driven morning show in any format. Broad range of format knowledge/experience and thorough knowledge of pop culture and current events are essential. Strong writing and editing skills and computer/Internet literacy a must. Send resume, writing samples and/or tape and salary requirements to Box 00984 EOE.

### HELP WANTED ANNOUNCER

**FM Announcer/Producer.** WXXI, Rochester, New York. WXXI Public Broadcasting Council, a joint community licensee in western New York seeks an experienced radio professional for its premier classical music station. Prepare and host daily airshift and serve as producer for WXXI special program productions. Qualified candidates will have at least three years announcing experience; thorough knowledge of classical music, artists, and recordings; good writing skills and conversational speaking style; basic knowledge of broadcasting equipment. Send resume, letter and tape to: WXXI, Human Resources Department, P.O. Box 21, Rochester, New York 14601. WXXI is an Equal Opportunity Employer. Women, people of color, veterans and persons with disabilities are encouraged to apply.

### HELP WANTED PRODUCTION

**Guest Booker.** Can you schmooze with the best of them? Have a great Rolodex? Able to book big names for radio interviews when others can't? If you are all of the above, we want to talk with you about exciting network opportunity. Rush resume and salary requirements to Box 00985 EOE.

### SITUATIONS WANTED MANAGEMENT

Highly effective and dynamic Manager who has enjoyed a successful radio career spanning over two decades. From Hot-shot salesperson, to Sales/Manager, to VP/GSM, to GM for small owners, group owners and President/GM for my own station that has just been sold. I am available to discuss how my talents may be best utilized for your operations. Reply to P.O. Box 1419, Guilford, CT or Fax 203-458-6714.

**Seeking General Manager/Sales Manager - Announcer** position in small to medium market. AM or AM/FM with possible L.M.A. or future buyout. Top biller. Conscientious. Top references. Willing to relocate. Ted 212-421-7699. 2 Sutton Place South, Apt. 10-6, NY, NY 10022.

### BUSINESS OPPORTUNITIES

**Moscow Russia Successful Women's Radio Station** seeks 25% stock investor: \$2.75 million. Interesting and profitable opportunity for media/tele-communications groups seeking entrance into Russian market. Principals only. Dugan Group at 860-868-2240.

## TELEVISION

### HELP WANTED MANAGEMENT

**Group Operator** is seeking an experienced General Manager. Must have proven record in successful station management, and experience in sales (both national and local). Experience with a winning news operation vital. Big three network relationship a strong plus. Excellent people skills, a strong work ethic, team building and strong leadership qualities are a must. Please respond to Box 00973 EOE.

**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

## SALES OPERATIONS MANAGER

Will supervise traffic operations to insure timely production of broadcast log. Will be responsible for input and clearance of sales orders; will determine and offer make-goods; make accurate inventory reports. Requires 5-10 years' experience in major market managing traffic operations, expertise in BIAS system and television sales operations. Ability to gain maximum utilization of inventory and work under pressure of daily deadlines necessary. College degree preferred.

Send resumes to: **Human Resources, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. Fax: (617) 248-0653. An EOE Employer, M/F/D/V.**



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You'd be smiling too, if you created the fastest selling product in the history of consumer electronics. Two years ago, we introduced America to DIRECTV®. Now with more than 2 million subscribers, we're planning our next stop on the digital frontier. And television is just the beginning. With your ideas, there's no limit to how far we can go. We invite you to consider the following opportunity in our **Castle Rock, Colorado, Broadcast Center.**

## Broadcast Scheduling/Traffic Manager

You will manage a staff of sixteen employees involved in the daily processing and completion of over 175 broadcast schedules and the daily preparation of extensive off-air activity schedules and work orders. Overall department responsibilities include: assignment of operation and maintenance staff, and all technical equipment needed to support DIRECTV's daily programming requirements; coordination with all in-plant departments for regular and maintenance activities; interface with Programming and other related departments at DIRECTV, El Segundo. You will also oversee planning and coordination of full-time and occasional incoming programs, numerous incoming sports and special feeds originating via satellite uplinks and digital fiber services. In addition, you will develop budgets, establish the Scheduling department's standard operating procedures, prepare staffing and equipment utilization reports, and prepare/analyze other related reports and projections as required.

We require a minimum of 8 years management experience in TV/Cable/Satellite operations as well as work experience in a broadcast/satellite traffic and scheduling department to include the scheduling of personnel, technical equipment and complex integration of regular and sports programming in a multi-channel environment. A BA degree in Communications or Television preferred, or equivalent industry experience in TV/Cable/Satellite operations. Desired qualifications include: hands-on experience with development and operation of computer-based broadcast traffic and scheduling systems; familiarity with broadcast and cable satellite distribution techniques; operation of broadcast equipment including videotape recorder/reproducers, satellite receive systems and multi-channel broadcast automation systems; and advanced expertise with personal computer office software applications.

As the industry leader, we offer an excellent compensation and flexible benefits package, plus the chance to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Attn: Employment-SO, 5454 Garton Road, Castle Rock, CO 80104.** You may also fax it to (303) 660-7088. E-mail: [dtv\\_resume@ccgate.hac.com](mailto:dtv_resume@ccgate.hac.com)

DIRECTV is proud to be an equal opportunity/affirmative action employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.



**Account Executive:** KTVT, a Dallas CBS affiliate, is seeking an Account Executive with at least 3 to 5 years television sales experience. Candidates must have excellent communication skills and exceptional organizational and presentation skills. Four year degree in a related field is preferred. Please send resume and cover letter to: KTVT-TV, 2777 Stemmons Freeway, Dallas, TX 75207. No phone calls please. We are an Equal Opportunity Employer.

**Local Account Executive.** WRGT-TV has an immediate opening for an experienced salesperson with a proven track record in new business development to join our sales team. This is an excellent career opportunity for a highly motivated individual to join a growing, progressive company. Send resume and letter of interest to: Account Executive, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE. M/F.

## Sales Research Analyst

NBC 4 has an immediate opportunity for a detail-oriented Sales Research Analyst. Reporting to the Research Manager, responsibilities include: maintaining the sales inventory system and research library; analysis of ratings and programming for management; developing sales materials and client presentations; and special projects, as required.

Work well with all levels of station management. Excellent analytical and math abilities are required. PC literacy, including desktop publishing, is essential. Expertise in computer systems: TVSCAN, Enterprise, MS Powerpoint, Word, Excel, Quark Xpress, Adobe Illustrator. College degree required. Ability to prioritize and manage multiple tasks and work well in a fast-paced, multicultural workplace. TV industry experience is a plus!

NBC 4 offers a competitive compensation package and an exciting, culturally diverse work environment. Please mail resume to: **NBC 4, Attn: Dept. E.R., Room C283, Dept. SRA/BC, 3000 W. Alameda Ave., Burbank, CA 91523.**

We are proud to be an equal opportunity employer.



**Director of Sales.** KABB-TV/KRRT-TV Sinclair Communications, Inc. FOX and UPN affiliates in an LMA in San Antonio, Texas are looking for a dynamic and aggressive manager to lead its sales team to new professional heights. A minimum of 3-5 years local, national and general sales management experience a must. 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 must. Send resume to Carol Wright, Station Manager, KABB-TV, 4335 N.W. Loop 410, San Antonio, TX 78229. KABB/KRRT is an Affirmative Action Equal Opportunity Employer. KABB/KRRT is a drug free environment.

**Technical Sales Opportunity.** Odetics, an innovator in automated video library systems for the broadcast industry, is seeking an experienced Technical Sales Support Executive to assist our sales force in preparing and presenting sales proposals. The ideal candidate has extensive experience supporting technical product sales, customer interface, and oral and written presentations in the broadcast television industry. Salary commensurate with experience; excellent benefits including gym, pool, and cafeteria. Call Ron now at (714)780-7818, fax resume to (714)780-7999 or e-mail to [ikk@odetics.com](mailto:ikk@odetics.com)

## Broadcast Operations Administrator

NBC 4 is seeking an experienced Broadcast Operations Administrator who will coordinate, organize and accurately input the necessary information required to create the daily station log.

Must have excellent organizational abilities, including detail-orientation and accuracy, as well as strong interpersonal skills. Ability to coordinate and organize large quantities of information from various sources is essential.

Strong computer skills are required. Experience with Enterprise Traffic System and Alamar is preferred. Ability to work well in a fast-paced, multicultural environment.

NBC 4 offers a competitive compensation package and an exciting, culturally diverse work environment. Please mail your resume to: **NBC 4, Attn: E.R., Room C283, Dept. BOA/BC, 3000 W. Alameda Ave., Burbank, CA 91523.**

We are proud to be an equal opportunity employer.



**National Sales Manager.** KATU, Portland, Oregon, strong ABC affiliate in the 24th market is seeking a National Sales Manager. We're looking for an applicant with three to four years of experience to direct all activities of our National Rep firm including sales, marketing and positioning. Will also work with rates, managing station share of business and some aspects of inventory control. Qualified applicants send resume and cover letter to: Mindy Davis, Human Resource Manager, KATU, 2153 NE Sandy Boulevard, Portland, OR 97232. EOE.

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

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(212) 206-8327

**Positions Available:** 1) VP Central Region Sales 2) VP South East Region Sales Career Opportunity: Pluto Technologies International designs and develops computer based video storage and networking solutions for the post production, broadcast, scientific, and manufacturing industries. We have immediate openings for experienced sales professionals who will be responsible for our US sales strategy and implementation. Computer literacy and high end video experience is required. A college education in a technical or creative field is a definite plus. *VP Central Region Sales - Chicago: VP South East Region Sales - Atlanta* Reports to VP Worldwide Sales in US. Responsible for the definition and implementation of a regional sales organization to market Pluto Technologies products to the Post Production and Broadcasting market. The ideal candidate will have first hand experience in the film and video production industry, and a strong technical background in video and computers. Requires 15+ years experience in Broadcast/Post Production sales, dealer/agent/rep channel management, as well as strong people management and recruiting experience. Compensation includes attractive salary, commissions, and bonus. Qualified candidates, please respond to: Pluto Technologies International, Inc. 2511 55th Street Boulder, CO 80301 FAX: 303-541-9043 EMAIL: art@plutotech.com No phone calls please.

Join one of the fastest growing broadcasting companies in the country! Sinclair Communications Inc. has an outstanding opportunity for a proven Account Executive in the Birmingham, Alabama area. The winning candidate must possess the following qualities: a dedicated work ethic with a desire to create new business, ability to negotiate ratings as well as rates, experience with qualitative research and Tvscan, major agency and new business experience. Send your resume to Sandra Stewart, L.S.M., WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

**Senior Account Executive** needed immediately in our Local Sales department. We are looking for someone who has the experience, professionalism and motivation to capitalize on the booming Houston Hispanic market. This is an established list that also has great new business potential. KXLN-TV is a Univision O&O. Candidates should have a minimum three years of experience in major market broadcast sales. Bilingual skills (English/Spanish) and Houston local sales experience a plus but not required. Send resume to: A/E, KXLN-TV, 9440 Kirby Drive, Houston, TX 77054. EOE.

**Local Sales Manager.** KABB, a Sinclair Communications, Inc., FOX affiliate in San Antonio, Texas, has an opening for a detail-oriented, aggressive, highly motivated manager to maximize revenue and direct a team of individuals to new heights. Must possess great listening and teaching skills. Minimum 2 years LSM experience required. Knowledge of Bias a must. Send resume to Carol Wright, Station Manager, KABB-TV, 4335 N.W. Loop 410, San Antonio, Texas 78229. KABB is an Affirmative Action Equal Opportunity Employer. KABB is a drug free environment.

**WFSB, a Post-Newsweek Station,** is seeking a National Sales Manager to direct the activities of its national sales rep. Candidates should have a minimum 3-5 years national sales rep experience and should possess a unique set of attributes that will be needed in a demanding leadership role. Send resume to David Murray, GSM, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**National Sales Manager.** KHTV Houston, Tribune Broadcasting WB affiliate is seeking a customer-focused, self motivated professional with a minimum 3 years experience in national sales at a station or rep firm. Will be responsible for attaining sales goals, assisting with inventory control and maintaining communication with national rep/buyer community. Knowledge of Scarborough and TV Works preferred. No phone calls. EOE. Please send your resume to: KHTV, Attn: Personnel 9607-BC, PO Box 630129, Houston, TX 77263-0129.

**General Sales Manager.** WNOL-TV, the WB affiliate in New Orleans, seeks aggressive GSM with a strong record in Indy sales management to lead, train, and motivate expanding team. Must possess thorough research knowledge, a proven ability in new business development, a commitment to excellent customer service and strong communication skills. Only the most creative with the highest work ethic need apply. Send resume to A. Oliva, WNOL-TV, 1661 Canal Street, Suite 1200, New Orleans, Louisiana 70112. No phone calls. Deadline 11/19/96. EOE.

**National Sales Manager.** WDSU-TV, Pulitzer Broadcasting's NBC affiliate in New Orleans, is seeking an individual who has a local and national sales background with 6-10 years of experience. Candidates should understand strategic selling. "Value added" and "share, share, share" sellers need not apply. This is a unique opportunity to join a highly motivated department in a new state of the art facility. Send resume to: Frank Raterman, General Sales Manager, WDSU-TV, 846 Howard Avenue, New Orleans, LA 70113. Drug testing required. WDSU-TV is an Equal Opportunity Employer.

### HELP WANTED TECHNICAL

#### VIDEO SYSTEMS ENGINEER

College of DuPage seeks a full-time individual for our TV Services Department. You will plan, manage and coordinate all technical aspects of department and systems/facilities expansion of TV Services, including technical operations, hiring and supervision of technicians, engineers and support staff.

We require an Associate's Degree in Communication Electronics with 2+ years supervising engineering and maintenance of a complex video operation; or an equivalent combination of education and experience.

In return, we offer an outstanding benefit package and competitive salary. If interested and qualified, please call for an application.

