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High Noon For Digital TV

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The Upwardly Mobile Medium

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Keystone Kops." Last week he suggested that the FCC and the FTC might instead conduct joint inquiries or hearings.

Hundt received one potential note of support from Commissioner Susan Ness, who said the issue "is not beyond the FCC's purview."

Ness said she agreed with Quello's preference for congressional input on the issue. But citing the plans of cable systems and some broadcasters to accept hard liquor ads, Ness also said she is not ruling out potential FCC action.

Other FCC officials say Hundt's push for a notice of inquiry might not be on the rocks even if a majority of the commissioners do not support it.

Sources suggest that the FCC could simply invite comments on the petition rather than launch its own inquiry.

The petition was one of several letters the FCC received on the subject. And representatives from both sides of the issue were walking the halls of the FCC.

While Hundt and his FCC colleagues offered differing views on the commission's authority, lawmakers also got into the act. Representative Joseph Kennedy (D-Mass.) answered

Commissioners Quello and Chong think Congress should deal with alcohol ads.

Quello's statement with one praising the FCC as an effective bully pulpit on the issue of TV violence. "The FCC can and should play a similar role concerning the impact of hard liquor ads on children," Kennedy said.

Representative Billy Tauzin (R-La.), soon to be chairman of the House Telecommunications Subcommittee, said the FTC should have primary responsibility over the issue, but, he left the door open to holding hearings in his subcommittee. "The question is whether it's any more in the public interest to say you can't advertise distilled spirits but you can advertise beer and wine," said Tauzin.

It is still unclear whether Tauzin's Commerce Committee subcommittee even has jurisdiction. If it does, Tauzin says, the committee may examine the constitutional issues, what limits are permissible on the advertising of legal products, the fairness of blocking liquor ads but not beer and wine, and the issue of protecting children from liquor ads.

"My concern is that you always have to be very careful about regulating speech," Tauzin says.

Another House Commerce Committee member, Representative Rick Boucher (D-Va.), says any efforts to block free speech should be stopped.

Meanwhile, the broadcast networks are continuing their long-standing policy of not accepting the liquor ads, as are cable companies Comcast, Turner and Time Warner. At least 25 individual broadcast stations say it will accept the ads, however. Black Entertainment Television also says it will take the ads, while Continental Cablevision and Cox say they will allow their regional operating units "discretion" to make their own decision, but will provide guidelines. ■

Factions form over content ratings

Debate simmers over type of system needed: MPAA or HBO

By Heather Fleming

WASHINGTON

Parents want more than an age-based TV ratings system—they want detailed program content information, according to a new national survey.

Eighty percent of parents surveyed prefer an HBO-style ratings system that identifies content—including sex, violence and language—to the 28-year-old Motion Picture Association of America (MPAA) age-based system. The National Parent–Teacher Association, Institute for Mental Health Initiatives and researchers at the University of Wisconsin–Madison conducted the nationwide written survey of 679 parents.

Dr. Joanne Cantor, professor in the Department of Communications Arts at the University of Wisconsin-Madison, says 80% of parents prefer a TV ratings system that gives detailed information on sex, violence and language.

The TV ratings implementation group has been working for months to develop an easy-to-use ratings system to help parents protect their children from objectionable TV programing. The ratings will work hand-in-hand with the V-chip content-filtering device that the Telecommunications Act of 1996 requires in all TV sets 13 inches or larger by a date to be determined by the FCC.

MPAA President Jack Valenti, who is heading the ratings implementation group, said in a statement the group is trying to devise a system that is "family-friendly, easy to understand, easy to use and, most of all, grounded in honorable purpose." Valenti also led the movie industry's effort to develop a ratings system 28 years ago.

The MPAA released a survey Nov. 14 showing that 79% of parents with children under 13 and 80% of those with children under 18 find the movie industry's ratings system useful. These were the highest ratings since the system's creation in 1969, when 51% approved.

But Representative Edward Markey (D-Mass.), father of the V-chip TV content-blocking device, wants both the MPAA and the HBO systems for TV ratings: "It would be very unfortunate if the industry decided to ignore this consensus." Markey says it is "no secret" that the implementation group is leaning away from the HBO system and toward the MPAA's. But he remains "hopeful that this survey will help persuade the group that parents would be better served by a system that includes both approaches." If the TV ratings implementation group ignores the study,

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Markey warns, the industry should expect "screams to high heaven."

"Grow up and get real," was the response of one broadcast lobbyist. "We need to go one step at a time. The [MPAA-style system] is a thousand times better than what we have today—nothing." The lobbyist says any system adopted may need adjustments, but it just takes time to see how it's working.

The problem with an HBO-style system is that adjustments in TV programing are often made at the last minute, whereas HBO usually knows months ahead what it's airing, says one member of the implementation group.

"You can't have too complicated a ratings system because if different parties are doing the rating, you'll probably have wilder variations as to how shows are rated than if ratings are done by the same people," as in the MPAA's case. Because of the sheer volume of programing on TV, programers and distributors will rate their own shows. They will be policed by an industry oversight board.

The self-imposed deadline to settle on a system is January 1997, but the plan is expected to be unveiled Dec. 19. ■

Fields rails against Hundt, interconnection

WASHINGTON—The FCC and its chairman, Reed Hundt, came under renewed assault last week from congressmen unhappy with the agency's telephone interconnection rules.

Outgoing Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex.) called for Hundt's resignation, unless it can be shown that the rules were a "simple and honest mistake." If Hundt was being "willful and intentionally disregarded the specific language of the [Telecommunications] Act and the intent of Congress, then he should step aside—he should resign," Fields said at a conference. The federal appeal court stay of the rules and the Supreme Court's affirmation is "an embarrassing slap in Reed Hundt's face," Fields said.

The rules spell out the terms by which long-distance telephone, cable companies and others may interconnect with the local telephone companies in order to compete with them. Like their congressional champions, the local telcos believe that the rules go beyond what Congress intended in mandating them in the 1996 Telecommunications Act.

Hundt may ignore the retiring Fields, but not Billy Tauzin (R-La.), John Dingell (D-Mich.), Rick Boucher (D-Va.) and Dennis Hastert (R-Ill.). Tauzin is Fields's successor as head of the Telecommunications Subcommittee; the others are leading members. They called the rules "an act of extraordinary arrogance" in a brief filed with the 8th Circuit Court of Appeals.

"[T]he commission is behaving like a renegade agency," the brief says. "It appears to believe it is not accountable to anyone, and should be free to substitute its own judgments for congressional directives."

An aide to Tauzin said the brief was "clearly intended to be a warning shot across the bow of the FCC." Tauzin plans to hold FCC oversight hearings and has threatened to renew discussion on an "FCC reform bill," he said. —HF

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'95 broadcast revenue tops $24 billion

Annual Veronis Suhler survey shows 8.8% growth by public companies

By Steve McClellan

NEW YORK

Broadcasting revenue for publicly reporting companies grew 8.8% industrywide in 1995, to $24.7 billion, a slightly lower growth rate than in 1994, when the industry's revenue gain was 11.3%, to $22.7 billion. Those results were reported last week by Veronis, Suhler & Associates, in the New York–based investment banking firm's 1996 Communications Industry Report.

All the financial results reported in this story are based on the VS&A report, which analyzes results for all publicly traded broadcasters and a small group of private companies that report results because they rely on some form of public financing. VS&A estimates that its report covers companies accounting for about 65% of total U.S. broadcasting revenue in 1995.

The growth pattern for revenue also was apparent for industrywide operating income—slower growth in 1995, when operating income rose 7.6%, to $4.7 billion. In 1994 operating income for the industry soared 32.6%, to almost $4.4 billion.

Over the past five years (1991-95), the industry turned in a 7.4% compound annual revenue growth rate. During the same period, the comparable growth rate for television network companies was 6.1% and for local station broadcasters was 10.1%.

BROADCAST REVENUE, OPERATING INCOME, ASSETS, 1991-95
($ in millions)

	REVENUE	OPERATING INCOME	ASSETS
1991	$18,534	$1,962	$29,576
1992	$19,591	$2,430	$28,654
1993	$20,376	$3,295	$29,842
1994	$22,670	$4,370	$31,207
1995	$24,672	$4,703	$41,142

Source: Veronis, Suhler & Associates 1996 Communications Industry Report

For operating income, the industrywide five-year compound annual growth rate was 19.6%. For television network companies, the comparable rate was 16.5% and for local broadcasters 23.3%.

Meanwhile, in a separate forecast report issued earlier this year, VS&A predicted a fairly robust advertising economy from now until the end of the decade. The report projected network advertising will rise at a 5.9% compound annual rate over the next five years, outpacing the 3.5% compound annual growth rate the networks experienced in the first half of the decade.

For local broadcasters, VS&A also painted a pretty rosy picture, predicting that TV station advertising will grow at a 6.2% compound annual growth over the next five years, with total TV station advertising growing from $18.9 billion in 1995 to an estimated $25.6 billion by 2000.

Total advertiser spending on broadcast television (network and local combined) will grow to $41.2 billion in 2000, VS&A said, from $30.6 billion in 1995. That would represent a 6.1% compound annual rate, and a 2.4 percentage point improvement over the 3.7% annual growth rate of the past five years.

In terms of revenue growth, local broadcasters turned in a better performance in 1995 than did the networks that service many of them with programing. Local broadcaster revenue rose 13.6%, to $8.8 billion, while rev-

Cable revenue hits $19 billion

Revenue for publicly reporting cable system operators jumped 22.6% in 1995, to just over $19 billion, with a 5.4% gain in operating income, to almost $3 billion, according to the 1996 Veronis, Suhler & Associates Communications Industry Report, released last week.

Over the last five years, VS&A reported, cable operator revenue grew at a compound annual rate of 10.2%, while operating income grew at a rate of 6.9%.

VS&A valued cable operator assets in 1995 at about $70.6 billion, up 39% over 1994, while the industry's asset value over the past five years grew at an annual rate of 12.5%.

Revenue for cable networks (including pay-per-view services) jumped 19.4% in 1995, to $8.6 billion, while operating income jumped 34.3%, to almost $1.4 billion.

Network revenue over the past five years grew at a compound annual rate of 17.4%, while the growth rate for operating income over the same time was 16.2%.

Direct broadcast satellite operators posted revenue of $43.8 million in 1995, with an operating income loss of $70 million.

TCI, the largest MSO, generated $5.4 billion in revenue from its cable operations in 1995, up 26.8% from a year ago. Operating income for the number-one MSO in the same year, however, was down 16.4%, to $653 million. Time Warner's cable system operations posted $3.3 billion in revenue for the year, a 45.7% gain accomplished in large part through acquisitions. Time Warner's cable operating income totaled $497 million, up 46%.

VSA noted that cable operator profit margins were down 2.5 percentage points to 15.6% in 1995—the result of aggressive acquisition activity.

Turner Broadcasting and Time Warner were first- and second-ranked, respectively, among revenue-generating cable network companies. Turner's array of networks (CNN, WTBS[TV] Atlanta, TNT, Cartoon) generated almost $3.3 billion in revenue, up 22.5% over 1994, and with a five-year annual growth rate of almost 25%. Those networks posted operating income of $465 million, up 34.2% on the year.

Time Warner's networks (HBO and Cinemax, and interests in Comedy Central and E! Entertainment) posted revenue of $1.6 billion, up 6.2% over 1994. Operating income totaled $274 million, up 15.6%.

Overall, VS&A said, the cable industry was particularly strong in 1995 as a result of several factors, including better audience ratings, expanded cable penetration, the emergence of DBS and growth in wireless cable. —SM

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enue for the network segment rose 6.4%, to $15.8 billion.

The rate of revenue growth for both local broadcasters and networks was slower in 1995 than a year earlier, when broadcasters showed a 14.2% climb in revenue, to $7.7 billion, and networks grew 9.8%, to $14.9 billion.

The fortunes of some networks were better than others in 1995. General Electric–owned NBC dominated the ratings and as a result reaped a 16.6% revenue gain (double its 1994 growth rate), to $3.9 billion. News Corp.–owned Fox also had a good fiscal 1995 (which ran from June 1994 to June 1995), reporting a 38.3% gain in television revenue, to $1.8 billion, more than doubling the previous year's growth. VS&A cited the National Football League and a strong 1994 holiday season as helping Fox.

Capital Cities–owned ABC turned in an 8.5% revenue gain in 1995, to $5.7 billion. In 1994, the company posted a 13.2% gain on revenue, to $5.3 billion. Revenue for Westinghouse-owned CBS was down almost $700 million in 1995, and VS&A cited the network's prime time ratings plunge and the fact that it had the winter Olympics to boost the previous year's figure. Year-end 1995 Westinghouse/CBS revenue totaled $3.8 billion.

On the profit side, NBC was the standout gainer, with a 47.6% increase in operating income, to $738 million. Fox also had a solid 26% TV operating income gain, to $404 million. ABC had a relatively small gain (3.1%) but the largest operating income among the Big Four: $1.2 billion. CBS showed a 4% drop in operating income, to $189 million.

Outside of the network-owned local broadcasters, Tribune and Gannett were the only two companies with broadcast revenue exceeding $400 million in 1995. Tribune posted $829 million in revenue, up 8.5%, with a 21.3% operating income gain, to $160.6 million. Gannett had a 14.7% revenue gain, to $466.2 million, and a 41.9% operating income gain, to $183 million. ■

'Day & Date' canceled

HOLLYWOOD—The victim of poor ratings, syndicated early fringe strip *Day & Date* is being canceled effective Jan. 3, 1997, the show's distributor, Eyemark Entertainment, confirmed late Friday. The show, hosted in its second season by Dana King, was conceived as a sort of *Today* for the afternoon that would counterprogram talk shows and be a compatible news lead-in. "I'm sorry but not surprised," said WAGA-TV Atlanta program director Shay Merritt. "It was a pretty complicated show to do," she said, adding that she felt it was well executed—King got high marks from stations as host. The biggest problem, Merritt said, is figuring out what the fickle daytime audience wants to watch. "There's no accounting for those daytime tastes anymore," she said. The show is cleared in 74% of the country. **—SM**

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NBC closes in on sweeps win

ABC, CBS in dead heat for second in households and key demos

By Lynette Rice
HOLLYWOOD

CBS hopes that 'In Cold Blood' will push it into second.

NBC's November sweeps victory is all but secured, but it is a horse race for second place in households and key adult demos.

With its 11.3 Nielsen rating/18 share in households, NBC held more than a rating point lead over the competition through Nov. 20—three weeks into sweeps. With its powerhouse Thursday (Nov. 21) yet to be officially recorded, a Bob Hope special set for Nov. 23 and the Mel Gibson movie "Maverick" scheduled to air the following night, NBC appeared well on its way to winning the month in households. The sweeps period ends Nov. 27.

ABC and CBS were tied for second (10.2/17) after three weeks, with Fox in fourth with a 7.8/12. In CBS's corner is the *In Cold Blood* miniseries Nov. 24 and 26, coupled with the network's strong Saturday night lineup. ABC has the made-for *Loch Ness* set to air Nov. 24. Fox will finish out its November sweeps special programing lineup with *TV's All-Time Funniest Thanksgivings* Nov. 25.

In the netlet race, UPN earned a 3.9/6 household rating through Nov. 13 (the latest national numbers available), a 22% increase over last year's 3.2/5. The WB finished week three of the sweeps with a 2.8/4, a 17% increase.

Overall, CBS is up 3% over the same period last year in households, while Fox has seen its numbers jump by 1%. NBC, in comparison, is down 5%, and ABC has dropped 11%.

The playing field for the demos has seen a formidable aggressor in Fox—the only network among the Big Four to show growth in adults 18-49 and adults 18-34 over last year's November sweeps.

In adults 18-49, the number-three-ranked Fox has posted a 4% increase with its 5.7/15. NBC leads the pack with a 7.3/19, down 3%; ABC is second with a 5.9/16, down 16%, and number-four-ranked CBS has a 4.6/12, down 2%. The WB earned a 1.4/3 in the demo, up 27% from last year's 1.1/3, while UPN earned a 2.4/6 after two weeks, up 9% from last year's 2.2/5.

In adults 18-34, the number-two-ranked Fox continues to show growth over its competitors—up 7%, to 6.4/18. NBC continues to lead the demo with a 6.6/19, down 6%; ABC is third with a 5.0/15, down 15%, and CBS is fourth with a 3.2/9, down 3%.

The WB scored a 33% improvement in the 18-34 demo, from last year's 1.2/3 to this year's 1.6/4, while UPN jumped 22% to this year's 2.2/6. ■

TCI moves to rein in program costs

As flip side of raising rates, it will introduce 'migrated programing tier'

By Price Colman
DENVER

Tele-Communications Inc. last week unveiled details of an aggressive programing strategy designed to take the sting out of upcoming rate increases and give cable operators a big lever in curtailing spiraling programing costs.

The programing shifts likely will spark battles with the affected cable networks, but TCI boss John Malone has indicated he's itching for a fight.

Key moves include:

■ A Jan. 1 rate hike averaging 6%-7%, or about $1.65, for some 3 million customers in unregulated systems.

■ Introduction "early in 1997" of what TCI calls a migrated programing tier (MPT), which will include certain unspecified networks now on basic or enhanced basic tiers. Initially, there will be no charge for the new tier.

■ The addition of Discovery's Animal Planet, The Learning Channel, Cartoon Network, Home & Garden Television and Encore-plex, the last a themed-by-day movie service, to many enhanced-basic tiers in many TCI systems.

■ A 20-cent rate hike, to $3, for analog converter box rentals.

■ A 20-cent-plus-programing-cost charge for new networks as permitted under the FCC's "going forward" rule.

■ An unspecified rate hike for the Starz! first-run premium movie service.

TCI also anticipates a June rate increase similar to the one effective Jan. 1 for its remaining, regulated systems. TCI officials would say only that the later increase was under considera-

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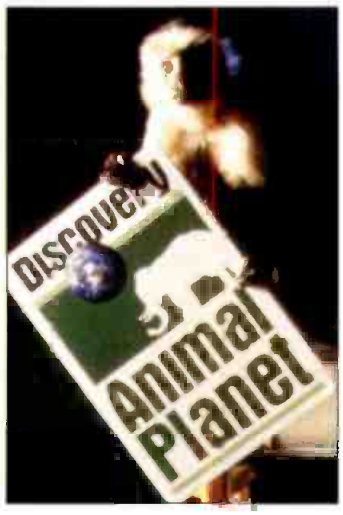
tion and terms hadn't been decided.

The migrated programing tier and new programing on enhanced basic will offer consumers more choice, TCI says. The company also hopes the changes will counter negative reaction to the rate increases. The MSO lost about 70,000 subscribers this year after enacting a 13.5% rate hike without adding new programing. Under the MPT scenario, customers will have three options: keep the basic tier and the new tier; drop the new tier and get a price break on monthly bills; retain the new tier, drop the basic tier and get an even bigger price break.

The new tier also gives TCI leverage over networks whose costs it considers excessive. Malone might tell them to freeze or cut their per-sub fees or be shifted to the new tier or dropped completely.

In channel-locked systems, TCI executives say, networks will be dropped to make room for new programing. Comedy Central was the only network specifically mentioned as being dropped in some systems.

TCI officials would say little about which networks will be moved to the new tier, although Jedd Palmer, programing senior vice president, repeatedly mentioned services with "volatile costs." Palmer also said TCI will take a hard look at superstations, including WGN-TV Chicago, "particularly regarding what sports they can or can't carry."



Sports networks, including regional sports networks such as Fox Sports, are high on the list of programers whose costs can fluctuate wildly.

"I think that this is a very good negotiating tool for John [Malone] to reduce his programing costs as opposed to merely constraining them," says Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "With such high demand, with new programing coming on board and limited channel capacity, something's got to give."

Spokespersons at ESPN and USA Network—two highly popular but more expensive networks—declined to comment on TCI's strategy. But sources familiar with the issue suggest that TCI may face backlash over favoring its own networks: "TCI has an equity stake in three of those" (Discovery, The Learning Channel and Cartoon Network), says one source. "All of those four [including HGTV] are paying TCI anywhere from $4 to $8 [in per-subscriber launch fees] to get on their systems. They're asking for a rate freeze from major programers...but all of this money they're getting from these other services is revenue going to TCI." ■

HGTV
HOME & GARDEN TELEVISION

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Closed Circuit

WASHINGTON

Crown Royal chaser

Jagermeister may be the next liquor in line for TV airtime. Jean Heins, VP of marketing and advertising at Sidney Frank Importing Co., which imports the 70 proof spirit that is popular with young adults, says they are "in the process of investigating" advertising on both radio and TV. And they "have stations that have said yes." No deal is closed, and Heins says that since they're new to the game, they're still trying to figure out what would be best for them.

Hundt on the Hill

FCC Chairman Reed Hundt and Chief of Staff Blair Levin are making the rounds on Capitol Hill. Over the past couple of weeks they have paid visits to Democrat and Republican leaders in the House and Senate commerce committees, where liquor ads, the digital TV standard and the commission's interconnection order were said to be the hot topics of conversation. One senior congressional aide said Hundt was beginning to pitch his battle against the Grand Alliance standard on Capitol Hill, with little success. An aide to Representative Billy Tauzin (D-La.) described his hour-long meeting last week with Hundt as "a good, frank exchange of ideas," where the two "agreed to disagree" over the interconnection order. Tauzin told Hundt to expect FCC oversight hearings early next year.

Patterson in play?

Patterson Broadcasting Inc. has hired an investment banker to explore its future alternatives, including a possible merger into another company, sources say. Patterson President James W. Wesley Jr. downplays talk of selling or merging. "We are as likely to buy as sell," he says. Patterson, formed in May 1995, owns or is buying 38 radio stations. Companies that reportedly may have an interest in the group include the usual list of suspects (i.e., radio companies that are big enough to swallow other big radio companies): American Radio Systems; Clear Channel Communications; Jacor Communications, and SFX Broadcasting.

NEW YORK

Premium tops PPV

Given the option of a free month of premium service or three free pay-per-view movies, Time Warner New York City cable subscribers are opting for the premium service by about a 3:1 margin. Subscribers have until May 1997 to take advantage of the offer, which was made as part of a settlement between the cable system operator and the city over long-standing rate issues.

Dishing out cable

Primestar Partners is talking with small to medium-size MSOs about using a companion DBS dish and receiver to boost programing on their yet to be upgraded cable systems. Dennis Wilkerson, senior VP of marketing for Primestar, says the DBS operator is pitching DBS as an add-on product that would let cable operators offer multichannel premium services, sports networks and pay-per-view movies. Primestar, a medium-power DBS service, is co-owned by cable MSOs Tele-Communications Inc., Time Warner, Cox, Comcast and Continental. Wilkerson says the product won't be available until Primestar launches its GE-2 satellite in next year's first quarter.

DALLAS

Monitoring Mickey

ABC Radio Networks has hired Westfield, N.J.–based Statistical Research Inc. to conduct audience research in the four test markets where ABC launched its children's format Radio Disney last week. The markets include Minneapolis, Salt Lake City, Atlanta and Birmingham, Ala. SRI is expected to gather radio audience shares for children under 12 for a six-month period.

Shareholders to vote on Silver King et al. merger

By Steve McClellan

NEW YORK

Shareholders of Silver King, Home Shopping Network and Savoy Pictures are scheduled to meet separately on Dec. 19 in New York to vote on the proposed merger of the companies. The companies have set a Sept. 1, 1997, deadline to consummate the deal.

Last Thursday, the three issued proxy statements to shareholders providing details on their proposed merger agreements. Among the highlights:

- Upon consummation of the merger, Silver King will change its name to HSN Inc. The merged entity will have a nine-member board comprising company chairman Barry Diller, Savoy Chairman Victor Kaufman, Blackstar Communications Chairman John Oxendine, Diller's attorney Bruce Ramer, former MCA president Sidney Sheinberg (now a partner in the Bubble Factory), Golden Books Family Entertainment Chairman Richard Snyder, Gen. Norman Schwarzkopf, HSN President James Held, and Eli Segal, former assistant to President Bill Clinton.
- The new HSN Inc., of which Diller will control about 30% of voting shares, has increased the amount of authorized public stock from 82 million shares to just under 200 million shares. SEC filings say the issuance of additional shares would be used for "general corporate purposes," including future acquisitions.
- CEO Diller will receive a total $5 million in cash bonuses in 1996 and 1997. Diller will also be given an interest-free loan to buy 442,000 Silver King shares at well below market value ($1 million in taxes from the transaction was also covered by the company).
- Fox has increased its nonvoting ownership stake in the Savoy Fox broadcasting stations from 25% to 50%. The stations will continue to be managed by Savoy and HSN Inc. broadcasting executives. Recent steps taken to improve the

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financial performance of the Savoy stations include a $3.1 million reduction in compensation to station executives and another near $2 million saved by renegotiating service contracts.

■ A group of investors including former HSN board chairman Roy M. Speer has cut its stake in Silver King to 10.2%. Speer sold 107,732 common shares between Nov. 14 and Nov. 18, at prices ranging from $23.13 to $25 a share, and now holds 763,059 shares.

■ Silver King will look at three options with its 12 Silver King broadcast stations: (1) program stations on a local basis, (2) sell them, or (3) enter a partnership with broadcasters and/or cable operators. Silver King hasn't decided whether to renew current affiliation agreements for broadcast stations or develop and broadcast programing independent of HSN, but there is some suggestion it will be the latter.

■ Silver King is projecting that combined cash flow for Silver King, HSN and Savoy will be $160 million in 1997, $193 million in 1998, $248 million in 1999 and $322 million in 2000.

—Rich Brown and Jim McConville contributed to this report

SBCA wants local TV signals

By Harry A. Jessell

The Satellite Broadcasting and Communications Association will back copyright legislation next year that would permit satellite TV operators to distribute local TV signals to subscribers within their market.

Local retransmission "is a terrific use of the technology," said SBCA's Andy Paul. "An awful lot of broadcasters would be happy to saturate their market 100 percent via satellite."

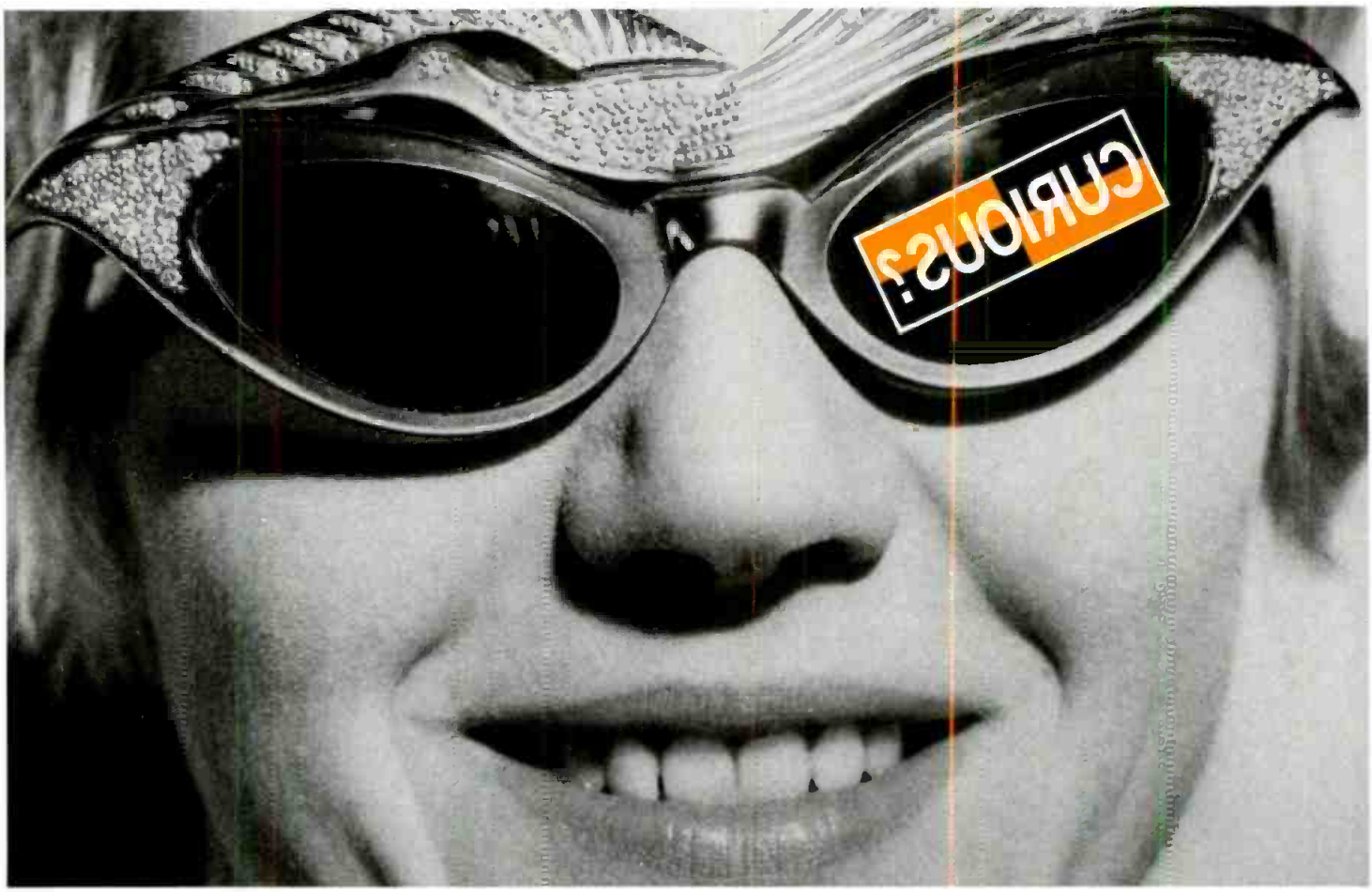
American Sky Broadcasting, a joint venture of MCI and Rupert Murdoch's News Corp., is pushing such legislation. Set to launch its DBS service late next year, ASkyB sees the local signals as a critical part of its programing package, one that will set it apart from some other satellite broadcasters and make it competitive with any cable system.

"We are very much in favor of this," says Karen Watson, Washington lobbyist for EchoStar, an up-and-running DBS company and an SBCA member. "EchoStar is hopeful of using spot beams to retransmit local signals."

Broadcasters and the cable industry have yet to stake out a position on local retransmission. Broadcasters seem more concerned about being left out of a local satellite package than being included in one. And some believe that cable, fearful of giving DBS another competitive weapon, will oppose the legislation.

Current copyright law covers satellite broadcasters that distribute out-of-market broadcast signals to subscribers. ASkyB believes the current law also permits local in-market retransmission. But it feels that clarifying legislation is needed to facilitate the service. It also wants to establish that satellite companies pay no royalties for the retransmissions.

ASkyB will also be making its case for a "zero rate" in an upcoming arbitration proceeding that is primarily intended to set the rates for retransmission of out-of-market signals. The current rates range from six cents per subscriber per month to 17 cents. ■



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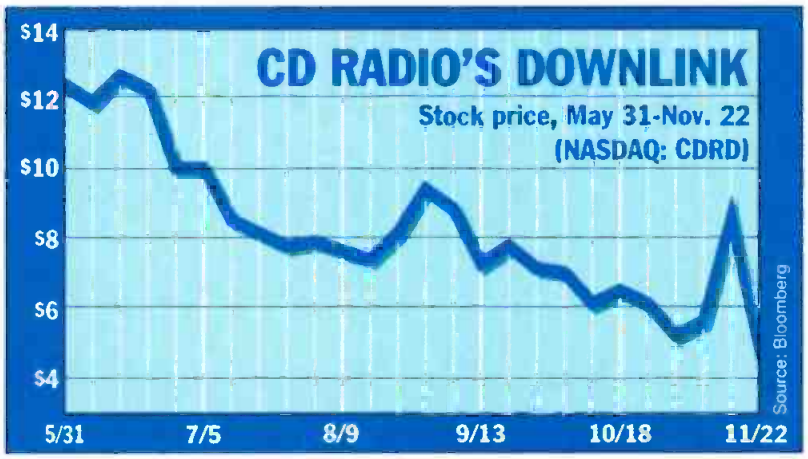
CD Radio loses bid for pioneer's preference

Satellite radio proponent vows to continue

By Chris McConnell



Satellite radio proponent CD Radio last week suffered a setback at the FCC.

The company received a thumbs-down from a panel of experts evaluating its bid for a "pioneer's preference" award. The award could have guaranteed the company a license to launch its planned satellite-delivered slate of 30 music and 20 news and information channels. CD Radio hopes to beam the subscription service—which broadcasters have strongly opposed—to silver dollar–size mobile antennas.

Earlier this year, the FCC had been poised to grant CD Radio a license as a pioneer's preference award. But after Representative John Dingell (D-Mich.) voiced concerns with the plan in May, the FCC assembled a panel of experts from outside the commission to review the pioneer's preference applications of CD Radio and two other companies.

Last week, the four-man panel unanimously recommended that none of the three applicants receive the preference.

"None of the three DARS service applicants who have asked for a pioneer's preference can justify that it can provide a locally 'seamless' service," the experts told the commission.

The recommendation, if adopted, means that CD Radio would have to compete and possibly bid for a license against other satellite radio proponents.

"It's obviously disappointing for our company," CD Radio Chairman David Margolese said of the decision, which sent CD Radio stock down 3 7/8 points, to 4 1/2, at Tuesday's close. But Margolese insisted his company is not giving up. "We're going into this business," he said.

Broadcasters opposing that business cheered the panel's recommendation.

"We applaud the expert panel's repudiation of a pioneer's preference for satellite DARS," National Association of Broadcasters (NAB) President Eddie Fritts said. "We believe that local stations best serve local audiences and that any fragmentation by satellite DARS undermines the principle of localism."

"It would be nice if the whole thing were to go away," added Allegheny Mountain Network's Cary Simpson.

