

NOV 18

\$3.35

# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 48 65th Year 1996 A Cahners Publication



**PATCHING PRIME**  
Getting Ready for the Second Season

**SPLITSVILLE FOR WESTINGHOUSE**  
Broadcasting Going One Way, Industrial Company Another

## FIXING FOX

Restoration Experts Peter Roth and David Hill

\*\*\*\*\*3-DIGIT 591  
L1 L2 L3 L4 L5 L6 L7 L8 L9 L10 L11 L12 L13 L14 L15 L16 L17 L18 L19 L20 L21 L22 L23 L24 L25 L26 L27 L28 L29 L30 L31 L32 L33 L34 L35 L36 L37 L38 L39 L40 L41 L42 L43 L44 L45 L46 L47 L48 L49 L50 L51 L52 L53 L54 L55 L56 L57 L58 L59 L60 L61 L62 L63 L64 L65 L66 L67 L68 L69 L70 L71 L72 L73 L74 L75 L76 L77 L78 L79 L80 L81 L82 L83 L84 L85 L86 L87 L88 L89 L90 L91 L92 L93 L94 L95 L96 L97 L98 L99 L100  
B0175184 AUG97 REGB 797  
JOHN C JOHNSON  
KIVQ-TV  
975 NEPTUNE BLVD  
BILLINGS, MT 59105-2129

TOP OF THE WEEK / 4  
BROADCASTING / 31  
CABLE / 65  
TECHNOLOGY / 77  
Telemagia  
p74

# VISION

## Programming

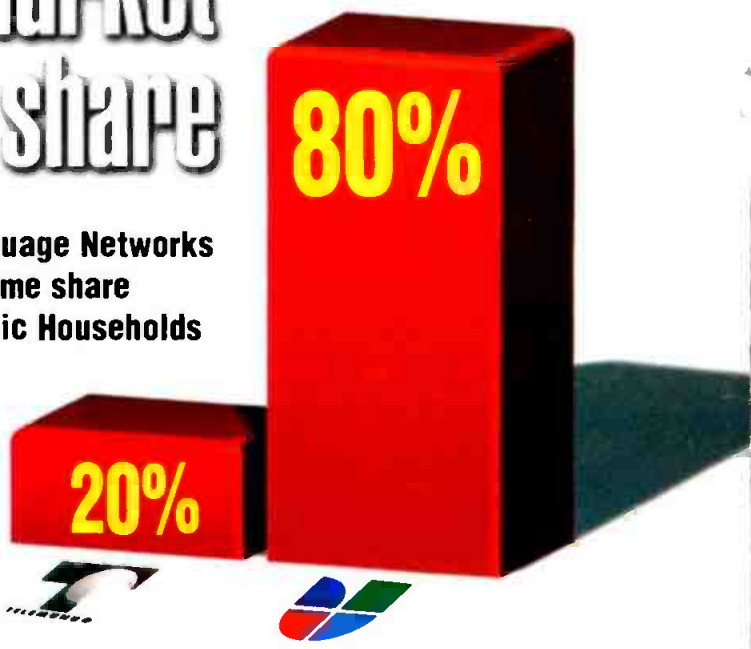
### Primetime Network Programs

	NETWORK	RATING
	UNIVISION	24.4
	UNIVISION	21.2
	UNIVISION	18.9
	UNIVISION	18.1
	UNIVISION	18.1
	UNIVISION	17.8
TV Y Novelas	UNIVISION	17.1
	UNIVISION	17.1
	UNIVISION	16.9
ción Nocturna)	UNIVISION	16.7
	UNIVISION	16.3
	UNIVISION	15.8
	UNIVISION	15.6
Cuenta Todo	UNIVISION	15.3
Especial	UNIVISION	15.1
milia	UNIVISION	14.9
	UNIVISION	14.3
	UNIVISION	14.2
me 2	NBC	13.7
llica María (Special )	UNIVISION	13.4

**SUCCESS**

**in market share**

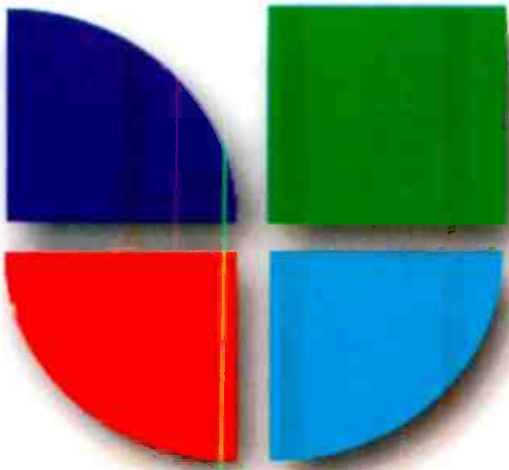
**Spanish Language Networks  
Primetime share  
Total Hispanic Households**



vision sales office or call (212) 455-5219.

\*Source: NHTI Sept. 96 (Households)

# Spanish Homes



# UNIVISION

**SUCCESS**  
**in Ratings**



**Total Hispanic Households**  
**Monday to Sunday - 7:00 PM to 11:00 PM**

**SUCCESS**  
**in Primetime**

**\*Top 20 Primetime**

RANK	PROGRAM
1	Marisol
2	Aquí y Ahora
3	Pobre Niña Rica
4	Canción De Amor
5	Marisol (Special)
6	Con Sabor A México
7	Grandes Bodas De 7
8	Sábado Gigante
9	Premio Heraldo 96
10	Primer Impacto (E)
11	Amor Gigante
12	A Través Del Vide
13	Bienvenidos
14	Miss Universo Lo
15	Cristina Edición
16	Complices En Fa
17	Fuera De Serie
18	Buen Humor 96
19	NFL on NBC- Ga
20	Homenaje Angé

For more information contact any Univision station.

Source: NHTI 95 - 96 Season

# Number 1 in S

**SUCCESS**

||  
spanish  
is...

# Fast Track

Must Reading from

## Broadcasting & Cable

November 18, 1996

### TOP OF THE WEEK / 4

**Big names line up for midseason** A host of understudies are ready to spring into action next year, with some touting enough star power to rival this year's parade of veteran TV actors. The list includes Arsenio Hall, Larry Hagman, Jim Belushi and George Wendt. / 4



In its first October outing, 'The Rosie O'Donnell Show' was the top-rated daytime talk show in syndication. / 14

**Westinghouse divides to conquer** Analysts applauded Westinghouse's decision to split in two last week, but they remained divided on whether the split effectively puts the broadcasting assets in play. / 5

**NAB wants Justice off radio's back** Led by the National Association of Broadcasters, group radio owners plan to converge on Washington to protest the scrutiny of their industry by the Justice Department. / 8

**Liquor ads hit with bipartisan condemnation** President Clinton and Senate Majority Leader Trent Lott each took shots at the liquor industry's plans to reverse its decades-long voluntary ban on TV and radio advertising. / 12



**Hall of Fame** More than 600 industry movers and shakers gathered at the Marriott Marquis hotel in New York to salute the newest members of the BROADCASTING & CABLE Hall of Fame. / 28

### BROADCASTING / 31

**NBC wins ratings week** NBC became the first network in eight years to have the top six shows during a full week of November sweeps. The network finished the week with an 11.2 Nielsen rating and an 18 share in households. / 31

**McManus: CBS sports wants more than NBA, NFL rights**

Incoming CBS Sports President Sean McManus says that regaining rights to major sporting events is a priority, but it's not the only thing on his agenda. / 31

**SPECIAL REPORT Hispanic broadcasting and cable**

With billions on the line, Univision and Telemundo seem poised for their contest for supremacy in Hispanic markets, armed with new programming, multinational partnerships and fiscal restructuring. / 50



Big Bird moves from 'Sesame Street' to commercial TV in a series of ads for the 28-year-old program. / 39

### CABLE / 65

**Comcast closes billion-dollar deal on Scripps Howard**

Comcast Corp. consummated its acquisition of Scripps Howard Cable in a deal worth about \$1.575 billion. Comcast exchanged 93 million of its shares for Scripps Howard's 800,000-subscriber systems. / 65

**CNNI gets ready for launch** Time Warner's sports news network CNNI, a joint venture of CNN (75%) and Sports Illustrated (25%), is slated to launch Dec. 12. CNNI will broadcast live 19 hours a day to roughly 2.5 million subs. / 58

**Telemedia Week**

**IBM beats drum for NC technology** IBM has set up a division to oversee product development and manage alliances in the network-computing market. The computer giant also plans to draft industry standards for the reduced-function computing devices. / 74



Evander Holyfield's defeat of Mike Tyson in their championship bout exceeded expectations as a fight and broke all records as a pay-per-view event. / 67

### COVER STORY

**Fox's one-two punch**

David Hill and Peter Roth discuss with BROADCASTING & CABLE their plans to build the future for Fox Broadcasting, which has experienced recent turnover and sometimes seemed adrift. / 24 Cover photo by Aaron Rapoport



### TECHNOLOGY / 77

**Imedia unveils headend product** Imedia CEO Efi Arazi says the San Francisco start-up soon will unveil a cable headend product for digital TV: the "missing black box" needed to receive digital contribution feeds. / 78

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# Top of the Week

## Nets ready reinforcements

A number of big names are in the wings to replace shows that don't fill the ratings bill

By Lynette Rice  
**HOLLYWOOD**

**C**ops and lawyers, magazine publishers, harried parents and dysfunctional kids. Meet your network mid-season replacements.

A host of understudies are ready to take center stage next year, with some touting enough star power to rival this year's parade of veteran TV actors. That bench strength includes Arsenio Hall, Larry Hagman, Jim Belushi, George Wendt and Laura San Giacomo.

The first of the network mid-season replacements was named last week with the cancellation of freshman detective drama *Mr. and Mrs. Smith* at 9 on Friday nights on CBS and the return of *JAG* beginning Jan. 3.

A network source said the show was hurting the night's anchor, *Nash Bridges*, which has proved a formidable opponent to NBC's *Homicide: Life on the Street*. CBS thought *JAG*, a



Arsenio Hall will star in an ABC sitcom.

series CBS picked up from NBC earlier this year, was similar to *Nash* in that both are action dramas and would have strong male appeal.

CBS has more shows up its sleeve for mid-season, some of which are expected to debut sooner rather than later because of recent vacancies left by the departure of sitcoms *Almost Perfect* and *Public*

*Morals* and drama *EZ Streets* on Wednesday—all of which are on hiatus. Among the replacements are drama *Orleans*, starring Larry Hagman as a powerful judge, and sitcom *Life...And Stuff*, featuring Pam Dawber and Rick Reynolds as a harried married couple.

NBC is set to begin the new year with an unusual number of backups in the

wings, including the comedy *Just Shoot Me* with Laura San Giacomo and George Segal and the newly revamped *The Naked Truth*, starring Tea Leoni and George Wendt. The network has already renewed its freshman comedies and dramas, although short back orders for sitcoms like *Mr. Rhodes* may permit some of the mid-season shows to debut earlier in the year.

Gone from ABC's Saturday lineup is *Second Noah* and the freshman *Common Law*—making way for one of six mid-season shows the network

has in store (see "TV Talk"), among them an untitled show starring Arsenio Hall as a recently married sportscaster and *It's Good to Be King*, featuring Jim Belushi as the divorced manager of a Chicago blues club.

Beyond its new mid-season shows, ABC has several other established shows in the network vault, including *Muppets Tonight*, *Hangin' with*



George Wendt returns home to NBC.

### BENCH STRENGTH: MIDSEASON REPLACEMENTS

**abc** *Gun* (Kushner-Locke)—One-hour anthology from Robert Altman and Jim Fadwith that follows life of semiautomatic, pearl-handled gun.

*The Practice* (20th Century Fox)—David E. Kelley drama starring Dylan McDermott as atypical Boston lawyer.

*An unnamed sitcom* starring Arsenio Hall as recently married sportscaster. Also stars Vivica Fox.

*Cloak and Dagger* (Universal/Warner Bros.)—High-tech action/adventure drama series.

*It's Good to Be King* (Brillstein-Grey/Twentieth TV)—Jim Belushi stars as divorced manager of Chicago blues club.

**CBS** *Orleans* (Paramount Network TV)—Drama with Larry Hagman playing Luther Charbonnet, judge and patriarch of powerful Charbonnet family.

*Feds* (Universal TV)—Dick Wolf drama starring Blair Brown as U.S. attorney in Manhattan federal prosecutor's office.

*Life...And Stuff* (Columbia TriStar)—Sitcom starring Pam Dawber and Rick Reynolds as married couple with two young sons.

*Temporarily Yours* (20th Century Fox)—Sitcom starring Joanna Gleason about life in employment agency.

**FOX** *King of the Hill* (20th Century Fox)—Animated sitcom about Hank Hill and his family in suburban Texas town.

*Pauly* (20th Century Fox)—Sitcom starring Pauly Shore as wealthy businessman's son.

*Secret Service Guy* (20th Century Fox)—Sitcom starring Judge Reinhold as inspector assigned to protect President of U.S.

*Lawless* (Columbia TriStar)—Action drama starring former football star Brian Bosworth as private investigator.

**NBC** *Just Shoot Me* (Brillstein-Grey)—Sitcom starring Laura San Giacomo, George Segal and David Spade. San Giacomo goes back to work to run her father's fashion magazine.

*The Naked Truth* (Brillstein-Grey)—Sitcom starring Tea Leoni and George Wendt in another magazine comedy.

*Fired Up* (Paramount)—Sitcom starring Sharon Lawrence, who starts her own business after losing her job.

*Chicago Sons* (Warner Bros.)—Sitcom starring Jason Bateman about three brothers.

*The Center* (Viacom)—Drama starring Kellie Martin and Nia Peeples about San Francisco crisis center.

*Prince Street* (Warner Bros.)—Drama starring Vincent Spano and Mariska Hargitay, daughter of Jayne Mansfield, about undercover cops in—where else?—New York.

**UPIN** *Social Studies* (Touchstone)—Sitcom about inner-city boarding school.

**NB** *Buffy the Vampire Slayer* (20th Century Fox)—Horror drama with sense of humor.

*Smart Guy* (Touchstone TV)—Sitcom about kid genius in high school.

*In the Dark* (Jonathan Goodson Productions)—Game show that has contestants competing in dark.

*Mr. Cooper* and *Step by Step*.

Fox also has begun to clean house, dropping *Lush Life*, *Love and Marriage* and *Party Girl* and leaving valuable space for the much-anticipated *King of the Hill* (scheduled to debut sometime in January), another animated sitcom that could fit nicely near mainstay *The Simpsons* (see cover story, page 24). The network plans to roll out its own star power

too—teen favorite Pauly Shore plays the son of a wealthy man who brings home a young, blonde bombshell as a mate.

"Boy, does he reach our audience," says Bob Greenblatt, executive vice president, prime time series development, Fox. "We capture the fun-loving, sweet side of him. You won't be watching gross Pauly Shore."

UPN and The WB have their own

midseason replacements but virtually no time to debut them, since all their freshman comedies were picked up for the rest of the season. UPN's *Social Studies* starring Julia Duffy as headmistress of an inner-city boarding school, may see the light of day in early March, although there's no telling when *Buffy the Vampire Slayer* will show up on The WB as a drama replacement. ■

# Westinghouse divides to conquer

*Separation of media and industrial sectors given high marks, but some say that broadcasting may become susceptible to takeover attempts*

By Steve McClellan

## NEW YORK

**A**nalysts applauded Westinghouse's decision to split in two last week (pending Internal Revenue and Securities and Exchange Commission approvals), but they remained divided on whether the split effectively puts the broadcasting assets in play.

Addressing such speculation last week, Westinghouse Chairman Michael Jordan said that corporate bylaws require any would-be acquirer to negotiate directly with the board of the company. Such a buyer would have a "big check" to write, said Jordan, assuming a stock market value of perhaps \$12.6 billion, coupled with \$5.5 billion in debt, "and a huge premium on top of that." So a buyer would be looking at \$20 billion-plus to buy the company.

"While it's always possible, I'm not sure I see that as a near-term possibility," he said.

But some analysts weren't so sure. "In the world of media, when you have a bunch of high-quality assets that are perceived to be underperforming,



Westinghouse CEO Michael Jordan (l) and CFO Fredric Reynolds say that the division of the company's assets should reduce its debt by \$1 billion in the next two years.

there's always somebody who thinks they can come along and do a better job," said one Wall Street media analyst. "They don't have one big blocking shareholder like [former CBS Inc. chairman Larry] Tisch at this point."

Including its \$4.9 billion merger with Infinity Broadcasting Corp., Westinghouse will own 79 radio stations and 14 TVs. The Justice Department last week cleared the way for that merger, on the condition that Westinghouse sell one FM in Philadelphia and another in Boston. The deal still

requires FCC approval, which is expected by the end of the year.

Others on Wall Street agreed with Jordan's assessment that a takeover of the company's broadcasting assets is unlikely, because the current valuation is high and likely will get higher if the network can continue to improve.

"I don't necessarily ascribe to that," says Wertheim Schroder broadcasting and entertainment analyst Niraj Gupta, of the back-in-play theory. "I think the attractiveness of the broadcasting company is that it's the largest pure broadcasting play there is by a multiple." As such, the company has a lot of room to grow revenue and profit, and Gupta believes that "people are going to be investing in this business for the organic growth of it."

The radio assets will contribute more than 50% of the pro forma cash flow, says Gupta, who thinks radio will grow dramatically in future years. "The TV network is in the early stages of a turnaround and as it improves should take with it the owned-and-operated stations," says Gupta, who predicts that the

### Playing name tag


**NEW YORK**—With the breakup of Westinghouse, CEO Michael Jordan has opted to throw his lot with the broadcasting (and cable) company. Now he just has to find a name for it. "There's a lot of dispute over that," Jordan said at a press conference last week. "We'll do a lot of focus groups; talk to the investment community and the press; it's like naming a new brand of Doritos in our previous life, so we're going to try to do this scientifically." Other executives say it's likely the new parent broadcasting company will keep CBS in its name. One wrinkle: when Westinghouse bought CBS last year, it had to surrender the CBS stock symbol, which was picked up by another company. A decision is expected early next year. —SM

**50% Tia,  
70%**





# 50% Tamera, Sold!



Sold in 34 of the top 35  
markets, including stations  
from the following groups:  
Chris Craft, Tribune, Paramount,  
Sinclair, NewsWeb, LIN,  
Meredith, Malrite, Cox, Clear  
Channel, Providence Journal,  
Media General and Max Media.

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network will lose \$20 million—\$25 million in 1996, but should make money—around \$50 million—next year.

Meanwhile, it's business as usual at CBS Inc., says company president Peter Lund: "On a day-to-day management standpoint for the people that work here, nothing really changes. As time goes on they'll feel more of a presence from Mike [Jordan]." All the company's focus and effort, he says, will be directed at media with no distractions from the industrial company. As in the current setup, Lund will report directly to Jordan, as will Infinity Chairman Mel Karmazin, who will oversee all radio operations.

Analysts were told last week that the company will buy more radio properties, particularly in markets 10-15. It also plans to buy more TV stations—and will focus on markets where it can upgrade from a UHF outlet to a VHF station, or

## Westinghouse has cable ambitions

**NEW YORK**—On two occasions at last week's press conference, Westinghouse Chairman Michael Jordan mentioned the company's "close relationship" with Gaylord. Others at the company say it may get closer. Insiders said last week that discussions concerning a purchase of Gaylord continue, on and off, but that the two sides still cannot agree on price.

But when it comes to acquisitions, Jordan cited cable first last week, as an opportunity to buy and expand. (Although TV and radio stations definitely are on the shopping list as well; see main story.) "Gaylord makes a lot of sense," says one analyst who follows Westinghouse. "They are desperate to get bigger in cable." Jordan confirmed that the company has "greater ambitions" in cable than current holdings, which include Telenoticias, Eye on People and one-third of Gaylord's The Nashville Network and Country Music Television Channels, which Westinghouse also has a contract to market and sell. —SM

forestall the possibility of getting switched to a U in an affiliate swap.

All of Westinghouse's \$5.5 billion in debt will be assumed by the broadcasting company, as will some \$1.8 billion worth of tax-loss carryforwards.

Chief financial officer Frederick Reynolds says the company will reduce \$1 billion of debt in the next two years and generate about \$750 million in "freestanding cash flow" annually by 1999. ■

# Radio broadcasters want to get even

*NAB targets Gore in quest to get Justice off radio's back; SFX offers legal challenge*

By Donna Petrozzello and Elizabeth A. Rathbun

## WASHINGTON

**R**adio is finally fighting back. Led by the National Association of Broadcasters, group owners plan to converge on Washington to protest increased scrutiny of radio mergers by the Justice Department.

NAB President Eddie Fritts will meet Friday (Nov. 22) with Joel Klein, Justice's top antitrust enforcer.

That meeting could be a prelude to a session between Vice President Gore and major radio industry group heads. Jeff Smulyan, chairman, Emmis Broadcasting Corp., says he has talked with Greg Simon, Gore's telecommunications adviser. Smulyan says he was "encouraged" by the conversation.

Fritts says: "We spent several millions of dollars to pass the [Telecommunications Act of 1996]," which led to the recent wave of radio mergers. It is unacceptable "to have portions of it thwarted by the [Justice Department, which] we believe is making decisions under false premise."

At the heart of Justice's radio antitrust decisions—three so far—is the conclusion that radio advertising is separate from that of other media, even though radio accounts for just 7% of



**"We don't think [40%] is the law of the land."**

SFX's Sillerman



**"We'll leave no stone unturned in attempting to get justice."**

NAB's Fritts

ny to just under 40% of the radio revenue in each city. Westinghouse counsel Joe Sims says.

Forty percent may insure competition, but it should be challenged, says Robert F.X. Sillerman, executive chairman, SFX Broadcasting Inc.

During an investors' conference call last Friday, Sillerman said a perfect test case would be Jacksonville, Fla., where SFX controls 45% of the radio revenue. Since SFX already has FCC approval for the swap that gave it 45%, it could keep operating even with an ongoing antitrust investigation.

SFX would accept a 40% cap, but "we don't think that is the law of the land," Sillerman says. Rather, the law allows a broadcaster to own up to eight stations in any major market.

The apparent radio revenue cap "may not be sustainable" as radio attracts revenue from other media, Sillerman says. Nevertheless, 40% is "still an immensely productive position to be in," he says.

Sims does not share the industry's displeasure, at least in the Westinghouse case. "We're happy with the result," Sims says. Ignored—and implicitly approved—by the agreement is the fact that Westinghouse will own TV and radio stations in eight of the nation's top-10 TV markets. ■

the advertising revenue in a market.

Using that argument, Justice in August lowered Jacor Communications Inc. to 50% of the radio revenue in Cincinnati. Last month, American Radio Systems Corp. was ordered to reduce its share to 42% in Rochester, N.Y. Broadcasters are still reeling from the ensuing plunge in radio stock prices.

And last Tuesday, Justice approved the \$4.9 billion merger of Westinghouse Electric Corp./CBS Inc. and Infinity Broadcasting Corp. As part of the settlement, Westinghouse must sell WMMR(FM) Philadelphia and WBOS(FM) Boston, limiting the compa-

Who is #1  
at 5pm  
in New York,  
Los Angeles  
and  
Chicago?

# Only

## #1 Women 18-34! 5pm

New York

Los Angeles

Chicago

Program	Station	Rating	Program	Station	Rating	Program	Station	Rating
<b>#1 RICKI LAKE</b>	<b>WWOR</b>	<b>6.0</b>	<b>#1 RICKI LAKE</b>	<b>KCOP</b>	<b>4.5</b>	<b>#1 RICKI LAKE</b>	<b>WPWR</b>	<b>4.8</b>
Bev Hills, 90210	WPIX	4.0	Saved Bell/Fam Mat	KTLA	2.4	Full Hse/Hang-Coop	WGN	3.8
News	WABC	3.0	Quack Pack/Am Fun Vid	KCAL	2.1	Home Imp/Simpsons	WFLD	3.6
Hang-Coop/Am Fun Vid	WNYW	1.5	Married Child/Hang-Coop	KTTV	1.8	News	WLS	1.7
News	WNBC	1.4	News	KABC	1.7	News	WMAQ	1.6
News	WCBS	0.3	News	KNBC	1.2	Good Times/227	WCIU	1.3
			News	KCBS	0.3	News	WBBM	0.7

## #1 Women 18-49! 5pm

New York

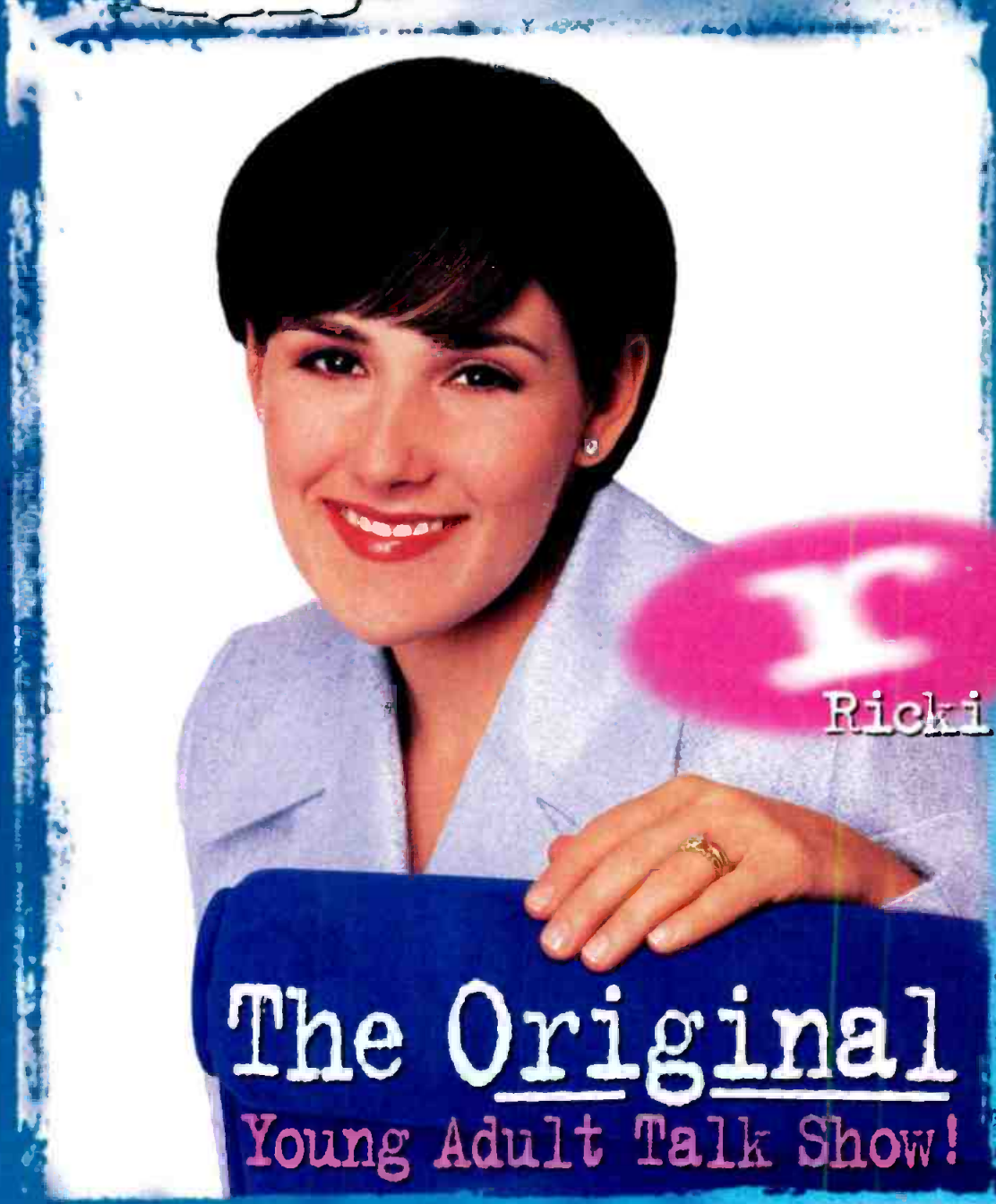
Los Angeles

Chicago

Program	Station	Rating	Program	Station	Rating	Program	Station	Rating
<b>#1 RICKI LAKE</b>	<b>WWOR</b>	<b>4.5</b>	<b>#1 RICKI LAKE</b>	<b>KCOP</b>	<b>3.3</b>	<b>#1 RICKI LAKE</b>	<b>WPWR</b>	<b>3.4</b>
News	WABC	4.0	News	KABC	2.6	Home Imp/Simpsons	WFLD	3.2
Bev Hills, 90210	WPIX	2.7	News	KNBC	2.4	News	WLS	3.1
News	WNBC	2.3	Married Child/Hang-Coop	KTTV	2.1	Full Hse/Hang-Coop	WGN	2.8
Hang-Coop/Am Fun Vid	WNYW	1.3	Saved Bell/Fam Mat	KTLA	1.6	News	WMAQ	2.0
News	WCBS	0.8	Quack Pack/Am Fun Vid	KCAL	1.6	Good Times/227	WCIU	1.1
			News	KCBS	0.8	News	WBBM	1.0

**NSI Oct '96. Ricki Lake is #1  
in New York, Los Angeles and Chicago!**

# Ricki!



Ricki Lake

The Original  
Young Adult Talk Show!

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISING SALES  
SONY PICTURES ENTERTAINMENT COMPANY

# Liquor ads hit with bipartisan condemnation

Clinton, Lott decry reversal of self-imposed ban

By Heather Fleming  
**WASHINGTON**

President Clinton and Senate Majority Leader Trent Lott found a postelection area of agreement: liquor advertising on TV and radio is bad for American children.

The decision of the Distilled Spirits Council of the United States (DISCUS) to reverse its decades-old self-imposed ban on liquor advertisements on TV and radio "is simply irresponsible," President Clinton said in a Nov. 9 radio address.

"We've worked so hard here to warn our children about the dangers of drugs...[and] we also have a duty to protect our families from the consequences of alcohol abuse," the President said. "Now the American liquor industry has made a decision that will make this hard work even harder."

Putting partisanship aside, Lott (R-Miss.) agreed with Clinton. "I think that is a big mistake," he said on NBC's *Meet the Press*. "I think it would have a

bad impact on our children and young people and society as a whole."

The DISCUS reversal came on the heels of Seagram's decision earlier this year to advertise its Chivas Regal scotch and Crown Royal bourbon on TV. That decision prompted action on Capitol Hill.

Representative Joseph Kennedy (D-Mass.), who introduced legislation last June that would ban liquor ads on TV and radio plans to reintroduce the measure in the new Congress. Kennedy also sent a letter last week to FCC Chairman Reed Hundt seeking the FCC's help in opposing the ban reversal. Hundt has also spoken out against the ads.

Hundt also discussed liquor ads when he paid a visit last week to Representative Edward Markey (D-Mass.), ranking member of the House Telecommunications Subcommittee.

DISCUS President Fred Meister, meanwhile, defended his group's position during a meeting last week with Hundt. "Alcohol is alcohol is alcohol," Meister wrote in a letter to Hundt. But



The Seagram spot that started it all

sources say the exchange did not alter Hundt's opposition to the spots.

The FCC chairman sent his own letter to Meister posing a series of questions including whether the group has any data on "the likely impact of these advertisements on the underage purchase and consumption of your member companies' products."

Amid the controversy, TV broadcasters are turning up their noses at the lucrative liquor ads despite the more than \$500 million spent annually on TV ads by the beer and wine industries. But on the cable and radio fronts, there have been a few takers—Black Entertainment Television, Continental Cablevision, Cox and Comcast. They allow their regional operating units "discretion" to make their own decision, but provide varying rules to follow in airing the ads. In radio, Spanish Broadcasting and Z Spanish Radio say they will accept the ads. ■

# MTV wants to charge for 'Net access

It's asking service providers to pay per sub that gets online

By Richard Tedesco  
**NEW YORK**

MTV expects to get paid for 'Net surfers who want their MTV online.

The cable prograner has sent letters to major Internet service providers (ISPs) and Prodigy and CompuServe requesting compensation for subscribers who gain access to the MTV Website through them. MTV's proposal suggests fees per sub per month, similar to the cable business model, according to Matt Farber, MTV senior vice president of programing/new business.

MTV figures it deserves compensation as one of the biggest draws in cyberspace and that ISPs—not users—should pay. "Certainly MTV is one of the most popular brands online," says Farber. "We don't think the consumer

wants to pay for every Website that they like."

Compensation has been discussed with some ISPs, Farber says. CompuServe spokeswoman Gail Whitcomb says the service was not surprised at the MTV proposal but that CompuServe feels it should be compensated for the 5 million members it can bring to MTV's site. "Unless they're going to create a fee structure with some value added, why would anybody pay?" she asks.

Prodigy spokesman Barry Kluger would say only, "We're studying the proposal." A source outside the company says that Prodigy had already dis-



MTV has a plan to make money from its home page.

missed the proposal outright.

American Online pays MTV a flat fee for a proprietary content area open to its members, who also may access MTV's Website through AOL.

MTV will offer to share online ad revenue and provide on-screen promotion as part of its proposal, according to Farber, who says it is open to discussing busi-

ness models aside from the traditional cable scheme: "We're not being rigid. It's early in the game."

ESPN and Discovery Channel also have opened discussions with Internet-access companies on imposing a fee structure related to their sites. ■

# Jury divided on talk TV

*But industry may have reformed following murder*

By Cynthia Littleton  
**HOLLYWOOD**

**C**onvicted of murder, the defendant faces three years to 20. But for ambush television, the penalty may be death.

Jonathan Schmitz had confessed to killing a gay acquaintance last year, three days after the two taped an episode of the *Jenny Jones* show about secret admirers. Jurors spared Schmitz a life sentence by convicting him of second-degree murder, not first.

The verdict sends mixed signals about the impact of the criminal trial on the pending \$25 million wrongful death lawsuit filed by the family of victim Scott Amedure against Jones and Telepictures Productions, a unit of Warner Bros.

"Six of these jurors said the defense might as well have saved money on Jenny Jones' plane ticket because her testimony had nothing to do with the verdict," said Jami Floyd, the former Stanford University law professor who recently joined Court TV as a reporter/anchor.

"They were much more focused on his mental state," she said. "The show may have been a catalyst, but it wasn't a major factor for this jury."

The talk show industry, however,

has gotten the message loud and clear. Even if Telepictures and Jones are exonerated in the civil proceedings, legal analysts say, major studios are unlikely to risk the threat of a multimillion-dollar lawsuit for the sake of good reaction shots.

On Multimedia Entertainment's *Sally Jessy Raphael Show*, they still do "surprise" shows, but guests are told in advance that they may be upset by the revelation. Many shows now offer counseling services.

But more important, times have changed in the world of daytime talk in the 15 months since the Amedure murder, thanks largely to Telepictures' success with *Rosie O'Donnell's* lighthearted talk/variety hour. A backlash to talk TV's parade of sensational stories and dysfunctional families was emerging among advertisers and broadcasters months before Schmitz pumped two shotgun shells into Amedure's chest.

*Jenny Jones* still ranks among the top three daytime talkers, but her ratings are down year-to-year, as is the case with most first-run strips this fall.

Initially, Judge Francis O'Brien denied the defense's request to call Jones as a witness, but the onetime *Star Search* winner eventually spent 90 minutes on the stand in Oakland Coun-



Jones testifies during the trial.

ty Circuit Court in Pontiac, Mich. The judge probably reversed his decision out of concern the defense would cite it as grounds for an appeal, says Court TV's Floyd.

Warner Bros. insiders say there's no truth to speculation that *Jenny Jones*, a big money-maker for the studio, will end its five-year run this season. In her testimony, Jones told jurors she was "absolutely not embarrassed" about the fateful show, which never aired until it was introduced as evidence last month.

A statement from Telepictures last week said it would be "inappropriate" for Jones or the company to comment on the outcome of the murder trial. "However," read the statement from Telepictures Productions President Jim Paratore, "it doesn't lessen the sadness and sorrow we feel about the senseless murder of Scott Amedure and the pain and sorrow his family and friends have been suffering." ■

## Radio Disney targets kids

**NEW YORK**—ABC Radio is scheduled to launch Radio Disney, a live, 24-hour children's radio format, at ABC's KQRS(AM) Golden Valley, Minn. (Minneapolis) today, Nov. 18.

The launch puts Radio Disney squarely in competition with the Children's Broadcasting Corp.'s Radio Aahs 24-hour children's radio format, which is syndicated to 32 stations nationally from CBC's WWTC(AM) Minneapolis (see story, page 48).

Although ABC has not announced other affiliates for Radio Disney, it is expected to syndicate the format nationally to compete with CBC, say radio executives.

Targeting children under age 12, the full-time format will feature Walt Disney characters on-air and music from a variety of formats, including oldies, contemporary hits, movie soundtracks and other "child-oriented" songs, ABC says.

Radio Disney also will feature programming from *Weekly Reader* and the shows *ESPN Sports for Kids*, *ABC News for Kids* and *Laugh Shack*, among others.

On-air contests will promote trips to Walt Disney World, private pizza parties with Disney characters and interaction between listeners and DJs.

ABC's interest in developing a full-time children's format is not new. David Kantor, president of ABC Radio Networks, says the network has considered programming children's radio since 1991 and has discussed jointly developing such a format with Disney in the past.

When the two companies merged last year, Kantor said it "makes perfect sense" for both to collaborate on Radio Disney. "The combination of ABC's experience in network radio programming, the great on-air cast and promotional crew and the utilization of material unique to Disney results in engrossing radio for children of all ages."

ABC's launch comes on the heels of its split from CBC last November, when the networks severed an agreement for ABC to provide affiliate sales and marketing assistance to CBC. Since then, CBC has hired additional in-house local and national sales staff. —DP

# Eyemark, Tribune stir up syndication

Tribune unveils its first action hour; Eyemark clears Gayle King talker

By Cynthia Littleton

## HOLLYWOOD

**E**yemark Entertainment and Tribune Entertainment kick-started the sluggish 1997 syndication sales season last week, unveiling the first sales figures for high-profile new projects from Oprah Winfrey's friend and from the late creator of *Star Trek*.

Eyemark's talk/magazine strip hosted by Gayle King, longtime news anchor for WFSB(TV) Hartford, Conn., who is also known for occasional appearances on *Oprah*, has been cleared in 60% of the country, including eight of the top 10 markets. Eye-

mark is marketing the half-hour strip as a companion to *Martha Stewart Living*, which will expand from a weekly to a strip next fall.

With Gene Roddenberry's *Battleground Earth* and *Night Man*, Tribune Entertainment is going where the programming arm of Tribune Broadcasting has never gone before: the action-hour market. Tribune has cleared its first weekly dramas in over 50% of the country, including 21 of the top 25 markets.

Although Eyemark and Tribune have found ready takers, other distributors predict that 1997 will be a slow year for syndication sales. Fewer time periods are up for grabs as networks

and major station groups become more active in first-run production.

Nonetheless, Eyemark, CBS's new syndication arm, is committed to a market-by-market approach to selling King. The show has been cleared on CBS-owned stations in New York and Los Angeles, but Chicago and other major CBS O&O markets are still very much in play, says Barry Wallach, Eyemark's executive vice president, syndication.

"We're looking at lead-ins and lead-outs, the history of the time period, promotional commitments. Our best offers aren't always coming from our owned stations," says Wallach. ■

# 'Rosie' rules

Freshman talker unseats 'Regis & Kathie Lee' in October; 'Seinfeld,' 'Home Improvement' continue to grow in off-net

By Steve McClellan

## NEW YORK

**I**n its first October outing, *The Rosie O'Donnell Show* dethroned *Live with Regis & Kathie Lee* as the top-rated daytime talk show in syndication, according to a Petry Television analysis of the October Nielsen books released last week. *Rosie*, which debuted in June, averaged a 4.8 rating and a 19 share, while *Regis & Kathie Lee* scored 4.6/19, according to Petry.

Compared with October 1995 time periods, *Rosie* upped household and key demographic ratings by 50% or more, while *Regis & Kathie Lee* declined in key women demos and was down one household share point versus year-ago time periods.

On the off-network front, *Seinfeld* and *Home Improvement* continue to grow in their second season in syndication, dominating the field in prime time access. *Seinfeld* was tops in the daypart again, followed by *Home*



October came up 'Rosie'—the show averaged a 4.8 rating/19 share.

*Improvement's* strong number-two finish. *Seinfeld* was first in late night, while *The Simpsons* was first in early fringe and third in access.

*Martin* was the highest-rated new-season sitcom in access, with 5.0/8, and fourth-ranked in the genre. *Mad About You* was sixth among sitcoms in access, with 4.8/8, flat versus year-ago time period performance. In early fringe the

first season of *Hangin' with Mr. Cooper* ranked eighth among sitcoms, with an average 3.3/7, falling below last year's time period delivery.

*Oprah* remained unchallenged among early-fringe talkers, showing a 5% gain in household rating, to 8.0/23, with gains across the board in women demos. Her nearest competitor in the daypart was *Rosie*, which averaged 4.6/13.

For the most part, new first-run shows in the talk and game show genres didn't catch on with viewers in October, according to the Petry report. October is the first month of

the new season for which detailed household and demographic viewing is reported by Nielsen in 25 local market surveys, covering 47% of the country. The Petry analysis is based on that data.

The new game block *The Dating/ Newlywed Hour* averaged 1.2/5 in daytime, down slightly from household averages in year-ago time periods. In early fringe, *Jeopardy!* continued to reign in the genre, with 5.3/21, although it was down significantly from 8.4/23 in October 1995. Tribune's *Bzzz!* averaged 2.6/5 in early fringe, down a rating point from year-ago time period averages. *Dating/ Newlywed* averaged 1.6/5 in early fringe, also down from a year ago. In access, *Wheel of Fortune* and *Jeopardy!* continued to be the top two shows in syndication.

*Maureen O'Boyle* was the highest rated of the new talk shows debuting in September, averaging 2.0/8 in daytime, where it ranked ninth in the category. Results for other new daytime talkers: *Pat Bullard* scored 1.1/6; *Scoop*, 0.7/3, and *The Bradshaw Difference*, 0.4/2.

Prime time access magazines and reality shows suffered ratings declines in October versus a year ago, Petry reports, with one exception: *Real TV* averaged 2.3/4, compared with its 1.8/4 year-ago time period average.

Among new off-network hours, *Deep Space 9* was tops in late night, with 2.3/8. *Dr. Quinn, Medicine Woman* scored 1.1/5 in daytime. ■



# CROSS-EXAMINE THIS!

## JUDGE JUDY OUTPERFORMS HER LEAD-IN IN LOCAL MARKETS

MARKET	STATION	TIME	% HH SHARE GROWTH
NEW YORK	WWOR	11:00am	+167%
PHILADELPHIA	WPHL	12:00pm	+100%
PHILADELPHIA	WPHL	12:30am	+50%
BOSTON	WABU	6:30pm	+33%
DETROIT	WXON	11:30pm	+100%
ATLANTA	WATL	12:00pm	+167%
HOUSTON	KTXH	1:00pm	+83%
CLEVELAND	WBNX	11:30am	+67%
CLEVELAND	WBNX	12:30am	+100%
MINNEAPOLIS	KSTP	11:00am	+38%
TAMPA	WTVT	1:30pm	+11%
MIAMI	WBFS	1:00am	+11%
PHOENIX	KUTP	10:30am	+5%
DENVER	KTVD	1:30pm	+33%
ORLANDO	WCPX	1:30am	+33%
HARTFORD	WTXX	11:30am	+100%
CHARLOTTE	WSOC	4:30pm	+50%
CHARLOTTE	WSOC	11:30pm	+60%
KANSAS CITY	WDAF	1:30am	+8%
COLUMBUS	WSYX	2:00am	+6%

SOURCE: NSI OVERNIGHTS 10/31/96 - 11/04/96

# JUDGE JUDY



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# TCI ponders cutbacks

By Price Colman

## DENVER

**J**ob cuts and new alliances may be ahead for Tele-Communications Inc. as the cable giant seeks to jump-start its sluggish business.

TCI and Microsoft Corp. said last Thursday that they're dissolving their partnership in Microsoft Network, in which TCI held a \$125 million—or 20%—stake. At the same time, TCI strongly hinted at other alliances with the world's largest computer software company.

"We remain closely tied in discussing other projects" in programing, distribution and platform development, a TCI spokesperson said, declining to elaborate.

Microsoft Chairman Bill Gates and TCI CEO John Malone are friends, and Gates recently visited Malone in Denver, leading to speculation that closer business relationships might be forthcoming.

Malone has done nothing to quell that speculation. Speaking to the libertarian think-tank Cato Institute last week, he characterized personal computer—and Internet-related businesses as leaders: "The thing that's really a locomotive in the communications industry right now is the PC industry and the Internet.

On the financial side, TCI Communications President Brendan Clouston all but predicted job cuts as the company seeks severe reductions in operating expenses in the next six months: "We have to look at every expense item, and we are, including overhead, including head count."

TCI's third-quarter results reveal the financial pressure the company is under:

- A net loss of \$145 million, compared with a profit of \$23 million last year, on revenue of \$2.14 billion, up 23%.