630-942-2800 Ext. 6330  
Office of Human Resources  
COLLEGE OF DuPAGE  
Glen Ellyn, IL 60137

Equal Opportunity Employer

**WDEF NEWS 12.** Television Maintenance Engineer. We are looking for a person with a minimum of three years experience in the repair and maintenance of television broadcast equipment and PC computer systems. Must be willing to learn to maintain state-of-the-art computer graphics (SGI) and non-linear editing (Avid). Contact: Bill Christman, Chief Engineer, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. Ph. #423-785-1202. Fax #423-785-1302. EOE. M/F.

**Senior Maintenance Engineer.** Progressive, group owned South Florida television station is seeking a Senior Maintenance Engineer capable of component level trouble shooting of all broadcast equipment. UHF transmitter and/or computer experience helpful. Send resumes to Cliff Thomas, Director of Technical Operations, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. Phone calls welcome. EOE.

**On-Line Editor/Miami Boutique** post company. Immediate opening. Must be fluent with CMX 3500, GVG 200, Abekas A53D, D2 mastering. Mix of commercial and corporate clients. Some non-linear work, too. Bi-lingual a plus. (305)859-2000.

**Maintenance Technician.** Growth opportunity in a multi-media driven museum facility near Washington, DC. This start-up operation includes numerous kiosks, projectors and a broadcast facility. Primary job responsibilities include daily routine maintenance/set-up/repair of projectors and associated laser disc equipment. Provide overall technical support to entire operation including broadcast control room/studio and touch screen based interactive exhibits. Two years experience in A/V systems required. Ability to use electronic test equipment, general computer and effective communication skills, formal electronic training a plus. Competitive salary and excellent benefits. Reply to Box 00987 EOE.

**Maintenance Engineer:** NBC4 Columbus, is seeking an individual capable of performing corrective and preventative maintenance on broadcast studio, Beta ENG, Microwave Relay, Live/Satellite uplink trucks and related equipment. The individual shall also be capable of operating this equipment and demonstrate ability to provide engineering coordination and assistance to other departments. The successful candidate must have a minimum of 5 years experience in the broadcast field. UHF Transmitter experience and CDL desired. Computer literate, FCC General License and/or SBE certification required. No phone calls. Applications will be accepted until November 22, 1996. Mail resume to Ron Patterson, Assistant C.E., NBC4 WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. EOE. Drug screening.

**Lubbock CBS affiliate** is looking for an Assistant Chief Engineer. RF and VHF transmitter experience is essential, along with a background in production, news, and studio maintenance. Computer hardware/software skills a must. At least four (4) years experience in commercial television maintenance. FCC license required. Send cover letter, resume and salary history to Chief Engineer, KLBK-TV, 7400 South University Avenue, Lubbock, Texas 79423. Fax: 806-748-2250. KLBK-TV encourages minority employment and training and is an Equal Opportunity Employer. Pre-employment drug testing is required.

**Maintenance Engineer.** WUTR-TV, a UHF ABC affiliate, is looking for a person to join its maintenance staff. Knowledge of Ampex 1", Sony Betacam, Ampex and Grass Valley switchers required. Send resume to Robert Hajec, WUTR-TV, P.O. Box 20, Utica, New York 13503. We are an Equal Opportunity Employer.

**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

**Engineer.** Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume' to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

**Chief Engineer Assistant.** Immediate opening for experienced Engineer. Must have a minimum of three years experience in broadcasting maintenance, including systems trouble shooting, repair of studio video and audio equipment and computer systems. FCC General Class license or SBE certification is desired. Excellent wage/benefit program. Respond with resume to Chief Engineer, KAUZ-TV Channel 6, P.O. Box 2130, Wichita Falls, Texas 76307. KAUZ-TV is a Benedek Broadcasting Corporation station and an Equal Opportunity Employer.

**Assistant Chief Engineer.** Immediate opening for an experienced Engineer. Must have a minimum of three years experience in broadcasting maintenance, including systems trouble shooting, repair of studio video and audio equipment and computer systems. FCC General Class license or SBE Certification is desired. Excellent wage/benefit program. Respond with resume to: Chief Engineer, KAUZ-TV Channel 6, P.O. Box 2130, Wichita Falls, Texas 76307. KAUZ-TV is a Benedek Broadcasting Corporation station and an Equal Opportunity Employer.

**HELP WANTED NEWS**

**NEWS PRODUCER**

KING 5 TV, the number one station in the Pacific Northwest, has an immediate opening for a News Producer. Successful candidate will have strong writing skills, minimum 3 years news producing experience, and ability to work under intense deadline pressure.

If you are creative, competitive, and want to live in America's #1 city, send two copies of your resume and a non-returnable 3/4" or Beta tape to:



**King 5 TV**

**Attn: HR Dept. #96R44  
333 Dexter Avenue North  
Seattle, WA 98109**

*An Equal Opportunity Employer - M/F/D/V*

**Weather Anchor/News Reporter.** NBC2 in beautiful, historic Charleston, SC has an immediate opening for a person who will anchor weekend weathercasts and report three days a week. Some experience required. Resume, references and VHS tape to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Drug test mandatory. EOE. M/F. Telephone calls will disqualify you.

**Television News Reporter.** WESH-TV, a Pulitzer Broadcasting Station, located in Orlando, Florida (22nd market) is seeking a News Reporter. Applicants must have previous on-air experience reporting television news. Candidates should be self-starters with strong newswriting and visual story telling abilities. Live reporting experience required. Send resume and non-returnable tape to Ken Ericson, Assistant News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

**Television News Weekend Anchor/Reporter.** WESH-TV, a Pulitzer Broadcasting Station, located in Orlando, Florida (22nd market) is seeking a Weekend Anchor/Reporter. Applicants must have 3-5 years previous experience in reporting and anchoring television newscasts. Must be able to anchor, report and write. The applicant must also make public appearances representing the station. Send resume and non-returnable tape to Russ Kilgore, News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

**Southwest Florida's top-rated television news** department is seeking applicants for the following. *News Photographer.* Applicants must have strong photography and editing skills, the ability to work with others and a good driving record. Microwave experience is a plus, but not necessary. *News Producer.* Applicants must have strong production and journalistic skills. Grow in a newsroom that respects broadcast journalism. Send tape, resume and references to: Michael Castengera, News Director, WINK-TV, 2824 Palm Beach Boulevard, Fort Myers, FL 33916. EOE. DFWP.

**Reporter:** Aggressive operation that still cares about the people on whom we report needs storyteller prepared to do plenty of live reporting. Send tape to Brad Rinehart, ND, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. No calls.

**Reporter.** Looking for a General Assignment Reporter. Would prefer 1-3 years experience. Live shot ability a must. Send tape, resume and cover letter to: News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. EOE.

**News Producer.** KTRK-TV is looking for a creative line producer. Should have 3 years experience producing a quick paced, graphically intense newscast with an emphasis on live coverage. Send resume and tape to: Richard Longoria, News Director, KTRK-TV, P.O. Box 13, Houston, Texas 77001.

**News Director-Sunbelt,** small market with big newscast commitment. Send resume, and one page of philosophy, strengths and weakness, to Box 00988 EOE.

**News Producer.** Do you want to work with the best in the business...look no more. We want a morning newscast producer who can run, gun and stun the competition with *live*, aggressive, total news coverage. Send a resume and non-returnable tape, KSTP TV, Human Resources, Job #333-96, 3415 University Avenue, Minneapolis, MN 55414. No phone calls. Equal Opportunity Employer.

**News Producer/Anchor and Reporter.** For a national, weekly news program. You have a comprehensive understanding of American politics, Israel, the Middle East and Jewish issues. You are aggressive and detail oriented. You possess strong writing skills and a thorough knowledge of videotape editing and graphic design. Send resume, reel, references and a writing sample ASAP to: Director of Production, JTN, 9021 Melrose Avenue, Suite 309, Los Angeles, CA 90069. No calls please!

**News Producer:** WESH-TV, a Pulitzer Broadcasting Company Station, located in Orlando, Florida - 22nd market - is looking for a TV Morning Newscast Producer. If you know news and can write copy and teases that make people care, send a non-returnable tape and resume to Ken Ericson, Assistant News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. Two years minimum experience producing TV newscasts required. No phone calls! WESH-TV is an Equal Opportunity Employer.

**News Photographer.** Generates, creates, shoots and edits visual news stories. Works closely and cooperatively with news reporters and anchors to provide the best visual quality and quantity of news and works to understand visual and written elements of a news story. Responsible for the day-to-day maintenance and care of assigned equipment. Must be knowledgeable in setup and operation of live remote equipment and transmitters. Must be creative in news editing and structure of the visual elements of the news. Must be flexible in work schedule to provide maximum news coverage. Must have high journalistic and personal standards and represent the station to the public in a positive and professional manner. Minimum three to five years experience as a news photographer at a commercial television station required. Please submit non-returnable beta or VHS tape and apply in person or send resume and tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510 or at our Hampton Bureau located at 774 Settlers Landing Road, Hampton, Virginia 23669. EOE. No phone calls please.

**News Director.** U.S. Broadcast Group is looking for a qualified News Director for its FOX affiliate WWCP-TV and LMA ABC station WATM-TV in the Johnstown/Altoona market. Candidate must possess strong producing and writing skills, possess a creative style, and know how to lead people. Please send resumes to Gary Schneider, Executive Vice President, 1450 Scalp Avenue, Johnstown, PA 15904. U.S. Broadcast is an Equal Opportunity Employer.

**Meteorologist/Reporter.** NBC affiliate is seeking a special communicator for a dynamic weekend weathercast with absolute state-of-the-art equipment and general assignment reporting during the week. You must have one to two years commercial television news experience in both areas. Non-returnable tape and resume to News Director, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503.

**News Director:** Highly desirable 100+ market in NW. Organized news professional and motivated people person. Teacher and team builder who can involve and inspire "young" staff. Must be hands-on, product-oriented. We're lean so it's hard but gratifying work. Experienced ND or exceptional Exec Prod. Send letter, resume, salary history, references, and non-returnable tape of your product by 11/15/96 to Brian Benschoter, GM, KMTR NBC 16, 3825 International Court, Springfield, OR 97477. No calls. EOE.

**Executive Producer.** We lost our Executive Producer to Pittsburgh! WBRE-TV (NBC 49th DMA) is looking to fill this number three position in the newsroom. Candidates should have prior line producing and/or assignment editor experience. You will oversee the content of all newscasts, supervise line producers and special series and projects. You may have to lend a hand line producing from time to time. Please send a tape of your most recent show (3/4", 1/2", or Beta) and resume ASAP to: Terri Simonich, News Director, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

**Assistant News Director.** The New York Times Broadcast Group seeks an Assistant News Director to manage the day to day newsgathering operation of WREG-TV 3 in Memphis, Tennessee. Candidates must have 5 years newsroom management experience. The person selected for this position will oversee the daily newsgathering and editorial functions of our newsroom. Send resume and news philosophy to Craig Jahelka, News Director, WREG, 803 Channel 3 Drive, Memphis, TN 38103.

**Assignments Manager.** KTBC-TV. Qualified and competent assignments manager will serve under the news director to direct the assignment desk and be responsible for all news coverage. Primary responsibilities will include but not be limited to: general management responsibilities, preparing and maintaining date and story files, leading editorial meetings, making story coverage decisions, managing crews. Requires ability to manage staff and exhibit leadership qualities with a positive and motivational attitude; previous television experience of at least 5 years; good knowledge of electronic news gathering production techniques and current U.S. libel laws; ability to research, develop, organize and initiate daily and future news coverage; ability to work under daily deadline pressure; sound journalistic judgment; great people skills. Send resume and cover letter to News Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Assignment Manager. EEO Employer.

**Anchor/Reporters (2).** Candidates must be great writers, live reporters and solid journalists. *Investigative Producer.* Lead one of the best I-Team's in America. Must be great at document searches, story composition and compassion. *Investigative Reporter.* Must be able to turn a document story into great television. Long hours, thankless surveillance, re-write after re-write. Send tapes and resumes to: Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. Equal Opportunity Employer.

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## HELP WANTED PROMOTION

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**Sports production company** is looking for producers in the New York tri-state area with a minimum of 5 years promotions producing experience. Skill must focus on writing and conceptualizing. Familiarity with 3D graphics, field production, post production and film production also a must. A sports background isn't essential, but is a plus. Please send resume and tape to Box 00983 EOE.

**Promotion Director.** Seeking strong promotion person with writing/producing credentials. Will also assist in areas related to sales and news. Knowledge of Odetics System is a plus. Degree in advertising or marketing or prior related experience in television a +. Send tape and resume to Mike Brooks, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. No phone calls please. EOE.

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## HELP WANTED RESEARCH

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**Research Director - WAVY-TV Sales Department** looking for a *team player* and self-motivated individual. Requires undergraduate degree and knowledge of both quantitative and qualitative research. Business development utilizing resources preferred. Station/agency experience a plus. *No phone calls please.* Send resume to David Rogers, General Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. WAVY Broadcasting Inc. is an Equal Opportunity Employer.

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## HELP WANTED PUBLIC RELATIONS

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**Station Relations/Publicist.** Looking for an individual with contacts and talent in the area of booking satellite media tours and segments on national TV shows for established lifestyle experts. Must have established relationships. Salary, bonus and stock options in fast growing company. Fax resume CDW 212-627-6630.

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## HELP WANTED PRODUCTION

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**Sports Production company** seeks a writer for its weekly network magazine show. You must possess at least three years television experience, preferably in sports, along with computer proficiency, a strong editorial background, the ability to work well under pressure, creativity, and a sharp sense of humor. Send resume and writing samples to Box 00982. Equal Opportunity Employer.

**Commercial Writer/Producer.** Minimum 3 years experience performing all aspects of commercial production (writing, shooting, linear-editing) required. Will handle local direct and agency commercial production, from client meeting to airtail, in a quick turnaround situation. You must be as good with clients and salespeople as you are in the edit booth. GVG200/ADO/Maxine experience preferred. Non-linear (Avid) experience helpful. KWBP TV is an Equal Opportunity Employer. No phone calls, please. Send tapes and resumes to: Steve Klotz, Production Manager, WB32 Television, 10255 SW Arctic Drive, Beaverton, OR 97005.