The recommendation also drew warm reviews from the other DARS applicants, who had opposed the original plan to award CD Radio a pioneer's preference.

"They did exactly what they should have done," said Bill Caldwell, president of Digital Satellite Broadcasting Corp. (DSBC), which also had requested a pioneer's preference. "We think it was the right choice," said Lon Levin, of American Mobile Radio Satellite (AMRC).

But Levin and others also say the recommendation will not slow the launch of a digital radio satellite service. "We now see that the ball is going to be advanced," Caldwell said.

"I'm starting to see the possibility of working this thing out," added Cliff Burstein, co-owner of DARS applicant Primosphere.

FCC officials say they hope to wrap up their rulemaking on the satellite service soon after the Dec. 3 deadline for commenting on the panel's recommendation. At issue is how the FCC will divide up the spectrum that remains dedicated to a DARS service.

Although the commission originally had set aside 50 mhz for the service, the 1997 Appropriations Act requires the FCC to reallocate half the spectrum to a general "wireless" category in which users can use the frequencies to provide satellite radio or other wireless services. The law requires the FCC to auction the reallocated spectrum by April 15.

The spectrum shuffle leaves 25 mhz dedicated to DARS. If the FCC sticks with its original plan to divide the DARS spectrum into 12.5 mhz slices, that would leave enough to accommodate two of the four DARS applicants.

FCC officials say they need to decide whether to auction the 25 mhz of DARS frequencies and whether any auction should be limited to the four pending applicants.

Some applicants predicted they will find a way to avoid mutually exclusive applications if the FCC decides to hold a closed auction among the four applicants.

"You settle out," said AMRC's Levin, who suggested that applicants might avoid a bidding war through technical solutions or mergers. ■

FCC waives restrictions for Young

The FCC has given Young Broadcasting a 12-month waiver of the cable/broadcast crossownership restriction. The FCC in September conditioned Young's purchase of KCAL(TV) Los Angeles on the company's resolution of the cable/broadcast crossownership snag, which exists because Young board member Michael Willner is also a principal of cable operator Insight Communications. The FCC's September decision required that Willner resign from Young's board of directors or that the company obtain a waiver of the rule. The FCC's Cable Services Bureau, which last week granted Young the 12-month waiver, said Insight will have to sell off the cable systems within the area of KCAL's signal. If Insight is unable to sell the systems in 12 months, Willner will be required to resign from Young's board. —CM

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Ackerley opponents encouraged by FCC proposal

Will Monterey LMA be grandfathered by new ownership rules?

By Chris McConnell

Opponents of Ackerley Communications' local marketing agreement (LMA) with KCCN-TV, Monterey, Calif., are hoping the FCC's proposal for new TV ownership rules will boost their efforts to invalidate the deal.

The FCC earlier this month proposed subjecting new LMAs to its local TV ownership restrictions. Existing deals would be grandfathered until they expire, under the proposal.

But the commission said the grandfathering provision may not cover all existing LMAs.

"We reserve the right...to invalidate an otherwise grandfathered LMA in circumstances that raise particular competition and diversity concerns, such as those that might be presented in very small markets," the FCC proposed.

Opponents of Ackerley's LMA with KCCN-TV earlier this year cited the size of the four-station Monterey-Salinas market in asking the FCC to cancel the deal. In addition to holding an LMA with KCCN-TV, Ackerley owns KCBA(TV) Salinas.

The LMA is being opposed by Jim and Cindy McGillen, who offered an unsuccessful bid on the station. FCC officials have not issued a ruling on the McGillens' "petition for emergency relief" since its submission in May.

But the LMA's opponents like what the FCC said in its ownership proposal. "If we were writing the script, we couldn't have written it better," says Jim McGillen, who adds that he plans to return to Washington to continue pressing his case with lawmakers.

Washington communications lawyer Vincent Pepper, who is representing the LMA's opponents, also hopes that the commission now will apply to the KCCN-TV case the competition and diversity language contained in this month's ownership proposal.

"We do draw encouragement from it," Pepper says of the ownership proposal. "I don't think Ackerley received a grandfathering."

FCC officials offer no comment on the Ackerley LMA dispute, although they confirm that the proposal leaves open the possibility of reviewing existing LMAs that raise diversity concerns. "That's the purpose of the language," says one source.

Ackerley has defended the LMA by maintaining that it violates none of the FCC's rules. ■

Republicans put probes ahead of reform

But plans for free and cheap airtime remain high on agenda

By Heather Fleming

Republican congressional leaders agree that campaign finance reform will be a top priority next year, but investigations into alleged illegal foreign contributions to the Democratic Party and the President's campaign will come first.

Campaign finance reform legislation sponsored by Senator John McCain (R-Ariz.) and Senator Russell Feingold (D-Wis.) will be the starting point for negotiations, to the dismay of broadcasters. Although some changes may be made before the legislation is reintroduced in January, last year's plan would provide Senate candidates with a number of incentives to limit their campaign spending: 30 minutes total of free TV and radio airtime per market; 50% discounts below the "lowest unit rate" for TV and radio advertisements; and discounted mailings. Representatives Christopher Shays (R-Conn.), Martin Meehan (D-Mass.) and Linda Smith (R-Wash.) introduced a similar measure in the House.

President Clinton backs the McCain-Feingold bill. But Republicans don't plan to let the bill slide through without first looking into alleged finance abuses of the president's re-election campaign and the Democratic Party.

McCain, who is in line to chair the Senate Commerce Committee, is a leader in the drive for investigations into the foreign contributions. In an Oct. 11 letter, he asked Attorney General Janet Reno to appoint an independent counsel to investigate the charges. Although his request was denied, a joint request with other members of Congress is still pending. McCain's efforts on that front may propel his reform bill, but the GOP leadership says the investigations will get their attention first.

"We need to lay out clearly what are the contours of campaign spending," House Speaker Newt Gingrich said after a meeting between congressional leaders and the President. "There was an amazing amount of money this year spent outside the campaigns."

The speaker's comments point not only to the presidential campaign problems but to concerns over record union spending in the 1995-96 election cycle. Republican congressional leaders are dissatisfied with the McCain-Feingold bill because it does not address campaign donations subsidized by dues from union members who may not support the recipient.

Efforts to reform the nation's campaign finance laws have been attempted before, but McCain-Feingold stands a better chance than earlier efforts.

"Partisan gridlock has killed [campaign finance reform bills] over the years, but the real breakthrough was the formation of a bipartisan team combined with a clear sense of people around the country that something has to change," says Jennifer Lamson, vice president for grass-roots lobbying at the campaign watchdog group Common Cause.

Broadcasters have already begun to battle the legislation. Greg Schmidt, vice president of LIN Television, and Al Bramstedt, general manager of KTUU-TV Anchorage, testified before the Senate Rules and Administration Committee last May on behalf of the National Association of Broadcasters.

Because federal candidates are already charged the "lowest unit rate" offered to commercial advertisers who advertise in large volumes, further discounts on a non-preemptible basis would be "clearly punitive," they argued. If stations had been forced to

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provide federal candidates with 50% discounts below the lowest unit rate in 1994, the last election year, stations in the top 10 markets would have lost on average $1.6 million, the NAB found. Even the smallest market stations would have seen losses of $270,000 each on average.

The NAB says stations are already offering free time to candidates in "a number of ways," but mandating the giveaway is "unconstitutional."

Mark Buse, an aide to Senator McCain, said the free time and discounted advertising rates will just be one more part of broadcasters' "public interest" requirements. If broadcasters think their agreement to offer more educational TV for kids fulfills their responsibility to the public, Buse said, they're wrong. Buse noted that McCain wasn't the one who made the kids TV deal with broadcasters. "It doesn't cut it," he said.

On the House side, Representative Billy Tauzin (R-La.), who will chair the Telecommunications Subcommittee, said the issue of giving candidates free airtime boils down to whether "you want to ask anyone in the broadcast or cable industries...to give up part of their revenue base?" But the issue cannot be addressed alone, Tauzin said, rather, the whole picture of broadcasters' public interest responsibilities must come into play. If broadcasters are forced to pay for the digital TV spectrum, their additional responsibilities must be re-examined. ■

Washington Watch

Edited By Chris McConnell

MFS denied OVS

The FCC this month denied applications by Metropolitan Fiber Systems (MFS) to operate Open Video Systems (OVS) in New York and Boston. Created by the 1996 Telecommunications Act, the OVS regulatory regime allows operators to avoid some aspects of cable regulation in exchange for carrying competing program providers on their networks. The rules require that OVS operators use no more than one-third of their network's capacity to deliver their own programing if demand for channels from competing programers exceeds capacity.

The rule snagged the two MFS applications because the company did not report the maximum total anticipated channel capacity for its system. Without that number, the FCC said, prospective program providers will be unable to tell when demand for carriage exceeds system capacity. While denying the applications, the commission said MFS could file revised applications addressing the channel capacity issue.

Ness wants to settle DTV standard this year

FCC Commissioner Susan Ness still wants to settle the digital TV standard issue this year. Ness, who has called on the computer and broadcasting industries to resolve their differences over the standard, last week said the commission needs to settle the issue this year and wrap up the channel assignment issues early next year. "I believe there is a lot of common ground if the parties work together in good faith," Ness said during a speech to the Northern California Chapter of the Federal Communications Bar Association. "While all points of view should be considered, the time has come to press ahead forcefully on DTV."

Ameritech settles for $150,000

Ameritech has settled its $200,000 fine with the FCC. The commission fined Ameritech in August 1995 for building a video transmission network without first obtaining FCC approval. Ameritech and the FCC have now both signed a consent decree settling the dispute. Ameritech admitted no liability in the decree, but agreed to pay the U.S. Treasury $150,000.

DATA Coalition formed to lower 'Net costs

Computer companies say they are banding to keep Internet costs down. A group of them this month announced the formation of the "DATA Coalition" to oppose increases in Internet access fees. Members include Apple, Compaq, Microsoft, America Online, IBM and Netscape. The companies say their mission is to oppose increases in the fees that Internet users pay to use local phone networks and to encourage the deployment of "computer-friendly" telecommunications technology. "We reject the idea that the Internet users pay for parts of the voice telephone network they don't need," says Harris Miller, president of the Information Technology Association of America.

Court keeps course on abortion ads

The U.S. Court of Appeals for the District of Columbia has rejected the FCC's request that judges reconsider a decision not to let broadcasters channel graphic antiabortion spots to hours when children are less likely to be watching. The court in September overturned a commission ruling allowing broadcasters to channel the spots. The commission had asked the full court to review that decision, but the court has elected not to take another look at the ruling.

U.S./Mexico satellite agreement gives EchoStar a victory

FCC officials last week got a chance to apply the new U.S./Mexico DBS trade agreement in resolving a DBS dispute. EchoStar had asked the FCC's International Bureau for temporary permission to beam programing to a Mexican satellite for distribution to viewers in Mexico. DIRECTV had opposed the request, citing pending talks between U.S. and Mexican negotiators on a DBS trade pact, or "protocol" between the two countries. Those negotiators completed their talks and earlier this month released an agreement that allows U.S. and Mexican DBS satellites to beam programing to each other's territory. The agreement also requires that any requirements for domestic program content or public Internet programing be limited to a "modicum" of the total number of channels delivered by a DBS system. Citing the agreement, the FCC has granted EchoStar's request and dismissed DIRECTV's opposition.

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Competition from the sky

The war for TV homes is heating up as DBS attempts to win over cable's subscribers

By Jim McConville and Harry A. Jessell

It was insult upon injury.

After losing a referendum last month that would have renewed its cable franchise for Boulder, Colo., for another 20 years, Tele-Communications Inc. learned that EchoStar Communications was offering every one of its 35,000 subscribers a free 18-inch satellite dish, an inducement to make the leap to EchoStar's direct broadcast satellite (DBS) service.

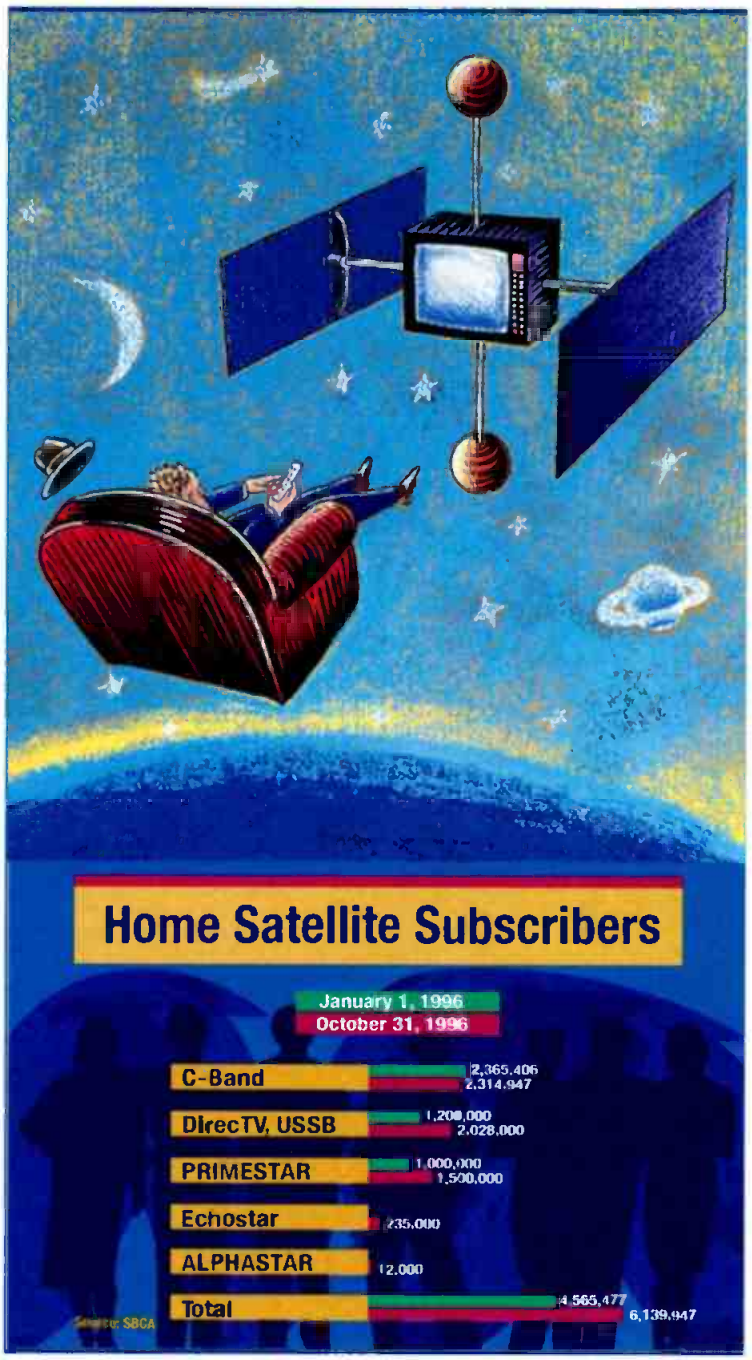
EchoStar's three-week offer may be no more than opportunistic promotion, but it serves as another reminder of the threat that EchoStar and other purveyors of the tiny dishes pose to cable and its hold on 67 million subscribers.

Now just over two years old, DBS pioneers DIRECTV and United States Satellite Broadcasting claim just over 2 million subscribers. And Denver-based EchoStar, which made its debut last spring, counts another 235,000.

Although dish sales have slowed of late, most observers believe that the three companies will steadily add new subscribers, stealing many from cable's rolls.

And the worst may still lay ahead for cable. Rupert Murdoch's News Corp. intends to extend its global satellite broadcasting empire to the U.S. late next year.

Cable dismisses the notion that DBS has had any measurable impact on its business. But actions belie the talk. Earlier this year, cable began a major anti-DBS advertising campaign (see page 26). And just last week, the National Cable Television Association joined major cable companies in trying to undermine ASkyB's DBS license at the FCC (see page 24).



Nicolas Vial/SIS

Jerome Smith

True DBS services use high-power satellites that can broadcast encrypted TV to subscribers equipped with the special set-top receivers and 18-inch antennas. DIRECTV, USSB and EchoStar sell the dishes, offering various program packages for monthly subscription fees (see chart, page 23).

Each DBS company needs an orbital slot, a position 22,300 miles above the equator, in which to park its satellites. From its slot, specified in degrees of longitude, a satellite beams its signals over any or all of the 32 channels assigned to each slot. With digital compression, multiple TV signals can be broadcast over each DBS channel.

In 1994, TCI and other leading cable operators—Time Warner, Comcast, Continental and Cox—tried to counter DIRECTV/USSB's strike with their own "medium-power" satellite service. Using conventional satellites, the service offers fewer channels and requires bigger dishes (around 1 meter). But by offering the reception equipment free, it's been able to attract about 1.5 million subscribers.

(The market has one other medium-power satellite broadcaster, AlphaStar Television. A unit of Milton, Ont.–based Tee-Comm Electronics, AlphaStar has faced tough going since it launched in July. Hampered by technical glitches and problems with distributors, the company so far has signed 12,000 subscribers. Few believe it will make its first-year goal of 400,000.

"The other companies' low-cost or no-cost service wasn't in AlphaStar's game plan," says John Mansell, analyst for Paul Kagan & Assoc. "I don't think they anticipated that costs would come down this far and this quickly.")

Recognizing the need for higher power and smaller dishes, TCI made several attempts to upgrade Primestar to true DBS. TCI ordered two high-power satellites and began what's turned out to be a frustrating and so far futile effort to acquire the necessary DBS orbital slot with a full set of channels.

First, it struck a deal to buy the DBS channels from a start-up company that had been tentatively awarded the chan-

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nels by the FCC. But the FCC quashed the deal and put the channels on the auction block. TCI attended the auction, but dropped out early. MCI, Murdoch's partner in ASkyB, took the prize, posting a winning bid of nearly $700 million.

After the auction, TCI tried to forge a partnership with ASkyB. Murdoch was willing, but TCI's cable partners balked. The partners also discouraged a possible link with EchoStar.

"The partners that dashed the deal with ASkyB and EchoStar have their heads in the sand," says Michael Alpert, of Alpert & Associates. "They have no realistic view of the DBS market."

TCI also made a deal with Telesat Canada to use a Canadian DBS orbital slot. But the U.S. government spiked that deal too, citing Canada's domestic restrictions on importation of U.S. programing.

Primestar plans to maintain its medium-power service. Once it moves to its new satellite (GE Americom's GE-2) early next year, it will increase channel capacity from 94 to 140. And the satellite's extra power will enable it to reduce dish size from 36 inches to as small as 27.

At the same time, Primestar will launch the first of its two high-power DBS satellites into orbit at 119 degrees west longitude, where it has 11 satellite channels. (EchoStar holds the license to the slot's other 21 channels.)

The key to the high-power service is new compression technology that TCI has been funding at San Francisco–based Imedia. If the technology is as good as TCI claims, TCI will be able to beam 150 TV signals through its 11 satellite channels to dishes just 13.5 inches in diameter.

The 150 channels will comprise PPV, out-of-market sports and other premium programing and will be offered as a supplement to conventional cable service. The combination of cable and DBS then will prove more than enough to meet the DBS threat.

"The whole modus operandi of the cable business to this point is to deny the effect of DBS," says Jimmy Schaeffler, an analyst with the Carmel Group. "Companies like TCI are starting to get it, but they're also deliberately positioning themselves when they deny that DBS is having an effect."

Case in point: TCI CEO Brendan Clouston says DBS accounts only for 10%-15% of 70,000 cable subscribers it lost this year, a figure that experts say may be too modest.

Nonetheless, DBS operators insist

A HOME SATELLITE DIRECTORY

More than six million homes now subscribe to some form of satellite TV, according to the Oct. 31 estimates from the Satellite Broadcasting and Communications Association. The 8-foot C-band dishes are still the most widespread form of home satellite, providing service to 2.31 million homes. But high-power DBS (Directv/USSB and EchoStar), with its 18-inch dishes, is closing fast with 2.26 million homes. Medium-power services (Primestar and AlphaStar), which require one-meter dishes, account for the balance, 1.5 million.

AlphaStar Stamford, Conn.

Parent: Tee-Comm Electronics Inc. (Canada)
Launch date: July 1996
Hardware: 30-inch dish receiver and set-top box for approx. $399; hardware cost for extra outlet approx. $375, plus $150 one-time administration fee
Programing: Packages average $35-40
Distribution: Satellite dealers; Amway distributors
Subscribers: 12,000

American Sky Broadcasting (ASkyB), Phoenix/New York

Parents: News Corp. and MCI Corp.*
Launch date: Late 1997
*In October MCI said it would reduce its financial stake in ASkyB to less than 20% in conjunction with its merger with British Telecom

EchoStar (DISH Network) Englewood, Colo.

Parent: EchoStar Communications Corp.
Launch date: April 1996
Hardware: 18-inch DBS $199 tied to purchase of one-year program package for $300; extra outlet requires different system and extra receiver, additional cost approx. $600
Programing: Packages average $35-40/month
Subscribers: 235,000

Primestar Bala Cynwyd, Pa.

Parents: TCI, Time Warner, Comcast, Continental, Cox, GE Americom
Launch date: July 1994
Hardware: 36-inch dish and receiver on rental basis (TCI is testing selling equipment)
Programing: Packages average $40-45, includes use of equipment; has out-of-market NHL $129, MLB $139, NBA $149
Distribution: satellite vendors; 6,800 Tandy Radio Shack stores
Subscribers: 1.5 million

DIRECTV El Segundo, Calif.

Parent: Hughes Electronics Corp.
Launch date: June 1994
Partner: AT&T invested $137.5 million in April 1996 for 2.5%; has option to buy additional 30% over next five years.
Hardware: DSS 18-inch dish $199 when purchased with one year DIRECTV programing package for $354.95; extra outlet requires different system and extra receiver, additional cost approx. $550
Programing: Packages average $35-$40/month; has out-of-market NBA $149, NFL $139, NHL $69; College football $59.95/season, or $9.95 PPV; DIRECTV and USSB use same satellite, subscribers can get programing from both services
Subscribers: 2 million

United States Satellite Broadcasting (USSB) St. Paul

Parent: Hubbard Broadcasting
Launch date: June 1994
Hardware: See DIRECTV
Programing: Packages average $35-$40/month; concentration on movie channels; USSB and DIRECTV use same satellite, subscribers can get programing from both services
Distribution: Direct and electronics retailers; AT&T long distance and Universal Card subscribers
Subscribers (Sep. 30): 1,045,000

U.S. Satellite Broadcasting

Unless otherwise noted, all subscriber figures as of Oct. 31
Source: SBCA and company information

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that a healthy chunk of their new sign-ups are coming out of cable's pockets. "We're gaining 10,000 to 12,000 subscribers a week, and they're not coming from rural America," says EchoStar President Carl Vogel. More than 80% are coming from homes passed by cable, he says.

As many as half of DBS subscribers are in cable areas, agrees Alpert. And most of them are either canceling cable or downgrading their service to a basic tier containing the local broadcast signals, he says. Either way, DBS cuts deeply into cable cash flow.

Many of DBS's new subscribers are being taken from cable's top rung. "People coming over to DBS are the cream of the cable subscribers," says Gene Falk, senior vice president of DBS for Showtime Networks. "They're people who, on average, are taking premium services and paying $50 cable bills."

Because they share an orbital slot, DIRECTV and USSB cooperate—not always happily—in the marketing of dishes and their complementary programing. The same RCA, Sony or Hughes dish receives both services.

DIRECTV has most of the satellite channels and thus provides most of programing. In addition to offering the most popular basic cable networks, DIRECTV has an array of PPV movies with frequent start times (a service known as near-video-on-demand or NVOD), regional sports networks from across the country and its own pro hockey and football packages.

USSB complements DIRECTV with the major pay cable services, including HBO and Showtime, and Viacom's basic cable networks, including MTV, VH1 and Nickelodeon.

Most think a merger or some closer relationship between DIRECTV and USSB is inevitable, if only to save subscribers from having to sign up with two companies to get the full comple-

Cable fights ASkyB's DBS plan

ASkyB has some new foes in the cable industry.

Cox Communications, Primestar and the National Cable Television Association last week joined Time Warner in asking the FCC to hold off on granting MCI a DBS license until officials review the implications of MCI's merger with British Telecommunications (BT).

The cable companies say ASkyB—a joint venture of MCI and News Corp.—will be operating with a license wholly owned by a foreign company once BT purchases MCI, which bid $682.5 million for the license earlier this year. The companies also say the foreign ownership aspect raises trade reciprocity issues with Europe and Australia.

"The plain fact is that MCI cannot hold the license under these changing circumstances without an appropriate public interest determination," Alexander Netchvolodoff, Cox Enterprises vice president of public policy, wrote in a letter to FCC Chairman Reed Hundt.

ASkyB Chairman Preston Padden responded: "I do believe these cable guys are beginning to fret about the competition we are planning." —CM

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ment of cable programing.

DIRECTV and USSB flatly deny any plan to combine. "It may make sense in the future to consolidate some things, but at this stage we prefer not to do that," says DIRECTV Executive Vice President James Ramo.

As evidenced by its Boulder offer, EchoStar has been the most aggressive marketer. Targeting both cable and its DBS rivals, EchoStar offered dishes for just $199 to customers who sign for a year's programing at $300. DIRECTV and USSB, whose dishes had been selling for $400, were forced to match the offer in September.

To keep pace with DIRECTV and USSB, EchoStar realizes it needs a well-heeled partner to help bear the enormous upfront costs of the business. In addition to TCI/Primestar, it has talked of partnering with Sprint and US West. Executives hope to have a partner on board by early next year.

Also looking for a partner is ASkyB. News Corp. went into the venture with MCI, but the two companies proved somewhat incompatible. After British Telecommunications announced its $21 billion bid for MCI, the long-distance carrier said it wished to reduce its interest in ASkyB from 50% to 20%. Having tried and failed earlier to bring TCI into the venture, News Corp. now is said to be courting the large telcos, notably the soon-to-be-merged Bell Atlantic and Nynex.

Despite the current DBS doldrums, ASkyB is bullish about the business and is focusing much of Murdoch's international might on it. When ASkyB comes out of the box late next year, it hopes to have solved several of the problems that cause consumers to stop short of buying a dish, primarily cost and the lack of local broadcast signals.

DIRECTV, USSB and EchoStar offer plenty of programing, but not what TV viewers watch most—the local affiliates of the broadcast networks. If ASkyB can overcome certain technical and regulatory obstacles, it will offer local signals as part of its programing mix. The inclusion of those signals would obviate subscribers' having to erect TV antennas or continue to subscribe to basic cable service.

EchoStar has similar ambitions. "If we can solve that in some major markets, we think it has some merit," says Vogel. "If customers are willing to pay a little bit more for our service, it's something we will take a good hard look at."

Although DIRECTV and USSB don't plan to add local broadcast signals, they may try to package VHF/UHF broadcast antennas along with DBS systems.

"To match, we'd have to have additional channel capacity, which we don't have at the moment," says DIRECTV's Ramo.

USSB CEO Stanley S. Hubbard says ASkyB's claim of offering local broadcast signals may be unrealistic. "There is not enough bandwidth in the whole satellite universe to carry every local station," says Hubbard.

ASkyB acknowledges that it can't carry all the stations, but it says it can carry most of them with the help of Digi-Media Vision, another News Corp. subsidiary. DMV says it can deliver at least 10:1 digital compression. That means ASkyB can deliver at least 270 TV signals. That's not enough room for all the TV stations, but it's enough for the top stations in the top market. If ASkyB successfully launches a third satellite in

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1998, it thinks it will be able to carry hundreds of stations.

The DBS operators are hoping that Christmas reinvigorates flagging dish sales. Twice this fall, DIRECTV has had to downgrade subscriber projections. In October, DIRECTV President Eddy Hartenstein admitted that his company would fall short of its year-end 1996 goal of 3 million subscribers by a half-million. A month later, Michael Armstrong, chairman of DIRECTV's parent company, General Motors-Hughes, told analysts that DIRECTV would end the year with just 2.3 million subs.

The $199 promotion hasn't produced "the big bump that they were hoping to get," says Evie Haskell, of the Satellite Broadcasting Communication Association.

"There's a consumer realization that upfront costs for DBS—hardware, programing and installation before the $200 rebate—are still going to be about $900 when customers walk out of the store," says The Carmel Group's Schaeffler. "It's still an awful lot of cash upfront."

"DBS is not like buying a VCR; it's not an impulse purchase," says Hubbard. "The average customer takes four to six months to make a purchase decision once they begin the evaluation process."

Taking stock of USSB

Sluggish DBS dish sales of late have contributed to United Satellite Satellite Broadcasting seven-month stock slide. USSB hit a 52-week low of $10.75 last Monday (Nov. 18) before rebounding slightly. Trying to bolster the stock, USSB CEO Stanley E. Hubbard announced after a board meeting last Wednesday that the company expects to reach cash flow breakeven in the middle of 1997 with 1.6 million subs. The analysts "don't realize that competition will help—not hurt—the market because it will cause it to expand," he says. EchoStar, the only other pure DBS play, also foundered last week, trading near its 52-week low of $23.75. —HAJ

The slow sales, the costly marketing campaigns and the dish rebates (which come out of the operators' pockets) have caused operators to lower their financial projections. "When they have to shell out money [that goes] into the pockets of the retailer or hardware manufacturers, it's inevitable that's going to affect the bottom line and break even," says Schaeffler.

"DIRECTV had expected to reach 3 million homes by the end of this year, and then they cut back. That's got to extend your break-even out a little bit," says Mansell.

Cable operators who have been beating the anti-DBS drum may be able to take some of the credit for the sluggish dish sales, but they should take little comfort. Deep-pocketed partners for EchoStar and ASkyB would provide the cash those companies need to renew the DBS assault on cable homes. And if they can figure out how to deliver local broadcast signals, ASkyB (and possibly EchoStar) will be able to truly boast that they offer all that cable does—and more. ■

Cable confronts DBS competition

While the cable industry faces all sorts of competition as a result of the 1996 Telecommunications Act, which opened up the marketplace, DBS has emerged as the biggest thorn in its side.

"I have said repeatedly that our most significant competitor is DBS, not telephone," says Steve Effros, president of the Cable Telecommunications Association. "And that has proved to be true."

Steve Reifschneider, general manager of Jones Intercable's Albuquerque, N.M., cable system, was one of the first cable operators to face serious DBS competition when DIRECTV representatives descended on Albuquerque in 1994. Not wanting to wait to see how many customers DBS would steal, Reifschneider immediately upgraded his system and launched an ad campaign using billboards, broadcast, newspapers and direct mail.

"The one thing we've decided we have to do is to spend more than we ever have before," he says. "Our market budget is definitely bigger in 1997 than it ever has been, because of competition."

Peoples Broadband Communications, a small, independent cable operator with 3,500 subscribers in rural Wisconsin, has also felt the effects of DBS competition. "If we say we're not being affected by DBS, we'd be lying to you," says Jeff Beck, PBC's sales manager.

Peoples is doing what little it can to counter DBS, but as a small operation with the budget to match, the company can't afford doing serious battle. "We're not spending tremendous amounts of money on this, because we don't have it," says Beck. "Any money we have to spend is diverted from expansion and takes away from upgrading and technical growth."

The Peoples strategy of concentrating on subscriber retention keeps subs focused on cable and not DBS. Beck expressed no desire to begin waging a mudslinging campaign. "We promote what we do well rather than what they don't do well," he says. "We're in an era where the general public is sick of hearing the negative." —MK

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Japan prepares for DTH crush

Murdoch, Hughes, others vie for more than 40 million TV homes

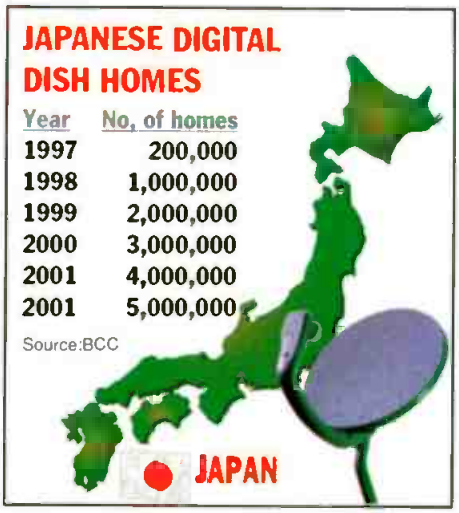
By Debra Johnson and Simon Twiston Davies

For such a wealthy and technologically advanced nation, Japan has been slow to join the digital home satellite revolution.

But that's changing. On Oct. 1, PERFECTV, backed by a consortium of 28 companies, including four Japanese trading houses, launched the first of four new digital satellite TV services that will vie for the 41.6 million homes of the Japanese archipelagoes.

Set to follow PERFECTV are two global satellite TV players: Rupert Murdoch's News Corp. and Hughes Electronics.

In partnership with SoftBank, a Japanese computer software firm, News Corp. plans to launch Japan Sky Broadcasting via the JCsat-3 satellite, also the home of PERFECTV. JSkyB will begin testing a 12-channel service next April, and unveil the full 150-channel package in April 1998. The initial lineup may include such foreign channels as Fox News from the U.S. and Sky News from the UK.



News Corp. has been priming the Japanese market for some time. Its Hong Kong–based Star TV covers Japan from the AsiaSat-2 satellite and has been distributing subsidized decoders and dishes in the country.

Hughes's DIRECTV Japan, meanwhile, is promising a 100-channel service in fall 1997. Hughes's partners include Culture Convenience Co., Matsushita Electric Industrial Co., Space Communications Corp., Mitsubishi Corp., Mitsubishi Electric Co. and Dai Nippon Printing Co.

DIRECTV Japan, which will use the Superbird C satellite, has yet to release details on programing.