- Expenses up 22%, to \$1.91 billion, largely because of operating costs that rose 33%, to \$723 million.

- Cash flow up 12%, to \$606 million, with the \$2.3 billion Viacom acquisition but up closer to 3% on internal growth. ■

# Closed Circuit

## NEW YORK

### Fox delays late night

**I**n a series of regional meetings with affiliates last week, Fox executives said the network will delay programing late night until fall 1998, affiliates attending the meetings reported. The move was applauded because the daypart is lucrative for local stations. Executives also said a new animated prime time sitcom, *King of the Hill*, will start airing sometime in January. The late-night serial *13 Bourbon Street* will be given a prime time test run before any decisions are made about it. Affiliates also said David Hill, chairman, Fox Television and Peter Roth, president, Fox Entertainment Group, apologized for putting *Lush Life*, *Party Girl* and *Love & Marriage* on the air in the first place (see cover story, page 24). The meetings were the first chance affiliates had to see and hear Hill in his new role (beyond sports) as head of the network. Affiliates said they were impressed with his enthusiasm and determination to turn things around and get Fox back to its edgier, more creative self. "He's made Fox Sports into a leader, and people are looking to him to do the same thing with the network," said Bob Leider, vice president/general manager, WWSN-TV Miami.

### Jordan staying put

**T**here has been some speculation among media financial analysts that Westinghouse Chairman Michael Jordan might cash in on lucrative stock options and leave the company, either to retire or for some new venture. But Jordan himself dispelled that notion last week, as did other CBS executives. Talking to reporters, Jordan quipped that he wanted to run the soon-to-be-separate Westinghouse/CBS broadcast company "until they decide to kick me out." Others inside the company said Jordan appears to be having "a lot of fun" running the company. They believe he'll stick around at least several more years to oversee a complete turnaround of the network and stations.

## WASHINGTON

### DARS doings

**P**roponents of digital audio radio satellite (DARS) services will have their eyes on the FCC this week. A panel of experts drawn from various government agencies Monday is expected to submit its recommendation on three "pioneer's preference" applications. An official said the commission plans to issue a public notice on the recommendation once it receives it.

## DENVER

### Malone on Murdoch and Turner

**W**hat's free-enterprise capitalism all about? To John Malone, head of Tele-Communications Inc., it's all about two guys "duking it out" in the business arena, particularly if those two guys are Rupert Murdoch and Ted Turner. In a speech to the think-tank Cato Institute, Malone characterized the high-profile battle over carriage of Fox News Channel as "great comedy to me. Ted Turner hasn't felt so young and energetic in years. He loves a good fight. And Rupert is very tough.... This has got to be enjoyed by everybody as great jousting." Malone stressed that he likes and respects both men, but added, "I would waste no tears over either one of these guys. In the end they will resolve this with some transfer of economics."

## NEW YORK

### Voice of experience

**B**usiness News Network is syndicating a radio talk show hosted by Barry Minkow, a convicted felon charged with swindling investors out of millions. Minkow served seven years in jail after investors in his Los Angeles-based "Z-Best" carpet cleaning service charged him with falsifying jobs and financial reports. Apparently, Minkow has adopted a do-as-I-say, not-as-I-do approach with his show at BNN. Minkow has signed 23 markets, including Washington and Philadelphia, to his Monday-Saturday talk show.

# Searching for intellectual property boundaries

*Congress to take on cyberspace copyright, licensing*

By Heather Fleming

**T**he House and Senate judiciary committees will be key battlegrounds next year in fights over extending copyright law to cyberspace, and compulsory licensing for satellite systems.

The Satellite Home Viewer Act will be at the forefront of one such battle. Under the law, royalty fees are collected from DBS operators and apportioned among the copyright owners of programming they retransmit. It restricts DBS operators from retransmitting distant broadcast signals except in "white areas": homes that cannot receive a "grade B" intensity signal from a rooftop antenna and have not received cable service for at least 90 days.

But many local broadcasters charge that DBS operators cheat, and sell network signals within their markets. David Withrow, director of government affairs for the Satellite Broadcasting and Communications Association (SBCA), said DBS operators have cut off more than a million customers because of challenges from broadcasters. The pricing structure for royalty fees also may be taken up on Capitol Hill.

SBCA has not decided whether to deal with the issue legislatively, but the National Association of Broadcasters is promising hand-to-hand combat against any satellite industry effort that threatens local network affiliates.

ASkyB, the DBS venture of News Corp. and MCI, may seek changes to the act on its own. Because many homes fall between two market areas, ASkyB wants to distribute local signals based on the discrete markets defined by the Nielsen (DMA) or Arbitron (ADI) ratings services rather than actual coverage area. The Association of Local Television Stations (ALTV) may counter ASkyB's efforts to retransmit some local signals with legislation extending "must carry" to DBS operators.

Involved in the discussion of the satellite compulsory license system could be the issue of how the open

video system (OVS) fits into the cable compulsory system. The pending Supreme Court must-carry case could also provide incentive to readdress the cable and satellite compulsory systems together.

On another front, the ease and speed by which music, video and text can be copied and distributed over the information superhighway have owners of intellectual property scared. Congress began to grapple with the problem last year, but found that protecting copyrighted works from online piracy was no easy task.

Representative Carlos Moorhead (R-Calif.) and Senator Orrin Hatch (R-Utah) introduced identical legislation in the 104th Congress to extend copyright law to the National Information Infrastructure (NII).

The bills, which incorporate recommendations from the administration's Working Group on Intellectual Proper-

ty Rights of the Information Infrastructure Task Force, was mired in controversy from the beginning. Online service providers such as America Online and CompuServe want to shield themselves from liability when copyright-infringing material is found on their networks and they have no reasonable way to prevent it; content providers want to insure that their material is protected online. Cable companies are caught in the middle. Companies such as Time Warner own programming, yet offer high-speed PC modem service.

After extensive interindustry negotiations, a final deal collapsed at the end of the last congressional session. Work is expected to begin again this winter, but industry sources say it could take years to resolve.

Senator Hatch will continue to chair the Judiciary Committee with Joseph Biden (D-Del.) serving as ranking member. On the House side, Representative Henry Hyde (R-Ill.) will continue as chairman of the Judiciary Committee and John Conyers (D-Mich.) will be ranking member.

Leadership on the House Courts and Intellectual Property Subcommittee, responsible for copyright issues, is up for grabs with the retirement of Carlos Moorhead (R-Calif.). ■

## Rasa fined

The FCC has fined Rasa Communications Corp. of Victorville, Calif., \$19,500 for a series of violations. The commission said the broadcaster had violated rules barring unauthorized transfers of control by striking a deal with Topaz Broadcasting between May 1992 and January 1995 that allowed Topaz to control nearly all of the programming for KIXA-FM Victorville, and to control the station's affairs. The FCC said Rasa also conducted program tests without notifying the FCC; built a tower about 130 feet away from the site specified on its construction permit; did not maintain a local or toll-free telephone number during the station's first three months of operation; and did not maintain a local public inspection file during November 1992. Rasa has until Nov. 18 to contest the fines.

## Borderline responsibility

The FCC earlier this month OK'd a request by Fox Television Stations to transmit live programming to a Tijuana station for rebroadcast to San Diego. The commission in 1995 had cleared Fox to deliver NFL programming through the station, but the U.S. Court of Appeals earlier this year sent the decision back to the FCC for reconsideration. In the new decision, the commission said the Tijuana station must meet public interest standards if Fox is to use the station to deliver programming to San Diego. Fox has said it plans to supply the station with a live, one-hour weekly news program. The commission, which granted Fox a five-year authorization to deliver programming through the Tijuana station, said it will review XETV's supply of issue-responsive programming to San Diego in reviewing any application to renew the authority.

—CM

# Playboy, Graff plan Supreme Court appeal

*Companies hope to block new cable scrambling rules*

By Chris McConnell

**P**layboy Entertainment Group and Graff Pay-Per-View are now looking to the Supreme Court for shelter from new cable scrambling rules after a Delaware court ruled against them.

The two companies last week were preparing Supreme Court challenges after the U.S. District Court in Delaware issued a Nov. 8 ruling denying their request to keep the scrambling rules from taking effect.

"Playboy and Graff have failed to meet the preliminary injunction test," U.S. Circuit Judge Jane Roth wrote in the court's decision. "They have not persuaded us that they are likely to prevail on the merits [of their challenge]."

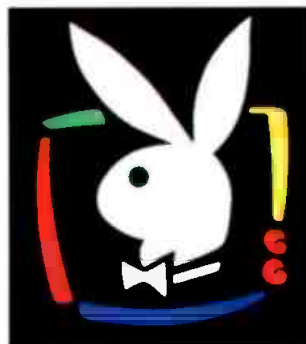
Mandated by the 1996 Telecommunications Act, the scrambling provisions require cable operators to scramble the audio and video of "sexually explicit" programming channels so that non-subscribers cannot receive them. Operators

unable to meet the scrambling requirement are barred from delivering the adult channels between 6 a.m. and 10 p.m., under the rules.

While the FCC adopted the rules in March, Playboy and Graff convinced the Delaware court to keep them from taking effect while the companies sought a preliminary injunction that would further prevent the rules from taking effect.

The two companies have maintained that the rules target them specifically while allowing other cable channels to occasionally run adult programming.

But after reviewing such arguments, the three-judge panel in Delaware disagreed. "On the premium channels...sexually explicit shows constitute only a fraction of the programming," Judge Roth wrote. The panel also said arguments that



the rule violates the First Amendment and is too vague were not strong enough to warrant granting an injunction.

"Federal courts have approved the FCC's definition of 'indecenty' and have rejected vagueness challenges to that term in the context of broadcast media, commercial telephone communications and cable programming," the court said.

The decision left lawyers in and out of the FCC puzzling over the status of the scrambling requirement. FCC officials last week were still reviewing the decision and could not say whether the court ruling meant the rules were in effect. One official, while not declar-

ing a determination on the question, cited language in the restraining order stating that the stay would remain in effect until the court held its hearing and made a determination on the issue.

But some cable lawyers insisted that the rules were on hold, and pointed to the text of the court's decision. Although in their opinion, the judges said they will lift the stay imposed earlier this year, the court's order did not explicitly do so.

"Technically, the [temporary restraining order] has not been lifted," said Daniel Brenner of the National Cable Television Association.

Others in the cable industry hope it will stay that way, pointing to the difficulty in scrambling the audio portion of the signal.

"Technically, we can't do it," Cable Telecommunications Association President Steve Effros said, citing the problem of audio scrambling. "We can't simply block everything overnight."

Hoping to avert such a requirement, Playboy and Graff last Tuesday asked the Delaware court to block implementation of the rules while they pursue their challenge at the Supreme Court. Should the court reject that request, the companies would then ask Justice David Souter to "stay" the scrambling rules.

Barsky also said his company sees many subscribers at stake. He maintains that the company's adult-channel subscribers have increased about 30% in areas where cable systems have expanded the availability of the channels to 24 hours from the hours in the 10 p.m.-6 a.m. range.

"We would expect that to go backward," Barsky said of a rule that would limit adult channels to 10 p.m.-6 a.m. ■

## Supreme Court won't lift pricing stay

Cable observers expect their industry to hold the phone on local telephone ventures in light of last week's Supreme Court ruling on the FCC's local interconnection pricing rules.

The court rejected an FCC bid to overturn an earlier appeals court decision to stay the pricing rules. Adopted in August, the rules would have set national standards on the prices telephone companies could charge cable firms and others seeking to hook up with the local phone network. The court's ruling leaves such pricing policies in the hands of state regulators.

"That's going to slow all potential entrants," Washington communications lawyer Phillip Spector says. Spector says the ruling will force interested competitors to deal with potentially different pricing policies in each state.

He also speculates that cable and other would-be telephone competitors would benefit more from the FCC's proposed pricing policies than from the pricing guidelines of state regulators.

"The uncertainty caused by the stay is one of the reasons we have taken a step back," adds Time Warner Cable spokesman Michael Luftman.

The FCC plans to continue arguing for its rules at the U.S. Court of Appeals in St. Louis, which issued the stay. But until the court case is resolved, state regulators will have final say on the interconnection pricing guidelines, an FCC official says.

Regional Bells, meanwhile, applaud the Supreme Court's decision to keep the federal pricing rules on ice. "The decision...reaffirms the fundamental correctness of the Eighth Circuit Court's stay," says US West Chairman Richard McCormick. "The federal government cannot choose the winners and losers before the game even begins," adds Roy Neel, president of the United States Telephone Association. —CM



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## NCTA praises Joint Board recommendations

The National Cable Television Association (NCTA) had warm words for this month's Federal-State Joint Board universal-service recommendation. The board, consisting of federal and state regulators, adopted a series of recommendations aimed at promoting universal availability of telecommunications services. The action included a recommendation that all eligible schools and libraries receive discounts of 20%-90% on all telecommunications services, including Internet access. "The Federal-State Joint Board's recommendation on universal service is right on the mark," NCTA President Decker Anstrom said, adding that the cable industry looks forward "to continuing to work with the FCC and the states to develop new policies that will help accelerate schools' and libraries' access to these new services."

## Chong considers staying at FCC

FCC Commissioner Rachelle Chong says she might be interested in staying at the FCC if renominated by the Clinton administration. Chong, whose term expires in June, says she plans to spend some of the December holidays thinking about whether she wants to seek a new term at the FCC. "I do love my job," she says.

## Hundt's burning desire

FCC Chairman Reed Hundt says he would like to hold a rule-burning party at the FCC. Discussing his plans at a postelection news conference this month, Hundt said he would like to throw out lots of rules, although he did not specify which ones. Also on Hundt's agenda: revitalizing the public interest as well as the spirit of collegiality at the FCC.

## D.C. circuit asked to reconsider

The FCC is asking the U.S. Court of Appeals for the District of Columbia to reconsider its September decision on antiabortion ads. The court overturned a 1994 commission ruling that allowed broadcasters to channel antiabortion spots to times when children are less likely to be in the audience. "Broadcasters have no business deciding when and how candidates can ask fellow citizens for their vote," the court said. FCC Chairman Reed Hundt has cited the ruling in arguing that broadcasters should provide more free time to candidates. FCC attorneys, however, have asked the full court to review its decision not to allow broadcasters to channel the antiabortion ads.

HBO and the Satellite Broadcasting & Communications Association (SBCA) want the appeals court to reconsider its decision to uphold a law that applies a public interest obligation to DBS operators. In an August decision, the court upheld a provision of the 1992 Cable Act requiring DBS operators to devote up to 7% of their channel capacity to public interest programming. Hundt this fall has repeatedly pointed to the ruling in maintaining that the government should specify similar obligations for broadcasters.

Challenging the ruling, the SBCA and HBO said the court erred in basing its decision on the scarcity of broadcast spectrum. "In this age of explosive expansion of communications media and speakers—cable television, satellite transmission (including digital audio radio), the Internet and video dialtone, let alone television and radio broadcasting—the spectrum scarcity rationale...adopted in the late 1960s is obsolete and in any event has no application to DBS," the petitioners said. HBO and the SBCA asked that the court rehear the DBS public interest obligation issue and reject the spectrum scarcity "doctrine."

# Washington Watch

Edited By Chris McConnell

## DARS allocation

Complying with the 1997 Appropriations Act, the FCC last week issued its proposal for reallocating chunks of digital audio radio satellite (DARS) spectrum to a new, general category that would allow users to provide satellite radio or other wireless services with the frequencies. The appropriations law requires the commission to reallocate and auction the spectrum by April 15.

## A Princely price

The FCC's Mass Media Bureau last week issued another radio indecency fine. This one went against KTFM(FM) San Antonio, Tex., which aired a profanity-laced song by Prince on Jan. 26. The commission said it previously had found the song, "Erotic City," to contain indecent lyrics and issued a notice of apparent liability for \$7,500. The latest notice follows a pair of radio indecency fines the bureau has issued this fall. KTFM has until Dec. 12 to contest the fine.

## Licenses yanked for off-air stations

The FCC this month yanked a pair of radio licenses from stations that have been off the air. The commission pulled the licenses of KLEH(AM) Anamosa, Iowa, and WSJR(AM) Madawaska, Me., after licenseholders for the two stations did not respond to earlier FCC notices ordering them to show why the licenses should not be revoked. The commission also deleted the call signs for both stations.

In other "silent station" actions, the FCC set a hearing to determine whether Quality Broadcasting should retain its license for WNEX(AM) Macon, Ga., and whether Desert Broadcasting Corp. should keep its license for KZAL(FM) Desert Center, Calif. In the Desert Broadcasting case, the commission also said that if the company retains its license, the FCC will consider whether to order Desert to pay a \$250,000 fine for a series of commission rule violations. The commission, which requires licenseholders to report any adverse findings involving the licenseholder's conduct, said the company did not notify the FCC after its vice president, Eugene White, was convicted for racketeering and fraud in a Florida court.



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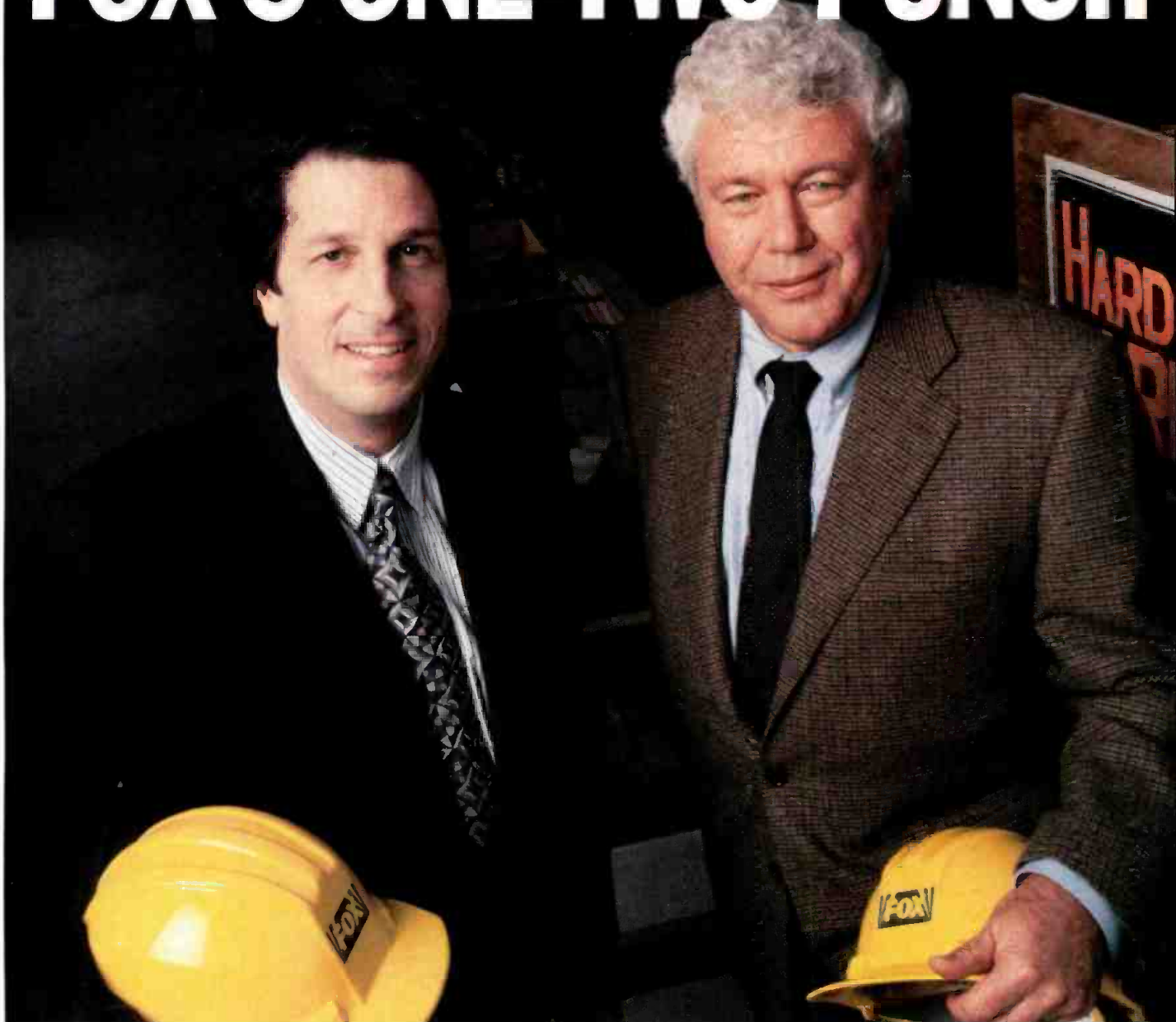
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## DAVID HILL AND PETER ROTH: FOX'S ONE-TWO PUNCH



How would you describe your relationship?

**Roth:** We are a team in all regards. We complement each other's strengths. David brings an expertise and a brilliance in marketing that I think is pretty singular. What he is relying on in me is programing expertise and experience.

**Hill:** Peter is looking at program development and I'm working with Stacey Marks-Bronner [executive vice president, marketing] on all the various elements of the company. I've also been working with scheduling and traffic. It's the whole behind-the-scenes of the network. I describe my role as giving Peter a fantastic Formula One racing car that has the best-tuned engine, the best suspension, the best fuel in it. The tires are pumped up just right, and I'll clean the wind-

screen for him and say: "Right! Bang! You are now going to take the checkered flag."

**There's speculation that given Chase Carey's recent promotion to co-chief operating officer, he will be spending more time focusing on News Corp. and leaving you, Mr. Hill, to handle the practical, day-to-day workings of the network.**

**Hill:** Not at this stage, and thank the Lord. When Peter and I started, we had a very clear mandate. For whatever reason, the network appeared to have lost its voice. The on-air look could have been improved, and the search for the perfect show continues. We were faced with preparing for the November sweeps with a couple of rookie shows that we

Aaron Rapoport

**Worry. Wait.**

Those words, which began popping up this summer to promote Chris Carter's *Millennium*, seemed equally appropriate to describe the future of Fox Broadcasting, which has seen much turnover during the past year in its programming, distribution and marketing departments. Insiders say the network seemed adrift earlier this year, when rumors circulated about the fate of entertainment president John Matoian—who reportedly believed his authority had been undercut by the July promotion of Fox Sports President David Hill (r) to president and chief operating officer.

The waiting was over in September. Peter Roth, the former president of 20th Century Fox Television, succeeded Matoian.

The future of prime time programming for Fox now lies in the combined talents of Hill and Roth—two men with first-class TV credentials.

Hill, 50, a native of Australia, spent nearly 10 years as vice president of sports for Australia's Nine Network before joining News Corp. in 1988. Hill founded Fox's sports division when he joined the network in 1993 and continues to serve as CEO of Fox's cable sports venture.

Roth, 45, a New York native, began his television career in 1976 as a manager of children's programs at ABC. A series of promotions led him to current programs, where he worked on such hits as *Happy Days* and *Dynasty*. After moving on to a six-year stint at Stephen J. Cannell Productions, Roth signed with Twentieth Television in 1992. Two years later, he was named president of 20th Century Fox Television, shepherding such critically acclaimed hits as *Picket Fences*, *Chicago Hope* and *The X-Files*.

BROADCASTING & CABLE'S Lynette Rice sat down with the two last week—appropriately enough near a construction site on the 20th Century Fox lot in Los Angeles—to discuss how they plan to build a new future for the network.

both felt couldn't make the cut and would harm us.

Our mission was very plain and very simple: to take what we had and try to insure for the O&Os, the affiliates and the network that the network would get through the November book in the best possible way. That has been our focus.

Mitch Stern, head of the station group, still talks to Chase. Jon Nesbit [president, sales] still talks to Chase. What's going to happen in the coming months for both Peter Chermin and Chase, we're not sure. I hope personally and professionally that Chase doesn't get dragged too far from the network. We complement each other in our experience and the way we look at the business. But who knows what

the future is going to hold.

**What are your expectations for prime time?**

**Roth:** Our goal, frankly, is to be the number-one adult 18-49 network in the next two or three years. We'll do that, hopefully, with shows that are distinctive, that reidentify the network. Distinctive, bold, daring, well crafted—that's my definition of what Fox has always been and what it could become again.

**Hill:** Both of us would love to have a slew of shows that every college kid in the country sees as appointment television because the shows are clever and/or compelling. If we can achieve that, this network can easily be number one. There's the old saw that Fox doesn't have the distribution of the other networks. Every time anyone has ever said that, I responded: "What did Fox rate on the NFC championship? We did a 33 rating." So we do have the distribution, we do have the reach. Do we have 21 hours of prime time? No. We have 15. But we believe firmly that if we come up with the right shows, we'll be number one.

**You've certainly hit the ground running. You already have announced the cancellation of two new sitcoms—*Lush Life* and *Love And Marriage*.**

**Roth:** The comedies were just not working and we needed to make a move. And when you make moves like this, it puts even more pressure on your current fare and on your development. So, coming into the network as we did, looking at the numbers, at the audience response, it was not a difficult decision. With regard to *Lush Life*, I think it lacked both distinctiveness and the appropriate craftsmanship. It was as much the American audience speaking as it was my perception. The audience was rejecting the show. I thought it was flawed in many regards. As far as *Love and Marriage*, I think it was an ill-conceived combination of *Love and Marriage* and *Married...With Children*. The series should have been reconceived to be more compatible with *Married...With Children* or it should never have been picked up.

**Why did you decide to cancel *Party Girl*?**

**Roth:** I felt that Christine Taylor [star of *Party Girl*] was a distinctive, unique actress, and I very much wanted that series to continue. It was only as a result of our inability to give a guaranteed time period that the production company made the choice not to move ahead on the show.

**What are your plans for midseason?**

**Roth:** I'm thrilled at the possibility and the potential of *King of the Hill*, an animated series from Mike Judge and Greg Daniels. I'm proud to have developed it in my role at 20th Century Fox Television, and I'm even more excited to program it in my current role. It represents potential breakout television. It's distinctive, has a strong point of view and is a perfect companion to *The Simpsons* [he declined to announce a release date]. We have episodes of *Pauly* in the wings. I think Pauly Shore has a unique voice and a very distinctive personality. It's fun. There's *Secret Service Guy*, starring Judge Reinhold, with one of the best casts we've had in years. And we have an action drama we're really excited about



**“All broadcasters have got to look far more deeply into each program to insure the sensibilities that exist be met. The bottom line is, we are not the uninvited guest; we are the invited guest into the home. And we have to perform to those kinds of restrictions.”**

—David Hill

called *Lawless*, starring Brian Bosworth [former member of the Seattle Seahawks], and a sidekick to be named. It will, we hope, recreate the successful partnership that we all enjoyed so much in “48 Hours” starring Eddie Murphy. Those four shows are possibly for the first and second quarter. This is a schedule that is to be determined.

**What’s the status of the game show *Deal*, which debuted this year but later went into hiatus for retooling as a half-hour show?**

*Roth:* It may return at some point.

**What’s your idea of a distinctive drama or comedy? Would you characterize a good Fox show as saucy, adult fare?**

*Roth:* I always start from the place of what is not on the air. Fox traditionally has had its greatest success when it doesn’t clone that which already is but rather sets the trend. Saucy is only one word to describe what may be some of the shows. It’s certainly not singularly saucy at all. I would say that, contemporarily, the two shows I believe are the most distinctive, that define the kind of show I would want to do, are *3rd Rock from the Sun* and *Men Behaving Badly* [both on NBC], two shows that represent a unique, alternative, distinctive point of view. *3rd Rock* is hardly a saucy show. It offers a point of view about life on earth from the perspective of an alien. And I believe it succeeded and broke out of the pack when so many other shows that were simply variations on *Friends* fell.

**Do you feel that the day will come when the only way Fox can remain competitive is to go after the Bill Cosbys and the Ted Dansons of Hollywood?**

*Roth:* Brandon Tartikoff said it best in 1989: All hits are flukes. No one has a formula for success. I look at television development like a mutual fund. One formula that does work on occasion is big-name stars. It is not, in my judgment, a prerequisite for success. We’re going to make a couple of talent deals. We’re going to try a few shows purely on the simplicity of the idea. What’s scary about the business is not so much about going to the top talent but what the top talent

is now demanding.

In my former role at 20th Century Fox, we helped to increase the amount of money that is spent acquiring talent. And in retrospect, that’s something I’m not particularly happy about. I think to some degree we have all contributed toward hurting the business by paying such extraordinary premiums for talent when, in fact, the best ideas are the simplest and go through the traditional development process.

***Millennium* was originally billed as having a supernatural edge, yet so far we are seeing episodes that focus solely on serial murders.**

*Roth:* There is a component of the supernatural, and you’re right—it hasn’t been emphasized quite as much as I believe Chris Carter intends for the future. So, yes, there will be more cosmic conspiracy.

**Will we ever see *The X-Files* as a major motion picture?**

*Roth:* There has been a lot of talk about it in the last year and a half. The theatrical division would very much like it. My only feeling is that I would never want to play with the goose that laid the golden egg. I just don’t want to do anything that’s going to impact negatively on the success of the television series. In the case of Chris Carter, who is the most important producer we have ever worked with, I’d hate to have his attention diverted beyond his incredibly important role on *Millennium* and *X-Files*. On the other hand, if it’s good for the company, I’m all for it.

**Given the 1996 Telecommunications Act, the V-chip and the three-hour children’s mandate, the trend in Washington, particularly from the White House, appears to be toward more content regulation.**

*Hill:* I see that as being absolutely correct. I think it means that all broadcasters have got to look far more deeply into each program to insure the sensibilities that exist be met. The bottom line is, we are not the uninvited guest; we are the invited guest into the home. And we have to perform to those kinds of restrictions.

**Roth:** The important point is that we need to self-regulate as much and as rigorously as possible. There is no question that there will be a greater scrutiny, which is appropriate.

**You've taken some heat from members of Congress for deciding to move *Married...With Children* back to Sunday at 7-8 p.m.**

**Roth:** We're looking at it very carefully. Part of our initial thinking, aside from the fact that we thought it would be a ratings success—and so far that seems to be the case—is that this series airs in earlier time periods in 45% of the country. We thought that [it would work] since this has been shown not only in earlier time periods but over 10 years of time to the American public. That said, we are sensitive to the pressure and the criticism, so we are evaluating some alternatives.

**You were criticized for running what were considered gruesome promos for *Millennium* and *The X-Files*—especially when children were likely watching.**

**Hill:** If we had it to do over again, I would have them recut.

**What a great time to take the network in a new direction, given Fox's broadcast of the World Series and the promotional platform that provided.**

**Roth:** The timing happened to be serendipitous. The fact that we had the extraordinary World Series available to us, which is a testament to the sports division, was luck built on a lot of hard work. It was a great opportunity for us.

**Hill:** The way that series was first going, I rang my wife from Yankee stadium on that Monday night to say "Hey, I'm going to be home Thursday morning." And she said, "Why? I thought it went to seven games." And I said, "I have never seen a team so comprehensively beat as the Yankees were." And then, what happened? You just couldn't have written a better script.

The major complaint was that there were too many promos in it. I read a letter in the *L.A. Times* a couple of weeks back, and it was complaining about how there were too many promotions. I went, "Yes! It worked!"

One show we think is going to show a lot of growth in the

next few weeks is *New York Undercover*. That was showcased during the World Series and, as a direct result, I expect to see the figures going up.

**Let's talk about other sports ventures for Fox. Does your NFL contract enable you to exclusively negotiate its renewal before the league turns to would-be bidders?**

**Hill:** No. We expect it's going to be a very interesting period in our lives come next summer. I feel very optimistic. I think that with what Fox has done with the NFL, we've lived up to absolutely every promise we made in 1993. The guys within the NFL have been very complimentary about the way we've handled things. I think that in television terms the NFL is getting more across-the-board promotion from the other networks than it has ever had. I'm sure that is a direct result of the promotional push on Fox.

**Fox and ESPN have the right to bar Turner from airing Atlanta Braves games once TBS has switched to basic cable status. Have you made a decision?**

**Hill:** They want to take the Braves and put every game on cable. We've said "Wait a minute, guys, this is in breach of our contract." So Chase will be talking to someone about it pretty soon, I guess.

**What are your plans for the Super Bowl?**

**Hill:** We've just done a deal with NFL films. During the Super Bowl we're going to put a crew with the AFC champion and a crew with the NFC champion and follow them through the two weeks. No one's ever done that before. It's always fascinated me that you take an athlete who has been through a full season, then they have two weeks in which they are subjected to the most minute media microscope and they have to retain their focus, keep their fitness and get ready for the biggest game of their life. We will start our coverage at two o'clock Eastern with John Madden doing his all-time, all-Madden team. I just saw the designs for the studio—which will be really cool—that we're putting on the floor of the Dome. Then we'll run our pregame from 3 to 6. We'll intersperse the Super Bowl diaries throughout that three hours. ■



**“Our goal, frankly, is to be the number-one adult 18-49 network in the next two or three years. We'll do that, hopefully, with shows that are distinctive, that reidentify the network.”**

—Peter Roth

# 1996 BROADCASTING & CABLE HALL OF FAME



**M**ore than 600 industry movers and shakers gathered at the Marriott Marquis hotel in New York last Monday (Nov. 11) to salute the newest members of the BROADCASTING & CABLE Hall of Fame: (above l-r) Sam Donaldson, Hugh Downs, Mel Karmazin, Howard Stringer, Marcy Carsey, Tom Werner, Brian Roberts, and Bob Wright. Honored posthumously were Howard Cosell, Carl Haverlin, Robert Kintner, Bill Leonard, Phillips H. Lord, and Gilda Radner. Presiding over the night's proceedings was Donaldson, who has been the event's host since its inception six years ago. He was ably assisted by (bottom, l-r) BROADCASTING & CABLE Publisher Peggy Conlon, editor Don West and ABC's Cokie Roberts, who surprised Donaldson with the news that he had been inducted into the Hall of Fame. With the addition of 1996's 14 new winners, the honor roll stands at 151 (see page 30). Proceeds from the event are being donated to the International Radio and Television Society and the Broadcasters Foundation.



▲ Carsey-Werner co-founders **MARCY CARSEY** and **TOM WERNER** called their award an "extraordinary honor." Werner also said the two were "delighted to be part of an evening that benefited the good work of the IRTS and the Broadcasters Foundation. In describing a "typical day" at Carsey-Werner, Carsey said: "8 a.m., I call Roseanne and give her a wake-up call. 8:01, I call Roseanne and give her second personality a wake-up call. This goes on for another half-hour." Meanwhile, said Werner, "I rent a Lear jet and send Bill Cosby's laundry to his home in Massachusetts." In receiving the award, Carsey thanked her Carsey-Werner colleagues, saying, "we all share a love and respect for each other, for our work and for the audience."



PEGGY CONLON



DON WEST



COKIE ROBERTS



▲ **HUGH DOWNS**, co-host of *20/20*, thanked his wife of 53 years, then said that “no other occupation will allow you to get access to the people, to cover the events and to encounter the adventures” that broadcasting does. As an example, he said, “the Sultan of Brunei has never moved the South Pole to a corrected position...as I have been privileged to do.” He said of the award that “one-half will go to Ruth Downs, and the other half will be distributed among the many people to whom I owe a great deal. And I’ll keep a little part of it for myself. And since I’m custodian of the award, it’s my name that goes into the Hall of Fame. And I think that’s all right too.”



▲ **SAM DONALDSON**, the Hall of Fame’s “moderator for life,” ABC correspondent and co-host of *PrimeTime Live*, was a surprise entrant into the Hall. The genuinely surprised Donaldson singled out several people, including Elmer Lower, “who gave me my first job at ABC, and Roone Arledge, who has given me all my opportunities here.” In particular he thanked his *PrimeTime Live* partner Diane Sawyer, who “saved me when we were failing for a while.... There were people who thought they needed to find somebody to take the rap and there were eyes cast in my direction, and Diane wouldn’t let that happen.” He also thanked Jimmy Carter and Ronald Reagan, his frequent sparring partners as White House correspondent.

▼ With the Justice Department’s approval of Westinghouse’s purchase of Infinity still a day away, Infinity Chairman **MEL KARMAZIN** surveyed the room for audience member FCC Commissioner James Quello and deadpanned: “Ignore everything [moderator] Sam Donaldson said about ‘First Amendment’ and ‘pioneer’; I’ll do whatever you want me to do.” Noting that the date (Nov. 11) was the 15th anniversary of his joining Infinity, Karmazin thanked his colleagues there, including some high-profile talent: “I should probably thank Howard Stern and Don Imus,” he said, “because they have been saying the company is successful only because of them. So, since they’re going to say it anyway, I might as well suck up to them and get some points.”



▼ “I feel too young to be in a hall of fame,” said Comcast President **BRIAN ROBERTS**, calling it a “special night for everyone at Comcast.” Remarking that he was seated next to fellow honoree Hugh Downs, Roberts said Downs had told him that Downs had been one of the first people on TV and that the first TV Downs saw was of himself on that broadcast. But when Downs had written a book “one of the first places he sold it was QVC [Comcast holds a controlling interest] and he sold out 10,000 copies in 18 minutes.” Saying he had the opportunity to “embody the second generation of Comcast,” Roberts paid tribute to the first generation, including his father and partner, Ralph Roberts.





▲ In accepting his award, Tele-TV Chairman and former CBS/Broadcast Group president **HOWARD STRINGER** told the audience that "in this period of consolidation and mergers and acquisitions, there seems to be a lot of personal name-calling. As my own reflection on 30 wonderful years at CBS, passion is better put into programming than into politics, because it's the passion that drives our industry." And to his new colleagues at Tele-TV, he said: "We in the telcos man the lonely outposts of the new frontier. I promise it won't always be lonely."



▲ **BOB WRIGHT**, NBC president, said, "I don't know whether this award is given to me because of my bold achievement or simply stubborn survival, but over time I will be happy to play the Strom Thurmond to Rupert Murdoch's Jesse Helms." Thanking NBC employees "from here to Hong Kong," who he said shared the honor, Wright also talked of the pace of media change, saying that although things "aren't the way they were and won't be the way they are...we will look back and see this as the greatest period, the most exciting period, in the media business. He said that "smart people" will "figure out a way to participate...in the coming together of all these technologies."

## THE HONOR ROLL OF THE FIFTH ESTATE

151 individuals chosen by the editors of **BROADCASTING & CABLE** for unparalleled excellence and service to the industry:

- |                     |                     |                    |
|---------------------|---------------------|--------------------|
| Goodman Ace         | John Gambling       | Bruce Morrow       |
| Fred Allen          | Jackie Gleason      | Tom Murphy         |
| Earle Anthony       | Arthur Godfrey      | Edward R. Murrow   |
| Roone Arledge       | Gary David Goldberg | William S. Paley   |
| Anthony             | Leonard Goldenson   | Dennis Patrick     |
| Edwin Armstrong     | Peter Goldmark      | Edward Petry       |
| Gene Autry          | Mark Goodson        | Irna Phillips      |
| Merlin Aylesworth   | Merv Griffin        | Ward Quaal         |
| Lucille Ball        | Ralph Guild         | James Quello       |
| Red Barber          | Jack Harris         | Gilda Radner       |
| Julius Barnathan    | Paul Harvey         | Dan Rather         |
| Ralph Baruch        | Carl Haverlin       | Ronald Reagan      |
| Robert M. Bennett   | John Hendricks      | Sumner Redstone    |
| Jack Benny          | Ragan Henry         | J. Leonard Reinsch |
| Edgar Bergen        | Jim Henson          | John Rigas         |
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| Martin Block        | Amos Hostetter      | Robert Rosencrans  |
| Steven Bochco       | Harold Verne Hough  | Elton Rule         |
| David Brinkley      | Stanley E. Hubbard  | Dick Salant        |
| Dean Burch          | Stanley S. Hubbard  | Lucie Sahlany      |
| George Burns        | Chet Huntley        | David Sarnoff      |
| Raymond Burr        | Robert Hyland       | Diane Sawyer       |
| Sid Caesar          | Peter Jennings      | Rod Serling        |
| Louis G. Caldwell   | Glenn Jones         | Eric Sevareid      |
| Marcy Carsey        | H. V. Kaltenborn    | Dinah Shore        |
| Johnny Carson       | Mel Karmazin        | Frank Smith        |
| Dick Clark          | Gene Katz           | Bill Smullin       |
| Imogene Coca        | Larry King          | Aaron Spelling     |
| Fred Coe            | Michael King        | Lesley Stahl       |
| Frank Conrad        | Roger King          | Susan Stamberg     |
| Joan Ganz Cooney    | Robert Kintner      | Frank Stanton      |
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| Jim Dowdle          | Robert Magness      | Orson Welles       |
| Hugh Downs          | John Malone         | Tom Werner         |
| Allen DuMont        | Guglielmo Marconi   | Paul White         |
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| Joe Flaherty        | Don McGannon        | Frederic Ziv       |
| Michael Fuchs       | Gordon McLendon     |                    |



# Broadcasting

November 18, 1996

## NBC reclaims weekly crown

Takes top six spots for week, led by 'ER'

By Lynette Rice

**N**BC took week eight of the new season, becoming the first network in eight years to have the top six shows during a full week of November sweeps programming (see ratings chart, page 40).

The network finished with an 11.2 Nielsen rating and an 18 share in households—a 4% decline from the same period last year, but enough to best CBS's 9.7/16 and ABC's 9.7/16. *ER* was the number-one-rated show of the week at 24.9/41—a season best—while the first installment of the mini-series *Pandora's Clock* on Sunday grabbed the number-six spot with a 16.1/24. NBC also won the week in adults 18-49 (7.3/19)—its 48th victory in 51 weeks.

CBS continued to dominate Satur-

day. *Walker, Texas Ranger* topped the night with an 11.7/21, and *Touched by an Angel* earned a season-best 15.2/23. *The Nanny* also remained invincible in its Wednesday time slot with a 10.1/16.

Despite wins on Monday, Tuesday, Wednesday and Friday, ABC finished the week in third place. The network had five shows in the top 20, including *Monday Night Football* (15.9/27) and *20/20* (12.4/23).

Fox finished with an 8.2/13, ranking number one in adults 18-34 and number two in adults 18-49. *Millennium* (8.1/14) won its 9-10 p.m. Friday time slot in every key adult demo, while *The*



'ER' was just what the doc. or ordered.

*X-Files* (11.1/16) dominated the male demographics.

UPN recorded a 4.0/6—its highest weekly household rating this season. The network also saw gains in female teens (3.5/11). Finally, The WB finished with a 2.9/4, registering improvements in women 18-34 (2.3/6). ■

## McManus surveys CBS Sports

Incoming president says he's not there just to win back sports rights

By Steve McClellan

**I**ncoming CBS Sports President Sean McManus told BROADCASTING & CABLE last week that getting back the rights to the National Football League and National Basketball Association is high on his list of priorities. But he emphasized that "a lot of things have to click right" just to get the opportunity to bid on those properties, which have two more seasons to run in the current cycle.

"It is not accurate to say I was hired to get back the NFL for CBS," said McManus, who takes over for the departing Dave Kenin (B&C, Nov. 11). "It's not the only reason, that's for sure."

**"In order for someone else to bid in the NFL, one of the three [incumbent] networks has to say no to a number they'll be given by the league. If all three say yes, it doesn't matter how creative or aggressive we are..."**

Nevertheless, McManus acknowledged that "our life would be a lot easier" if CBS could recapture the NFL—the crown jewel of big-time sports.

But it won't be easy, because the three incumbents have exclusive negotiating periods, expected to start in fall

1997, in which to renew. "In order for someone else to bid on the NFL, one of the three [incumbent] networks has to say no to a number they'll be given by the league," McManus said. "If all three say yes, it doesn't matter how creative or aggressive we are, we won't get a chance to play." But he guaranteed that if one of the other networks blink, CBS will be both creative and aggressive in pursuing the NFL.

McManus also would love to get the rights to the NBA. NBC is sole-broadcast-network rightsholder for the current NBA rights cycle, which expires at the end of the 1997-98 season.