**Syndicated Program Producer/Editor.** Minimum 3 years experience producing 1/2-hour format syndicated outdoor-related program necessary, non-linear editing skills required, linear editing proficiency preferred. Will produce and direct programs and perform as second editor for weekly syndicated program. Shooting skills helpful. Must be self-starter, capable of overseeing all aspects of program production from conception and segment planning to full completion on a long term weekly basis. (This anticipated opening is for January 1997, but send resumes and reels now, demonstrating your mastery of outdoor-related program content as well as your editing skills.) KWBP TV is an Equal Opportunity Employer. No phone calls, please. Send tapes and resumes to: Steve Klotz, Production Manager, WB32 Television, 10255 SW Arctic Drive, Beaverton, OR 97005.

**Non-Linear Editor.** If you're editing on tape, go to the next ad! If you're into digital editing keep reading...KDBC TV is ready to hire a digital editing whiz! Come take a fully-loaded Media 100 to the next level. All the bells and whistles are already loaded, need the right person to fly it. Commercial and promotion experience a must. Send VHS tape and resume with references to KDBC TV, Attn: Jamie Bush, 2201 Wyoming Avenue, El Paso, TX 79903.

**Commercial Producer-WUNI-TV 27,** Boston's Univision affiliate, seeks a full-time, bilingual Producer/Director. We're looking for a creative, energetic team player who has a thorough understanding of *commercial production* and is capable of dazzling promotional strategies. Applicant must have commercial shooting and editing experience and live production experience (2 years). Spanish fluency and translation skills a must. College degree preferred. Send resume with salary history and demo reel to: WUNI-TV 27, 33 Fourth Avenue, Needham, MA 02194; Attn: M. Godin. No phone calls please. EOE.

**Assistant Production Manager/Director.** Experienced Director to supervise nighttime production operations. Must have previous supervisory experience. Must also have experience directing multi-anchor newscast. The right opportunity for a team player! Send VHS tape and resume with references to KDBC TV, Attn: Jamie Bush, 2201 Wyoming Avenue, El Paso, TX 79903.

**HELP WANTED PROGRAMMING**

**TV Director of Programming and Operations.** 5+ years experience preferred. Sound understanding of audience research and syndicated marketplace. Must have proven track record in development, implementation and execution of local programming. Position is both supervisory and administrative. Send resume and cover letter (no calls) to Thomas P. Kane, President and General Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.


**SITUATIONS WANTED LEGAL**

**General Counsel:** Attorney with play-by-play experience seeks radio/TV/cable sports network position utilizing both legal and announcing skills. Will also consider announcer only position. Reply to Box 00989.

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**HELP WANTED PROMOTION**

**ON-AIR PROMOTION MANAGER**  
**Jones Education Company**

Knowledge TV, an innovative leader in the distance education industry, is currently looking for an On-Air Promotion Manager for Jones Education Company. Reporting to the VP of Programming, you'll be responsible for the management of On-Air promotions and interstitials. This will include managing the work of the On-Air Promotion Producer and Promotion Administrative Coordinator. Qualified candidates will be able to take on-air promotion spots from concept and writing through editing to placement on-air.

Requirements include some experience with Enterprise (or equivalent systems) and Television Broadcast promotion scheduling, and hands-on experience with the latest Avid, or similar editing system. Two or more years experience at a broadcast station, or cable network in On-Air promotion is required, as well as demonstrated interpersonal skills. General knowledge of primary and Nielsen research is very desirable.

For consideration, please send your resume in confidence to: **Jones Intercable, Human Resources-OAPM5, 9697 E. Mineral Ave., Englewood, CO 80112, fax: (303)784-8508 or e-mail to jobs@jlc.com** (if using e-mail please be sure to indicate address and phone number). Jones promotes a drug free work environment and screen tests for illegal drug use are required as a condition of employment. Jones Intercable has a strong commitment to the principle of diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including women, people of color and individuals with disabilities.





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

**Director, On-Air Promotion.** National Cable Network seeking qualified individual for Director of On-Air Promotion. Responsibilities include participation in determining direction and execution of on-air promotion for multiplex channels. Manage the day-to-day activities of an extremely busy on-air promotion department. Assign, schedule, monitor and approve jobs while maintaining efficiency of department's budget, labor and equipment. Responsible for conceiving, developing and executing original promotion ideas. Coordinate communications and resource support for all on-air promotion projects. Individual must have proven experience at managing a creative on-air promotion department, either with an advertising agency, cable or broadcast group or production company. 8 years minimum experience as a manager of creative production. Superb interdepartmental and interpersonal skills and must be able to interact with all levels of company. Please send resume with salary history to: Director, On-Air Promotion DC-50, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.

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**Tropical booming Pacific Rim location.** Direct Sales Manager with 5 years experience. Highly motivated, aggressive professional needed. Long term opportunity. Excellent wage, incentive and benefit package. Provide resume and compensation history. Contact: Ric Novak, Tropic Isles Cable TV Corp., 530 West O'Brien Drive, Agana, Guam 96910 or fax (671)477-7341.

**Tropical booming Pacific Rim location.** Advertising Sales Manager with 5 years experience. Highly motivated, aggressive professional with proven track record. Long term opportunity. Excellent wage incentive and benefit package. Provide resume and compensation history. Contact: Ric Novak, Tropic Isles Cable TV Corp., 530 W. O'Brien Drive, Agana, Guam 96910 or fax (671)477-7341.

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**HELP WANTED TECHNICAL**

ESPN, the leader in sports programming, is seeking a motivated professional who will work in a high energy environment at ESPN in Bristol, CT for one of the following opportunities:

**STUDIO TECHNICIAN**

Requirements include experience in operating studio cameras, still store devices, video tape recorders, production switchers, audio consoles and master control room audio video switching systems during live and tape broadcasts, as well as a college degree or equivalent work experience. Ad# 1037

**STUDIO/REMOTE DIRECTOR**

Responsible for the conceptual aspects and creative direction of technical facilities in connection with studio/remote production (live or tape) of any studio/remote related program. Requirements include college degree or equivalent work experience. Five years of major market television sports production experience. Demonstrated ability to quickly and tactfully handle production-related situations. Wide variety of sports knowledge required. Ad# 1038

ESPN offers a competitive benefits package, in addition to a stimulating work environment. Qualified candidates should send resume to: ESPN, Inc., Ad#\_\_\_, ESPN Plaza, Bristol, CT 06010-7454, or email: jonesj@espn.com (unencrypted and nonmimed). No phone calls please.



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**HELP WANTED PROGRAMMING**

**MANAGER, PROGRAM INFORMATION**

A&E Television Networks is seeking a highly motivated individual to manage its Program Information department. The individual will be responsible for acquiring, preparing and disseminating information and material support for all programming exhibited or distributed via A&E, The History Channel, The History Channel International and New Media. Responsibilities include assessing and determining current and future program information needs of internal clients, maintaining relationships with outside suppliers and internal producers, as well as developing and improving current database systems to support the changing needs of the organization.

Requirements include 3-5 years in Television Programming/Scheduling or experience in TV program distribution, as well as previous experience in dissemination of information. Prior management experience desired. Strong computer skills, including proficiency in FoxPro & Microsoft Word for Windows, as well as strong communication & presentational skills are a must. BA degree or equivalent experience required.

Please forward resume with salary requirements to:

A&E Television Networks  
Human Resources Dept. (MPRI)  
235 East 45th Street  
New York, NY 10017



A&E TELEVISION NETWORKS

*Only resumes with salary requirements will be considered. No phone calls please. EOE M/F/D/V.*

**Director, Short Form Programming.** National Cable Network seeking qualified individual for Director of Short Form Programming. Responsibilities include participation in determining the overall creative direction and execution of short form programming interstitial segments. Manage the day-to-day activities of this department using internal and freelance resources. Assign, schedule, monitor and approve jobs while maintaining efficiency of the department's budget, labor and equipment. Responsible for conceiving, developing and executing original program segment ideas. Coordinate communications and resource support for all short form programming projects. Individual must have proven experience at managing a creative program or feature unit or department, either with a cable, broadcast group or production entity. 8 years minimum experience as a manager of program production. Superb interdepartmental and interpersonal skills and must be able to interact with all levels of company. Please send resume with salary history to: Director, Short Form Programming DC-51, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.



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**HELP WANTED INSTRUCTION**

**Chair, Department of Mass Communication.** Southern Illinois University at Edwardsville, a comprehensive institution whose primary mission is undergraduate education, offers master's programs that serve regional needs and reflect institutional strengths. The campus is located on 2,660 acres of gently rolling hills, approximately twenty minutes from the cultural centers of downtown St. Louis. The University enrolls approximately 11,000 students, including 2,400 graduate students. The Department of Mass Communications offers bachelor's and master's degree programs in the 19th largest media market in the United States. As it approaches the thirtieth anniversary of its founding, the department is supported by an active and influential alumni organization. **RESPONSIBILITIES:** As principal academic and administrative officer for the Department of Mass Communications, the Chair reports to the Dean of the College of Arts and Sciences. The Chair facilitates the academic enterprise of nine full time faculty and 160 majors during an exciting time of curricular innovation. In Fall, 1997, the Department will begin offering an integrated mass communications program which will require course work in both print and electronic media and offer specializations in journalism, television/radio, corporate and institutional media, media advertising, electronic journalism, and visual communications. **QUALIFICATIONS:** An earned doctorate or equivalent. A record of teaching, scholarly accomplishment, and professional achievement sufficient to merit appointment at a senior rank. Commitment to teaching excellence in general education and undergraduate and graduate education in a liberal arts and sciences setting. Commitment to implementing and developing the integrated mass communications program designed by the department. Significant administrative experience as department chair or equivalent. Demonstrated leadership in organizational and fiscal management. Commitment to equal employment opportunity and to the value of intellectual and cultural diversity. Leadership style that emphasizes openness, consultation, and shared governance. Interest in securing external funding with a track record in this area preferred. Dedication to the concept of a balance between scholarship, research and creative activities, professional accomplishments, and service. **APPLICATIONS:** Review of applications will begin on January 1, 1997 and will continue until the position is filled. The position will be available July 1, 1997. Candidates should submit a letter of application; a current vitae; statement of educational philosophy relative to the SIUE program (a description of our new program is available through our web site, listed below); three letters of reference; and the names, addresses and phone numbers of three additional references. These materials should be sent to: Search Committee, Department of Mass Communications, Box 1775C, Southern Illinois University at Edwardsville, Edwardsville, IL 62026-1775, <http://www.siue.edu/MASSCOMM> **SALARY:** Commensurate with qualifications and experience. As an affirmative action employer, SIUE offers equal employment without regard to race, color, creed or religion, age, sex, national origin, or disability. Applications from women and minorities are especially encouraged.

**University of Illinois. College of Communications, Department of Journalism.** Head, Department of Journalism. Responsibilities: The head is responsible for administering a department of 16 full-time and several adjunct faculty with an enrollment of 175 undergraduates and 25 master's candidates. He or she will manage all aspects of departmental affairs, including budget. The department has undergraduate and graduate programs in both news-editorial and broadcast journalism and is committed to an emphasis on public affairs reporting. The head is expected to engage in research and writing in areas of her or his expertise. The head will lead departmental efforts to relate positively to the journalism and academic communities at the state and national levels. The head will have an opportunity to provide innovative leadership in defining the future direction of the department's programs. The head also will work closely with the dean of the college and other department heads in developing and implementing college policy. **Qualifications:** Candidates should have exemplary professional experience; be receptive to the distinctive nature of academic life. They should have distinguished records of academic and/or professional achievement and administrative capability. They should have solid, well-rounded education, a passion for public affairs journalism, and abilities to lead, to motivate and to listen to their colleagues. They should have appreciation and knowledge of broadcast and print media in their many forms and variations. We seek candidates who will embrace our commitment to a rigorous curriculum rooted in a solid liberal arts tradition with complementary skills course offerings. **Nature of appointment:** full professor, but possible associate professor; full time; position available August 21, 1997; salary is competitive and commensurate with experience. To consideration. Inquiries and applications should be addressed to: Professor William E. Berry, Chair, Journalism, Search Committee, Room 119 Gregory Hall, 810 South Wright St., Mail Code-462, Urbana, IL 61801-3611, (217) 333-0128. AA/EO employer.

**Telecom. Tech. & Policy.** The Telecommunication and Film Department, College of Communication, seeks an established scholar to teach graduate and undergraduate courses and conduct programmatic research in electronic media, emphasizing information and telecommunication technology and policy. Candidates should have an earned doctorate and an established record of teaching and scholarship, including advising/supervision of masters and doctoral students. This is a tenure-track position and may be structured to include appointment with tenure at associate or full professor rank. Salary is nationally competitive and, for appropriate candidate, may be supplemented by an endowed Reese Phifer Professorship to support travel and other research related and professional expenses. Appointment begins August 1997. Additional information about the Department, the College and the University is available at <http://www.communication.ua.edu/>. Send application letter, vitae and three letters of reference to: Prof. Loy A Singleton, Telecommunication and Film Department, University of Alabama. Box 870152, Tuscaloosa, AL 35487-0152. UA is an Affirmative Action/Equal Opportunity employer. Women and minorities are especially encouraged to apply.