Despite the intense competition and the relatively low viewer interest in analog satellite services, DIRECTV predicts it will have secured 1.2 million subscribers after the first year, 1.8 million by the end of its fifth year.

The fourth digital service is actually a four-year-old analog service with digital ambitions. SkyPort launched a 14-channel service in 1992, but has managed to attract just 90,000 subscribers.

Recognizing the future is digital, SkyPort is soon to lease digital capacity on the JCsat-3 and Superbird C satellites for its Sky D digital service next year. SkyPort is owned by Japan Cable, TCI-backed Cable Soft Network, Asahi Newspapers, Nippon TV, Star Channel and Superchannel.

SkyPort is not the only analog satellite

JAPANESE DTH PLATFORMS

Platform	Owner	Launch date	No. of channels	Services
BS-Broadcasting	NHK	1990	3	Broadcasts two NHK channels and premium movie service Wowow
Japan Sky Broadcasting	News Corp., SoftBank, TV Asahi	April 1997 (trial) April 1998 (official)	150	Aims to produce channels tailored for Japan. Initial foreign channels are expected to include Fox News from the U.S., Sky News from the UK, Star Plus Japan, Channel [V] Japan, Star Movies Japan
PERFECTV	Owned by consortium of 28 companies, including Japanese trading houses Mitsui, Itochu, Nissho Iwai and Sumitomo	Oct. 1, 1996	57	Wide range of PPV services offering Major League Baseball, NBA basketball, plus movies. Signed pay-TV and PPV deals with Sony, Warner Bros., MGM/UA
DIRECTV	Hughes Electronics, Culture Convenience Co. and Mitsubishi Corp.	1997	TBA	TBA
SkyPort	Japan Cable, TCI-backed Cable Soft Network, Asahi Newspapers, Nippon TV, Star Channel, Superchannel	1992	14	Predominantly local channels. Is planning Sky D digital service for launch in mid-1997.

Source: BROADCASTING & CABLE

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service now available to the Japanese. Government-owned NHK programs two of the three channels on the BS-Broadcasting satellite and counts 7 million subscribers. Japan Satellite Broadcasting offers its Wowow pay-TV service over the third. With more than 2 million subscribers, Wowow is now looking to make a deal with one of the digital satellite providers.

Murdoch has indicated his willingness to bring in additional partners or to merge or forge closer cooperation with PERFECTV, which has so far sold 35,000 dishes. Lending credence to the merger talk, JSkyB and PERFECTV signed a deal this month to allow each to carry the other's programing. As part of the agreement, the pair will also share subscriber management.

PERFECTV offers 57 channels, including pay per view, and hopes to offer 70 by December and 100 by second quarter 1997. Its goal is 1 million subscribers within three years.

Subscribers to PERFECTV pay $450 for home equipment plus $8.30 for the basic monthly fee of 12 channels, or $28.08 for 21 channels. PPV movies cost $4.60 each.

Also on a PPV basis, PERFECTV offers American Major League Baseball. Subscribers can buy the season-long package for $77.70. (The first 2,000 subscribers pay just $31.40.) ■

DTH AROUND THE WORLD

ASIA

It's becoming increasingly clear that News Corp. is pushing a digital DTH remedy to fix money-losing Hong Kong–based Sky TV. It hopes its digital ventures in Asia will offset Star TV's operating losses which stand at $80 million thanks to increased local programing and management costs.

As the door to China—the market which to a large extent justified the Star TV investment—seems to be swinging shut, India has become a top priority for News Corp. But it seems likely that only companies controlled and operated by Indians will be allowed the News Corp. privilege of domestic uplink facilities. Rupert Murdoch's News Corp. is one step ahead of its Indian DTH wannabes, having already established a 100%-owned indigenous Indian subsidiary, News Television India Private Ltd. (NTVI), which will act as an ad sales and distribution agent as well as acquire, produce and commission programing for Star TV's Indian channels.

The next hurdles for News Corp. are to obtain a license from the Indian government to operate a DTH service, and sign an agreement with a local partner for ground distribution. According to well-placed sources, News Corp. has struck a 14-year lease deal with satellite provider PanAmSat for seven Ku-band transponders. If News Corp. is awarded a license, it hopes to launch its proposed digital India Sky Broadcasting network in first quarter 1997.

Others pursuing Indian DTH projects include Hughes's DIRECTV International, PanAmSat, Indian state broadcaster Doordarshan and Malaysia's Measat Broadcasting Network Services. DIRECTV is in talks with the Indian conglomerate Tata group to join its proposed Indian digital DTH venture, but also has been negotiating with the Modi Group, an Indian media conglomerate.

Doordarshan and Measat have been in joint-venture talks about launching a 12-channel platform, uplinked from Delhi to a Measat bird. And the U.S. satellite manufacturer Loral Group has also been linked with a number of DTH platforms.

Latin America

Latin America could well prove to be the crowning achievement of digital DTH services. It could also become one of the most hotly contested battlegrounds. In one corner is Galaxy Latin America's DIRECTV consortium of Hughes Communications, TVA in Brazil, Venevision of Venezuela and Multivision in Mexico. In the other is the equally formidable Sky Entertainment Services Latin America, whose backers include News Corp. Mexico's Televisa, Globo of Brazil and TCI International.

GLA was the first to launch (in August in Venezuela and Brazil), so it has a two-month head start on Sky, but News Corp. has learned plenty in its previous outings with DTH. According to David Evans, News Corp.'s executive vice president: "It's not worth much to be in first with a small service. We have huge advantages for lots of reasons. We have a lot of clout in acquiring sports rights. We can develop local programing and can [use material] from the Globo library."

Sky Entertainment Latin America launched with 32 channels in Brazil on Oct. 30, two months behind rival service Galaxy Latin America. Sky aims to offer 40 services, including a pay-per-view channel, by the end of November. The long-awaited debut came one week after the News Corp.–led consortium agreed to absorb a would-be Mexican DTH rival, Medcom's Telered, owned by former radio magnate Clemente Serna. The merger will give Sky a substantial boost for its Mexican launch, now slated for Dec. 1.

Sky's decision to join forces with Medcom vindicates long-standing doubts that there's room for more than two DTH players in Mexico. Mexico's cable operators, however, still plan their own DTH service, which may launch within the next six months. Flexible financing, teamed with an intensive ad blitz on Globo's broadcast channels, radio stations and newspapers, may be essential if Sky is to combat GLA's Brazilian service, which has 15,000 subscribers and a waiting list of 30,000.

Europe

The UK's BSkyB is largely responsible for igniting interest in the DTH delivery system at a time when banks were wagering billions on cable builds in the UK and elsewhere. Launched as a four-channel service in February 1989, Sky took advantage of the paucity of UK cable penetration—and the development of a small, cheap satellite dish. Sky's biggest early competitor, BSB, launched a five-channel DTH service a year after Sky. After an expensive battle over marketing and rights terms, the two channels merged in November 1990 to create BSkyB. Severe cost cutting ensued, with BSkyB becoming highly profitable despite early skepticism. BSkyB has one huge advantage over all its European competitors—it is the only pay-TV operator making money from a satellite-delivered multichannel package. It also knows more about marketing and managing multichannel TV than anybody, which has become a big bargaining chip.

In the UK, multichannel TV reached a milestone in April 1996, by taking 10% of total viewing for the first time. Satellite channels are fast approaching a 40% audience share in homes that can receive them, with the Sky channels taking a combined 20%. Of all the planned digital packages in Europe, Sky Multichannels is probably the most ambitious. The digital package of about 200 services will use 14 transponders on Astra 2A. Sky Multichannels then will book additional transponders on subsequent-generation Astra satellites, with the aim of eventually beaming in 500 services.

So far BSkyB's only direct European involvement outside the UK is in Germany. In July 1996, BSkyB became a 49% shareholder in the Kirch Group's German digital package DF1. In return for that investment, BSkyB promised to invest DM200 million (US$133 million) for start-up costs and will provide subscriber management expertise. —DJ,MA

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Broadcasting
November 25, 1996

ABC shuffles Wednesday lineup

Ellen moves to 9:30, paving way for possible 'outing' of lead character

By Lynette Rice

'Ellen'

'The Drew Carey Show'

'Grace Under Fire'

Wednesday could see a whole new playing field for the Big Three, with ABC preparing for battle with a new time slot for sophomore hit *The Drew Carey Show*, which had been airing at 9:30 p.m.

The comedy series, which finished week nine of the season with a 13.3 Nielsen rating/21 share, will move to 9 p.m. Wednesday beginning Dec. 4. *Grace Under Fire* jumps from 9 to 8, while *Ellen* moves from 8 to 9:30—a much better fit if Ellen DeGeneres' character comes out of the closet, as rumored. *Townies* stays put at 8:30 p.m.

"The emergence of *Drew Carey* as a bona fide sophomore hit and the fact that *Grace* is ideally positioned as an 8 o'clock show convinced us to make a change," said Jamie Tarses, president, ABC entertainment. "We believe with *Grace* and *Drew* anchoring the night, our strong Wednesday performance can grow even stronger."

Grace finished Nov. 13 with a 11.4/18, while *Ellen* garnered a 9.1/15 and *Townies* a 7.6/12.

It's only a matter of time before CBS makes some changes to its Wednesday lineup, thanks to vacancies left by *Almost Perfect* and *Public Morals* at 9 and 9:30 p.m. and *EZ Streets* at 10 p.m. The sitcoms have been canceled while the drama, CBS says, will return next season—although a source close to the network said many of *EZ*'s writers are looking for work because production is not expected to continue.

CBS's 8-9 p.m. comedy block of *The Nanny* and *Pearl* will stay intact, especially given the ratings: on Nov. 13, *The Nanny* (10.8/17) and *Pearl* (9.6/15) won the hour, thanks to their highest ratings since premiere week. The network will air specials and movies in the 9-11 p.m. block through the holiday season.

NBC may have to pump some adrenaline into its struggling Wednesday night lineup, which finished Nov. 13 with an 8.4/13 behind ABC's 11.6/19 and CBS's 9.1/15. Viewership dropped from *Wings* (7.4/12) to *Boston Common* (6.5/10) before picking up slightly with *NewsRadio* (7.6/12). *Men Behaving Badly* (7.0/11) couldn't bring in the viewers, who waited until 10 p.m. to tune in *Law & Order* (10.9/18). ■

Piece of SPE to go public

Denies it is planning to sell studio assets

By Steve McClellan

Sony Corp. plans to spin off a minority stake in its film and television production company, Sony Pictures Entertainment, to the public, probably in the next two or three years.

The company's intention to take its entertainment subsidiary public was confirmed last week by Sony Corp. President Nobuyuki Idei, who nevertheless strongly denied speculation that Sony intended to sell the troubled studio assets.

Speculation about a possible sale emerged two weeks ago, when word leaked that Sony had retained First Boston to appraise the SPE assets. But Sony officials stress that First Boston was also hired within the past few months to advise Sony on options for strengthening SPE, which took a $3.2 billion write-off in fiscal 1994.

Indeed, the company is exploring an array of options. In addition to spinning off a minority stake in SPE to the public, the company is considering whether to bundle a piece of SPE with Sony Music or possibly take public a portion of the entire Sony Corp. of America subsidiary.

And First Boston is evaluating other options for the company, including strategic alliances, minority investors and joint ventures. The investment firm is also exploring other businesses that SPE might acquire to expand its core business beyond film and television

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production and home video distribution.

Sony officials say Idei believes Disney and Time Warner are model entertainment companies that SPE, in some ways, might find it beneficial to emulate. "He wants SPE to be reviewed and measured the way public companies in this industry are," said one Sony official. "He has repeatedly cited Time Warner and Disney as models of consistency and stability of performance and also as models in developing integrated value chains for their filmed entertainment product." Integrated value chains are, essentially, brand extensions and multiple exhibition windows for programing.

At a press conference in Los Angeles last week, Idei and SPE co-president Jeff Sagansky talked about the need for distribution platforms to strengthen SPE's position in the future. Sony has developed a number of such platforms overseas alone or with others, including two channels in Germany and various channels in Latin America, Australia and India. Many more are on the drawing board, Sagansky said.

Internally, and with First Boston, Sony will also explore potential alliances with domestic distributors. With Fox and ABC already aligned with studios, NBC and CBS would appear to be the two more likely candidates among the Big Four networks. Indeed, NBC was close to getting into the business earlier this year as part of a consortium that negotiated to buy New Line Entertainment, but the deal fell through. Westinghouse Chairman Michael Jordan recently said he was "not much" interested in getting into the "movie business," but said the company was open to exploring production alliances.

Exactly when Sony would take its entertainment assets public is unclear. At the press conference, Idei said there was no timetable. But insiders speculate that, to get the best price from investors, Wall Street would probably want to see at least two years and maybe three years of consistently strong results from the film side's new management.

While the TV and home video segments have been solid performers, film production has been the company's weak spot and the cause of its financial problems.

But there are some positive signs for the first six months of the company's fiscal year 1996, results of which were recently released. Net revenue for SPE is up 56% for the period, to $1.7 billion. Operating income for the entertainment segment for the same period is up almost 59%, to $274 million. Sony credits the yen's depreciation and improved results at the music group for most of that gain, while second-quarter operating income at SPE was flat. ■

CTTD has 'Vibe' for late night

Plans to launch late-night urban-targeted magazine show

By Cynthia Littleton

Columbia TriStar Television Distribution has teamed with prolific producers Quincy Jones and David Salzman in an ambitious bid to launch a late-night franchise patterned after the duo's urban music and lifestyle magazine, *Vibe*.

Thurston, Jones, Salzman and* Vibe *Magazine's Keith Clinkscales

CTTD is planning to launch the hour strip next fall, but it may debut as early as June, depending on the response from the station community, said CTTD President Barry Thurston at a news conference announcing the project last week.

The new show's host, title and other production details will be unveiled shortly. Jones and Salzman, who will serve as executive producers, described the series as an "entertainment talk show" targeting urban young adults.

"For some time, there has been a void in late-night programing for young adults and a void for advertisers trying to reach that market," said Thurston.

Thurston cited CTTD research showing that 40% of the available young adult audience in late night was tuned out of broadcast television during last May's sweeps period. Just five years ago, the margin of available young adults favoring basic and pay-cable channels was less than 30%, Thurston said, adding that CTTD saw the same kind of opportunity in daytime and early fringe in 1993 when the company brought out *Ricki Lake*.

With the new show, Jones and Salzman aim to counterprogram network late-night fare by blending the "hip attitude and ethos" of the magazine with a showcase for cutting-edge performers. The solo host will be assisted by a group of supporting players dubbed "the Vibe tribe."

Syndicators have faced an uphill battle in late-night over the past few years since David Letterman's 1993 debut on CBS hastened the departure of Paramount's Arsenio Hall. Tribune Entertainment struggled with Dennis Miller, CTTD tried a short-lived sketch comedy series, *The News*, Paramount tried again with Jon Stewart and Buena Vista Television took a shot with last season's Stephanie Miller.

The partners are hopeful the new show will have the benefit of a built-in audience from the monthly magazine's regular readers. Launched as a joint venture with Time Warner in 1993, *Vibe*'s circulation has climbed to more than 420,000 in just three years. Jones and Salzman, whose TV credits include NBC sitcom *The Fresh Prince of Bel-Air* and the Warner Bros. talker *Jenny Jones*, recently bought out Time Warner's stake in the magazine. ■

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Fox joins the team concept

Restructures prime time programing department

By Cynthia Littleton

As expected, Fox Broadcasting Co. has followed the example of NBC and ABC in taking a team approach to maintaining and developing prime time comedy and drama.

The revamped programing department—under the leadership of Bob Greenblatt, executive vice president, programing—will give the development folks even more opportunity to oversee a show once it debuts.

"The strict separation of development and current programs seems counterproductive to success," says Peter Roth, president, Fox Entertainment, to whom Greenblatt will report. "Now, under Bob's leadership, current and development will be able to work more closely together, especially once pilots have been ordered into production."

On the current side, Jeff Eckerle, a former director of current programing at Fox, will focus on existing dramas, while Mark Ganshirt will oversee existing comedies. Ganshirt joined the network from ICM, where he served as a packaging agent covering Fox.

As part of the restructuring, Barbara Wall was named director of current programing from her post as series programing consultant for USA Networks. All other current programing executives will report to the drama or comedy division head, depending on the shows they cover.

On the development side, the three prime time departments will remain intact under the supervision of vice presidents Theresa Edy (comedy), Danielle Claman (drama) and Lauren Corrao (alternative and late night). The three will report to Greenblatt, with Corrao answering to Roth on issues relating to late night and daytime.

The development team also has a new appointment in Sheryl Wachtel, formerly director of current program-

Fox after Hibberd

Nov. 18 marked *Fox After Breakfast*'s first day without Laurie Hibberd, who was dropped as co-host. Celebrity guest hosts will now work alongside show star Tom Bergeron. "*Fox After Breakfast* is an important priority for us, since it represents our first foray into this new daypart," said Peter Roth, Fox entertainment president. "We are pleased so far with the response from viewers, from the press, and especially from our affiliates, who have played an essential role in its launch. This show has been a truly fresh, original addition to morning television, and we support the producers in their ongoing creative adjustment to help the program reach its fullest potential." Gladys Knight served as the first celebrity guest host. Florence Henderson is also scheduled to host the show.

Hancock joins NBC

Larry Hancock has been named director, prime time series programs, NBC Studios. He was formerly director of creative services and marketing for MCA/Universal Pictures. Hancock will work on the creative and production elements of several NBC prime time series, including *Homicide: Life on the Street* and *Profiler*.

Crystal to host Oscars

Billy Crystal will return as host of the 69th annual Academy Awards, which will be broadcast on ABC March 24. Crystal last hosted the Oscars in 1993 after serving as lead man four years in a row (Whoopi Goldberg and David Letterman took over in the interim). Gilbert Cates will return as producer of the telecast after taking a year's hiatus.

Sun never sets on Sunset

Sales of the entire first season of Spelling Television's new daytime serial *Sunset Beach* have already been secured in England, France, Germany, Greece, Sweden, Norway, Israel, Belgium, Denmark, the entire Middle East and North Africa, and all of Latin America, including Brazil. "We have seen an extraordinary response from the international television community to this exciting new series," said Bert Cohen, executive vice president and chief operating officer, Worldvision Enterprises—a distributor for independent producers. "The reputation of Aaron Spelling for producing hot, audience-grabbing television, attracting young audiences and transcending cultural boundaries is well known around the world." *Sunset Beach* premieres in January on NBC daytime, which already has ordered 260 episodes of the soap.

Salhany salute

Lucie Salhany, president and CEO of UPN, has been named executive of the year by the Caucus for Producers, Writers & Directors, the first time a woman has received the group's highest honor. The award will be presented Dec. 8 in Los Angeles. The caucus—which is the only organization that represents all the creative behind-the-camera forces engaged in TV programing—has given annual awards for 14 years but has named an Executive of the Year only four times: Bob Daly, Ted Turner, Jack Valenti and Leslie Moonves. —LR

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ing, to director of comedy development. Kelly Edwards has been promoted from director to executive director of comedy development, reporting to Edy.

Fox's New York development office also will jump into the fray, with executive director Amy Intracaso-Davis reporting to Greenblatt.

Last summer, Jamie Tarses, ABC's entertainment president, did away with the current and development departments and instead established drama and comedy teams based on her experience at NBC, which pioneered the practice. Soon after, Fox was reportedly considering a similar restructuring, but that stalled with the departure of John Matoian, then entertainment president. ■

Hall signs with Big Ticket

'Roseanne' and 'Single Guy' get new executive producers

By Lynette Rice

There were more sitcom shifts last week, with executive producer changes on NBC's *The Single Guy* and ABC's *Roseanne*.

Brad Hall, the creator and executive producer of the NBC show, has signed a multimillion-dollar four-year deal with Big Ticket Television (UPN's *Moesha* and first-run syndicated show *Judge Judy*) to produce three series for CBS. Hall, a former comedian on *Saturday Night Live* and writer on the critically acclaimed *Brooklyn Bridge* under Gary David Goldberg, has already secured a 13-episode commitment for the first two shows and a six-episode commitment for the third for CBS.

Hall was expected to last out this season on the show he created, but was let go last week to make way for new direction under the writing team of Bill Rosenthal and Michael Davidoff, previously co–executive producers on the sitcom.

"I liked the *Single Guy* pilot script, and I really think this guy is a smart guy. Les Moonves also thinks he's a smart guy," said Larry Lyttle, president of Big Ticket. "He doesn't have a whole resume of creations under his belt, but he's a young guy with great comedy lineage.

"It's certainly a substantial deal, but I can say he's making less than Albert Belle. Frankly, we're paying for a Rolls Royce. You're not going to find a Rolls with Chevrolet prices," Lyttle added.

In a statement, NBC said: "While we regret Brad Hall's decision to leave the show, we understand that he is at a point in his career where he has many choices. Bill Rosenthal and Michael Davidoff, who were brought in by Brad at the beginning of the season, will take over as executive producers of the show. We wish Brad the best in his new ventures."

Over at ABC's *Roseanne*, executive producer Dan Palladino has left and is reportedly in talks with ABC to create a family sitcom. A decision could be made by next week.

A successor will not be announced, since Roseanne and Allan Stephan will now serve as executive producers, along with Marcey Carsey and Tom Werner, a source said. ■

Lauer slated for Gumbel chair

As Bryant Gumbel enters the final six weeks of a 15-year run as anchor of *Today* on NBC, the odds-on favorite to succeed him is Matt Lauer, the program's news anchor. Sources at the network confirm that recent speculation about Lauer replacing Gumbel is on target, barring unforeseen last-minute snags in contract talks. A formal announcement is not expected until late December, sources say.

Lauer joined *Today* as news anchor in 1994. Until September he also co-anchored the 5 p.m. news on WNBC(TV), which he joined in 1992 after a three-year stint at WWOR-TV New York. Before that he worked on entertainment news programs and at several stations. Meanwhile, Gumbel is mulling numerous job offers—including ones from NBC as well as from the other major broadcast networks and CNN. His stint as co-anchor on *Today* ends Jan. 3. —SM

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Iris winner was Flight 800 victim

NATPE gives out programing awards, including to 12-year-old who died in TWA crash

By Cynthia Littleton

NATPE has given out its Iris awards, including one for broadcast excellence that was awarded to a 12-year-old New York girl who died last July in the crash of TWA Flight 800 over Long Island.

Ana Duarte-Coiner won the 1996-97 Iris Award for on-camera talent for her *Action News for Kids* series on WBNG-TV Binghamton, N.Y. Duarte-Coiner was in her second year as a reporter for the station. She and her mother were on their way to a two-week vacation in France when the Paris-bound plane crashed shortly after takeoff.

"We found out that Ana and her mother were on the flight about as we were reporting the story," says Steve Koegel, news director for WBNG-TV. "We had to draw on all our resources as news professionals to pull ourselves together on the air."

This year's Iris Award winners in six program categories were selected from more than 350 entries from about 200 different broadcast and cable outlets. The 30th annual awards will be handed out Dec. 9 at a ceremony held on the Sony Pictures lot in Los Angeles. Other winners unveiled last week by awards committee director Lynn Stepanian:

- Entertainment: *Almost Live! Viewers Choice*, KING-TV Seattle
- Children's & young adult: *First Cut*, KRON-TV San Francisco
- Public affairs: *A Civil Action/Chronicle*, WCVB-TV Boston
- PSAs: *Family Now Mini Soap Opera Spots*, KSL-TV Salt Lake City
- Writing & producing: *A Town of Hope*, KNSD(TV) San Diego ■

Grant heads CNN Newsource

As expected, Turner Broadcasting System veteran Susan Grant has been tapped to oversee distribution of CNN's syndicated news service as president of the newly formed unit, CNN Newsource Sales.

TBS's syndication arm, Turner Program Services, has been dismantled in the wake of TBS's merger with Time Warner. Grant, formerly president of TPS, will be based in Atlanta.

Time Warner's Telepictures Distribution has absorbed the rest of TPS's program slate, which includes a highly rated monthly series of first-run *National Geographic* specials and other wildlife specials. Telepictures also inherits Hanna-Barbera classics such as *The Flintstones* and *The Jetsons*. "This is high-quality, high-CPM television at its very best," says Scott Carlin, executive vice president of Telepictures. —CL

SYNDICATION MARKETPLACE

Real class

The setting for *Whose Class Is This Anyway?*, a new series about a group of teenagers who take over the administration of their high school, should have the look and feel of a real high school when it premieres next fall. The show's producers are finalizing a deal to shoot the series at a high school in Fairfield, Conn., that has been shuttered since 1994. Roger Ludlowe High School is expected to reopen in 2001; until then, the school is getting a lot of use as a set for TV and movie production. *Whose Class Is This Anyway?*, produced by Kelly News & Entertainment and LIN Television, is one of two half-hours in Kelly's new weekly educational kids block, which has been picked up for fall 1997 by WPWR-TV Chicago, KTVD-TV Denver and WABU-TV Boston.

Hasselhoff Christmas parade

Baywatch star David Hasselhoff is ready to parade down Hollywood Boulevard now that Tribune Entertainment has cleared its telecast of the 1996 Hollywood Christmas Parade in 139 markets covering 87% of the country and all top 40 markets. Hasselhoff is the grand marshal of the 65th annual parade, which will snake down Sunset and Hollywood boulevards on the evening of Dec. 1. Bob Eubanks and Leeza Gibbons are set to host Tribune's two-hour telecast.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.1/228/96
2. Home Improvement	10.3/218/96
3. Jeopardy!	9.6/224/97
4. Oprah Winfrey Show	8.5/234/99
5. Seinfeld	7.9/209/95
6. Simpsons	7.0/203/96
7. Entertainment Tonight	6.4/189/96
8. ESPN NFL Regular Season	5.9/3/74
9. Hercules, Journeys of	5.7/225/97
10. Home Improvement–wknd	5.4/205/94
11. Inside Edition	5.2/151/89
11. Xena: Warrior Princess	5.2/220/96
13. Wheel of Fortune–wknd	5.0/154/69
14. Mad About You	4.9/206/95
15. Baywatch	4.8/215/94

Frisby on rise

MGM Domestic Television Distribution has promoted the head of its Chicago sales office, Noranne Frisby, to executive vice president overseeing all sales of MGM programing to broadcasters. MGM officials say Frisby's is the first in a series of appointments as the studio, recently taken over by new, deep-pocketed investors, expands its syndication slate.

MGM raised eyebrows earlier this year with its decision to pull out of syndication's biggest sales gathering, January's NATPE convention in New Orleans. At the time, MGM officials said that the distribution division was due to expand and pursue a different sales strategy. MGM has already announced plans to launch two big-budget weekly dramas, *Fame L.A.* and *Stargate SG-1*, in 1997 and 1998.—CL

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Broadcasting & Cable PEOPLE'S CHOICE

Ratings according to Nielsen
Nov. 11-17

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 9	abc	CBS	NBC	FOX	UPN	WB
MONDAY	**11.9/18**	**10.9/17**	**13.2/20**	**9.0/13**	**3.2/5**	**2.4/4**
8:00	73. Dangerous Minds 6.8/11	25. Cosby 11.4/17	57. Jeff Foxworthy 8.6/13	52. Melrose Place 9.0/13	98. In the House 3.5/5	107. 7th Heaven 2.7/4
8:30		33. Ink 10.8/16	61. Mr. Rhodes 8.0/12		96. Mal & Eddie 3.7/5	
9:00	13. NFL Monday Night Football—Detroit Lions vs. San Diego Chargers 13.7/22	37. Murphy Brown 10.6/15	6. NBC Monday Night Movie—Pandora's Clock, Part 2 15.6/24		105. Goode Bhvr 2.8/4	13. Savannah 2.0/3
9:00		33. Cybill 10.8/16			107. Sparks 2.7/4	
9:30		28. Chicago Hope 11.0/18				
10:00						
10:30						
TUESDAY	**12.0/19**	**10.5/17**	**13.1/21**	**4.3/7**	**3.1/4**	
8:00	55. Roseanne 8.7/14	46. Promised Land 9.7/15	9. Mad About You 14.5/23	91. Fox Tuesday Night Movie—Alien Nation: The Enemy Within 4.3/7	92. Moesha 4.2/7	
8:30	48. Life's Work 9.3/14		23. Smthg So Right 12.0/19		98. Homeboys 3.5/5	
9:00	7. Home Imprvmt 15.1/23	29. CBS Tuesday Movie—To Face Her Past 10.9/17	8. Frasier 14.5/22		112. The Burning Zone 2.3/3	
9:30	19. Spin City 12.5/19		15. Caroline in/City 13.3/21			
10:00	17. NYPD Blue 13.2/22		22. Dateline NBC 12.2/20			
10:30						
WEDNESDAY	**11.6/19**	**9.1/15**	**8.4/13**	**7.8/12**	**4.9/8**	**3.4/5**
8:00	50. Ellen 9.1/15	33. The Nanny 10.8/17	70. Wings 7.4/12	59. Beverly Hills, 90210 3.5/14	94 The Sentinel 4.0/6	102. Sister, Sist 3.1/5
8:30	66. Townies 7.6/12	47. Pearl 9.6/15	77. Boston Common 6.5/10			101. Nick Freno 3.3/5
9:00	25. Grace Undr Fire 11.4/18	57. CBS Wednesday Movie—A Tangled Web 8.6/14	66. NewsRadio 7.6/12	71. Party of Five 7.1/11	86. Star Trek: Voyager 5.8/9	98. Wayans Br 3.5/5
9:30	15. Drew Carey 13.3/21		72. Men Behv Badly 7.0/11			97. Jamie Foxx 3.6/6
10:00	11. PrimeTime Live 14.1/24		29. Law & Order 10.9/18			
10:30						
THURSDAY	**5.9/9**	**8.7/14**	**21.0/33**	**6.4/10**		
8:00	89. You Gotta see This! 5.1/8	37. Diagnosis Murder 10.6/17	4. Friends 18.8/30	82. Martin 6.2/10		
8:30			5. The Single Guy 16.6/26	74. Living Single 6.7/10		
9:00	90. Murder One 4.8/7	52. Moloney 9.0/14	2. Seinfeld 22.2/33	78. New York Undercover 6.4/10		
9:30			3. Suddenly Susan 19.1/29			
10:00	63. Turning Point 7.8/13	78. 48 Hours 6.4/10	1. ER 24.7/40			
10:30						
FRIDAY	**10.5/19**	**11.0/19**	**9.0/16**	**6.5/11**		
8:00	41. Family Matters 10.0/18	80. CBS Discovery Ch: Lion's Pride 6.3/11	45. Unsolved Mysteries 9.8/17	87. Sliders 5.4/9		
8:30	41. Boy Meets World 10.0/17					
9:00	40. Sabrina/Witch 10.2/17	14. CBS Movie Special—Dallas: J.R. Returns 13.4/23	48. Dateline NBC 9.3/15	66. Millennium 7.6/13		
9:30	52. Clueless 9.0/15					
10:00	29. 20/20 10.9/19		61. Homicide: Life on the Street 8.0/14			
10:30						
SATURDAY	**4.9/9**	**11.3/20**	**7.6/14**	**6.5/12**		
8:00	93. Extreme Comedy 4.3/7	43. Dr. Quinn, Medicine Woman 9.9/18	80. Dark Skies 6.3/12	83. Cops 6.1/11		
8:30				76. Cops 6.6/12		
9:00	88. ABC Movie Special—Wayne's World 2 5.2/9	27. Early Edition 11.3/20	64. The Pretender 7.7/13	74. America's Most Wanted: AFB 6.7/12		
9:30						
10:00		18. Walker, Texas Ranger 12.8/23	55. Profiler 8.7/16			
10:30						
SUNDAY	**10.4/16**	**12.8/20**	**10.9/17**	**7.5/11**		**2.7/4**
7:00	60. Am Fun Hm Vid 8.1/14	11. 60 Minutes 14.1/23	50. Dateline NBC 9.1/15	95. Married w/Childr 3.9/6		110. Brotherly Lv 2.5/4
7:30	43. Am Fun Hm Vid 9.9/16			83. Married w/Childr 6.1/10		109. Brotherly Lv 2.6/4
8:00	66. Lois & Clark 7.6/11	10. Touched by an Angel 14.3/21	20. 3rd Rock fr/Sun 12.4/18	64. The Simpsons 7.7/11		105. Parnt 'Hood 2.8/4
8:30			39. Boston Common 10.4/15	83. Ned and Stacey 6.1/9		104. Steve Harvey 2.9/4
9:00	21. ABC Sunday Night Movie—For Hope 12.3/19	24. CBS Sunday Movie—Titanic, Part 1 11.5/18	29. NBC Sunday Night Movie—Jack Reed: Death and Vengeance 10.9/17	36. The X-Files 10.7/15		102. Unhap Ev Af 3.1/4
9:30						110. Life w/Roger 2.5/4
10:00						
10:30						
WEEK AVG	9.6/15	10.7/17	11.8/19	6.9/11	3.7/6	2.8/4
STD AVG	9.8/16	10.1/17	11.0/18	8.4/14	3.4/5	2.8/4

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Justice's multifaceted law of competition

Department considers more than revenue when it comes to radio antitrust

By Elizabeth A. Rathbun

It's demographics, stupid.

No, it's radio revenue share. Or maybe it's format. How about signal strength?

Trying to outguess the Justice Department on whether it will intervene in your radio deal may be an exercise in futility. Justice is employing a variety of standards to identify radio antitrust violations. In the three agreements released so far, and in ongoing investigations, there appears to be no single action that is certain to push Justice's buttons.

The only exception is that Justice initially will evaluate any merger or deal valued at more than $15 million if a station owner stands to control more than 50% of the market's radio revenue. So far, Justice has held companies to 50%, 42% and just under 40% in particular markets.

But revenue alone doesn't inspire Justice Department action. For example, while Patterson Broadcasting Inc.'s Honolulu holdings will give it about 51% of the radio revenue there, Justice has dropped its investigation into that case.