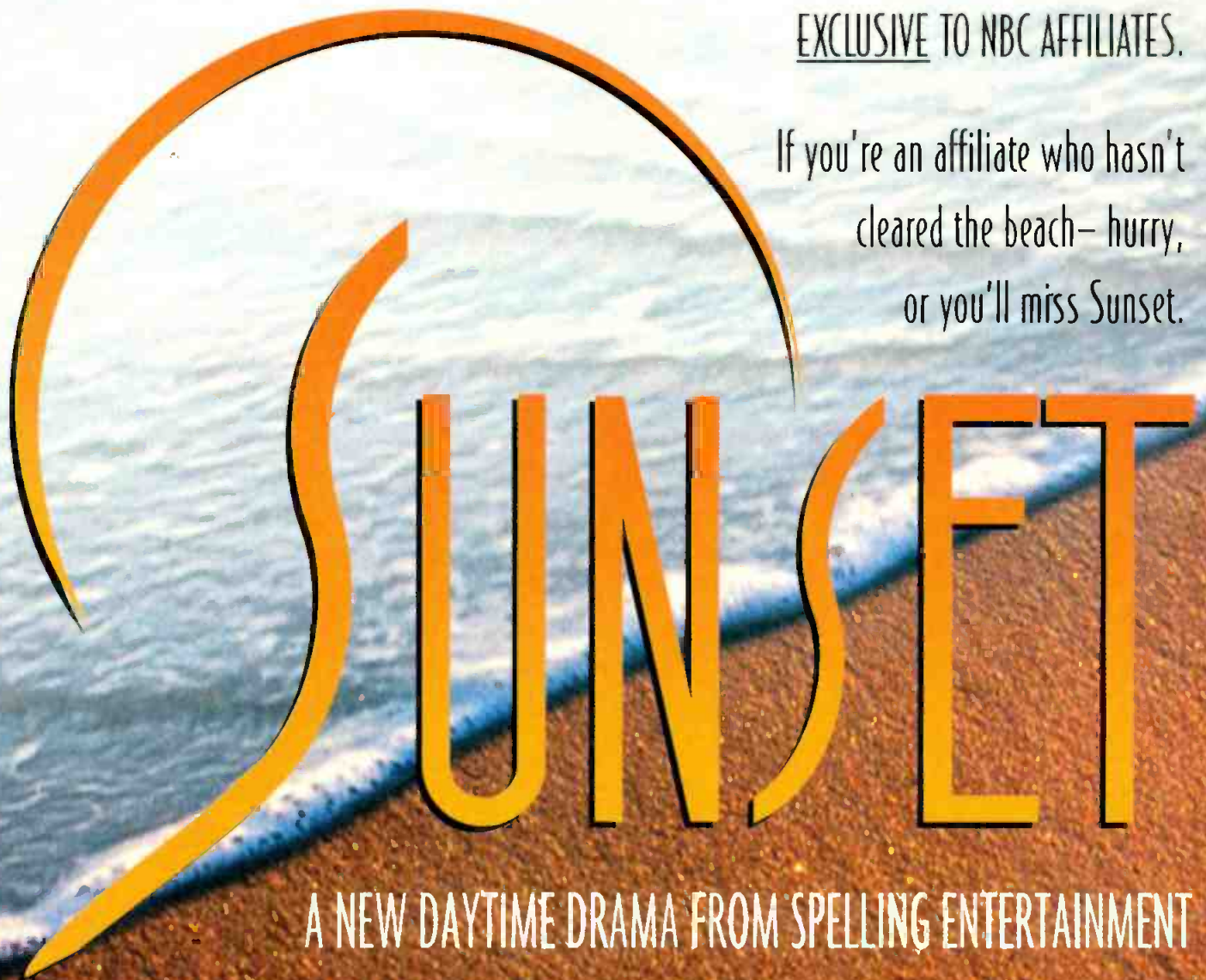
The NBA, he said, is an "unbelievably valuable property. I think we

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# BEACH

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would be very aggressive in trying to acquire it. One of the advantages of the NBA is that it starts in the fourth quarter and goes through the second quarter. That's a lot of programing, with excellent prime time exposure, and it's a very highly rated sport so it's extremely desirable." It's possible the NBA could decide to split its network package in the next cycle, which McManus said "we would absolutely take a hard look at."

Assessing CBS Sports' current state, he said: "I think they're well positioned for the future. They have a solid foundation on which I want to build." The

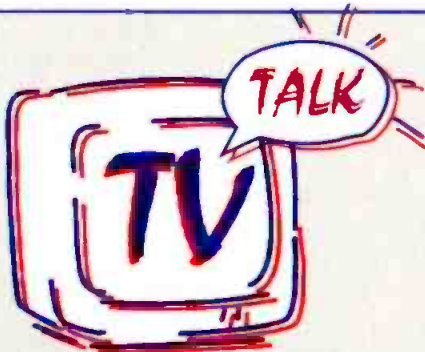
stronger franchises currently in-house include The Masters, PGA Championship, NCAA Basketball Tournament, U.S. Open Tennis and college football.

McManus plans to strengthen the division's anthology series, which he noted has done well in the fourth quarter, counterprogramming football with figure skating. And it's been profitable for CBS, he adds.

Currently senior VP of Trans World International, a New York-based sports marketing and programing company, McManus officially takes over at CBS

Sports on Dec. 16. At TWI, he negotiated sports deals for both the summer and the winter Olympics, Wimbledon and U.S. Open tennis, the British Open, the Tour de France and other events.

Earlier he was with NBC, where he was part of the negotiating team that structured deals for Major League Baseball, the Olympics, college sports and other events. "Sean's broad experience in both network sports and most recently with TWI makes him uniquely qualified to head up the CBS Sports division," said CBS Inc. President Peter Lund. ■



### ABC orders up dramas

ABC last week ordered an additional four episodes for the dramas *Dangerous Minds* and *Relativity*, and has picked up another five episodes of comedies *Townies* and *Clueless*. The network has already 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 will eventually air the remaining three episodes—and *Common Law*, six episodes of which will run later as well. The network already had a full-season order for *Spin City*.

### Saban stripe

Laurie Goldstein, former vice president, movies and miniseries, has been named vice president, motion pictures and television, for Saban Entertainment. In the newly created position, Goldstein will oversee development and production of made-for-TV movies and miniseries, as well as prime time series and feature films. Although Saban has been involved in TV movies in the past, either by co-producing or in acquiring product for international distribution, Goldstein's hiring is a first step in increasing the company's profile

in business, a spokesperson said.

### Ghostly project

Author Anne Rice has signed a deal with Columbia TriStar Television to develop an hour-long drama for the 1997-98 season on CBS. A source close to the deal said the New Orleans-based show will focus on two cops—one real and one a ghost. This marks the novelist's first television project.

### Show stopper

*Home Improvement* has teamed with Will Vinton Studios to produce



*Tim and Al, converted to Claymation*

a four-minute stop-motion animation segment for a Nov. 26 episode of the ABC show called "The Wood, the Bad and the Hungry." Vinton is best known for the California Raisins commercials and the recent Nissan "Toys" spots.

### Drama deal

Steven Phillip Smith, executive producer of Fox's *New York Undercover*, has signed a multiyear drama development deal with Universal

Television. His credits include *Tour of Duty*, *Reasonable Doubts* and *Under Suspicion*.

### Kudos

UPN's *Moesha* was a recipient of a 1996 Parents' Choice Award Silver Honor for teaching good values to children. Parents Choice is a non-profit service organization based in Newton, Mass. ■ At this year's Annie Awards for excellence in animation, Fox's *The Simpsons* was honored for Outstanding Achievement in an Animated Television Program for the fifth year in a row. Kids' WB!'s *Steven Spielberg Presents Pinky & The Brain* was honored for Outstanding Individual Achievement for Voice Acting and Outstanding Individual Achievement for Storyboarding. The awards were presented by The International Animated Film Society/ASIFA-Hollywood.

### Leekley, MTM deal

Writer/producer John Leekley has signed an exclusive production deal with MTM Television to write, produce and direct miniseries, movies and series. Leekley wrote and executive-produced *Kindred...The Embraced* on Fox and has served as writer/producer for TV movies *Buried Secrets* (NBC) and *In the Company of Darkness* (CBS).

### Prime time soap

*General Hospital* will follow the lead of its daytime drama competition such as CBS's *The Young and the Restless* by making a special foray into prime time. An episode of ABC's longest-running soap will air for the first time in prime time Dec. 14. —LR



Carl Sagan will adapt his award-winning series for younger viewers.

# DIC plans 'Cosmos for Kids'

Latest in growing roster of educational kids shows

By Cynthia Littleton

## Loveline's new lease

Loveline's path to MTV late night is the story of the little show that could.

Already battle-tested, the offbeat viewer call-in/celebrity interview show hosted by a practicing physician and a stand-up comic premieres Nov. 25 in MTV's midnight slot.

The Stone Stanley Productions strip had been expected to bow in syndication last September, but a media mega-merger involving Stone Stanley's studio partner, New World Entertainment, and Rupert Murdoch got in the way. The ink was barely dry on the deal when Fox's syndication arm, Twentieth Television, pulled the plug on the project. The call to halt production came on a Friday.

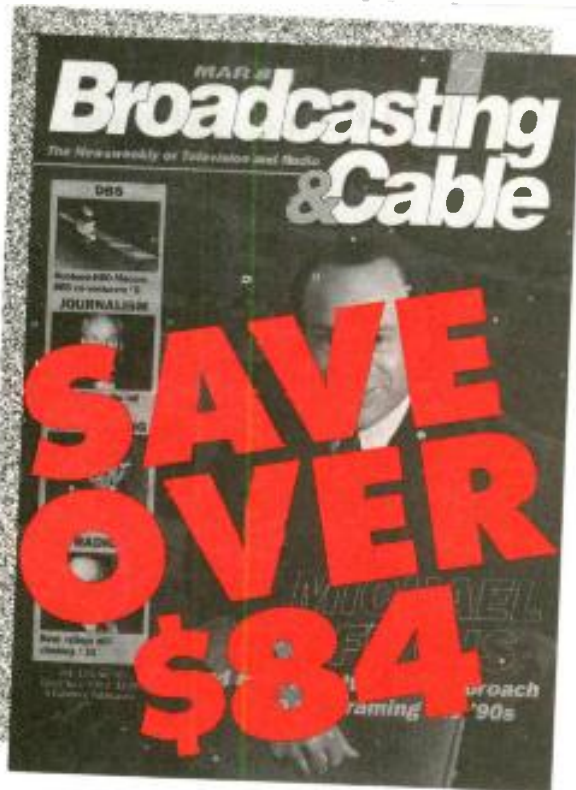
"Needless to say, it was a devastating weekend," says Mark Itkin, the William Morris Agency deal-maker who championed *Loveline* from the start. The show, which focuses on love and relationships, is based on a long-running nightly radio program on Infinity Broadcasting's KROQ-FM Los Angeles.

Itkin and his New York counterpart, Henry Reisch, bought the rights to *Loveline* from Infinity boss Mel Karmazin more than two years ago. Another year passed before the show had evolved from a studio pitch to a pilot to a syndication sales tape.

It's a big-budget production, by MTV standards, but Viacom gets the foreign rights. And Twentieth is hedging its bets by retaining the domestic syndication rights following the initial two-year run on MTV. —CL



'Loveline's Adam Carolla and Dr. Drew Pinsky



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... will co-produce *Cosmos for Kids* with his longtime collaborator, Ann Druyan, secretary of the Federation of American Scientists. The pair's original series on the stars has aired in 70 countries since its debut in 1980. ■

# Advertisers need sense of 'recency,' says ASTA's Duncan

By Cynthia Littleton

A philosophical shift taking place in the advertising world is likely to help broadcasters and syndicators grab more of the \$15 billion TV advertising pie, probably at the

expense of the major networks.

"Recency" is the buzzword for an emerging theory of how advertising influences consumer choice. Recency theory is based on the idea that advertising creates brands, not demand. Because consumers are in the market

for different products at different times, advertisers should concentrate on running year-round campaigns at lower gross rating point (GRP) levels.

"What makes a consumer buy is a broken dishwasher or an empty cereal box," says Erwin Ephron, of the advertising consulting firm Ephron, Papazian & Ephron. "Advertising usually influences brand selection only when it's immediately relevant to the consumer."

Tim Duncan, executive director of the Advertiser Syndicated Television Association, cites recency theory in his presentations to big-ticket advertisers. If continuity is the key, Duncan argues, ad budgets can be stretched by reallocating money spent on network prime time spots to syndicated shows in a daypart ASTA calls "early prime," or 4-8 p.m.

"Planners are starting to focus more on reach than frequency," says Dun-

## Salley forth

Buena Vista Television is generating some good buzz with broadcasters with a new late-night talk show hosted by NBA veteran John Salley. At present, Buena Vista's plan is to launch the show as a weekly next June, with the goal of expanding to a Monday-Friday strip by January 1998. Some station buyers give favorable reviews to the pilot, which features Bob Costas, Vanessa Williams and Magic Johnson as guests. Salley, who spent 10 years in the NBA with Detroit Pistons and Chicago Bulls, is known for his appearances on Comedy Central's *Politically Incorrect* and his supporting roles in such movies as "Bad Boys" and "Eddie."

Buena Vista has not yet closed any deals for the show, but they are looking for weekend latenight slots for the launch as a weekly. —CL

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<u>Issue</u>	<u>Issue date</u>	<u>Ad close</u>	<u>Editorial coverage</u>	<u>Bonus distribution</u>
<b>NATPE Preview</b>	Jan. 6, 1997	Dec. 26, 1996	Hot properties Show events planned	
<b>NATPE Market Issue</b>	Jan. 13, 1997	Jan. 2, 1997	At-NATPE guide International section	Hotel room-to-room Exhibition hall
<b>NATPE Dailies (3)</b>	Jan. 14, 15, 16	Jan. 2, 1997	Up-to-the-minute show news	Hotel room-to-room Exhibition hall

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can. "Most nationally syndicated shows reach a far bigger audience than most cable networks, yet they cost far less than network prime time."

For the past few decades, the conventional wisdom in advertising has leaned toward "effective frequency"—the idea that consumers need to absorb an advertiser's message at least three times in a short period before it can sway purchasing decisions.

Using that model, advertisers gener-

ally try to target the widest possible audience in spurts. But in today's fragmented TV landscape, ABC, CBS and NBC can't deliver the GRPs they used to. With ratings for broadcast network and first-run children's programming hitting an all-time low, buyers for some major children's advertisers say they can't find enough GRPs to properly execute their media plans during the crucial holiday shopping season.

Still, advertising industry veterans

aren't ready to discount the importance of high-volume advertising to drive an advertiser's message home.

"Recency is forcing us to rethink the way we've been doing business over the past few years," says Anthony Torrieri, senior vice president, media research director, for Saatchi & Saatchi Advertising. "But it's not a black-and-white issue. There are too many other factors that influence the effectiveness of advertising."

S Y N D I C A T I O N M A R K E T P L A C E

**'ET' worldwide**

Paramount Domestic Television has tapped veteran *Entertainment Tonight* producer Kathryn McEachern to spearhead a worldwide expansion of the studio's top-rated entertainment magazine. McEachern has been named executive producer of ET Enterprises, a new unit created to manage international production and ancillary projects. McEachern, who joined ET in 1989, will oversee production of the *ET* International editions airing in the UK and China. A major effort to launch the franchise in Europe and other territories is also in the works.

**'In Person' high**

*In Person with Maureen O'Boyle* hit a season high last week in Nielsen's overnight metered markets when a show dealing with weight loss and self-image garnered a 3.0 household rating and 10 share. The Nov. 11 edition of the new Warner Bros. strip pulled in an 8.1/25 at 11 a.m. on NBC affiliate WCMH(TV) Columbus, Ohio.

**New order in court**

There's no doubt about it, *Judge Judy* (Sheindlin) is a hit in the court of public opinion. With a feisty former New York family court judge presiding, ratings for Worldvision Enterprises' new courtroom show are up nearly 25% over its premiere-week average. Last week, KDAF(TV) Dallas became the 13th station to add a second run of the half-hour strip.

**Lucky 13**

Chris Craft/United Television and Rysher Entertainment have ordered another 13 weeks of production on their "phenomenal" nightly news-magazine, *Strange Universe*. The late-fringe strip, which covers para-

normal news and odd goings-on, has struggled with a 1.1 national Nielsen household rating since its September debut, but Rysher and Chris Craft officials say there are positive signs in Nielsen's crystal ball. "The series is trending upward in a number of markets, confirming our belief that a large audience for paranormal, occult and unusual topics is out there," says Ira Bernstein, president of Rysher's TV distribution arm.

**Movie of the Month**

What do Tom Hanks, Jane Seymour, Danny DeVito, Jamie Lee Curtis and Liam Neeson have in common? They all star in films featured in ITC Entertainment Group's Movie of the Month VI package, which bows in March. Each of the 12 movies is offered on a barter basis for a one-month broadcast window. Titles in the collection include "Volunteers," "Halloween," "Whispers" and "Crossing the Line."

**Golf lessons**

It's almost time for broadcasters to tee off with *Harvey Penick's Private*

*Golf Lessons*. The hour special, distributed by Litton Syndications, is hosted by famed golf instructor Penick and two of his most notable pupils, Ben Crenshaw and Tom Kite. Just in time for the PGA's spring tour, Litton is offering the special on a barter basis (4 minutes national, 8 local) for a broadcast window of April 1–May 30.

**Tribble triumph**

The return of the Tribbles was no trouble at all for *Star Trek: Deep Space Nine*, which garnered its highest household ratings in three years with the help of the squeaky little fur balls. As part of this year's 30th anniversary salute to *Star Trek*, Paramount Domestic Television employed "Forrest Gump"—style special effects to blend images from the original *Star Trek* series into a new episode of *DS9* dubbed "Trials and Tribble-ations." The dose of nostalgia gave *DS9* a 7.6 household rating and 13 share in Nielsen's overnight metered markets during the week of Nov. 4.

**Tram-Anh Tran visits Treas**

Who was the creep who dumped toxic waste in the garden on *Ghostwriter*? With a little logic and a little luck, 9-year-old Katie Treas, of Yukon, Okla., won the watch-and-win contest mounted earlier this year by the PBS/Children's Television Workshop series, now distributed as an off-network property by Tradewinds Television. Treas's postcard naming John Miller as the culprit was selected for the top prize in a random drawing. *Ghostwriter* cast member Tram-Anh Tran recently traveled to Treas's hometown, and later escorted Treas, her mother and a friend to an Oklahoma City amusement park.—CL

**NSS POCKETPIECE**  
(Nielsen's top ranked syndicated shows for the week ending Nov. 3. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.9/228/99
2. Home Improvement	10.6/232/98
3. Jeopardy!	9.7/223/97
4. Oprah Winfrey Show	8.3/235/99
5. Seinfeld	7.8/218/96
6. Nat'l Geog on Assignment	7.5/187/96
7. ESPN NFL Regular Season	7.3/2/73
8. Simpsons	6.4/207/96
9. Entertainment Tonight	6.3/188/96
10. Home Improvement-wknd	5.8/223/95
11. Wheel of Fortune-wknd	5.6/168/72
12. Buena Vista III	5.5/180/94
12. Xena: Warrior Princess	5.5/219/96
14. Hercules, Journeys of	5.2/222/97
15. Star Trek: Deep Space Nine	5.0/234/97



# CTW makes commercial push for 'Sesame Street'

By Cynthia Littleton

In a sign of just how much has changed in the world of public broadcasting over the past few years, the first-ever commercial ad campaign for *Sesame Street* began airing last week.

The Children's Television Workshop is spending \$1 million on TV, radio and print ads set to run through the end of March. The campaign highlights the newly published results of two long-term studies indicating that kids who watch *Sesame Street* fare better academically and socially later in life.

CTW officials say the goal is to remind mothers that *Sesame Street*, now in its 28th season, can play an important role in a child's develop-

ment. CTW has purchased spots in network morning shows and soap operas, on Lifetime and other basic cable outlets, in syndicated daytime talkers and off-network sitcoms.

"Working moms feel more than a modicum of guilt leaving their kids every day," says Allyson Kossow Felix, CTW's vice president, marketing and communications. "We're trying to remind them that there is something great out there for kids every day."

CTW's first trip to Madison Avenue comes at a time when the respected production outfit is making a big push in the for-profit arena. CTW recently struck production alliances with CBS and Turner's Cartoon Network, in addition to a wide-ranging licensing, home-video and software deal with Sony. ■



Noah Wyle of 'ER' checks out Big Bird.

# MGM eyes syndication for 'Stargate'

Show debuts on Showtime, is candidate for fall 1998 broadcast play

By Cynthia Littleton

MGM's TV spin-off of theatrical "Stargate" is set to open with Richard Dean Anderson on Showtime next July.

As it has with *The Outer Limits* and *Poltergeist: The Legacy*, MGM intends to find a broadcast distribution outlet for the series, *Stargate SG-1*, starring the veteran TV actor best known as MacGyver.

Showtime has given the series a 44-episode order, fulfilling the terms of a three-series deal MGM struck with the pay cable network in 1994. Anderson's production company, Gekko Film Corp., will be a co-producer of the show.

John Symes, president of MGM Worldwide Television, says the big-budget drama is a candidate for syndication in fall 1998, although the project has also drawn interest from the major broadcast networks.

In the show, based on MGM's 1994 theatrical hit, Anderson plays a soldier who leads a team of experts on a secret mission "through an infinite corridor that slices across universes."

The 1994 theatrical hit was created by Roland Emmerich and Dean Devlin, the writer/director team behind the 20th Century Fox summer blockbuster "Independence Day." The TV series is being executive-produced by the team behind MGM's successful cable/first-run sci-fi series *The Outer Limits* and *Poltergeist*.

Although MGM raised eyebrows in the syndication world earlier this fall by pulling out of January's NATPE sales convention in New Orleans,

Symes says the announcement of the new series is a sign "that MGM is in the first-run business to stay."

Indeed, the studio has revived its TV arm over the past year with the successful syndication launches of the Showtime sci-fi dramas, plus the reality strip *LAPD: Life on the Beat* and the new animated weekly *All Dogs Go to Heaven: The Series*. MGM also is planning to revive the long-running series *Fame*—this time as *Fame L.A.*—as a weekly drama next fall. ■

## Winning the Global TV News Game



by Carla Brooks Johnston

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Nov. 4-10

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	abc	CBS	NBC	FOX	UPIN	WB
<b>Week 8</b>	<b>16.2/25</b>	<b>11.2/18</b>	<b>10.4/16</b>	<b>7.9/12</b>	<b>3.6/5</b>	<b>2.5/4</b>
<b>MONDAY</b>	8:00 91. Perot Paid Political Advertisement 4.9/9	<b>10. Cosby</b> 13.2/21	91. Perot Paid Ad 4.9/8	42. Melrose Place 9.0/14	96. In the House 4.0/6	109. 7th Heaven 2.6/4
	8:30 Advertisement 4.9/9	71. Perot Paid Ad 6.9/10	68. Mr. Rhodes 7.4/11		94. Mal & Eddie 4.1/6	
	9:00 <b>7. NFL Monday Night Football—Denver Broncos vs. Oakland Raiders</b> 15.9/27	27. Murphy Brown 10.1/15	17. NBC Monday Night Movie—Buried Secrets 11.1/18	73. Most Awesome Acts on Earth 6.7/10	104. Goode Bhvr 3.1/5	111. Savannah 2.4/4
	9:30	22. Cybill 10.9/16			106. In the House 3.0/5	
	10:00	23. Chicago Hope 10.8/18				
10:30						
<b>TUESDAY</b>	8:00 <b>21. '96 Vote</b> 9.7/16	<b>50. Campaign '96 Election Coverage</b> 7.5/12	<b>24. Decision '96 Election Coverage</b> 9.0/14	<b>56. Fox Tuesday Night Movie—Beethoven</b> 8.2/12	93. Moesha 4.2/7	
	8:30 <b>21. '96 Vote</b> 9.8/15				101. Homeboys 3.3/5	
	9:00 <b>21. '96 Vote</b> 10.5/16				94. Moesha 4.1/6	
	9:30 <b>21. '96 Vote</b> 10.0/15				115. Sparks 3.3/5	
	10:00 <b>21. '96 Vote</b> 9.6/15					
10:30 <b>21. '96 Vote</b> 9.6/16						
<b>WEDNESDAY</b>	8:00 <b>10.9/18</b>	<b>27. The Nanny</b> 10.1/16	60. Wings 7.9/13	51. Beverly Hills, 90210 8.6/14	98. The Sentinel 3.9/6	100. Sister, Sist 3.6/6
	8:30 <b>24. Home Imprvmt</b> 10.5/16	60. Pearl 7.9/12	44. 3rd Rock fr/Sun 8.9/14			101. Nick Freno 3.3/5
	9:00 <b>14. Grace Undr Fire</b> 11.7/18	<b>44. CBS Wednesday Movie—Sleepless in Seattle</b> 8.9/15	56. NewsRadio 8.2/13	69. Party of Five 7.2/11	87. Star Trek: Voyager 4.6/7	98. Wayans Br 3.8/6
	9:30 <b>13. Drew Carey</b> 12.2/19		64. Men Behv Badly 7.6/12			97. Jamie Foxx 3.9/6
	10:00 <b>17. PrimeTime Live</b> 11.1/19		17. Law & Order 11.1/19			
10:30						
<b>THURSDAY</b>	8:00 <b>6.2/10</b>	<b>40. Diagnosis Murder</b> 9.3/15	<b>4. Friends</b> 18.0/29	<b>77. Martin</b> 6.4/10		
	8:30 <b>74. High Incident</b> 6.6/11	53. Moloney 8.5/13	<b>5. The Single Guy</b> 16.1/25	<b>76. Living Single</b> 6.5/10		
	9:00	<b>63. 48 Hours</b> 7.7/13	<b>2. Seinfeld</b> 21.6/33	<b>86. New York Undercover</b> 5.8/9		
	9:30 <b>87. Murder One</b> 5.6/9		<b>3. Suddenly Susan</b> 19.2/30			
	10:00 <b>81. Turning Point</b> 6.3/10		<b>1. ER</b> 24.9/41			
10:30						
<b>FRIDAY</b>	8:00 <b>10.5/19</b>	<b>65. Dave's World</b> 7.5/14	<b>9.1/16</b>	<b>7.1/12</b>		
	8:30 <b>35. Family Matters</b> 9.6/17	74. Ev Loves Raym 6.6/12	54. Unsolved Mysteries 8.3/15	82. Sliders 6.1/11		
	9:00 <b>31. Boy Meets World</b> 9.9/17	<b>72. Mr. &amp; Mrs. Smith</b> 6.8/12	<b>17. Dateline NBC</b> 11.1/19	<b>58. Millennium</b> 8.1/14		
	9:30 <b>26. Sabrina/Witch</b> 10.2/17				58. Homicide: Life on the Street 8.1/15	
	10:00 <b>47. Clueless</b> 8.7/15	54. Nash Bridges 8.3/15				
10:30 <b>12. 20/20</b> 12.4/23						
<b>SATURDAY</b>	8:00 <b>8.0/14</b>	<b>41. Dr. Quinn, Medicine Woman</b> 9.1/16	<b>6.8/12</b>	<b>5.6/10</b>		
	8:30 <b>47. ABC Movie Special—Father of the Bride</b> 8.7/15	83. Dark Skies 6.0/11	90. Cops 5.3/10	89. Cops 5.5/10		
	9:00	<b>38. Early Edition</b> 9.5/16	<b>70. The Pretender</b> 7.0/12	<b>85. America's Most Wanted: AFB</b> 5.9/10		
	9:30				65. Profiler 7.5/14	
	10:00 <b>77. Relativity</b> 6.4/12	<b>14. Walker, Texas Ranger</b> 11.7/21				
10:30						
<b>SUNDAY</b>	7:00 <b>8.6/13</b>	<b>13.6/21</b>	<b>12.2/19</b>	<b>12.1/18</b>		<b>2.6/4</b>
	7:30 <b>77. Am Fun Hm Vid</b> 6.4/10	<b>9. 60 Minutes</b> 13.8/22	82. Dateline NBC 6.2/10	<b>(nr) NFL Game 2</b> 22.8/38		111. Kirk 2.4/4
	7:30 <b>51. Am Fun Hm Vid</b> 8.6/13			47. Married w/Childr 8.7/14		110. Brotherly Lv 2.5/4
	8:00 <b>62. Lois &amp; Clark</b> 7.8/12	<b>8. Touched by an Angel</b> 15.2/23	16. 3rd Rock fr/Sun 11.6/17	46. The Simpsons 8.8/13		107. Parnt 'Hood 2.8/4
	8:30		33. Boston Common 9.7/14	29. The Simpsons 10.0/15		108. Steve Harvey 2.7/4
9:00 <b>38. ABC Sunday Night Movie—Four Weddings and a Funeral</b> 9.5/15	<b>11. CBS Sunday Movie—A Step Toward Tomorrow</b> 12.6/19	<b>5. NBC Sunday Night Movie—Pandora's Clock, Part 1</b> 16.1/24	17. The X-Files 11.1/16		104. Unhap Ev Af 3.0/4	
9:30					113. Life w/Roger 2.3/3	
10:00						
10:30						
WEEK AVG	<b>9.7/16</b>	<b>9.8/16</b>	<b>11.2/18</b>	<b>8.2/13</b>	<b>4.0/6</b>	<b>2.9/4</b>
STD AVG	<b>9.8/16</b>	<b>10.0/17</b>	<b>10.9/18</b>	<b>8.6/14</b>	<b>3.4/5</b>	<b>2.8/4</b>

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President, Television Bureau of Advertising

# Lower numbers for News Corp.

*First-quarter results no surprise; analysts see encouraging trends*

By Steve McClellan

**B**uffed by the summer Olympics on NBC and the lackluster performance of the network schedule, Fox parent News Corp.'s first-quarter (ended Sept. 30) television operating profits dropped 36%, to \$53 million, on a 1% revenue gain, to \$517 million.

But despite those problems and poor results from the book division and soft results across its Australian operations, News Corp. managed an overall 7% gain, to \$2.5 billion, in both operating revenue and after-tax operating profit (\$224 million) for its first quarter in fiscal 1997.

At Fox Broadcasting Co., poorly performing new shows (such as the now-canceled *Lush Life* and *Party Girl*) as well as low-rated regular-season Major League Baseball games and early-season NFL games all contributed to pushing profits down for the quarter, the company said.

In the quarter, 75% of News Corp.'s operating profit and 68% of its operating revenue came from U.S. operations. On the plus side were strong film re-

sults, mostly from the performance of the blockbuster "Independence Day," as well as a 10% profit gain from the magazine division and a solid 18% profit gain from operations in the UK. The film segment posted a 250% gain in operating profit, to \$75 million, and would have been stronger but for the losses attributed to "Chain Reaction," a big-budget film that accounted for a \$35 million loss in the quarter, analysts said.

Results also were strong for several of the company's joint ventures. BSkyB, the UK-based DBS service (40% owned by News Corp.), showed a 30% after-tax profit gain. The Fox/Liberty Sports venture, created earlier this year, also showed a profit for the first time in the quarter, but News Corp. did not elaborate.

Steve Barlow, the media analyst who follows News Corp. for Smith Barney, says results are in line with expectations. The depressed television earnings, he says, "weren't terribly surprising. We knew this quarter was going to be tough for television because of the Olympics. NBC sucked all the advertising dollars out of the

market, so [Fox] got hurt by that as much as everyone else has."

Generally speaking, Barlow says that he was "encouraged by the results in the first quarter, and I expect higher growth in the subsequent quarters of this fiscal year." He notes that the positive impact from the World Series will show up in News Corp.'s second-quarter results. And the financial impact of Fox's first airing of the Super Bowl will show up in the third quarter.

MCI says it will reduce its investment in the News Corp.-managed DBS venture, ASkyB, from 50% to 20%, in the wake of MCI's proposed merger with British Telecom. Analysts say they were told in a teleconference that News Corp. was waiting for a proposal from the phone company. "Everything is sort of open, and I don't believe there's been much action," Barlow says.

Another analyst on the conference call quoted Bill Sorenson, News Corp. senior vice president, as saying the company took MCI's commitment to fund 50% of ASkyB "very seriously." But there's no sense that News Corp. and MCI are at loggerheads over the issue

## More third-quarter reporting

**Jacor Communications Inc.** Despite net income that fell nearly 98%, from \$3.5 million to \$85,000, Jacor's third-quarter results were greeted last week with a stock-price increase. Jacor stock hit a low of \$26.50 last Monday, the day of its earnings announcement, then rose on Tuesday to a high of \$28.62. Net income fell because of recent radio-station acquisitions, which meant "significantly higher interest expense, higher depreciation and amortization expense and an extraordinary loss" of \$2 million associated with a refinancing of senior debt, Jacor says. Meanwhile, net revenue rose 68%, from \$32.3 million in third quarter 1995 to \$54.3 million this year. Broadcast cash flow went up 75%, to \$16.1 million. On a same-station basis, broadcast cash flow rose 17% and net revenue rose 13%.

**Cox Radio Inc.** After going public on Oct. 2, Cox reports that third-quarter net income rose 75%, from \$1.4 million last year to \$2.4 million this year. Net revenue rose 5%, to \$33 million, while it increased 14% on a same-station basis. Broadcast cash flow rose 27%, to \$10.6 million (38.5% on a same-station basis). President Bob Neil attributes the results to "improved ratings and market share at several...stations," but mostly in Atlanta, where sports programming revenue grew. Cox will continue buying stations, primarily in the Sunbelt, Neil says.

**New World Communications Group Inc.** Including \$3 million worth of merger costs, New World's net income flipped to \$25.4 million from a net loss of \$20.4 million in third quarter 1995. Income came up positive partly because of improved performance by New World's 10 TV stations, the company says. Net broadcast revenue rose 6.3%, to \$96.3 million, in the third quarter and broadcast cash flow increased 23%, to \$30.7 million. Pro forma cash flow grew 29%. Also helping New World's numbers was the May sale of wvttm-TV Birmingham, Ala., to NBC. That deal resulted in a pre-tax gain of \$103.2 million, the company says. News Corp. Ltd. on Nov. 7 received FCC approval to buy its remaining 80% stake in New World for \$3 billion.

**Triathlon Broadcasting Co.** After going public in September 1995, Triathlon reports a major gain in net revenue, from \$135,000 in third quarter 1995 to \$5.4 million this year. A \$130,000 net loss last year turned into \$306,000 in net income. On a pro forma basis, broadcast cash flow increased 8%, while net revenue grew 3%. President Norman Feuer says he is pleased with the results, considering "the added costs and negative revenue impact of format changes at two" new stations. Triathlon is backed by SFX Broadcasting Inc.'s Robert F.X. Sillerman.

—EAR

yet, as Time Warner and US West are, regarding how to break up their Time Warner Entertainment venture.

"This is a recent venture that they got into with their eyes open," says Barlow. "The whole Time Warner thing happened under a different regime and now has different people involved."

Going forward, News Corp. has several options for financing the ASkyB project, analysts say, including some sort of public stock offering and/or finding other joint-venture partners to make up for MCI's reduced stake. News Corp. has held talks with TCI about such a linkup. ■

## Westinghouse/Infinity make Dallas trust

By Elizabeth A. Rathbun

**W**estinghouse Electric Corp. and Infinity Broadcasting Corp. are covering their assets in Dallas/Fort Worth with plans to put several radio stations into a non-attributable trust.

The trust is "a precautionary measure" to insure that Westinghouse can meet the FCC's local ownership cap in Dallas by the time it closes on its \$4.9 billion purchase of Infinity, according to company documents filed last month at the FCC (see story, "Top of the Week").

The stations being put into trust are KOAI(FM), KHVN(AM) and KRBV(FM), all Dallas/Fort Worth, the documents say.

Westinghouse/Infinity already has made plans to sell or swap away KEWS-FM, KTXQ(FM) and KRRW(FM) Dallas so the merged company will comply with FCC rules that restrict a broadcaster to owning no more than eight radio stations (five of a kind, AM or FM) in a major market. Before the deals, the merged company would have owned seven FMs and three AMs in Dallas.

But putting additional stations in trust is necessary in case those deals don't close on time, "as a consequence of processing delays or for other reasons, such [as the] sales cannot be consummated" before or with the closing, the documents say.

The trusts "allow us to move forward" with the merger," says CBS Radio spokesperson Helene Blieberg.

The trust will be administered by Bill Clark, who already runs the insulated trust that shields Infinity's KLUV(FM) Dallas. Clark is the retired CEO of Shamrock Broadcasting Inc., which Chancellor Broadcasting Co. closed on in February.

The trust keeps Westinghouse far from any ownership or management influence over the stations, so "West-

inghouse should not be deemed to hold an attributable interest," the documents say.

Meanwhile, former FCC commissioner Henry M. Rivera will serve as trustee of WSCR(AM) and WXRT(FM) Chicago, where Westinghouse/Infinity would have owned six FMs and four AMs. There already are plans to sell WSCR to N. John Douglas's Personal Achievement Radio Inc.; the "extra" AM also has been sold.

Clark and Rivera each will be paid \$25,000 plus expenses to be trustees, the documents say. All the stations will be held in trust for two years, or until Westinghouse meets the local ownership limit in Dallas and Chicago, whichever comes first. ■

### Deals get FTC stamp

The Federal Trade Commission, the Justice Department's antitrust partner, recently let loose with a wave of "early determinations." These grant merger approval to a deal before the end of an antitrust waiting period. Free to proceed are:

■ SFX Broadcasting Inc.'s purchase of contemporary-music concert producer Delsener/Slater Enterprises Ltd. (B&C, Oct. 21).

■ The swap of Jacor's WTSP-TV St. Petersburg/Tampa, Fla., for six of Gannett Co. Inc.'s major-market radio stations (Sept. 30).

■ Evergreen Media Corp.'s \$103 million purchase of WDAS-AM-FM Philadelphia from Beasley Broadcast Group (Sept. 23).

■ Sale of Infinity's KEWS-FM Arlington/Dallas, Tex., to Salem Communications Corp. As part of the deal, Salem is paying \$32.1 million and giving Infinity its KDFX(AM) Dallas (Oct. 7).

■ ARS's \$24.8 million buy of Zapis Communications Corp.'s WWTM(AM)-WAAF(FM) Boston (Aug. 5). ■

# CLOSED!

WNWO-TV, Toledo, Ohio from Malrite Communications Group, Inc., Milton Maltz, Chairman & CEO, Kevan A. Fight, Executive VP-Finance & CFO to Toledo Television Investors, L.P., Ralph E. Becker, Chairman and Victor Kopko, Vice President for \$39,500,000.

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# Changing Hands

The week's tabulation  
of station sales

## COMBOS

### WSOM(AM)-WQXK(FM)

Salem/Youngstown, Ohio

Price: \$13.5 million

Buyer: Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, president/owner); owns WBBW(AM), WBBG(FM), WRTK(AM) and WHOT-FM, all Youngstown, Ohio (for other holdings, see "Changing Hands," Sept. 23)

Seller: Lincoln Group LP, Syracuse, N.Y. (Albert "Bud" Wertheimer, president); is selling WHAM(AM)-WVOR-FM, WPXY-FM and WHTK-AM, all Rochester, N.Y.; has TBA with WHRR(FM) Avon, N.Y.

Facilities: AM: 600 khz, 1 kw day, 45 w night; FM: 105.1 mhz, 88 kw, ant. 430 ft.

Formats: AM: nostalgia; FM: country

### KTWO(AM)-KMGW-FM Casper, Wyo., and Wyoming Radio Network

Price: \$1.6 million (B&C, Oct. 28)

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO); Zell/Chilmark Fund LP, 70% owner);

## Proposed station trades

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

### THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$18,185,000 □ 6

FMs □ \$80,200,000 □ 2

AMs □ \$770,001 □ 5

Total □ \$99,155,001 □ 13

### SO FAR IN 1996:

TVs □ \$10,065,872,145 □ 91

Combos □ \$11,452,905,619 □ 308

FMs □ \$2,514,636,740 □ 370

AMs □ \$185,997,227 □ 224

Total □ \$24,219,411,731 □ 993

### SAME PERIOD IN 1995:

TVs □ \$3,157,325,545 □ 118

Combos □ \$2,444,724,936 □ 202

FMs □ \$718,668,930 □ 333

AMs □ \$85,018,357 □ 178

Total □ \$6,425,195,668 □ 829

Source: BROADCASTING & CABLE

for holdings, see "Changing Hands," Nov. 4

Seller: Clear Channel Radio Inc., Casper (owners Jack Rosenthal, Robert D. Price, Hugh M. Duncan); no other broadcast interests

Facilities: AM: 1030 khz, 50 kw; FM:

94.5 mhz, 63 kw, ant. 230 ft.

Formats: AM: country; FM: adult contemporary

### KDAE(AM) Sinton/Corpus Christi-KLTG(FM) Corpus Christi, Tex.

Price: \$1.575 million (includes \$400,000 consulting and \$229,400 noncompete agreements)

Buyer: Broadcasting Corp. of the Southwest, Corpus Christi (William D. York III, president/5.6% owner); owns KOUL(FM), KRAD(FM) and KCTA(AM), all Corpus Christi

Seller: Stereo Broadcasting Corp., Corpus Christi (Stephen A. Dewalt, president); no other broadcast interests

Facilities: AM: 1590 khz, 1 kw day, 500 w night; FM: 96.5 mhz, 97 kw, ant. 955 ft.

Formats: AM: MOR; FM: oldies

### KVVQ(AM) Hesperia-KVVQ-FM Victorville, Calif.

Price: \$1 million

Buyer: Power Surge Inc., Carefree, Ariz. (John C. Power, president/owner). Power has interests in KNNN(FM) Central Valley, KNSN(AM) Chico and KHSL-FM Paradise, all Calif.; CPs for FMs in Payson, Ariz., Los Molinos and Shasta Lake City, Calif., and Mesquite, Nev.; CPs for TVs in Pocatello, Idaho; Marquette, Mich.; and Butte, Great Falls and Missoula, all Mont.; has interest in company buying KLXR(AM) Redding, Calif.

Seller: William R. Rice, Indianapolis (receiver)

Facilities: AM: 910 khz, 700 w day, 500 w night; FM: 103.1 mhz, 95 w, ant. 1,424 ft.

Formats: AM: MOR; FM: oldies

### KFYO(AM)-KZII(FM) Lubbock, Tex.

Price: At least \$300,000

Buyer: Gulfstar Communications Holdings Inc., Austin, Tex. (John Cullen, president; Hicks Muse Tate & Furst, owner); owns KKAM(AM)-KFMX-FM and KRLB-FM Lubbock (for complete holdings, see "Changing Hands," Oct. 21)

Seller: South Plains Broadcasting Co. Inc., Lubbock (Edward Seaton, president/53.1% owner); owns 3.8% of KMAN(AM)-KMKF(FM) Manhattan, Kan.; 5.4% of KHAS-TV Hastings, Neb.

Facilities: AM: 790 khz, 5 kw day, 1 kw night; FM: 102.5 mhz, 100 kw, ant. 850 ft.