**University of Illinois at Urbana-Champaign --** Assistant professor on the tenure-track. Full-time for the academic year, beginning August 21, 1997. Salary: \$40,000. Required: Significant professional television news reporting or producing experience; minimum of Master's degree. Preferred: Significant professional radio news experience in addition to television experience; teaching experience. The Department of Journalism at the University of Illinois in Urbana-Champaign has a proud tradition in its focus on public affairs journalism. The successful candidate for this position will be teaching courses in beginning and advanced radio and television journalism in a new teaching studio to highly selective students at one of America's great public universities. Women and minority applicants are strongly encouraged. Please send full details on qualifications, VHS videotape that need not be returned, and names and phone numbers of three references to: Brian K. Johnson, Chair, Search Committee, Department of Journalism, University of Illinois, 199 Gregory Hall, 810 S. Wright St., Urbana, IL 61801; (217)333-2103. To ensure full consideration, applications must be received by Feb.3, 1997. The University of Illinois is an Affirmative Action and Equal Opportunity Employer.

**University of Central Florida -- Two positions in the School of Communication.** Begin: August, 1997. **Position 1:** New Communications Technologies. A tenure-track upper assistant professor position to develop and teach courses involving new communication technologies. PhD required. Television journalism, management, production or corporate video experience and teaching experience required. Demonstrated capability for research necessary. Teaching at both graduate and undergraduate levels. **Position 2:** A tenure-track assistant professor position to teach broadcast news writing. MA with professional experience, demonstrated capability for research or creative work and demonstrated commitment to quality teaching. Experience in related field such as production or management desirable. Send resume and three letters of reference and official transcripts to Mike Meeske, Director, School of Communication, Orlando, FL 32816-1344. Applications received before January 15th, 1997 will receive priority consideration. UCF is a culturally diverse university and an Affirmative Action/Equal Opportunity employer. As an agency of the State of Florida, UCF makes all materials available for public review.

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## **Classifieds**

### **Order Blank (Fax or Mail)**

**CLASSIFIED RATES**

**Display rate:** Display ads are **\$187** per column inch. Greater frequency rates are available in units of 1 inch or larger.

**Non-Display rates:** Non-Display classified rates (straights) are **\$2.10** per word with a minimum charge of **\$42** per advertisement. Situations Wanted rates are **\$1.15** per word with a minimum charge of **\$23** per advertisement.

**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: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Payment:**

Check  Visa  MasterCard  Amex

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Phone: \_\_\_\_\_

Clip and Fax or Mail this form to:

**B & C**

245 W. 17 Street • NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey

**FAX NUMBER: 212-206-8327**

**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.

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Evans, Ga.** (BALH-961002GH)—Jones Eastern Radio of Augusta Inc. for WAEG(FM) 92.3 mhz; voluntary AOL from Jones Eastern Radio of Augusta Inc. for Multi-Market Radio of Augusta Inc. *Oct. 23*

**Waynesboro, Ga.** (BALH-961002GI)—Jones Eastern Radio of Augusta Inc. for WAEJ(FM) 100.9 mhz; voluntary AOL from Jones Eastern Radio of Augusta Inc. for Multi-Market Radio of Augusta Inc. *Oct. 23*

**Sun Prairie, Wis.** (BAL-960405GK)—Point Communications LP for WMAO(AM) 1190 khz; voluntary AOL to Point Madison General Partnership. *Oct. 18*

## NEW STATIONS

### Permit canceled, call letters deleted

**Defuniak Springs, Fla.** (BPED-930930-MA)—Truth Communications Inc. for WAKJ(FM) 91.3 mhz, ERP .3 kw, ant. 57 m. *Oct. 23*

**Fairbury, Ill.** (BPH-930901MJ)—Fairbury Radio Inc. for WAIY(FM) 107.7 mhz, ERP 6 kw, ant. 100 m., 413 Chestnut St., Fairbury. *Oct. 23*

**Wishek, N.D.** (BPH-920611MH)—Two Rivers Broadcasting for KAEI(FM) 92.3 mhz, ERP 100 kw, ant. 119 m. *Oct. 23*

### Dismissed

**Oscoda, Mich.** (BPH-921023MH)—C & S Broadcasting of Michigan for FM at 95.7 mhz: ERP 50 kw, ant. 150 m. *Oct. 30*

**Lancaster, N.H.** (BPH-950906MH)—New Hampshire Public Radio Inc. for FM at 102.3 mhz, ERP .6 kw, ant. 224 m. *Oct. 25*

**Lancaster, N.H.** (BPH-950906ME)—K & S Radio Partnership for FM at 102.3 mhz, ERP 1 kw, ant. -157 m. *Oct. 25*

**Chesterfield, S.C.** (BP-951031AF)—Our Three Sons Broadcasting for AM at 870 khz, ERP .400 kw. *Oct. 24*

**Walla Walla, Wash.** (BPH-950829MF)—Walla Walla Christian Broadcasters for FM at 99.1 mhz, ERP 1.2 kw, ant. -2 m. *Oct. 30*

### Returned

**Okeechobee, Fla.** (BPED-960604MC)—American Educational Broadcasting Inc. for noncommercial educational FM at 89.5 mhz. *June 4*

**Duck Hill, Miss.** (BPED-960711MC)—American Family Association for noncommercial educational FM at 91.9 mhz. *Oct. 22*

### Granted

**Ola, Ark.** (BPH-951026MA)—Kerm Inc. for FM at 101.3 mhz, ERP .85 kw, ant. 260.6 m. *Oct. 24*

**Canton, Ill.** (BPH-951011MA)—Neil A. Rones and Luann C. Dahl for FM at 101.1 mhz, ERP 6 kw, ant. 100 m. *Oct. 23*

**De Ridder, La.** (BMPH-951121ID)—West Central Broadcasting Co. for FM at 92.1 mhz, ERP 12.2 kw, ant. 142.8 m. *Oct. 28*

**Oscoda, Mich.** (BPED-921023MA)—Central Michigan University for FM at 95.7 mhz, ERP 25 kw, ant. 213 m. *Oct. 30*

**Pioche, Nev.** (BPH-960112ME)—Highland Broadcasters for FM at 98.9 mhz. *Oct. 24*

**Lancaster, N.H.** (BPH-950905ML)—Barry P. Lunderville for FM at 102.3 mhz, ERP .35 kw, ant. 292 m. *Oct. 25*

**Biltmore Forest, N.C.** (BPH-950707MD)—Biltmore Forest Radio Inc. for joint interim operation of FM at 96.5 mhz, ERP .28 kw, ant. 326 m. *Oct. 22*

**Walla Walla, Wash.** (BPH-950829MA)—Mark Jacky Broadcasting for MF at 99.1 mhz, ERP .42 kw, ant. 364 m. *Oct. 30*

### Filed/Accepted for filing

**Gulf Shores, Ala.** (BPCT-960920LU)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 55, ERP 5,000 kw visual, ant. 121 m., Old Silverhill Rd., 5.5 km SW of Silverhill, Ala. KB has applied for TVs in Gulf Shores, Ala.; El Dorado, Ark.; Gainesville, Fla.; Alexandria and Hammond, La.; Waterville, Me., and Tupelo, Jackson, Warren and Wiggins, all Miss. *Sep. 20*

**Fairbanks, Alaska** (BPCT-960920LC)—Tanana Valley Television Co. (William F. St. Pierre, president/64.68% owner, 3650 Brad-dock St., Fairbanks, AK 99701) for TV on ch. 13, ERP 3.45 kw, ant. 277 m., 1411 Crestline Dr. *Sep. 20*

**Phoenix** (BPET-961001KO)—ACTS Network

Inc. (Julian Ray, president/20% owner, P.O. Box 39/37943, Phoenix, AZ 85001) for TV on ch. 39, ERP 1,500 kw visual, ant. 491 m., on side of existing KTVK(TV) tower, atop South Mtn., near Phoenix. *Oct. 1*

**Tuba City, Ariz.** (BPH-961010MB)—Skynet Communications Inc. (Thomas C. Troland, president/owner, 1632 South 2nd St., Gallup, NM 87301) for Skynet owns KFMQ(FM) Gallup, N.M., and KFXR(FM) Chinle, Ariz. Troland has interest in KGLX(FM) Gallup. *Oct. 10*

**El Dorado, Ark.** (BPCT-960930KV)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for TV on ch. 43, ERP 5,000 kw, ant. 311 m., 10 km E of Bernice, La. KM has CPs for TV on ch. 20, Iowa City, and for FM in Pearson, Ga., has applied for FMs in Viola and St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.; Parkersburg, Iowa; Mesquite, Nev.; Willard, Ohio; Brigham City, Utah, and Neillsville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark.; Marianna, Fla.; Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Albuquerque and Roswell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Virginia Beach, Va.; Spokane and Walla Walla, Wash.; Cran-don, Wis., and Jackson, Wyo. *Sep. 30*

**Shingletown, Calif.** (BPH-961010MF)—Phoenix Broadcasting Inc. (Gary Katz, president/70.1% owner, P.O. Box 7568, Chico, CA 95927) for 96.1 mhz, ERP .60 kw, ant. 312 m., Citizens Telecom electronic site, .7 km N of Shingletown. Phoenix owns KCEZ(FM) Corning, KDIQ(FM) Orland and KKCY(FM) Colusa, and has applied for FMs in Gridley, Shasta Lake City and Weaverville, all Calif. *Oct. 10*

**Shingletown, Calif.** (BPH-961010ME)—Pacific Spanish Network Inc. (Jaime Bonilla Valdez, president/owner, 296 H St., Chula Vista, CA 91910) for FM at 96.1 mhz, ERP .61

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial JHF TV	622
Educational VHF TV	123
Educational JHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE

## For the Record

kw, ant. 314.1 m., Citizens Telecom communications site, .68 km NNW of center of Shingletown. PSN owns KZAC(FM) Esparto and KQSC(FM) Dunningan, Calif. Bonilla is the majority shareholder of KURS(AM) San Diego, KIEZ(AM) Carmel Valley, KSBQ(AM) Santa Maria, KJDU(AM) San Luis Obispo and KROK(FM) Lompoc, Calif. *Oct. 10*

**Shingletown, Calif.** (BPH-961009MA)—Brian Edward Power (Nut Tree Ranch, Box 7134, Nut Tree, CA 95696) for FM at 96.1 mhz, ERP .480 kw, ant. 349 m., .2 km S of Hwy 44, Shingletown. *Oct. 9*

**Weaverville, Calif.** (BPET-960920KV)—Northern California Public Television (Carl J. Auel, 33 1/3% owner, 1601 Belvedere Rd., 204 E. West Palm Beach, FL 33406) for TV on ch. 32, ERP 100 kw, ant. 867 m., Bonanza King Lookout, 46.5 km NW of Central Valley, Calif. Auel owns WWLO(AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif., and CP for WORL(AM) Christmas, Fla.; 50% of WCHP(AM) Champlain, N.Y., and WLJV(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla.; King City, Hollister and Paradise, all Calif.; and Champlain and Rouses Point, N.Y., and 33 1/3% interest in applications for FMs in Globe and Tucson, Ariz.; Mesquite and Hawthorne, Nev., and Clewiston, Orlando and Okeechobee, all Fla., and AMs in Havana, Fla., and Hawthorne and Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KKXX(AM) Paradise, Calif. *Sept. 20*

**Burlington, Colo.** (BPH-961008MD)—KNAB Inc. (Bette Bailly, president/owner, 1892 Frank St., P.O. Box 234, Burlington, CO 80807) for FM at 99.3 mhz, ERP 58.6 kw, ant. 104 m., 155.9 km ENE of Burlington. KNAB owns KNAB-AM-FM Burlington. *Oct. 8*

**Durango, Colo.** (BPET-961001KP)—Council for Public Television Ch. 6 Inc. (James N. Morgese, president, 1089 Bannock St., Denver, CO 80204) for TV on ch. 20, ERP 8.43 kw, ant. 94 m., on Smelter Mtn., 2.5 km WSW of Durango. *Oct. 1*

**Gainesville, Fla.** (BPCT-960920LI)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 61, ERP 5,000 kw visual, ant. 609 m., .3 km E of Branford, Fla. For interests, see item above. *Sept. 20*

**Marianna, Fla.** (BPCT-960919KQ)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 51, ERP 5,000 kw, ant. 98 m., WJAO(FM) tower site, 2.8 km from Marianna. Applicant has applied for TVs in Bemidji, Minn., and Elk City, Okla. Yde owns 25% of Northwest Television, which is selling K8GE(TV) Bellevue, Wash., and has applied for TVs on ch. 38, Greenville, N.C.; ch. 21, Minden, La.; ch. 11, Holbrook, Ariz., and in Lincoln, Neb.; Muskogee, Okla.; Galesburg, Ill., and Newton, Iowa. Yde also has interest in applications for TVs in Phoenix and Coolidge, Ariz. *Sept. 19*

**Marianna, Fla.** (BPCT-960930KQ)—KM Communications Inc. (Myoung Hwa Bae,

president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for TV on ch. 51, ERP 5,000 kw, ant. 292 m., W of Hwy C-173, 7 km WNW of Graceville, Fla. For interests, see item above. *Sept. 30*

**Agana, Guam** (BPCT-960919KU)—Pacific Communications Associates Inc. (Milan Petrovich, president, Box 1147, Brentwood, CA 94513) for TV on ch. 10, atop Mt. Alutom, 5.9 km SW of Agana. *Sept. 19*

**Mililani Town, Hawaii** (BPCT-960920KT)—Mililani Town 60 LLC (Shiloh Warren, manager/owner, 6200 Valeria, El Paso, TX 79912) for TV on ch. 60, ERP 4,217 kw, ant. 674 m., Puu Manaawahua Pk. *Sept. 20*

**Pocatello, Idaho** (BPCT-960919LC)—Retlaw Enterprises Inc. (Christopher Miller, president/8.2% owner, P.O. Box 5455, Fresno, CA 93755) for TV on ch. 25, ERP 33.1 kw, ant. 290 m., Howard Mtn., 7 km W of Pocatello. Retlaw owns KJEO(TV) Fresno, Calif.; KIMA-TV Yakima and KEPR-TV Pasco, Wash.; KLEW-TV Lewiston, KIOK-TV Idaho Falls and KBCI-TV Boise, all Idaho, and KVAL-TV Eugene and KCBY-TV Coos Bay, and 50% of KPIC-TV Roseburg, all Ore. *Sept. 19*