An ongoing investigation into the Orlando, Fla., market involves companies that would control, at most, 36% of the radio revenue. Justice is more concerned that Chancellor Corp., Cox Broadcasting Inc. and Paxson Communications Corp. together will control 96% of the market's revenue after they whittled down the number of competitors from 14 at the beginning of the year. At issue is how close competitors can be in a market. Justice may require that a fourth competitor be added.

Demographics key for Westinghouse

Demographics and, to a lesser extent, formats, also come into play. Take Justice's recent approval of the merger of Westinghouse Electric Corp./CBS Inc. and Infinity Broadcasting Corp. Despite the mammoth size of the deal—which involves $4.9 billion and 43 stations—Justice ordered Westinghouse to spin off only two FMs (B&C, Nov. 18).

While that limits the company to just under 40% of the radio revenue in each city involved, station demographics was the main reason that Westinghouse/ Infinity had threatened competition in Boston and Philadelphia, says Charles E. Biggio, senior counsel of the Justice Department's Antitrust Division.

Hardest hit by the merger would have been advertisers trying to reach men 18-54 in Philadelphia and 25-54 in Boston, where Westinghouse and Infinity stations now "compete head-to-head to reach the same audiences," Justice's agreement with Westinghouse says.

So Westinghouse has to divest itself of Infinity's alternative rock WBOS(FM), which is tied for eighth in the 25-54 demographic. Westinghouse still will control four of the top five stations reaching listeners who tune in Monday-Saturday, 6 a.m.-midnight, according to Arbitron's summer 1996 book. Those include Infinity's fifth-ranked alternative rock WBCN-FM.

"We're not looking to have a punitive divestiture," Biggio says. "We're simply asking them to divest enough...to preserve the competition that existed before the merger took place."

Meanwhile, in Philadelphia, Westinghouse must divest its AOR WMMR(FM), which is third among men 25-54 (Arbitron does not rank ages 18-54 in one category). Westinghouse can keep Infinity's top-ranked AOR, WYSP-FM, and three of the other top seven stations in that demographic.

Although formats may determine the final cut, that is not Justice's focus. Demographics merely are "dictated to some extent by what formats [stations] choose to use," Biggio says.

Answers sought

Still, lawyers were puzzled by what Justice was trying to say in the Westinghouse case: "They're still not telling you what they're thinking," lawyer Edward P. Henneberry says. Henneberry is outside antitrust counsel for the National Association of Broadcasters and also represents Chancellor.

"It still doesn't appear that there is any articulation of any clear principle," agrees Timothy J. O'Rourke, who represents Cox Radio Inc. and Paxson Communications Corp. Based on this agreement, "there is no reason that any of the transactions in Orlando should pose an antitrust problem," he says.

Henneberry points out, however, that it would be a mistake for broadcasters to fix on just one element of an antitrust investigation, such as control of radio revenue. "That's never the end of the analysis," Henneberry says.

Besides lowering a potential mar-

By the index

Market share, or revenue, is not the only way the Justice Department judges market competition—or lack thereof. But share is the first step. Justice measures concentration in a market using an antitrust tool called the "Herfindahl-Hirschman Index." The index number nears zero when a market consists of a large number of companies of relatively equal size. The larger the index number, the fewer the number of companies and/or the greater the disparity in the companies' sizes. Markets in which the HHI is 1,000-1,800 are considered moderately concentrated; over 1,800 is considered concentrated. Transactions that raise the HHI by more than 100 points in a concentrated market legally raise antitrust concerns.

To arrive at a market's index number, square the market size of each company and add the resulting numbers. In its Nov. 12 agreement with Westinghouse Electric Co., Justice gives the example of a market consisting of four firms with shares of 30%, 30%, 20% and 20%. The index number equals $30^2 + 30^2 + 20^2 + 20^2 = 2{,}600$.

In a real-world case, Justice figured that American Radio Systems Corp., with 64% of the market in Rochester, N.Y., would have an HHI of 4,744, or 2,040 more than its premerger HHI, according to its Oct. 24 agreement with the group owner. —EAR

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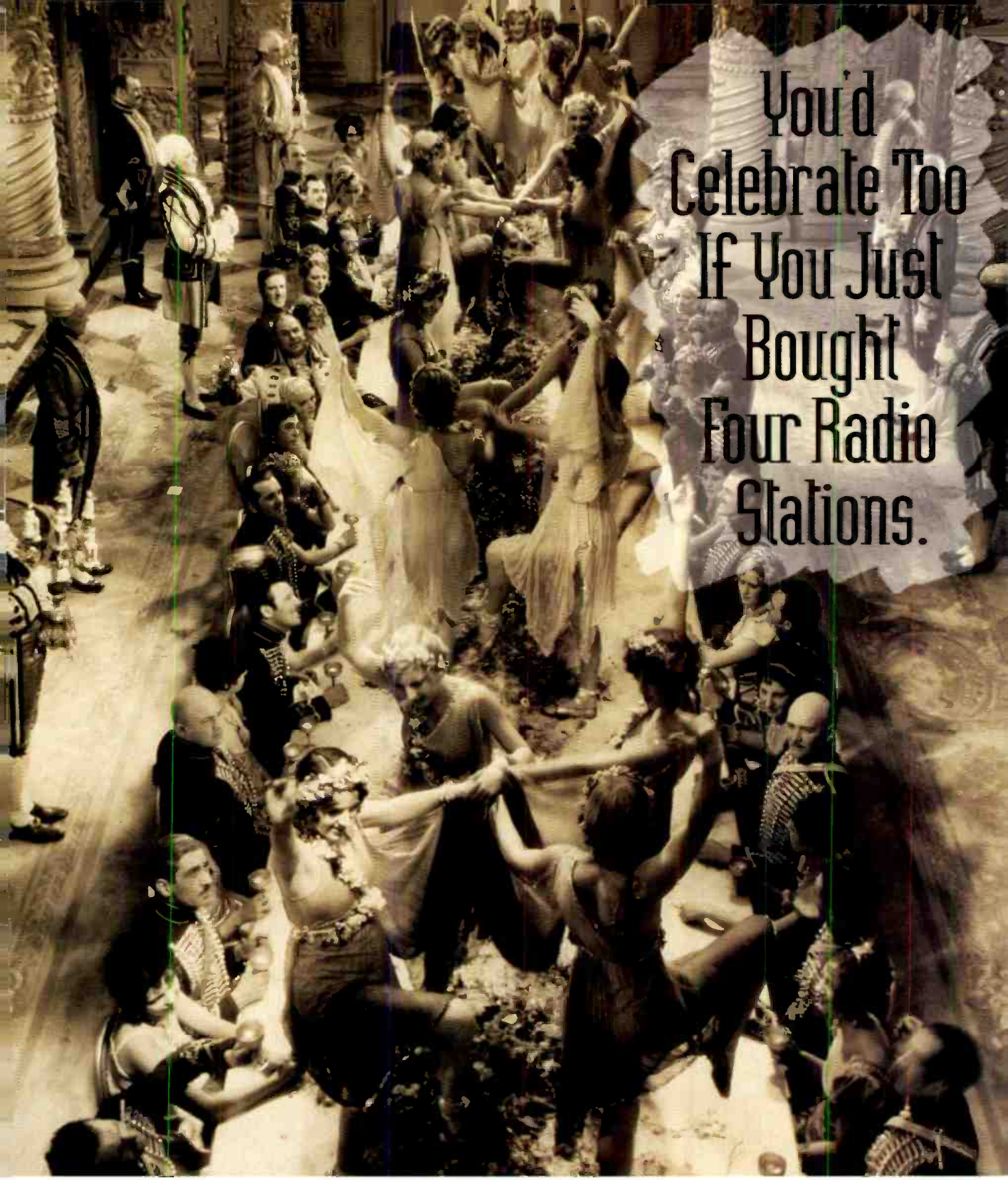

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ket share of 53%. Justice in August decided that a combined Jacor Communications Inc. and Citicasters Inc. would create problems for advertisers trying to reach adults ages 18-34 in Cincinnati. So Jacor was required to divest CHR WKRQ(FM), the number-three station in that demographic with a 6.6 share this past summer. Jacor got to keep AOR WEBN-FM, far and away the leader in that demo with its 28.2 share.

Even FCC ownership caps are not sacred. Last month, Justice served notice that a radio group could face antitrust violations even if it does not exceed the local cap of eight stations per market (including five of a kind, FM or AM). With the eight stations it owned or was buying in Rochester, N.Y., American Radio Systems Corp. would have controlled 64% of the market's radio revenue.

But revenue wasn't the only problem there. Signal strength also was an issue. Justice noted that ARS would have owned or controlled six of the city's eight most powerful radio signals: five of the seven Class B FM licenses and the area's only clear-channel AM. Nearby stations could not boost their power and get into Rochester without interfering with the other stations already there. So ARS was required to sell three stations, including the number-one station among adults 12-plus, and cancel a joint sales agreement with a fourth.

If broadcasters examine the three cases so far, "this should have provided the industry with a significant amount of guidance," Biggio says. "We don't have any bright-line rules. We have a flexible approach and we look at the facts of each case." ■

Station sales seen slowing

While deals in largest markets decrease, pace in medium and smaller cities continue

By Donna Petrozzello

The frenetic pace of radio station trading over the past 10 months is expected to slow next year, particularly in major markets.

Brokers and industry analysts say consolidation and a recent downturn in stock values of public radio groups will contribute to slow trading in major markets. Station trading is expected to be more stable, however, in smaller and midsize markets, where consolidation has not been as rampant.

"We'll continue to see a good deal of consolidation, although many stations in the bigger markets have been spoken for," says CS First Boston media analyst Harry DeMott. "Going into 1997, trading will heat up in the smaller and midsize markets."

Broker Michael Bergner agrees: "There are still deals out there" in those markets.

In smaller markets, Bergner says, pricing largely has not reached the same "crazy" heights as in large and major markets. As a result, "buyers can still get into those markets in under a 10-times free-cash-flow multiple," he says.

Industry brokers anticipate not only slower trading in major markets but also lower station prices as a result of diminished stock values for radio companies.

"I don't expect there to be quite the velocity of trading next year as there has been," says broker Gary Stevens. "I expect it to be steady but quiet."

Stevens credits rampant consolidation as contributing to "a growing lack of desirable" stations for sale, particularly in large markets. That may "derail growth prospects" for the upcoming year, he adds. "I think a lot of big owners will pause and digest their acquisitions next year," he says.

> ***"I think we'll start to see some lag time now in trading between sellers' expectations and what buyers are willing to pay."***
>
> ***Gary Stevens***

Meanwhile, October's decree by Department of Justice officials ordering American Radio Systems to sell three stations in Rochester, N.Y., and other similar actions have made some investors nervous about the future of consolidation, brokers say. "High stock values had been fueling station pricing," Bergner says. "Now that stock prices have been crushed, especially by ownership caps enforced by the DOJ, it's had a chilling effect."

"Sellers have had no reason not to believe the sky's the limit on pricing, and buyers fueled sellers' expectations by ratcheting up what they were willing to pay—until now," Stevens says. "I think we'll start to see some lag time now in trading between sellers' expectations and what buyers are willing to pay."

While the long-term effect of lower radio stock values is yet to be known, analysts and brokers think that it could translate into lower station prices based on expectations of lower cash-flow multiples.

Lower stock values often translate into less available money for acquisitions, analysts say, yet they remain bullish on radio.

"It might be tough to do stock deals in the remainder of this year, but I'm anticipating a strong fourth quarter and I expect deals to close early next year," DeMott says. "Once that is behind us, I see tremendous growth in 1997, and that could be the impetus for stocks to go forward."

Analysts at CIBC Wood Gundy Securities Corp. are bullish on station trading, despite weakened stock values and currency levels. CIBC cites several radio groups, including American Radio Systems, SFX Broadcasting and Chancellor Broadcasting, as being "willing to use stock for attractive acquisitions even if the valuation multiple of that stock was one or two points lower than it had been at its peak." CIBC recommends a "buy" on ARS, SFX and Chancellor stock in its most recent report.

"The radio business continues to outperform every other business we have seen in terms of its ability to generate free cash flow," CIBC analysts say. "Combined with very low capital spending, the radio groups will continue to generate significant amounts of

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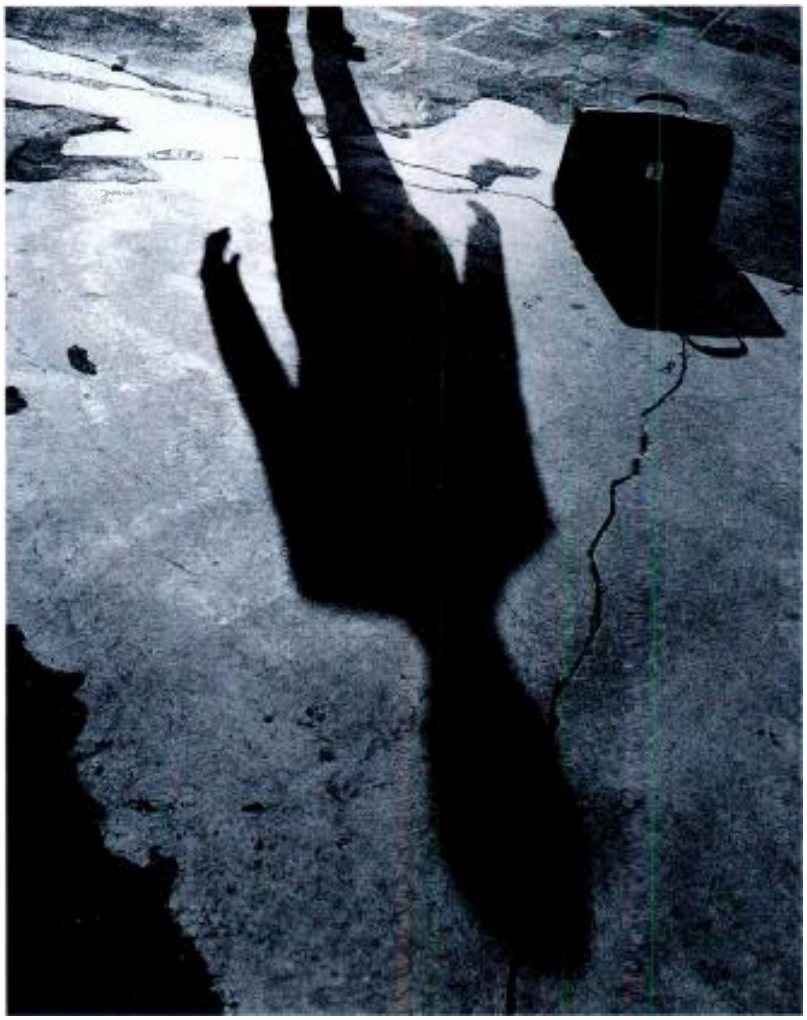

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free cash, with which they will either de-leverage or continue growing their asset base via acquisitions," the CIBC report states.

"Unless [radio] stocks continue to decline significantly from here, we do not believe that the recent weakness will curtail growth prospects going forward," CIBC concludes.

Stevens says that predicting future trading on unsure stock values is "a matter of perspective. Stock can still be used as currency, so long as you are trading significantly above book value." ■

Gannett, Argyle swapping TVs

By Elizabeth A. Rathbun

Gannett has found a new owner for KOCO-TV Oklahoma City and WLWT(TV) Cincinnati: on-the-block Argyle Television Inc.

Gannett had pledged to get rid of NBC affiliate WLWT so it could continue to own the *Cincinnati Enquirer* (B&C, June 24). And in Oklahoma City, Gannett faced crossownership conflicts because it was buying the cable system serving suburban Nichols Hills (B&C, Oct. 16, 1995). Gannett acquired both WLWT and the cable system in July 1995 as part of its $2.3 billion merger with Multimedia Inc.

In exchange for ABC affiliate KOCO-TV and WLWT, Argyle will pay Gannett $20 million and swap ABC affiliate WZZM-TV Grand Rapids, Mich., and NBC affiliate WGRZ-TV Buffalo, N.Y. Gannett still ends up with a net 16 TV stations, but its household reach declines to 14.8% from 16% (including other pending deals), a company spokesperson says. Gannett also will lose one of its 92 daily newspapers: the *Niagara Gazette*, near Buffalo. The value of the deal was not disclosed.

Looked at another way, it's a wash. Gannett is swapping two Vs in Nielsen markets 29 (Cincinnati) and 43 (Oklahoma City) for two Vs in markets 38 (Grand Rapids) and 39 (Buffalo). The deal requires FCC and Justice Department approval.

"WZZM-TV and WGRZ-TV represent a growth opportunity for Gannett that fits well with our television broadcast coverage across the [U.S.]," Cecil L. Walker, president, Gannett Broadcasting, said last Wednesday.

Argyle also retains the same number of TV stations: nine. The company has been for sale since August, when president Bob Marbut said that conditions made it difficult "for Argyle to get big enough fast enough to become an industry consolidator."

From MTV to the source: Robert Pittman buys radio stations in Colorado, New Mexico.

Company officials were not available for comment last Friday about whether the deal signals a change in Argyle's sales plans.

NBC proceeds with overlaps

Duopoly waiver in hand, NBC Inc. last Wednesday completed its purchase of KNSD(TV) San Diego from New World Communications. The action follows by two weeks FCC approval of the deal, which involves overlapping NBC stations. KNSD, at ch. 39, has a 20.5% area overlap (and 15% population overlap) with KNBC(TV) Los Angeles (ch. 4).

The decision was one of the first since deregulation signaling the FCC's intent to loosen its duopoly rules, at least in cases of overlapping VHF-UHF signals.

KNSD was part of a $425 million–plus deal in which NBC also bought New World's WVTM-TV Birmingham, Ala. WVTM-TV already has changed hands, a network spokesperson says. With KNSD, the household reach of NBC's 11 O&Os grows to 25.1%.

Paxson keeps network TVs

Paxson Communications Corp. last Monday said it has dropped plans to sell ABC affiliate WPBF-TV Tequesta/Palm Beach, Fla. (B&C, Sept. 16), and its time brokerage agreement with UPN affiliate WTVX-TV West Palm Beach. Paxson's stock price fell to a 52-week low as a result, to $6.75 last Wednesday.

In July, Paxson said it wanted to sell the affiliates to concentrate on its core businesses: its infomercial Infomall TV Network (inTV) and its extensive radio group. But in September, Paxson bought WNAL-TV Gadsden/Birmingham, Ala., from Anthony J. Fant. At the time, Paxson said it was considering converting WNAL-TV to inTV.

Pittman can't stop the music

Former MTV Networks chairman Robert W. Pittman must be missing his music. Pittman, the new president of AOL Networks, is 13% owner of a new company, Roberts Radio LLC, which "expects to be a major holder of small and middle-market radio stations," according to a company news release. Last week, Roberts Radio bought AM-FM combos in Durango, Colo., and Farmington, N.M., to add to its three-FMs in Colorado and New Mexico.

Pittman is in the radio business with Robert B. Sherman, former president of WP Radio Corp. and once executive VP of NBC Radio. Sherman is president of Roberts Radio with a 0.7% ownership interest. Sherman had bowed out of radio in September 1995, selling his nine stations to Patterson Broadcasting Inc. for $36 million.

Clear Channel expands in New Zealand

Clear Channel Communications Inc. continues to grow on the other side of the world. Last Monday, the company said its New Zealand radio partnership is buying 12 more stations in Auckland and Hamilton. The $28.5 million deal includes an outdoor advertising company. Clear Channel in April invested $60 million for one-third of the partnership, Radio Network of New Zealand Ltd.

6th Evergreen FM goes to trust

Evergreen Media Corp. is putting an "extra" FM in trust to clear the way for its ownership of five FMs in Philadelphia. In documents filed earlier this month with the FCC, Evergreen said it is putting in trust WFLN-FM Philadelphia, which it is buying from Secret Communications LP, so that it can buy WDAS-FM, WIOQ-FM and WUSL-FM. Evergreen already owns WYXR-FM and WJJZ-FM in the market. FCC local ownership rules prohibit a broadcaster from owning more than five FMs (or AMs) in Philadelphia. The trustee is radio broker Charles E. Giddens. The station will be sold within a year, the documents say. ■

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Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:		
TVs	$0	0
Combos	$450,299,670	16
FMs	$21,366,080	9
AMs	$11,826,001	12
Total	$483,491,751	37
SO FAR IN 1996:		
TVs	$10,065,872,145	91
Combos	$11,903,205,289	324
FMs	$2,536,002,820	379
AMs	$197,823,228	236
Total	$24,702,903,482	1,030
SAME PERIOD IN 1995:		
TVs	$3,151,325,545	118
Combos	$2,447,724,936	203
FMs	$718,873,930	334
AMs	$85,018,357	178
Total	$6,428,400,668	831

Source: BROADCASTING & CABLE

COMBOS

WHOS(AM)-WDRM(FM) and WBHP(AM) Decatur/Huntsville, Ala.
Price: $23 million
Buyer: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); for holdings see "Changing Hands," Nov. 11
Seller: J. Mack Bramlett, Wilton H. Polland, Huntsville; no other broadcast interests
Facilities: AM: 800 khz, 1 kw day, 215 w night; FM: 102.1 mhz, 100 kw, ant. 981 ft.
Formats: Both country
Broker: Stan Raymond & Associates

WMYM(AM)-WLRQ-FM Cocoa, WMMB (AM)-WGGD-FM Melbourne and WHKR (FM) Rockledge, all Fla.
Price: $9.3 million ($3.5 million for WMYM-WLRQ-FM; $1.8 million for WMMB-WGGD-FM; $4 million for WHKR) (B&C, Oct. 28)
Buyer: Capstar Broadcasting Partners LP, Dallas (R. Steven Hicks, president; Hicks, Muse, Tate & Furst, owner); owns WZZR(FM) Stuart, WKQS(FM) Gifford/Vero Beach and WQOL(FM) and WAXE(AM)-WAVW(FM) Vero Beach, all Fla. (for complete holdings, see "Changing Hands," Nov. 11). ■ Hicks is chairman of Gulfstar Communications Inc., which owns WJBO(AM)-WFMF(FM) and WYNK-AM-FM Baton Rouge and the following Texas stations: KLVI(AM)-KYKR (FM) Beaumont, KKMY(FM) Orange/Beaumont, WTAW(AM)-KTSR(FM) College Station, KRYS-AM-FM and KMXR (FM) Corpus Christi and KNCN(FM) Sinton/Corpus Christi, KIIZ-FM Killeen and KNRV-FM Harker Heights/Killeen, KKAM(AM)-KFMX-FM and KRLB-FM Lubbock, KAFX-FM Diboll/Lufkin, KKYR-AM-FM Texarkana, KNUE(FM) and KTYL-FM Tyler, KISX(FM) Whitehouse/Tyler, WACO-AM-FM and KWTX-AM-FM Waco, KBRQ(FM) Hillsboro/Waco and KIXS (FM) Victoria and KLUB(FM) Bloomington/Victoria; is buying KEZA (FM) and KKIX(FM) Fayetteville, KWHN (AM)-KMAG(FM) Fort Smith and KKZQ (FM) Lowell, all Ark., and KFYO(AM)-KZII(FM) Lubbock; is selling KCHX(FM) Midland, Tex.; has time brokerage agreement with KAGG(FM) Madisonville, Tex.
Sellers: ■ WMYM-WLRQ-FM: EZY Com Inc., Cocoa, Fla., (Tanya Klepper, president); no other broadcast interests ■ WMMB-WGGD-FM: City Broadcasting Co. Inc., Melbourne (David P. Franco, president); no other broadcast interests ■ WHKR: Roper Broadcasting Inc., Cocoa (Robert T. and Gwendolyn G. Roland, principals); no other broadcast interests
Facilities: WMYM: 1350 khz, 1 kw; WLRQ-FM: 99.3 mhz, 1.2 kw, ant. 500 ft.; WMMB: 1240 khz, 1 kw; WGGD-FM: 102.3 mhz, 3 kw, ant. 250 ft.; WHKR: 102.7 mhz, 50 kw, ant. 492 ft.
Formats: WMYM: news; WLRQ-FM: adult contemporary; WMMB: MOR; WGGD-FM: oldies; WHKR: modern country

KROD(AM)-KLAQ(FM) and KSII(FM) (formerly KAMZ) El Paso
Price: $8.25 million
Buyer: Ferrari Broadcasting Inc., Saddle River, N.J. (Jon Ferrari, chairman/35% owner). Ferrai is president of seller.
Seller: New Wave Communications LP, Saddle River (Jon Ferrari, president/owner; D&F Broadcasting Inc., general partner); is selling WSPB(AM)-WSRZ-FM Sarasota and construction permit for WYNF(FM) Coral Cove/Sarasota, Fla.
Facilities: KROD: 600 khz, 5 kw; KLAQ: 95.5 mhz, 88 kw, ant. 1,390 ft.; KSII: 93.1 mhz, 100 kw, ant. 1,422 ft.
Formats: KROD: talk; KLAQ: AOR; KSII: adult contemporary

KGEM(AM)-KJOT(FM) Boise and KQXR (FM) Payette/Boise, Idaho
Price: $5.1 million
Buyer: American General Media, Bakersfield, Calif. (Anthony S. Bran-

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KHOM Associates, LLP
Raymond Saadi and James J. Buquet, Jr.
has agreed to sell the assets of
KHOM-FM
Houma, Louisiana
to
Clear Channel Radio Licensing, Inc.
Lowry Mays, President
We assisted the seller in this transaction.
SERAFIN BROS., INC.
P.O. Box 262888, Tampa, FL 33685 (813) 885-6060

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don, president/67% owner). Brandon owns 25% of KCID-FM Caldwell/Boise (for other holdings, see "Changing Hands," July 8)
Seller: Viking Broadcasting, Palm Springs, Calif. (Bruce Johnson, president); no other broadcast interests
Facilities: KGEM: 1140 khz, 10 kw; KJOT: 105.1 mhz, 43 kw, ant. 2,570 ft.; KQXR: 100.3 mhz, 98 kw, ant. 708 ft.
Formats: KGEM: adult standards; KJOT: AOR; KQXR: modern rock

WKIP(AM)-WRNQ(FM) and LMA with WNSX-FM Poughkeepsie, N.Y.
Price: $3.475 million
Buyer: Straus Media Group, Ellenville, N.Y. (Eric Straus, president); owns WCKL(AM)-WCTW-FM Catskill, WELV(AM)-WTHN-FM Ellenville and WHUC(AM)-WTHK-FM Hudson, all N.Y., and WFTR-AM-FM Front Royal, Va.
Seller: Dutchess Communications/WKIP Broadcasting Corp., Poughkeepsie (Richard D. Novik, president); no other broadcast interests
Facilities: AM: 1450 khz, 1 kw; FM: 92.1 mhz, 2.2 kw, ant. 384 ft.
Formats: AM: news/talk; FM: adult contemporary
Broker: Blackburn & Co.

WPAD(AM)-WDDJ(FM) Paducah, Ky.
Price: $2.9 million
Buyer: Bristol Broadcasting Co., Bristol, Va. (W.L. Nininger, president/89.3% owner); owns WKDQ(FM) Henderson and WKYX(AM)-WKYQ-FM Paducah, Ky.; WXBQ-AM-FM Bristol, Tenn., and WQBE-AM-FM and WVSR-AM-FM Charleston and WBES-FM Dunbar, W.Va.
Seller: Robert Lee Hagan, Paducah; owns 40% of WKED(AM)-FM Frankfort and 35.9% of WCND(AM)-WTHQ(FM) Shelbyville, Ka.
Facilities: AM: 1560 khz, 10 kw day, 5 kw night; FM: 96.9 mhz, 100 kw, ant. 340 ft.
Formats: AM: Music of Your Life; FM: CHR

50% for stock of WTCH(AM)-WOWN (FM) Shawano, Wis.
Price: $2,704,670
Buyer: Bruce D. Grassman, Shawano; is buying WFCL(AM)-WJMQ(FM) Clintonville, Wis.; has interest in WJNR(FM) Iron Mountain, Mich.
Seller: Ray L. Wheeler, Green Bay, Wis.; is selling 48% of WFCL(AM)-WJMQ(FM) Clintonville, Wis.
Facilities: AM: 960 khz, 1 kw; FM: 99.3 mhz, 14 kw, ant. 440 ft.
Formats: AM: country; FM: classic rock

KDGO(AM)-KWXA(FM) Durango, Colo., and KENN(AM)-KRWN(FM) Farmington, N.M.
Price: $1.72 million ($1.1 million for KENN-KRWN; $620,000 for KDGO-KWXA)
Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/0.7% owner; Alpine Radio LLC, 18.1% owner); owns KISZ(FM) Cortez and KSKE(FM) Vail, Colo., and KBAC(FM) Las Vegas/Santa Fe, N.M.
Seller: Kenneth Kendrick, Farmington; no other broadcast interests
Facilities: KDGO: 1240 khz, 1 kw; KWXA: 99.7 mhz, 16 kw; KENN: 1390 khz, 5 kw day, 1.3 kw night; KRWN: 92.9 mhz, 30 kw, ant. 430 ft.
Formats: KDGO: oldies; KWXA: country; KENN: adult contemporary; KRWN: classic rock
Broker: Kalil & Co. (seller)

Big deals

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public recently by the FCC:
- SFX Broadcasting Inc.'s $300 million cash purchase of Secret Communications LP's WDVE(FM), WXDX-FM, WDSY-FM and WJJJ(FM) Pittsburgh; WNDE(AM)-WRZX(FM) and WFBQ(FM) Indianapolis, and WTAM(AM)-WLTF(FM) Cleveland.
- Tax-free exchange of Nationwide Communications Inc.'s KPOP (AM)-KGB-FM San Diego for Jacor Communications Inc. (via Citicasters Co.)'s KSLX-AM-FM Scottsdale, Ariz. Value: $90 million. Note: Nationwide had purchased the San Diego stations for $50 million (B&C, Aug. 5). Broker: Gary Stevens & Co. Inc. (Nationwide).

WBUC-AM-FM Buckhannon and WVUC-FM Barrackville, W.Va.
Price: $1.3 million
Buyers: Richard and Karen McGraw, Elkins, W.Va.; own WBTQ(FM) Buckhannon, WELK(FM) Elkins, WEIR(AM) Weirton, all W.Va., and WCDK(FM) Steubenville/Cardiz, Ohio
Seller: Cat Radio Inc., Clarksburg, W.Va. (Norris D. Phillips, principal); is selling WAFD(FM) Webster Springs, W.Va.
Facilities: AM: 1460 khz, 5 kw day, 85 w night; FM: 101.3 mhz, 50 kw; WVUC-FM: 93.1 mhz, 6 kw
Formats: All country
Broker: Ray H. Rosenblum (buyers)

64% of KORN(AM)-KQRN(FM) Mitchell, S.D.
Price: $800,000
Buyer: Art Rew, Mitchell; owns 36% of stations before transfer
Seller: Rick DeSchepper et al., Mitchell
Facilities: AM: 1490 khz, 1 kw; FM: 107.3 mhz, 100 kw, ant. 450 ft.
Formats: AM: oldies; FM: rock 'n' roll

WCAM(AM)-WPUB(FM) Camden, S.C.
Price: $550,000
Buyers: Calvin Chris Johnson (75%) and Dawn Mason King (25%), Lugoff, S.C.
Sellers: Gary M., Linda T. and John W. Davidson, Don LaDuke, Camden
Facilities: AM: 1590 khz, 1 kw day, 27 w night; FM: 94.3 mhz, 3.3 kw, ant. 299 ft.
Formats: AM: MOR; FM: adult contemporary

KTAP(AM) Santa Maria–KIDI-FM Guadalupe, Calif.
Price: $475,000
Buyer: Emerald Wave Media, Santa Maria (co-owners/spouses George A. Ruiz, Palma Ann Case)
Seller: Boardwalk Broadcasting Co., Los Gatos, Calif. (Leo Kesselman, principal); no other broadcast interests. Note: Boardwalk had agreed to sell station to Hispanic Radio Partners LP for $550,000 ("Changing Hands," March 25)
Facilities: AM: 1600 khz, 470 w day; FM: 105.5 mhz, 160 w, ant. 1,342 ft.
Formats: AM: classic Mexican; FM: regional Spanish

WERK-AM-FM Muncie, Ind.
Price: $475,000
Buyer: Delaware County Broadcasters Inc., Martinsville, Ind. (David C. Keister, president). Keister owns WIOU(AM)-WZWZ(FM) Kokomo, WBAT (AM) Marion, WARU-AM-FM Peru, WKBV (AM)-WFMG(FM) Richmond, WHZR(FM) Royal Center and WCJC(FM) Van Buren, all Ind., and 49% of WVNI(FM) Nashville, Ind.
Seller: American Home Town Radio Corp., Fort Wayne, Ind. (Chris Caggiano, president); no other broadcast interests. Note: Stations were to be sold to Brewer Broadcasting of Muncie LLC for $846,000 (B&C, Jan. 29)
Facilities: AM: 990 khz, 250 w day, 2 w night; FM: 104.9 mhz, 3 kw, ant. 328 ft.
Formats: Both oldies

WYIS(AM)-WYSC-FM McRae, Ga.
Price: $250,000
Buyer: IMJ Broadcasting Inc., McRae (Edgar James Jenson, president/owner); no other broadcast interests

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Hispanics the target of Radio Unica

Miami-based network hopes to launch next April

Radio

By Donna Petrozzello

A team of Spanish-language, Miami-based broadcasters is betting that 1997 will be prime time to put Spanish-language radio programing in the national spotlight.

Joaquin Blaya, formerly president of Univision and Telemundo Television operations, is preparing to launch Radio Unica—a radio network catering to the U.S. Spanish-speaking population—in April 1997.