Formats: AM: full-service; FM: CHR  
Broker: John W. Barger (buyer)

### WMON(AM)-WZKM(FM) Montgomery and WVAR(AM) Richwood, W.Va.

Price: \$210,000

Buyer: J&K Broadcasting Inc., Web-

American Radio Systems, Inc.,  
Steven B. Dodge, CEO  
has agreed to purchase

KOQO Super Q Banda/Ranchero

KOGO FM Musica Romantica,

Fresno, California

From D & V Equinox XX, LP

Dwight Case

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The undersigned is the exclusive broker  
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ster Springs, W.Va. (James Hardman, president); owns WAFD(FM) Webster Springs  
**Seller:** R&S Broadcasting Co. Inc., Summersville, W.Va. (Jean Brown, president); no other broadcast interests  
**Facilities:** AM: 1340 khz, 1 kw; FM: 93.3 mhz, 6 kw; WVAR: 600 khz, 1 kw day, 55 w night  
**Formats:** WMON-WZKM: adult contemporary; WVAR: country  
**Broker:** Ray H. Rosenblum

**RADIO: FM**

**Like-kind exchange of KRRW(FM) Dallas/Fort Worth and KTXQ(FM) Fort Worth/Dallas for WHFS(FM) Annapolis, Md./Baltimore/Washington**  
**Value:** \$80 million (B&C, Sept. 30)  
**Swapper of KTXQ, KRRW:** Westinghouse Electric Corp./CBS Inc., Pittsburgh (Michael H. Jordan, chairman); owns WJZ-TV Baltimore and WARW(FM) Bethesda, Md./Washington; owns or is buying WJFK(AM)-WLIF-FM\*, WPGC-AM-FM\* and WCAO(AM)-WXYV(FM)\*, all Baltimore/Washington. ■ Westinghouse is buying Infinity Broadcasting Corp. Together the companies will own KNX(AM)-KCBS-FM, KFWB(AM)-KTWV(FM), KROQ-FM\* and KRTH-FM\*, all Los Angeles and KCBS(AM)-KRQR(FM), KPXM-AM-FM, KOME-FM\*, KFRC-AM-FM\* and KYCY(FM)\*, all San Francisco; WQYK-AM-FM\* Tampa, Fla.; WZGC-FM\* and WAOK(AM)-WVEE (FM)\* Atlanta; WBBM-AM-FM, WMAQ(AM), WXRT-FM, WUSN-FM\*, WJJD(AM)-WJMK-FM\* AND WCKG(FM)\*, all Chicago; WBZ(AM), WODS(FM)\*, WBCN-FM\*, WZLX-FM\*, WBOS (FM)\* and WOAZ-FM\*, all Boston; WWJ (AM)-WYST(FM), WLLZ(FM), WYCD(FM)\*, WOMC-FM\*, WXYT-AM\*, all Detroit; WCCO (AM) and WLTE(FM) Minneapolis; KMOX (AM) and KLOU(FM) St. Louis; WCBN-AM-FM, WINS(AM)-WNEW(FM), WFAN(AM)\* and WZRC(AM)-WXRK-FM\*, all New York; WGMP(AM)-WQGL-FM, KYW(AM)-WMMR(FM) and WIP(AM) and WYSP-FM\*, Philadelphia and KDKA(AM) Pittsburgh; KVIL(FM), KLUV(FM)\*, KRBB-FM\* and KHVN(AM)-KOAI (FM), all Dallas/Fort Worth, and KXYZ (AM)\*, KILT-AM-FM and KIKK-AM-FM, all Houston; is selling WSCR(AM) and WYSY(FM)\* Chicago; KDMM(AM) Highland Park/Dallas and KEWS(FM) Arlington/Dallas, Tex., and KYCW-FM\* Seattle; is swapping WHOO(AM)-WHTQ(FM)\* and WMMO (FM)\* Orlando, Fla., for WCKQ(FM) Elmwood Park/Chicago, and KKRW-FM Houston for SFX Broadcasting Inc.'s KRLD-AM Dallas/Fort Worth and Texas State Network \*Currently owned by Infinity  
**Swapper of WHFS:** SFX Broadcasting, New York (Robert F.X. Sillerman,

executive chairman/53.2% owner); is selling KTCK-AM Dallas/Fort Worth; is swapping KRLD-AM Dallas/Fort Worth and Texas State Network for CBS's KKRW-FM Houston; owns KCEE-AM-KWFM(FM) and KNST-AM-KRQQ(FM) Tucson, Ariz.; KMXX(FM) and KYXY(FM) San Diego; WPOP(AM), WHCN(FM) and WMRQ (FM) Waterbury, all Hartford, Conn.; WOKV-AM-WKQL(FM), WIVY(FM) and WPDQ-AM, all Jacksonville, Fla.; KNSS(AM)-KKRD(FM) Wichita and KRZZ-FM Derby/Wichita, Kan.; WJDS-AM-WMSI-FM, WKTF-FM and WJDX(FM) Jackson, Miss.; WGNA-AM-FM, WPYX(FM) and WTRY(AM) Troy/Albany and WGVV(AM) Freeport/Long Island, all N.Y.; WTDR-FM Statesville/Charlotte, WLYT(FM) Hickory/Charlotte, WZZU(FM) Burlington/Raleigh and WDCG(FM) Durham/ Raleigh, all N.C.; WSNE(FM) Taunton, Mass./Providence and WHJJ(AM)-WHJY(FM) Providence, R.I.; WMYI-FM Hendersonville Greenville/Spartanburg and WGLV-AM and WSSL-FM Gray Court/Greenville/Spartanburg, S.C.; wsix-FM Nashville and WRVW(FM) Lebanon/Nashville; KODA(FM) Houston, and WMBX(FM) Richmond; is buying WHSL(FM) High Point/Greensboro, N.C., and WVG-FM Richmond, WLEE-FM Williamsburg/Richmond, WKHK-FM Colonial Heights/Richmond and WBZU(FM) Crewe/Richmond, all Va.; is swapping WGBB(AM) Freeport/Long Island, WBAB-FM Babylon/Long Island, WBLI(FM) Patchogue/Long Island and WHFM(FM) Southampton/Long Island, all N.Y., for WFVY-FM Atlantic Beach/Jacksonville and WAPE-FM Jacksonville, Fla.; is selling KOLL(FM) Maumelle/Little Rock, Ark. ■ SFX also is buying Multi-Market Radio Inc., which owns WPLR(FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WHMP-AM-FM Springfield and WPKX-FM Northampton/Springfield, Mass.; WMJY(FM) Biloxi, WKNN-FM Pascagoula/Biloxi and WZRZ (AM) and WSTZ-FM Vicksburg/Jackson, all Miss.; WTRG(FM) Rocky Mount/Raleigh and WRDU(FM) Wilson/Raleigh, N.C.; WYAK-FM Surfside Beach/Myrtle Beach and WROQ(FM) Anderson/Spartanburg, all S.C., and KNUZ(AM)-KQUE-FM Houston; is buying WKSS(FM) Hartford, Conn.; has LMA with WVCO(FM) Myrtle Beach; has joint sales agreements with WYBC-FM New Haven; WCHZ (FM) Augusta; WYSR(FM) Rotterdam/Albany, N.Y., and WMFR(AM)-WMAG(FM) High Point/ Greensboro and WTCK(AM) Greensboro, N.C.; is selling WAEG(FM) Evans/Augusta and WAEJ(FM) Waynesboro/Augusta, Ga., and WYAK-FM Surfside Beach/Myrtle Beach and WMYB (FM) Socastee/Myrtle Beach, S.C.  
**Facilities:** KTXQ: 102.1 mhz, 100 kw,

ant. 1,447 ft.; KRRW: 97.9 mhz, 99 kw, ant. 1,611 ft.; WHFS: 99.1 mhz, 50 kw, ant. 459 ft.  
**Formats:** KTXQ: AOR; KRRW: rock 'n' roll oldies; WHFS: AOR  
**Broker:** Star Media Group Inc.  
**WXYQ(FM) Manistee, Mich.**  
**Price:** \$200,000 cash  
**Buyer:** Crystal Clear Communications Inc., Frankfort, Mich. (Marc Rosseels, president/owner)  
**Seller:** Bay View Broadcasting Inc., Milwaukee (Patrick L. Lopeman, president); is building FM in Pentwater, Mich.  
**Facilities:** 101.5 mhz, 3 kw, ant. 115 ft.  
**Format:** Oldies

**RADIO: AM**

**WSNG(AM) Torrington, Conn.**  
**Price:** \$425,000  
**Buyer:** Buckley Broadcasting Corp., Hartford, Conn. (Richard D. Buckley Jr., president); owns KNZR(AM)-KKBB (FM) Bakersfield, KLLY(FM) Oildale/Bakersfield, KUBB(FM) Mariposa/Modesto, KHTN(FM) Los Banos/Modesto, KIDD(AM)-KWAV(FM) Monterey, KSEQ (FM) Visalia/Porterville and KIOO (FM) Porterville/Visalia, all Calif.; WDRCA-AM-FM Hartford, and WOR(AM) New York and WFBL(AM)-WSEN(FM) Baldwinsville/Syracuse, N.Y.  
**Seller:** U.S. Small Business Administration  
**Facilities:** 610 khz, 1 kw day, 500 w night  
**Format:** Dark  
**Broker:** New England Media Inc.  
**WCEG(AM) Middleboro, Mass.**  
**Price:** Forgiveness of \$150,000 promissory note  
**Buyer:** Steven J. Callahan, Middleboro; owns 25% of WJDF(FM) Orange, Mass.  
**Seller:** Metro South Broadcasting Network Inc., Brockton, Mass. (Donald Sandler, 51% owner); no other broadcast interests  
**Facilities:** 1530 khz, 1 kw day  
**Format:** Not on air  
**WDJL(AM) Huntsville, Ala.**  
**Price:** \$110,000

Continues on page 97

**Amplification**

Ray H. Rosenblum was the broker in the \$675,000 sale of WKOY(AM) Bluefield-WKMY(FM) Princeton, W.Va., from Country Broadcasting Corp. to New Adventure Communications Inc. ("Changing Hands," Nov. 4).

# Diaries going qualitative

*Arbitron will include consumer behavior questions in select markets*

## Radio

By Donna Petrozzello

**A**rbitron plans to introduce qualitative questions in its ratings diaries for selected markets in spring 1997, company officials told radio consultants at Arbitron's annual "consultants' fly-in" last week.

"We wanted to give smaller-market stations something they could really use, like qualitative research," Arbitron Radio General Manager Pierre Bouvard told some 75 consultants attending the two-day seminar.

But if next spring's combined ratings/qualitative survey is anything like the last one Arbitron conducted (in the summer of 1988), those markets can expect some lower response rates and a lower number of "persons using radio" reported, Arbitron officials cautioned.

In 1988 response rates dropped by 6%, and persons-using-radio decreased by 5% among the 17,000 respondents in 15 test metro areas who returned diaries with qualitative questions added, Arbitron officials said.

Although Arbitron is not necessarily predicting the same results in 1997 as in 1988, company officials warned

consultants that response rates could drop for qualitative diaries.

The qualitative diary will contain 20-25 questions analyzing a variety of consumer behaviors, from what type of beer the respondents drink to whether they plan to purchase a car in the upcoming year.

In addition to eliciting information about purchases, Bouvard said, the questions are designed to give radio broadcasters an indication of their listeners' use of television and newspapers as well as radio.

Qualitative diaries will be mailed to selected markets ranked 100 and above.

Arbitron intends to include qualitative questions in every diary mailed to households in a selected metro. But only one person in the household who is 18 or older will answer the questions for the household, said Bouvard. Individuals in the household will decide who will answer the qualitative questions.

In other news, Arbitron released findings of its station identification study, which showed that diary keepers identify a stations by dial position more often than by call letters as in the past.

FM stations in particular are increasingly being identified by their dial frequency rather than by their call letters, Arbitron officials said, with men 18-24

the most likely group to identify stations by frequency.

In fact, in some 3,000 diaries studied, 29% of FM stations were identified by call letters, while 39% were listed by dial position.

By contrast, older listeners are more likely to identify a station by call letters, Arbitron reported. Also, AM stations are more likely to be remembered by call letters than by dial position, the study showed. Arbitron also reported that a station's heaviest listeners, its "P1" group, is most likely to use call letters.

Stations were identified by a nickname, like "rocket" or "the buzz," by an average 19% of listeners, Arbitron reported. Less than 2% of respondents identified a station in a diary by the name of an air personality.

Arbitron also reported trends in average metro response rates by market ranks. In markets 1-25, response rates were the lowest—an average 38.8% in the spring 1996 survey. In markets 26-50, response rates were 41.1; 41.9 in markets 51-100, and 43.4 in markets 100-plus.

Across all metros, response rates averaged 42.5 in the spring 1996 survey. And response rates in 1996 increased on average over their all-time low in winter 1993 of 37.3. ■

## Quarterly updates

The following radio groups and radio-related companies last week reported quarterly earnings for the period ended Sept. 30:

**Metro Networks**—Revenue increased by \$8 million, or 40.4%, to \$27.8 million on a same-market basis compared with the same period last year. In 1996 year-to-date, Metro reported a 45.4% increase in net revenue, to \$73.3 million, from \$50.4 million last year. Metro attributed the revenue increase to increased sales of commercial inventory. In addition, Metro reported that it raised \$68.5 million in net proceeds from an initial public offering it completed in October.

**Osborn Communications Corp.**—The company had net income of \$426,000, or 7 cents per share, for third quarter 1996, compared with a net loss of \$3,694,000 (70 cents per share) in third quarter 1995. In 1996 year-to-date, Osborn reported net income of \$6,622,000 (\$1.14 per share), up from a net loss of \$4,986,000 (95

cents per share) in the first nine months of 1995. Osborn attributed the net losses in 1995 to debt payments totaling \$3,921,000 (75 cents per share). Operating cash flow in the latest quarter decreased to \$3,053,000 from \$3,379,000 in third quarter 1995. Through the first nine months of 1996, operating cash flow decreased to \$5,718,000 from \$6,992,000 in the year-earlier period. Net revenue for the third quarter decreased 6%, to \$11,229,000. Net revenue for the year to date decreased 8%, to \$26,504,000.

**Triathlon Broadcasting Co.**—For the company's second quarter ended Sept. 30, the company reported a 3% increase in net revenue, to \$7,218,000, on a pro forma basis, compared with the same period last year. Also on a pro forma basis, Triathlon reported an 8% increase in broadcast cash flow, to \$1,813,000, in the second quarter, compared with the year-ago period. Triathlon went public in September 1995. —DP



# Save These Dates

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# Children's Broadcasting plans expansion

By Donna Petrozzello

**T**he Children's Broadcasting Corp. has accepted a \$15 million loan from Foothill Capital Corp. of Los Angeles to fund marketing and sales efforts and to buy more radio stations.

The loan comes on the heels of CBC's split with the ABC Radio Networks in September. ABC handled CBC's affiliate sales and provided marketing assistance. As a result, CBC added staff in the last quarter to expand its local and national sales departments.

The loan also comes just prior to CBC's planned closing on the purchase of WAUR(AM) Sandwich, Ill., a Chicago suburb, from Nelson Broadcasting. That deal is expected to close in January, pending FCC approval.

The loan agreement with Foothill is expected to close by the end of November, CBC officials say. The loan is secured by the assets of CBC.

The addition of WAUR brings to nine the number of stations CBC owns and programs with its syndicated Radio Aahs 24-hour children's format. The format is carried by 32 affiliates, in about 40% of the country, including New York and Los Angeles. CBC is headquartered at its owned WWTC(AM) Minneapolis from which Radio Aahs is distributed.

The loan comes after a relatively sound financial quarter. According to the company's latest fiscal report, net revenue increased by 13%, to \$1,385,021, in the third quarter (ended Sept. 30) from \$1,218,453 in the same quarter a year ago. Net loss for the

quarter was \$1,437,117, or 33 cents per share, compared with a net loss of \$2,039,172 (76 cents per share) in last year's third quarter.

Revenue for the first nine months of 1996 was up a slight 1.2%, to \$3,932,511, from \$3,884,555 for the comparable period last year. Net loss for the nine-month period was \$6,681,780, or \$1.52 per share, compared with a net loss of \$4,551,034 (\$1.69 per share) recorded last year.

In other news, CBC announced an agreement with Universal Studios to broadcast Radio Aahs live on weekends from the studios' sites in Hollywood and Orlando, Fla. The deal with Universal replaces the live-broadcast dates CBC had with Disney World and Disneyland that were terminated when CBC severed its ties with ABC. ■

## R I D I N G   G A I N

### CBS Radio consolidates news

After 21 years, CBS is folding its CBS Radio Stations News Service in Washington. The branch provided news from the nation's capital to CBS Radio's owned-and-operated all-news AM stations, a total of seven, across the country. Those stations will now receive Washington news from CBS News headquarters in Washington, which feeds news to CBS radio stations and affiliates through the CBS Radio News network. Six CBS employees are expected to be affected. The division is expected to close by year's end.

### New York revenue up 18%

New York radio revenue from combined local and national advertisers paced 18.6% ahead in October 1996 over revenue totals for October 1995, according to a market survey by independent accountants and the New York Market Radio Broadcasters Association. NYMRAD Executive Director Sandy Josephson called the increase "the largest percentage increase of any month in 1996 and the fourth consecutive month of double-digit sales gains."

NYMRAD reported a 19.2% increase in local ad revenue, to \$36.5 million, and a 6.6% increase in national ad revenue, to \$8.1 million,

for the month. Total revenue for October 1996 reached \$45.4 million, NYMRAD reported. Since January, New York radio revenue is up 8%, to \$383.3 million, from \$354.8 million during the first 10 months of 1995, NYMRAD said. On a year-to-date basis for 1996, local ad revenue increased by 7.2%, to \$317.9 million, and national ad revenue increased by 10.5%, to \$64.3 million, compared with the same period last year.

### National revenue gains outpace local in September

National radio advertising revenue increased by an average 17% across all U.S. markets in September 1996 over September 1995, the Radio Advertising Bureau reported. By comparison, local advertising revenue growth paced 7% ahead on average in September 1996 over September 1995, the RAB reported.

Stations in the West and Southwest showed the best national revenue gains, with increases of 28% and 23%, respectively, according to the RAB's latest 100-market survey. Stations in the East posted 16% gains; Midwest stations saw a 12% increase and stations in the Southeast saw 7% greater national revenues in the same period.

Local revenue growth was more

consistent. All regions reported increases of 4%-10% in September 1996 compared with September 1995. For the year to date, the RAB reported a 5% average increase in national revenue across the country and a 6% average increase in local revenue compared with the same period a year ago.

### SportsFan gets Costas, Madden, O'Brien

SportsFan Radio Network has clinched a deal to acquire five sports talk shows hosted by Bob Costas, John Madden and Pat O'Brien from the Major Talk Radio Network of Chicago. The shows are the two-hour *Costas Coast to Coast* and shorter-form segments *Madden Sports Quiz*, *Madden Sports Calendar*, *Pat O'Brien's Sports Report* and *Pat O'Brien's Sports Flashback*.

### Harder gets 80 stations

The Talk America Radio Network has signed 80 affiliates to Chuck Harder's controversial *For the People* weekday talk show since mid-October. Talk America picked up Harder in mid-October after he severed his ties to the United Broadcasting Network, claiming that network officials tried to censor his speech and choice of guests.—DP



**T**he game show, a television favorite, is making a major comeback. Staples like *Wheel of Fortune* and *Jeopardy!* are competing against a whole new group of contestants: revivals of popular game shows from the past and exciting original programs are all vying for the ratings jackpot.

On December 6, *Broadcasting & Cable* will give readers a first hand look at the game show arena. We'll examine what major players are creating for this resurgence, including the current cable offerings and what to expect on the show floor at NATPE. No door is being left unopened as producers search for fresh ideas.

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## Special Report: Game Shows

Issue Date: December 16, 1996 • Ad Close: December 6



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# Special Report

## HISPANIC

### Broadcasting & Cable

# Spanish battle lines drawn

*Telemundo attempts to challenge market giant Univision for market leadership*

By Michelle Y. Green,  
special correspondent

**W**ar is hell. But with billions of Hispanic consumer and advertising dollars on the line, Univision and Telemundo seem poised for the fight. Their weapons are the same—beefed-up programming, multinational partnerships and fiscal restructuring.

#### On the programming front

Univision, the predominant Spanish-language network in the U.S., claims to reach three-quarters of the country's 28 million Hispanic viewers through its 11 full-power and 7 low-power TV stations, 21 TV affiliates and 740 cable affiliates. The network cites an even higher proportion of viewers among women 18-49—79%—compared with 21% for Telemundo.

By comparison, Telemundo Group Inc., based in Miami, claims to reach 6.1 million viewers through owned-and-operated stations in 56 U.S. markets.

When Roland Hernandez took over the ailing broadcasting network as president in



*Cristina Saralegui, considered the number-one Spanish talk show host, is a powerhouse for Univision: she now has an international radio show and a monthly magazine.*

March 1995, Telemundo was emerging from bankruptcy. Its share of the Hispanic viewing audience had slipped to a mere 20%, the lowest level since the company was founded in 1987.

Hernandez points out that Univision's strength is due largely to its reliance on "telenovelas"—soap opera-like shows that run several months and feature top Mexican superstars: "Our competitor is strong principally because of its exclusive access through Televisa."

Univision runs

*Univision original production 'Lente Loco,' a weekly spicy comedy with hosts Odalys Garcia and Raymond Arrieta, features 'candid camera' segments, skits and jokes.*

three first-run telenovelas in prime time all year and offers viewers a "daily dose of passion, thrills and love" during daytime slots as well. Mexico-based Grupo Televisa, part owner of Univision, provides a steady stream of telenovelas to Univision using a seamless "assembly line" process in which Televisa trains the actors, owns the studios, films the programs and promotes and markets them via its magazines and radio stations worldwide.

The production advantage did not go unnoticed by Hernandez. In May 1996, Telemundo struck a deal with Grupo Azteca to co-produce programming and to acquire some of its existing product. The network began airing telenovelas in August and has up to four more planned for release each year for the next four years.

"We have dramatically reprogrammed our prime time," Hernandez says.

"For the first time in its history, Telemundo has begun producing Mexican telenovelas. Through the telenovelas, we will increase prime time viewership. We have access now as well, and I think this will change the programming and viewership dynamic—not overnight, but over the next several years."

Augmenting Telemundo's two-hour daily block of telenovelas running five times a week are two hours of variety block programming, which includes comedy series, reality-based shows and general interest programs. One of the most popular shows, *El y Ella* ("He and She") is a talk show with a male and female host that debuted in April 1995. The program aired against a Univision telenovela yet managed to average a 30% audience share. Overall, Telemundo's audience share is now up to 24%.

"The biggest news at Telemundo."



Hernandez says, "is that the programming dynamic between Univision and Telemundo changed this year. We are very serious about this multinational collaboration with Grupo Azteca." Telemundo now produces roughly 55% of its domestic programs out of production facilities in Hollywood and Miami. Telemundo opened a production studio in Mexico City last summer and will produce two proprietary one-hour talk shows there. Hernandez reiterates: "Our primary focus is on increasing the quality of programming to our audiences."

Although it has broken Univision's exclusive grip on the telenovela market and is having some success with individual shows, Telemundo still has a long way to go. May ratings data confirm that the 20 top-rated TV programs watched by Hispanic households are carried by Univision, including top-ranked talk show *Cristina*. Univision says that host Cristina Saralegui is seen in 18 countries and has an estimated worldwide audience of 100 million viewers, making her the number-one Spanish talk show host. Given the national media attention the Cuban-born veteran journalist has received—from a recent cover story in the Spanish-version of *People* magazine to national newspaper articles from coast to coast—the claim seems well founded. Saralegui also has extended her visibility through a syndicated radio program airing on more than 50 radio stations internationally and the monthly magazine *Cristina La Revista*, distributed by the largest publisher of Spanish-language magazines.

### Strategic positioning

Another strategy Hernandez is using to compete with Univision is increasing Telemundo's portfolio of owned-and-operated stations. In November 1995, Telemundo bought WSNS(TV) Chicago for a reported \$44.7 million, giving the network majority ownership of TV stations in the top seven Hispanic markets. Chicago is the fourth-largest Hispanic market in the U.S. and, as Hernandez points out, "a significant place for local and spot advertising."

In other actions, Telemundo sold TeleNoticias, the Miami-based Spanish-language news channel, to Westinghouse/CBS in June. "CBS," Her-



*Raquelín González is host of Telemundo's 'Padrisimo,' a weekly Latin music show featuring videos, artist interviews and concerts.*



**TELEMUNDO**



*Enrique Gratas is host of Telemundo's 'Ocurrió Así,' a daily investigative news magazine for U.S. Hispanics that also includes sports and entertainment news.*

nandez says, "has been very aggressive in establishing a national news perspective." To that end, TeleNoticias is being converted from a basic newswheel format to a full-service news network. Although no longer owner of the news service, Telemundo continues to benefit from its association with TeleNoticias.

"The relationship with CBS has been excellent, and they are producing a very high quality newscast for us," Hernandez says. "We enjoy a very close working relationship: CBS leases studio space within the production facility in Miami, and we license directly from them. We have executed a strategy to have locally owned-and-operated stations participate in live chat via satellite during local newscasts."

But Univision encountered bad news recently about its major ally, Televisa. According to Bloomberg Business News on Nov. 6, Grupo Televisa SA, prime supplier of Univision telenovelas, has experienced major audience dropoffs and lost at least one major advertiser. A Televisa spokesperson cited overlapping plot lines as the culprit and attempted to assure advertisers that the trend would be corrected with the start of the mid-November program cycle. Former advertiser Unilever NV represented \$12 million, or 1% of Televisa's ad revenue, according to the spokesperson.

Univision has a "no-press-contact" policy issued by Los Angeles entertainment investor and controlling partner A. Jerrold Perenchio, and the network declined interviews but provided some corporate information and data for this article.

### Financial salvos

Telemundo and Univision each claim optimism for their respective financial futures, and with good reason.

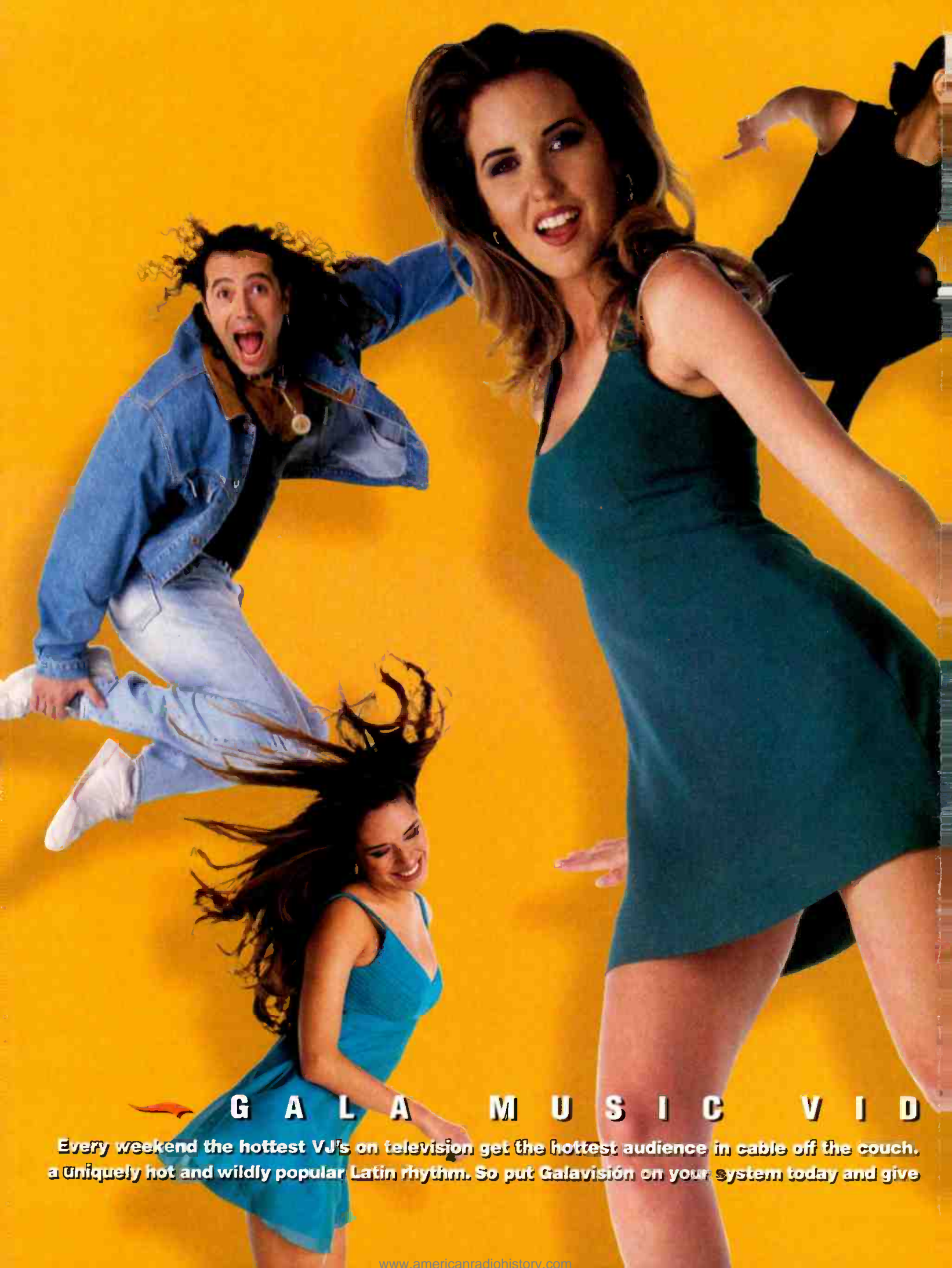
Industry data confirms that Telemundo's third-quarter revenue increased by 23% and cash flow grew 74% over last year.

Analysts attribute the strong showing to the acquisition of WSNS as well as sustained improvements at the company's network and network-owned stations. In an effort to return Telemundo to financial strength, Hernandez has cut operating expenses by 10% since taking over.

The company has performed ahead of its financial projections for 1996 despite a loss in revenue in Puerto Rico caused by Hurricane Hortense. The company reported net income of \$1.4 million for the quarter ended Sept. 30, compared with a net loss of \$2.5 million for the same quarter in 1995.

On Nov. 6, Telemundo stock was upgraded to a "strong buy" from a "buy" by analyst Andrew W. Marcus at Alex. Brown & Sons. And at press time last week, Telemundo stock was trading on Nasdaq at \$30 per share, good news for investors who bought the stock when it began trading on Jan. 3, 1995, at \$9.75.

In September of this year, Univision stock went public. Controlling company Perenchio joined forces with Latin American investors to avoid FCC regulations that limit foreign interest in U.S. stations to 25%. The complex investment scenario that resulted has



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Perenchio as chairman with 75% interest in the station group and 50% of the network.

There are four classes of Univision stock. Shareholders own one class representing 19% of the equity; foreign investors Televisa and Venevision each own 11%, and Perenchio holds a special class of "10-votes-per-share stock." This arrangement yields Perenchio 53% of Univision equity and a whopping 92% of its voting power.

"About \$200 million was raised through the public offering," says investment analyst Niraj Gupta, vice president of New York investment firm Schroder Wertheim & Co. "It was a very elaborate structure. There were two separate ownership structures that existed before the public offering—one for the television stations group and the other for the network. Those two structures were cleaned up for the purpose of consummating this offering. At the end of the day, when the corporate reorganization was completed, the company issued new equity."

Televisa and Venevision each own roughly 20% of the company and hold warrants for further shares. Under current foreign ownership restrictions, those warrants cannot be exercised, but they can be assigned to someone else. Perenchio's shares are estimated to be worth \$435 million.

"Univision stock has almost doubled," says Gupta. "It started at 23 and was 39 1/4 as of November 8. Univision did \$121 million in 1995 and should be able to do close to \$150 million in 1996."

Gupta predicts that Univision should be able to grow about 15% a year for the next several years, materially better than the average television broadcaster. This is in sharp contrast to the consistently dwindling cash flow experienced from 1988 through 1991 just before Univision's sale.

**What's at stake?**

Increases in the U.S. Hispanic population in general and the televiewing audience in particular are making national brand advertisers take note. The numbers bear it out: in the ratings game and in purchasing power, the Spanish-language TV market is a growth industry. For example, according to *Hispanic Business* magazine, advertisers in 1995 spent \$517.1 million on network, national and local TV targeting Hispanics, whose purchasing power totaled \$220 billion that year.

With a population estimated at 27 million, Hispanics are the fastest-growing minority in the U.S. According to Univision's KMEX-TV Los Angeles, the region's 5.1 million Hispanics are expected to spend \$60 billion in consumer products, a 66% increase since 1990.

Hispanic viewership also is on the rise—up 7%, according to Nielsen, while television viewing for the overall population grew by a mere 1%.

"We expect the industry to grow 15% to 20% this year, dramatically more than its English-language counterpart," Hernandez says. "In the last 30 years, we have had successive increases each year, [and] we will continue to in the future."

If Hernandez and demographics forecasters are correct, it would seem that turf wars in the Spanish-language television market will continue for some time to come. ■



*Latin American news network TeleNoticias (its newsroom in Miami is shown), which was bought by CBS last summer, is considered the largest Spanish-language news organization in the world.*

# Cable market wide open

*Growing population is underserved in major metros*

**By Michael Katz**

**A**lthough many believe that cable has reached its saturation point in this country, some industry authorities say the U.S. Hispanic market remains largely untapped.

"Its very underserved," says Gary McBride, president of GEMS International Television. "If you look at major markets and the percentage of the population that is Hispanic, and you look at the number of channels that are available, it is underserved in every market."

McBride cites New York City, where 26% of the population is Hispanic, yet there is only one Hispanic cable channel. In Los Angeles, which is 35%-40% Hispanic, "most cable operators don't have more than two

[Hispanic] channels," McBride says. And in Miami, where 50% of the market is Hispanic, cable operators carry just one Spanish channel. "That's outrageous," he says.

GEMS is said to be the only cable network aimed at Hispanic women. "Women play a very strong role inside the family," says McBride. "Most people believe it is a male-dominated society, but the truth is that the female is really the head of the house and the caretaker of the family. Males tend to be chairman of the board, with the appearance of running the company." McBride mentioned failed marketing attempts, originally aimed at men, to attract Hispanic families; the campaigns turned successful when they were directed toward women.

GEMS is also looking to double its



distribution, from 4.5 million subscribers to 9 million, in the next 18 months. "But it's a tough road with the lack of capacity," McBride says. "We're focusing on several main regions where Hispanics reside: California, Texas, Miami, New York and Chicago," which together compose 90% of the Hispanic population in the U.S.

"There is no way, if you are living in Manhattan and you happen to be from anyplace in Latin America, that you get Latin American news. None. Zero," says Lloyd Werner, executive vice president, sales and marketing, Group W Satellite Communications. "There is no pure Latin American news service other than Telenoticias that exists anywhere in the world." Other Hispanic news programs are either from specific countries or are just U.S. or international news translated into Spanish, he explains. "CBS Telenoticias is the only Latin American news done by Latin Americans, done from Latin America, with that particular Latin American flavor."

Werner thinks that the Hispanic market in the U.S. is not only neglected, "I think it is humiliated," he says. "And the little research we've done suggests that what Univision and Telemundo do, particularly in prime time, is insulting. What we hear from the Hispanic community in the United States is that there is nothing for them to watch."

Werner cites U.S. Census Bureau statistics that say Hispanics will be the largest minority community in the country by 2010. Hispanics reportedly are also the fastest-growing market in the country and offer an extremely young demographic. "Why not serve that market with something you've already created?" he asks. "That's what we're doing."

CBS took the reins of TeleNoticias last summer, when it bought the network from Telemundo, Reuters, Artear and Antenna 3, which apparently had some irreconcil-



*Patricia Miccio and Carlos Mata host GEMS's 'El Rosa y El Azul' (The Pink & The Blue), a talk show with guest interviews about male/female issues.*

able differences.

"Therefore, all of the things necessary to do to move the business ahead—solidifying distribution, increasing the program offerings, and particularly marketing and advertising the network—weren't being done," Werner says. "And we're doing all of those things."

Although TeleNoticias goes out to countries in Latin America as well as the U.S., programing adjustments are necessary to address the varying needs of Hispanics in different countries. Werner uses TeleNoticias news as an example.

"A lot of people in the U.S. call Latin America home, and we want

them to see the same news that people at home see but in a different order—because it may have different importance here in the U.S.," says Werner. "Immigration issues in the United States are more important to people living here than they would be to, say, someone living in Peru."

Fox Sports Americas debuted Nov. 1 in 3.7 million households throughout the U.S. and Latin America. Fox Sports Americas—formerly Prime Deportiva—is a venture of Fox, Liberty Media and TCI International, and is the international arm of the new Fox/Liberty cable venture, Fox Sportsnet.

Fox Sports Americas has armed itself with a fistful of television sports rights. The network is also tailoring its coverage to satisfy the idiosyncrasies of the different regions. "The key is to be localized and regionalized," says Rich Battista, senior vice president and general manager of Fox Sports Americas, "and bring the best of international competition under the platform of Fox Sports."

The regionalization strategy will be divided into four areas: the U.S., northern Latin America, southern Latin America and Brazil. Fox Sports Americas hasn't yet entered Brazil, but Battista says the network will launch there in early 1997 in a partnership with Globo, the country's media giant, to create a mix of local and global sports and a new boxing deal.

Although the 27 million Hispanics in the U.S. may be underserved by cable operators, there are an abundance of Hispanic networks fighting for channel space.

In addition to GEMS, TeleNoticias and Fox Sports Americas, there is also Galavision, the first Spanish-language cable service, which launched in 1979. Galavision has 6 million subscribers in the U.S. alone, 1.8 million of which are Hispanic, comprising 42% of all U.S. Hispanic cable households.

Other Hispanic cable networks in the U.S. include HBO en Espanol, Showtime en Espanol, HTV and music video networks Telehit and Ritmo Son. ■



*Galavision, the first Spanish-language cable service, says its 'Un Nuevo Dia,' with hosts Cesar Costa and Rebeca de Alba, is the only Spanish-language morning talk show.*

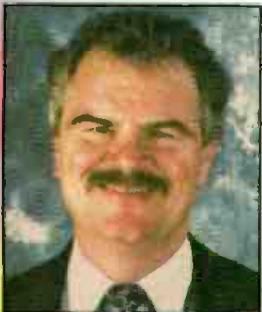
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# KMEX-TV taps growing Hispanic audience

*Gets out Hispanic vote, wins coveted news award*

By Cynthia Littleton

**F**ew TV stations in the country are in a better position to benefit from demographic trends than Univision's Los Angeles flagship, KMEX-TV.

The Hispanic population in the nation's second-largest TV market stands at 5.5 million and growing. The overall purchasing power of the nation's fastest-growing minority group is projected to top \$220 billion this year.

This month's presidential election marked a turning point in the station's 34-year history. Hispanics voted in record numbers nationwide, thanks in part to a massive two-year citizenship and voter registration drive organized by KMEX-TV.

"We are the primary source of news for most Hispanics [in Los Angeles], and we take that responsibility very seriously," says Augustine Martinez, general manager of KMEX-TV. "We felt



*Eduardo Quezada anchors the 6 p.m. news, 'Noticias 34,' weekdays at 6 p.m. on KMEX-TV, whose local and national newscasts regularly beat other stations in the market in young adult demographics. The station is located in the Howard Hughes Center (above, right) in Los Angeles.*

obligated to bring more of our viewers into the political process."

KMEX-TV and Univision also felt a responsibility to take an editorial stand against two controversial—and ultimately successful—California ballot initiatives targeting illegal immigration



and state affirmative-action programs. Both measures have been a galvanizing force for KMEX-TV's audience.

"Divisive politics has awakened a sleeping-giant voter group in California that is hungry for information," says news anchor Eduardo Quezada, a fixture at KMEX-TV since 1975.

Indeed, KMEX-TV's local and national newscasts regularly beat its Big Three competitors in young adult demographics, according to the Nielsen Station Index survey of overall viewership in the nation's number-two market. Earlier this year, KMEX-TV

## Telemundo taps Hispanic need for news

Telemundo's O&Os are Univision's primary competitors in the nation's top Hispanic TV markets, but a third Spanish-language outlet is making inroads in Los Angeles.

KWHY-TV has been airing Latin American movies and locally produced programming Monday through Friday from 2:30 p.m. to midnight since 1989. The station has been a financial news outlet in Los Angeles for nearly 30 years, but owner Harriscope Corp. is considering making a complete transition to Spanish-language programming, according to Martin Dugan, KWHY-TV general manager.

"There's a tremendous wealth of talented writers, producers and directors in the Hispanic community that really haven't had many options to get involved in TV production until now," Dugan says. Over the past two years, KWHY-TV has emerged as strong competition for Telemundo O&O KVEA(TV).

Like other Telemundo affiliates, KVEA's local news is gaining strength from the success of the network's new national newscast co-produced with CBS, which bought Telemundo's Telenoticias cable news network earlier this year.

■ In Miami, Telemundo's strength is live coverage of news, says Jose Cancela, general manager of WSCV(TV). The audience's growing interest in local news is driven in part by rising numbers of Hispanics in local government.

■ In Houston, election night was a triumph for Telemundo's KTMD(TV), says general manager Luis Fernandez-Rocha. Although the station's news staff is one-fifth the size of its competitor's, KTMD stayed on top of the races. KTMD is considering adding a local morning newscast.

■ In New York, ratings for the late local news on Telemundo's WJUU(TV) have grown steadily since the 11 p.m. newscast debuted in March. New York's disparate Hispanic community is becoming more unified around language and culture as the perception of anti-immigrant sentiment increases, notes Manuel Martinez Llorian, Telemundo general manager of WJUU.

■ San Antonio has a youthful Hispanic population, so local news on Telemundo's KVDA(TV) is tailored to their needs. Competition between Univision's KWEX-TV and Telemundo's 8-year-old outlet is good for both stations, says Arthur Rojas Emerson, KVDA general manager.—CL

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broke new ground by becoming the first Spanish-language station to win the Radio-Television News Directors Association's coveted Edward R. Murrow Award for overall excellence.

Even as KMEX-TV's ratings soar, Univision says the biggest obstacle to growth is resistance to Spanish-language media from some big-ticket national advertisers. But attitudes are changing. In contrast to five years ago, a list of KMEX-TV's leading local advertisers—auto dealers, fast-food chains, packaged foods—is now virtually indistinguishable from its English-language competitors. And as the station's revenue increases, so does the station's investment in the community.

Under Martinez's leadership, KMEX-TV has launched outreach programs ranging from parenting seminars to music festivals in Los Angeles.

"The role [KMEX-TV] plays in the life of the community it serves is absolutely incomparable to [that of] any other station in the market," says Tom Arnost, executive vice president of Univision, citing a recent Greenberg Research poll that found Univision was the second-most-trusted institution, after the Catholic Church, among the nation's Hispanics. ■

# Hispanic radio formats going strong

*Los Angeles station leads market; New York station a strong player; blend of Spanish and English songs appeals to Hispanic listeners*

By Donna Petrozello

**S**panish-language music stations are commanding a sizable chunk of radio listeners in the nation's top markets by locking into format niches and borrowing a few programming tips from the mainstream.

Hefel Broadcasting's Spanish soft-ballad KLVE(FM) Los Angeles ranked first in the market last summer with a 7.1 audience share in Arbitron's latest survey. KLVE outranked its nearest competitors KGBT(FM) and KPWR(FM), which each earned a 5.0.

In New York, Spanish Broadcasting Systems' WSKQ-FM ranked fifth in the market last summer with a 4.2, topping mainstay formats such as contemporary hits on WPLJ(FM), smooth jazz on

WQCD(FM) and adult-contemporary on WMXV(FM). SBS's other New York Spanish-language FM, WPAT-FM, earned a 3.2 share last summer, up from its 2.8 in spring 1996.

All share numbers are based on listening Monday through Sunday, 6 a.m. to midnight, by people ages 12 and older.

Both KLVE and WSKQ target a specific type of Spanish-music listener. For KLVE, it is the Spanish-language ballad listener. For WSKQ, it is the dance music audience comprised of both Spanish-language and English-language listeners.

Al Fuentes, director of programming for SBS's WSKQ, WPAT-FM and WDX(FM), all New York, says WSKQ and WPAT try to program "crossover formats" that reach bilingual listeners

## Hispanic spending power appeals to advertisers

Advertisers continue to target Hispanic audiences, spending \$517.1 million on network, national and local TV in 1995.

That figure, according to *Hispanic Business* magazine, is up 13.8% from the \$454.2 million spent in 1994. The '95 TV total breaks down to \$292.1 million for network/national and \$225 million for local.

Markets such as Chicago saw a substantial jump in TV ad spending, \$21.5 million in 1995, up 25% from \$17.25 million in 1994, says *Hispanic Business*. TV expenditures also rose in the Dallas-Fort Worth market by roughly 18% totaling \$11.8 million.

Los Angeles, however, remained the top Hispanic TV market in 1995—advertisers spent \$109.2 million, followed by Miami-Fort Lauderdale with \$56 million and New York with \$45.2 million. The publication also reports that national and local radio spending was \$321.2 million in 1995, a 10.7% increase over 1994's \$290.2 million.

As for companies that target Hispanic audiences, Procter & Gamble headed the magazine's 1995 list of leading advertisers with nearly \$40 million in expenditures. Also on the list: AT&T, \$20 million; McDonald's, \$12 million; Sears, \$9.5 million; Ford, \$8.1 million; Quaker Oats, \$7.6 million, and Coca-Cola, \$7 million.

To companies such as AT&T, the Hispanic market is "very important," says Carlos Ramirez, an AT&T

spokesman. "Our research shows that Hispanic consumers spend twice as much [\$34 a month] on long-distance calls as general market consumers [who generally spend \$17 to \$20 a month]," Ramirez says.

Hispanic audiences have proved to be a "valued and loyal customer base," for McDonald's, says Marta Gerdes, staff director of strategic marketing for the company. The average Hispanic consumer spends more at McDonald's than non-Hispanic customers, she says.

At Coca-Cola, a separate department aimed at Hispanic markets was created, says company spokesman Diana Garza. Because Coke's main focus among Hispanics is teenagers, "English and Spanish-language radio stations are a real attractive property," says Garza. The soft-drink manufacturer also places ads on general market TV shows such as Fox's *New York Undercover*, which attracts a teen audience.

"It's obviously one of the fastest growing markets," says AT&T's Ramirez. By the year 2010, Hispanics are projected to represent 14% of the total U.S. population, he says. And as Hispanic consumer spending grows, advertisers are likely to increase their investment in Hispanic TV. Overall media spending (including print and billboard advertising) has already topped \$1 billion, according to *Hispanic Business*. Says Ramirez: "It's a market we're committed to." —KM

to targeted formats. "You can be a station that plays American songs and still be targeted to Hispanics," Fuentes says.

The trick to gaining audience share, Fuentes says, is to program in format niches using a blend of Spanish and English songs that will appeal to a Hispanic audience.

"In the past, formats were looser, and jocks played whatever they wanted," Fuentes says. "But now things are tighter. You need to have one focus,

***"In the past, formats were looser, and jocks played whatever they wanted....But now things are tighter. You need to have one focus, like an American station."***

—Al Fuentes

like an American station."

Fuentes says the Spanish-language radio market is better "educated" since it has adopted programming strategies from mainstream broadcasters. "We're playing Spanish music, but our ideas are from the general market," he says.

In Miami, Spanish-ballad WAMR(FM) ranked second in the market last summer with a 5.6 share, slightly short of urban WEDR(FM) Miami, which earned a 5.9.

WAMR general manager Luis Diaz-Albertini says WAMR's share grew after the station focused on "international, Spanish-language hit ballads" rather than playing a mix of Latin American music types.

"The Hispanic market dictated that they wanted the best mix of potential hit music there is," Albertini says. "This is a great new product bringing new Hispanic listeners to the station."

Albertini has also adopted another critical element of successful English-language radio stations—a top-rated morning show.