**Pocatello, Idaho** (BPCT-960920KX)—Richard David Jones (10042 Moss Rose Ln., Aubrey, TX 76227) for TV on ch. 15, ERP 5,000 kw, ant. 553 m., 11 km ENE of city center. *Sept. 20*

**Galesburg, Ill.** (BPCT-960919KT)—Highlands Broadcasting GP (Lawrence L. Morton and Robert J. Connelly Jr., each 50% general partner, Biley Rd., P.O. Box 71, South Effingham, NH 03882) for TV on ch. 67, ERP 5,000 kw, ant. 600 m., 197 US Hwy 67, Alexis, Ill. Morton and Connelly each have 50% interest in applications for TVs in Odessa, Tex., and Virginia Beach, Va. *Sept. 19*

**Fairfield, Iowa** (BPED-961010MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.1 mhz, ERP .250 kw, ant. 49 m., 1107 Liberty Dr., Fairfield. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WOFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, all Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CPs for FMs in Selma and Ozark, Ala.; St. Martinville, La.; Hattiesburg and Natchez, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Panama City, Fla.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Many and Westdale, La.; Muskegon, Mich.; Corinth, Laurel, Port Gibson and McComb, all Miss.; Cabool, Kennett and St. Joseph, all Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. *Oct. 10*

**Medicine Lodge, Kan.** (BPED-961004MA)—

Florida Public Radio Inc. (Randy Henry, president/20% owner, 505 Josephine St., Titusville, FL 32796) for FM at 91.5 mhz, ERP 25 kw, ant. 120 m., 4 mi. SW of Medicine Lodge on Gyp Hill Rd. *Oct. 4*

**Pittsburg, Kan.** (BPCT-960920WW)—Anthony J. Fant (2729 11th Ave. S., Birmingham, AL 35205) for TV on ch. 14, ERP 5,000 kw visual, ant. 245.4 m., 3.6 km W of Weir on N side of Hwy 103. Fant owns KTVG(TV) Cedar Rapids, Iowa, and KNLD-TV Duluth, Minn.; 95% of WWHO (TV) Chillicothe, Ohio; 90% of KHGI(TV) Kearney, KSNB-TV Superior, and KWNB-TV Hayes Center, all Neb.; 80% of WNAL-TV Gadsden, Ala.; has CPs for WLWC-TV New Bedford, Mass.; WAOF(TV) Batavia, N.Y., and TV on ch. 18, Albion, Neb.; is buying KQDS-AM-FM Duluth, and has applied for TVs on ch. 23, Ames, Iowa; ch. 51, Jackson, Miss.; ch. 35, Marshall, Tex., and ch. 51, Lincoln, Neb., and has 98% interest in applications for TVs on Arab and ch. 61, Mobile, Ala.; ch. 45, Sikeston, Mo.; ch. 60, Roanoke, Va.; ch. 45, Richland Center, Wis., and ch. 47, Columbia, S.C. *Sept. 20*

**Paintsville, Ky.** (BPCT-960920KW)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 69, ERP 5,000 kw, ant. 203 m., 2 km SE of Paintsville. United owns KMSP-TV Minneapolis; KTVX(TV) Salt Lake City; KBHK-TV San Francisco; KUTP(TV) Phoenix and KMOL-TV San Antonio. Chris-Craft Industries Inc., majority owner of United, owns WWOR-TV Secaucus, N.J./New York; KOP (TV) Los Angeles and KPTV(TV) Portland, Ore., and the UPN Network. United has applied for TVs on ch. 35, Tupelo, Miss.; ch. 38, Seaford, Del.; ch. 14, Tyler, Tex.; ch. 50, Opelika, Ala.; ch. 30, Odessa, Tex., and ch. 63, Richmond, Va. *Sept. 20*

**Alexandria, La.** (BPCT-960920IX)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 41, ERP 5,000 kw visual, ant. 164 m., 2.8 km W of US Rte. 71/167. For interests, see item above. *Sept. 20*

**Hammond, La.** (BPCT-960920LW)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 62, ERP 5,000 kw visual, ant. 609 m., .1 km NE of intersection of Iowa and W. McKinley sts. For interests, see item above. *Sept. 20*

**Many, La.** (BPED-960917MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.7 mhz, ERP 1 kw, ant. 131 m., Fisher Fire tower Rd. For interests, see item above. *Sept. 17*

**Waterville, Me.** (BPCT-960927KH)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 23, ERP 5,000 kw visual, ant. 394 m., atop Quaker Hill, 17.3 km SW of Waterville. For interests, see item above. *Sept. 20*

**Alexandria, Minn.** (BPED-960918MD)—Christian Heritage Broadcasting Inc. (Ed Christopherson, chairman, 515 Pike St. E., Osakis, MN 56360) for FM at 89.3 mhz, ERP 14.5 kw, ant. 101 m., 3.8 km E of Garfield, Minn., on CR 22. The applicant owns KBHL(FM) Osakis. *Sept. 18*

**Bemidji, Minn.** (BPCT-960919KR)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 26, ERP 5,000 kw, ant., 108 m., WBHP tower site. For interests, see item above. *Sep. 19*

**Clarksdale, Miss.** (BPET-960919KK)—Mississippi Authority for Educational Television (Larry Miller, executive director, 3825 Ridgewood Rd., Jackson, MS 39211) for noncommercial educational TV on ch. 21, ERP 769 kw, E side of US E49, N of intersection with US W49, Yazoo City, Miss. Applicant has applied for TVs in Cleveland and Yazoo City, Miss. *Sep. 19*

**Cleveland, Miss.** (BPET-960919KJ)—Mississippi Authority for Educational Television (Larry Miller, executive director, 3825 Ridgewood Rd., Jackson, MS 39211) for noncommercial educational TV on ch. 31, ERP 760 kw, ant. 96 m., .21 km E of intersection of White St. and Davis Ave. Applicant has applied for TVs in Clarksdale and Yazoo City, Miss. *Sep. 19*

**Port Gibson, Miss.** (BPED-960930MO)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.3 mhz, ERP 25 kw, ant. 117 m., less than 1 mi. S of intersection of Old Port Gibson Rd. and Fisher Ferry Rd., Utica, N.Y. For interests, see item above. *Sep. 30*

**Tupelo, Miss.** (BPCT-960920LX)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 35, ERP 5,000 kw visual, ant. 219 m., .1 km SE of intersection of Whately Rd./Doris Dr. and Coontail Rd., 9 km SW of Armory, Miss. For interests, see item above. *Sep. 20*

**Wiggins, Miss.** (BPCT-960920LV)—KB Communications Corp. (W.W. Keen Butcher, president/owner, 8811 Towanda St., Philadelphia, PA 19118) for TV on ch. 56, ERP 5,000 kw visual, ant. 609 m., N side of SR 13, 5.5 km NW of Baxterville, Miss. For interests, see item above. *Sep. 20*

**Yazoo City, Miss.** (BPET-960919KM)—Mississippi Authority for Educational Television (Larry Miller, executive director, 3825 Ridgewood Rd., Jackson, MS 39211) for noncommercial educational TV on ch. 21, ERP 767 kw, ant. 94 m., N side of US 61, .9 km N of Compressor Station 4 km SW of Clarksdale. *Sep. 19*

**Cabool, Mo.** (BPED-961011MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.3 mhz, ERP 1 kw, ant. 92 m., 1 mi. E of SR M on CR 5312. For interests, see item above. *Oct. 11*

**Cedar Hill, Mo.** (BPED-960924MC)—New Life Evangelistic Center Inc. (Lawrence W. Rice Jr., president, 1411 Locust St., St. Louis, MO 63103) for FM at 89.5 mhz, TL 6091 Tower Rd., House Springs, Mo. The applicant owns KNLC(TV) St. Louis and KNLJ(TV) Jefferson City and KMRF(FM) Marshfield, all Mo., and KTCN(FM) Eureka Springs, Ark., and has applied for FMs in New Bloomfield, Marshfield, Van Buren, and Potosi and TVs in Eureka Springs, all Mo.; East St. Louis, Ill., and

Pittsburg, Kan. *Sep. 24*

**Potosi, Mo.** (BPED-960924MB)—New Life Evangelistic Center Inc. (Lawrence W. Rice Jr., president, 1411 Locust St., St. Louis, MO 63103) for FM at 89.7 mhz, ERP 2.3 kw, ant. 80 m., N of SR 8, W of Rd. O and U, .3 km E of Potosi. For interests, see item above. *Sep. 24*

**Fallon, Nev.** (BPET-960920WS)—Nevada Public Television (Carl J. Auel, trustee, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational TV on ch. 25, ERP 500 kw visual, ant. 965 m., Fairview Peak, 7 km S of Hwy 50, 58 km SE of Fallon. The applicant has applied for TVs on ch. 9 and 17, Tonopah; ch. 7, Goldfield, and ch. 16, Yerington, all Nev. Auel owns WWLO (AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif., and CP for WORL(AM) Christmas, Fla.; 50% of WCHP(AM) Champlain, N.Y., and WLWJ(AM) Royal Palm Beach, Fla., and 33 1/3% of KVVV(AM) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla., King City, Hollister and Paradise, all Calif., and Champlain and Rouses Point, N.Y., and 33 1/3% interest in applications for FMs in Globe and Tucson, Ariz.; Mesquite and Hawthorne, Nev., and Clewiston, Orlando and Okeechobee, all Fla., and AMs in Havana, Fla., and Hawthorne and Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of KVVV (FM) South Orville and KXX(AM) Paradise, Calif. *Sep. 20*

**Goldfield, Nev.** (BPET-960920KQ)—Nevada Public Television (Carl J. Auel, trustee, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational TV on ch. 7, ERP 30 kw, ant. 470 m., Brock Mt., .15 km S of Tonopah. For interests, see item above. *Sep. 20*

**Sun Valley, Nev.** (BPH-960930MH)—Joe L. Gross (2201 Mauna Loa Dr., Ceres CA 95307) for FM at 94.5 mhz, ERP 1.2 kw, ant. 771 m., Pond Peak. *Sep. 30*

**Sun Valley, Nev.** (BPH-960926MH)—George S. Flinn Jr. (188 South Bellevue, Ste. 222, Memphis, TN 38104) for FM at 94.5 mhz, ERP 4.9 kw, ant. 448 m., 2.6 km SE of Spanish Springs Pk. Flinn owns WFBI(TV) and WHBO(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo., has applied for FMs in Tunica and Grenada, Miss.; Forest Acres, S.C.; Virginia Beach, Va., and Sun Valley, Nev., has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C.; Newton and Des Moines, Iowa, and interest in applications for TVs in Phoenix and Coolidge, Ariz.; Hot Springs, Ark., and Santa Fe, N.M. *Sep. 26*

**Sun Valley, Nev.** (BPH-960927ME)—David P. Ward (4740 Ellicott Way, Reno, NV 89509) for FM at 94.5 mhz, ERP 23.5 kw, ant. 218 m., Lesaka Rd., 3.1 mi. NW of Spanish Springs Pk., near Sun Valley. Ward owns 6% of KRXI-TV Reno. *Sep. 27*

**Sun Valley, Nev.** (BPH-960930MR)—John C. Carsey (110 Guadalupe, Austin, TX 78701) for FM at 94.5 mhz, ERP 1.2 kw, ant. 768 m.,

on Pond Peak, NE of Sun Valley. *Sep. 30*

**Tonopah, Nev.** (BPET-960920KN)—Nevada Public Television (Carl J. Auel, trustee, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational TV on ch. 17, ERP 5 kw, ant. 337 m., Mt. Booker, 4 km NE of Tonopah. For interests, see item above. *Sep. 20*

**Tonopah, Nev.** (BPET-960920KR)—Nevada Public Television (Carl J. Auel, trustee, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational TV on ch. 9, ERP 2 kw, ant. 331 m., Mt. Booker, 4 m NE of Tonopah. For interests, see item above. *Sep. 20*

**Yerington, Nev.** (BPET-960920WT)—Nevada Public Television (Carl J. Auel, trustee, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational TV on ch. 16, ERP 10 kw, ant. 193 m., 4.8 km S of US 95, 13 km E of Yerington. For interests, see item above. *Sep. 20*

**Roswell, N.M.** (BPCT-960930KT)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for TV on ch. 21, ERP 5,000 kw, ant. 162 m., N side of US Rte. 380, 14 km E of Roswell. For interests, see item above. *Sep. 30*

**Santa Fe, N.M.** (BPET-961001KJ)—The Regents of the University of New Mexico (Richard E. Peck, president, 1130 University Blvd. NE, Albuquerque, NM 87107) for TV on ch. 9, ERP 316 kw, ant. 610 m., along Peralta Ridge, atop No Name Mtn., 9 km E of Jemez Springs. *Oct. 1*

**Cleveland, N.Y.** (BPED-960919MF)—Syracuse Community Radio Inc. (Frederic Noyes, president, P.O. Box 6365, Syracuse, NY 13217) for FM at 90.5 mhz, ERP .100 kw, ant. 32 m., W side of West St., .35 km N of NY SR 49, Cleveland, N.Y. *Sep. 19*

**Lancaster, N.Y.** (BPED-960920MA)—Holy Family Communications Inc. for noncommercial educational FM at 90.7 mhz, ERP .43 kw, ant. .43 kw, ant. 25 m., S tower of the wxRL(AM) directional ant. system, 5360 William St. *Sep. 20*

**Canton, N.C.** (BPET-960920WK)—The Achievement School Inc. (James F. Goodman, president, P.O. Box 12800, Raleigh, NC 27605) for noncommercial educational TV on ch. 27, ERP 5,000 kw visual, ant. -31 m., 2.66 km W of Canton, on SR 23. The Achievement School owns 60% of WRAL-TV-FM Raleigh and WJZY-TV Belmont, N.C., and WOCT-FM and WMMX-FM Baltimore and has applied for TVs in High Point and Raleigh, N.C. *Sep. 20*