Blaya has named Barrett Alley, formerly president of the Spanish-language Cadena Radio Centro radio network, executive vice president of Radio Unica.

Using Spanish radio personalities from Mexico, Radio Unica will provide topical talk shows, 24-hour newscasts and sports talk to Spanish-language, U.S.-based affiliates, says Herbert Levin, an investor in the project with a Spanish-language radio background.

Although committed to developing information and entertainment programing, Radio Unica also hopes to become a national platform for discussin and advancing the concerns o Hispanics living in the U.S. "We will be a network with a co science," says spokesman Alan fourth investor in Radio Uni describes Radio Unica's stance ous national political issues a active."

"We will air activists on issues that are very relevant to what the Hispanic community needs for Hispanics to be treated more as first-class citizens of this country," Stess says. "The Hispanic community in the U.S. needs more voices on a national level."

Stess declined to name programs or personalities to be featured on Radio Unica because of pending contracts, but he stresses that Radio Unica will feature the first long-form Hispanic-slated talk programing on a national Spanish-language radio network. "Unica," Stess says, "means unique—and we plan to be different."

Radio Unica aims to be an affordable alternative for Spanish stations, offering them "a lot of inventory to sell," Stess says. Programing most likely will be delivered on a barter basis as opposed to cash, reducing the fixed costs that Spanish-language stations might face in salaries to local talent. "We'll bring to affiliates the opportunity to replace a local format with nationally known personalities," Stess says.

Also, Radio Unica will target its programing at Hispanic adults, mainly ages 25-54 and of Mexican descent. As Stess notes, more than 60% of U.S. Hispanics hail from Mexico. With ambitions to program nationally from its launch, Radio Unica will focus on high-density Hispanic areas to meet its goal of reaching at least 85% of that population, he says.

Stress says that the increasing consolidation in radio group ownership, particularly the merger of Heftel Broadcasting and Tichenor Media and the later acquisition of Heftel by Clear Channel Communications, encouraged Blaya to launch Radio Unica. ■

Arbitron to poll language preference

Arbitron plans to launch a Spanish-language enumeration study in its spring and summer 1997 surveys to determine what percentage of the Hispanic radio audience in selected markets prefers speaking Spanish to English.

The study is, at least in part, Arbitron's response to criticism levied against the research company one year ago by Los Angeles–based English-language radio broadcasters who claimed that Arbitron's methodology of diary placements unfairly helped boost Hispanic audience shares.

Next year's enumeration survey will be modeled on a test survey Arbitron conducted last summer in six trial markets. In that trial, respondents were asked which language they preferred to speak at home, which they preferred to speak away from home and which they preferred to speak in general. Respondents were classified as either English- or Spanish-dominant based on their answers. The same questions will be included in next year's surveys.

Arbitron's summer 1996 survey tapped Chicago, Los Angeles, Houston, El Paso, Miami and Fresno, Calif., markets, designated as high-density Hispanic population metros.

Arbitron spokesman Thom Mocarsky said research showed that listening estimates were not affected by whether the language-preference question was asked over the phone or was included in the diary.

Mocarsky also noted that Arbitron found that asking the question produced "no significant sample effects." As a result, the company concluded that Spanish-dominant listeners are "well represented in our current syndicated surveys."

Next spring, Arbitron will include language enumeration questions in diaries surveying 133 markets. They will be the same markets that Arbitron has flagged to receive diaries with "qualitative" questions as well, which incorporate questions to assess consumer buying habits and media usage (B&C, Nov. 18).

Next summer, Arbitron plans to make English-Spanish bilingual diaries available in all markets to participants who identify themselves as being of Hispanic descent. After the summer 1997 survey, Mocarsky said, Arbitron "will report what percentage of the Hispanic listening sample is English- or Spanish-speaking dominant." —DP

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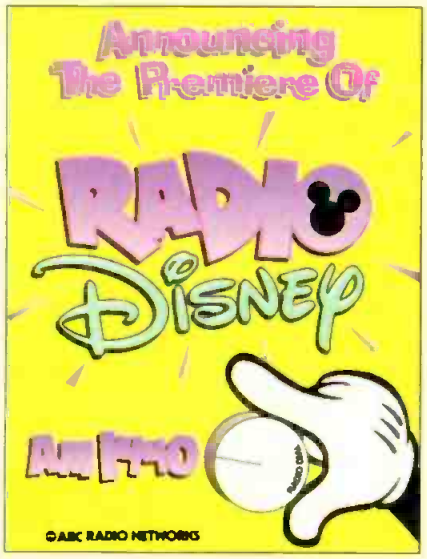
RIDING GAIN

Radio Disney introduces itself to kids

Make room for Radio Disney in Salt Lake City, Atlanta and Birmingham, Ala. ABC Radio Networks debuted its 24-hour children's radio format network on four affiliates on Nov. 18.

In addition to its owned KQRS(AM) Minneapolis, ABC launched Radio Disney on its WKHX(AM) Atlanta, American General Media's WYDE(AM) Birmingham and Citadel Communications' KCNR(AM) Salt Lake City last week. ABC also changed the call letters of KQRS to KDIZ.

Managers at two of the new affiliates say they are eager to participate in a format that taps uncharted



listeners, namely children under age 12: "Here's a brand-new format for an audience that has no targeted format and it's exciting to be part of the experiment," says Neil McGinley, operations manager at WKHX.

Like other managers eager for the format change Radio Disney affords, McGinley said WKHX's "real country" format "just wasn't making an impact in the market."

At WYDE, sales manager Joe Cooke says the station's country oldies format received less than desirable ratings in the market and that station managers had higher hopes for Radio Disney's ability to draw audience and advertisers.

ABC offers Radio Disney on a barter basis. Cooke says stations typically receive five minutes of commercial inventory to sell to local advertisers within the format.

Wrapping up radio

The International Radio and Television Society Foundation featured a panel discussion of leading radio-group heads during a luncheon at New York City's Waldorf-Astoria Hotel.

Featured speakers were (l-r): Steven Dinetz, president of Chancellor Broadcasting; moderator Steve Butler, president of Inside Radio; Robert Callahan, president of ABC Radio; Robert F.X. Sillerman, executive chairman of SFX Broadcasting, and Scott Ginsburg, chairman of Evergreen Media.

On the topic of refined management structures after consolidation, panel members discussed the benefits of hiring regional managers to oversee clusters of stations, the advantages of a large sales staff, and the benefit of maintaining individual station managers, even at stations in duopoly ownership.

United taps culture talker

United Stations Radio Networks in December plans to debut short-form comedy anecdotes on pop culture and current events hosted by Dr. Will Miller, Nick at Nite's resident sitcom analyst and host of Nick's *Why We Watch*. Also in December, USRN will debut *Arthur Frommer on Travel*, a Saturday afternoon talk show hosted by the travel guru. Frommer hosted a weekend show on WOR(AM) New York and the WOR Radio Network for several years. He quit when WOR hired controversial talker Bob Grant to host weekday afternoon drive in spring 1995.

Radio reaches out with holiday concerts

WHTZ(FM) New York and WJMN(FM) Boston will help out regional and national charities with holiday concerts. WHTZ's "Jingle Ball" on Dec. 5 will feature a slate of all-female bands, including Sheryl Crow, No Doubt and Tracy Chapman. The female lineup reflects "Z-100's" revamped contemporary Top 40 format, says Jeff Dinetz, WHTZ vice president/GM, in which "22 of 30 artists in heavy-rotation playlists are women." Proceeds from Jingle Ball ticket sales will benefit the Ronald McDonald House and a breast-and-ovarian-cancer self-help group.

Rhythmic contemporary hits WJMN's "SuperJam," scheduled for Dec. 13, will feature performers including Keith Sweat, Maxi Priest and La Bouche. Proceeds from ticket sales will benefit "Project Bread," a nonprofit organization dedicated to ending hunger in Massachusetts communities.

Interep unveils 'PlayRadio'

The Interep Radio Store is preparing to introduce "PlayRadio," an Internet-driven promotional campaign for advertisers, in January. Through PlayRadio, traditional radio advertisers can sponsor promotions and contests for radio listeners who call up a station's site on the World Wide Web. Stations whose national ad sales are represented by Interep will be able to participate in the campaign.

Changes buzzing at WMXV(FM)

Once an adult contemporary mainstay in New York, WMXV(FM) switched to a "modern" adult contemporary format last week and debuted the hard-edged, comedy-intensive morning team of Bill Kelly and Al Kline. Kelly and Kline replace the "Mix Morning Crew." Meanwhile, WMXV adopted "The Buzz" as an interim name for its new format featuring artists such as REM, Elvis Costello and U2. WMXV is expected to change its calls in upcoming weeks. WMXV is owned by Bonneville International Corp. **—DP**

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Cable

November 25, 1996

Shandling, HBO ace the ACEs

'Larry Sanders Show' most honored, including first win for Garry Shandling

By Lynette Rice

Already riding high from a vault full of Emmys, HBO nabbed another 28 trophies—including coveted wins for best comedy and movie—at the 18th annual CableACE Awards Nov. 16.

For the third straight year, HBO's *The Larry Sanders Show* earned the top prize for comedy, while its star Garry Shandling—always a nominee but never a winner—got the nod for best actor. *Larry Sanders* also was honored for its directing and writing, helping the comedy to become the most recognized program at this year's CableACEs.

In all, HBO seized 22 more awards from the National Academy of Cable Programming than did runners-up A&E and ESPN, which each earned six. Four CableACES were awarded to CNN, Lifetime, Showtime and TNT, and three went to AMC, Nickelodeon, The Learning Channel and The Travel Channel. Bravo, The Disney Channel and TBS followed with two, while Cinemax, CNBC, Comedy Central, The Family Channel, Home Team Sports, Independent Film Channel and the USA Network each earned one.

Shandling planned to thank HBO at length when he accepted the prize for best comedy—that is, until the folks from *Larry Sanders* found themselves in the midst of a strange gag about being the "1,000th winner." Shandling et al. were showered with balloons and confetti and treated to a sudden performance from a Southern California marching band.

"This was not cleared with me," said a visibly stunned Shandling. "That said, the band and the balloons have never made me so happy."

Backstage, a more composed Shandling told reporters: "In the confusion of the moment...and having something dropped on my hair that I haven't put in myself...I meant to thank HBO much more profusely. They have embraced this show both financially and emotionally. It is a perfect fit."

Shandling (top) wins best actor; Discovery's John Hendricks is holding an ACE; host Drew Carey with co-star Kathy Kinney.

HBO's *Truman* tied for second for the most wins for an individual show; it snagged awards for best movie, best actor and best editing. Gary Sinese, the movie's star, said the drama offered him the "greatest challenge I've ever had."

"I originally didn't say yes," Sinese said. "I didn't know anything about Harry Truman other than the 'Give 'em hell, Harry,' line and that he dropped the bomb."

Tracey Takes On... on HBO also rang in with three awards, including one for Tracey Ullman as best actress in a comedy series.

"We like working for HBO," Ullman said. "It's liberating. They really give you total freedom.... There are not 15 people saying, 'Where's the conflict? Where's the jeopardy? Is this character likable?' like there are at the networks. They don't censor me."

Sela Ward helped Lifetime go home with four CableACEs for her best actress portrayal in *Almost Golden: The Jessica Savitch Story*. "It was very difficult to play someone who actually lived," Ward said. "She was wrought with individual demons, yet she was so endearing. You just wanted to put your arms around her and tell her everything was OK."

Drew Carey, star of ABC's *The Drew Carey Show*, hopped over from the broadcast side to host the CableACES, which originated from Los Angeles's Wiltern Theatre.

On Oct. 22 the National Academy of Cable Programming announced 26 CableACEs for craft and international achievements. Thirty-eight CableACEs were also given during a non-televised event in Los Angeles Nov. 15 before the final 17 trophies were awarded Nov. 16. A list of the winners follows. ■

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ACEs showing

Televised, non-televised and previously awarded

Televised (Nov. 16)

ACTOR IN A COMEDY SERIES
Garry Shandling
The Larry Sanders Show
HBO

DRAMATIC SERIES
The Outer Limits
SHOWTIME

TALK SHOW SERIES
Politically Incorrect with Bill Maher
COMEDY CENTRAL

ACTRESS IN A MOVIE OR MINISERIES
Sela Ward
Almost Golden: The Jessica Savitch Story
LIFETIME

DIRECTING A MUSIC SPECIAL OR SERIES
Chuck Vinson
Sinbad's Summer Jam: '70s Soul Music Festival
HBO

ACTOR IN A MOVIE OR MINISERIES
Gary Sinese
Truman
HBO

GOLDEN CABLEACE AWARD
Lifetime Applauds: The Fight Against Breast Cancer
LIFETIME

VARIETY SPECIAL OR SERIES
Tracey Takes On...
HBO

SPORTS EVENTS COVERAGE SPECIAL
Baltimore Orioles Baseball: Ripken's 2,131st game

SUPPORTING ACTRESS IN A MOVIE OR MINISERIES
Amanda Plummer
The Right to Remain Silent
SHOWTIME

ENTERTAINMENT/CULTURAL DOCUMENTARY SPECIAL
The Typewriter, the Rifle and the Movie Camera
INDEPENDENT FILM CHANNEL

DIRECTING A MOVIE OR MINISERIES
Robert Markowitz
The Tuskegee Airmen
HBO

GOVERNORS AWARD
John Hendricks
DISCOVERY COMMUNICATIONS INC.

CHILDREN'S SPECIAL—7 AND OLDER
Nickelodeon Sport Theater with Shaquille O'Neal
NICKELODEON

INFORMATION OR DOCUMENTARY HOST
David Attenborough
The Private Life of Plants
TBS SUPERSTATION

ACTOR IN A DRAMATIC SPECIAL OR SERIES
Danny Glover
America's Dream: Long Black Song
HBO

COMEDY SERIES
The Larry Sanders Show
HBO

MOVIE OR MINISERIES
Truman
HBO

Nontelevised (Nov. 15)

BUSINESS OR CONSUMER PROGRAMING SPECIAL OR SERIES
The Money Club
CNBC

FICTIONAL SHORT-FORM PROGRAMING SPECIAL OR SERIES
Inside Eddie Johnson
NICKELODEON

NONFICTIONAL SHORT-FORM PROGRAMING SPECIAL OR SERIES
Poisoned Pen
CNN

ANIMATED PROGRAMING SPECIAL OR SERIES
Duckman
USA NETWORK

EDUCATIONAL OR INSTRUCTIONAL SPECIAL OR SERIES
Blacklist: Hollywood on Trial
AMERICAN MOVIE CLASSICS

MAGAZINE HOST
Ian Wright
Lonely Planet: Central Asia
THE TRAVEL CHANNEL

MAGAZINE SHOW SPECIAL OR SERIES
The Other Europe
THE TRAVEL CHANNEL

PERFORMING ARTS SPECIAL OR SERIES
B.B. King: The Blues Summit
A&E

CHILDREN'S EDUCATIONAL OR INFORMATIONAL SPECIAL OR SERIES
Nick New
NICKELODEON

CHILDREN'S SERIES—7 AND OLDER
The Composers' Specials
HBO

CHILDREN'S SPECIAL OR SERIES—6 AND YOUNGER
The World of Peter Rabbit & Friends: Tale of Flopsy Bunnies & Mrs. Tittlemouse
THE FAMILY CHANNEL

EXTENDED NEWS OR PUBLIC AFFAIRS COVERAGE
CNN's Coverage of Russian Elections
CNN

PUBLIC AFFAIRS SPECIAL OR SERIES
Investigative Reports: Wife Beaters
A&E

GAME SHOW SPECIAL OR SERIES
Debt
LIFETIME

RECREATION AND LEISURE SPECIAL OR SERIES
Lonely Planet: Central Asia
THE TRAVEL CHANNEL

CREATORS AWARD
NICKELODEON

DRAMATIC OR THEATRICAL SPECIAL
America's Dream: Long Black Song
HBO

NEWS SPECIAL OR SERIES
Investigative Reports: Seized by the Law
A&E

NEWSCASTER
Bernard Shaw, Judy Woodruff
Inside Politics
CNN

PROGRAM INTERVIEWER
Roy Firestone
Up Close Prime Time
ESPN

ENTERTAINMENT HOST
Billy Crystal, Whoopi Goldberg, Robin Williams
Comic Relief VII
HBO

ENVIRONMENTAL/NATURE DOCUMENTARY SPECIAL
America Undercover: "To Love or Kill: Man vs. Animal"
HBO

DOCUMENTARY SERIES
The Revolutionary War
THE LEARNING CHANNEL

DOCUMENTARY SPECIAL
Survivors of the Holocaust
TBS

SPORTS COMMENTATOR/ANALYST
Tom Jackson, *NFL Gameday*
ESPN

SPORTS EVENT COVERAGE SERIES
ESPN Sunday Night NFL

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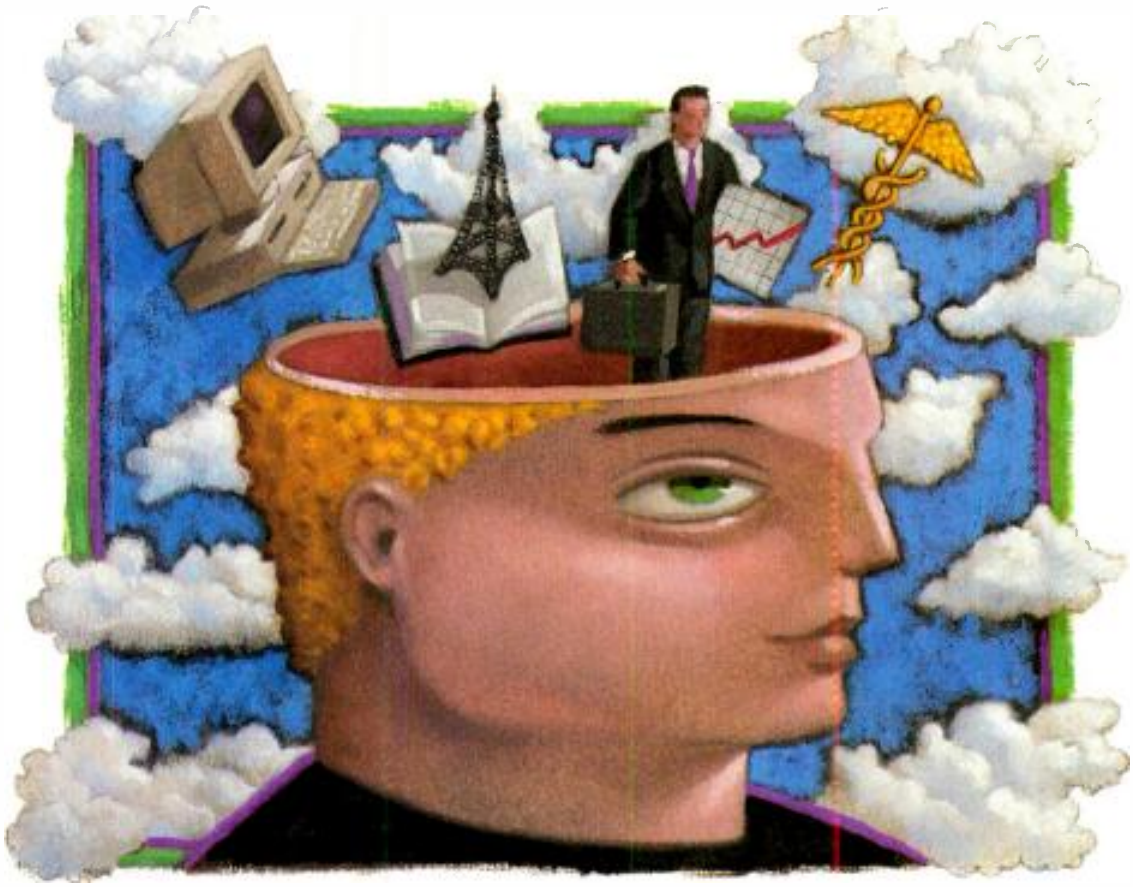

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ESPN

Sports play-by-play announcer
Jon Miller
ESPN Sunday Night Baseball
ESPN

Sports information series
Real Sports with Bryant Gumbel
HBO

Sports information special
The Journey of the African-American Athlete
HBO

Sports news series
Sports Tonight
CNN

Sports host
Chris Berman
ESPN

Performance in a comedy special
Julia Sweeney
Lifetime Applauds: The Fight Against Breast Cancer
Lifetime

Performance in a music special or series
Tony Bennett
Tony Bennett Live by Request: A Valentine's Special
A&E

Actress in a dramatic special or series
Donna Murphy
Someone Had to Be Benny
HBO

Actress in a comedy series
Tracey Ullman
Tracey Takes On...
HBO

Supporting actor in a movie or miniseries
Tom Hulce
The Heidi Chronicles
TNT

Stand-up comedy special or series
HBO Comedy Half-Hour: Judy Gold
HBO

Music special or series
South Bank Show: Wynton Marsalis
Bravo

Comedy special
20 Years of Comedy on HBO
HBO

Previously announced winners (Oct. 22)

Art direction in a comedy or music special or series
Jimmy Cuomo, Kelly Van Patter, Brother Awest
Adventures in Wonderland
The Disney Channel

Art direction in a dramatic special or series/movie or miniseries
Michael Z. Hanan, Doug Mowat, Edward L. Rubin
Andersonville
TNT

Cinematography in a movie or miniseries
William Wages
Riders of the Purple Sage
TNT

Direction of photography and/or lighting direction in a comedy or music special or series
Dave Sperling
Remember WENN
AMC

Editing a comedy or music special or series
Barry Reynolds
America Undercover: "To Love or Kill: Man vs. Animal"
HBO

Editing a dramatic special or series/movie or miniseries
Lisa Fruchtman
Truman
HBO

International children's programing special or series
The Return of the Borrowers
TNT

International cultural/performing arts special or series
Cirque du Soleil–Saltimbanco
Bravo

International documentary special or series
Metropolis: The Tower Without Ends
The Learning Channel

International dramatic special/movie
The War Between Us
Lifetime

International informational special or series
The Dying Rooms
Cinemax

Costume design
Dinah Collin, *Pride and Prejudice*
A&E

Make-up
Kathy Berkeley, Ron Berkeley, Bari Dreiband-Burman, Thomas R. Burman
Tracey Takes On...
HBO

Original score
Ron Ramin
Rent-a-kid
The Disney Channel

Original song
Richard Kooris, Pete Markham, Joe Scruggs, Short Stuff Song: "Bahamas Pajamas"
The Learning Channel

Directing a comedy series
Todd Holland
The Larry Sanders Show: "Arthur After Hours"
HBO

Directing a comedy special
Denis Leary
National Lampoon's Favorite Deadly Sins: Lust
Showtime

Directing a documentary special
Deborah Dickson, Susan Froemke, Albert Maysles
Letting Go: A Hospice Journey
HBO

Directing a dramatic special or series
Bill Duke
America's Dream: The Boy Who Painted Christ Black
HBO

Directing live sports events coverage special or series
Marc Payton
ESPN Sunday Night NFL
ESPN

Writing a children's special or series
Bruce Harmon
Someone Had to Be Benny
HBO

Writing a comedy series
Judd Apatow, Jeff Cesario, Garry Shandling
The Larry Sanders Show: "The Bump"
HBO

Writing a documentary special
Martin Davidson
Biography: Muhammad Ali
A&E

Writing a dramatic special or series
Ron Stacker Thompson, Ashley Tyler
America's Dream: The Boy Who Painted Christ Black
HBO

Writing an entertainment special
Dennis Miller
HBO Comedy Hour: Dennis Miller: Citizen Arcane
HBO ■

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WBIS+ changes NY sports picture

According to confidential memo, service will cherry-pick some hockey and basketball games

By Rich Brown

It looks like Dow Jones/ITT–owned WBIS(TV) New York (marketed as WBIS+) is going to shake up the region's TV sports rights landscape when it makes its debut in January 1997.

A confidential copy of a proposed WBIS+ schedule now making the rounds on Madison Avenue shows the network airing nine games apiece from the Rangers, the Nets, the Devils and the Knicks, including such surefire hits as the Jan. 21 matchup between the Knicks and the Bulls.

Industry players are wondering what impact the siphoning of games to WBIS+ will have on existing regional sports networks Madison Square Garden Network (which is owned by ITT and Cablevision Systems Corp.) and SportsChannel New York (owned by Cablevision and NBC). MSG currently carries the MSG-owned Knicks and Rangers; SportsChannel carries the Nets and the Devils. Even though both regional networks plan to continue carrying some games by the teams, cable system operators could argue that they are no longer getting exactly what they agreed to pay for.

MSG officials reportedly are already in talks with Time Warner's key New York City systems about making possible adjustments to their affiliation agreement. Initial discussions supposedly have included possible rate card adjustments or adding Yankees games to make up for the lost Knicks and Rangers games. Time Warner and MSG officials declined comment.

MSG, which controls all TV rights to the Yankees through a $50 million–per-year deal with the team, has not yet renewed its just-expired deal with local broadcaster WPIX(TV) New York. Accordingly, speculation is growing that MSG will keep the 50 Yankees games traditionally seen on WPIX and instead telecast those games on either WBIS+ or MSG.

Meanwhile, it looks as though the Fox/Liberty Media partnership Fox Sports Net will provide 30-35 hours of news and events to WBIS+ each week to help fill out its prime time sports schedule. It was not yet clear at press time whether the agreement between Fox Sports and WBIS+ would involve a time-buy, revenue-sharing, or some other type of arrangement. Meetings between the companies to hammer out details were under way last week.

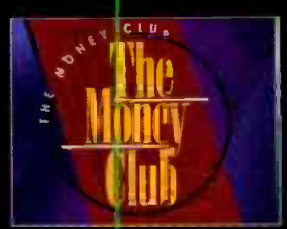
Details are also still being ironed out on the business news shows that will fill out the station's daytime programing lineup.

Insiders say Dow Jones officials are concerned about maintaining their journalistic integrity while offering commercially viable programing. Among the various daytime series in development is *Money, Sex and Power*, a show for women.

WBIS+ station manager Carolyn

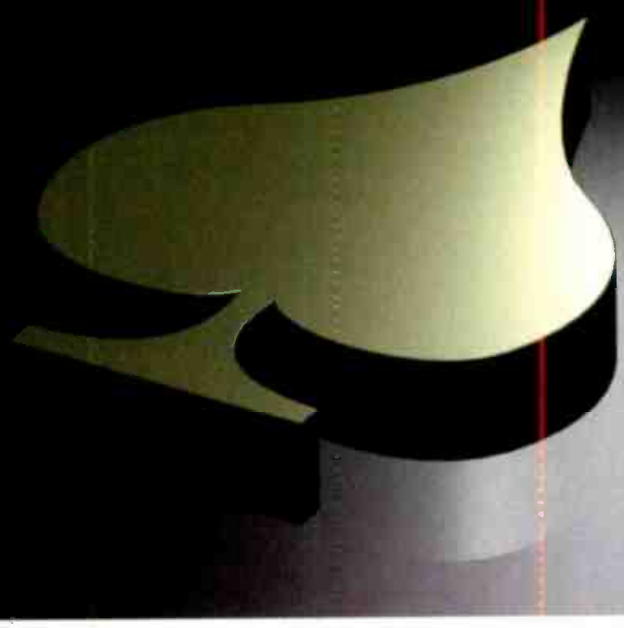
All Our Good Advice Paid Off.

CNBC Proudly Congratulates The Money Club.
Winner of the CableAce Award for Best Business or Consumer Programming Special or Series.



Dina Conte Schulz, Producer

Brenda Buttner, Producer/Correspondent



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Wall, who previously launched the offbeat morning news show *Good Day New York* at WNYW-TV New York, is planning to start the WBIS+ programing day with a three-hour morning show.

In addition to sports and business programing, WBIS+ on Saturday mornings will feature three hours of children's programing followed by a syndicated hour of professional wrestling from Turner Broadcasting's World Championship Wrestling.

While there was initially some confusion over which of the equal partners in WBIS+ was calling the shots, insiders say ITT now appears to be running the show. And despite earlier delays in launching the channel, WBIS+ is expected to be up and running by mid-January 1997. Officials at WBIS+ and MSG declined to speak with BROADCASTING & CABLE for this article. ■

Malone, Turner salute Magness

TCI founder praised as 'quiet giant' and good friend

By Price Colman

Bob Magness, the transplanted Oklahoman who parlayed cattle ranching and cottonseed into the world's largest cable television company, received a cowboy's send-off last Wednesday in Denver (see "Fates & Fortunes" page 87).

Magness, 72, died Nov. 15 after a months-long battle with lymphoma, a virulent form of cancer.

Cable industry leaders John Malone and Ted Turner, along with longtime Magness friend Carl Williams, eulogized the Tele-Communications Inc. founder as a loyal compatriot, mentor and "quiet giant" of the industry. The focal point of the memorial ceremony, conducted at the imposing Church of the Nazarene in Denver, were mementos of a different Magness—a man who may have been more comfortable astride one of his beloved Arabian horses than he was in the public eye as chairman of TCI.

Rick Glase/Rocky Mountain News

Pallbearers escort Magness casket from the Church of the Nazarene in Denver.

Beside the American-flag-draped casket stood a framed photo portrait of Magness with a favorite Arabian horse. A simple cowboy hat, symbolic of Magness's unassuming, unpretentious manner, hung from the picture frame. Nearby, in cowboy tradition, his black leather Western saddle, trimmed in silver, sat atop a stand.

"I think I've probably given 1,000 speeches in the last 30 years. This is the toughest," said an emotional Malone, who described Magness as his adoptive father in all but legal terms.

Malone related how, before he joined TCI as president in 1973, he and two colleagues called on Magness in an effort to sell him cable equipment. "I couldn't wait to get out of there before we went broke," Malone said, acknowledging Magness's skill as a tough negotiator.

Malone said that when he teamed with Magness at TCI, Magness rearranged offices so that his and Malone's were back-to-back. "For 25 years, I've always had Bob protecting my back.... He was my mentor, my friend... We were often unindicted co-conspirators."

Turner, a longtime Magness friend, business partner and until recently TCI board member, said that when he met Magness, in the '70s, "I didn't have two nickels to rub together. Then, after awhile, we were talking about hundreds of millions of dollars. He was just about the finest person I ever met."

Turner reminisced about how Magness instilled in him a love for the Rocky Mountain West and once took him to see a microwave tower atop a hill

USA targets teens

With designs on drawing younger viewers to the network's afternoon daypart, USA Networks has acquired exclusive non-network rights to NBC's Saturday morning kids show *Saved by the Bell: The New Class* and an exclusive first-run window for original teen comedy series *USA High*.

Both shows will likely join USA's weekday lineup back-to-back in an hour afternoon strip for summer or next fall.

USA has signed a multiyear deal with Rysher Entertainment for the rights to 91 episodes of *Saved by the Bell* and has committed to 75 episodes of *USA High*, which is to be produced by Peter Engel and NBC Productions.

"It will give us the ability to present five original half-hours on a strip basis that have never been seen before," says Rod Perth, president of USA Entertainment Networks. "It will also give us a platform for promoting other original projects that we have in the works."

USA High furthers Perth's USA original program strategy started last year. USA has earmarked $175 million for its 1996-97 original programing budget, which includes its $1 million–per-episode *Big Easy* series, which airs on Sunday nightsIn keeping with that strategy, *USA High* will wear a steep price tag; each episode will cost some $400,000 to produce. —JM

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- ***50% off advertising in the Pre- or Post-show issues (Dec. 2 and 16)***

Issue Date	Size
Dec. 9	Regular Magazine Size
Dec. 11	Tabloid
Dec. 12	Tabloid
Dec. 13	Tabloid

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near Bozeman, Mont. The tower was one of Magness's earliest ventures in the video distribution business—a 1958 partnership to bring broadcast television signals from Salt Lake City to sparsely populated Montana.

Relating how Magness risked his life climbing the hill in the middle of winter to fix the malfunctioning tower, Turner said, "I'm going to be buried in Montana up on that hill where he nearly died fixing that microwave tower."

Williams was helping cable pioneer Bill Daniels start Daniels & Associates in 1958, when he first met Magness. He characterized Magness as a "quiet giant" and joked affectionately about how "never in 40 years did he write me a letter."

Williams, overcome by grief at one point, recalled how Magness fought in World War II's Battle of the Bulge as a 19-year-old and nearly became an accounting professor at Southwestern State College in Wetherford, Okla., instead of getting into the cable business. ■

Cablevision asks NYC for PEG channels

Wants to replace government channels with cable services

By Rich Brown

Cablevision Systems Corp. is taking a bit of heat over its attempts to replace some of the nine PEG channels (public access, education and government) on its New York City cable systems.

Bronx Borough President Fernando Ferrer is taking the lead in criticizing the proposal, which would enable Cablevision to take back up to seven of the channels when the company enters into a new franchise agreement with the city in 1998. Ferrer sits on the Franchise and Concession Review Committee, which administers the city's franchise agreement with the cable system operator.

"My constituents and all subscribers in New York City deserve to have an opportunity to become not only informed but enlightened through noncommercial, local programing committed to the concerns of grass-root communities," Ferrer said on Tuesday at a public hearing held to discuss the company's franchise renewal in the city. "As if Cablevision did not currently have enough channels for generating profits, it now seeks to extend its reach to the public access community."

Cablevision first raised the proposal in an Oct. 10 letter to New York City Mayor Rudolph Giuliani. In the letter, Cablevision CEO James Dolan proposed that the company program seven of the PEG channels based on the wishes of cable viewers. The cable system operator would ask its 220,000 subscribers in the Bronx and 218,000 subscribers in Brooklyn to choose seven favorites from more than 20 networks not now available on the system. Dolan wrote that past Cablevision studies have indicated that the nine PEG channels are the least viewed by its area customers. The PEG channels account for 12% of the total capacity on the 78-channel systems.