WAMR's morning team Javier Romero and Osvaldo Vega are ranked first in Miami in morning drive with an 8.9. Romero and Vega even beat Howard Stern—syndicated to WGGG(FM) Miami—which earned a 4.5 in morning drive last summer. The success of WAMR's morning show helps hold listeners throughout other day-parts, Albertini says. ■

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AP Staff Photographer*

# Televisa, a multimedia leader

*Largest Hispanic media firm is containing costs, looking to satellite TV for expansion*

By Debra Johnson

**G**rupo Televisa is the largest media company in the Spanish-speaking world and a major player in the international entertainment business. The Mexico-based company's holdings include four television networks with some 300 TV stations throughout Mexico, with several stations along the U.S./Mexico border; numerous magazines and a newspaper; 17 radio stations; three record companies, and Cablevision, Mexico's largest cable TV system. The group also has substantial equity stakes in several media assets, including U.S.-based Spanish-language TV channel Univision and global satellite service company PanAmSat.

Terrestrial television still accounts for more than half the company's net sales. TV sales for third quarter 1996 were up 20.6%, to Pesos 1.7 billion (U.S.\$213 million), thanks in part to the acquisition of Bay City TV, the owner of a Mexican station on the U.S. border that broadcasts English-language programs, including programming from the Fox Television Network.

Results from cable, however, were not quite as encouraging. Sales dipped 30.6%, to Pesos 90,972 million (\$11.4 million) during the third quarter, largely because of the absence of basic and premium service rate increases and a decline in the number of subscribers. Cable TV's revenue decline also reflected lower advertising and pay-per-view revenue.

Since the December 1994 peso devaluation, Televisa has been preoccupied with cost containment. The company has been streamlining its activities to reduce operating costs. Televisa cut staff by 12%, to 20,700, between June 1994 and year-end 1995 and divested money-losing interests. The conglomerate closed newspaper *Summa* in January 1995, as well as three acting schools and a Mexico City studio. Last year, Televisa also decided to suspend operation of the CVC home shopping channel because of poor economic conditions in Mexico and reduced consumer spending.



*Televisa owns four networks in Mexico, accounting for the majority of the nation's TV viewing and advertising. Channel 2 (logo, above left), known as 'The Channel of the Stars,' is the country's leading network, and features telenovelas in prime time. Channel 5 features programming produced mostly in the U.S. Channel 4 programs foreign series, movies and sports. Channel 9's lineup includes movies, reruns of shows from Channel 2, news, educational shows and entertainment programming.*



## Direct-to-home

At the same time, the company has been restructuring credit to raise funds for direct-to-home (DTH) satellite TV projects. In August 1996, Televisa entered into a \$300 million working capital facility with a group of major commercial banks, and in September it incurred \$50 million of short-term indebtedness to fund working capital. This unsecured indebtedness matures on Aug. 31, 1997, and bears variable interest equal to 9.1% per annum as of Sept. 30, 1996.

Televisa now is looking to DTH for its TV expansion. The conglomerate originally was to launch a DTH service, Galavision, with PanAmSat, but a lack of funding and intense competition forced the group to forge links with the News Corp./Globo/TCI International consortium in November 1995 to provide DTH satellite service throughout North and South America.

Televisa has a 30% stake in Mexico's Sky Entertainment Latin America, which is slated to launch in Mexi-

co on Dec. 1.

Medcom's Tele-Red, a would-be Mexican DTH rival owned by former radio magnate Clemente Serna, also is joining the Sky Entertainment Mexican platform. But it is unclear how Televisa and its partners in that platform will accommodate the new player.

Televisa also has been gradually reducing its stake in global satellite operator PanAmSat. In September 1995, PanAmSat completed its IPO; as a result of the float, Televisa saw its stake in the global satellite operator dilute from 50% to 40.5% and in return received \$40 million from the offering. A year later its stake looks as if it will shrink still further following the merger of PanAmSat and Hughes Communications's Galaxy.

Shareholders have been given three options. Televisa is taking \$600 million in cash while retaining an 8.5% stake in the new entity, called PanAmSat Corp. Televisa plans to pay \$225 million to buy back PanAmSat's options to acquire stakes in Sky Latin America and Televisa's planned Span-



ish DTH operation.

Televisa confirmed in September that it is in advanced discussions with Spanish public broadcaster Television Espanola about launching a digital DTH platform in Spain. The agreement would encompass developing "signals, programing and services" for other markets, such as Latin America.

And other alliances could be in the pipeline. The two parties say they are negotiating with potential partners, possibly including commercial broadcaster Antena 3, Spanish telco Telefonica or Televisa's partners in Sky Latin America: News Corp., Tele-Communications International Inc. and Brazil's Globo.

According to reports in Spain, the first phase of Televisa's scheme will include a 24-hour Castilian-Spanish news channel. Within the first year, the group hopes to launch 50 channels, to be transmitted by the state-run Hispasat satellite system.

### **Terrestrial television**

Television Grupo Televisa is the leading TV broadcaster in Mexico. The group's four TV networks—channels 2, 4, 5 and 9—account for the majority of the nation's TV viewing and advertising. During 1995, the company captured an 81% share of the Mexican TV audience, reports ratings service Instituto Brasileno de Opinion Publica y Estadistica (IBOPE). Together, the four networks include 298 stations nationwide, of which Televisa owns 240 outright and is the majority owner of 19 more.

Channel 2 (or as it's more commonly known, "The Channel of the Stars") is Televisa's flagship, generating the majority of the company's national ad sales in 1995. Virtually everything that is scheduled on Channel 2 is produced by Televisa. Prime time programing consists primarily of telenovelas, interspersed with news, entertainment and variety shows, game shows and sports. Channel 2 programing is carried by 146 affiliated stations and reaches more than 15 million homes or 98% of the Mexican TV audience. According to IBOPE, Channel 2's average viewing share during 1995 was 38%.

Channel 5 reaches more than 90% of Mexican TV homes via 80 stations and garnered an average 18% audience share in 1995. Channel 5's schedule is dominated by foreign fare such as cartoons, movies, series, kids programing,

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as well as sports. Much of it is acquired from the U.S., then dubbed or subtitled at Televisa's production facilities.

Channel 4 had an average 10% viewing share in 1995. The channel, which reaches more than 4 million households in Mexico City and 57% of the nation's TV homes via its 50 affiliated stations, broadcasts a mix of foreign series, miniseries and movies, while sports and news is supplied by Televisa. The regional stations also produce their own programming.

Channel 9 became Televisa's fourth network in 1994, and with its 19 affiliated stations now reaches more than 63% of the Mexican TV audience. The channel achieved a 15% average viewing share in 1995, IBOPE says. The channel broadcasts largely movies, reruns of popular shows from Channel 2, new sitcoms, variety and talk shows, sports, special event programming and documentaries. On weekday mornings, it airs educational programs produced by the Ministry of Education.

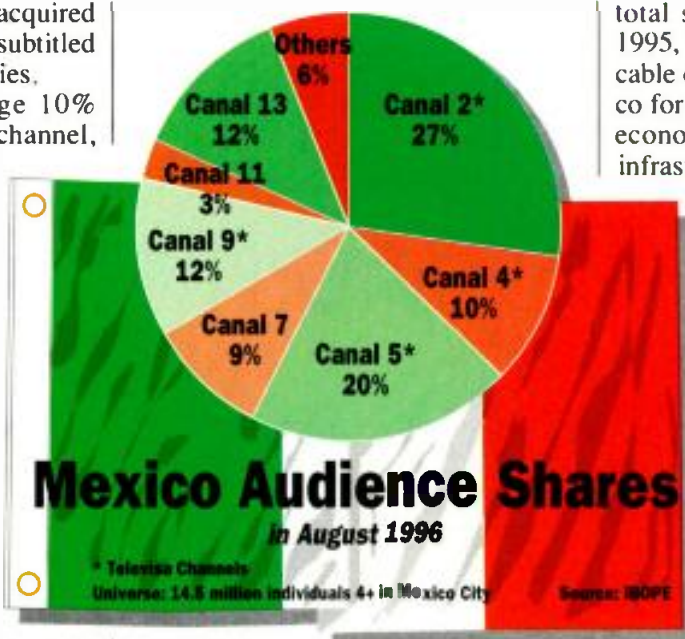
Televisa operates two stations in Mexico on the Texas border that broadcast English-language telenovelas, as well as programming from the Fox Network. The group also has a 49% stake in Red Televisiva Megavisión, a Chilean broadcaster that owns 34 TV stations and has five more affiliates in Chile.

Univision, in which Televisa holds a 19.8% stake (valued at \$385 million), is the largest Spanish-language media organization in the U.S. Univision reaches more than 92% of the U.S. Hispanic audience of 27 million through its TV station group (which owns 17 Spanish-language stations in major U.S. cities) and the Univision TV network, which includes cable and satellite interconnected broadcast affiliates.

Televisa supplies programming to Univision under a 25-year program license agreement and participates in joint production arrangements with Univision's other partners, Jerrold Perenchio and the Cisneros Group.

## Television production

Televisa produces more than 50,000 hours of programming annually and maintains a library of some 116,000 half-hours of TV programming and 200



Spanish-language movies. Programming service Galavisión supplies Channel 2 programming to TV stations and cable systems in the U.S., as well as to more than 50 other countries in Central and South America, Europe and North Africa. In 1995, 50,000 hours of TV programming was exported to more than 75 countries, including China, Italy, Russia and the U.S.

Televisa produces a wide variety of material, including newscasts, sports, music, comedy game shows, talk and variety shows, but specializes in telenovelas, the country's most popular program genre. Popular telenovelas include *El Premio Mayor*, *La Duena*, *Maria la del Barrio* and *Lazos de Amore*. The same sets and scripts are used to produce English-language novelas, which have been tested on a limited basis on Televisa's border stations.

ECO is Televisa's news and entertainment service, which generally broadcasts 24 hours a day. With 210 news correspondents around the world, ECO provides programming and news services not only to Televisa's TV and cable channels and radio stations but to Spanish-language audiences in more than 50 other countries.

## Cable television

Currently, 145 cable systems operate in Mexico, reaching more than 1.1 million subscribers. Cablevisión, Televisa's majority-owned subsidiary, operates Mexico's largest cable system, serving the greater metropolitan area of Mexico City. Cablevisión has a leading market share of 16% of the

total subscribers in Mexico. In July 1995, Televisa sold a 49% stake in its cable operations to Telefonos de Mexico for \$211 million in order to achieve economies of scale, such as sharing infrastructure and maintenance crews.

Cablevisión spent 1995 disconnecting nonpaying customers to cut losses, resulting in a decline in subscribers from 240,000 in September 1994 to 185,000 at the end of 1995. Cablevisión offers one basic and seven premium service packages plus three pay-per-view channels to subscribers. The basic package consists of 24 channels, and the premium package comprises seven.

## Advertising

The bulk of Televisa's ad sales is made through the company's "French Plan." Under the plan, advertisers lock in for published ad rates and receive bonus advertising time by depositing cash and short-term obligations equaling their minimum commitment for advertising on Televisa's networks. Advertisers then are eligible to increase their participation in the French Plan throughout the coming year at rates and with bonus rights at least as favorable as those of the initial deposit. The plan has obvious benefits for Televisa, since cash deposits received in advance can be used as working capital and capital expenditures.

## Radio

With 17 AM and FM stations spread throughout Mexico, Televisa reaches a listening audience of more than 45 million, or about half of Mexico's population. In Mexico, the Radio Group consists of three AMs and three FMs in Mexico City, five AMs and two FMs in Guadalajara, one AM in San Luis Potosí, one FM in Mexicali, and repeater stations in Monterrey and Veracruz.

Televisa owns a substantial radio programming library of more than 63,000 half-hour radio programs that are marketed to Mexican, U.S. and Latin American stations. Reinforcing Televisa's content-driven strategy, the company also distributes its TV shows to nonaffiliated radio stations for simultaneous broadcast throughout Mexico. In 1995 more than 800 hours of Televisa programming were carried on 30 nonaffiliated radio stations. ■

## Comcast closes on Scripps Howard

*\$1.575 billion deal boosts MSO to 4.12 million subscribers*

By Price Colman

**C**omcast Corp. consummated its acquisition of Scripps Howard Cable last Wednesday in a deal worth about \$1.575 billion based on that day's \$16.936-per-share closing stock price for Comcast.

Under final terms, Comcast exchanged 93 million of its shares for Scripps Howard's 800,000-subscriber systems. In return, Scripps Howard shareholders received about 1.159 shares of Comcast stock in a tax-free distribution.

The market value of the deal is essentially unchanged from the original agreement announced on Oct. 29, 1995, even though Comcast's stock price has fluctuated considerably since then, mirroring the fortunes of cable stocks in general.

That agreement called for Comcast to issue about 78.5 million shares based on a target stock price of \$20.075. If the stock price rose 15%, to a high-end stock collar of \$23.09, Comcast would have issued proportionately fewer shares, and if the stock price dropped 15%, to \$17.06, Comcast would have to issue proportionately more shares to hit the \$1.575 billion total for the transaction. At stock prices above the high-end collar, Comcast had the option to back out, while at stock prices below the low-end collar, Scripps Howard could back out.

At one point, Comcast's stock was trading \$2.50 below the low-end collar, leading to speculation in financial circles that the deal might fall through. Comcast officials had indicated they would be unwilling to issue additional shares beyond to cover the differ-



*Comcast president Brian Roberts had a big week with his induction into B&C's Hall of Fame (see page 28) and the acquisition of Scripps Howard Cable.*

ence between the stock price and the low-end collar.

Ultimately, the two firms' commitment overcame any deal breakers. "In any deal structured this way, the...ongoing factor you're dealing with is the fluctuation in the market value of the currency," said Rich Boehne, vice president, investor relations, for Scripps Howard. "The bottom line is: All's well that ends well."

Two weeks ago, Comcast and Scripps Howard shareholders voted strongly in favor of the deal, paving the way for the closing.

For Philadelphia-based Comcast, the debt-free acquisition cements its position as the nation's fourth-largest cable MSO, with about 4.12 million subscribers—slightly behind number three Continental Cablevision, with 4.2 million subscribers.

In addition, the acquisition offers Comcast potential savings on carriage contracts for its QVC cable home shopping channel (Comcast owns 57.45% of QVC and Liberty Media Corp. owns the remaining 42.55%) sports programming ventures and other programming investments.

For Scripps Howard, the transaction translates into a simplified financial structure and increased opportunity to focus on providing content. The Cincinnati-based media company may be looking to expand its cable programming operations beyond its Home & Garden Television.

"What it does is clarify us much more as a content-providing company and...get us out of the [cable] distribution end," said Boehne. "We're looking real hard for [programming] opportunities." ■

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***For Philadelphia-based Comcast, the debt-free acquisition cements its position as the nation's fourth-largest cable MSO, with about 4.12 million subscribers—slightly behind No. 3 Continental Cablevision, with 4.2 million subscribers.***

# Lifetime builds The Place

New programing block targets upwardly mobile young women

By Jim McConville

In search of an 18-34-year-old female audience with ample disposable income, Lifetime Television in January will launch a two-hour original programing block called The Place.

The Place, consisting of four half-hour segments, will premiere Friday, Jan. 24, at 7-9 p.m. and repeat at 10 p.m. the first week and at 11 p.m. thereafter.

It is the first step in Lifetime's plan to build a new stand-alone network, says Doug McCormick, president, Lifetime Television, who says the spin-off channel could launch as early as first quarter 1998.

Programing for The Place will be an eclectic mix of the practical and the serendipitous, from how-to shows featuring tips on makeup, shopping and travel to astrological forecasts and a dating show. The programs will draw heavily on MTV-like production values, using hand-held cameras, tilted camera angles and zoom focus.

Lifetime is promoting the program block to advertisers as The Place where upwardly mobile young women will tune for information on trends and ideas that define their generation's identity.

"The Place will create a consistent voice and attitude for young women



Roshumba Williams, the travel and lifestyle expert on 'The Wire.'

today that's smart, fresh and honest," says Jane Tollinger, executive vice president and general manager, Lifetime Television.

The block will also include interstitial vignettes, including *Jagged Little Portraits*, mini-profiles of successful women; and *Soapbox*, in which women speak out on a variety of topics.

Lifetime has 20 additional Place projects in the works, including six in the

## Programing for The Place Programing for Lifetime's new two-hour block

■ *The Dish* (7-7:30 p.m.), hosted by Tracee Ross, combines comedy with tips on women's fashions and trends in music, reading and home video.

■ *The Wire* (7:30-8 p.m.) features young experts giving consumer buying tips on clothes, hair styles, makeup and travel.

■ *Pandora Talks Back* (8-8:30 p.m.) explores alternative ways—including astrology, numerology, tarot cards, palm reading and crystals—of looking at the world.

■ *Three Blind Dates* (8:30-9 p.m.) Features three couples each week setting out on blind dates with accompanying hand-held cameras to record the event.

pilot stage: *The Men's Room*, men's views on women; *The Invisible Camera Guy*, a music video show; *Girl Talk*, a group of 13-17-year-old girls talking about important issues in their lives; *Boys vs. Girls*, a game show; *Mall Rats*, featuring weekly shopping trips to malls across the country, and *Women's Sports*, which will complement Lifetime's Women's National Basketball Association coverage, which begins in June. ■

## Analyst raises cable credibility question

Cowen & Co.'s Vogel says TCI woes have wider implications

By Steve McClellan

For Harold Vogel, senior media analyst at Cowen & Co., New York, the year's "defining moment" came three weeks ago, when Tele-Communications Inc.'s stock tumbled to a five-year low of \$12.

For Vogel, that decline represents all that is wrong with TCI in particular and cable television in general: "There is not only a question of how soon the situation will be turned around but also an issue of credibility for both the company and the cable industry at large."

Vogel says TCI's woes have significant implications for the other cable sys-

tem operators and the major content providers for the industry as well.

In a report to clients issued last week, Vogel says that the cost of borrowing money for all cable companies has spiraled upward, "as adverse psychology extends to cable-related shares."

Higher capital costs, in turn, portend slower growth for the cable industry, Vogel says, and give would-be competitors among the telephone companies time to catch up. And a battle royale between cable and telcos to provide consumer services, he says, would probably have the effect of dropping profit margins for both.

That, in turn, will negatively affect

programers, who "will also be squeezed, as less cash flow will be available to support purchases of content."

Several weeks ago, TCI said it would delay part of its previously planned roll-out of digital cable services to subscribers within its 13 million-home universe. Vogel's interpretation: The cut-back is due to declining subscriber growth, due in most part to actual or planned price increases and the impact of competition from DBS services.

Those developments put a significant crimp on TCI's third-quarter cash flow, says Vogel. And complicating matters further, Vogel reports that Standard & Poor's is considering a credit-rating

downgrade for the number-one MSO. Such a downgrade would not only raise the cost of borrowing even further for TCI but also have "psychologically adverse spillover effects" on equipment and programming suppliers."

S&P's Rob Nelson says TCI has been put on "credit watch" for a number of reasons, including a debt-to-cash-flow ratio that exceeded S&P's guidelines for 1995. It's likely TCI will make a presentation to S&P before S&P decides whether to downgrade the MSO's debt rating.

Vogel casts a skeptical eye at cable industry promises that new services like high-speed modems for accessing the Internet and getting into the telephone business will revive the industry. "In our view, the industry has been per-

forming a bit of sleight of hand," he says. "The fact is, neither we nor anyone else really knows how many households will sign up for the new Internet and telephony services."

And despite certain problems that beset the telcos, says Vogel, surveys show them to be trusted more by consumers than are cable companies. And access to capital is definitely not a problem shared by the telcos, he says.

So while it's easy for the cable companies to talk about becoming competitors in local phone service, the reality is that it will be much more difficult to actually do so. "Weaning phone customers from their current service providers will not be quick or cheap," he says. Even assuming that cable lays the plant to do so without too many glitch-

es—"a big assumption for the cable industry"—it will face huge marketing costs and probably a price-discount war, which the telcos are better equipped to wage.

"It's like the old story of the two men in the woods being chased by a grizzly bear," concludes Vogel. The survivor doesn't have to run faster than the bear, only faster than the other man. "With cable's cost of capital now high—and perhaps rising still more, given the recent TCI news—cable does not now seem to be running faster than the telcos."

Reacting last week, a TCI spokesperson said the company "is more confident in our future and in our industry's future" than Vogel seems to be. "But he's certainly entitled to his opinion. ■

## Tyson-Holyfield delivers top payday

*Rematch next year promises to be even bigger*

By Michael Katz

**F**inally. That was the slogan used to promote the Mike Tyson-Evander Holyfield fight—five years in the making—and that's what the pay-per-view industry sighed after an 11-round upset that *finally* satisfied boxing fans and promoters alike.

According to Showtime, the event was the biggest payday in pay-per-view history, grossing over \$100 million, and attracting 1.6 million-1.7 million buys. That broke the previous record of 1.56 million buys drawn for last year's Tyson-Peter McNeeley fight.

Holyfield not only halted the Tyson juggernaut, which had dispatched his previous four opponents in an average of 4 1/2 minutes, but quelled industry fears of a fan backlash. Had the event not proved as exciting as it was, the PPV industry would have faced a substantial loss of fans, who had grumbled about not getting enough boxing for their buck. "It was critical that it was a good fight," says Hugh Panero, president of Request TV, "or the boxing business would be in great turmoil again."

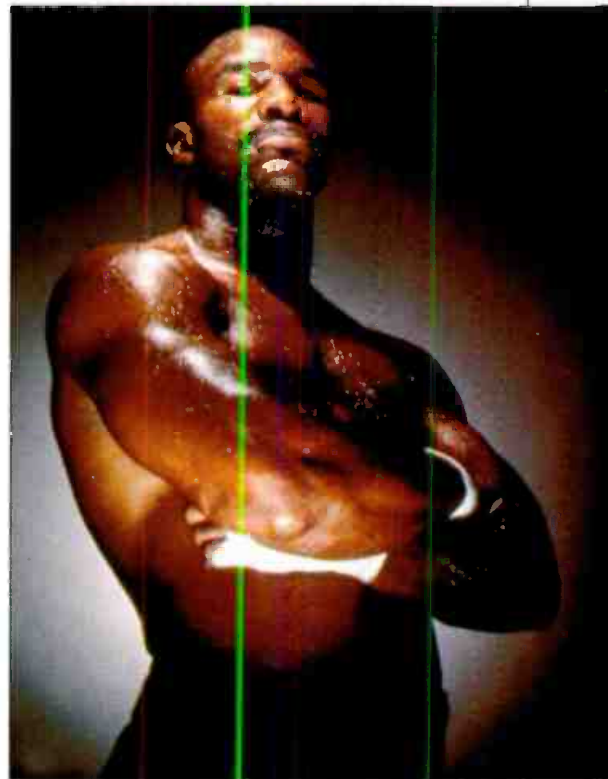
Cablevision Systems also came out a winner. In the spirit of Las Vegas, the MSO had taken a gamble by offering the event on a per-round charge to appease fans who were angry over spending so much money on so little boxing. Cablevision charged its cus-

tomers \$9.95 per round, with a maximum fee of \$49.95. Before the fight, Cablevision announced that orders for the fight were running 200% ahead of the Tyson-McNeeley fight. Cablevision says the fight was the most successful PPV event in the company's history, and one source says the MSO may have made \$3 million-\$4 million that night.

But the record-breaking day could be just an appetizer. The main course may be the anticipated June rematch, which "will redefine pay-per-view success," says Jay Larkin, senior vice president of Showtime. Before the fight, Showtime secured the rights to a Tyson-Holyfield rematch. "We're not as naive as some people might think," says Larkin, referring to a perception that their boxing fortunes win and loose with Tyson.

Holyfield has yet to announce if he will fight again, however, and rumors abound that he may retire, but Panero calls such talk "negotiating nonsense." But the big question is whether Showtime will be able to sign Holyfield after a rematch, or if the fighter will go to Time Warner's TVKO, which has a long-standing relationship with him.

The fight also was the first of a four-fight deal between cable operators and Don King/Showtime that broke from the traditional 50-50 return split, favoring King/Showtime with \$27.50 per



*Evander Holyfield's win was record for PPV revenue. Promoters hope a rematch will be an even bigger attraction*

buy. While the new arrangement was a blow to cable operators, things may have turned out better than they thought. A four-fight deal, says Panero, protects cable operators from being gauged by King/Showtime, which would have the leverage to extract substantial fees with the rights to the Holyfield-Tyson rematch. ■

# CNN SI readies for December launch

Says it has lined up 2.5 million subs

By Jim McConville

**T**ime Warner's new sports news network, CNN SI, will be modeled on Turner's CNN Headline News with its heavy emphasis on breaking news.

CNN SI, a joint venture of Turner Broadcasting System's CNN (75%) and Time Warner-owned *Sports Illustrated* (25%), is slated to launch Dec. 12 and will broadcast live 19 hours a day, starting at 7 a.m., to some 2.5 million subs, according to the network.

Jim Walton, the Turner executive vice president in charge of CNN SI, says the network will draw heavily on CNN's news-breaking strength and *Sports Illustrated*'s storytelling capacity to distinguish it from rival ESPNEWS.

"What we're about is sports journalism," said Walton at CNN SI's press conference at Time Warner's corporate headquarters in New York last week.

Walton says CNN SI won't put a high priority on game highlights. "Highlights will not define our service," he said. "We will take sports news and add perspective, depth and point of view to the coverage. Journalists will be the backbone of what we do."

To demonstrate its news-breaking capability, during the press conference CNN SI hooked into a live interview between Dallas Cowboys, owner Jerry Jones and *Sports Illustrated*'s football writer Peter King at the Cowboys' Irvine, Tex., headquarters.

Like ESPNEWS, CNN SI plans to simulcast on its parent network. CNN SI will simultaneously air on CNN nightly at 11 p.m. and 8:30 p.m. on weekends, giving it a potential 70 million-household audience.



*"Highlights will not define our service, we will take sports news and add perspective, depth and point of view to the coverage. Journalists will be the backbone of what we do."*

—Jim Walton

CNN SI will come to market roughly six weeks after the appearance of ESPNEWS, the 24-hour sports news service launched by ESPN last month to some 1.5 million subscribers. Both networks face an uphill climb getting on cable systems near or at channel capacity.

Walton wouldn't give the network's financial plans and said CNN SI's cable carriage agreements will be announced at launch. To date, the network has signed about 2.5 million DBS and C-band satellite subscribers, including Primestar Partners with its estimated 1.45 million DBS subscribers.

Although CNN SI is expected to eventually be carried on many Time Warner cable systems (representing a combined 11.5 million subscribers), so far the network has no firm commitments, including on Time Warner's New York system, which serves 1.1 million households.

Unlike Rupert Murdoch-owned Fox News Channel (FNC) which reported-

ly offered cable systems \$10-\$15 per subscriber, CNN SI isn't offering MSOs cash for carriage, says a highly placed Time Warner source.

Based in Atlanta, CNN SI will broadcast from a new 25,000-square-foot facility that uses state-of-the-art digital video technology which downloads video files onto discs several times faster than do conventional tape systems.

CNN SI will have a data link between *Sports Illustrated*'s library in New York and its Atlanta-based production facilities. The network will also have a permanent news desk in *Sports Illustrated*'s headquarters.

CNN SI officials were reluctant to preview the network's daily program schedule, other than to say CNN SI will provide live sports news updates at the top and bottom of each hour.

Executives mainly defined CNN SI's program format by what it won't be.

"We're not going to be a wheel; we're not going to be on a rigid program grid," said Steve Robinson, managing editor, CNN SI. "We're going to let the news and events of the day dictate our programming."

The network will have an international component, with a half hour world sports update at 5:30 p.m. daily.

One regularly scheduled show will be *Insider Report*, a daily news program featuring commentary and analysis.

Like CNN Headline News, CNN SI will use a scrolling ticker to provide sports headlines and scores.

Walton said CNN has hired 118 people specifically for CNN SI but that the network can also draw on more than 220 CNN employees in Atlanta and roughly 100 writers from *Sports Illustrated*.

Potential CNN SI advertisers are being offered package deals with CNN's four other news networks, says Larry Goodman, president of CNN sales and marketing. ■

# TCI releases details of its management realignment

*Provides clues to strategy behind new system structure*

By Price Colman

**T**CI Communications last week unveiled additional details of its cable operations restructuring, in the process offering a hint of the challenges it faces in introducing new services.

The latest announcement follows TCI's decision two weeks ago to segregate its overall cable operations into three groups based primarily on their stages of infrastructure development.

Group A, headed by former overall cable boss Barry Marshall, includes advanced cable systems typically in population-packed metropolitan markets. Group B comprises standard cable systems in more rural, dispersed markets. Group C consists of cutting-edge two-way systems already capable of delivering a bundled package of new services, including digital cable, Internet connection and wired telephone service.

That's the big picture. TCI Communications President Brendan Clouston has said the company's overall goal is to provide new services to all of its systems, in the process generating new revenue.

In its latest, most detailed snapshot of the restructuring, TCI implicitly reveals a glimpse of the task ahead in introducing those new services.

For instance, of the some 450 cable systems that constitute groups A and B, about 68.5%, or 310 systems, fall into the Group B category (the more rural and dispersed markets) which Marvin Jones will head.

Those Group B systems, encompassing about 6 million subscribers (an average 19,355 subscribers per system), are divided into eastern and western operations, with Joe Bonica heading western operations and Tom Barberini heading eastern operations.

Group B may present the biggest challenge because it includes systems that are, in many cases, older and more in need of the upgrades that will be

**TCI Communications President Brendan Clouston has said the company's overall goal is to provide new services to all of its systems, in the process generating new revenues.**

required to offer advanced services.

John Malone, president of TCI Communications parent Tele-Communications Inc., has said he's slowing the pace of those upgrades in an effort to cut TCI's capital spending. Malone is looking at alternatives to upgrading that include minimal investments in headend hardware intended to equip those systems for digital cable and Internet connections using telephone lines as the return path.

Odds are, the Group B systems will be the last to receive a fully bundled package of services, which includes cable telephony in addition to Internet access and digital cable. The reason: Wireline telephone service requires the biggest capital expenditure, primarily for fiber backbones and complex switching equipment.

Meanwhile, Group B markets are among those that DBS companies are targeting in efforts to steal some of cable's video business. Group A encompasses the remaining 31.5%, or 142 systems, representing about 7 million subscribers, an average of nearly 50,000 subscribers per system.

TCI says Steve Bryan is in charge of the Chicago, St. Louis, Pittsburgh, Seattle and Portland, Ore., markets. Dick Franklin will oversee the Los Angeles, San Francisco, Denver, Dallas and Houston markets. Bill Mitchell heads the Miami, Baltimore, metro New York, Washington and Oakland, N.J., markets and all TKR Cable operations, which TCI operates and in

which it has an interest.

Group A also presents a challenge in that it's a mix of older and upgraded networks. According to TCI, about 28% of all systems have advanced networks of 550 mhz or better. In Group A, or major markets, about 36% of the networks are 550 mhz or better.

On the plus side, certain Group A systems—Seattle and San Francisco, for instance—are close to fiber rings that can handle the two-way traffic required by advanced digital cable, Internet connection and telephone service. Group A markets also have the greatest population concentration, meaning they're where TCI can get the biggest potential bang for its infrastructure buck.

Conversely, the Group A markets are also the toughest competitive arenas where deep-pocketed players such as the Baby Bells, sometimes in alliance with other cable companies, are taking aim at TCI.

As for Group C, headed by Barbara Mowry with Dale Bennett overseeing the separate markets of Hartford, Conn.; Arlington Heights, Ill., and Fremont-Sunnyvale, Calif.; TCI is using it as a marketing and technology test bed. Ultimately, those markets will determine how quickly and broadly new services are launched elsewhere. ■

## Errata

A Nov. 11 "Closed Circuit" incorrectly reported that Tele-Communications Inc. was considering spinning off Flextech, the programming portion of Tele-Communications International Inc. Flextech is a separate, publicly traded company and cannot be spun off. Tele-Communications International, which holds a 50.1% interest in Flextech, is pleased with Flextech's performance and has no plans to sell any holdings, TCI<sup>2</sup> executives said.

### Primestar adds history

Primestar Partners will add The History Channel to its Prime Value programming package as part of the DBS operator's plans to add 50 channels in early 1997 with the launch of its GE-2 satellite. Primestar says it will also expand its Prime Audio offering from 14 to 30 channels.

### E! to get Universal access

E! Entertainment Television and Universal Studios have created a promotional partnership that will allow E! to use Universal as a base of operations for upcoming E! productions. The first E! project to make use of the facility will be *Wannabes*, a half-hour daily amateur talent series that will debut on the network in early 1997.

### Rock rolls on HBO

Comedian Chris Rock will headline a late-night talk show on HBO next year. To launch next February, *The Chris Rock Show* is slated for an initial run of five episodes. The show will air live from New York and feature guests from entertainment and publishing.

### HGTV dream giveaway

Home & Garden Television will sponsor the "HGTV Dream Home Giveaway" promotion, which will give viewers the chance to win a grand prize valued at \$300,000, which includes a dream-home log cabin in Jackson Hole, Wyo. The promotion, to run Feb. 17 through March 28, will be launched at the Western Cable Show in December.

### Adelphia unveils advanced services

Cable MSO Adelphia Communications last week unveiled a broad range of advanced communication services it plans to eventually offer consumers, schools and businesses over its advanced, fiber-optic television systems to be built in Amherst and Williamsville, N.Y. Adelphia's new services, the outgrowth of a partnership of Microsoft, LANcity and General Instrument, will include high-speed Internet access, local telephone service, paging, digital audio/music and interactive games.

### Lucky winner

Comcast's Fort Wayne, Ind., cable system is the proud owner of a framed Marilyn Monroe poster for being tapped by the NCTA and CTAM as the September incentive winner for the organizations' *On-Time Customer Service Guarantee*. Each month NCTA and CTAM reward at random one system that airs *On-Time Customer Service Guarantee* spots.

### It's a complicated life

Purists were aghast in the 1980s when Ted Turner decided to colorize the classics. Comedy Central has gone even further. It plans to substitute a new audio track for the Christmas classic "It's a Wonderful Life." The new adaptation, *Escape from It's a Wonderful Life*, has a slightly altered plot line. The new version features a New Bedford Falls whose main source of income is producing "It's a Wonderful Life," but George Bailey seeks to change all that by putting on an action film instead. The antagonist, Mr. Potter, is the executive producer who must be convinced to let Bailey out of his contract.

But things may not be so wonderful for Comedy Central. Republic Pictures, the rightsholder of the film, has vowed to challenge the cable network's plans. Comedy Central claims it can legally make the alterations, saying Republic has rights only to the film's story line and musical score.

### Cox loss doubles

Cox Communications reported 9% cash-flow growth and 10% revenue growth for the third quarter but said its loss doubled, to \$28.1 million, compared with last year's third quarter. Cash flow was \$138.1 million on revenue of \$363.8 million. Cox said subscriber growth for the 12 months ended Sept. 30 was 2.5%, bringing the nation's number-five MSO to 3.24 million. Cox said pay-per-view revenue declined 20%, while revenue from satellite operations grew 111%. The company attributed its net loss to costs associated with the launch of new services, upgrading its broadband network and losses at affiliated companies.

### Jones revenue up

Jones Intercable Inc. reported that third-quarter cash flow grew 11% and revenue grew 13%, disregarding acquisitions and dispositions. Including acquisitions and sale of certain assets, cash flow increased 82%, to \$31.4 million, and revenue increased 68%, to \$75.1 million, during a quarter that one analyst characterized as excellent. The company's debt-to-cash-flow ratio remained at 6.3-6.4:1. Company officials indicated that capital expenditures probably would increase next year beyond the roughly \$80 million Jones expects to spend this year. The company reported a loss of \$17.2 million, or 55 cents per share, up 290% from the comparable period last year. Jones attributed the loss primarily to higher depreciation, amortization and interest expenses as a result of acquiring numerous systems. Acquisitions include systems in or near Augusta and Savannah, Ga., and in the Washington area. Jones reported subscriber growth of about 2.7%, to about 1.4 million, during the past 12 months.

### SportsChannel picks up TCI subs

After lengthy negotiations, TCI Communications and SportsChannel Florida have signed a multiyear agreement enabling TCI to distribute SportsChannel to about 300,000 TCI cable customers in South Florida. Financial terms of the transaction and the specific length of the contract were not disclosed. The deal means that TCI subscribers in South Florida will begin receiving SportsChannel coverage of NHL Florida Panthers, NFL Miami Dolphins and Tampa Bay Buccaneers and University of Miami and other teams. Both sides expressed relief that the long, sometimes tense negotiations were concluded.

### BET restaurant

BET Holdings, parent company of Black Entertainment Television, will open its first BET-themed Soundstage restaurant in Largo, Md., a suburb of Washington, on Jan. 20. The restaurant will be equipped with multimedia displays featuring programming from BET's two cable channels: BET and BET on Jazz. —JM



# Court TV launching 'Cochran and Grace'

Legal show features Simpson defense attorney

By Jim McConville

**C**ourt TV will add a nightly talk show featuring O.J. Simpson defense attorney Johnnie Cochran and Atlanta prosecutor Nancy Grace starting Jan. 13.

Cochran and Grace have signed three-year contracts to co-anchor an hour-long prime time program to be called *Cochran and Grace*. The show will air nightly at 10 p.m. and repeat at 1 a.m.

Grace, the Fulton County (Atlanta) prosecutor who specializes in violent crime cases, has resigned her court post and will move to New York. Cochran, who says he will cut down on his law practice, will commute between Los Angeles and New York.

"It's time for Americans to have a show without traditional anchors," said Cochran during Court TV's press con-

ference in New York last week. "We'll try to help Americans understand our justice system."

Court TV founder and CEO Steve Brill says he came up with the idea for the show after Cochran and Grace appeared on a Court TV forum last July to celebrate the network's fifth anniversary.

The show, to be produced by former *CBS Evening News* producer Erik Sorenson, will feature Cochran and Grace discussing the top legal stories of the day, along with a panel of high-profile legal guests. They'll also look at the social/political impact of national attention-getting trials.

The show will air live from Court TV's New York studios and feature a viewer call-in segment.

Sorenson says *Cochran and Grace* will differ from other current legal

shows such as CNBC's *Rivera Live*, which features a single anchor. "This will be an opinion show hosted by two people who most of the time will disagree."

But it won't be the only legal show on cable pairing lawyers. CNN since October 1995 has aired *Burden of Proof*, a half-hour daytime talk show hosted by co-anchor lawyers Gretta Van Susteren and Roger Cossack who discuss the political and social import of the nation's pressing legal issues.

Cochran becomes the fifth O.J. Simpson trial figure to appear on TV. Los Angeles prosecutor Chris Darden and Simpson defense attorney Alan Dershowitz are regular guests on *Rivera Live*. Robert Shapiro is a legal analyst for CBS News and lawyer Barry Scheck is a legal analyst for NBC and MSNBC. Both were Simpson defense attorneys. ■

## UIH adds Latin subs

Building on its subscriber base in Latin America, United International Holdings has bought three cable TV channels and one wireless video-delivery system in Argentina for an undisclosed amount. The Bahia Blanca and Punta Alta TV stations add 61,000 subs to UIH's Latin America subscriber base, bringing the total to 200,000.

## Transpacific cable

The UK's Cable and Wireless Communications, which recently agreed to merge with Nynex CableComms and Bell Canada in the UK, is looking to get a foothold in the Chinese market. C&W and China's Ministry of Post and Telecommunications have signed a memorandum of understanding that could result in the construction of a fiber-optic submarine cable linking North America and China. The project could cost as much as US\$400 million.

## Spanish cable deal on rocks?

Karel Van Miert, European Union competition commissioner, is expected to recommend that the European Commission block the Spanish cable TV deal between Telefonica de España and Canal+ España's cable arm Sogecable because it would have a dominant position in the Spanish market. A decision is expected by the commission Nov. 26, but Telefonica and Sogecable are unlikely to go ahead with the deal for fear of souring relations with the EU.



## Locomotion hooks up to DIRECTV

Locomotion, the joint-venture animation channel of Hearst Corp. and Brazil's Cisneros Television Group, launched on the Latin American DIRECTV package Nov. 4. The channel has acquired 185 episodes exclusively for the channel of *Teenage Mutant Ninja Turtles*, plus series *Heman*, *She-Ra* and *Felix the Cat*, exclusively for the channel.

## Canal+ inks Warner pay deal

French pay-TV group Canal+ confirmed that it has signed a long-term pay-TV and PPV movie supply deal with Warner Bros. The deal was apparently signed one month ago, but neither party has officially announced it. Last month, Canal+ signed a long-term exclusive theatrical pay-TV and short-term exclusive pay-per-view deal with MCA Inc.'s Universal Pictures and a long-term, exclusive pay and PPV deal with Columbia TriStar. Rival package TPS, which is expected to launch in December, has pay-TV and FPV deals with MGM and Paramount.

## BBC World joins PAS-3 bird

News channel BBC World has taken transponder space on PanAmSat's PAS-3 and will beam its signal to cable headends in Latin America. BBC World is also part of Galaxy Latin America's digital DTH package, DIRECTV, in Brazil. Rival digital package Sky Entertainment Latin America is already on PAS-3, and BBC World is likely to join that package.



## Sony takes equity in new French channel

Sony Pictures Entertainment has taken a 45% stake in the new French thematic channel Free One, which will be targeted at 18-30-year-olds and is loosely based on the UK's Live TV concept. About 60% of Free One programming will consist of live magazine and chat shows, while the remaining 30% will be promos. The channel, however, will not have special access to the libraries of Sony's Hollywood studios, Columbia and TriStar. Free One is expected to be carried on Canal+'s digital package Canalsatellite Numerique. French independent producer Thierry Ardisson, who originally had the idea for the channel, will retain a minority stake in the channel, alongside Hachette's Europe Audiovisual and Canal+, which has a 10% stake.

## TeleWest hits the black in UK

UK MSO TeleWest reported its first unaudited EBITDA (earnings before interest, taxes, depreciation and amortization) profit of £1.5 million (\$2.5 million) for the first nine months of the year ended Sept. 30. Net loss for the quarter improved 101%, to £59.2 million, on 127% higher revenue of £73.1 million.

## Cartoon Network atop UK kids market

Turner's Cartoon Network is by far the UK's most popular kids channel, according to the Independent Television Commission's first report on UK channel audience shares for the year ended Sept. 30. On the music front, VH1 achieved a slightly higher share than co-owned MTV.

—By Debra Johnson & Nicole McCormick

# 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Nov. 4-10, 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/NY Giants @ Carolina	ESPN	Sun 8:00p	5,087	7.2	5.2	10.6
2. Rugrats	NICK	Wed 7:30p	3,046	4.4	3.1	7.1
3. Movie: "The Morrison Murders"	USA	Tue 8:59p	2,852	4.1	2.9	6.1
3. NASCAR/Napa 500	ESPN	Sun 12:40p	2,883	4.1	3.0	8.7
5. Rugrats	NICK	Tue 7:30p	2,776	4.0	2.9	6.2
6. Rugrats	NICK	Sun 10:00a	2,652	3.9	2.7	11.1
6. Hey Arnold	NICK	Wed 8:00p	2,650	3.9	2.7	5.9
8. Rugrats	NICK	Thu 7:30p	2,609	3.8	2.7	6.2
8. Doug	NICK	Wed 7:00p	2,631	3.8	2.7	6.4
8. Rugrats	NICK	Mon 7:30p	2,643	3.8	2.7	6.0
8. NFL Sportscenter	ESPN	Sun 11:02p	2,650	3.8	2.7	7.4
8. World Champ. Wrestling	TNT	Mon 9:00p	2,822	3.8	2.9	5.5
13. Rugrats	NICK	Fri 7:30p	2,516	3.7	2.6	6.7
13. Doug	NICK	Thu 7:00p	2,551	3.7	2.6	6.4
13. Hey Arnold	NICK	Mon 8:00p	2,529	3.7	2.6	5.4
13. NBA/Chicago @ Miami	TBS	Wed 7:58p	2,625	3.7	2.7	5.7
17. Tiny Toons Adventures	NICK	Sat 9:30a	2,376	3.5	2.4	11.1
17. Tiny Toons Adventures	NICK	Sat 9:00a	2,386	3.5	2.5	11.3
17. Rugrats	NICK	Sat 8:30a	2,434	3.5	2.5	12.4
17. Secret World of Alex Mack	NICK	Tue 8:00p	2,377	3.5	2.5	5.1
21. Rugrats	NICK	Sat 7:30p	2,303	3.4	2.5	6.1
21. Tiny Toons Adventures	NICK	Thu 6:30p	2,303	3.4	2.5	6.2
21. Clarissa Explains It All	NICK	Thu 6:00p	2,316	3.4	2.4	6.7
21. CFA/Alabama @ LSU	ESPN	Sat 7:27p	2,368	3.4	2.4	6.0
25. Tiny Toons Adventures	NICK	Wed 6:30p	2,242	3.3	2.3	5.8
25. Doug	NICK	Tue 7:00p	2,275	3.3	2.3	5.3
27. Kenan & Kel	NICK	Sat 8:00p	2,217	3.2	2.3	5.7
27. Are You Afraid of the Dark	NICK	Fri 5:00p	2,203	3.2	2.3	7.7
27. Rocko's Modern Life	NICK	Thu 5:30p	2,188	3.2	2.3	6.9
30. Aaahh!!! Real Monsters	NICK	Sun 10:30a	2,163	3.1	2.2	8.8
30. NFL Primetime	ESPN	Sun 7:00p	2,196	3.1	2.3	5.0
32. The Ren & Stimpy Show	NICK	Sun 11:00a	2,087	3.0	2.2	8.3
32. Secret World of Alex Mack	NICK	Thu 8:00p	2,054	3.0	2.1	4.5
32. Are You Afraid of the Dark	NICK	Thu 5:00p	2,091	3.0	2.2	7.3
32. Doug	NICK	Mon 7:00p	2,066	3.0	2.1	4.9
32. NFL Countdown	ESPN	Sun 11:30a	2,136	3.0	2.2	8.4
32. Family Matters	TBS	Mon 6:35p	2,103	3.0	2.2	5.6
38. All That	NICK	Sat 8:30p	1,959	2.9	2.0	4.8
38. Doug	NICK	Sat 7:00p	2,007	2.9	2.1	5.5
38. Doug	NICK	Fri 7:00p	1,989	2.9	2.1	5.5
38. Rocko's Modern Life	NICK	Wed 5:30p	2,015	2.9	2.1	6.2
38. World Champ. Wrestling	TNT	Mon 8:00p	2,051	2.9	2.1	4.5
38. Election Night '96	CNN	Tue 8:00p	2,074	2.9	2.1	4.5
44. Movie: "First Blood"	USA	Tue 7:00p	1,963	2.8	2.0	4.2
44. Are You Afraid of the Dark	NICK	Sun 6:00p	1,895	2.8	2.0	4.7
44. Looney Tunes	NICK	Sun 9:00a	1,902	2.8	2.0	8.7
44. Jim Henson's Muppet Babies	NICK	Sat 10:00a	1,908	2.8	2.0	9.0
44. Rocko's Modern Life	NICK	Fri 5:30p	1,901	2.8	2.0	6.0
44. Clarissa Explains It All	NICK	Wed 6:00p	1,930	2.8	2.0	5.3
44. Tiny Toons Adventures	NICK	Tue 6:30p	1,890	2.8	1.9	4.8

Sources: Nielsen Media Research, Turner Research



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## Network Computing

# IBM beats drum for NC technology

*New Big Blue division will develop standards, alliances*

By Richard Tedesco

Taking a significant step in network computing, IBM set up a new division last week to oversee product development and manage alliances.