**High Point, N.C.** (BPET-960920WL)—The Achievement School Inc. (James F. Goodman, president, P.O. Box 12800, Raleigh, NC 27605) for noncommercial educational TV on ch. 32, ERP 5,000 kw visual, ant. 173 m., 1.57 km N of intersection of SRs 150 and 2019, 3.1 km NE of Kernersville, N.C. For interests, see item above. *Sep. 20*

**Raleigh, N.C.** (BPET-960920WJ)—The Achievement School Inc. (James F. Goodman, president, P.O. Box 12800, Raleigh, NC 27605) for noncommercial educational TV on ch. 34, ERP 5,000 kw visual, ant. 475 m., 2 km

SW of Auburn, off US Hwy 70. For interests, see item above. *Sep. 20*

**Bismarck, N.D.** (BPCT-960930KW)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for TV on ch. 26, ERP 5,000 kw, ant. 246 m., SR 6, .9 km E of Saint Anthony, N.D. For interests, see item above. *Sep. 30*

**Minot, N.D.** (BPCT-960930KU)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for TV on ch. 24, ERP 5,000 kw, ant. 91 m., 3 km SE of Burlington, N.D. For interests, see item above. *Sep. 30*

**Youngstown, Ohio** (BPET-960919LA)—Educational Television Association of Metropolitan Cleveland (Jerry Wareham, president, 4300 Brookpark Rd., Cleveland, OH 44134) for TV on ch. 58, ERP 5,000 visual, ant. 452.2 m., 182.9 m., E of SR 173, 3 km NE of Bowie, Pa. *Sep. 19*

**Elk City, Okla.** Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 31, ERP 5,000 kw, ant. 217 m., KECO(FM) tower site, 7.51 km from Elk City. For interests, see item above. *Sep. 19*

**Enid, Okla.** (BPET-960920IQ)—Family Educational Broadcasting Inc. (Douglas Sehdahl, director, 109 Oak, Huxley, IA 50124) for noncommercial educational TV on ch. 26, ERP 107 kw visual, ant. 140 m. Family has applied for TVs in Carroll, Des Moines and Ames, Iowa, and Senatobia, Miss. Sehdahl has 40% interest in CP for FM in Madrid and 50% interest in application for TV in Newton, Iowa. *Sep. 20*

**Norman, Okla.** (BPCT-961001YM)—WinStar

Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 46, ERP 5,000 kw visual, ant. 494 m., 11.6 km NNW of intersection of US hwy 62 and 177, Jacktown, Okla. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Tazewell, Tenn.; Farwell, Tex.; Provo, Utah; Virginia Beach, Va.; Christiansted, V.I.; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Oct. 1*

**Portland, Ore.** (BPCT-960920WH)—Television Capital Corp. (Marietta I. Feltner, president, 415 E. 37th St., Ste. 39G, New York, NY 10016) for TV on ch. 40, ERP 5,000 kw visual, ant. 332 m., 9494 SE Eastman Dr., Happy Valley, Ore. Television Capital Corp. has applied for TV on ch. 63, Richmond, Va. *Sep. 20*

**Forest Acres, S.C.** (BPH-960912MN)—L.M. Communications Inc. (Lynn M. Martin, president/owner, P.O. Box 11788, Lexington, KY 40578) for FM at 94.3 mhz, ERP 2.6 kw, ant. 135 m., 1201 Main St., Columbia, S.C. LM owns WLGX(AM) Lexington and WGKS-FM Paris, Ky. Martin owns WYBB(FM) Folly Beach and WNST(FM) Moncks Corner, S.C., and WCOZ(AM) and WKLC-FM St. Albans, W.Va. *Sep. 12*

**Forest Acres, S.C.** (BPH-960912MM)—Paul W. Robinson for FM at 94.3 mhz, ERP 6 kw, ant. 78.4 m., co-located with existing ant. of WUSC-FM Columbia, S.C. Robinson owns part of WMFX(FM) St Andrews and WNOK(FM) and WOIC(AM) Columbia, S.C. *Sep. 12*

**Forest Acres, S.C.** (BPH-960912MR)—

Ogeechee Broadcasting Co. Inc. (Leon B. Perlis, president/50% owner, P.O. Box 5050, Cordele, GA 31015-5050) for FM at 94.3 mhz, ERP 6 kw, ant. 71.7 m., SE corner of intersection of Apple and Northland, Cayce, S.C. Perlis owns 48.5% of WMWR(AM) and WAYS(FM) Macon, Ga. *Sep. 12*

**Forest Acres, S.C.** (BPH-960912MD)—South Link Broadcasting (Jodie A. Dames, 33.3% general partner, 1921 Crampton Ct., Chesterfield, MO 63017) for FM at 94.3 mhz, ERP 6 kw, ant. 100 m., 5.71 mi. S of Forest Acres, Columbia Industrial Park substation. *Sep. 12*

**Fannett, Tex.** (BPED-960923MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 90.5 mhz, ERP 20 kw, ant. 146 m., S of Port Arthur, Tex., off Hwy 73 on Lavelle Rd. For interests, see item above. *Sep. 23*

**Jefferson, Tex.** (BPED-960920ME)—Houston Christian Broadcasters Inc. (Bruce Munsterman, president, 2424 South Blvd., Houston, TX 77098) for noncommercial educational FM at 91.7 mhz, ERP 3.1 kw, ant. 14 m., N of Hwy 49, 2.6 km SE of Lassater, Tex. HCBI owns KHCB(AM) Galveston and KHCB-FM Houston and has applied for FMs in Lufkin, Kerrville and Madisonville, all Tex. *Sep. 20*

**Kerrville, Tex.** (BPED-960920MB)—Houston Christian Broadcasters Inc. (Bruce Munsterman, president, 2424 South Blvd., Houston, TX 77098) for noncommercial educational FM at 91.1 mhz, ERP 1 kw, ant. 16 m., NE end of Hiwatha Rd. For interests, see item above. *Sep. 20*

**Odessa, Tex.** (BPCT-961001LD)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 30, E of Hwy 1788, 23 km NW of Midland, Tex. For interests, see item above. *Oct. 1*

**Odessa, Tex.** (BPCT-961001YZ)—The Kralowec Children's Family Trust (Arthur C. Kralowec, 1077 W. Morton St., Porterville, CA 93257) for TV on ch. 30, ERP 5,000 kw, ant. 130 m., 4 mi. E of US 395, 2 mi. N of SR 158. The trust owns KKAG(TV) Porterville, Calif. and has applied for TVs in Ogden, Utah; Newton, Iowa; Spokane, Wash.; Gosnell, Ark.; Virginia Beach, Va., and Antigo, Wis. *Oct. 1*

**Pearsall, Tex.** (BPH-960926MF)—John Raymond Furr (8620 N. New Braunfels, #305, San Antonio, TX 78217) for FM at 104.1 mhz, ERP 3 kw, ant. 93 m., S side of SH 104, 1.6 km E of Pearsall. Furr owns 20% of FM in Floresville, and has 34% interest in application for FM in Leaky, Tex. *Sep. 26*

**Salt Lake City** (BPET-960917KH)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for TV on ch. 26, ERP 303 kw, ant. 1166 m., Farnsworth Peak. Global Education has applied for noncommercial TVs on ch. 43, Coolidge, Ariz.; ch. 20, Durango, Colo.; ch. 43, Des Moines, and ch. 34, Ames, Iowa; ch. 34, Senatobia, Miss.; ch. 9, Santa Fe, N.M.; ch. 63, Tulsa, Okla., and ch. 18, Ogden, Utah. Sebastian has 50% interest in application for TV on ch. 39, Newton, Iowa. *Sep. 17*

—Compiled by Jessica Sandin

## OpenMike

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### Culpable or non-responsible?

EDITOR: So, in court, trash talk show host Jenny Jones admits to (1) not knowing about her show's content prior to the night before, (2) not knowing the topic of the "same-sex crush" episode in question, (3) not having any producer or content management authority over the show that bears her name and (4) "does not recall" any show topic that she has disagreed with.

Hmmmm.

In my opinion, either Ms. Jones was not accurate with those answers or she is a complete, mindless TV "twinkie."

Culpable or non-responsible. Which one is it? Either way, she should resign and her show, and others like it, should end.—*G.D. Roberts, Nashville*

### Tasteless, but necessary

EDITOR: I have noted with interest the editorial decision of BROADCASTING & CABLE to include comments from radio "personalities" that have been subject to FCC fines. A sidebar to the Oct. 21 article on the fines brought against a Virginia station quotes Howard Stern, the figure the station carries.

I applaud your decision to reprint these utterly tasteless remarks. The industry as a whole needs to see specifically what precipitated the fines. Defending the comments of Stern makes no sense when you are confronted with them unsanitized. Again, congratulations for exercising some editorial courage.—*Gary Woodward, Department of Communication Studies, The College of New Jersey, Trenton*



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# Datebook

## THIS WEEK

- 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. 14-15**—U.S. Hispanic Media Conference, presented by the **National Hispanic Academy of Media Arts & Sciences**. Radisson Empire Lincoln Center, New York City. Contact: Herik Venegas, (212) 249-1345.
- 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. 15**—"An Evening with Larry King & Friends," presented by the **Larry King Cardiac Foundation**. The Four Seasons Hotel, Washington. Contact: Janet Donovan, (202) 822-9318.
- Nov. 16**—18th annual CableACE Awards presentation (televized categories), presented by the **National Academy of Cable Programming**. The Wiltern Theater, Los Angeles. Contact: Scott Broyles, (202) 775-3629.
- Nov. 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. Cavalieri Hilton, Rome, Italy. Contact: (800) 342-2460.

## NOVEMBER

- 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** 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. 20**—Peter Hackes Memorial Awards luncheon, presented by the Washington, D.C., chapter of **Radio-TV News Directors Association**. George Washington University Club, Washington. Contact: Walt Gold, (301) 881-8810.
- 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. 21**—"An Affair to Remember," charity benefit

presented by the New York chapters of **Women in Cable & Telecommunications** and **CTAM**. Metro-nome, New York City. Contact: (212) 642-6333.

**Nov. 22**—**Association for Maximum Service Television** 10th annual ATV update. ANA Hotel, Washington. Contact: (202) 861-0344.

**Nov. 23-Dec. 15**—5th annual International Children's Television Festival, presented by the **Museum of Television & Radio**. New York City. Contact: (212) 621-6600.

**Nov. 26**—"Worldwide Television Summit: The View from the Top," followed by the International Emmy Awards gala, presented by the **International Council of the National Academy of Television Arts and Sciences**. New York Hilton, New York City. Contact: Linda Alexander, (212) 489-6969.

**Nov. 26**—International Press Freedom Awards dinner, presented by the **Committee to Protect Journalists**. Waldorf-Astoria, New York City. Contact: Kari Corwin, (212) 465-9344.

## DECEMBER

**Dec. 3-4**—3rd annual **NIMA International** Pacific Rim Conference. Grand Hyatt Hotel, Hong Kong. Contact: Chris Ourand, (202) 289-6462.

**Dec. 5-6**—"Competition in Local Telco & Cable Markets," presented by the **Strategic Research Institute**. Loews L'Enfant Plaza Hotel, Washington. Contact: 1-800-599-4950.

**Dec. 5-7**—MIP'Asia International Film & Programme Market, presented by the **Reed Midem Organisation**. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Madeleine Noel, (203) 840-5301.

**Dec. 5-8**—2nd annual **International Teleproduction Society** VIP engineering retreat. Hyatt Pier 66, Fort Lauderdale, Fla. Contact: (212) 629-3266.

**Dec. 6-7**—**Associated Press TV-Radio Association** regional meeting. KLAS-TV, Las Vegas. Contact: Rachel Ambrose, (213) 626-1200.

**Dec. 6-8**—**Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication** winter meeting. Atlanta Hilton & Towers, Atlanta. Contact: (803) 777-2005.

**Dec. 7**—**The Caucus for Producers, Writers & Directors** annual awards dinner. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

**Dec. 8-9**—InterAmerica Link. Pan-Latin American pay-TV conference presented by **Global Exposition Holdings**. Marriott Hotel, Miami. Contact: (713) 342-9826.

**Dec. 10**—24th annual **PaineWebber** Media Conference. McGraw-Hill Bldg., New York City. Contact: Christiana Woods, (212) 713-2445.

**Dec. 10**—Fourth annual DBS Briefing, presented by **Global Exposition Holdings**. Melia Castilla Hotel, Madrid. Contact: (713) 342-9826.

**Dec. 10**—New Revenue Roundtable, presented by **CTAM**. Hyatt Regency Alicante, Anaheim, Calif. Contact: (703) 549-4200.

**Dec. 11-13**—The Western Show, presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

**Dec. 12**—10th annual **Federal Communications Bar Association** FCC Chairman's Dinner. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Dec. 12-13**—14th annual Telecommunications Policy and Regulation Conference, sponsored by the **Federal Communications Bar Association** and the **Practising Law Institute**. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Dec. 18**—**International Radio & Television Society Foundation** Christmas benefit. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Dec. 19**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the **Electronic Commerce Committee**. Offices of Price Waterhouse, New York.

Contact: Elizabeth Carr, (212) 258-8163.