Cablevision hoped to find a sympathetic ear in Giuliani, who earlier this fall tried unsuccessfully to place the Fox News Channel on one of the five city-run PEG channels on Time Warner's Manhattan cable systems. Those five channels, known as "Crosswalks," are available on all cable systems in the city and are overseen by Giuliani. As of last Wednesday, Giuliani had not yet formally responded to Dolan's letter.

"If C-SPAN can cover the nation with two channels, I don't know if we need nine in the Bronx," says John Hamill, manager, public affairs, Cablevision.

Under its current franchise agreement, Cablevision pays $3.50 per sub per year to support not-for-profit public access organizations in Brooklyn and the Bronx. Hamill says the cable system operator has paid out a total $12.3 million to the public access organizations over the past six years of the eight-year franchise agreement. ■

Liberty unfazed by potential cuts

Says services won't suffer from TCI plans to pare expenses

By Rich Brown

Tele-Communications Inc.'s plan to rein in its programing expenses appears to be of limited concern to the cable system operator's programing unit, Liberty Media Group.

"There are ways to change the overall economics so TCI's margins are higher and the services don't suffer," said Liberty CFO Dob Bennett, speaking with analysts during a conference call last week to discuss the programer's third-quarter earnings.

TCI's plans to moderate license fees charged by established programers and to charge high distribution fees to newcomer networks are not likely to have a major impact on Liberty's bottom line, according to Bennett. Various packaging and tiering schemes could minimalize the effect on Liberty and other programers, he says. It is also not yet clear whether other multiple system cable operators will necessarily follow TCI's lead, he says.

Bennett says one of the jewels in Liberty's portfolio, Discovery Communications Inc., is currently in talks with TCI on a long-term carriage renewal deal that he expects will result in "an attractive deal" for DCI. He says the negotiations could potentially affect all of the services in the DCI portfolio, which includes well-established networks such as Discov-

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ery Channel and The Learning Channel and newer offerings like Animal Planet.

Bennett says new networks like Animal Planet which are looking to enter the market in a big way, may end up having to pay for distribution. However, just how much money programers are willing to spend to launch services remains to be seen.

"We'll continue spending on it for at least the next year," Bennett says of Animal Planet.

Several industry analysts participating in last week's conference call complimented Bennett on the company's third-quarter numbers. Liberty's third quarter 1996 revenue was $290 million with a net gain of $18 million, versus revenue of $353 million and a net loss of $12 million for the same period last year. Third quarter 1996 cash flow was $42 million, versus $23 million for the same period last year.

Among Liberty's investments in entertainment services, cable networks Discovery, TLC, Discovery Europe and Black Entertainment Television accounted for $70 million in revenue and $25 million cash flow in third quarter 1996 (versus $64 million in revenue and $25 million cash flow for the same period last year). DCI's networks were cash-flow positive during the third quarter, but the company lost $9 million on its developing retail business and lost $8 million on research and development projects, including Your Choice TV.

Liberty's portfolio of movie services continues to report losses tied to its Starz! premium channel. The movie network suffered negative cash flow of $17 million in third quarter 1996, versus negative cash flow of $10 million for the same period last year. Bennett says the network's costs are expected to peak in 1997, but Starz! is not expected to turn a profit before 2000.

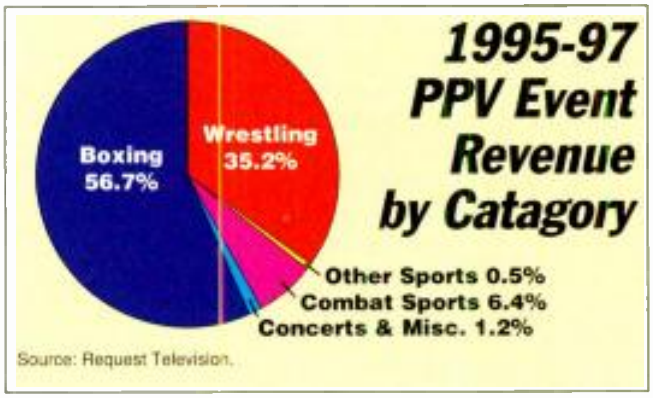
Among Liberty's sports properties, the fX cable network had $12 million in revenue and $3 million in cash flow during third quarter 1996, up from $10 million in revenue and a $1 million loss in cash flow for the same period last year. Bennett says the company has considered making an initial public offering for its sports portfolio, which also includes a wide variety of regional and international services.

"We don't have a current plan to do that; however, I wouldn't rule it out," he says. ■

Combat dominates pay per view

Top PPV events are all boxing or wrestling

By Michael Katz



A cursory glance at Request Television's report on the pay-per-view industry suggests PPV thrives off events featuring people beating each other. A closer look at the figures in the report confirms it.

According to Request's second annual report, the top 20 grossing PPV events in history are either boxing or wrestling. The top 10 PPV events in 1996 ranked by revenue and buy rates are all boxing and wrestling events. In 1996, boxing accounted for 56.7% of gross revenue generated by PPV events; wrestling, 35.2%; combat sports 6.4%; other sports, 0.5%. Concerts and music totaled 1.2%.

And the trend is expected to continue. For 1997, the study concluded that "the volume of events in the boxing and wrestling categories will continue to grow, with the emergence of Oscar De La Hoya, the presence of Mike Tyson, and monthly WCW and WWF wrestling events."

But these statistics are not surprising. "Unfortunately, Americans are more turned on by violence than by any other category," says Jim English, president of Playboy Television. English, who's been in the industry for 14 years, recalls that in the beginning PPV was seen as a vehicle for movies, shopping and banking. "It was very visionary," he says. The industry "did not contemplate the event business. But now, nobody wants to come to the table and put up anything that's not sports-combat at this point."

Events accounted for 57% of the entire PPV industry, while movies made up the remaining 43%. Request, based on its own revenue, estimated that the PPV industry brought in $576 million from cable alone, not including adult PPV; it extrapolated, based on other sources, that the overall PPV industry—including cable, DBS, hotels, and adult PPV—grossed over $1.1 billion in 1996.

PPV movies were bolstered by the introduction of the All-Day Movie Ticket, which the report says outperformed buy-rate expectations by 23% for movies that grossed $40 million–$100 million at the box office. While the average price for a PPV movie is expected to decline over the next few years, the report suggests that movie retailers may try to move in on PPV business by extending the time videos are on the shelf before going to PPV.

That leaves the industry dominated by the promoter foursome of Don King/Showtime (Mike Tyson), Turner Broadcasting (WCW), Titan Sports and TVKO. Thirteen of the top 20 grossing PPV events of all time feature either Mike Tyson or Evander Holyfield, with the top-ranked event being the Tyson–Holyfield fight.

English says PPV has become mainly a boxing and wrestling venue because "cable is unable to promote events it doesn't understand" such as music and other events. But Hugh Panero, president, Request TV, argues that music programs are scarce on PPV because performers are demanding too much money, and that TV is too saturated with music to attract many buys. Panero adds that any big-name music events are usually snatched up by HBO.

The study also predicted a continuing rise in the average number of PPV channels per cable home. That number increased from 4.5 in 1995 to 5 in 1996, and is expected to grow to 5.8 channels per cable home in 1997. ■

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HEADENDINGS

Rosenblum tops TW in NYC

Time Warner has reorganized its New York City cable systems into a division rather than a group and has named Barry Rosenblum to head the operation. Rosenblum succeeds Richard Aurelio, who will continue to serve as president of the company's NY1 News regional cable news channel and will take on new duties as senior adviser to Time Warner Chairman Gerald Levin. System general managers reporting to Rosenblum under the reorganization are Howard Szarfarc (Manhattan); Robert Merrilees (Queens and Brooklyn), and Steve Pagano (Staten Island). Rosenblum joined the company in 1979 and most recently reported to Aurelio as head of its Manhattan cable systems.

Pastor named USA Networks International president

Rafael Pastor, executive vice president and managing director, USA International, has been named to the newly created post of president of USA Networks International. He will oversee the company's three international channels—USA Latin America, USA Brazil and Sci-Fi Channel Europe—as well as the extension of the brand into Western Europe, Asia and the Middle East.

Home giveaway

Home & Garden Television, with the help of 10 national advertisers, will be holding its *Dream House Giveaway*. HGTV will be giving away to one winner a vacation log home in Jackson Hole, Wyo.; a trip to Finland, where the house will be constructed; a Lincoln-Mercury Mountaineer, and home furnishings. The giveaway will run between Feb. 17 and March 28, 1997.

CNBC Asia reaches 4 million mark

NBC Asia is on the move. The company has just signed a deal with China's China Central Television in which it will supply some business programing to China's national network, which reaches approximately 45 million households. CNBC also recently launched in India, where it has access to 600,000 households through Cable Net, part of the Hindjua Group of companies. Tom Rogers, president of NBC Cable and Business Development, says agreements with STAR TV in India, Indonesia and the Middle East to broadcast from the STAR TV satellite platform take the network over the 4 million–sub mark.

Cartoon Network to launch Matoonays

The Cartoon Network will launch its "Matoonays," a yearlong schedule of network original programing, in movie theaters on Saturday, Jan. 1. "Matoonays" will run at 11 a.m. in 50 General Cinema Theaters across the country. Preceeding family feature films, it will feature 20 minutes of Cartoon Network programing, highlighted by a World Premiere Toons cartoon short.

Primestar adds VH1

DBS operator Primestar Partners will add music video network VH1 to its Prime Value program package early next year. VH1 will be one of 50 new channels added to the DBS service when it launches its GE-2 satellite in first quarter 1997. As previously announced, Primestar will also add The History Channel, Black Entertainment Television, the TV Food Network and Court TV.

History tops 29 million

It's been a red-letter year for The History Channel, which will mark its second birthday (Jan. 1, 1997) with over 29 million subs. That compares with 7.5 million in January 1996.

Sci-Fi renews series

The Sci-Fi Channel has ordered new episodes of two of its original weekly series, *Trailer Park* and *The Anti-Gravity Room*. The network has committed to 26 episodes of *Trailer Park*, which showcases vintage Sci-Fi trailers, and 13 more episodes of *Anti-Gravity*.

Home Shopping Network deal

Home Shopping Network has entered into a joint venture with Jupiter Programming Company to form SHOP Channel, Japan's first live television shopping network. HSN has a 30% stake in the venture. JPC is a 50/50 partnership between Tele-Communications International (TINTA) and the Media Business division of Sumitomo Corp. of Japan. **—RB,JM**

Graff revenue down

Graff Pay-Per-View is reporting sluggish financial results for the third quarter ended Sept. 30. Revenue for the PPV operator was down 18%, to $10.2 million, compared with $12.5 million for the same period in 1995. Graff also disclosed a net loss of $1.6 million for the quarter, which translates to 14 cents per share. That's a 33% increase compared with 1995's third quarter, when the company reported a $1.2 million loss, or 10 cents per share. On the bright side, Graff did show an operating income of $53,000, contrasted with a $324,000 loss the previous year.

The third-quarter losses contributed to a drop in total revenue for the three quarters ended Sept. 30, down 21%, to $30.9 million, from $39.3 million for the same period the year before. The company's net loss increased to $3.5 million compared with a $1.4 million loss in 1995. Operating income for the first three quarters was up 69%, to $350,000, from $207,000.

Graff Chairman J. Roger Faherty said the company is expanding its adult entertainment subscriber base in the U.S. and abroad while controlling its expenses. The losses were attributed to several factors, including a competitive direct-to-home market in the U.S. and Great Britain and non-cash charges related to a transponder agreement.

The third-quarter numbers were not the only troubling financial news for Graff. Former Graff executive Eric Spector is suing the company to gain access to its financial books. According to court documents, Spector wants to "determine whether the corporation is being mismanaged" so that information can be used in "possible litigation." Spector Entertainment Group, owned by Spector and his father, Edward Spector, was purchased by Graff in 1995. The two parted with Graff in September. **—MK**

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On time, only more so

Industry ramps up service guarantee initiative

By Michael Katz

The cable industry, looking to retain customers in the face of competition, is enhancing its On-Time Customer Service Guarantee (OTG), an industrywide customer service initiative developed by CTAM and NCTA.

"We are very certain about one thing, which is that competition is here," says NCTA President Decker Anstrom. "The way we as an industry do business has to continue to change—and that's particularly true in the case of customer service."

The OTG program insures that cable installation is on time or it's free, and also promises the customer $20 if a service appointment is late. The ramped-up plan, which was approved at the NCTA's Nov. 8 board meeting, centers on three main points: baseline initiatives, local ad avails, and national advertising.

Baseline initiatives include:

- two annual, industrywide teleconferences about OTG;
- a strong presence at national trade shows and conventions;
- the visible incorporation of OTG by MSOs through bill stuffers, truck sides, uniforms, and more;
- a "best practices playbook" with customer service tips; and
- a semiannual OTG newsletter to systems.

Under local ad avails, the new game plan calls for companies to prioritize OTG commercials ahead of system marketing and public affairs uses. The national advertising campaign calls for $3.5 million earmarked for cable network spots promoting OTG.

Anstrom says that since the program's inception in 1995, the industry's customer service record has improved dramatically, which helped secure regulatory and legislative reform. CTAM and the NCTA, citing research from Market Strategies Inc., say the cable industry's customer service ratings have increased "an unprecedented" 8%.

"To increase customer satisfaction and loyalty," Anstrom says, "we need to be even more responsive to our customers and to do an even better job in communicating cable's customer service efforts and initiatives." ■

World Wire

Multithematiques joins DF1

The Kirch Group's German digital platform, DF1, has concluded a long-term agreement with French theme-channel-packager Multithematiques to carry and market six new tailor-made channels, including Planet, Seasons, Jimmy, Cine-Classics, Motormania and Cyber TV. Multithematiques is equally owned by Canal+, La Generale d'Images and Tele-Communications International.

Japan home shopping

The Home Shopping Network and Japan's Jupiter Programming have launched Japan's first home shopping channel, SHOP Channel. The channel began airing 18 hours per day Nov. 1 on Jupiter's cable systems and the PERFECTV satellite digital platform.

Columbia deal

French digital service TPS has signed a five-year programing deal with Columbia TriStar that gives it access to Columbia movies after they have been broadcast on pay-TV service Canal+ or Canal+'s digital pay-per-view channel, Kiosque.

SBS, SKG output deal

Scandinavian Broadcasting System has inked a $50 million free-TV rights output deal with fledgling Hollywood studio DreamWorks SKG for all of SBS's channels. The deal covers all TV series produced during the next five years and the studio's first 50 movies.

PPV in Orbit

Middle East digital broadcaster Orbit plans to launch pay-per-view services in the first half of 1997. The program lineup includes live sports events, Hollywood feature films and cultural events. News Corp.'s Star TV and Orbit have a deal to jointly buy PPV rights.

Swedish mini pay

Modern Times Group, the media arm of Swedish conglomerate Kinnevik, plans to launch a new mini pay-TV package in early 1997. The package will consist of the group's music channel, ZTV; its women's channel, TV6, and three Viacom-owned channels: VH1, Nickelodeon and Sci-Fi.

KPN cuts stake

Under pressure from the government, Dutch telco KPN has agreed to dilute its stake in the country's biggest cable operator, Casema, to 20% from 77%. In return, Casema will be able to offer telephony over its network, probably in late 1997 or early 1998. KPN already had agreed to spin off its Dutch cable assets into a separate company, Vision Networks, beginning Jan. 1, 1997.

Bell Cablemedia losses

UK cable operator Bell Cablemedia, which is in the process of buying Videotron and merging with Nynex Cable Communications and telco Mercury, recorded a net loss of L71.8 million ($118 million) during the nine months ended Sept. 30. The figure was L27.8 million for the same period in 1995. Bell Cablemedia attributes the increased loss to higher depreciation and amortization costs. Cable TV penetration grew slightly to 18.6%, but annual cable TV churn grew 2%, to 24.5%. The group is expected to close the acquisition of Videotron in early 1997. The UK's pay-per-view screening of the Tyson-Holyfield boxing bout drew an audience of 420,000 subscribers and revenue of £5 million ($8.2 million), according to reports. —By Debra Johnson & Nicole McCormick

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Nielsen unveils cable measurement system

By Michael Katz

After years of research and development, A.C. Nielsen is rolling out Galaxy Navigator, a new software program for measuring local cable ratings.

The service has been introduced in eight markets and will gradually replace the Micronode system now used for local cable ratings.

"For cable systems it is a valuable tool for ad sales purposes," says Chris Simunek, group account manager, Nielsen Home Video Index. "They weren't on the same playing field as TV stations because they did not have the same access to data."

Simunek likened Micronode, which gives out rating figures only to each quarter hour, to "raw data," while Galaxy Navigator is capable of breaking down the data and significantly cutting down the analysis necessary to make sense of the information. This will allow the system's users to deliver overnight ratings data to clients immediately, rather than in a few days.

"It gives our customers a tool to analyze the data and involves less time to crunch numbers," says Simunek. "It allows our customers to do a better job selling advertising."

The Galaxy system differs from Micronode in that it will give overnight ratings broken down by network and by program, and in 1997 will offer ranking and trend reports. Another new wrinkle to Galaxy Navigator is its ability to report the ratings data by cable universe and total TV household universe.

Among the customers already using the new product are Los Angeles interconnect Adlink, Liberty Sports, Newschannel 8 of Washington and Northwest Cable News in Seattle.

"It's great," says Tim Young, general sales manager for Newschannel 8. "It's a time-saver and has given us a renewed interest in the ratings." Young says the program allows him to download information in a matter of minutes that previously would've been an arduous, and complex spreadsheet project. ■

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Nov. 11-17, 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	Rating U.S.	Share
1. NFL/Minnesota @ Oakland	ESPN	Sun 8:00p	6,389	9.1	6.6	13.5
2. NFL Sportscenter	ESPN	Sun 11:17p	3,020	4.3	3.1	9.7
3. Rugrats	NICK	Thu 7:30p	2,806	4.1	2.9	6.7
4. NFL Primetime	ESPN	Sun 7:00p	2,807	4.0	2.9	6.5
4. World Champ. Wrestling	TNT	Mon 9:00p	2,804	4.0	2.9	5.7
6. Rugrats	NICK	Sun 10:00a	2,654	3.9	2.7	11.2
6. Rugrats	NICK	Tue 7:30p	2,711	3.9	2.8	6.3
8. Rugrats	NICK	Mon 7:30p	2,510	3.7	2.6	5.6
9. Rugrats	NICK	Fri 7:30p	2,471	3.6	2.5	6.5
9. Doug	NICK	Thu 7:00p	2,444	3.6	2.5	6.1
9. Hey Arnold	NICK	Wed 8:00p	2,467	3.6	2.5	5.5
9. Rugrats	NICK	Wed 7:30p	2,440	3.6	2.5	5.8
9. Hey Arnold	NICK	Mon 8:00p	2,461	3.6	2.5	5.2
14. Kenan & Kel	NICK	Sat 8:00p	2,315	3.4	2.4	6.0
14. Rugrats	NICK	Sat 8:30a	2,351	3.4	2.4	12.6
14. Doug	NICK	Tue 7:00p	2,329	3.4	2.4	5.7
17. Aaahhh!! Real Monsters	NICK	Sun 10:30a	2,258	3.3	2.3	9.6
17. All That	NICK	Sat 8:30p	2,274	3.3	2.3	5.7
17. Rugrats	NICK	Sat 7:30p	2,285	3.3	2.4	6.2
17. Tiny Toons Adventures	NICK	Sat 9:00a	2,262	3.3	2.3	10.9
17. Doug	NICK	Fri 7:00p	2,271	3.3	2.3	6.2
17. Secret World of Alex Mack	NICK	Tue 8:00p	2,250	3.3	2.3	4.9
17. Doug	NICK	Mon 7:00p	2,287	3.3	2.4	5.4
24. Tiny Toons Adventures	NICK	Sat 9:30a	2,232	3.2	2.3	10.4
24. Secret World of Alex Mack	NICK	Thu 8:00p	2,219	3.2	2.3	4.8
24. Are You Afraid of the Dark	NICK	Thu 5:00p	2,215	3.2	2.3	7.5
24. Doug	NICK	Wed 7:00p	2,201	3.2	2.3	5.5
28. Aaahhh!! Real Monsters	NICK	Sun 7:30p	2,096	3.1	2.2	4.6
28. My Brother and Me	NICK	Sun 7:00p	2,162	3.1	2.2	5.0
28. Adventure of Pete & Pete	NICK	Sun 6:30p	2,119	3.1	2.2	5.2
28. Looney Tunes	NICK	Sun 9:00a	2,158	3.1	2.2	10.1
28. Tiny Toons Adventures	NICK	Thu 6:30p	2,113	3.1	2.2	5.6
28. Rocko's Modern Life	NICK	Thu 5:30p	2,119	3.1	2.2	6.7
28. Rocko's Modern Life	NICK	Tue 5:30p	2,117	3.1	2.2	6.5
35. Are You Afraid of the Dark	NICK	Sun 6:00p	2,088	3.0	2.2	5.3
35. Rocko's Modern Life	NICK	Fri 5:30p	2,052	3.0	2.1	6.7
35. Are You Afraid of the Dark	NICK	Fri 5:00p	2,038	3.0	2.1	7.2
35. Clarissa Explains It All	NICK	Thu 6:00p	2,072	3.0	2.1	5.9
35. Tiny Toons Adventures	NICK	Wed 6:30p	2,095	3.0	2.2	5.6
35. Tiny Toons Adventures	NICK	Tue 6:30p	2,095	3.0	2.2	5.4
35. World Champ. Wrestling	TNT	Mon 8:00p	2,111	3.0	2.2	4.6
42. Rocko's Modern Life	NICK	Wed 5:30p	2,011	2.9	2.1	6.2
42. Tiny Toons Adventures	NICK	Mon 6:30p	1,965	2.9	2.0	4.9
44. Aaahhh!! Real Monsters	NICK	Sat 6:30p	1,929	2.8	2.0	5.3
44. Rocko's Modern Life	NICK	Sat 6:00p	1,929	2.8	2.0	5.6
44. Tiny Toons Adventures	NICK	Fri 6:30p	1,956	2.8	2.0	5.6
44. Clarissa Explains It All	NICK	Fri 6:00p	1,919	2.8	2.0	5.8
44. Are You Afraid of the Dark	NICK	Tue 5:00p	1,919	2.8	2.0	6.7
44. Rupert	NICK	Mon 10:00a	1,923	2.8	2.0	9.7
44. Rugrats	NICK	Mon 9:00a	1,951	2.8	2.0	10.2

Sources: Nielsen Media Research, Turner Research

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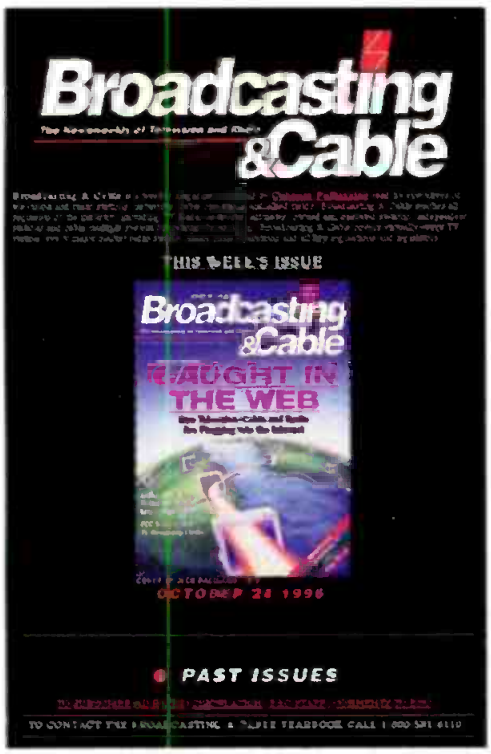

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Programing

Basic cable business model could move to 'Net

Waters being tested for varying service levels

By Richard Tedesco

Cable programers are quietly pushing the concept of tiered Internet services, analogous to a basic cable package, pitched as a kind of premium offering by operators offering online access.

Discovery Channel Online first aired the idea earlier this year ("Telemedia Week," May 6), when Thomas Hicks, vice president of Discovery Online, said he envisioned a package of online premium services eventually priced at $30 to $50 per month. While ad-supported content would still be the prime source of online support, Discovery is among the cable services pursuing the pay tier option.

"We're discussing a wide variety of arrangements with operators," says Hicks. "That's certainly one of the things we've put on the table—that we'd like to create additional services that we'd put on an additional tier."

The Discovery Channel sees a future in packaged, premium Internet services.

CNN declines to disclose its discussions with operators in this context. But Harry Motro, CNN executive vice president, indicates that CNN is already planning how it might package additional content for dissemination online. "We do have extensive content which is still not available on the Web," Motro says.

ESPN has been reaping undisclosed revenue from segregating a portion of the content on its ESPNet SportsZone site. But it figures that formula will eventually change to some fee imposed on all of its content.

"We're happy with the model now. We'd probably be happier if we were collecting subscription revenue from a broader base," says Tom Hagopian, general manager of ESPNet SportsZone, adding, "a lot of this plays better in a broadband universe."

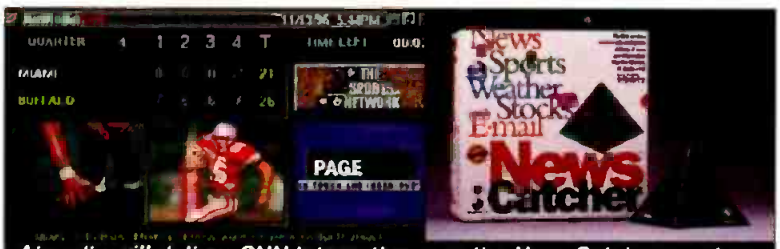
On the other side of the aisle, of course, executives at cable's fledgling Internet-access services aren't eager to engage in this dialogue. "We talk to hundreds of content providers. The common theme is, they're the one who think they should be getting paid right now rather than being the one who pays," said Tom Jermoluk, CEO of @Home.

MTV has already put Internet service providers and online service providers Prodigy and CompuServe on notice about its expectations of payment for access to its content. And the network expects to forge Internet carriage deals in conjunction

AirMedia news adds CNN to roster

Over-the-air PC news service AirMedia Live has added CNN Interactive to its content sources in a deal to develop a CNN "channel."

The overall format of the fledgling service, according to an AirMedia spokesperson, will be to assign channels by individual providers or subject areas. AirMedia's other content sources include Reuters, Knight-Ridder/ Tribune Business News, The Sports Network, SportsLine USA, America Online and CompuServe.



Aimedia will deliver CNN Interactive over the NewsCatcher receiver.

AirMedia is delivered via PageNet to NewsCatcher, a small, pyramidal receiver. This desktop device, presently compatible only with PCs that use Windows 95, is hard-wired to a subscriber's PC through a serial port connection. The user needs 16 MB of memory and 30 MB of disk space to use the unit, which is offered by Global Village Communication Inc. The NewsCatcher and a one-year subscription to AirMedia cost $150.

The service alerts users about breaking news through icons that appear on-screen or through audible notices. Users can click back to addresses embedded in the text of stories streamed to the PC to gain Internet access to sites carrying additional information. Sports scores are normally transmitted at the conclusion of a game.

For an additional $5.95 monthly, users can receive more frequent updates of sports scores and stock market updates. A third tier of service adds an e-mail notification, up to 100 messages, for $10 monthly.

AirMedia, based in Newport Beach, Calif., claims to have shipped tens of thousands of units into the retail pipeline, which includes several national retailers, after its exclusive launch with CompUSA.

The company is moving to have its software embedded in PCs, eliminating the need to purchase the enabling NewsCatcher device.—RT

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with its program licensing deals with operator affiliates, according to Matt Farber, MTV senior vice president of programing/new business. He says it's too early to cast any structure: "It's all about testing and learning right now".

It's all a new frontier right now. Operators are still testing the waters in offering Internet service, which is distinctly different from their core business. The issue will eventually be resolved on the strength of content and the capacity of consumers to ante up for more. TMW

AOL pricing faces legal scrutiny

America Online's new pricing scheme is under fire from attorneys general around the country.

AOL received a letter from AGs in 17 states sent from the Illinois attorney general's office, expressing concern that automatically switching subscribers to its new $19.95 monthly fee is a negative-option sales plan. In the letter, the AGs said they wanted assurances that the new pricing will not be implemented by current AOL members "who do not affirmatively order it until our concerns have been resolved."

Members paying $9.95 for five hours of AOL access each month or $19.95 for 20 hours will automatically be charged $19.95 for unlimited access under the new structure that takes effect Dec. 1.

AOL is trying to assuage the AGs, according to AOL spokesman Michael Gross, who said the company wants to communicate its plans with all relevant regulatory bodies.

Gross claims that AOL has sent postcards enumerating the price restructuring to its 7 million members. "We're making it absolutely clear to our members that the pricing change is coming and what alternatives are available if they don't like our basic price," Gross said.

AOL plans to give subscribers three months to demand refunds if they are dissatisfied with the new subscription costs.

Besides Illinois, states participating are Arizona, Arkansas, California, Connecticut, Florida, Hawaii, Iowa, Massachusetts, Michigan, Minnesota, New York, Pennsylvania, Tennessee, Texas, Vermont and Wisconsin.—RT

Speed

Fast modems, slower market?

Standardization, availability challenges remain

By Richard Tedesco

Modems' speed across the wires impresses, but expert opinion splits on their speed to the market.

Wendell Bailey, vice president in science and technology for the National Cable Television Association, reported last week to a Waller Capital Group seminar that about half a million high-speed units have been deployed in the U.S. and Canada. NCTA research did not offer a breakdown on distribution geographically or by multiple system operator (MSO).

That estimate stood in stark contrast to one put forward by Robert Cruickshank, director of data applications at CableLabs, who put the number at about 60,000 units. Cruickshank said CableLabs will provide specifications on recently established industry-wide interoperability standards at the upcoming Western Cable Show. "The goal is to get the modems off the balance sheet, to establish interoperability," he said. "They can always be moved to other markets. They'll never die."

Bailey agreed on that crucial point, observing that extensive penetration of high-speed cable modems in markets around the country would accelerate when they are perceived as standard consumer electronics hardware. "The only way you can get customers to buy this thing is if they can get it at Radio Shack and [take it] anywhere," he observed.

Retailers could eventually sell "value-added" modems, according to Ed Zylka, director of marketing for General Instrument, who pointed out that sales in retail outlets would also heighten the profile of the service and enable consumers to try out the units before leaving the store. He indicated that installations thus far have revealed a painful side of enabling high-speed 'Net access: "Sometimes it takes two hours and sometimes it takes infinity."

GI is pressing to reduce to the $200 level its per-unit costs on modems using a telephone return path, preferably by sometime next year, Zylka said.

Gregory Kriser, executive vice president of Helicon Corp., would be satisfied if he could just get telco-return modems from any of the major suppliers. In fact, Kriser said he'll take delivery from GI or Scientific-Atlanta, whichever delivers first. That's because 60% of dial-up modem users in Helicon's Uniontown, N.J., system are willing to trade up to higher speeds.

Helicon is already providing dial-up service after having acquired the local ISP. "We thought if we didn't get in the business today, if we waited for high-speed modems, there might not be a business out there," Kriser said.

Continental Cablevision, among the most aggressive of the MSOs in the modem biz, sees its recently launched

News sources make themselves @Home

@Home NETWORK

The HotWired Network, the *New York Times* on the Web and *USA Today* will provide new content to the @Home Network beginning in December.

The three content sources intend to introduce new multimedia wrinkles to their respective Websites for @Home subscribers. Charles Moldrow, @Home vice president of media development, says the enhanced sites on the network's platform "validate our approach."

HotWired will introduce an expanded home page featuring a multimedia tour of its site with enhanced audio, improving the broadcast of its Hot Seat weekly 'Net radio show. It will also add "push media" capabilities during first quarter 1997, making it possible for users to import an active screen to their desktops.

The *New York Times* is planning a multimedia version of "The Age of the Female Icon," its special Nov. 24 issue of The *New York Times Magazine*.

USA Today will start animating online news, weather and snapshot graphics in a cinematic style. In a new access mode, @Home subscribers will be able to grab *USA Today* headlines in news, business or sports from the Java-based news carousel carried on @Home's Multimedia Web Guide. "This is just the tip of the iceberg of what we can deliver through the @Home Network," said Lorraine Cichowski, vice president and general manager of USA Today Online.

The announcement is the first blush of fresh content resulting from the development partnerships @Home announced with 65 content developers a few months ago.—RT

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Highway 1 service scoring big only with intensive 'Net users, according to Will Richmond, Continental director of business development. "We have zero expectation that this will introduce people to the Internet," he said, adding that Continental is selling speed. "Right now, we have the best mousetrap—and we're making sure that people know that."

Thus far, he said, Continental has staked a strong claim on the modem business, particularly in the Jacksonville, Fla., market, by permitting non-cable subs to sign up. Continental's next demographic target is the "middle market" of PC users with limited 'Net experience.

Whether that demographic goes for the $50 monthly fee Continental is charging for the service remains to be seen. The MSO plans to promote the service by making the latest iterations of popular browsers such as Netscape's Navigator and Microsoft Internet Explorer accessible from its Highway 1 home page. TMW

Calendar

Dec. 3-4—Conference on directories and yellow pages on the Internet, presented by The Kelsey Group. Grand Hyatt, San Francisco. Contact: (609) 921-7200.

Dec. 10-11—"California in the Information Economy: The Role of Smart Communities," third annual Cities of the Future Conference, presented by the San Diego–Baja Communications Council. San Diego Convention Center, San Diego. Contact: (619) 594-3490.

Dec. 11-12—Database and Client/Server World Exposition, presented by DCI. Navy Pier, Chicago. Contact: (508) 470-3880.