The alliance mission may be the most serious part of the initiative for the Network Computer Division. The Armonk, N.Y. computer giant plans to draft industry standards for the reduced-function computing devices the PC maker hopes other companies will build. "In many cases, the basic technology we're using can be licensed," says Phil Hester, IBM vice president in network computing.

IBM expects to have a deal in place to license its NC technology to a cable set-top maker before year's end, according to Hester, who says IBM is also contemplating the potential for it in a DBS receiver. The technology would enable the set-top to become a hybrid cable TV/PC device enabling Internet access via TV.

IBM has been touting the NC concept for a while, and revealed development plans for a family of the devices earlier this year (see "Telemedia Week," Feb. 19). It introduced its Network Station product in September, aiming at the business market with a \$700 price tag. Plans call for a demonstration of that product and introduction of other models at the Comdex computer trade show in Las Vegas next week.

Hester emphasizes IBM's intention to focus strictly on the potential of the lower-cost product for the corporate environment. But IBM intends to encourage other companies to pursue opportunities for creating a broad range of consumer devices that could be developed, including portable devices such as NC notebooks with cellular phones.

IBM will stick to its core competency because the inhibiting bandwidth issue still is perceived as a barrier to sell the low-cost devices to consumers. And, Hester says, compelling content isn't there yet either: "Why do Joe and Mary Six-pack want it in the home?"

Cable and DBS providers solve the bandwidth issue, rendering those as ready markets, according to Hester, who envisions NC devices potentially functioning as intelligent data-gathering agents in either environment. "Neighborhood" file servers could conceivably integrate that kind of functionality in cable systems.

So with the formation of this division, IBM deftly weaves a strategy that maintains PC primacy while seeking to pump up interest in the alternative technology. It seems a counterpoint to Oracle Corp.'s role in promoting the technology as one that would make the affordable computing technology accessible to those who would otherwise be deprived.

In other Internet-related developments, IBM an-

nounced an imminent upgrade for its World Avenue Web "mall" with "agent" software to be installed early next year to ease access to merchandise.

Data mining tools will permit retailers to offer customized catalogues as 12 new stores are set to open on the shopping service. TMW

## Interactive



# Use is strong and long, says Interactive Ch.

By Richard Tedesco

The Interactive Channel is slowly expanding its active subscriber base from initial launch in Century Cablevision's Colorado Springs system.

Executives at the fledgling interactive service claim that 35% of their 1,000-plus subscribers use the service twice daily, typically for 10 minutes each time. Approximately 60% of the user base accesses IC's online phone directory. Its TV guide, Storyline children's stories and trivia/history games are also popular features, according to Patrick Peters, IC program director. "The thing that's surprising is they're using everything," Peters says.

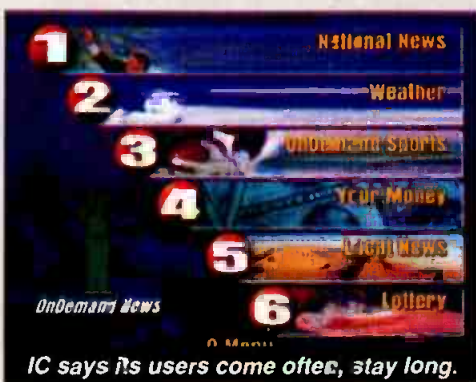
Among its other features, IC offers an online edition of the

local daily *Gazette Telegraph* newspaper and electronic shopping. It also offers news culled from AP, UPI and Reuters. Approximately 25% of those accessing the shopping service have made purchases. IC's enabling technology includes a set-top unit and a remote, which could eventually be replaced by chips installed in digital converters.

The penetration of the service into more than 1.5% of households in the 95,000-subscriber system is beyond IC's expectations. "We did not expect this kind of buy-rate," says Timothy Peters.

IC has a second affiliation agreement in place with Cablevision Systems Corp. with no firm launch date and is pursuing pacts with other MSOs.

The company hopes to boost its appeal with the introduc-



tion of a companion service called ChannelLink in March. Apart from its dedicated interactive channel, IC would create links from cable channels on TV screens to their respective Websites. A viewer could, for example, click on a logo displayed on the Disney Channel and access online areas to purchase videos or make hotel reservations at Disneyland. "We bring the entire cable system two-way. We break through the clutter," Timothy Peters says.

IC would supply digital file servers at headends to enable ChannelLink, according to Peters, who wants to position IC as a cost-efficient "electronic middleman." IC's digital production studio is Los Angeles-based BoxTop Interactive, which has designed Websites for Fox Network and UPN, among others.

TMO

Interactive

# Coffee, chips and Apples

Apple gets into cyber-cafes

By Richard Tedesco

Reaching for a novel way to build its profile,

enfranchised to carry the Apple logo



## Weather Channel customizes reports, delivery

The Weather Channel has struck a deal to enable Internet delivery of customized weather news to desktops.

PC users will be able to access local weather forecasts from 1,600 locales by programming a function on their desktop. The enabling technology comes from NETdel, which provides the software free of charge from its site [www.netdel.com/deliveryy.com/](http://www.netdel.com/deliveryy.com/) or [www.weather.com/](http://www.weather.com/) or the Weather Channel site ([www.weather.com](http://www.weather.com)). More than 1,300 available forecasts can be delivered hourly through the Internet. When a forecast is updated to the desktop, the user is notified by a determined visual or audio signal. The mail-notify service directs to the user's server instead of e-mail.

The NETdelivery system is the Weather Channel's latest program and offer a way to communicate with users," says Debora

Wilson, president of The Weather Channel New Media.—RT

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always been more than a computer company."

Mega Bytes International, a venture owned by UK real estate concerns, has been

considered for sale to New York. Tokyo and Sydney. The physical plans may be in Landmark's hands, but from Apple's viewpoint, this

merchandise to be sold in the cafes along with software. But customers won't be able to order a Macintosh to go.

TMO

# AudioNet has hoop dreams of its own

*'Netcaster gains new investors, rights to 2,000 NCAA basketball games and new women's league*

By Richard Tedesco

**A**udioNet appears to be generating its own momentum as the radio source on the Internet, with an influx of cash and a growing roster of sports events.

AudioNet has secured rights to Internet carriage of radio broadcasts in the NCAA Men's College Basketball Tournament through 2001. It will carry 2,000 college contests this season and games of the new women's professional American Basketball League.

In September, AudioNet received support from Motorola, which provided \$5 million, and Premiere Radio Networks, which kicked in \$4 million.

AudioNet, then, has made considerable progress since its standing start last year with one radio station, KLIF(AM) Dallas. It now has 90-100 radio stations online, with deals in the works that figure to raise that count to 140. By the end of next year, Mark Cuban, president and co-founder, expects the service to have 500 stations on its roster. As of this week, it

will have 175 file servers installed in 35 cities around the country.

What began as a single-market service doing tape delay from videotapes (which hold eight hours of audio) seems to be taking off. "It dawned on us that this was a tremendous way to reach a national audience," says Cuban. "What we've done with AudioNet is to turn it into the third broadcast medium."

AudioNet may have demonstrated its potential last month, when it drew 9,000 listeners for the broadcast of the first game in the American League Championship Series between the New York Yankees and the Baltimore Orioles. As a daytime event, it appealed to AudioNet's strengths: a live event of national interest taking place when people are still at work and are without a radio.

On a good day, Cuban says, as many as 100,000 PC users access the site to listen in through the RealAudio technology from Progressive Networks that drives the broadcast. Half of the company's pro-

jected \$2 million in revenue will result from live corporate events conducted by high-tech companies, such as Microsoft Corp., which used AudioNet for its regional developers conferences last week. The other half of the revenue will come from advertising.

AudioNet sells banner ads and audio-based "gateway" ads, 30-90 seconds long, which automatically kick in when a user goes to the AudioNet site ([www.audionet.com](http://www.audionet.com)) and clicks on a station or an event. Microsoft, Yahoo, Lycos and SportsWire are current clients. Stations barter for carriage, with AudioNet typically using that ad time to plug itself.

But the biggest revenue source is live events, including concerts. Next year, Cuban expects a much bigger revenue stream, about \$10 million.

But skeptics remain. "At the moment, a radio station broadcasting live on the Internet is not going to attract enough listeners to raise its advertising rates," says Michael Rau, who heads Fairfax, Va.-based Radio Data Group, a consultancy/think tank organization that provides stations with software tools for Websites.

But AudioNet sees itself breaking ground here and expects the advent of consumer-friendly 'Net technology such as WebTV to help drive its effort. "Everything catches someone's attention," says Cuban. TM

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### Hitachi intros MPEG camera

Hitachi Home Electronics demonstrates a prototype of the world's first Motion Pictures Experts Group (MPEG) camera this week.

The camera boasts full-motion video capability and real-time compression enabling high-capacity storage on a PC hard disk. Smaller than a conventional camcorder, it offers resolution at more than 352x240 dots. It will be on display at the Comdex trade show in Las Vegas this week.

The unique Hitachi device will permit PC users to incorporate video pictures in Web pages. The camera records video and audio content in MPEG-1 and stores the data to a hard disk. A companion interface kit will enable users to transfer images to a PC for editing.

The MPEG camera will have capacity for up to four hours of video content or 3,000 photographs.—RT

# Technology

November 18, 1996

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# Imedia unveils new headend product

*'Cherry Picker' allows local ad insertion*

By Glen Dickson

Imedia, the San Francisco start-up supplying 24-to-1 compression technology to TCI's Headend in the Sky (HITS) digital television service, will unveil a new cable headend product for digital television at the Western Cable Show next month.

The unit, called the Cherry Picker, is the "missing black box" needed to receive digital contribution feeds in

# IMEDIA

cable headends, says Imedia CEO Efi Arazi.

The Cherry Picker is a demultiplexer/remultiplexer that will allow local cable operators to receive a multiplexed bouquet of digital channels, pick the ones they want, then form new

statistical multiplexes for retransmission over their cable systems without performing costly decode/re-encode processes. The Cherry Picker also will allow operators to insert local services and commercials into the digital stream. The product will be available in second quarter 1997.

"Whatever the [MPEG-2] contribution is, we turn out one megabit per second," says Arazi.

Imedia's StatMux gear, which will become operational in TCI's HITS service in early 1997, allows 24 digital channels to be sent within the 6 mhz bandwidth of a single television channel. The company's statistical multiplexing scheme uses an average MPEG-2 data encoding of 1 megabit per second per channel, compared with the industry benchmark of roughly 6 Mbits/sec.

When the video image on a channel requires more data for high detail or complex motion, the extra data is packetized, labeled and implanted in channels carrying less data, in a scheme akin to the ATM transport protocol used in fiber-optic networks. For example, StatMux uses a compression rate of 24:1 for movies and 15:1 for sports, with the data rates on individual channels ranging from valleys of 500 kilobits per second to peaks of 8.5 Mbits/sec, says Dr. Adam Tom, Imedia vice president of business development.

Like ATM, packetizing the data requires a tiny time delay (roughly 1/30 of a second) that is imperceptible to the human eye. The Imedia multiplex is then reconstructed using a standard MPEG-2 decoder to generate streams of uniform picture quality.

TCI, which has given \$8 million in engineering money to privately held Imedia, has exclusive North American use of the StatMux technology through Oct. 31, 1997, as part of an eight-year agreement that includes a share of TCI subscriber fees going to Imedia.

"Malone understood it readily," says Arazi of Imedia's debut at last year's Western Cable Show. "By the Monday after Western, we were in Denver having discussions with him."

Although Arazi says Imedia is delighted with the financial head start the TCI contract has given the company, he calls the Cherry Picker "our franchise." The Cherry Picker will be widely sold to cable operators as a standard product, predicts Arazi, and

## Group W makes digital Discovery



Discovery Channel's playback facility in Group W's Stamford operations center

Group W Network Services, Stamford, Conn., will upgrade Discovery Channel's playback operation to digital. The transition is due to begin in December.

As part of the \$300,000 project, Group W will replace the one-inch and 3/4-inch analog tape decks in Discovery's origination facility in Stamford, which pumps out the network's East and

West Coast feeds. New Sony Digital Betacam VTRs will handle Discovery's primary program playback, while additional S-VHS decks will be installed for backup. Commercial playback will continue in the Beta format off an Odetics TCS-90 cart machine.

The Learning Channel, which also originates in Stamford, already plays off Digital Betacam, says Paul Swedberg, senior director of operations and engineering for Group W Network Services. "Discovery's one-inch tapes are getting older," he says. "They want to get over to a format that will retain their quality for a longer period of time."

Discovery Channel will continue to use an analog General Instrument VideoCipher II system for encrypted transmission, Swedberg adds, since this digital upgrade is unrelated to Discovery's four new digitally compressed networks (B&C, Sept. 2).

Group W also is enhancing its proprietary automation software packages, Traffic Master and Real Time, to support Discovery's impending move from Marketron to the new Gabriel traffic system (B&C, May 6).

"That system can automatically recue program reels externally to the Odetics TCS-90," says Swedberg. Since Discovery hasn't shifted to Gabriel yet, Group W has created a software translator in the interim that will allow the network's old log to talk to the new log. "Then when Gabriel comes online, we'll get rid of the translator," Swedberg says. —GD



## Televisa makes \$6 million Panasonic buy

In a deal worth more than \$6 million, Mexican broadcaster Televisa has purchased 340 Panasonic digital video recorders to support its new DTH satellite service and the expansion of digital video technology to its affiliate stations.

Mexico City-based Televisa has bought 152 DVCPRO units to be used in news coverage

and daily programming for its Telesistema (TSM) network. The DVCPRO gear, which includes 128 AJ-D750 editing VTRs and 24 AJ-D700 camcorders, will be distributed to TSM affiliate stations across Mexico in Ensenada, Mexicali, Juarez, Piedras Negras, Acapulco, Leon, Guadalajara, Monterrey, Puebla, Obregon, Hermosillo, Laredo, Tampico, Matamoros, Veracruz and Merida.

The company also has purchased 182 Panasonic AJ-



A Panasonic DVCPRO tape deck

D360 D-3 VTRs, 90 of which will be used in the new direct-to-home system it is launching in Mexico City. To handle program playback for the new DTH service, Televisa will combine the AJ-D360 decks with automated cart systems.

The remaining 92 D-3 tape machines will go to Televisa's San Angel television production

complex; its Chapultepec transmission, news and production complex, and its Qualli high-end post-production facility. These three Televisa operations currently use more than 400 D-3 VTRs on a daily basis.

Televisa also has purchased six D-5 decks for its Digital Department at Chapultepec. These AJ-D580 VTRs, which record 10-bit uncompressed component digital video, will be used in the creation of high-end graphics for Televisa promos and programming. —GD

## Harris releases DTV survey

Research shows support from station executives for new system

By Glen Dickson

Once the FCC ratifies a U.S. digital television standard, the majority of TV stations will convert to digital transmission within five years. That's what Harris Corp. is predicting after commissioning an independent survey of station executives.

Harris, which stands to reap big profits from sales of DTV transmitters, hired a survey firm, Systems Research Corp. of Rochelle Park, N.J., to conduct 10-minute interviews with 400 station executives. The pre-screened interviewees, who represent 479 of the 1,551 U.S. TV stations, have responsibility for DTV decisions. The survey, which has a potential error of plus or minus 4%, was conducted Oct. 8-18.

"Our enthusiasm must be tempered with reality," says Bob Weirather, director of television products for Harris Broadcast. "We wanted to make sure the manufacturing side wasn't blind [to the marketplace]."

Weirather says the survey firm spoke to a broad group of general managers and chief engineers from a range of different-size markets. One-third of the respondents were the final DTV

decision maker, while two-thirds were on their station's DTV committee. Nineteen percent of the interviewees were in ADIs between one and 25; 17% were in ADIs 25-50; 25% were in ADIs 50-100, and 39% were in ADIs 101-plus.

The results were reassuring across the board for manufacturers of DTV equipment: 72% of the respondents said they hoped DTV becomes a reality, and 83% supported the Grand Alliance standard that is now being considered by the FCC (13% support-

ed the Computer Industry Coalition on Advanced TV Service proposal). Of the 79% who said they plan to convert to DTV within five years once the government sets a time line and standard; 28% said they expect to convert within two years; 51% said between two and five years; and 17% said it would be more than five years. But only 7% of the total respondents felt that the time line should be less than five years, and 31% thought there should be no mandated time line at all.

Sixty-five percent said their DTV

### South Florida Transponder goes DigiCipher II

South Florida Transponder Services LLC, a new joint venture of Miami-based GEMS International Television and Hero Productions, has purchased General Instrument's DigiCipher II/MPEG-2 digital transmission system.

The GI compression gear will be used for South Florida Transponder's "compression condominium," which will allow programmers to cost-effectively share a transponder. One DigiCipher II encoder will support the compression of multiple channels. As part of the system, GI also will supply its Network Control System to allow individual programmers to control their affiliate base.

"This new technology will result in our being able to offer programmers a cost-effective and immediate way to expand into the U.S. Hispanic market," says GEMS President Gary McBride.

According to Hero Productions President Bob Behar, both GEMS and HTV (Hero's 24-hour Latin dance music channel) are committed to using the new compressed service. —GD

conversion would cost \$5 million or less.

When asked for the main reason to go to DTV, 72% of the station executives said it was to stay competitive. Another large majority of respondents—91%—said that auctioning off digital spectrum would delay DTV. Pointing out other difficult DTV issues, 60% of the interviewees felt that new-channel assignments would be a serious hurdle to over-

come, and the average respondent estimated that DTV receivers would be available in 4.5 years.

Weirather says he was a bit surprised by the 72% of station executives who want DTV to happen: "Broadcasting is a fairly conservative business. I'd be happy with 25 percent."

While Harris competitor Comark hasn't done any recent market surveys, director of marketing Mark Aitken

says that Comark research of a year and a half ago also was DTV-positive. "These findings sound very similar [to what we got]," says Aitken. "We definitely saw indications of capital planning for DTV."

Aitken adds that Comark has just signed a deal with Paxson Broadcasting to supply its stations with DTV transmitters in the future, as well as replacement analog units in the interim. ■

# Cutting Edge

By Glen Dickson

**Tribune Broadcasting Co.** has picked **Harris Corp.** transmission gear for its conversion to digital broadcasting. Under the agreement, Harris will provide both current NTSC and future DTV transmitters to Tribune stations nationwide. "This is not just a 'Harris sells, Tribune buys' agreement," says Ira Goldstone, Tribune vice president of engineering. "It is a partnership for the exchange of information and views on technology and the evolution of digital television. The industry needs solutions that are the right fit at the right price."

**BBC Worldwide Television** has bulked up its global distribution by adding Latin American coverage on PanAmSat's PAS-3 Atlantic Ocean

Region satellite. BBC World's digital video service now transmits directly from London for distribution throughout Latin America, which offers a potential audience of roughly 12 million cable and MMDS households, says PanAmSat. BBC World is transmitted over the PAS-4 Indian Ocean Region satellite for reception in south Asia and over the PAS-2 Pacific Ocean Region bird to viewers throughout the Asia Pacific region. The Latin American feed is uplinked in Ku-band from London to the PAS-3 satellite, which then transmits the channel over the bird's C-band Pan-American beam.

**A.H. Belo** has ordered a **Harrison** TV950 on-air audio console for its new Washington bureau. The Harrison board is configured with six mono mike/line inputs, six stereo line inputs and four stereo groups, all equipped with

mix-minus feed modules and standard assignable fader start logic. Broadcast facilities at Belo's new bureau will include five edit suites, a production control room and fully equipped studio that will be used to generate multiple simultaneous live feeds and pre-produced shows to be shared by all Belo stations.

layers from scratch. The concert, which aired live during HBO's *Miami Weekend*, will be rerun throughout the world on HBO and distributed on home video and laser disc.

Hearst Broadcasting, Cox Broadcasting and ABC have all signed contracts with **Dielectric** for transmission equipment for their stations

nationwide. Raymond, Me.-based Dielectric will provide the three groups' stations with antennas, transmission line and RF components for both DTV and NTSC broadcasting.

**Tektronix and Scientific-Atlanta** won Emmy awards from the Academy of Television Arts

and Sciences, which will be presented in Pasadena, Calif., as part of the *48th Annual Primetime Emmy Awards* on Nov. 19. Tektronix got the nod for "outstanding achievement in engineering development" for its popular Profile professional disk recorder, while Scientific-Atlanta was recognized for its "pioneering work in the development and implementation of digital compression systems" with its PowerVu MPEG-2/DVB compliant product.



Post Edge handled special effects duties for this Gloria Estefan opening, created by producer/director Mo Fitzgibbon.

**Post Edge** of Miami Beach worked with Walker Fitzgibbon Television & Film Production on the 35-second opening for Gloria Estefan's "Evolution" concert video, which included post-production, graphics and special effects. For the opening, a compilation of live Estefan concert footage shot by HBO, Post Edge used a Discreet Logic Flame (to incorporate graphics and typography) and a Sony DME-7000 and Grass Valley switcher to build



PanAmSat's PAS-6 Atlantic Ocean Region satellite, currently under construction at Loral Space, is scheduled for a December launch.

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**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.

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

**KUPN TV-21 in Las Vegas,** the fastest growing market in the country, has an opening for an experienced television AE. Must be an individual with strong presentation skills, with working knowledge of NSI ratings, market research, computer skills and news business development. Send or fax resume and references to: GSM, KUPN TV-21, 920 South Commerce, Las Vegas, NV 89106-4504. Fax (702)382-1351. Women and minorities encouraged to apply. EOE.

**KUPN TV-21 in Las Vegas,** the fastest growing market in the country, has an opening for a National Sales Manager. Individual must have 4-5 years experience in television sales and strong leadership, interpersonal, organizational, computer and business development skills. Knowledge of Columbine and TV Scan is a plus. Send or fax resume and references to: GSM, KUPN TV-21, 920 South Commerce, Las Vegas, NV 89106-4504. Fax (702)382-1351. Women and minorities encouraged to apply. EOE.

**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.

**General Sales Manager: WEAU-TV,** the NBC affiliate in Eau Claire, WI is seeking an individual to lead, train and motivate a dynamic local sales staff and national sales manager. Qualified applicants should possess prior sales management experience and a desire to be part of a team. Send resume to Executive Secretary, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. EOE.

**Experienced Traffic Director** for small Colorado market affiliate. Fantastic place to live, ski, play and work. Enterprise hard drive system. Fax (970)243-4666.

**Account Executive:** Prefer at least five years major market and/or local television sales experience. Strong communication skills, both oral and written, are required. Responsibilities include the development of new business and expanding existing business. Please send resume: Todd Wheeler, WABC-TV, 7 Lincoln Square-5th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Account Executive.** Progressive, state-of-the-art full service production/post production facility in mid-town Manhattan seeks experienced sales person. Looking for an aggressive, well-connected rep to bring new business. Base salary plus commission with full benefit package. Salary commensurate with experience. Please fax resume with cover letter to (212)564-4129.

**HELP WANTED MARKETING**

**Director of Development.** Established television production company and creative group, currently with five national television series in production, seeks highly motivated and creative person who has a strong background and understanding of marketing. Main responsibility will be establishing and maintaining relationships with broadcast and cable networks in areas of sales and development. Must be willing to relocate to midwest. Please send resume and qualifications to: Attn: Mary Maddox, Northwest Teleproductions, Inc., 4455 West 77th Street, Minneapolis, MN 55435.

**HELP WANTED TECHNICAL**

**WTXL-TV-ABC in Florida's Capital City** has an opening for an Assistant Chief Engineer to repair and maintain electronic equipment as part of our on-going expansion. Send resume to: WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

**Sr. Remote Operator (Engineer-In-Charge).** Client-oriented EIC needed for the operation and maintenance of a 35-foot TV production truck. Qualified applicant should have experience with VVG switchers, Ikegami and BTS cameras, Chyron graphics, Sony tape machines, etc. On-site duties include supervision of production crews and maintenance of equipment to highest broadcast standards. Moderate travel involved. Requires two years college or technical training in electronics or a related field and three years experience in commercial broadcast television. Equivalent combinations may substitute. FCC/SBE certification preferred. Apply with, University Personnel Services, 407 Whitehurst Hall, OSU, Stillwater, OK 74078. OSU is an AA/EEO Employer. Committed to multicultural diversity.

**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 Position Available.** Major market company has a position available for an experienced, self-motivated RF field technician. Applicant must possess a valid FCC General Class License and/or SBE broadcast certification. Position will involve hands on maintenance of AM, FM, TV and microwave equipment. Position includes all major benefits. Please respond with salary requirements to Box 00993 EOE.

**KSWB, the new Tribune station in San Diego,** is in need of an *Operations Manager*. Person will manage the daily broadcast operation and master control scheduling of personnel and facilities. Candidate must have a working knowledge of traffic, promotion, programming, and marketing and their interface to the on-air operation. Must know capabilities and operation of equipment, FCC rules and regulations and directing experience required with expansion of news operation. Position reports to Director of Engineering and will be cross-trained in basic equipment maintenance to assure continued on-air operations and understand all on-air equipment to train new personnel in equipment operation. Send resumes to John Weigand, Director of Engineering, KSWB-TV, P.O. Box 121569, San Diego, CA 92112. No phone calls please. Tribune is an Equal Opportunity Employer. Women and minorities encouraged to apply.

**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, of fax them to 847-803-8089. to the attention of V. Schwantje.

**KNME-TV, Albuquerque, NM PTV station** licensed to the University of New Mexico and Albuquerque Public Schools, seeks Director of Engineering and Operations. Salary \$2,757.66 - \$3,792.50/mo. DOE, excellent benefits package. Albuquerque is close to all types of outdoor recreation, has a gentle climate, low property taxes and excellent quality of life. *Minimum Requirements:* Education: Bachelor's degree in a technical or management discipline. Master's degree desired. Experience: Eight to ten years of progressive and directly related experience in the technical and operations area of a broadcast television station, including a minimum of three years management experience. Knowledge of Federal Communications rules and regulations and other applicable laws. For a copy of the complete vacancy announcement for this position or other information, please call Sue Kurman, 505-277-1225. To apply: Send application to Alan Deme, Chair, Director of Engineering and Operations Search Committee, KNME-TV, 1130 University Boulevard, NE, Albuquerque, NM 87102 no later than 5:00PM on closing date. Resume must list employment dates by month/year and must be accompanied by a cover letter with an original signature. Indicate the requisition number 962845A, and job title on the application/cover letter. The University of New Mexico is an Affirmative Action/Equal Opportunity Employer and Educator.

**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

**Chief Engineer.** Immediate opening. Requires thorough knowledge of UHF transmitters, RF systems, microwave systems, and studio equipment. SBE certification preferred. Strong people skills necessary. EEO employer encourages applications from females and minorities. Send resume, references, and cover letter to: Chief Engineer, Box 00991.

**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 DIRECTORS/PRODUCERS**

We're **Clemensen Sheehan Rovitto & Company**, a Broadcast Research and Consulting Firm, and we work with some of the biggest names in Broadcasting. Are you a News Director, Executive Producer, or Show Producer? If you're creative, aggressive, and think you have what it takes to work in one of the top markets send your VHS tape and resume to:

**Clemensen Sheehan  
Rovitto & Company  
Mike Stanford  
12602 Chateau Forest  
San Antonio, Texas 78230**

*Please include where you saw this ad. No phone calls, please.*

**GENERAL ASSIGNMENT REPORTER**

KSTP TV is looking to add two of the country's top Journalist to it's aggressive, award-winning team; We need a General Assignment Reporter with that killer combination of fair and aggressive story enterprising skills, high-impact writing dynamic live shot abilities. 4 years television reporting experience necessary. Bring us your talent and motivation and you'll get to work with some of the top producers and photojournalists in the country! We are also looking for a proven Investigative Reporter. Can you get to the core of a high-impact story and deliver the goods? If you can, we've got the talent and the technology you'll need to deliver top of the line pieces. Send non-returnable tapes and resumes to:

**Human Resources  
KSTP-TV  
415 University Ave.  
St. Paul, MN 55414.**



*No Phone Calls Please. Equal Opportunity Employer*

**ANCHOR/REPORTERS**

We're **Clemensen Sheehan Rovitto & Company**, a Broadcast Research and Consulting Firm, working with some of the biggest and best companies in Broadcasting. If you're a News, Weather, or Sports Anchor and you're the best at what you do we want to talk to you or your agent. If you're a reporter who's aggressive and knows how to grab an audience send your resume and VHS tape to:

**Clemensen Sheehan  
Rovitto & Company  
Mike Stanford  
12602 Chateau Forest  
San Antonio, Texas 78230**

*Please include where you read this ad. No phone calls, please.*

**ASSISTANT  
NEWS DIRECTOR**

**News 12**, an innovative regional news operation, is seeking an aggressive Assistant News Director to head the day-to-day operation and assist in strategic and tactical news planning for our Long Island location. At least 3-5 years as an executive producer or assistant news director, strong people skills, sound editorial judgment, excellent communication skills and the ability to work well under pressure are required. Send resume and salary requirements to: PO Box 999-PC, Woodhury, NY 11797. Equal opportunity employer. No phone calls, please.



**Weekend Assignments Editor.** Part-time position open for individual with strong written skills, good news judgement, good logistical skills and knowledge of national and local current events. Send resume and cover letter to: Cindy Vaughan, HR#617, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40202.

**WKRC-TV News has an immediate opening** for a full time and part time Photographer. Candidates should have a minimum of two years shooting and editing experience and the ability to perform well under deadline. No phone calls. EOE. Send resumes, tapes and/or application: WKRC-TV, Attn: Business Office - FT/PT, 1906 Highland Avenue, Cincinnati, OH 45219. An Equal Opportunity Employer.

**Primary and Morning Anchors:** We're losing two A-team players at once. Must immediately hire experienced communicators to complement strong female talent - one for our main newscasts and another for the morning. This is a very competitive medium Southeast market and a station with a real commitment to excellence. Send tape, resume and references to Box 00992 EOE.

**Photojournalists:** Tremendous opportunity for creative, visual storytellers. CBS affiliate in one of America's most beautiful regions is dramatically expanding its news department. Must hire 7-8 experienced pros (including a chief photographer) to help us build an NPPA-type environment. Send tape, resume and references immediately to: Mark Shafer, News Director, WKXT-TV, 6516 Papermill Road, Knoxville, TN 37919. Equal Opportunity Employer.

**Newscast 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 Production Director:** CBS affiliate is seeking a News Production Director to manage hiring, training and scheduling of control room personnel. Position requires newscast directing experience. Supervisory and computer graphics experience a plus. Send resume to Judy Stark, EEO Coordinator, WSAW-TV, 1114 Grand Avenue, Wausau, WI 54403. EOE.

**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 Executive Producer - WFSB**, a Post-Newsweek Station, is seeking candidates to supervise news producers, edit news copy and work with Managing Editor and assignment desk to monitor news events, develop new programs, make reporter assignments and track on-going stories. Candidates should have two to three years prior television production experience and have excellent writing, story telling and organizational skills. Degree and/or solid background in communications/journalism preferred. Send resume to Steve Sabato, News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**News Director in paradise!** #1 NBC affiliate in Hawaii looking for well-qualified News Director. Must be news director in top 75 market or assistant news director in top 50 market. Send resumes ASAP to John Fink, c/o KHNL, 150-B Puuhale Road, Honolulu, Hawaii 96819 or fax to (808)847-4534. Must be ready to start by January 1, 1997. 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.

**Morning Show Producer.** NBC affiliate seeks creative producer with lots of energy and ideas for hour long morning show. Must have excellent writing and editing skills, good news judgement and at least 6 months producing experience. Send tape and resume to Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. No phone calls please. EOE.

**Executive Producer.** We're looking for a news breathing, news eating individual to take the reins of our highly rated and nationally respected morning newscast. The successful candidate will have a minimum 5 years of creative experience at the Executive Producer level in a large to medium market. Prior management experience in broadcast is a must. We offer the most exciting news market in the world, competitive salary and a strong workforce to succeed. For consideration please send non returnable tape, resume and salary requirements to: Lydia Martinez, Director of Personnel, WTTG FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016. No phone calls please. EOE/M/F/D/V.

**Executive Producer:** We need a creative, aggressive newsroom leader to help dramatically grow our news operation at the CBS affiliate in the 60th market. We're expanding from five hours of news a week to more than 20, from ten news employees to 50. Strong newscast producing experience, writing skills and experience planning and producing election coverage required. Must be able to create a product that's relevant to local viewers and that reflects the station's position in the marketplace. If you want to make a long-term commitment and get in on the ground floor with an exciting and growing company send tape, resume and references to Mark Shafer, News Director, WKXT-TV, 6516 Papermill Road, Knoxville, TN 37919. Equal Opportunity Employer.

**Director.** KFVS-TV is seeking a Director to work full time in station production department. Duties include directing live newscasts and operating studio cameras, audio board, and character generator. Also commercial production sessions. Must be willing to assist with station special projects. College degree preferred. Must have some experience in television production or related field. Successful candidate must be a team player, able to work under tight deadlines. Send resume to: Human Resources Director, KFVS12, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer. A pre-employment drug screen is required.

**HELP WANTED PROMOTION**

**CREATIVE SERVICES**

We're **Clemensen Sheehan Rovitto & Company**, a Broadcast Research and Consulting Firm, and we work with some of the biggest names in Broadcasting. We're looking for Creative Services Directors, Promotion Managers, Art Directors, and Promotion Producers. If you thrive on deadlines, write copy that sizzles and gets the point across, and think you have what it takes to work in one of the top markets send your VHS reel and resume to:

**Clemensen Sheehan  
Rovitto & Company**  
Mike Stanford  
12602 Chateau Forest  
San Antonio, Texas 78230

*Please include where you saw this ad. No phone calls, please.*

**Promotion Producer.** Here's the deal...NBC O&O in Columbus is looking for promotion fiend. If you would like to: 1) produce news topical, series and image promotion, 2) write and edit with a very creative promo team, 3) edit in our 1 linear or 2 non-linear edit suites, 4) get a free NBC 4 100% cotton t-shirt. Along with your resume, send me your reel and writing samples. 1-2 years news promotion experience. Send to Rick Green, NBC 4, P.O. Box 4, Columbus, Ohio 43216. (T-shirt awarded only to applicant that is hired!)

**Promotion Assistant/Topical Producer.** KTBC/KVC-TV. Write, produce and edit topical news promos. Schedule promos on KTBC and KVC logs. Various other promotion duties as assigned. Work shift: Wed. - Sun. Strong creative skills, experience editing video tape and knowledge of television promotion and marketing required. To apply, submit resume and video tape showing writing and editing examples to: Marketing Department, Human Resources, KTBC/KVC-TV, 119 East 10th Street, Austin, TX 78701. No phone calls! EEO Employer.

**Director of Advertising and Promotion.** Exciting opportunity for experienced number 2 to move into the directors chair. We are a leading NBC affiliate with a renewed commitment to local news and station marketing. We seek someone on the way up, someone who is ambitious, creative and inspired. Someone with a can-do attitude, a secure ego and a sense of humor. You will need a working knowledge of the technology in order to teach a young and growing staff. Most of all you will need to know how to market local news, especially topical promotion. We are looking for a hands-on creative leader, not an office bound planner or administrator. Career enhancement is guaranteed. Send your resume and your tape (make sure it's your creative on the reel!) don't call: Bill Applegate, V.P./GM, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM is an EOE.

**HELP WANTED RESEARCH**

**RESEARCH ANALYST**

We're **Clemensen Sheehan Rovitto & Company**, a Broadcast Research and Consulting Firm, and we work with some of the biggest names in Broadcasting. We're looking for a Research Analyst that has at least 5 years broadcast experience. We want someone at ease with primary quantitative and qualitative research. If you have the ability to analyze research and turn it into something understandable and actionable, have the ability to write clear and concise summaries, and think you have what it takes to work for one of the top consulting firms, send your application and resume to:

**Clemensen Sheehan  
Rovitto & Company**  
Andre DeVerneil, Ph.D.  
PO Box 23  
Simpsonville, MD 21150

*Please include where you saw this ad. No phone calls, please.*

**HELP WANTED LEGAL**

**FX NETWORKS, INC.**

**ATTORNEY**

FX Networks, Inc. is seeking a qualified attorney for the position of Vice President of Business & Legal Affairs, representing "FX" and "FXM: Movies from Fox." Individual will be responsible for negotiating and drafting affiliation, production and talent agreements and providing legal counsel and services on matters relating to all aspects of the cable television business.

Qualified candidates must have a law degree and current bar membership, excellent academic credentials, supervisory and management experience, excellent negotiating and drafting skills and a minimum of 8-10 years of professional experience. Experience with a cable operator or cable network strongly preferred.

We offer a competitive salary and benefits package. For consideration, please send resume to: FX, Human

Resources DDH-214-96, 5746 Sunset Blvd., Fernwood - 209 Los Angeles, CA 90028. EOE.



**To place your  
classified ad in  
TELEVISION OR RADIO  
Broadcasting & Cable  
call Antoinette Fasulo  
(212) 337-7073**

## HELP WANTED PRODUCTION

## Video

# VIDEO PRODUCTION

Raytheon E-Systems Garland Division - ISSO has several career enhancing opportunities for video professionals in the Northern Virginia area.

■ **VIDEO PRODUCER/DIRECTOR** – If you are a talented and experienced video producer/director, we have just the opportunity for you. We are staffing a new high-end production facility and are seeking innovative professionals for the endeavor. Subject matter is mostly high tech and very interesting. Qualified candidates will have a least 3 years' producer/director experience in high quality television production. Candidates should also possess demonstrated creativity, customer service, management and organizational skills. Editing experience is highly desired. A sample of work will be required at time of interview.

■ **SENIOR EDITOR** – Qualified candidates will have at least 7 years' editing experience using high-end equipment to include digital, analog, linear and non-linear editing, and special effects devices. A sample of work will be required at time of interview.

■ **FOOTAGE ARCHIVIST** – Are you an organizer experienced with databasing, labeling, storage and retrieval of video footage? We have a video tape operation in need of your skills. Qualified candidates will have at least 3 years' experience in footage archives.

All candidates must agree to a security investigation, must pass a pre-employment drug screening, and be U.S. citizens.

Raytheon E-Systems offers a competitive salary and an excellent benefits package. Interested candidates should fax resumes along with a list of references by January 1, 1997 to: 703-912-1851 or e-mail your resume in ASCII format to: [jwhipple@fos.isso.esys.com](mailto:jwhipple@fos.isso.esys.com). No phone calls, please.

## Raytheon E-Systems

An equal opportunity employer, M/F/D/V.

**Part-Time Production Person.** Primary responsibility is assisting director in getting broadcast on air. Duties include Teleprompter, ripping scripts, and various other production needs. Chyron experience a plus. 18-24 hrs/wk. Evenings and weekends required. Send resume and cover letter to: Cindy Vaughan, HR#618, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40202.

**On-Line Editor Wanted.** Are you creative, helpful, and willing to work long hours? *We Want You!* Opportunity for lots of creative input in a fun but mostly hectic production office. Good pay, benefits and the summer off. Send resume and cover letter to Department B, P.O. Box 3116, Chicago, IL 60654.

**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.

Looking for someone who can make the Internet and other computer stories come to life in a weekly TV segment. If you know your bits and bytes and other stuff and can make it interesting to a general audience, send your curriculum vitae and tape to Box 00994 EOE.

**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.

**CBS O&O. Design Director.** Hands-on experience w/Paintbox, Harriet and 3-D. Prior management experience preferred. Looking for breakthrough design and get-it-done type. Heavy news emphasis. Send tape and resume to Mark Foreman, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. 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.

**Art Director.** WTTG, FOX O&O in Washington, DC, is looking for top-notch Art Director with creative skills to take our great station to the next level. Ideal candidate has a knockout portfolio from a minimum five years in TV. Proven ability to conceptualize, communicate, motivate and deliver great creative ideas quickly and tirelessly is a must. Exciting position with direct supervision of Art Department. Strong emphasis on News and Promotion. Must have management and post-production experience. Position demands working knowledge of latest graphic arts technology: SGI, Liberty, Alias, Flint, Aurora, Mac, and Chyron Infnit. Knowledge of marketing plan design and execution is a plus. For consideration send resume, reel, print samples and salary requirements to: Lydia M. Martinez, Director of Personnel, WTTG FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V. No phone calls please.

Are you relentless, motivated and a winner? Do your spots sizzle, your copy connect? If so, KSTP-TV, the ABC affiliate in Mpls/St. Paul, is seeking qualified candidates to fill the position of Writer/Producer in our award-winning Creative Services Department. We need a producer who thrives under tight deadlines, who loves the news and craves competition. Send your resume and non-returnable tape to: Human Resources, KSTP TV Job #225-96, 3415 University Avenue, St. Paul, MN 55114. Please include Job #. No telephone calls please. An Equal Opportunity Employer.

### 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.



**Executive Producer.** Who says Local Programming Departments are dead? Not only is ours alive and well...we're seeking a leader to help it grow! If you know how to write, produce, tell stories with words and pictures, and manage people, you may be the person we seek to fill the position of *Executive Producer*. We are a powerful NBC affiliate in a major market where housing costs are low and lifestyle is great! Come help WPXI-TV in Pittsburgh make wonderful productions out of the Steelers, Pirates, Prime Specials, Paradise, Marathons, Telethons, Medical Programs and PSA Campaigns. You must be experienced and have a wonderful flair for this business. Send tapes of long and short format programs and spots and resumes to: Mark W. Barash, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

**HELP WANTED OPERATIONS**

**Master Control Manager - SportsChannel** New England, a leading cable sports network, is seeking a master control manager to oversee the operational staff and on-air product. This 24-hour a day responsibility requires that you work with the programming and traffic departments on operational issues to ensure on-air quality, as well as hire, train, schedule and manage the operational engineering staff. You must have an in-depth knowledge of all facets of operational engineering and master control, as well as be able to work in a fast-paced, live sports environment. SBE certification preferred. For confidential consideration, please send your resume to: Director of Technical Operations, SportsChannel New England, 10 Tower Office Park, Woburn, MA 01801. We are an equal opportunity employer.

**TV RESUME TAPES**

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**VIDEO SERVICES**

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

**In Washington, D.C.** Friendly and professional ENG and EFP crews. SP Betacam packages. Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

**PROGRAMMING SERVICES**



National Weather Network

One and two day seminars and coaching. Experienced meteorologists teach chroma key, graphics systems, and one-on-one on-air polishing techniques. Make your video demo tape and get that job in Television NOW! Call NWN 1-800-353-9177.

**TV SALES TRAINING**

**LEARN TO SELL TV TIME**

The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

**ANTONELLI MEDIA TRAINING CENTER**  
(212) 206-8063

**SITUATIONS WANTED PRODUCTION**

**History-making independent producer** seeking in-house opportunity. Last week, I brought together America's Presidents and First Ladies for 90 minute, prime time network show. Created and produced. Extraordinary background, uncommon get-the-job-done background. Let's talk. Leave message with my assistant, Laura Hout, at (310)640-1955.