## JANUARY 1997

- Jan. 8-10**—**Society of Cable Telecommunications Engineers** conference on emerging technologies. Opryland Hotel Convention Center, Nashville. Contact: (610) 363-6888.
- Jan. 9-12**—**Electronic Industries Association/Consumer Electronics Manufacturers Association** international winter consumer electronics show. Las Vegas Convention Center, Las Vegas. Contact: Cynthia Upson, (703) 907-7674.
- Jan. 12-13**—**Association of Local Television Stations** (formerly **INTV**) 24th annual convention. New Orleans Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.
- 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.
- Jan. 15**—**Federal Communications Bar Association** luncheon featuring Debra Lee, president/CEO. BET Holdings. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Jan. 15-16**—19th annual International Sport Summit, trade show and conference presented by **E.J. Krause & Associates**. Marriott Marquis Hotel, New York City. Contact: Jim Rice, (301) 986-7800.
- Jan. 16**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Jan. 18-22**—10th annual **International Teleproduction Society** president's retreat and management conference. Four Seasons Hotel, Nevis, West Indies. Contact: (212) 629-3266.
- Jan. 25-28**—54th annual **National Religious Broadcasters** convention and exposition. Anaheim Convention Center, Anaheim, Calif. Contact: (703) 330-7000.
- Jan. 26-28**—Regulatory and Law Forum on Competition in Wireless Markets, presented by **Strategic Research Institute**. The Fairmont Hotel, San Francisco. Contact: (800) 599-4950.
- Jan. 27-28**—**South Carolina Cable Television Association** annual winter meeting. Embassy Suites Hotel, Columbia, S.C. Contact: Patti Hall, (404) 252-2454.

## FEBRUARY 1997

**Feb. 6-9**—**Radio Advertising Bureau** marketing sales conference. Marriott Marquis Hotel, Atlanta. Contact: (214) 753-6740.

## 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.
- March 24-27**—SBCA Las Vegas '97 Satellite Show, presented by the **Satellite Broadcasting and Communications Association**. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

## APRIL 1997

- April 4-7**—**Broadcast Education Association** 42st 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 and exposition, presented by **PROMAX International** and **BDA International**. Navy Pier Convention Center, 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)

## To Hollywood via Harvard

**H**arvard-schooled and clad in a stuffy suit, Billy Campbell made quite an impression nine years ago when he arrived for his first network programming job.

Everyone thought he was a corporate spy. Here was an MBA from Wall Street whose only childhood memory of television was the occasional ACC basketball game, and he was hired to oversee shows like *Dynasty* and *MacGyver*.

"I never really read a script. I was an athlete in football, baseball and basketball in high school," Campbell recalls of his humble beginnings at ABC Entertainment. "But I heard a lot about the company, how well managed they were.... I didn't think I could go wrong."

He was right. Nine years later, that same aw-shucks transplant from South Carolina is number two at CBS, the network to have shown the most growth in viewers so far this season over the same period last year.

Life couldn't be better for Campbell. But then, that's what he gets for following Leslie Moonves from job to job.

"I'd go anywhere with him," says Campbell, who was first hired by Moonves in 1991 at what is now Warner Bros. Television. "He's my friend. He's been loyal to me and stood by me and given me great opportunities. On the business side, he's ambitious and opinionated and has great taste in material. He leads by example but is not afraid to admit he's wrong."

Not that Campbell was looking for that sort of opportunity in TV early on. The son of a dye- and chemical-company owner, Campbell was the first graduate of the school at Christ Episcopal Church in his South Carolina hometown of Greenville to head off to Harvard. There he majored in economics before picking up a Wall Street gig as an analyst in mergers and acquisitions. Studies at Harvard Business School followed, not to mention at the Chinese University in Hong Kong.

In short, this wasn't a man who saw television as the new frontier—that is, until Dan Burke, then CEO of Capital Cities, lectured in one of Campbell's grad school marketing classes. A conversation ensued, and before long, Campbell had become the first MBA to join the ABC current programming department.



*"The medium is so persuasive. The country is watching whatever we put on that night."*

### Billy Campbell

**Executive VP, CBS Entertainment, Los Angeles; b. Nov. 23, 1959, Columbia, S.C.; BA, economics, Harvard College, 1982; MBA, Harvard Business School, 1987; analyst in mergers and acquisitions, Smith Barney, Harris Upham & Co., New York, 1982-84; Rotary International Scholar, Chinese University of Hong Kong, 1984-85; manager of current series, ABC, Los Angeles, 1987-91; head of drama development, Warner Bros. Television (formerly Lorimar), Los Angeles, 1991-95; current position since July 1995.**

"I was the only guy in a suit the first three months, but then I decided to go the casual route, so it worked out a lot better," he says. "The great thing about that job was it was the best training ground for any young executive. You're on the line every-day.... *Twin Peaks* came out during that period. It was a fun time."

If ABC (where Campbell also oversaw mainstays like *thirtysomething*, *Life Goes On* and *China Beach*) was heaven, Warner Bros. was even better. Campbell's tenure there included the development of *Lois & Clark: The New Adventures of Superman* and *ER*—shows big enough to overshadow WB duds like *John Grisham's The Client* and *Against the Grain*.

But then Moonves decided to leave the production house. Campbell, of course, wanted to follow: "It was very difficult to leave Warner Brothers. There was tremendous camaraderie and we were number one every year. But [CBS] was this incredible challenge...to come to this place and try to turn it on around."

After a summer of big bangs on the sets of the much-ballyhooed—and extremely costly—*Cosby* and *Ink*, the network has maintained new-season momentum as the only network with week-to-week growth (2%) over the comparable week last year. New shows like *Pearl*, which finished week seven with a 9.0/15, while such veterans as *Touched by an Angel* and *Walker, Texas Ranger* continue to post stellar ratings.

Not all of the rookies have been recognized as valuable players. Just last week, CBS announced plans to place the new Steven Bochco sitcom *Public Morals* on hiatus, while *EZ Streets* will go off the schedule for re-release at a later time.

Campbell is reminded constantly of CBS's ability to reach a broad range of viewers: his uncle in South Carolina rings up with plenty of praise for *Promised Land*, while a single buddy in New York would rather hang his hat on *Pearl*.

"The medium is so persuasive," Campbell says. "The country is watching whatever we put on that night."

Still, Friday mornings spent in the wreckage of NBC's Thursday night tsunami leave Campbell and Moonves wondering about the bigger picture: why continue against such odds, especially in light of increasing pressure from politicians and the erosion of viewers to cable? —LR

## BROADCAST TV

**Holly Willrodt**, crime reporter, KALB-TV Alexandria, La., joins KLFY-TV Lafayette, La., as news reporter.

**Marie McGlynn**, sales and marketing research director, KSDK(TV) St. Louis, joins WKYC-TV Cleveland as LSM.



Drain

**Margaret Drain**, senior producer, *The American Experience*, WGBH-TV Boston, named executive producer.

Appointments at WNBC(TV) New York: **Lori Marco**, manager, employe rela-

tions, named director; **Lewis Leone**, account executive, sports sales, ABC Television Network, joins as local sales manager; **Bill McDowell**, marketing/research analyst, WTVJ(TV) Miami, joins as research manager; **Carol Anne Riddell**, free-lance reporter, joins as general assignment reporter.

**Patricia Ramos**, public relations coordinator, KMEX-TV Los Angeles, named communications manager.



Cortell

**Neal Cortell**, director, affiliate marketing, Bloomberg Television, New York, joins S+ and WBIS+ (owned by ITT Corp., and Dow Jones & Co.) there in same capacity. Cortell's responsibilities

will include management of The Wall Street Journal Television Group.

**Gary McNair**, station manager, KBIM-TV Roswell N.M., joins KSNT(TV) Topeka, Kan., in same capacity.

**Lori Bell-Shuk**, research director, WWJ-TV Detroit, joins WDIV(TV) there in same capacity.

Appointments at KRON-TV San Francisco: **Kirsten Dirksen**, coordinating producer, researcher, *First Cut*, named associate producer; **May Hanecak** named production coordinator, *First Cut*; **Victor Heman**, news director, C/NET Website daily news service and senior producer, C/NET Central, joins as South Bay

bureau chief; **Bertrand Pellegrin**, associate producer, *First Cut*, named producer; **Stacy Waters**, producer, *First Cut*, named producer, special projects.

**Jan McDaniel**, president/GM, KAKE-TV Wichita, Kan., joins WCCO-TV Minneapolis as VP/GM.

## PROGRAMING



MacCurdy

**Jean MacCurdy**, president, Warner Bros. Television Animation, and head, Kids' WB!, Burbank, Calif., adds oversight of Hanna-Barbera Inc. to her responsibilities.

Appointments at Saban Entertainment, Los Angeles: **Julie Ashton**, casting director, Mike Fenton and Associates, joins as director, casting; **Ann Knapp** named VP, live-action development.



Vila



King

Appointments at Paramount Network Television, Hollywood: **Scott Vila**, executive director, current programs, named VP, drama development; **Brett King**, director, current programming, 20th Century Fox Television, joins as VP, current programs.

**Suzanne Horenstein**, VP, programming and promotion, Fox Television Stations, Beverly Hills, named senior VP, scheduling, Fox Broadcasting Co., there.

## RADIO

**Rick Party**, on-air personality, WGCI-FM Chicago, joins WVEE(FM) Atlanta as afternoon personality.

Appointments at KLSX(FM)/KRLA(AM) Los Angeles: **Ron Vacchina**, local sales manager, named general sales manager; **Rick Hernandez** joins as national sales

manager, headquartered at Allied Radio Partners in New York.



Herbert

Appointments at WBBM(AM) Chicago: **Georgeann Herbert**, executive editor/assistant news director, named director, news and programming; **Deidra White**, managing editor, named executive

editor/assistant news director.

**Don Walker**, VP/GM, KGBS(AM) Dallas, joins Westwood One Radio Networks, Valencia, Calif., as affiliate sales manager, major markets.

**Jeffrey Starr**, host, *The Jeffrey Starr Show*, aired on cable television in Rhode Island, adds talk show host, WARA(AM) Attleboro, Mass., to his responsibilities.

**Philip Spivey**, director, advertising, Subway, joins KPEK(FM)/KTEG(FM) Albuquerque, N.M., as GSM.

**Charlie Cook**, partner/senior VP, McVay Media, joins Westwood One Radio Networks, Valencia, Calif., as VP, programming/formats.

## CABLE

**Susan Glass**, VP, national advertising sales, Jones Education Networks Inc., Englewood, Colo., joins America's Health Network, Orlando, Fla., as VP, advertising sales.

Appointments at Turner Properties: ■ At TBS: **Jon Steinlauf**, sales manager, named VP, entertainment sales, New York; **Mary Patterson**, independent consultant, joins as VP, systems development, World Wide Information Technology Services. ■ At TEN: **Dick Connell**, director, programming and operations, TEN International, named director, TEN network operations, library services.

**Taran Swan**, VP, channel development, Nickelodeon International, New York, named launch director, Nickelodeon Latin America, Miami.

**Kyle Eng**, publicity manager, Prime Sports West, Los Angeles, named director, public relations.

**Mark Williams**, plant operations manager, Cox Communications' Middle

### Appointments at Marcus Cable, Dallas:

**Susie Holliday**, VP, regulatory compliance, adds planning to her responsibilities; **Chad Coben** joins as director, corporate development; **Patricia Hernandez**, SEC accounting manager, named assistant controller/director, financial reporting; **Amy Walker**, manager, regulatory compliance, named director, regulatory compliance and planning.



Holliday



Coben



Hernandez



Walker

Georgia system, Atlanta, named director, engineering.

**Robin Walker**, manager, communications, Showtime Sports and Event Programming, New York, named director, communications.

**Rich Ross**, senior VP, development and production, FX Networks, joins The Disney Channel, Burbank, Calif., as senior VP, programing and production.

**Jeff Shell**, VP, business development, Fox Television, Beverly Hills, named senior VP, finance and development, Fox/Liberty Networks, there.

## MULTIMEDIA

**Kerry Broom**, director, children's programs and daytime specials, CBS Entertainment Inc., joins The Harvey Entertainment Co., Santa Monica, Calif., as VP, creative affairs.

**Karen Kenton**, producer, joins WETA-TV-FM Washington, as associate producer. Kenton will serve as liaison between WETA, program producers and PBS on a variety of cultural productions.

**Don Garber**, VP, business development and special events, NFL Properties, New York, named senior VP/managing director, NFL International.

**David Mertes**, chancellor, California Community Colleges, joins International Community College, Englewood, Colo., as president.

## SATELLITE/WIRELESS

Appointments at Keystone Communications, New York: **Keith Buckley**, VP, sales, Vyvx-Global, joins as executive VP, sales; **Charlene Fisher**, CEO, Artemis Marketing, joins as senior VP, sports.

**Gail Hegarty Fell**, management consultant, Goldman Sachs & Co., and Arthur D. Little Ltd., joins PanAmSat Corp., Greenwich, Conn., as senior director, new media.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Merle Eakins**, VP, sales and marketing, Emerson Radio Corp., Parsippany, N.J., joins as VP, retail sales; **Curt Pendleton** named VP/GM, Comcast Satellite's newly created North-Atlantic region.



Eakins

**John Pirone**, sales manager, eastern area, named director, New York office; **John Peoples**, sales manager, western area, named director, Los Angeles office.

## ASSOCIATIONS/LAW FIRMS



Omoto

**Loren Omoto**, news director, Minnesota Public Radio, Minneapolis, joins Native American Journalists Assoc. there as executive director.

**Dennis Swanson**, president/GM, WNBC(TV) New

York, has resumed leadership and duties as chairman of the board of directors, Foundation for Minority Interests in Media Inc., there.

**David Kinsman**, manager of programs and communications, Public Affairs Council, joins NIMA International, Washington, as VP, public affairs.

Appointments at Gibson, Dunn & Crutcher LLP, Washington: **Sally Novak Janin**, special counsel, commercial wireless division, FCC, Washington, **Kenneth Schagrin**, lawyer, FCC's international bureau, and **Carol Rachwald**, communications policy analyst, join the firm's communication practice group.

## TECHNOLOGY

**George Byles**, purchasing supervisor, Cable Systems, C-TEC Corp., Princeton, N.J., named purchasing manager, C-TEC Cable Systems and Residential Communications Network Inc.

## TELEMEDIA

**Tasi Ponder**, executive assistant, Sharon Hall (VP, syndication), MTM Entertainment, Studio City, Calif., named manager, Website development.

**Kirk Loevner**, VP/GM, applications, Silicon Graphics, joins The Internet Shopping Network, Palo Alto, Calif., as president/CEO.