Jan. 19-21, 1997—Interactive Services Association third annual strategic business meeting. Red Lion La Posada Resort, Scottsdale, Ariz. Contact: Patti McKnight, (301) 495-4959.

Tunes makes music on 'Net

Tunes.com has launched the latest music site on the Web where users can browse through titles and sample them online (www.tunes.com). The site features more than 200,000 30- to 60-second samples of tunes, and enables users to purchase them. Tune.com also claims that its All Music Guide database is the first hyperlinked source for every piece of music ever recorded, along with music reviews and bios.

Microsoft adds cities to its Sidewalk

Microsoft Corp. has added several cities to "Sidewalk," a series of urban entertainment guides it's planning to introduce in 1997. Washington, D.C., San Diego, Minneapolis/St. Paul and Sydney, Australia, are the latest cities selected for the project. Microsoft previously announced plans to launch online guides for New York, San Francisco, Boston and Seattle. The ad-supported city guides will appear on the World Wide Web and as a feature on the Microsoft Network.

MCI completes major Internet upgrade

MCI has completed a $60 million upgrade for its Internet backbone, effectively quadrupling its speed from 155 mbps to 622 mbps. Approximately 13,000 ports were added to handle increasing demand for Web access among consumers and business customers. MCI, which intends to double its backbone capacity during 1997, estimates that Internet traffic is growing at a rate of 30% per month.—RT

Equipment

Tiny PCs offer hands-on Internet

Microsoft out early with applications

By Richard Tedesco

The Internet just became much more portable with the proliferation of hand-held PC devices.

Microsoft Corp. is at the forefront of the movement that made big noise at the Comdex computer show in Las Vegas last week, releasing its Windows CE product. Pocket Internet Explorer is the feature that Microsoft has included in its applications suite to enable Web access on the new generation of hand-held PCs. Windows CE is based on Windows 95, with functions that users familiar with the latter program can easily recognize.

"Certainly the Internet is going to have a huge range of devices connected to it," Bill Gates, Microsoft CEO, told an audience at the trade show. Gates said he expects hand-helds to be among the most popular. "Because of the screen size, because of the cost requirements, because of the battery life, you want to scale down both the operating systems and the applications."

Boasting street prices generally of $500 to $800, hand-held computer devices are being produced by a host of PC makers, including NEC Corp., Compaq Computer Corp., Hewlett-Packard Co., Philips Electronics, Hitachi Ltd. and Casio Computer. The units typically weigh under 16 ounces, can be carried in a jacket pocket and are powered by two AA batteries.

Along with Internet access, the Windows CE program enables e-mail functionality. And the new ultra-portable units will ship with HPC Explorer, a Microsoft application that enables docking between a hand-held unit and a desktop PC.

Hand-held machines are expected to start appearing from some manufacturers in time for the Christmas retail season.

In the same address at Comdex, Gates also endorsed the concept of Internet access via TV, calling it "quite valuable." That's particularly true for Microsoft, since it's a backer of the Web TV initiative that is marketing set-top units from Sony and Thomson Consumer Electronics which enable the service. TMW

Netscape's Constellation in view

Netscape Communications hopes to brighten its future with Constellation, its code name for an intelligent Internet caching agent now in development.

Netscape is challenging Microsoft's software dominance with the new product, intended as an overarching framework for all PC functionality. Constellation is the latest example of customizable software that will enable PC users to program content online.

Eliminating the need to update applications, Constellation will "push" data to the user automatically. "While the first waves of the Internet focused on users being able to easily find information, the mark of the third wave is that information finds the user," said Netscape president Jim Barksdale at Comdex last week.

Constellation makes the PC screen resemble a TV screen, with a row of buttons down one side of the screen. Clicking on one of those buttons could bring the user to a Website, while another might launch a particular application.

Constellation incorporates several different technologies for accessing netcast information. Netscape also intends to work with PointCast to integrate Constellation with the PointCast Network, one of the Internet's most popular intelligent news-gathering agents.

A test version of Constellation will be released during first quarter 1997. A final version is expected to be shipped in midyear.—RT

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Technology
November 25, 1996

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SeaChange targets hotel cable market

Teams with IPC Interactive to offer video on demand

The SeaChange Video Server 100 will deliver VOD movies to New York hotels.

By Glen Dickson

Digital ad insertion vendor SeaChange International and IPC Interactive, which owns 50% of hotel entertainment provider Guestserve, are teaming to allow cable operators to deliver video-on-demand (VOD) services to hotels and multiple dwelling units (MDUs).

Under a joint marketing agreement, Singapore-based IPC will pair its MeTIL software with SeaChange video servers to form the Guestserve Network, which will deliver VOD movies, targeted commercials and information services from cable headends to hotels and MDUs via operators' existing fiber. IPC Interactive's Guestserve system provides interactive multimedia services to more than 60,000 hotel rooms worldwide, including the 5,000-room MGM Grand in Las Vegas.

Besides the operational efficiency of removing banks of VCRs from hotel basements, IPC Interactive thinks the move to video servers for hotel VOD will have a big impact on cable operators. The first user of the system will be Time Warner Cable of New York City, which serves 140 Manhattan hotels and roughly 40,000 rooms. Time Warner's Manhattan system was SeaChange's first customer for the Video Server 100, which it currently uses to delivery geographically targeted commercials.

"This is an opportunity for cable operators to stop losing the hotel market to DBS providers," says Michael Wrisley, IPC Interactive vice president of licensing. "DBS companies are taking over the free-to-guest market, and cable operators are getting squeezed out. This will give them a whole new source of revenue."

The IPC/SeaChange system will rely on SeaChange's MediaCluster technology for video storage. MediaCluster, which debuted at NAB '96, is a software technology that allows up to five SeaChange Video Server 100s to be networked together as common MPEG-2 storage and deliver over 100 video streams. The servers will reside in Time Warner's headend in downtown Manhattan and deliver the VOD services over the fiber-optic pipes that already connect to most Manhattan hotels.

IPC's MeTIL software, which will reside on its Polling Machine computer in the hotel, will manage communication between the SeaChange servers and each analog set-top box installed on the network. It provides TCP/IP protocol network navigation, network intelligence and interactive applications such as billing review, messaging, transaction processing and VOD. MeTIL will use a TCP/IP network address to find a customer's requested movie, and SeaChange's additional software will manage the storage of movies and other VOD content on the servers.

Ed Delaney, SeaChange vice president of sales and marketing, says the IPC Interactive agreement is another way for SeaChange to focus its video server technology on a specific business application, a strategy that has made the company the market leader in digital ad insertion.

"It's a cost-effective business case," Delaney says. He predicts that cable operators who already use SeaChange servers for ad insertion will be able to incrementally add VOD servers for the hotel and MDU markets.

SeaChange, which Delaney estimates has a 65% market share in digital ad insertion, completed a successful IPO of 2.3 million shares of common stock on Nov. 8; 1,810,000 shares were sold by the company and 490,000 shares were sold by selling stockholders, at $15 per share, generating roughly $24 million.

Last Tuesday, the company announced third quarter 1996 revenue of $12.9 million, 130% greater than third quarter 1995 revenue of $5.6 million. It had net income of $1.4 million for the quarter, up 570% from last year's figure for the quarter, $213,000. In Nasdaq trading last Tuesday, SeaChange stock closed at $26.25. ■

Plane crash claims antenna executives

Two top executives from antenna manufacturer Dielectric Communications, headquartered in Raymond, Me., were among the 13 people killed last Tuesday when two airplanes collided on a runway in Quincy, Ill.

Dielectric President James Beville, 50, and financial officer Mark DeSalle, 43, died in the fiery crash, which occurred when a commuter plane that was landing and a private plane that was taking off collided at the intersection of two runways. Beville and DeSalle were traveling on the commuter plane to visit transmitter manufacturer Harris Corp., which is based in Quincy.

"We are profoundly saddened by the loss of two fine friends and business associates," said Peter Fitch, Dielectric vice president of human resources. "Jim and Mark were both highly respected by those they worked with at Dielectric and within the industry. Our deepest sympathies go out to their wives and families. Dielectric will do everything we can to support the families and employes during this difficult time." —GD

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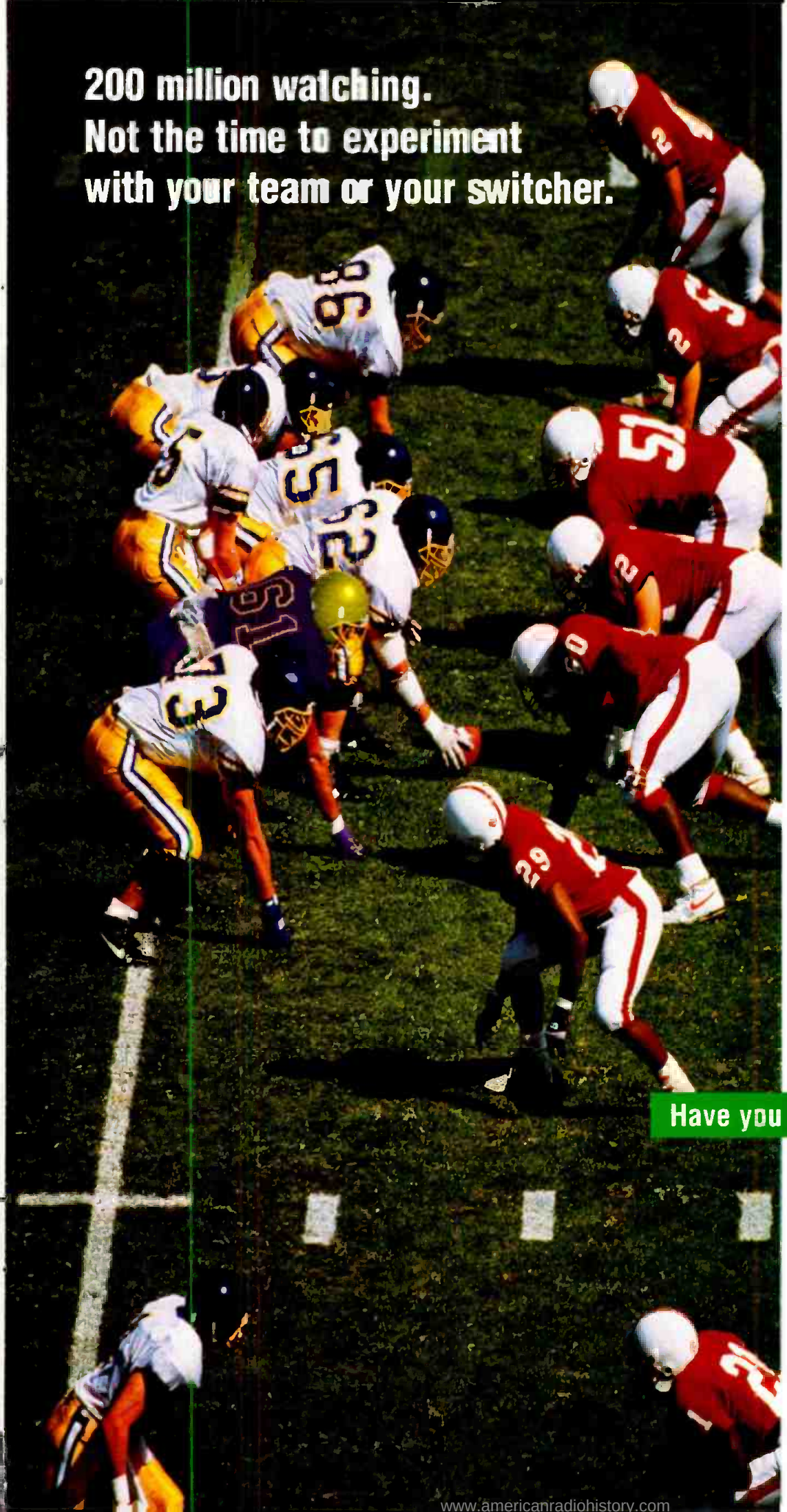

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Another Digital-S deal for JVC

Ethnic-American Broadcasting spends $124,000 on nine tape decks

By Glen Dickson

A JVC BR-D80 Digital-S editing deck with pre-read

Ethnic-American Broadcasting Co., a satellite distributor of foreign-language programing, has chosen JVC's Digital-S as the house videotape format for its new 24-hour Russian broadcast service. The $124,000 purchase is for nine Digital-S digital tape decks.

Fort Lee, N.J.–based Ethnic-American delivers ethnically targeted, foreign-language services to multiple dwelling unit (MDU) and backyard-dish subscribers. The company, which was founded nine years ago as a local all-Russian-language radio station, downlinks television signals in Arabic, Italian, Filipino, Chinese and Russian and distributes them across North America. The Russian service combines programing sent via satellite from Russia with locally produced Russian-oriented content.

"We bring in feeds from Russia—some live, some movies—and once a day we do a live turnaround," says Denis Roche, Ethnic-American's director of engineering and broadcast support. "We also record news for playback later on."

The company's new JVC Digital-S equipment includes four BR-D85 editing recorders with pre-read and five BR-D80 editing recorders. The new digital VTRs will be used to record both incoming Russian satellite feeds and movies in Russia on Digital-S that will then be sent to Ethnic-American headquarters for playback. (Ethnic-American has sent a Digital-S deck to an affiliated Russian station for that purpose.)

The Digital-S decks gradually will be integrated with Ethnic-American's 20 Betacam SP VTRs, Roche says. The first step in the transition is to begin to convert its 5,000-tape library of 90-minute Beta SP tapes to the new format. Roche says that Ethnic-American got a "good deal" on its Digital-S tape supply from JVC. The new tapes are in the $30 range, which makes them much less expensive than Beta SP tapes.

"We wanted to pull some money out of our library," Roche says. "We were sick of paying $50 a tape for 90 minutes—the recurring cost was killing us. Our worst-case scenario, which I didn't want to do, was to go to a library in S-VHS. With the Digital-S tapes being 104 minutes, we'll pay less money [than for Beta] and get more minutes."

Digital-S operates at 50 megabits per second and uses 1/2-inch metal particle tape with 4:2:2 8-bit component digital signal processing. Roche says he liked its image quality and tape size compared with Sony's DVCAM and Panasonic's DVCPRO formats. Ethnic-American also used a Sony Digital Betacam deck as a common point of comparison for picture quality between the formats, but didn't consider buying it. "It wasn't in the budget," Roche says.

If the first stage of its Digital-S implementation goes well, Ethnic-American plans to buy more JVC digital decks for use on its other foreign-language services, which would mean unloading some of its Betacam SP VTRs. Roche says the company will continue to use Betacam SP for its in-house studio production, which accounts for roughly 20% of the Russian service's content. ■

Wescam delivers new chopper cameras

WCBS-TV, WFAA-TV are first users of gyrostabilized units

By Glen Dickson

The Wescam 16SS-B750 gyrostabilized camera unit can be either nose- or side-mounted on a helicopter.

Wescam has introduced a series of compact gyrostabilized aerial camera systems and has delivered them to WCBS-TV New York and WFAA-TV Dallas, where they are being used for live news feeds.

The new gyrostabilized models, the 16SS-B750 and 16SS-B725, are smaller than Wescam's established side-mounted 24SS and 36SS systems, which have been widely used to cover sports and news over the past decade. With their more compact design, the new Wescam systems can be either nose- or side-mounted. Nose-mounting capability has been a big selling point for Wescam competitors such as Aerial Films and FLIR Systems because of the benefits in aerodynamics, balance and shooting flexibility it offers.

Both WCBS-TV and ABC affiliate WFAA-TVare using the 16SS-B750, which uses a broadcast camera such as the Sony BVP-T70 or Ikegami-HL55NA and either a Fujinon 36x or a Canon 33x zoom lens. The unit is a derivative of Wescam's 16SS-B320

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model and provides over twice the focal length and resolution while maintaining almost all of the 16SS-B320's wide-angle field of view.

While WCBS-TV leases its chopper coverage from New York–based Air Metro, A.H. Belo–owned WFAA-TV owns its ASTAR AS-350BA chopper. According to WFAA-TV pilot Larry Peacock, who shares piloting duties with chief pilot Roger Smith, the station's chopper flies about 500 hours a year covering breaking stories. (WFAA-TV subcontracts its traffic reports out to a "fixed-wing" firm, he says.)

WFAA-TV had been using hand-held cameras until four months ago, when the station elected to purchase a gyrostabilized unit. Wescam gave them a 20x zoom loaner unit until two weeks ago, when it delivered a 36x zoom 16SS-B750. Peacock estimates that WFAA-TV has invested $350,000-$400,000 in the system.

"[The pilots] have been pushing for it for the last few years," he says. "In our market, you have so many choppers and fixed wings operating around a news scene...for safety reasons, we wanted to get above the crowd and be able to remain at altitude and still get a good picture."

The picture quality and camera control of the 16SS-B750 are a big leap from hand-held units, says Peacock. While WFAA-TV's chopper still flies with a pilot and camera operator, the pilot is able to pan, tilt and zoom the camera, allowing for one-person operation if necessary, Peacock notes.

Interestingly, WFAA-TV has chosen to side-mount the new Wescam system. "We didn't want to put all that weight up in the nose," says Peacock. ■

Cutting Edge

By Glen Dickson

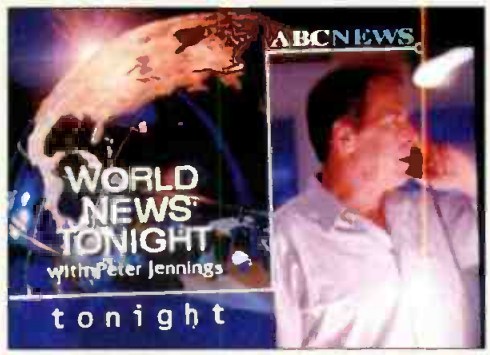
Vyvx has completed its acquisition of satellite spot delivery firm Cycle-Sat from Winnebago Industries for some $57 million in cash. Vyvx aims to use Cycle-Sat's technology assets to collect commercials over Vyvx's transmission network directly into its central duplication and satellite uplink operations for fast client service. Vyvx already is connected to many leading production houses, providing delivery of mastered commercials directly to Cycle-Sat's duplication facilities.

Following the acquisition, Cycle-Sat President Loren Swenson announced his resignation.

Cycle-Sat has about 220 employes. They will be managed by Bunker Sessions, general manager of Vyvx advertising distribution services, who will be responsible for integrating the Cycle-Sat business unit.

Cycle-Sat competitor **IndeNet** and spot sales firm **Petry Media Corp.** have ceased discussions about the merger they proposed in October, saying that a "mutually beneficial" deal couldn't be reached. IndeNet wanted to issue IndeNet common stock in exchange for 100% of the capital stock of Petry Media, with the resulting ownership of IndeNet being 59% by existing Petry Media shareholders and 41% by existing IndeNet shareholders.

Celefex, New York, created a series of multilayered promos for ABC's *World News Tonight with Peter Jennings*. Celefex compositor/3-D animator Dean DeCarlo composited 24 layers in Discreet Logic Flint using existing material and original elements created in Flint, Photoshop and Prisms; 3-D refracting glass spheres were created to circle the network's previously shot motion-control globe.



Celefex created this promo for ABC's 'World News Tonight.'

Euphonix has introduced its CS3000 digital control mixing console, which has an improved control surface with a new look and feel, moving faders, upgraded automation software, master VU and phase metering and multimachine control. The new board also features Euphonix Snap-Shot Recall, where the entire digital control mixing surface can be reset in less than 1/30th of a second. "Every control on the CS3000, including dynamics processors, outboard MIDI effects devices, and tape locations can be stored and recalled, providing a very fast and efficient mixing environment," says John Carey, Euphonix vice president of marketing.

ENG Mobile's OmniLink 2000 van has both ENG and SNG capabilities.

ENG Mobile Systems' new OmniLink 2000 van is a lightweight newsgathering vehicle designed for stations that want to add satellite capability to their news operations at a price below that of a conventional satellite-only truck. The turnkey system, based on the Ford E-350 Super Cargo Van, combines standard ENG functionality with SNG capabilities for both analog and digital uplinks. Conventional ENG duties are handled by ENG Mobile's rack electronics, microwave system and 30-foot pneumatic mast, while satellite uplinks are performed by a lightweight 1.8-meter antenna and a GPS-based auto positioner for fast target acquisition. The ETM 550Ku HPA offers operating flexibility in analog mode and digital signal performance for high-bit-rate MCPC and multiple SCPC transmissions.

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Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED SALES

Sales Manager. Northwestern Pennsylvania Oldies/News Combo seeking selling GSM to oversee and inspire growing staff. Ideal for motivated person looking to move into management. Send resume to Stephen Olszowka, WKOW, 234 Elm Street, Oil City, PA 16301.

HELP WANTED TECHNICAL

Radio Broadcast Technicians. *Radio Marti* has full-time opportunities for experienced broadcast technicians in our studios in Miami, Florida. You should have experience in operating a wide variety of radio broadcast equipment in a digital environment. *Radio Marti* acquires, produces, and broadcasts radio programs to Cuba. If you wish to learn more about this exciting opportunity with the Federal Government please write or telephone: Mr. Shawn Flinn, International Broadcasting Bureau, Office of Personnel, 330 Independence Avenue, SW, Washington, DC 20547. Telephone (202)619-3117.

North Country Communications has an immediate opening for a Chief Engineer to be responsible for the technical facilities of two FM and one non-directional AM stations in Eureka, CA. Must have strong skills in all areas involved in broadcast radio maintenance. Please contact Bill Rett at North Country Communications, 140 North Main Street, Lakeport, CA 95453. EOE. M/F.

Network/Radio Group needs experienced hands-on Engineer. Working knowledge of computer, audio, digital and transmitter. Please send resume and salary requirements to: Aurn, 960 Penn Avenue, Suite 200, Pittsburgh, PA 15221, Attention: Mr. Lopes.

HELP WANTED NEWS

Mid Atlantic Network, Inc. seeks experienced News Director for its Fredericksburg, Virginia combo WBQB/WFVA. Candidate must have strong leadership, coaching, and teaching ability, as well as strong writing, anchoring, and reporting skills. Located 50 miles south of Washington, DC, Fredericksburg offers superior quality of life. Competitive salary/benefits package. Under same debt free, family ownership since 1939, we have a strong commitment to news and community, and seek same in a News Director. T/R to General Manager, WBQB/WFVA Radio, 1914 Mimosa Street, Fredericksburg, Virginia 22405. EOE.

HELP WANTED PRODUCTION

Production Director. Radio Group seeks Production Director. Minimum two years professional experience. Organization and team player a must. Tape and resume to WAMO, 960 Penn Avenue, Suite 200, Pittsburgh, PA 15222, Attn: Ron Atkins.

EXECUTIVE PRODUCER

Leading national health organization has exciting opportunity for creative individual with 5+ yrs in broadcast marketing to join rapidly growing radio talk show.

Ideal candidate will have proven industry track record & capability to increase program marketability by securing additional sponsorship & expanding broadcast station base. Other responsibilities include editing & promotions campaigns.

Grant-funded position. Hours and schedule are negotiable for the right person. Please send resume including salary requirements to:

Sky Box B 770
235 Park Ave So, 4th flr
New York, NY 10003

Equal Opportunity Employer M/F/D/V

HELP WANTED PROGRAMMING

On Air Talk PD: You know what people are talking about around the water cooler today. You understand the difference between good local news and boring local news. You've got the people skills to motivate hosts and newscasters accordingly. You understand that even stations without music play the hits. You can make all the station's local and syndicated elements into one stationality, the way Nick-At-Nite does. When you're on the air, you say *you* more than *I* and me. My client stations are always looking for someone like you. They're EOE and would like your resume, references, aircheck, salary requirements, and a one page cover letter. Mail to: Talk PD, Holland Cooke Media, 3220 N Street, NW, Washington, DC 20007. No calls.

SITUATIONS WANTED MANAGEMENT

Seeking General Manager/Sales Manager position in small to medium. Ted 212-421-7699 or 212-888-7347. Willing to relocate. Experienced

TELEVISION

HELP WANTED MANAGEMENT

ALLBRITTON JACKSONVILLE, INC.

General Sales Manager

Allbritton Jacksonville, Inc. is looking for a General Sales Manager to join its team in Jacksonville, Florida and build a sales organization from the ground up as we become the new ABC affiliate on April 1, 1997. This sales team leader will possess the ability to apply creative management and marketing techniques to build solid business relationships, develop new revenue opportunities and generate revenue from established sources. Special organization ability is essential to manage a dual local sales operation. A proven record of achievement in broadcast television sales in management positions achieving budgets, both revenue and expenses, and effective staff motivation and management necessary. Goal oriented philosophy and style required. Minimum ten years television sales experience with the last three years in a senior sales management position.

Manager of Operations & Engineering

Allbritton Jacksonville, Inc. is looking for a Manager of Operations & Engineering for its new ABC affiliate in Jacksonville, Florida. This manager will direct and manage the engineering, maintenance and technical operations of the station as well as oversee the construction of our new station over the next 8 months. This manager must demonstrate competence in personnel matters, budgeting, strategic planning and performance standards. A complete knowledge of computers and computer related digital equipment is essential. In addition, this manager must understand studio operations, UHF transmission systems, FCC regulations, FAA requirements and EBS/EAS regulations. A minimum of 10 years experience is required, the last three of which have been as a supervisor or department head.

To apply for these positions with Allbritton Jacksonville, Inc., send a cover letter and resume to:

Mr. Leonard Firestone, President/General Manager
Allbritton Jacksonville, Inc.
7434 Blythe Island Highway
Brunswick, Georgia 31523

No phone calls please. AJI is an Equal Opportunity Employer

To place an ad in the Broadcasting & Cable Classified pages, contact:
Antoinette Fasulo Tel: 212.337.7073 Fax: 212.206.8327 E-Mail: afasulo@B&C.Cahners.com
Sandra Frey Tel: 212.337.6941 Fax: 212.206.8327 E-Mail: s.frey@B&C.Cahners.com

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Manager, Broadcasting Operations: Centrally-based producer of live/remote programming for ESPN networks seeks Broadcast Operations Manager. Ideal candidate has extensive network-level experience in managing remote operations, including unit/location management experience. Position supervises 100+ remote telecasts annually, manages broadcast operations personnel and remote operations budgets and is liaison to finance and production departments. Strong computer skills required. Limited travel. Salary commensurate with experience. Send resume and salary requirements to Box 01001.

Wanted: EOE in small market in NW needs Station Manager with strong local sales background, ability to recruit, hire, train and motivate a must. Send confidential resume and salary requirements to Box 00937.

HELP WANTED SALES

Sales Manager

We're looking for a sharp negotiator with outstanding interpersonal skills who will manage the sales activities of CBS/Group W sales offices and local account executives. Individual must be able to develop excellent selling strategies as well as motivate sales team to achieve goals and objectives. A college degree and 5 years media sales/management experience preferred. Please send resume and salary requirements (no phone calls, please) to:

CBS
Placement Office
7800 Beverly Boulevard
Los Angeles, CA 90036

Equal Opportunity Employer

WACH-TV FOX 57, a Raycom Media station, is seeking a Local Sales Manager. This position oversees local sales staff, plans and executes sales strategies, pricing, packaging, and incentive programs. Prepare revenue budgets and maintain monthly and quarterly pacing, BS degree in Sales/Marketing preferred and previous television broadcast experience required. Send resume to Scott McBride, WACH-TV, 1400 Pickens Street, Columbia, SC 29201. WACH-TV is an Equal Opportunity Employer.

Traffic Assistant - WKRN-TV in Nashville, TN has an immediate opening for a full-time traffic assistant. Experience on the BIAS traffic system or other comparable traffic system is required. Interested parties should contact Mary Richbourg, c/o WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an EOE. Women and minorities are encouraged to apply.

Sullivan Broadcasting Company seeks hitter NSM for strong Mid-Atlantic FOX. Enjoy the ratings, support and growth opportunity you've only dreamed of. If you've outgrown your present position, let's hit the next level together. If you have the rare mix of superior negotiation and interpersonal skills, you deserve this opportunity. Send resume to GSM, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526. EOE.

Local Sales Assistant: KTVT Channel 11. Candidates must be able to assist local sales manager and the local account executives in creating sales presentations, sales promotions and sponsorships, in various aspects of account maintenance and in client relationships. Must have a high school diploma or equivalent, secretarial training and a minimum of one year's experience preferably in broadcast sales. Reply to Box 00999 EOE.

National Sales Manager: WBDC-TV 50, Washington, DC, a fast growing Tribune managed WB affiliate station in the seventh largest market in the country, is seeking a dynamic, self motivated, organized, professional with top communication and presentation skills who loves to travel and understands and appreciates the "Customer First" philosophy. Candidates need to have a minimum of three years of national sales at a station or rep firm, a proven track record for attaining sales goals, working knowledge of assisting in the managing of inventory, and the ability to maintain and build relationships with the national buying/rep community. Knowledge of Enterprise, Scarborough, and BMP a plus. No phone calls. EOE. Please fax your resume to: 202-337-8610 or mail to: WBDC-TV 50, Attn: Personnel, 2121 Wisconsin Avenue, Suite #350, Washington, DC 20007.

Syndication Sales: Major first-run syndication company is looking for two highly motivated salesmen. Previous or current syndication experience a definite plus. Must be a self-starter and willing to travel. Positions are located in the Midwest and Southwest. Please send resume and cover letter to Box 01005 EOE.

National Sales Manager. WDSU-TV, Pulitzer Broadcasting's NBC affiliate in New Orleans, is seeking an individual who has a local and national sales background with 6-10 years of experience. Candidates should understand strategic selling. "Value added" and "share, share, share" sellers need not apply. This is a unique opportunity to join a highly motivated department in a new state of the art facility. Send resume to: Frank Raterman, General Sales Manager, WSDU-TV, 846 Howard Avenue, New Orleans, LA 70113. Drug testing required. WDSU-TV is an Equal Opportunity Employer.

National Sales Manager. KATU, Portland, Oregon, strong ABC affiliate in the 24th market is seeking a National Sales Manager. We're looking for an applicant with three to four years of experience to direct all activities of our National Rep firm including sales, marketing and positioning. Will also work with rates, managing station share of business and some aspects of inventory control. Qualified applicants send resume and cover letter to: Mindy Davis, Human Resource Manager, KATU, 2153 NE Sandy Boulevard, Portland, OR 97232. EOE.

NSM will direct national agency negotiations with the national rep firm for WCBD. Must manage national accounts; plan and implement sales strategy; provide direction to the national reps; assist GSM with inventory control; travel to rep offices when necessary; and backup to GSM. Must have national rep experience or proven national experience at the station level. Four year college degree or equivalent experience required. Must have a proven track record in sales. References and supportive presentation required. EOE. M/F. Final applicants drug screened. Please send resumes to PO Box 879, Charleston, SC 29402.

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, WNOL-TV, the WB affiliate in New Orleans, seeks aggressive GSM with a strong record in Indy sales management to lead, train, and motivate expanding team. Must possess thorough research knowledge, a proven ability in new business development, a commitment to excellent customer service and strong communication skills. Only the most creative with the highest work ethic need apply. Send resume to A. Oliva, WNOL-TV, 1661 Canal Street, Suite 1200, New Orleans, LA 70112. No phone calls. Deadline: December 6, 1996. EOE.

General Sales Manager: WJTV seeks motivated individual to oversee sales and departmental functions and goals, including sales revenue for the Company. Manage National and Local Sales staff. Prepare and comply with departmental budgets. Oversee contract compliance for contracted sales, sets rates and responds to issues of coordination with contractors. Plan and execute sale strategies, pricing, packaging. Maintain visibility in the community. Formal education equivalent of BS degree in Sales, Marketing or related field. Related experience will be evaluated by management and may be substituted on the basis of one year of experience equals one year of education. Knowledge of broadcast sales policies and ethics. Knowledge of marketing concepts as they relate to broadcast sales. Ability to travel. Effective oral and written communication skills. Please mail resume and cover letter to Office Manager, WJTV, 1820 TV Road, Jackson, MS 39204. WJTV is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Video Production Engineer. Clark is looking for a client oriented engineer who can work as a team player on a "film-style" video crew. Good sound techniques and understanding of "Paint Box" operation is important. Knowledge of multi-camera ISO and live-switch productions is desirable. Work with all of the newest Betacam SP and Digital formats. Our clients include Fortune 500 companies and the most creative and demanding production companies. Attention to detail and commitment to perfection are the required qualities for this position. Please send your resume to: Clark Production Associates, Inc., 296 Brodhead Road Bethlehem, PA 18017. Visit our Web Site http://www.clarkpro.com

Uplink truck operator/engineer needed for our newest, state-of-the-art uplink truck based in Boise, Idaho. 2+ years experience with great customer service skills. Great pay and benefits. Fax your resume to: Skywest Communications @ 208-362-6111.

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Unit Manager. Centrally-based producer of remote programming for ESPN networks seeks experienced Unit Manager to join its Broadcast Operations staff. Ideal candidate has extensive network-level experience in unit/location management and related areas. Position entails preparation and location management for 30+ remote telecasts annually, including liaison to event hosts, crewing, budget oversight and on-site personnel supervision. Strong computer skills and technical knowledge of remote production facilities required. Extensive travel. Salary commensurate with experience. Send resume and salary requirements to Box 01002.

Technical Director. Top 40 market news leader is looking for a super Technical Director. Can you handle a fast paced newscast using a 3ME Ampex switcher and 3 channels of DVE and two years of experience preferred. Then we want to talk to you. Contact: Michael Laemers, Director of Engineering, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. WOOD-TV8 is an 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.

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, 12/13/96. 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.