**Fax your classified ad to**  
*Broadcasting & Cable*  
(212) 206-8327

**CABLE**

**HELP WANTED PROGRAMMING**

**DIRECTOR PROGRAMMING**

CMT, Country Music Television, the 24 hour country music video network located in Nashville, Tennessee, has an immediate opening for an individual to direct the programming strategy for all its networks. The ideal candidate will have a minimum of five years experience in a programming management capacity with thorough knowledge of country music videos, artists and music industry trends. Experience in television/cable/radio programming required. Some television production experience and knowledge of programming software helpful.

Interested persons should send resume and cover letter with salary history in confidence to:



COUNTRY MUSIC TELEVISION

**GAYLORD ENTERTAINMENT COMMUNICATIONS GROUP HUMAN RESOURCES**  
ATTN: VS  
2806 Opryland Drive  
Nashville, TN 37214

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

**HELP WANTED PRODUCTION**

**ASSOCIATE PRODUCER**

**Daytime Programming**

Discovery Networks is seeking an experienced professional to coordinate and evaluate all aspects of original strip-series programming. The ideal candidate will be creative and diplomatic possessing three plus years of experience producing lifestyle programs coupled with the ability to independently manage multiple projects under tight deadlines. An interest in popular culture and an understanding of daytime programming are a plus.

We offer a competitive salary and benefits. Send your resume in confidence to: **Human Resources, DISCOVERY NETWORKS, 7700 Wisconsin Avenue, Bethesda, MD 20814-3579.**



No Phone Calls Please - Equal Opportunity Employer M/F

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Journalism Dean. University of Kansas' William Allen White School of Journalism and Mass Communications invites applications and nominations. School has 26 full-time faculty, 600 junior and senior majors and 80 master's level students. Undergraduate majors are in advertising, magazine, news-editorial, radio-television news and RTV management. Master's programs in those areas and in marketing communications. Position requires academic and professional qualification for appointment as tenured faculty member, experience in administration and management, leadership and interpersonal abilities, and a master's degree in journalism or related field. Experience as journalism dean, director or department chair and earned doctorate preferred. Appointment effective July 1, 1997. Deadline for first consideration of nominations and applications is January 15, 1997. An application includes resume or vita, letter of application and names of 3 references. Send applications and nominations to Mary Wallace, Office of the Provost, 132 Strong Hall, University of Kansas, Lawrence, Kansas 66045. Fax: (913)864-5318. Telephone: (913)864-4752. E-mail: mjwallace@eagle.cc.ukans.edu An Equal Opportunity/Affirmative Action employer.

Belmont University seeks an assistant professor for a new position in broadcasting to teach courses in broadcast programming, advertising, broadcast and cable sales, broadcast news, and script writing. Additional course work may include related courses in applicant's area of interest. Professional experience or background in radio desirable. Ph.D. in Mass communications or related area preferred. This is a full time, tenure-track position beginning in August, 1997. Salary commensurate with qualifications. Send application letter, resume, transcripts, and three reference letters to Thom Storey, Search Committee Chairman, Communication Arts Department, Belmont University, Nashville, Tennessee 37212. Review of applications will begin February 1, 1997. Belmont University, an institution of the Tennessee Baptist Convention, is an EO/AA Employer. Minorities and women are urged to apply. Belmont's vision is to be a premier teaching university bringing together the best of liberal arts and professional education in a consistently caring Christian environment.

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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.

## Radio resurgence

EDITOR: Thanks to Roby Weiner and Bonita LeFlore ("Radio needs to rethink sales," "Open Mike," Nov. 4) for confirming the blatant lack of initiative prevalent among some media buyers: Buyers who whine for proof that radio works, buyers stalling for a stronger marketing story for radio.

With today's clustering of radio ownership, advertisers now have more reach than television or newspaper while delivering more frequency of impressions at every activity of life at a more competitive cost.

Advertisers find clustering makes radio easier to buy. Ratecards, statements and invoices look similar. Business policies, styles and cycles synchronize. Service on all fronts, from sales to promotions, increases as people are synergized with their individualized stations under one umbrella. Centralized locations make production easier and quicker to disseminate. Margins of error decrease as the universe of interaction shrinks, and in the event an error does occur, resolution is quicker.

Advertising rates will increase as astute buyers take advantage of radio's new strength. Accordingly, agencies will increase clients' budgets and expand their own revenue streams. New agencies that specialize in producing and placing radio advertising will spring up and vie against traditional print/TV shops. Radio's economy of scale and ease of use will gobble up advertisers.

At long last radio is regaining its professional stature as the mist of competitive backstabbing between stations subsides. Radio is finally declaring a truce with itself and getting on with the important business of nurturing listeners and advertisers.—*Mike Ginsburg, vice president/GM, KWNR(FM) Las Vegas*

## 'Community' definition

EDITOR: Your Nov. 4 editorial complains that the FCC is in the "censorship" business because it apparently intends to continue its standard practice of sending a Notice of Apparent Liability to all of Howard Stern's stations that broadcast a program, or part of a program, which it

found "indecent."

The editorial opines (or rather finds) that this violates the "community standards" element of the indecency test which the editorial relates to the provisions of the *Miller* test requirement to apply community standards for obscenity.

In our opinion, this is a misconception of the function of the "community standards" element of the FCC test for indecency and of its role in the *Miller* test.

In the *Miller* definition of obscenity there is no reference to community standards, indicating that definitionally, community standards is not an element of the concept of obscenity. In other words, it is not at the core of the *Miller v. California* definition. The core concepts are (1) prurient appeal, (2) patent offensiveness and (3) lack of serious literary, artistic, political and scientific value.

The test for obscenity mandated in *Miller* requires that the trier of the fact utilize "contemporary community standards" in determining if particular materials are obscene without stipulating any particular community. The reason for using contemporary community standards in making the determination of prurience and patent offensiveness is simply a device (similar to a procedural court rule) to prevent the trier of the fact from applying his or her personal standards. The Supreme Court has made this crystal clear in *Hamling v. U.S.* (decided also at *Miller* time), where it said:

This court has emphasized on more than one occasion that a principal concern in requiring that a judgment be made on the basis of "Contemporary Community Standards" is to assure that the material is judged neither on the basis of each juror's opinion nor by its effect on a particularly sensitive, or insensitive, group.

It is interesting to note that in an obscenity case involving distribution of obscenity in many states, the community standards of the Federal District where the case is tried is to be applied, not the community standards of all the various states (or localities) where the material has been distributed. There are numerous cases so

holding. One example is *U.S. v. Langford*, where the court, in upholding the procedure, said that the use of separate trials in each jurisdiction and the application of a distinct community standard or the use of a single trial and the application of such standards would be an undue burden on an already overburdened court system saying, in such a situation, we would be creating a defense attorney's dream of built-in error. Defendants, says the court, would be able to convincingly argue that their due process rights were violated by convictions handed down by juries placed in the difficult position of having to apply and differentiate between the separate and distinct community standards.

The same reasoning militates against requiring the FCC to utilize the standards of each federal jurisdiction or state (or locality) where each station airing Howard Stern (simultaneously) is located.

The standard used by the FCC, it must be remembered, is "contemporary community standards for the broadcast medium." This is not a geographical standard. No geographical standard is required, says the United States Supreme Court in *Jenkins v. Georgia*, 418 U.S. 153 (1974), where we find the rule:

We also agree with the Supreme Court of Georgia's implicit approval of the trial court's instructions to apply 'community standards' without specifying what 'community'.... A state may choose to define an obscenity offense in terms of 'contemporary community standards' as defined in *Miller* without further specification.

Here, then, is clear justification for the FCC approach. We must also remember that the *Hamling* case was tried on the basis of an instruction to apply national standards. The Supreme Court, on appeal, while indicating that national standards were not required, upheld the conviction, saying, "Certainly the giving of such an instruction does not render their convictions void as a matter of law."—*Paul J. McGeady, general counsel, Morality in Media Inc., New York*

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi.—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## NEW STATIONS

### Dismissed

**Dora, Ala.** (BPH-950821MB)—New Century Radio Inc. for 92.5 mhz, ERP 6 kw, ant. 100 m. *Sep. 20*

**Dora, Ala.** (BPH-950824MD)—Goodking Broadcasting Inc. for FM at 92.5 mhz, ERP 2.2 kw, ant. 167 m. *Sep. 20*

**Dora, Ala.** (BPH-950825MH)—Gary Richardson for FM at 92.5 mhz, ERP 6 kw, ant. 100.9 m. *Sep. 20*

**San Luis Obispo, Calif.** (BPED-930210MD)—People of Action for noncommercial educational FM at 88.5 mhz, ERP 3 kw, ant. 427 m. *Nov. 1*

### Granted

**Dora, Ala.** (BPH-950824MH)—J.T. Roberts Broadcasting Inc. for FM at 92.5 mhz, ERP 2.9 kw, ant. 145 m. *Sep. 20*

**Templeton, Calif.** (BPED-930302ME)—Good News Station Inc. for noncommercial educational FM at 88.5 mhz, ERP 3 kw, ant. 425 m. *Nov. 1*

**Independence, Kan.** (BPED-960111ME)—American Family Association for noncommercial educational FM at 91.9 mhz. *Oct. 31*

### Filed/Accepted for filing

**Dothan, Ala.** (BPET-960920KM)—ACTS II Educational Corp. Inc. (Claud Bowers, president, 4520 Parkbreeze Ct., Orlando, FL 32808) for TV on ch. 39, ERP 765 kw visual, ant. 132 m., 5 km SE of community of Headland, Ala. Bowers has interest in WACX-TV Leesburg and application for TV in Marianna, Fla., and has applied for TV on ch. 60, Dothan, Ala. *Sep. 20*

**Opelika, Ala.** (BPCT-960920KW)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 50, ERP 5,000 kw visual, ant. 195 m., 12 km E of Opelika. United owns KMSP-TV Minneapolis; KTVX(TV) Salt Lake City; KVHK-TV San Francisco; KUTR(TV) Phoenix and KMOL-TV San Antonio. Chris Craft Industries Inc., majority owner of United, owns WWOR-TV Secaucus, N.J./New York; KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., and the UPN Network. United has applied for TVs on ch. 43, El Dorado, Ark.; ch. 35, Tupelo, Miss.; ch. 38, Seaford, Del.; ch. 24, Tallahassee, Fla.; ch. 24, Minot, N.D.; ch. 30, Odessa, and ch. 14, Tyler, Tex.; ch. 69, Paintsville, Ky., and ch. 63, Richmond, Va. *Sep. 20*

**Selma, Ala.** (BPCT-960920KI)—Cable

Video Productions Inc. (Larry Doyt Ray, president, P.O. Box 1046, Alexander City, AL 35011) for TV on ch. 29, ERP 185 kw visual, ant. 153 m., adjacent to Hwy 22, 5.3 km NE of Orrville, Ala. *Sep. 20*

**Tuscumbia, Ala.** (BPCT-960920LN)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 52, ERP 1,500 kw visual, ant. 126 m., on side of existing nonbroadcast communications tower located 2.3 km NW of Fawn Lake, near Barton, Ala. Marri has applied for TVs in Gulf Shores, Mobile and Selma, all Ala.; El Dorado, Ark.; Bishop, Calif.; Stuart, Kenansville, Sebring, Marianna, Palatka and Inverness, all Fla.; Warner Robbins, Ga.; Hopkinsville, Lexington and Paintsville, all Ky.; Jackson, Magee and McComb, all Miss.; Ely (ch. 3 and 6) and Tonopah, Nev.; Vineland, N.J.; Silver City, N.M.; Laurel Hill and High Point, N.C.; Myrtle Beach, S.C.; Corpus Christi and Farwell, Tex.; Fredericksburg, Va.; Fairmont, W.Va., and Charlotte Amalie, V.I. Principals of Marri have interest in WCH(FM) Plantation Key and WSWN(AM) and WBG(FM) Belle Glade, Fla. *Sep. 20*

**Fairbanks, Alaska** (BPCT-960920YE)—Colina Alta Broadcasting LLC (Rowena Leitch, owner, 120 Colina Alta Dr., El Paso, TX 79912-3722) for TV on ch. 13, ERP 100 kw visual, ant. 449 m., .4 km W of Easter Dome Observatory. *Sep. 20*

**Phoenix, Ariz.** (BPET-960917KF)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for noncommercial educational TV on ch. 39, ERP 331 kw visual, ant. 467.6 m., South Mtn. 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.

26, Salt Lake City, and ch. 18, Ogden, Utah. Sebastian has 50% interest in application for TV on ch. 39, Newton, Iowa. *Sep. 17*

**El Dorado, Ark.** (BPCT-960930KR)—Sioux Falls 64 LLC (Keith J. Leitch, owner, 120 Colina Alta Dr., El Paso, TX 79912-3722) for TV on ch. 43, ERP 5,000 kw visual, ant. 525 m., .5 mi. S of Bolding on Missouri Pacific RR spur. Leitch has applied for TVs in Grand Forks, N.D., and Durango, Colo. *Sep. 30*

**El Dorado, Ark.** (BPCT-961001LE)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 43, ERP 5,010 kw visual, ant. 175 m., SH 335, 8 km NW of El Dorado. For interests, see item above. *Oct. 1*

**Bishop, Calif.** (BPCT-960920WP)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 20, ERP 2,455 kw visual, ant. 925 m., Mazourka Pk. site, 2.01 km from Blue Bell Mine. Calif. Media Properties has applied for TVs in Marianna, Fla.; Pocatello, Idaho; Bemidji, Minn.; Billings, Mont., and Elk City, Okla. Yde owns 25% of Northwest Television, which is selling KBGE(TV) Bellevue, Wash., and has applied for TVs on ch. 38, Greenville, N.C.; ch. 21, Minden, La.; ch. 11, Holbrook, Ariz.; ch. 3, Price, and ch. 6, Vernal, Utah, and in Lincoln, Neb., Muskogee, Okla., Galesburg, Ill., and Newton, Iowa. Yde also has interest in applications for TVs in Phoenix and Coolidge, Ariz. *Sep. 20*

**Durango, Colo.** (BPCT-960930KO)—El Dorado Broadcasting LLC (Kenneth Leitch, 80% owner, 120 Colina Alta, El Paso, TX 79912) for TV on ch. 33, ERP 5,000 kw visual, ant. 90 m., Smelter Mtn., KRSJ-FM 100.5 site. Leitch has applied for TVs in Grand Forks, N.D., and El Dorado, Ark. *Sep. 30*

**Durango, Colo.** (BPCT-961001LI)—Jeff and Joella Thomas (120 South Commercial, Farmington, NM 87401) for TV on ch. 33, ERP 5,000 kw, ant. 371 m., Missionary

## BY THE NUMBERS

BROADCAST STATIONS		CABLE	
Service	Total	Service	Total
Commercial AM	4,906	Commercial VHF TV	559
Commercial FM	5,285	Commercial UHF TV	622
Educational FM	1,810	Educational VHF TV	123
<b>Total Radio</b>	<b>12,001</b>	Educational UHF TV	240
VHF LPTV	561	<b>Total TV</b>	<b>1,544</b>
UHF LPTV	1,211		
<b>Total LPTV</b>	<b>1,772</b>	<b>Total systems</b>	<b>11,660</b>
FM translators & boosters	2,453	<b>Total subscribers</b>	<b>62,231,730</b>
VHF translators	2,263	<b>Homes passed</b>	<b>91,750,000</b>
UHF translators	2,562	<b>Cable penetration*</b>	<b>65.3%</b>
<b>Total Translators</b>	<b>7,278</b>		

\*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

Ridge electronic site. Jeff Thomas owns KCOL(AM) Aztec and KVBS(AM) and KCFG(FM) Bloomfield, N.M. Oct. 1

**Seaford, Del.** (BPCT-960920IS)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 38, ERP 5,000 kw visual, ant. 162 m., 11 km N of Laurel Airport. For interests, see item above. *Sep. 20*

**Gainesville, Fla.** (BPCT-960920WR)—Television Capital Corp. (Marietta I. Feltner, president, 415 E. 37th St., Ste. 39G, New York, NY 10016) for TV on ch. 61, ERP 5,000 kw visual, ant. 288 m., WGFL site. Television Capital Corp. has applied for TVs on ch. 62, Lexington, Ky.; ch. 63, Richmond, Va., and ch. 40, Portland, Ore. *Sep. 20*

**Kenansville, Fla.** (BPCT-960920IC)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 31, ERP 5,000 kw visual, ant. 254 m., atop proposed tower, 1.76 km NW of junction of Fish Slough and Cypress Slough, near Basinger, Fla. For interests, see item above. *Sep. 20*

**Marianna, Fla.** (BPCT-960930KL)—Associated Christian Television System Inc. (Claud W. Bowers, president/20% owner, 4520 Parkbreeze Ct., Orlando, FL 32808) for TV on ch. 51, ERP 3,000 kw, ant. 298 m., W 7.6 km of US Rte. 231/Owen Wood Rd. intersection. Bowers has interest in WACX-TV Leesburg, Fla., application for TV on ch. 39, Dothan, Ala., and has applied for TV on ch. 60, Dothan, Ala. *Sep. 20*

**Palatka, Fla.** (BPCT-960920IB)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 63, ERP 1,500 kw, ant. 88 m., on side of existing WHIF(FM)-WPLK(AM) tower, .7 km NNE of intersection of SRs 207 and 100, near East Palatka. For interests, see item above. *Sep. 20*

**Stuart, Fla.** (BPCT-960920IA)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 59, ERP 1,500 kw, ant. 22 m., on side of existing nonbroadcast communications tower at 815 Colorado Ave. For interests, see item above. *Sep. 20*

**Stuart, Fla.** (BPCT-960920LH)—Guenter Marksteiner (2835 S.W. Brighton Way, Palm City, FL 34990) for TV on ch. 59, ERP 5,000 kw, ant. 307 m., WNYV(TV) Lake Worth, Fla. *Sep. 20*

**Stuart, Fla.** (BPCT-960920YK)—Sonoma Media Corp. Inc. (Roy E. Henderson, P.O. Drawer 590209, Houston, TX 77259) for TV on ch. 59, ERP 5,000 kw visual, ant. 469 m., 8 mi., 8 mi. from town square Indian Town, Fla. *Sep. 20*

**Tallahassee, Fla.** (BPCT-961001KM)—Roland Anthony Ulloa (3456 South Ocean Blvd., No. 307, Palm Beach, FL 33480) for TV on ch. 24, ERP 5,000 kw visual, ant. 164 m., 11 km SW of Holland, Fla. Ulloa has

applied for TV in Virginia Beach, Va. Oct. 1  
**Tallahassee, Fla.** (BPCT-961001LN)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 24, ERP 5,000 kw visual, ant. 201 m., Apalachicola National Forest junction, 11 km SW of Holland, Fla. For interests, see item above. Oct. 1

**Tallahassee, Fla.** (BPCT-961001KT)—Tallahassee 24 LLC (Grace Rendall, 51% owner, One Texas Tower, 109 N. Oregon, Ste. 1106, El Paso, TX 79901) for TV on ch. 24, ERP 5,000 kw visual, ant. 203 m., 6.9 mi. SW of Holland, Fla., at Apalachicola National Forest. Oct. 1

**Tallahassee, Fla.** (BPCT-961001XC)—Donald Bea and Melissa Bea (90% and 10% owner, respectively, 1001 Dell Rd., Northbrook, IL 60092) for TV on ch. 24, ERP 5,000 kw visual, ant. 464 m., East of SR 375, 2 km S of Smith Creek, Fla. The applicants have applied for TVs in Galesburg, Ill.; Norman, Okla., and Waterloo, Iowa. Oct. 1

**Tallahassee, Fla.** (BPCT-961001YD)—George S. Flinn Jr. (188 South Bellevue, Ste. 222, Memphis, TN 38104) for TV on ch. 24, ERP 2,850 kw visual, ant. 253 m., Hwy 365, 1.9 km N of Spring Creek, Fla. Flinn owns WFBI(TV) and WHBO(AM) Memphis, WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans and 25% of CP for KDBN(TV) Longmont, Colo.; has applied for FMs in Tunica and Grenada, Miss.; Forest Acres, S.C.; Virginia Beach, Va., and Sun Valley, Nev., and TVs in Kailua, Hawaii, and Norman, Okla.; 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. Oct. 1

**Tallahassee, Fla.** (BPCT-961001YJ)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Ste. 200, Washington, DC 20036) for TV on ch. 24, ERP 5,000 kw visual, ant. 211.5 m., 11.2 km SW of Holland, Fla. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Kailua, Hawaii; Pocatello and Sun Valley, Idaho; Newton and Waterloo, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Bismarck, N.D.; Norman, Okla.; Rapid City, S.D.; Tazewell, Tenn.; Farwell and Odessa, Tex.; Provo, Utah; Virginia Beach, Va.; Christiansted, V.I.; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. Oct. 1

**Tallahassee, Fla.** (BPCT-961001LG)—Tiger Eye Broadcasting Corp. (John N. Kyle II, president/90% owner, 12251 Taft St., Ste. 303, Fort Lauderdale, FL 33026) for TV on ch. 24, ERP 1,422 kw, ant. 343 m., S of Lloyd, Fla., on SR 59. Oct. 1

**Warner Robbins, Ga.** (BPCT-960920YR)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York,

NY 10033-3807) for TV on ch. 35, ERP 1,500 kw visual, ant. 155 m., on side of existing nonbroadcast communications tower, .8 km W of intersection of US Rte. 129 and Sandy Run Rd. For interests, see item above. *Sep. 20*

**Kailua, Hawaii** (BPCT-961001LZ)—Dixon Broadcasting Inc. (Ivan Dixon, president/owner, 300 Ohukai Rd., Kihei, HI 96753) for TV on ch. 50, ERP 90.773 kw visual, ant. 574 m., Palikea Ridge, .4 km SE of Palehua, Hawaii. Dixon owns KONI(FM) Lanai City, Hawaii. Oct. 1

**Kailua, Hawaii** (BPCT-961001YK)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 50, ERP 100 kw visual, ant. 713 m., Puu Lanipo Pk., 4.4 km WSW of Waimanalo, Hawaii. For interests, see item above. Oct. 1

**Kailua, Hawaii** (BPCT-961001YE)—George S. Flinn Jr. (188 South Bellevue, Ste. 222, Memphis, TN 38104) for TV on ch. 50, ERP 119 kw visual, ant. -114 m., Alaloe St., S of Haiku, Kaneohe, Hawaii. For interests, see item above. Oct. 1

**Pocatello, Idaho** (BPCT-960919KN)—The Connelly and Co. Inc. (Robert J. Connelly, president/50% owner, 17909 Holly Brook Dr., Tampa, FL 33647-2245) for TV on ch. 15, ERP 5,000 kw visual, ant. 437.1 m., KPVI (TV) site, 9.7 km E of Chubbuck. *Sep. 19*

**Pocatello, Idaho** (BPCT-960919KH)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 25, ERP 5,000 kw visual, ant. 326 m., Chinks Peak tower site, 8.03 km from Pocatello. For interests, see item above. *Sep. 19*

**Galesburg, Ill.** (BPCT-960930KS)—Galesburg 67 LLC (John Warren, owner, 7228 Canyon Run, El Paso, TX 79912) for TV on ch. 67, ERP 5,000 kw, ant. 317 m., WQAD-TV tower site. Warren owns 1.6% of KJLF-TV El Paso, and has controlling interest in applications for TVs in Corpus Christi, Tex.; Chandler, Ariz., and Cairo, Ga. *Sep. 30*

**Galesburg, Ill.** (BPCT-961001XU)—Donald Bea and Melissa Bea (90% and 10% owner, respectively, 1001 Dell Rd., Northbrook, IL 60092) for TV on ch. 67, ERP 5,000 kw visual, ant. 284 m., 5.5 km NE of Maquon, Ill. For interests, see item above. Oct. 1

**Anamosa, Iowa** (BPED-961011MB)—University of Northern Iowa (Robert Koob, president, 324 Communication Arts Center, Cedar Falls, IA 50614-0359) for FM at 89.9 mhz, ERP 3.9 kw, ant. 132 m., 3686 Jordan's Grove Rd., Whittier, Iowa. Oct. 11

**Davenport, Iowa** (BPCT-961001KU)—Jack I. Gartner (508 Allibar Pl., Brentwood, TN 37027) for TV on ch. 30, ERP 1,515 kw visual, ant. 87 m., 6600 34th St., Moline, Ill. Oct. 1

**Waterloo, Iowa** (BPCT-961001YH)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 22, ERP 5,000 kw visual, ant. 300 m., 7.6 km S of Jesup, Iowa. For interests, see item above. Oct. 1

**Waterloo, Iowa** (BPCT-960930KJ)—Grant



Video Inc. (Milton Grant, president/owner, 915 Middle River Dr., Ste. 409, Fort Lauderdale, FL 33304) for TV on ch. 22, ERP 1,724 kw, ant. 308 m. Milton Grant owns WLAX(TV) La Crosse and WEX(TV) Chippewa Falls, Wis.; WFXR-TV Roanoke and WJPR(TV) Lynchburg, Va.; WTJA(TV) Jamestown, N.Y., has interest in WZDX(TV) Huntsville, Ala., and has applied for TVs in Ashland, Ky., and Lebanon, Pa. *Sep. 30*

**Waterloo, Iowa** (BPCT-960930KN)—Waterloo 22 LLC (Shiloah Warren, owner, 5925 Cromo, El Paso, TX 79912) for TV on ch. 22, ERP 5,000 kw visual, ant. 298 m., KOKZ-FM tower site. *Sep. 30*

**Waterloo, Iowa** (BPCT-961001XJ)—Donald Bea and Melissa Bea (90% and 10% owner, respectively, 1001 Dell Rd., Northbrook, IL 60092) for TV on ch. 22, ERP 5,000 kw visual, ant. 442 m., 4.2 km ESE of Coster, Iowa. For interests, see item above. *Oct. 1*

**Hopkinsville, Ky.** (BPCT-960920LR)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 51, ERP 1,500 kw visual, ant. 124 m., on side of WKAG-LP, 3.6 km N of intersection of SR 1682 and Pennyville Pkwy, near Hopkinsville. For interests, see item above. *Sep. 20*

**Lexington, Ky.** (BPCT-960920WQ)—Television Capital Corp. (Marietta I. Feltnier, president, 415 E. 37th St., Ste. 39G, New York, NY 10016) for TV on ch. 62, ERP 5,000 kw visual, ant. 138 m., 1087 New Circle Rd., NE. For interests, see item above. *Sep. 20*

**Owensboro, Ky.** (BPCT-960920IV)—South Central Communications Corp. (John D. Engelbrecht, president/82.18% owner, P.O. Box 3848, Evansville, IN 47736) for TV on ch. 48, ERP 5,000 kw visual, ant. 279 m., Old Plank Rd., Ind. *Sep. 20*

**New Iberia, La.** (BPCT-960920YI)—New Iberia 36 LLC (Brian E. Baltz, owner, 1520 Wyoming #9, Las Cruces, NM 88001) for TV on ch. 36, ERP 5,000 kw visual, ant. 299 m., KXXC-FM New Iberia. *Sep. 20*

**Presque Isle, Me.** (BPCT-960920KY)—Prime Broadcasting Co. (Gregory S. Marchbanks, president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 62, ERP 1,000 kw, ant. 86 m., Castle Hill Rd., 3.5 km SSW of Washburn, Me. Prime has applied for TVs in Waterville, Me.; Lincoln, Neb.; Antigo, Wis.; Norman, Okla.; Houston, Miss., and Odessa and Corpus Christi, Tex. *Sep. 20*

**Presque Isle, Me.** (BPCT-960920KU)—NYN LLC (David Wilkes, 18.32% owner, 15 Somerset Dr., Great Neck, NY 11020) for TV on ch. 62, ERP 1,000 kw, ant. 409 m., S pk. of Mars Hill, 4 km E of Mars Hill, Me. *Sep. 20*

**Waterville, Me.** (BPCT-960927KF)—Katex Communications Corp. (Bryan H. Potts, president/owner, 200 E. Lexington St., Ste. 1102, Baltimore, MD 21202) for TV on ch. 23, ERP 1,912 kw visual, ant. 94 m., 2.2 km W of North Vassalboro, Me. *Sep. 27*

**Waterville, Me.** (BPCT-961001LR)—Prime

Broadcasting Co. (Gregory S. Marchbanks, president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 23, ERP 700 kw, ant. 61 m., Benton Ave., 2.1 km NE of Winslow, Me. For interests, see item above. *Oct. 11*

**Waterville, Me.** (BPCT-961001XH)—Diversified Communications (David Lowell, president, 121 Free St., P.O. Box 7437, Portland, ME 04112) for TV on ch. 23, ERP 5,000 kw visual, ant. 368 m., Danford Hill. *Oct. 1*

**Waterville, Me.** (BPCT-961001LP)—Anthony J. Fant (2729 11th Ave. S., Birmingham, AL 35205) for TV on ch. 23, ERP 5,000 kw visual, ant. 126.1 m., 2.6 km W of N Vassalboro, TV Zone I. Fant owns KTVC(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.; WAQF(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. 14, Pittsburg, Kan.; ch. 45, Houston, Miss.; ch. 51, Jackson, Miss.; ch. 35, Marshall, Tex.; ch. 51, Lincoln, Neb., and ch. 3, Price, Utah, 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., and has interest in applications for TVs on ch. 24, Ironwood, Mich., and ch. 11, International Falls, Minn. *Oct. 1*

**Ironwood, Mich.** (BPCT-960927KG)—Hubbard Broadcasting Inc. (Stanley S. Hubbard, president/83.25% owner, 3415 University Ave., St. Paul, MN 55114) for TV on ch. 24, ERP 1,360 kw, ant. 326 m., .3 km SE of Runway Ln., 1.6 km NE of Bessemer, Mich. Hubbard owns KSTP-AM-FM-TV St. Paul, KSAX(TV) Alexandria/Minneapolis, KRWF(TV) Redwood Falls, WIRT(TV) Hibbing and WDO-TV Duluth, all Minn.; KOV-TV Albuquerque and KOBF(TV) Farmington/Albuquerque, N.M., and WHCC-TV Rochester and WNYT(TV) Albany, N.Y., and has applied for TVs in Walker, Minn., and Silver City, N.M. Stanley Hubbard owns KOBR(TV) Roswell/Santa Fe, N.M. *Sep. 27*

**Ironwood, Mich.** (BPCT-961001LL)—Fant Broadcasting Co. of Minnesota Inc. (Anthony J. Fant, 2729 11th Ave. S., Birmingham, AL 35205) for TV on ch. 24, ERP 5,000 kw visual, ant. 201.2 m., 1 km SW of Montreal, Wis. For Anthony J. Fant's interests, see item above. *Oct. 1*

**International Falls, Minn.** (BPCT-961001LM)—Fant Broadcasting Co. of Minnesota Inc. (Anthony J. Fant, 2729 11th Ave. S., Birmingham, AL 35205) for TV on ch. 11, ERP 316 kw visual, ant. 140.5 m., S of SR 217, 5.5 km E of Littlefork. For Anthony J. Fant's interests, see item above. *Oct. 1*

**Houston, Miss.** (BPCT-961001LQ)—Anthony J. Fant (2729 11th Ave. S., Birmingham, AL 35205) for TV on ch. 45, ERP 5,000 kw visual, ant. 492.2 m., 3.8 km WNW of Woodland, Miss. For interests, see item above. *Oct. 1*

**Houston, Miss.** (BPCT-961001LH)—Prime Broadcasting Co. (Gregory S. Marchbanks,

president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 45, ERP 5,000 kw visual, ant. 215 m., S side of SR 8, 2.1 km SE of intersection of SR 8 and Natchez Trace Pkwy. For interests, see item above. *Oct. 1*

**Magee, Miss.** (BPCT-960920LS)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 34, ERP 1,500 kw visual, ant. 98 m., on side of existing nonbroadcast communication tower, 2.2 km E of intersection of SRs 28 and 13, near Magee. For interests, see item above. *Sep. 20*

**Tupelo, Miss.** (BPCT-960920IU)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 35, ERP 5,000 kw visual, ant. 257 m., 1.1 km SW of Blue Springs, Miss. For interests, see item above. *Sep. 20*

**Vicksburg, Miss.** (BPCT-961001XI)—Edward I. St. Pe (916 Foley St., Jackson, MS 39205) for TV on ch. 35, ERP 5,000 kw visual, ant. 175 m., N Hwy 61 bypass, .46 nautical mi. S of Hwy 61 business intersection, Miss. *Oct. 1*

**Billings, Mont.** (BPCT-960919KI)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 14, ERP 5,000 kw visual, ant. 113 m., sacrifice Cliff Tower Farm, 4.17 km from Billings. For interests, see item above. *Sep. 19*

**Havre, Mont.** (BPCT-960920LD)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 9, ERP 316 kw visual, ant. 147 m., Squaw Butte, 7 mi. S of Havre. Sunbelt owns KPVI(TV) Pocatello and KKV(TV) Twin Falls, Idaho; KRNV-TV-FM Reno and KVBC(TV) Las Vegas; KJVI(TV) Jackson, Wyo., and KYMA-TV Yuma, Ariz./El Centro Calif.; has CPs for TVs on ch. 10, Elko and ch. 7, Winnemucca, Nev., and has applied to build TVs in Sun Valley, Idaho; Sheridan, Wyo.; Minot and Bismarck, N.D.; Rapid City, S.D., and Corpus Christi, Tex. *Sep. 20*

**Ely, Nev.** (BPCT-960920LF)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 3, ERP 100 kw visual, ant. 297 m., on side of existing KDSS(FM) tower atop Saxton Pk., near Ely. For interests, see item above. *Sep. 20*

**Ely, Nev.** (BPCT-960920)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 6, ERP 100 kw visual, ant. 297 m., on side of existing KDSS(FM) tower atop Saxton Pk., near Ely. For interests, see item above. *Sep. 20*

**Goldfield, Nev.** (BPCT-960920KZ)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-

3807) for TV on ch. 7, ERP 316 kw visual, ant. 304 m., on side of existing KHWK(FM) tower atop Mt. Oddie, 1 km NE of Tonopah, Nev. For interests, see item above. *Sep. 20*  
**Goldfield, Nev.** (BPCT-960920YA)—King Kong Broadcasting Inc. (Larry Hunt, president/55% owner, 4512 Coran Ln., Las Vegas, NV 89108) for TV on ch. 7, ERP 25 kw, ant. 456 m., Brock Mtn., 1 km S of Tonopah, Nev. KGNG has applied for TV in Tonopah. *Sep. 20*

**Sun Valley, Nev.** (BPH-960930MQ)—Kidd Communications (Chris W. Kidd, owner, 486 Arthur St., Stateline, NV 89449) for FM at 94.5 mhz, ERP 1.19 kw, ant. 776 m., on KVSF(FM) tower, Reno. Kidd owns KTHO(AM) South Lake Tahoe, KHWG(FM) Kings Beach and has CP for FM in Gridley, all Calif. *Sep. 30*

**Sun Valley, Nev.** (BPH-960930MI)—Compass Communications Co. (Gerald R. Proctor, president/50% owner, 980 FM 1746, Woodville, TX 75979) for FM at 94.5 mhz, ERP 1.14 kw, ant. 794 m., Pond Peak, 17.8 km NW of Fernley. Compass owns KRBO(FM) Las Vegas. Proctor owns KVCT(TV) Victoria, Tex., and KHFT(TV) Hobbs, N.M. *Sep. 30*

**Sun Valley, Nev.** (BPH-960930MN)—Apogee Communications Inc. (James A. Johnson, president, 15455 Hallmark Dr., Ste. 110, Lake Oswego, OR 97035) for FM at 94.5 mhz, ERP 3.50 kw, ant. 129 m., on KRXI(TV) auxiliary tower at communications site near Reno. Apogee has interest in KWBR(TV) Salem, Ore. *Sep. 30*

**Tonopah, Nev.** (BPCT-960920YB)—King Kong Broadcasting Inc. (Larry Hunt, president/55% owner, 4512 Coran Ln., Las Vegas, NV 89108) for TV on ch. 9, ERP 2 kw visual, ant. 456 m., Brock Mtn., 1 km S of Tonopah. KGNG has applied for TV in Goldfield, Nev. *Sep. 20*

**Carlsbad, N.M.** (BPCT-960920YU)—Roger L. Mills (P.O. Box 2147, Hobbs, NM 88241) for TV on ch. 25, ERP 5,000 kw visual, ant. 197 m. *Sep. 20*

**New Jersey, N.M.** (BPCT-960920YV)—Imagine Television (Felix E. Sanchez, president/owner, 58 Cottonwood Ct., Monmouth Junction, NJ 08852) for TV on ch. 59, ERP 174.7 kw visual, ant. 231.3 m., 1670 Arrowhead Dr., Waterford Works, N.J. *Sep. 20*

**Roswell, N.M.** (BPCT-960930KP)—New Mexico-Roswell 21 LLC (Aaron Barnes, owner, 5925 Cromo, El Paso, TX 79912) for TV on ch. 21, ERP 5,000 kw visual, ant. 151 m., Six Mile Hill communications site. Barnes has applied for TV in Silver City, N.M. *Sep. 30*

**Silver City, N.M.** (BPCT-961001KN)—Hubbard Broadcasting Inc. (Stanley S. Hubbard, president/83.25% owner, 3415 University Ave., St. Paul, MN 55114) for TV on ch. 6, ERP 1.7 kw, ant. 477 m., Pinos Altos Mtn., 1.9 km W of Rte. 15, Pinos Altos, N.M. For interests, see item above. *Oct. 1*

**Silver City, N.M.** (BPCT-961001KS)—Silver City 6 LLC (Aaron Barnes, owner, 5925 Cromo, El Paso, TX 79912) for TV on ch. 6, ERP 12 kw visual, ant. 618.9 m. Barnes has applied for TV in Roswell, N.M. *Oct. 1*

**Silver City, N.M.** (BPCT-961001LJ)—Marri Broadcasting LP (Harry E. Figgie, president,

Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 6, ERP 100 kw visual, ant. -17 m., on side of existing KNFT(AM) tower, 4.8 km W of intersection of US Rte. 180 and SR 152, near Central, N.M. For interests, see item above. *Oct. 1*

**Bismarck, N.D.** (BPCT-961001YG)—Win-Star Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 25, ERP 5,000 kw visual, ant. 342 m., 1.4 km E of intersection of CRs 81 and 136, 9.1 km E of Saint Anthony, N.D. For interests, see item above. *Oct. 1*

**Bismarck, N.D.** (BPCT-960920KH)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 26, ERP 1,550 kw, ant. 339 m., 9 km ESE of St. Anthony, N.D. For interests, see item above. *Sep. 20*

**Grand Forks, N.D.** (BPCT-960920YD)—Grand Forks 27 LLC (Kenneth Leitch, owner, 120 Colina Alta Dr., El Paso, TX 79912-3722) for TV on ch. 27, ERP 5,000 kw, ant. 595 m. For interests, see item above. *Sep. 20*

**Minot, N.D.** (BPCT-960920LE)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 24, ERP 1,600 kw visual, ant. 253 m., 12.5 km W of Hesnault, N.D. For interests, see item above. *Sep. 20*

**Minot, N.D.** (BPCT-961008LF)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 24, ERP 5,000 kw visual, ant. 237 m., 22 km SW of Minot, N.D. For interests, see item above. *Oct. 8*

**Norman, Okla.** —Donald Bea and Melissa Bea (90% and 10% owner, respectively, 1001 Dell Rd., Northbrook, IL 60092) for TV on ch. 46, ERP 795 kw visual, ant. 230 m., ch. 30 Inc. tower, 2 mi. W of Bethel Acres, Okla. For interests, see item above. *Oct. 1*

**Norman, Okla.** (BPCT-961001YF)—George S. Flinn Jr. (188 South Bellevue, Ste. 222, Memphis, TN 38104) for TV on ch. 46, ERP 1,100 kw, ant. 177 m., 3900 SE 132 Ave. For interests, see item above. *Oct. 1*

**Norman, Okla.** (BPCT-961001LS)—Prime Broadcasting Co. (Gregory S. Marchbanks, president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 46, ERP 5,000 kw, ant. 233 m., Hardesty Rd., at intersection with Patterson Rd., Shawnee, Okla. For interests, see item above. *Oct. 1*

**Norman, Okla.** (BPCT-961001KQ)—Cyril H. Miller (3410 Robey Terrace, # 301, Silver Spring, MD 20904) for TV on ch. 46, ERP 150 kw, ant. 170 m., 6 km S of Newcastle, Okla. *Oct. 1*

**State College, Pa.** (BPCT-960920WM)—Harry J. and Anna A. Hain (136 Oak Ridge Rd., Lewistown, PA 17044) for TV on ch. 29, ERP 5,000 kw visual, ant. 336 m., E side of Underwood Rd., 15 km NW of State College. Harry and Anna Hain each own 28% of WVNW(FM) Burnham and 35% and 36%

respectively, of WCHX(FM) Lewistown, Pa. *Sep. 20*

**State College, Pa.** (BPCT-960920IG)—Pennsylvania Telecasters Inc. (Peter T. James, president/29% owner, 622 Brentwood Dr., Duncansville, PA 16635) for ch. 39, ERP 2,000 kw visual, ant. 454 m., intersection of Sandy Ridge Trail and SH 322, 24 km WNW of State College. *Sep. 20*

**Myrtle Beach, S.C.** (BPCT-960920IK)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 32, ERP 5,000 kw visual, ant. 93 m., on side of existing WDAI(FM) tower, 4.4 km SW of intersection of US Rte. 17 and SR 544, near Murrels inlet. For interests, see item above. *Sep. 20*

**Knoxville, Tenn.** (BPCT-960920LJ)—South Central Communications Corp. (John D. Engelbrecht, president/82.28% owner, P.O. Box 3848, Evansville, IN 47736) for TV on ch. 26, ERP 5,000 kw visual, ant. 367 m. South Central owns WIKY-FM and WJPS(AM) Evansville, WJPS-FM Chandler, Ind.; WJXA(FM) Nashville, WRMX(FM) Mufreesboro and WIMZ-AM-FM and WJXB(FM) Knoxville, Tenn., and has applied for FM in Evansville. *Sep. 20*

**Abilene, Tex.** (BPED-961015MA)—Christian Broadcasting Co. Inc. (Jack Hill, president, 1001 Cedar Crest, Abilene, TX 79601) for FM at 95.1 mhz, ERP 3 kw, ant. 194.3 m. *Oct. 15*

**Corpus Christi, Tex.** (BPCT-960920ID)—Marri Broadcasting LP (Harry E. Figgie, president, Marri Broadcasting Corp. [applicant's corporate general partner], c/o David P. Lampel, 659 West 183rd St., New York, NY 10033-3807) for TV on ch. 38, ERP 1,500 kw visual, ant. 107 m., atop Wilson Tower bldg., 2 km N of intersection of Leopard St. and US Rte. 181. For interests, see item above. *Sep. 20*

**Corpus Christi, Tex.** (BPCT-960920IH)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 38, ERP 1,500 kw visual, ant. 265 m., 7.2 km ESE of Petronila, Tex. For interests, see item above. *Sep. 20*

**Corpus Christi, Tex.** (BPCT-960920YH)—Humberto Lopez (115 West Avenue D, Robstown, TX 78380) for TV on ch. 38, ERP 215 kw visual, ant. 89 m., 828 S. Padre Island Dr. Lopez owns KHMCFM) Goliad and 51% of KMIQ(FM) Robstown and KINE(AM) Kingsville, all Tex. He has applied to build TV in Victoria and FMs at Benavides, Dilley, Jourdanon, Gregory, Karnes City and George West, all Tex. *Nov. 9*

**Corpus Christi, Tex.** (BPCT-960920IF)—Prime Broadcasting Co. (Gregory S. Marchbanks, president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 38, ERP 5,000 kw visual, ant. 176 m., S of private rd. in rural Kleberg Co., 6.75 km WNW of Laureles Ranch, 3.5 km S of Kleberg/Nueches Co. line, Tex. For interests, see item above. *Sep. 20*

**Corpus Christi, Tex.** (BPCT-960920LM)—Paloma Broadcasting Co. Inc. (William L.

Stolp, president, Diocesan Telecommunications Corp., owner of applicant, 2209 N. Padre Island Dr., Suite R, Corpus Christi, TX 78408) for TV on ch. 38, ERP 5,000 kw, ant. 276 m., 500 N. Carrizo, Tex. *Sep. 20*

**Crockett, Tex.** (BPCT-960920IW)—Warwick Communications Inc. (Edward C. Stanton, president, 910 Travis St., #2030, Houston, TX 77002) for TV on ch. 40, ERP 4,900 kw visual, ant. 179 m., 7.2 km E of Porter Springs, 150 m. SE of Texas Hwy 21. Warwick owns KFXK(TV) Longview, Tex., and has interest in application for TV in Longview. *Sep. 20*

**Longview, Tex.** (BPCT-960920LK)—Longview Television Broadcasting Corp. (Don W. Duran, president/60% owner, 111 S. Second St., Lufkin, TX 75901) for TV on ch. 54, ERP 5,000 kw, ant. 312 m., East Mtn., 1 mi. NW of East Mtn. City, Tex. *Sep. 20*