**Paul DeBenedictis**, president, new media, Hachette Filipacchi Magazines, joins Digital City Inc., Dulles, Va., as president/CEO.

## DEATHS

**Jacob Lazarus 'Jack' Doniger**, 73, sportscaster/reporter, the Associated Press Radio Network, died of cancer Oct. 30 at his home in Derwood, Md. Doniger had been with AP for 17 years. Earlier positions included stints at WTOP(AM), NBC radio and WRC(AM), all in Washington. During the '70s Doniger was part of a team that broadcast the Washington Capitals games. At the AP, Doniger's assignments included the U.S. Open, the Kentucky Derby and the Olympics. He is survived by his wife, Elizabeth; two children, and a sister.

**Andrea V.C. Sheen**, film rights and clearance specialist/consultant and teacher, died Oct. 28, after a brief illness. Sheen was the founder and president of Sheen & Associates Inc., a company specializing in clip, talent and music clearances for films and television producers and research and rights analysis for copyright holders and producers. Before forming her own company, Sheen worked at NBC News. During her 10 years with the network she held such positions as manager of the network's archives. Sheen is survived by her daughter, Calandra; her mother, brother, and three sisters.

**Paul E. Harris**, 86, actor, died Nov. 2 in Buffalo, N.Y. Harris acted in early radio broadcasts of the *Lone Ranger* during the 1920s and '30s.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

# In Brief

Driven by record summer Olympics dollars, **the Big Three networks registered a whopping 36.8% third-quarter gross revenue gain**, to \$2.62 billion, according to figures compiled by Ernst & Young and released by the Broadcast Cable Financial Management Association. For the first nine months, ABC, NBC and CBS reported combined gross revenue of \$7.9 billion, up 15.3% from the same period a year ago. Not surprisingly, sports advertising in the third quarter was up 234%, to \$973.5 million. Prime time revenue was down 3.3% for the quarter, to \$925 million, but was up 4.2% for the first nine months, to \$3.6 billion. Daytime revenue was up 20% in the third quarter, to \$298 million, and up 16% for the first nine months, to

\$923.5 million. Kids revenue was down 29% in the third quarter, to \$18 million, and down 22.2% for the first nine months, to \$62.6 million.

## **The FCC last week OK'd Fox Television Stations' \$3 billion acquisition of New World Communications Group**

a deal that included 10 TV stations. The commission granted Fox a waiver allowing it to own TV stations with overlapping signals in Chicago and Milwaukee. The FCC conditioned the duopoly waiver upon the outcome of its review of TV ownership rules.

The President can take a joke. Despite some harsh criticism from David Brinkley during ABC's election night coverage, **President Clinton granted Brink-**

## **ley's long-standing request for an interview**

that was to air on yesterday's (Nov. 10) edition of *This Week with David Brinkley*, Brinkley's last as host. ABC got the word Friday that Clinton would do the interview, scheduled to take up about half of the show.

## **Hicks, Muse, Tate & Furst Inc. has made its first TV deal**

, agreeing last Wednesday to buy NBC affiliates KSBW-TV (ch. 8) Salinas/Monterey, Calif., and WEYI-TV (ch. 25) Saginaw/Flint, Mich., and CBS affiliate WROC-TV (ch. 8) Rochester, N.Y. The stations are valued at about \$160 million. Over time, Hicks Muse intends to leverage \$100 million into mid-market TV stations that would be valued at up to \$1 billion. The stations will be

managed by Robert N. Smith, president, Smith Broadcasting Partners. Smith Broadcasting was a partner in the venture that owned KSBW, WEYI and WROC-TV.

## **The Caucus for Producers, Writers & Directors has proposed a TV ratings system**

, to work in conjunction with the V-chip, that would rate programs on the basis of sex, violence and language, using a scale of "occasional," "frequent" and "widespread." Networks would consult with producers on the appropriate rating. The proposal calls on the industry to "recognize its responsibilities" by pledging to eliminate "gratuitous" sex and violence, and also urges programmers to "recognize that the time period in which a program is scheduled

## **Rounding up third-quarter reports**

Third-quarter results were being reported last week; here are some industry leaders in brief (all percentages in comparison with third quarter 1995 unless otherwise stated):

**Cox Radio Inc.'s** net revenue increased 5.1%, to \$33.02 million, while net income rose 74.9%, to \$2.37 million. Broadcast cash flow increased 26.7%, to \$10.59 million, while same-station broadcast cash flow leaped 38.5% because of improved ratings and market share at Cox's stations along with efforts to control costs, according to Cox Radio President Bob Neil.

**Infinity** reported its 20th consecutive quarter of record financial results with net income of \$25 million, an increase of 57.16% compared with last year. Net revenue went up 139%, to \$201 million, because of higher advertising revenue and acquisitions made in the first half of the year.

**Evergreen Media Corp.** reported a net loss of \$.79 million, an improvement from a net loss of \$2.35 million for the same period last year. Net revenue was up 64.9%, to \$78.8 million. Broadcast cash flow increased 66.8%, to \$32.6 million, and the equivalent pro forma figure rose 15.4%.

**Renaissance Communications** had a \$2.2 million, or 6%, net revenue increase, while net income went down 75.2%, to \$5.8 million from \$23.5 million last year. The income decrease was partly because the 1995 figure had been inflated by an amount received from NBC as part of a settlement concerning the acquisition of Outlet Communications Inc. (B&C, Aug. 7, 1995). Broadcast cash flow was flat, with an increase of 0.5%.

**Young Broadcasting Inc.'s** net revenue went up 20%, to \$35.4 million, and the company reported a net loss of \$2.5 million, an improvement of 70.8% since last year. Broadcast cash flow increased 16%, to \$17.8 million, while pro forma cash flow remained almost unchanged, with a 2% increase. The flat revenue was due to the Olympics, says chairman Vincent Young;

YBI has only one NBC affiliate.

**Univision** released only pro forma figures, which show net revenue of \$92.9 million, a 17% increase. Net income rose 382%, to \$10.6 million, and broadcast cash flow rose 23%, to \$35.5 million.

**Viacom** reported an 18% increase in revenue from networks and broadcasting, totaling \$649.6 million. The company's total revenue went up 11.9%, to \$3.35 billion. Net income gained 93.3%, a result of the \$1.3 billion sale of the Viacom cable systems to TCI. The gains were partly due to growth in advertising revenue from Nickelodeon/Nick at Nite and MTV; recuperation at Blockbuster; and box-office hits from Paramount—"Mission: Impossible" among them. Without start-up costs for Nick at Nite's TV Land and increased production costs, results could have been even better.

**Sinclair Broadcast Group Inc.'s** broadcast cash flow increased to \$52.8 million, a 99.2% gain. Net broadcast revenue went up 124.5%, and after-tax cash flow rose 64.9%, to \$26 million, but there still was a net loss of \$3.3 million. Pro forma cash flow was estimated to be down 4%-5%. Loss of network affiliations in Raleigh, N.C., and Birmingham, Ala. (NBC and Fox, respectively), and the lack of growth caused by advertisers' budgets focused on the Olympics were cited as reasons for the poor pro forma showing.

**Chancellor Broadcasting Co.'s** net revenue increased 208.4%, to \$52.8 million, but the net loss was 82.4% higher than last year. The acquisitive group's broadcast cash flow gained 164.3%, while same-station broadcast cash flow went up 34.1%.

**SFX Broadcasting** saw a 117% increase in net revenue, to a record \$45.3 million, while net loss grew 207%, to \$2.2 million. Broadcast cash flow gained 121%, and the pro forma equivalent went up 20%.

—Compiled by Jessica Sandin

## Radio reports the elections

ABC Radio News anchor Bettina Gregory (pictured) delivered scheduled updates of the 1996 Presidential election last Tuesday night from ABC Radio News headquarters in New York. In addition to Gregory's live broadcasts, ABC provided live reports from news anchors in other states, commentary from ABC News political analyst Steve Roberts, and live coverage of key speeches. ABC Radio News fed continual coverage of election news and voting results to 3,400 affiliates over 20 satellite channels. Its coverage extended almost 24 hours—from midnight Nov. 5 until 11:58 p.m. Nov. 6.



Other radio networks provided a full complement of election coverage, including news, commentary, news analysis and live, anchored reports: ■ Westwood One Radio Networks' CNN, NBC News, Mutual News, West-

wood One News and The Source networks served more than 1,000 affiliates with continuous coverage between 7 p.m. Nov. 5 and 12:30 a.m., and carried three special election reports in morning drive Nov. 6. ■ CBS Radio Network broadcast from 6:20 p.m. Nov. 5 to 1 a.m. ET, and from 6:31 a.m. to 11:31 a.m. Nov. 6 to about 485 affiliates. The Associated Press Radio Networks broadcast uninterrupted election news to 470 affiliates from 8 p.m. Nov. 5 to 1 a.m. ET. ■ UPI Radio Networks' two news networks provided live, continuous coverage from 7 p.m. Nov. 5 to 1 a.m. and special election reports in its regular newscasts to about 500 affiliates and regional radio networks. ■ The Dow Jones Radio Network and The Wall Street Journal Radio Network included news and commentary on the economic impact of the election to a combined 175 affiliates. —DP

may have significant social and moral aspects." The V-chip implementation group will unveil its TV ratings plan Dec. 19, industry sources say.

**Twentieth Television will take over national barter advertising sales for Access Hollywood** and the rest of New World/Genesis Distribution's first-run slate on Nov. 18. New World Communications' merger with Twentieth's parent company, News Corp., is expected to close in January.

**FCC Chairman Reed Hundt last gave broadcasters and consumer electronics representatives added incentive to reach an agreement** with the computer industry on the proposed digital TV standard. Asked at a news conference what the FCC should do if the industries do not reach an agreement, Hundt said the FCC then "ought to be chatting with

the new leadership in Congress" about the standard. The industries will report results of their discussions to FCC Commissioner Susan Ness by Nov. 25.

**Despite recording a \$354 million quarterly loss last week, America Online's stock rose by 6%** on Friday. Rising revenue apparently overcame the impact of the \$385 million charge tied to its controversial accounting practices related to subscribers. AOL recorded a 77% revenue increase, to \$350 million, for its first fiscal quarter ended Sept. 30, up from \$198 million for the same quarter last year.

**A three-judge panel in Delaware last Friday denied a challenge by Playboy Entertainment Group** to scrambling provisions of the 1996 Telecommunications Act. Playboy was seeking an injunction to keep the provisions from taking effect while the com-

pany pursues a legal challenge to the rules. An attorney said the company expects to appeal the court's decision.

**Jury deliberations began last Friday in the murder trial of Jonathan Schmitz**, the Michigan man who confessed to killing a man three days after the two appeared on *Jenny Jones*. Schmitz faces life in prison if convicted of first-degree murder for the

March 1995 shotgun slaying of Scott Amedure. Jones, who was called as a witness by the defense, and her distributor, Warner Bros., also are facing a \$25 million wrongful death lawsuit filed by Amedure's family.

**Errata:** The number of U.S. TV households watching TV election coverage reported on page 22 was wrong due to a Nielsen error. The correct figure is 24.94 million.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Congratulations—you're the first person here who has ever pulled a triple shift!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

## New broom

It's going to be a bumpy ride with Senator John McCain (R-Ariz.) at the controls of the Senate Commerce Committee. Broadcasters, particularly, are likely to be of two minds about his stewardship. They'll love him when he attacks duopoly and other ownership rules. They'll be appalled when he sets out to auction digital spectrum, to prevent adoption of a standard for digital TV and expropriate their airtime for political advertising. As the old saying goes, John McCain wears no man's collar but his own. From a "Mr. Smith Goes to Washington" point of view it's appealing: indeed, this page likes the cut of his jib. But at least some of the time we're going to disagree—mostly, we'd hope, on the little issues and less on the big ones.

The first issue out of the chute will be campaign finance reform, which turns out to be shorthand for getting broadcasters to shoulder responsibility for the whole deal. (Because politicians have come to use television as their main vehicle, the notion goes, it should be made less expensive.) The notion is getting around that broadcasting is in the public domain, subject to takeover by the Congress or the FCC for whatever purpose is on the current agenda.

Yes, broadcasters are public trustees. But that should mean that they are expected to examine their responsibilities and determine how best to discharge them; that's why they call it a free press. It may be that broadcasters have an appropriate role to play in the campaign process, along with newspapers and magazines and cable and DBS—all the other First Amendment media over which Congress may pass no abridgement. But it's they who should decide.

We're all for—and anxious to reach—the 21st century, but we don't want to see broadcasting taken hostage in the process. This will be a better country to the extent that broadcasting remains free to serve the people, and is not made the servant of Washington.

## The sooner the better

The use by TV networks of statistical projections to predict election races had Republicans up in arms last week, with the emphasis on complaints that early calls discouraged voter turnout in the western states. Broadcaster sensitivity on this issue was evident by the repeated urgings anchors issued to viewers: Dan Rather, for one, became a virtual get-out-the-vote cheerleader.

The right response to politicians and viewers of all persuasions: deal with it. Not only will the technique not go away, there would be a revolt if it did. (Could you imagine sitting up until dawn waiting for the raw vote count, as was the national habit not that long ago?) Yes, there was one premature call this year, but that was the first in six years by the Voter News Service, relied upon by all the networks. (If New Hampshire U.S. Senate candidate Dick Swett had turned off his TV around 8:30 p.m. election night, he might be battling some realtor today to get back his deposit on a house in Northwest Washington.)

Flukes aside, the system works.

And if you think there's a problem now, wait until the Internet becomes a major information medium in the elections of 2000. Projections by people not yet heard of will inundate the national consciousness to an overwhelming degree. The existing networks could end up being secondary players. (We don't think so—quite that soon—but you get our point.)

That we are a nation of four continental time zones is a problem for the networks, but it isn't their responsibility. Their job is to report and analyze—ideally, with as little second-guessing as possible. We say the more the merrier, and the sooner. The day could come when there will be but one projection: the instant all polls close, simultaneously. A consummation devoutly to be wished.

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