**Longview, Tex.** (BPCT-960920II)—Estes Broadcasting LLC (John J. Moores, president, JMI Inc., 51% owner of applicant, 14141 Southwest Freeway, Ste. 6200, Sugar Land, TX 77478) for TV on ch. 54, ERP 5,000 kw visual, ant. 382 m., 1199 ft. tower, 3.1 km ESE of Overton, Tex. Warwick Communications, member of applicant, owns KFXK(TV) Longview. *Sep. 20*

**Markham, Tex.** (BPH-961010MD)—Michael Augustus (2104 Cedar Dr., La Marque, TX 77568) for FM at 92.5 mhz, ERP 3.6 kw, ant. 130 m. *Oct. 10*

**Odessa, Tex.** (BPCT-961001XW)—White Knight Broadcasting Inc. (Sheldon H. Galloway, president/owner, P.O. Box 3058, Lafayette, LA 70502) for TV on ch. 30, ERP 3,147 kw visual, ant. 310 m., 14 mi. NW of Midland, Tex., E Hwy 1788. *Oct. 1*

**Odessa, Tex.** (BPCT-961001YI)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 30, ERP 5,000 kw visual, ant. 300 m., .11 km W of intersection of US Hwy 385 and E. 25th St. For interests, see item above. *Oct. 1*

**Odessa, Tex.** (BPCT-960930KZ)—Odessa 30 LLC (Hector Holguin, owner, 5925 Cromo, El Paso, TX 79912) for TV on ch. 30, ERP 5,000 kw visual, ant. 318 m., KPEJ ant. site. *Sep. 30*

**Odessa, Tex.** (BPCT-961001YA)—Prime Broadcasting Co. (Gregory S. Marchbanks, president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 30, ERP 5,000 kw visual, ant. 218 m., 5.8 km NNW of Midland CR 1788 and S Rte. 158. For interests, see item above. *Oct. 1*

**Sherman, Tex.** (BPCT-960920YP)—Zavaletta Broadcasting of Sherman (Joe Zavaletta Sr., 17.5% owner, 844 Central Blvd., Ste. 380, Brownsville, TX 78520) for TV on ch. 20, ERP 5,000 kw visual, ant. 543 m., 4.5 km E of Collinsville, .75 km N of Farm Rd. 902. Zavaletta Broadcasting has applied for TV in Pueblo, Colo. *Sep. 20*

**Tyler, Tex.** (BPCT-960920LQ)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 14, ERP 5,000 kw visual, ant. 450 m., 3 km W of Mt. Selman. For interests, see item above. *Sep. 20*

**Victoria, Tex.** (BPCT-960920YG)—Hum-

berto Lopez (115 West Avenue D, Robstown, TX 78380) for TV on ch. 31, ERP 215 kw, ant. 148 m., Corner Port and St. Loop 115, Victoria. For interests, see item above. *Sep. 20*

**Price, Utah** (BPCT-961001LD)—Anthony J. Fant (2729 11th Ave. S., Birmingham, AL 35205) for TV on ch. 3, ERP 88.7 mhz, ant. 654 m., 5 km NNW of Mutual, Utah. For interests, see item above. *Oct. 1*

**Price, Utah** (BPCT-960919KS)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 3, ERP 100 kw visual, ant. -23 m., 1.21 km from center of Price. For interests, see item above. *Sep. 19*

**Vernal, Utah** (BPCT-960919KG)—Media Properties Inc. (William L. Yde III, president/33 1/3% owner, 11840 N. Dragon Springs Dr., Tucson, AZ 85737) for TV on ch. 6, ERP 83.84 kw visual, ant. 676 m., Cliff Ridge ant. farm, 34.6 km from Vernal. For interests, see item above. *Sep. 19*

**St. Croix, V.I.** (BPCT-960930KK)—West Indies Broadcasting Associates (Richard T. Hines, general partner/80% equity/50% voting interest, 809 Princess St., Alexandria, VA 22314) for TV on ch. 15, ERP 5,000 kw visual, ant. 258 m., atop Mt. Welcome, 2.7 km SE of Christiansted, V.I. Hines has interest in WKFT(TV) Fayetteville, N.C. *Sep. 30*

**Christiansted, V.I.** (BPCT-961001YL)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 15, ERP 100 kw visual, ant. 347 m., on Blue Mtn., 9 km W of Christiansted. For interests, see item above. *Oct. 1*

**Richmond, Va.** (BPCT-960920IT)—United Television (Herbert J. Siegel, president, 132 S. Rodeo Dr., 4th fl., Beverly Hills, CA 90212) for TV on ch. 63, ERP 5,000 kw visual, ant. 311 m., 15703 Midlothian Turnpike. For interests, see item above. *Sep. 20*

**Virginia Beach, Va.** (BPCT-961001XK)—Ronald W. Cowan Sr. (1428 Franklin Dr.,

Virginia Beach, VA 23454) for TV on ch. 21, ERP 5,000 kw, ant. 139 m., 450 N. Battlefield Blvd. *Oct. 1*

**Virginia Beach, Va.** (BPCT-961001XA)—A.H. Belo Corp. (Robert W. Dechard, president/17.5% owner, Communications Ctr., P.O. Box 655237, Dallas, TX 75265) for TV on ch. 21, ERP 5,000 kw visual, ant. 104 m., on side of existing tower, 450 Battlefield Blvd. Belo owns or is buying WFAA-TV Dallas, KHOU-TV Houston; KING-TV Seattle; KXTV(TV) Sacramento, Calif.; KGW-TV Portland, Ore.; WCNC-TV Charlotte, N.C.; WVEC-TV Norfolk, Va.; WWL-TV New Orleans; KOTV Tulsa, Okla.; KASA-TV Santa Fe, N.M.; WHAS-TV Louisville, Ky.; KREM-TV Spokane, Wash.; KMSB-TV Tucson, Ariz.; KTVB(TV) Boise, Idaho, and KHNL(TV) Honolulu, and is selling KIRO-TV Seattle. *Oct. 1*

**Virginia Beach, Va.** (BPCT-960919KO)—Old Dominion Broadcasting GP (Lawrence L. Morton and Robert J. Connelly Jr., general partners, Bailey Rd., P.O. Box 71, South Effingham, NH 03882) for TV on ch. 21, ERP 5,000 kw, ant. 153.8 m., Kempsville Rd. and Battlefield, Va. *Sep. 19*

**Virginia Beach, Va.** (BPCT-960925KE)—Parker Communications Services Inc. (James D. Parker, president/owner, c/o Parker Industries, 100 Parker Ln., Virginia Beach, VA 23454) for TV on ch. 21, ERP 5,000 kw visual, ant. 186.9 m., 1400 ft. SE of intersection of Rte. 168 and Indian Creek Rd. *Sep. 25*

**Virginia Beach, Va.** (BPCT-961001KL)—Roland Anthony Ulloa (3456 South Ocean Blvd., No. 307, Palm Beach, FL 33480) for TV on ch. 21, ERP 5,000 kw visual, ant. 264 m., 2865 Kings Hwy, Driver, Va. Ulloa has applied for TV in Tallahassee, Fla. *Oct. 1*

**Virginia Beach, Va.** (BPCT-961001XZ)—Lockwood Broadcasting Inc. (David A. Hanna, president, 110 Salter's Creek Rd., Hampton, VA 23661) for TV on ch. 21, ERP 5,000 kw visual, ant. 104 m., on side of existing tower at 450 Battlefield Blvd. Lockwood has applied for TV in Manteo, N.C. *Oct. 1*

—Compiled by Jessica Sandin

## Changing Hands

Continued from page 45

**Buyer:** James K. Sharp, Huntsville  
**Seller:** Debco Productions Inc., Huntsville (Roger Jones, principal)  
**Facilities:** 1000 khz, 10 kw day  
**Format:** Music of Your Life

**WZNO(AM) Pensacola, Fla.**

**Price:** \$85,000 plus assumption of notes  
**Buyer:** 1230-AM Broadcasting Corp., Lenexa, Kan. (co-owners Michael B. and Dara Gliner). Michael Gliner owns WREN(AM) Topeka, Kan.; KGGN (AM) Gladstone, Mo., and WBAJ(AM) Blythewood, S.C.; is buying WASG (AM)-WZEW(FM) East Brewton, Ala.; is selling KSRX(AM) El Dorado, Kan.; has applied to build AM in South Tucson, Ariz.; is president of company that

has applied to build FM at Flint, Mich.  
**Seller:** Florida Information Radio Inc., Pensacola (David McDonald, principal); no other broadcast interests  
**Facilities:** 1230 khz, 1 kw  
**Format:** Religion

**WHDM(AM) McKenzie, Tenn.**

**Price:** \$1 plus assumption of obligations  
**Buyer:** Su-Mat Broadcasting Inc., McKenzie (Martha Bennett, president/owner); no other broadcast interests  
**Seller:** Southwind Communications Inc., McKenzie (Martha Bennett, executor); no other broadcast interests  
**Facilities:** 1440 khz, 500 w day  
**Format:** Dark

—Compiled by Elizabeth A. Rathbun

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# Datebook

## THIS WEEK

**Through Nov. 19**—National Association of Broadcasters European radio operations seminar. Cavalieri Hilton, Rome, Italy. Contact: (800) 342-2460.

**Nov. 18**—Federal Communications Bar Association Northern California chapter luncheon featuring Susan Ness. San Francisco Marriott, San Francisco. Contact: Paula Friedman, (202) 736-8640.

**Nov. 18-20**—Midwest Telecommunications Exposition, presented by the Ohio Telephone Association, 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. Metronome, New York City. Contact: (212) 642-6333.

**Nov. 21**—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. 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.

## NOVEMBER

**Nov. 25**—"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: Madeline 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**—West Virginia Broadcasters Association radio sales seminar. Days Inn Conference Center, Flatwoods, W.Va. Contact: (304) 744-2143.

**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. 16-18**—10th annual Cabletelevision Advertising Bureau Sales Management School. Del Lago Conference Center, Houston. Contact: Nancy Lagos, (212) 508-1229.

**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. 26-27**—West Virginia Broadcasters Association winter meeting. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

**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.

**Jan. 29**—The Caucus for Producers, Writers & Directors general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

## FEBRUARY 1997

**Feb. 4-5**—Arizona Cable Telecommunications Association annual meeting. Doubletree Suites Hotel, Phoenix. Contact: Susan Bitter Smith, (602) 955-4122.

**Feb. 6-9**—Radio Advertising Bureau marketing sales conference. Marriott Marquis Hotel, Atlanta. Contact: (214) 753-6740.

**Feb. 7**—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Feb. 10-12**—CTAM 13th annual research conference. Hotel del Coronado, San Diego. Contact: (703) 549-4200.

**Feb. 11**—West Virginia Broadcasters Association television sales seminar. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

**Feb. 12**—"Celebrating the 105th Congress," gala reception hosted by the Washington, D.C. chapter of American Women in Radio and Television. Cannon Caucus Room, U.S. House of Representatives, Washington. Contact: Melodie Virtue, (703) 841-0606.

**Feb. 12-13**—Cable Television Association of Georgia annual convention. Ritz-Carlton Hotel, Atlanta. Contact: Patti Hall, (404) 252-2454.

**Feb. 19-21**—32nd annual Broadcast Cable Credit Association seminar. Hyatt Riverwalk, San Antonio. Contact: Mary Teister, (847) 296-0200.

**Feb. 19-21**—Texas Show '97, presented by the Texas Cable & Telecommunications Association. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

## 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 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 7-10**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## JUNE 1997

**June 4-7**—PROMAX & BDA '97 conference 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

## Guerrilla warfare at Rysher

**F**or all the changes brought on by consolidation and strategic alliances in the television industry, syndication sales remains a business of relationships.

That truism helps explain how Rysher Entertainment managed to get 14 hours of first-run programming on the air each week in just five years' time. Much of the credit goes to Rysher's president of domestic television, Ira Bernstein.

"Ira is a great television executive and a skilled manager," says Keith Samples, chairman and founder of the company he named after his sons, Ryan and Sheridan.

"It's rare to find someone who is as good an executive as he is a friend," says Samples. "He inspires through his own actions, and he knows how to compete."

At times, Bernstein admits, competition in the syndication game is akin to guerrilla warfare.

"We're a little like Hessians hiding in the trees, waiting for an opening on the battlefield," jokes Bernstein, who became friends with Samples a decade before he joined Rysher in 1993.

Ironically, Rysher's future head of TV sales and marketing couldn't convince his future boss to invest in a children's series back in the early 1990s, when Samples was just starting out with Rysher and Bernstein was working for Thames Television's Reeves Entertainment.

"It was my best pitch that never closed," he says, "because the show Keith finally decided to go with was *Saved by the Bell*."

Rysher made its first mark by proving that there was a syndication afterlife for NBC's Saturday morning teen comedy. Today, Rysher has an international presence in movie and TV production and distribution.

The company was purchased by Cox Broadcasting in 1993, but its image as a scrappy independent persists. Those who have done business with Bernstein say the native New Yorker is tenacious but not unyielding.

"Anytime I set up a meeting with a buyer, I think I have a terrific show for that station," Bernstein says. "In this business, success always comes down to your relationships with stations and advertisers."

Advertising is where Bernstein got his start. Fresh out of college in 1981, he was hired by Ogilvy & Mather as a media planner. He hated the work, but was intrigued by his exposure to the world of programming.

Bernstein moved closer to that side of



*"In this business, success always comes down to your relationships with stations and advertisers."*

### Ira Lloyd Bernstein

**President, Rysher Domestic Television Distribution, New York; b. Feb. 5, 1959, New Rochelle, New York; AB, Marketing, Franklin & Marshall College, Lancaster, Pa., 1981; media planner, Ogilvy & Mather Worldwide, New York, 1981-82; network buyer, McCann-Erickson Worldwide, New York, 1982-83; director of programming, BJK&E, New York, 1983-85; director of advertising sales, executive vice president, LBS Communications, New York, 1985-90; vice president, advertiser-supported programming, Reeves Entertainment, New York, 1990-93; executive vice president, Rysher Entertainment, New York, 1993-94; Current position since 1994; m. Cheryl Tuck, 1986; children: Justin, 5; Kimberly, 2.**

the business the following year by joining McCann-Erickson Worldwide, where he managed advertising for Coca-Cola's vast and varied product line. After a stint as director of programming for BJK&E, Bernstein joined the fabled LBS Communications in 1985.

LBS pioneered the concept of first-run barter syndication by breathing new life into a failed NBC drama, *Fame*, in 1983. At one time, LBS handled national ad sales for syndicated product from such major suppliers as Warner Bros., Columbia and Fox. As executive vice president, director of advertising sales, Bernstein oversaw more than \$100 million in annual billings.

His five years at LBS taught Bernstein how to sell everything from action hours to animation. And from LBS founder Henry Siegel, Bernstein learned a lot about a commodity known in politics as "the vision thing."

"What LBS did back then was remarkable," says Bernstein. "They reinvented the way a huge part of the television business works and they helped create a market that didn't really exist before. And they did it by being aggressive and innovative."

In his own career, Bernstein doesn't always measure success by the numbers, whether they be Nielsen ratings or CPM rates. He's proud of the job Rysher did last year in launching *George & Alana*, even though the morning show hosted by George Hamilton and his ex-wife, Alana Stewart, lasted just one season. *Lonesome Dove: The Series* was another topflight production that got a great send-off from Rysher's distribution department.

"We've got a good situation at Rysher with a parent company that is wonderfully supportive, but that also gives us the room and autonomy to be creative," says Rysher. "We focus more on quality than volume."

Rysher is expected to launch at least two new first-run series next year: a daytime talker hosted by country superstar Naomi Judd and *Soldier of Fortune, Inc.*, a weekly drama developed by movie producer Jerry Bruckheimer.

"Our mandate from Cox is to create a library of high-quality programming," says Bernstein. "We don't have a tremendous overhead, but we do have tremendous backing from Cox, so we go after high-profile people. With the projects we've got going now, I'd say our odds of hitting a home run next year look pretty good." —CL

# Fates & Fortunes

## BROADCAST TV



Younger

**Laurie Younger**, senior VP, business affairs and administration, Walt Disney Television and Telecommunications, Los Angeles, named senior VP, ABC Inc., there.

**Krista Katona**, account executive, The Owens Group, joins WKRC-TV Cincinnati as public service/creative projects coordinator.

**Andy Freeman**, director, fund-raising, The Christian Broadcasting Network, Virginia Beach, Va., named executive producer, *The 700 Club*.

Appointments at WNBC(TV) New York: **Tom Remiszewski**, VP, advertising and promotion, ABC Sports, New York, joins as VP, creative services and programming; **Myriam Wright**, anchor/reporter, WABC-TV New York, joins as weekend anchor/reporter.



Cole



Ritchie

Appointments at Gateway Communications' WOWK-TV Huntington, W.Va.: **Terry Cole**, station manager, named GM; **Garry Ritchie**, GM, named VP, community affairs.

**Mary Lee Montague**, account executive, Chicago program marketing, WTTW(TV) Chicago, named VP, national sales and marketing, The Chicago Production Center, there.

**Duane Mathias**, VP, promotion and programming, KWQC-TV Davenport, Iowa, joins KJRH(TV) Tulsa, Okla., as creative services director.

Appointments at KCET(TV) Los Angeles: **Blaine Baggett**, director, public affairs and feature documentaries, named VP, program development and acquisition; **Valerie Zavala**, executive

producer, *Life & Times*, named VP, news and public affairs.

**John Hendricks**, account executive, WGN-TV Chicago, named national sales manager, East.

**Edvige Jean-François**, associate producer, *The Bulletin with Larry Kane*, KYW-TV Philadelphia, joins WSB-TV Atlanta as local programming producer.

**Tom Ehlmann**, general sales manager, KOVR(TV) Stockton, Calif., joins KHTV(TV) Houston as director, sales.

**Steve Anderson**, senior VP, remote production, ESPN, Bristol, Conn., joins ABC Sports, New York, as senior VP, production.

**Mike Conway**, VP/GM, WTXF(TV) Philadelphia, joins WTOG(TV) St. Petersburg, Fla., in same capacity.

**Bob Austin**, assistant news director/anchor, WBBH-TV Fort Myers, Fla., joins WTVO(TV) Rockford, Ill., as news director.

**Robert Shuman**, president/CEO/co-founder, Civic Network Communications Inc., Washington, joins Maryland Public Television Network, Baltimore, as president/CEO.

## PROGRAMING

**Keith Nussbaum**, associate, Wilner, Klein & Siegel law firm, Beverly Hills, Calif., joins Universal Television, Universal City, Calif., as director, music business affairs.

**Sandra Katz**, director, development, LeFrak Productions, New York, joins MTM Television there as director, program development, East Coast.

**Jesse Iverson**, management and marketing consultant, joins Alton Entertainment, New York, as executive director, sales.

**Ken Lewis**, director, participant marketing, Walt Disney Attractions, joins Marvel Entertainment Group Inc., New York, as executive VP, strategic alliances.

Appointments at Hearst Entertainment, New York: **Stacie Reilly**, manager, contract administration, named director; **Samantha Beck**, assistant manager, contract administration, named manager.

**Marc DiLorenzo**, director, business development, Fox Television, Beverly Hills, Calif., named VP.

**Andrew Richter**, executive VP, acquisi-

tions, development and co-production, Worldwide International Network, joins Bonneville Worldwide Entertainment, Los Angeles, as senior VP, acquisitions.



Soffer

**Lowell Soffer**, VP, finance and planning, National Geographic Television, Washington, named CFO.

**Julie Heldwein**, coordinator, special markets, Sony Pictures Entertainment, joins Marketing-

works Inc., Los Angeles, as project manager.

Appointments at Scholastic Productions Inc., New York: **Christina Nix Lynch**, product manager, Kidvision, joins as manager, marketing; **Robin Sayetta**, director, licensing, named executive director; **Helene Gordon**, merchandise manager, Nickelodeon, joins as senior manager, licensing.

**Steven Phillip Smith**, executive producer, *New York Undercover*, Fox Broadcasting Co., Beverly Hills, Calif., signs a multiyear drama development deal with Universal Television, Universal City, Calif.

## RADIO



Marsh

**Dick Marsh**, VP, marketing and syndication, Morningstar Radio Network, joins Mortenson Broadcasting Co., Lexington, Ky., as executive VP.

**Rich Boerner**, creative services director/assistant

program director, KLLC(FM) San Francisco, joins KLSX(FM) Los Angeles in same capacity.

Appointments at Jacor Communications Inc., Cincinnati: **John Hogan**, GM, WPCH(FM) Atlanta, named senior VP, Jacor Communications. Hogan will be responsible for 26 stations in six areas; **Dave Reinhart**, GM, WFLA(AM)/WFLZ-FM/WDUV(FM) Tampa, Fla., named market manager, Florida Gulf Coast broadcast area.



**Lowman**



**Vomvas**



**Becker**

**Appointments at A&E Television Networks, New York:**

**Diane Lowman** named director, publishing and print services; **Arthur Vomvas**, manager, finance and accounting, named director, general accounting; **Kitzi Becker** joins as director, production services; **Joseph LaPolla**, manager, program scheduling and acquisitions, The History Channel,



**LaPolla**



**Mohamad**



**Donohue**



**Kelly**

named director; **Michael Mohamad**, president, MSM Advertising, joins as VP, marketing; **Diane Murray Donohue**, account executive, named director, advertising sales; **John Kelly**, VP, prime time and late-night sales, CBS Television, joins as director, advertising sales.

**Sean Michael Lisle**, program director, WQLT(FM) Florence/Muscle Shoals, Ala., joins KGRT-AM-FM Las Cruces, N.M., as operations manager/program director.

Appointments at Katz Radio Group, New York: **April Wilson**, administrator, named manager; **Jennifer Maurer**, account executive, The Concept Group, St. Paul, joins as promotions director.

Appointments at Eastman Radio: **Jeff Weinand**, VP/manager, San Francisco office, moves to Atlanta office; **Garrett Frakes**, GM, KIKI-AM-FM/KHVH(AM) and KKIV(FM) Honolulu, joins as manager, San Francisco office.

American Radio Systems, Baltimore, has entered into a local marketing agreement with WWMX(FM) and WOCT(FM) there, while waiting for FCC approval. ARS appointments: **T. Alan Hay**, GM, WQSR(FM) Catonsville, Md., and WBMD(AM) Baltimore, adds WWMX(FM), WOCT and WBGR(AM), also Baltimore, to his responsibilities; **Barbara Crouse** named director, marketing and promotion, for all ARS stations in Baltimore; **Bill Pasha**, program director, WQSR Catonsville, adds the same duties for WOCT.

**Beth Berke**, account executive, Banner Radio, Atlanta, moves to Philadelphia office, as sales manager.

**Rustry Humphries**, creative director, TM Century Inc., Dallas, joins WRCX(FM) Chicago as executive director, *Man-cow's Morning Madhouse*.

**CABLE**



**Lucas**

**Gus Lucas**, senior VP, programming, International Family Entertainment, Los Angeles, named president, Family Channel programming.

Appointments at Home Shopping Network, St.

Petersburg, Fla.: **Michael Crowley**, director, merchandising, Folio Catalog, Saks Fifth Avenue, joins as VP/divisional merchandise manager, apparel and accessories; **Cheryl Abernathy**, cosmetics buyer, named divisional merchandise manager, cosmetics; **Tom Kerins**, senior VP, merchandising, marketing and replenishing, Jan Bell Marketing, joins as VP/divisional merchandising manager, home furnishings and hardlines; **John Pinocci**, VP, product and event marketing, named VP, special events. **Joy Boyle**, VP, eastern region, Encore Media Corp., joins Viewer's Choice, New York, as VP, corporate communications.

**Melissa Stark**, producer/reporter, Home Team Sports, Baltimore/Washington, joins ESPN, Bristol, Conn., as host, *Scholastic Sports America*.

**Barry O'Donnell**, head, planning and coordination, Atlanta Olympic Broadcasting, Atlanta, joins QVC, West Chester, Pa., as VP, broadcasting.

**Robert May**, president/CEO, Town Air Freight, South Bend, Ind., joins Cablevision Systems Corp., Woodbury, N.Y., as COO, cable television operations, digital services and Rainbow Programming Holdings Inc.

**Nory Le Brun**, executive VP, broadcast and affiliate sales, Home Shopping Network Inc., St. Petersburg, Fla., joins Silver King Communications Inc. (parent), as executive VP, broadcasting; **Kelly Porter**, VP, strategic sales and planning, iX Network, joins Home Shopping Network Inc. as executive VP, broadcast and affiliate sales.

**John Reardon**, president/CEO, Zing Systems, joins TCI Communications Inc., Englewood, Colo., as senior VP, TCI Communications, and president/CEO, TCI music subsidiary.



**Patton**

**Taffy Patton**, training manager, Cable in the Classroom, Alexandria, Va., named associate director.

**Joe Townley**, director, programming/executive producer, *SportsDesk*, MSG Network, New York, named VP, programming.

**Bill Brand**, news director, WPRI-TV Providence, R.I., joins VH1, New York, as VP, programming and production.

**MULTIMEDIA**

Appointments at The Ohio Educational Telecommunications Network Commission, Columbus: **Linda Wilson-Mirachi**, professor, computer science, Franklin University, joins as director, educational services; **Dave Graham**, promotion manager, WOSU-TV Columbus, joins as publications editor.

**David Stone**, director, telecourse development and design, Jones Digital Century, Englewood, Colo., named VP/GM, telecourse group.

**Benjamin Trust**, director, operations, Killer Tracks, Hollywood, joins AirWorks, Edmonton, Alberta, as VP, business development.

**Marc Robertz**, former director, marketing and creative services, WMAR-TV Baltimore, has formed Really Cool Creative, a creative services company there.

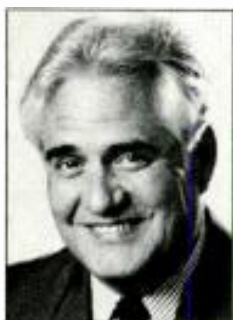
**Steven Heyer**, president, Turner Broadcasting Sales, New York, named presi-



dent, worldwide sales, marketing, distribution and international networks group. Advertising and cable/satellite sales are being consolidated under Heyer along with International Networks.

Appointments at Beachport Entertainment Corp., New York: **Linda Azarone**, VP, new business development, consumer products division, The Walt Disney Co., joins as COO/executive VP; **Barry Mendelson**, president/COO, named co-chief executive officer and retains his position as president.

## ADVERTISING/MARKETING



Marchese

**John Marchese**, president, Alcone Marketing Group, joins Bates USA, New York, as executive VP/director, marketing development.

Appointments at Temerlin McClain, Dallas:

**Sally Scott**, free-lance producer, joins as senior producer; **Leigh Sander**, associate creative director, Leo Burnett, Chicago, joins in same capacity; **Danelle Friedlander**, broadcast business manager, The Richards Group, Dallas, joins as broadcast traffic manager; **David Fussell**, edition editor, *TV Guide*, joins as proofreader.

**Kathleen Coffey**, director, sales and marketing, Media Market Resources, New York, named president.

**Lisa Hammer**, director, trade and media relations, Showtime Networks Inc., New York, joins Pamela Giddon & Co. there as VP.

## SATELLITE/WIRELESS

Appointments at American Sky Broadcasting, New York: **Katherine Lewis**, VP, marketing, Sega Channel, joins as VP, programming; **Tom French**, VP, consumer marketing, U.S. Satellite Broadcasting, joins as VP, marketing; **Elen Agress**, VP, legal policy and planning, NBC Inc., joins as senior VP/general counsel.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Stephen Malaby**, director/chief technologist, new media, Logica Inc., joins as director, consumer product engineering; **Kurt Luecke**, national sales manager, dealers/distrib-

ution, Netlink, joins as territory manager, Rocky Mountain region.

Appointments at EON Corp., Chantilly, Va.: **Terry Johnson**, group product manager, SkyTel Corp., joins as director, marketing; **Barry Wray** joins as director, network technology; **Jennifer Alston**, director, marketing, Orion Network Systems, joins as director, corporate communications.

## ASSOCIATIONS/LAW FIRMS

**Edward Kaplan**, real estate developer and investor, Washington, and **Shirley McBay**, president, Quality Education for Minorities Network, Washington, join the Maryland Public Broadcasting Commission, Annapolis, Md.



Marron

**Kathleen Marron**, partner, Robins, Kaplan, Miller & Ciresi, Minneapolis, elected president, 1997 national board of directors for Women in Cable & Telecommunications, Chicago.

**Robert Boone Jr.**, regional VP, AT&T, Brussels, Belgium, joins Wiley, Rein & Felding law firm, Washington, as of counsel.

**David Carlin**, partner, Loeb & Loeb LLP, entertainment, New York, named managing partner, Los Angeles/New York.

## TECHNOLOGY

**Randy Roberson**, chief technology officer, Motorola ISG, joins General Instrument Corp., Chicago, as VP, engineering, communications division, Western operations.

Appointments at Thomson Consumer Electronics Inc., Indianapolis: **Guy Johnson**, VP, Multimedia & Video Product Management, Indianapolis, named VP, sales; **Larry McKinney**, GM, accessories and components, named VP, video product management; **Michael O'Hara**, VP, DBS product management, adds DVD product management to his responsibilities.

**Thomas Ertel**, engineering director, Chipcom Corp., joins Artel Video Systems Inc., Marlborough, Mass., as VP, engineering.

Appointments at Sony Electronics' Business and Professional Group, San

Jose: **Michael Gilbert**, engineering VP, Octel Communications Corp., Milpitas, Calif., joins as VP, Advanced Development Center (ADC); **Don Craig** joins as director, engineering, ADC.

## TELEMEDIA



Siegler

**Scott Siegler**, founding partner, MediaFour, joins American Cybercast, Marina del Rey, Calif., as president, entertainment.

**Claire Browne**, director, research, Sony Worldwide Networks, joins

SiteSpecific Inc., New York, as director, media sales.

Appointments at KidStar Interactive Media, Seattle: **M.J. King** joins as on-air personality; **Lorah Goertzel**, free-lance producer, joins as news producer; **Carlos Broussard** joins as news reporter/writer; **Pam Veenstra** joins as graphic designer, production.

**Jay Bobowicz**, VP, operations and business development, Hearst New Media's HcmeArts (Internet service), New York, named VP, new media development and operations, Hearst New Media & Technology.

## DEATHS

**Allan William Lee**, 74, broadcaster, died Nov. 9 in Monterey, Calif. Lee's broadcasting career began in the late '40s as manager, radio sales, for the Katz Agency in Chicago. He later became executive VP and part owner of Beck Ross Communications. In that capacity he was general manager of WCRZ(FM), WKMF(AM) Flint, Mich., and WHCN(FM) Hartford, Conn. Ownership was Lee's next step. In 1984 he purchased WCRZ and WKMF. In 1988 he acquired KIQQ(FM) Carmel/Monterey, Calif. Lee is survived by his wife, Evelyn; two children, David and Fran; and a granddaughter.

**Arthur Peterson**, 83, actor, died of Alzheimer's disease Oct. 31 in Pasadena, Calif. Best remembered as Grandpa Tate on the television show *Soap*, Peterson also played the Reverend John Rathledge on the 1936 radio version of *The Guiding Light*.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## **Microsoft Corp. expects to spend \$400 million this year for content on Internet services,**

including MSNBC, the Microsoft Network and a travel service called Expedia. At a Forrester Research conference last week, Steve Baller, Microsoft executive VP, also said Microsoft expects to invest \$300 million/\$400 million annually in new media over the next five years before it sees a profit. That includes up to \$450 million on MSNBC online and on cable. In an SEC filing last week, Microsoft also revealed that TCI had withdrawn its \$125 million investment in MSN. The move principally was due to MSN's transition from a subscription service to one that is Web-based.

Microsoft reports that it will work with TCI on other Internet programming.

**Time Warner is taking aim at ASkyB's license for DBS.** In a letter Friday to FCC Chairman Reed Hundt, Time Warner Presi-

dent Richard Parsons urged the commission not to grant MCI's DBS license application until it reviews the implications of MCI's merger with British Telecommunications. Time Warner said the deal will render the DBS license 100% foreign-owned and that the application also raises issues of trade reciprocity with Europe and Australia. "Time-Warner tried to censor the Fox News Channel from competing with CNN, and now they are trying to censor ASkyB's satellite competition to their cable systems," ASkyB Chairman Preston Padden said in response.

**Decker Anstrom has been awarded a new three-year contract** that will keep him at the helm of the National Cable Television Association through 1999. NCTA isn't talking dollars. But the new pact likely is worth more than his original deal that paid him \$536,000 in 1994. Anstrom joined NCTA in

1987 as executive VP, became acting president in July 1993 when then-president Jim Mooney resigned and was named president in January 1994.

**A Delaware court put new cable scrambling rules on hold** while Playboy Entertainment Group and the government spar over the rules. On Friday the FCC declared the scrambling rules in effect, but judges decided that the rules should not be enforced while the two sides submit arguments concerning Playboy's request for a stay. The rules require operators to scramble the audio/video of sexually explicit programming channels or restrict their airing to the 10 p.m.-6 a.m. time slot.

**The FCC should "tread very lightly" on the issue of alcohol ads** on TV, FCC Commissioner Rachele Chong told a Denver luncheon last Friday. While urging broadcasters to decline hard

liquor ads, Chong said any FCC ban on liquor ads would face a high hurdle in the courts.

**EchoStar Communications escalated its assault on cable giant Tele-Communications Inc.** last week, offering a free dish to TCI subscribers in Boulder, Colo. Boulder voters rejected TCI's franchise renewal proposal in the recent election. The EchoStar offer, valued at \$199, gives TCI customers a free dish with purchase of EchoStar's \$300 annual programming package. The offer is good through Dec. 1 and limited to one dish per home. An EchoStar spokesperson said that only a few hours into the promotion there had been "a big response."

**Statistical Research Inc. has received additional funding from ABC, CBS and NBC to further its effort to develop a new system for measuring TV ratings.** Since 1994, SRI

## **TCI Satellite Group to be spun off**

Tele-Communications Inc. has gained Securities and Exchange Commission approval to spinoff its TCI Satellite Entertainment Group into a separate publicly traded company. TCI, which got the green light last Friday (Nov. 15), will be able to begin distribution of DBS service on Dec. 4.

TCI Satellite starts with TCI's 21% stake in Primestar Partners LP (including 735,000 of Primestar's 1.5 million DBS subscribers); TCI's two satellites, and PrimeStar by TCI, the marketing arm of TCI's stake in PrimeStar. The group will also own Tempo Satellite Inc., TCI's high-power satellite group, but not Netlink USA, a distribution arm of TCI's Liberty Media.

Industry analysts value the spin-off company at \$2 billion-\$2.5 billion. In a telephone conference call, TCI Satellite President Gary Howard said the company is on target to launch a medium-powered GE-2 satellite in late February which will boost channel capacity from 94 channels to more than 140 and reduce DBS dish size from 36 inches to 27-29. TCI's second high-power satellite, which would launch into a 119 degree orbital slot,

would add another 65-150 channels. No launch date has been set.

"It's contemplated to be heavily sports, movies and pay-per-view product," says Howard. The second satellite would reduce DBS dish size to 13.5 inches, smaller than the current 18-inch industry standard. With the high-power launch, Howard says the company will sell instead of rent its DBS digital dishes to suburban and urban as well as rural markets.

The new company will have access to TCI's emerging compression technology, IMedia, which is expected to achieve a compression ratio of 16:1 by mid-1997, Howard says. That will allow it to offer 150 channels from its 119 degree slot. Howard says TCI has resolved its differences with its four Primestar MSO partners (Time Warner, Cox, Comcast and Continental) over the use of the company's two satellites. He discounted as speculation the idea that TCI Satellite would sell its second satellite to News Corp.'s ASkyB DBS venture; become a partner in ASkyB while MCI reduces its stake, or enter a partnership with EchoStar Communications.

—JM

has been constructing an experimental system using 500 Philadelphia homes. Designed to measure viewership, home set-top receivers track programs encoded at the point of transmission. The new funding will allow SRI to complete the installation of its Universal Television Program Code system, already being used by the ABC-, CBS- and NBC-owned stations in Philadelphia. SRI officials say specific program ratings should be available from the Philadelphia laboratory by next summer.

Former Apple Computer executive James Burger last week said **a good case could be made for spectrum auctions if the computer industry is not included in the digital TV standard-setting process.** Debating the standard at a Media Institute luncheon, Burger also said a five-year sunset on the standard might be acceptable. Robert Graves of the Advanced Television Systems Committee countered that any sunset should be at least 10 years. Computer and broadcast industry representatives continue closed-door negotiations on the standard.

**wydc-TV Elmira, N.Y., has signed on to Fox as a primary affiliate.** The station will continue to be affiliated with UPN until January 1998 and will add Fox's Sunday prime time to its schedule in January 1997. It will carry Fox's complete lineup in-pattern when its UPN contract

expires. Fox programming has been seen in Elmira via cable spill-in from Fox's New York affiliate, WNYW-TV, and FOX NET, Fox's cable delivery service. Before the agreement, WYDC-TV had served as a Fox secondary affiliate, carrying Fox Children's Network and Fox Sports' NHL broadcasts.

**PanAmSat has rescheduled the launch of its PAS-6 Atlantic Ocean Region satellite to March or April 1997** to allow satellite builder Space Systems Loral to replace the power control units (PCUs) on the spacecraft. PanAmSat says the PCUs passed its tests but that Loral wants to replace them with an improved design. PAS-6, originally due to launch next month, will provide transponder capacity for Sky Entertainment Services, the Latin American DTH venture of Globo, Televisa, News Corp. and TCI. "The delay in the launch of PAS-6, while disappointing, does not significantly alter our operational plans for Brazil or have any effect on our upcoming launch in Mexico and the other Latin America and Caribbean basin territories," said Sky Entertainment in a statement. Sky said it will continue to use its capacity on the existing PAS-3 bird.

**Pacific Telesis Group (Pactel) canceled its \$175 million acquisition of two wireless cable systems in California.** The deal, signed in

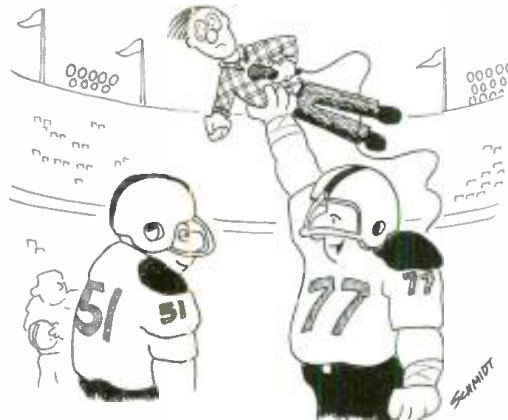
November 1995, included wireless systems owned by Wireless Holdings Inc. and Videotron Bay Area Inc., which are joint ventures of Transworld Telecommunications Inc. and Le Groupe Videotron. The systems would have allowed PacTel to transmit 100 digital video channels by early 1997. PacTel says it canceled the deal because it wouldn't make concessions demanded by Videotron and Transworld. Le Groupe plans to fight PacTel's decision. Since the deal was signed, SBC Communications (Southwestern Bell) has said it plans to acquire PacTel for \$16 billion.

**International Family Entertainment reported a 0.9% gain in revenue** for the third quarter (ended Sept. 30) compared with the same period in 1995. The company's operating income was up 34%, to \$15.8 million, from \$11.8 million for the previous year's third quarter. Operating cash flow rose 27%, to \$18.6 million. The gains were contributed primarily

by The Family Channel, which saw increases of 23%, 91% and 82%, respectively, in those three areas.

**The US West-Continental Cablevision merger closed last week** after Continental shareholders approved the deal to become a subsidiary of the telco. Financial terms of the \$10.8 billion transaction, the first major merger after the signing of the Telecommunications Act, were unchanged since announced in February, says Continental. The equity portion of the deal is \$1 billion in US West preferred stock, \$1.15 billion in cash and 150.6 million shares of US West Media Group, valued at \$21 per share.

**Prodigy is now offering new subscribers unlimited free trial time.** New Prodigy members previously received 20 hours of free access during their first month of service. This week, Prodigy introduces its Macintosh and Windows 3.1 versions.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I love it when a reporter asks me how much I can lift!"

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### Incorporating The Fifth Estate TELEVISION Broadcasting

## Up to go

These are trying days in cable TV. Stock prices are as low as its reputation on Wall Street. It's a function of debt and high expectations, compounded by the cost of continual system upgrades to stay even with or ahead of the new competition. And there is new competition. Not from the telephone companies, but out of the blue: DBS, which may never overwhelm cable but is in a position to take the edge off.

Cable has always had to do it the hard way. It knows how.

## Greening of the 'Net

This page never believed in Teletext. Videotex we scorned. But our heart's been stolen by the Internet, which has the potential of being the next great extension of broadcasting and cable.

A few of our constituents are making significant moves in that direction. MTV recently notified major Internet and online service providers that it wants payment for access to its Web pages. ESPN and Discovery are exploring similar options. That's what will divide the entrepreneurs from the amateurs in the Internet world: the ability to engage in electronic commerce, transactional and otherwise.

The sooner that principle is established—that users will have to pay for at least some of what they're getting free—the sooner the Internet will come into the real world. Broadcasters, who have always been hobbled by the lack of access to a second revenue stream, will have a new lease on life in that regard. Cable has both the habit and the advantage, and will likely blaze this trail.

That's why it's so important that broadcasters, consumer electronics interests, the Grand Alliance and the computer industry successfully conclude their search for a compatible digital television standard. If ever interoperability is to be the key, it's between the existing world of electronic communications and the emerging one.

## Famous and wise

Last week's BROADCASTING & CABLE Hall of Fame induction in New York brought together many of the industry's top executives to honor their colleagues. Among the acceptance speeches were some observations on the current state of the media marketplace that deserve to be tucked away for reference.

The first comes from Howard Stringer, late of CBS and now manning what he called the "lonely outposts of the new frontier" as head of the telco joint venture Tele-TV. "In this period of consolidation and mergers and acquisitions," said Stringer, "there seems to be a lot of personal name-calling. As my own reflection on 30 wonderful years at CBS, passion is better put into programing than into politics, because it's the passion that drives our industry." Copies to Ted Turner and Rupert Murdoch.

Taking another tack on that same competitive marketplace was NBC President Bob Wright, who said in effect that the dizzying pace of change in the communications world should generate excitement rather than angst. Wright predicts that eventually "we will look back and see this as the greatest period, the most exciting period, in the media business." Some of Wright's excitement is being provided by MSNBC, which is a combination both of new technologies and of the pocketbooks of NBC and Microsoft. While the network remains solidly in the red, we also recall the ink that CNN bled at the start. Smart people, said Wright, will find a way to participate in the intersection of all these new technologies. Wright is one of the smartest.

One comment with which we take minor issue was by inductee Brian Roberts, president of Comcast, who said he was "too young to be in a hall of fame" (Roberts is 37). We respectfully disagree. The Hall of Fame isn't about age, but about vision and ambition and distinction. In that respect, all our honorees stand for the best in the business.

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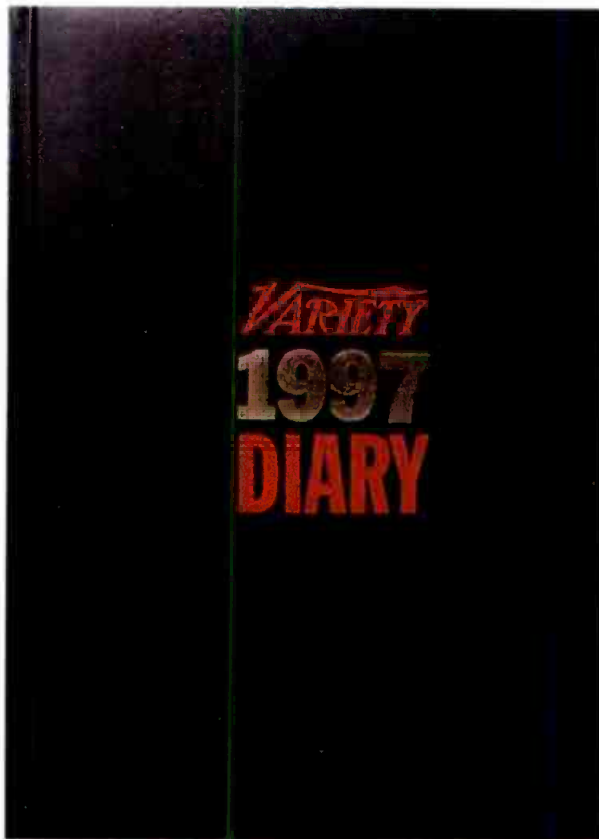
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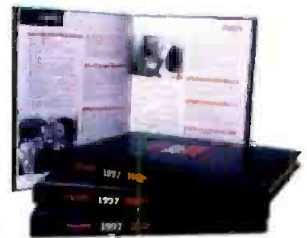
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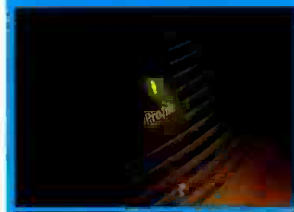
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