Immediate opening for experienced broadcast engineer. Must have a minimum of five years in broadcasting maintenance, including systems trouble, repair of audio and video equipment and computer systems. Transmitter experience necessary. Send resume to Bob Smith, Vice President/General Manager, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

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

Broadcast Engineer. Community Campus. Closing: January 10, 1997. If being on the cutting edge of telecommunications interests you, this position will be responsible for operating a new telecommunications facility with state of the art analog and digital video, satellite, and transmission equipment. This facility was designed to anchor the College's efforts in providing instructional and student development alternative delivery systems that promote lifelong learning and meet the educational and training requirements and opportunities of the local and global marketplaces. Pima Community Colleges is the fifth largest multi-campus community college in the nation. The Community Campus provides alternative instructional and student development delivery systems for 9,500 credit students and 20,000 noncredit students. There are 600 adjunct faculty and 146 center and site locations. The campus is responsible for district-wide telecommunications, business and professional training, research and development for instructional community needs assessment, innovative and core curriculum, and exploratory site development. This position is responsible for directing and coordinating the operation of television cablecasting and satellite-delivered training and teleconferences in accordance with rules and regulations of Federal Communications Commission; performing a variety of technical support to production team, faculty, and audio/video staff in repair, maintenance, installation, construction modification, and design of equipment; operating compressed-video multi-point system and coordinating transmission of multi-media graphics and data over computer networks. For application contact: Pima Community College, Human Resources, 4905-D E. Broadway Boulevard, Tucson, AZ 85709-1190. Phone: (520)748-4624 Fax: (520)748-4662. TTY *For the Hearing Impaired:* (520)748-4852. ADA accom avail EEO/AA.

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.

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.

Engineering Supervisor. WTTG, FOX O&O in Washington, DC, needs an experienced engineering supervisor to provide technical expertise and support to the Engineering Department and other related departments as needed. Responsibilities include scheduling and supervision of union technical personnel, and broadcast video and audio engineering. This position involves managing News technical facilities including field and editing systems. Bachelors degree in Electrical Engineering or Computer Sciences or equivalent is required. Minimum 5 years related experience and proficiency in News Operations, and state of the art broadcast A/V systems is a must. Excellent written and verbal communication skills and ability to interact with all levels of personnel is required. Rush resume 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.

HELP WANTED NEWS

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 abilites. 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.

KSTP TV

No Phone Calls Please. Equal Opportunity Employer

Television Directors
Television News Producers
Television Anchors
Television Meteorologists

Talent needed for rural agriculture channel on DirecTV. On-camera talent must have an agricultural background or experience with agricultural stories. EOE. Non-returnable tape and resume to:

Max Armstrong, Vice President
Channel Earth Communications
610 North Fairbanks Court
Chicago, IL 60611.

www.americanradiohistory.com

Welcome Home to KSTW - Seattle's CBS affiliate. We're seeking an aggressive and experienced Night Assignment Editor to join our growing News team. Applicants must have a minimum two-three years experience on the assignment desk at an affiliate level and a degree in Journalism, Communications or related field. If you qualify, send your resume to Human Resources, Assignment Editor, PO Box 9328, Seattle, WA 98109-0328. Position closes 12/2/96.

WRCB-TV will have an opening for a Producer/Director in January 1997. This person will be responsible for directing high quality error-free newscasts. One year experience directing preferred. Submit resume and tape to Doug Loveridge, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405 no later than December 9, 1996. Tapes will not be returned. EOE.

Videographer: Expanding Detroit production company seeking creative, quick thinking photojournalists for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume/tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

Still looking for the right morning and co-anchor to join our team. If you are experienced and can comfortably deliver 3 hours of news each day with energy to spare, send your non-returnable tape to Emily Neilson, News Director, KLAS-TV Channel 8, 3226 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Station Relations/Publicist. Looking for an individual with contacts and talent in the area of booking satellite media tours and segments on national TV shows for established lifestyle experts. Must have established relationships. Salary, bonus and stock options in fast growing company. Fax resume CDW 212-627-6630.

Promotion Photographer/Editor. Live and work in beautiful Austin, TX. NBC/WB affiliate seeks experienced videographer to light, shoot and edit promos for news and station image. Candidate must have 1-2 years experience shooting beta. Experience with Avid MC 8000 and/or Sony BVE 910 editing system a plus. Send resume and non-returnable VHS or Beta spot reel by December 6 to Box 00997 EOE. No phone calls please.

Producer/Photographer/Editor. Must be able to work with clients, shoot, and edit on nonlinear systems. Knowledge of contemporary production techniques and equipment required, plus ability to juggle numerous projects simultaneously. Minimum of 3-5 years production experience required. Preference given to nonlinear experience. Resume to: Director of Production, WAXN-TV, Dept. 95, P.O. Box 34665, Charlotte, NC 28234 by 12/6/96. EOE. M/F.

Producer wanted for Great Lakes area network affiliate. We are a growing operation with the need for some new energy and ideas. This is an excellent opportunity for an associate producer to move up. We're willing to take a chance on someone who is short on experience and long on enthusiasm. Reply to Box 00996 EOE.

News Producer - WAVY News 10 is searching for a Morning Producer to join its award winning news team. If you are creative, a good writer and willing to learn, we have a position open for you. No stackers! No beginners! Send non-returnable VHS tape and resume to David Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

Photojournalist: Full time photojournalist position open in award winning news department. Will consider recent college grad with outstanding tape. Send VHS or 3/4" tape to Don Brown, News Director, WSIL-TV, 1416 Country Aire Drive, Carterville, IL 62918. EOE.

Photographer: Shoot and edit stories for daily newscasts in a digital environment! Responsible for live shots. One or more years of experience as a news photographer. Ability to shoot well and edit quickly a must. College degree in broadcast journalism preferred. Fax resume to 208-373-2216 or mail to: KTVB-TV, Shannon Blackstock, Human Resources, P.O. Box 7, Boise, ID 83707. EOE.

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 Reporter/On-Air Talent. Great opportunity with a leading midwest station. Report for one of the premiere, award winning small market stations in the country. Must also be versatile on air. Experience preferred. Applications will be accepted through December 13, 1996. Send resume and tape (no Beta tapes) to Box 01004 EOE. M/F.

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 - WAVY News 10 has an immediate opening for a Weekend News Producer. This is an excellent opportunity to join an award winning news operation. No stackers! No beginners! Send non-returnable VHS tape and resume to David Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

News Producer: Major market station on East Coast in search of Newscast Producer for station's top rated news broadcast. Must be able to produce a very high energy, fast paced, visually compelling show. We require a minimum of 2 years producing a major newscast in a medium to large market. Send resume and a non-returnable tape no more than 3 days old for consideration. Reply to Box 00998 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 Anchor: The election is over, and our anchorman is now our Congressman. Monday-Friday position anchoring 5PM News and special events. This is not a position for beginners. We need another team leader who knows news. Someone who understands being a news anchor is more than sitting on a set. Our anchors are also reporters. Five years experience, college degree. Send resume and non-returnable tape (3/4" or VHS) to: Juli Buehler, News Director, WLUK-TV FOX 11, 787 Lombardi Avenue, Green Bay, WI 54304. EOE.

Morning News Producer. We've recently expanded our morning news block and are looking for someone to build on that foundation. We're looking for someone who can bring some new ideas to morning TV while maintaining our top ranking. Two years producing experience required. Send your resume, references and a non-returnable tape to Jim Loy, News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

Meteorologist: A meteorologist is needed in Tornado Alley. Looking to complete a four-member weather staff at KJRH in Tulsa. No phone calls please. Send resume to KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Main Anchor. Award winning news department in 77th market is looking for main event anchor to solo our 5:00 and co-anchor with male during our 6:00 newscast. We're looking for a hands-on journalist who can produce and report as well as sparkle as an anchor. Send VHS or 3/4" tape to Don Brown, News Director, WSIL-TV, 1416 Country Aire Drive, Carterville, IL 62918. EOE.

Former Network T.V. News Producer in NYC, SanFran, LA or DC sought for lucrative ($75K+) position as a consultant to an expanding, high-powered publicity firm with national clients and contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with influential contacts at the network TV news level. Must be computer/Internet savvy. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc. 240 Mountain View Lane, Mill Valley, CA 94941.

www.americanradiohistory.com

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.

Bureau Chief. KETV, the Pulitzer Broadcasting station in Omaha, Nebraska, needs an aggressive, experienced reporter for Capital Bureau Chief in Lincoln, Nebraska. Must be a self-starter and excellent story-teller capable of generating and maintaining contacts. Good live work essential. Please send resume and non-returnable tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

Broadcast Writer/Producer needed for Columbus MSNBC Interactive. Applicant needs strong experience in news writing, computer skills a must. Should have at least a Bachelor's degree in journalism or communications. Must be able to work in news room environment. Please send resume to Larry Frum, Columbus MSNBC, NewsChannel 4, 3165 Olentangy River Road, Columbus, OH 43202. EOE. Drug testing.

HELP WANTED PROMOTION

KTHV-TV is seeking Creative Services Manager to promote and market News/programming and enhance brand image. Responsible for developing effective promotion/marketing strategy, preparing/implementing media plans, creating overall graphic look, developing promotional campaigns, developing community relations department addressing needs of community and KTHV marketing strategy. 3 to 5 years experience TV marketing, advertising agency, or related field; working knowledge of electronic production. College degree in marketing, advertising, broadcasting or communications preferred. Resumes to Susan Newkirk, P.O. Box 269, Little Rock, AR 72203. KTHV is an EOE.

World Class Promotion Producer. Do you produce Topical and Series Promos that make your competition crazy? Great opportunity for a creative, assertive Producer to be a part of our team. We've got all the On-Line stuff, Avid 8000, Chopper, full time promo photographer, and more. 3 to 5 years; with killer reel, metered market experience a plus. Number 1 NBC affiliate in a top 40 market. Resume with salary history/requirements and reel to Box 00995 EOE.

Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

HELP WANTED PRODUCTION

CBS wants people who are cable-ready.

"EYE ON PEOPLE", the new CBS cable channel, has immediate opportunities for experienced professionals to join us in our New York City office.

Producers/Editors & Associate Producers/Editors

To qualify, you must have at least 2 years of experience producing and editing long form documentaries, news features, and day-of-air stories. "Hands-on" AVID non-linear experience is a plus. You must be creative with strong editorial and technical skills. This is a great way to get in on the ground floor of a new venture. Please send your tape and resume to Position BC-1.

Manager & Assistant Manager Operations & Maintenance

Install, maintain and support AVID Media Composer non-linear edit systems, including beta, digital beta and u-matic videotape machines. You will maintain equipment inventories, order technical supplies and reconcile all expenditures. Candidates must have a thorough understanding of and background in AVID Media Composer 4000 non-linear edit systems, and a command of hardware/software maintenance of AVID and associated VTR formats. An associate's degree in Electronics, Engineering or formal technical school training is essential, as is 2 years' experience in the maintenance and operation of non-linear edit systems and associated VTR's. Please respond to Position BC-2.

We offer a competitive salary and benefits package. Please forward your confidential resume, including salary requirements, indicating position of interest, to: Manager, EOP Staffing, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.

CBS

GRAPHIC ARTIST

NBC has an outstanding opportunity for a creative hands-on Graphic Artist to design and execute graphics for NBC 4 newscasts. Ideal candidate will have 2+ years of broadcast news experience and complete proficiency in Quantel Paintbox Express, Quantel Hal Express, Mac (PhotoShop, Illustrator, Electric Image), AP Leaf Desk, Live Line 5 Weather Graphic System. Must be able to meet tight deadlines, work comfortably with art direction, and be willing to work late nights, early mornings, weekends, and holidays. Familiarity with main title design is a plus.

Salary will be commensurate with the candidate's background and abilities. Qualified applicants are encouraged to submit a non-returnable demo reel and resume with salary history to:

NBC Employment, Department GA
3000 West Alameda Avenue
Burbank, CA 91523

NBC
Equal Opportunity Employer

TELEVISION

Bloomberg
FINANCIAL MARKETS
COMMODITIES
NEWS

BI-LINGUAL PRODUCTION ASSISTANT-SPANISH

Bloomberg L.P. is the premier high-tech, multi-media information services firm, providing news, sophisticated data and analysis to investment professionals and major companies around the world.

We currently seek an enthusiastic professional to handle all facets of production for our fast paced news operations.

The successful candidate will possess the following qualifications:

- Fluency (oral & written) in English & Spanish, Portuguese a decided asset
- 1-2 years' TV production and on-camera experience
- Strong computer skills
- Detail-oriented with the ability to handle several projects in a deadline driven environment.

Please mail or fax your resume to: **Howard Horder, Human Resources, Dept-BIPA, Bloomberg L.P., 499 Park Avenue, New York, NY 10022; FAX: 212-940-1954.** Equal Opportunity Employer M/F/D/V. No phone calls please.

www.americanradiohistory.com

PRODUCER

ABC7 is seeking a highly creative Producer with lots of ideas and experience in all phases of television production. In this key role, you will produce public affairs programs, local and special events. You must be able to work under pressure and meet deadlines. Previous experience on the AVID editing system is preferable.

Please send your non-returnable videotape and resume to: **ABC7, Connie Borge, Program Director, Dept. BC-11/25, 4151 Prospect Avenue, Los Angeles, CA 90027**. EOE.
No phone calls please.

KABC LOS ANGELES

Production Manager: KTBS-TV, the ABC affiliate in Shreveport, is searching for the ideal candidate to oversee its production department. We're looking for a creative, energetic team player who has a thorough understanding of commercial production and is capable of teaching others. Candidate must have commercial shooting, editing, and live production experience. College degree and some broadcast management experience preferred. Send resume to: PMI-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

Creative Services Director. Major market, must be a strategic thinker, able to use words and pictures as weapons. Experience in news promotion. Can you move the meters, run your own show. Excellent compensation package. All inquiries kept confidential, your resume starts the process. EOE. Reply to Box 01003.

Feature Producer/Reporter - Seeking a feature producer for national motorsports program. Must have extensive knowledge of NASCAR racing and at least 3 years producing and on-air experience. Team player, initiative, leadership a must! Please send demo tape and resume to Box 01000.

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 interestiing to a general audience, send your curriculum vitae and tape to Box 00994 EOE.

Instructional/Broadcast Facilities Manager. Pepperdine University in Malibu, California has an immediate opening for a full-time Manager. Must work well with students, be a strong manager and have experience in the maintenance of audio, video and computer equipment. BA degree required. Master's preferred, 3 years of professional/educational broadcast experience. Contact Personnel Services for application (310)456-4397.

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.

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 Infinit. 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.

HELP WANTED MARKETING

Broadcast Sales Specialist: The Orlando Sentinel is seeking an experienced individual to analyze competitive advertising information, train our sales staff on terminology/techniques of broadcast advertising sales, and develop materials/programs to increase sales effectiveness. Requirements include 3-4 years media buying experience with emphasis on television advertising and/or 1-3 years experience selling television advertising and making sales presentations; undergraduate degree in advertising, broadcasting or marketing; knowledge and understanding of television sales, marketing, advertising, media and consumer behavior; excellent analytical, problem-solving, writing, interpersonal. public speaking and training skills; PC skills with experience in presentation and media analysis software; ability to work independently. We offer a competitive starting salary and comprehensive benefits. Please send resume with salary requirements to: The Orlando Sentinel, Employment Center AP-CH, 633 N. Orange Avenue, Orlando, FL 32801. EOE.

HELP WANTED PROGRAMMING

Program Manager. WYFF-TV, A Pulitzer Broadcasting Station in Greenville, SC is seeking person to administer program functions with added emphasis on developing and producing high impact community out reach projects. Applicants should have 3-5 years experience along with excellent communication skills. Join a team of professionals committed to winning. Send resume to Human Resources Director, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

Director of Programming and Market Development. WIS Television, a dominant NBC affiliate located in the heart of sunny South Carolina, has an opening on its senior management team. This person will be responsible for strategic programming planning and sales development initiatives. In addition, this person will represent the station in the community and manage special projects at the direction of the General Manager. Substantial television experience is required. The successful candidate must have exceptional communication skills and possess the ability to manage complex projects to successful conclusion. Problem solving skills and a knack for leading teams is also a requirement. Please send resume and a letter detailing work history to Ron Loewen, General Manager, WIS Television, PO Box 367, Columbia, SC 29202.

HELP WANTED FINANCIAL & ACCOUNTING

Manager, Accounting & Financial Reporting

NBC 4 has an immediate opportunity for a Manager, Accounting and Financial Reporting.

Responsibilities include: all station accounting and financial reporting functions, month-end closings, estimates and annual business plan, financial analyses and account reconciliations. Maintain and monitor the general ledger/accounting software and coordinate conversion to new software in 1997. Supervise local accounts receivable credit and collection efforts, per program music license fee reports, intercompany activity and network compensations. Liaison with Division Finance in New York.

Bachelor's in Accounting or Finance (CPA, MBA or FMP desirable) and at least 5 years accounting experience, preferably in a TV or network environment. Excellent organizational, verbal and written communication skills; detail oriented. PC literacy is essential: spreadsheets, word processing and financial software. Demonstrated ability to prepare and review financial statements, accounting transactions and budgets. Excellent leadership and interpersonal skills, including ability to work effectively with all levels of station management. Prior management and supervisory experience is necessary. Ability to work well in a fast-paced, multicultural environment.

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

4 NBC

www.americanradiohistory.com

SITUATIONS WANTED NEWS

Seeking big break: Sharp, hard-working and witty female for on-air sports position. Exceptional writing skills, good experience, strong references. Call Lee at (860)582-4985.

TV RESUME TAPE

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

PROGRAMMING SERVICES

NWN STUDIOS

National Weather Network

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

VIDEO SERVICES

In Washington, D.C. Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

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

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The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

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Call Sandra Frey
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CABLE

HELP WANTED PROMOTION

on air PROMOTION
WriterPRODUCER

The COURT TV Network, based in NYC, is seeking an aggressive on-air writer-producer with amazing copywriting skills, and incredible dexterity in the edit room.

We are looking for a unique visualist, unafraid of running ahead of the pack.

Experience in news writing is essential. Familiarity with non-linear editing a plus.

For immediate consideration, please send resume, two promo script samples, demo tape and salary requirements to COURT TV, Attn: Human Resources, 600 3rd Avenue, NYC 10016.

COURT TV *(No phone calls, please)*

HELP WANTED NEWS

NEWS ANCHORS FOR SPEEDVISION NETWORK

Openings for two qualified individuals to anchor Speedvision News. Knowledge of aviation, automotive and marine industries a must. 3 to 5 years' anchoring experience and strong broadcast writing skills required. Join a growing network operation and help define our news image. Send resume and tape to: TERRY BROOKINS, NEWS DIRECTOR, SPEEDVISION NETWORK, TWO STAMFORD PLAZA, 281 TRESSER BOULEVARD STAMFORD, CT 06901

SPEEDVISION

HELP WANTED OPERATIONS

Traffic Coordinator: For Cable Sports Network. Responsibilities include log building, commercial scheduling, building formats, etc. College degree, minimum 1 year experience at agency or network. PC skills essential, knowledge of access a plus. Fax resume to (212)529-8025 or by mail: CSN, P.O. Box 1437, New York, NY 10113-4937. Attn: Traffic Manager.

FAX
Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

www.americanradiohistory.com

HELP WANTED SALES

RARE OPPORTUNITY CABLE TELEVISION LICENSES AVAILABLE

Become a Cable System Affiliate and air children's award-winning, non-violent educational programming. Children's Cable Network (CCN) is seeking experienced sales oriented individuals who want to earn a six figure income. Home based with fantastic growth potential. Exclusive territories and training provided. Investment of $35k - $125k required. Partial financing available! **Call Now!!! 1-888-868-4226**

HELP WANTED PRODUCTION

Associate Producer - North American Outdoor Group, producer of North American Outdoors/ESPN & North American Fisherman/espn 2, has an exciting opportunity in our video production dept. for an Associate Producer to develop, shoot & edit 1 hour videos for our Handyman, Gardening & Golf video series. Also involves researching & acquiring footage from outside sources. Qualifications: Broadcast Journalism or related degree, or min 4 years of closely related experience, excellent organization, communication, negotiation & creative writing skills. Must be able to work independently & travel. Located in suburban Minneapolis, we offer a competitive salary, excellent benefits & Great work environment. Send resume & salary requirements to NAOG, H.R. Director, P.O. Box 3401, Minnetonka, MN 55343.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Department of Communication Studies at Baylor University invites applications for a position in the Telecommunication Division (radio, television, film, multimedia) at the assistant professor, associate professor, or professor level. Responsibilities include teaching undergraduate and graduate courses, developing new courses, and possibly some administrative duties. Applicants should be willing to direct graduate theses or projects. Area of expertise in new media technologies is desired. Additional areas of expertise from among the following are desired: media management, writing for film/TV/multimedia, and media production. Salary is competitive depending on education and experience. Applicants should submit a letter of application, complete vitae, and three letters of recommendation to Dr. Lee R. Polk, Chair, Department of Communications Studies, Baylor University, P.O. Box 97368, Waco, TX 76798-7368. Preference will be given to applications received by February 15, 1997. Baylor is a Baptist university affiliated with the Baptist General Convention of Texas. As an Affirmative Action/Equal Employment Opportunity Employer, Baylor encourage minorities, women, veterans, and persons with disabilities to apply.

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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Changing Hands

continued from page 44

Seller: All Resource Inc., Bonita Springs, Fla.
Facilities: AM: 1410 khz, 1 kw day; FM: 102.7 mhz, 3 kw, ant. 289 ft.
Formats: AM: gospel; FM: country

RADIO: FM

KYKF(FM) San Fernando/Los Angeles, Calif.
Price: $10.8 million
Buyer: Liberman Broadcasting Inc., Los Angeles (co-owners Lenard and Jose Liberman); owns KBUE(FM) Long Beach/L.A., KKHJ(AM) Los Angeles and KWIZ(AM) Santa Ana/L.A., all Calif.; is buying KWIZ-FM Santa Ana
Seller: Chagal Broadcasting Inc., El Segundo, Calif. (Warren W. Chang, VP/50.2% owner); own KFOX(FM) and KREA(FM) Los Angeles
Facilities: 94.3 mhz, 3 kw, ant. 95 ft.
Format: Spanish

KENZ(FM) (formerly KMXB) Orem/Salt Lake City, Utah
Price: $5.8 million for stock (includes $300,000 consulting agreement)
Buyer: Citadel Broadcasting Co., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); owns KAPN-AM-KUBL-FM Salt Lake City; is buying KBER-FM Ogden/Salt Lake City and is time broker for KFNZ(AM) (formerly KCNR)-KBEE(FM) Salt Lake City. Citadel also owns KATM-FM, KHOP-FM and KBEE-AM Modesto, Calif.; KKMG-FM and KKFM-FM Colorado Springs; KBUL-FM, KNEV-FM and KKOH-AM Reno, and KKOB-AM-FM, KMGA-FM and KHTL-AM, Albuquerque, N.M.; and KDRK-FM, KAEP-FM, KJRB-FM and KGA-AM Spokane, Wash.; is buying KKBR(FM) and KDWG(AM)-KCTR(FM) Billings and KMHK(FM) (formerly KBMJ) Hardin/Billings, Mont.; KCMX-AM-FM Ashland, KLRF(FM) Brownsville, KUGN-AM-FM Eugene, KBOY-FM and KTMT-AM-FM Medford and KAKT(FM) (formerly KROG) Phoenix, all Ore., and KFLD(AM)-KORD-FM Richland and KXRX(FM) Walla Walla, Wash.; also is buying KDJK(FM) Modesto/Oakdale, Calif.; KKLI(FM) Widefield/Colorado Springs, and KASY(FM) Albuquerque, KHFN(AM) (formerly KMBA) Los Ranchos de Albuquerque/Albuquerque-KHFM(FM) Albuquerque, N.M.
Sellers: Richard D. Rees, Eric D. and Scott R. Slaymaker, Austin, Tex. Rees and Eric Slaymaker own KNNC(FM) Georgetown/Austin, Tex.
Facilities: 107.5 mhz, 45 kw, ant. 2,850 ft.
Format: New rock

KBOM(FM) Los Alamos, N.M.
Price: $2.475 million (includes $200,000 noncompete agreement)
Buyer: W. Russell Withers Jr., Mount Vernon, Ill.; owns KVSF(AM) Santa Fe, N.M.; WMIX-AM-FM Mount Vernon; KOKX-AM-FM Keokuk, Iowa, and KAPE (AM)-KGMO(FM) Cape Girardeau, Mo.
Seller: Tesuque Radio Co., Santa Fe, N.M. (John C. Herklotz, chairman); no other broadcast interests
Facilities: 106.7 mhz, 15.5 kw, ant. 1,948 ft.
Format: Oldies

WCHZ(FM) Harlem/Augusta, Ga.
Price: $1.2 million
Buyer: Beasley Broadcast Group, Naples, Fla. (George G. Beasley; president/owner); owns WGAC(AM)-WGOR(FM) Martinez/Augusta, Ga., and WAJY(FM) New Ellenton, S.C./Augusta (for other holdings, see "Changing Hands," Sept. 30)
Seller: GMR MO Inc., Whitefish, Mont. (Frank Copsidas Jr., owner); owns KZTO(AM) Ottawa, Kan.; is selling KTOZ-FM Marshfield, Mo.; has LMA with KHTO-FM Mount Vernon Mo. Copsidas owns CP for FM at Columbia Falls, Mont.
Facilities: 95.1 mhz, 5.7 kw, ant. 440 ft.
Format: Modern rock
Broker: Bergner & Co.

WBCD-FM Chattahoochee, Fla./Headland, Ala.
Price: $745,000
Buyer: Gulf South Communications Inc., Dothan, Ala. (Clay E. Holladay, president/80% owner); owns WDJR(FM) Enterprise, Ala.
Seller: Styles Broadcasting Inc., Panama City, Fla. (joint owners Thomas A. DiBacco, Kim E. Styles); owns 40% of WRBA(FM) Springfield and WAKT(FM) Panama City, Fla.; has LMA with WDLP(AM) Panama City Beach. Note: Styles bought station for $500,000 ("Changing Hands," May 20).
Facilities: 105.3 mhz, 6 kw, ant. 328 ft.
Format: Adult contemporary

KBMI(FM) Roma, Tex.
Price: $150,000
Buyer: Timon Auto and Equipment Leasing Corp., Roma (John Edward Peel, president/owner); no other broadcast interests
Seller: Grant Communications Group Inc., Pella, Iowa (Douglas R. Smiley, president); no other broadcast interests
Facilities: 97.7 mhz, 3 kw, ant. 298 ft.
Format: Spanish

KESO(FM) (formerly KJIB) South Padre Island, Tex.
Price: $139,980
Buyer: Alternative Broadcasting Corp., Brownsville, Tex. (Susan Lundborg, president/owner). Lundborg is general partner in KZSP(FM) South Padre Island and KVPC(FM) San Joaquin, Calif.; owns 33% of WBZO(FM) Bay Shore, N.Y.
Seller: F.W. Hannel, Henry, Ill.
Facilities: 92.7 mhz, 3 kw, ant. 279 ft.
Format: Dark

Option to buy 51% of KXBZ(FM) Manhattan, Kan.
Price: $56,100
Buyer: Manhattan Broadcasting Co. Inc., Manhattan (Richard T. Wartell, president/20% owner); owns KMAN(AM)-KMKF(FM) Manhattan and construction permit for KTDF(FM) Manhattan
Seller: Michael D. Law, Olathe, Kan.; owns construction permit for FM in Emporia, Kan.
Facilities: 104.7 mhz, 50 kw, ant. 1,068 ft.
Format: Country

KJUL(FM) North Las Vegas
Price: Assumption of debt
Buyer: Syndicated Communications Venture Partners II LP, Silver Spring, Md. (Herbert P. Wilkins Sr., 53.4% owner of general partner Wilkens and Jones LP); owns KMJK(FM) Buckeye, Ariz.; is buying WDZR(FM) Mt. Clemens, Mich., and KISF(FM) Lexington, Mo. (from seller); has interest in company applying for FM in Sacramento, Calif.
Seller: Eight Chiefs Inc., Phoenix (Arthur Mobley, president); no other broadcast interests
Facilities: 104.3 mhz, 100 kw, ant. 1,181 ft.
Format: Nostalgia

RADIO: AM

KSD(AM) St. Louis
Price: $10 million
Buyer: Dorsey Group Inc., St. Louis (Tim Dorsey, principal); no other broadcast interests
Seller: EZ Communications Inc., Fairfax, Va. (Alan Box, president); is being bought by American Radio Systems Corp. Together the companies own or are buying KFNS(AM)-KEZK-FM, KSD-FM and KYKY(FM) St. Louis (for other holdings, see "Changing Hands," Oct. 28).
Facilities: 550 khz, 5 kw

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Format: News/talk
Broker: Gary Stevens & Co. (buyer)

KGGN(AM) Gladstone, Mo.
Price: $450,000
Buyer: Mortenson Broadcasting Company, Lexington, Ky. (Jack M. Mortenson, president/owner); for holdings, see "Changing Hands," Oct. 21
Seller: Michael B. Glinter, Lenexa, Kan.; owns WREN(AM) Topeka, Kan., and WBAJ(AM) Blythewood, S.C.; is buying WASG(AM) Atmore and WZEW-FM East Brewton, Ala., and WZNO(AM) Pensacola, Fla.; is selling KSRX(AM) El Dorado, Kan.; has applied to build FM in South Tucson, Ariz.
Facilities: 890 khz, 1 kw day
Format: Dark
Broker: Jorgenson Broadcast Brokerage Inc. (seller)

KBRO(AM) Bremerton and KNTB(AM) Lakewood/Tacoma, Wash.
Price: $350,000
Buyer: Washington Broadcast Management Co. Inc., Houston (Fred Lundgren, president/owner)
Seller: KLDY Inc., Tacoma, Wash. (Josephine Baine, president)
Facilities: KBRO: 1490 khz, 1 kw; KNTB: 1480 khz, 1 kw day
Format: KBRO: big band; KNTB: contemporary Christian

WHAL(AM) Shelbyville, Tenn.
Price: $250,000 cash
Buyer: Hopkins-Hall Broadcasting Inc., Shelbyville (joint owners/spouses Nadine A. and Paul A. Hopkins); owns WLIJ(AM) Shelbyville
Seller: Cromwell Group Inc., Nashville (Bayard H. Walters, president/owner). Walters owns WZPC(FM) Shelbyville; WHQQ(FM) Charleston, WYDS(FM) Decatur, WFYR(FM) Elmwood, WMCI(FM) Mattoon (to be Neoga), WVEL(AM)-WGLO(FM) Pekin and WSHY(AM)-WEJT(FM) Shelbyville, all Ill.; WKCM(AM) Hawesville, Ky.–WLME(FM) Cannelton, Ind.; WKCM-FM Hawesville and WBIO(FM) Philpot, Ky., and WCTZ(AM) Clarksville and WQZQ-FM Dickson, Tenn.
Facilities: 1400 khz, 1 kw
Format: Soft rock

WWLO(AM) Gainesville, Fla.
Price: $200,000 (includes $50,000 noncompete agreement)
Buyer: Karisma Communications Southeast Inc., Boca Raton, Fla. (Hilda Dawson, president/owner). Dawson owns WTMG-FM Williston, Fla.
Seller: Carl J. Auel, West Palm Beach, Fla.; co-owns KKXX(AM) Paradise and KYIX(FM) South Oroville, Calif.; owns 50.1% of KKMC(AM) Gonzales, Calif.; 50% of WCHP(AM) Champlain, N.Y.; 33.3% of KKVV(AM) Las Vegas, and 50.1% of CP for WORL(AM) Christmas, Fla.
Facilities: 1430 khz, 2.5 kw day
Format: Gospel

KOFE(AM) St. Maries, Idaho
Price: $140,000
Buyer: Pentacle Broadcasting LLC, San Antonio (Frank Janda, VP/40% owner); no other broadcast interests
Seller: Terry C. Duffey, St. Maries; no other broadcast interests
Facilities: 1240 khz, 1 kw day, 500 w night
Format: C&W

WQSA(AM) Sarasota, Fla.
Price: $135,000
Buyer: Crystal Broadcasting Inc., Indianapolis (Joseph F. Newman, president/9.8% owner)
Seller: Horizon Communications Inc., Rosselle, Ill. (E.F. Schwarzer, president)
Facilities: 1220 khz, 1 kw day, 600 w night
Format: Dark

WDJL(AM) Huntsville, Ala.
Price: $110,000
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 Glinter). Michael Glinter 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 in Flint, Mich.
Seller: Florida Information Radio Inc., Pensacola (David McDonald, principal); no other broadcast interests
Facilities: 1230 khz, 1 kw
Format: Religion

KTEM(AM) Temple, Tex.
Price: $76,000 cash
Buyer: Richard Parker, Corsicana, Tex.; owns 14% of KYKZ(FM) Lake Charles, La.
Seller: Lynn Woolley, Temple
Facilities: 1400 khz, 1 kw
Format: News/talk

KOSG(AM) Camden, Ark.
Price: $30,000
Buyer: New Horizon Ventures Inc., Dallas (Jeff and Stacy Lott, each 45% owners); no other broadcast interests
Seller: High Top Broadcasting Inc., Paris, Tex. (J. Howard Rogers, president); no other broadcast interests
Facilities: 1450 khz, 1 kw
Format: Not available

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; no other broadcast interests
Facilities: 1440 khz, 500 w day
Format: Dark

—Compiled by Elizabeth A. Rathbun

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For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in italic.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Accepted for filing

Indianapolis (BTC-961031ED)—S+M Broadcasting Co. Inc. for WNTS(AM) 1590 khz: involuntary transfer of control from Samuel W. Smulyan to Jeffrey Smulyan and Ezra Friedlander, co-executors of estate of Samuel W. Smulyan. *Oct. 31*

Omaha (BTC-961031EC)—Radiomaha Inc. for KCRO(AM) 660 khz: involuntary transfer of control from Samuel W. Smulyan to Jeffrey Smulyan and Ezra Friedlander, co-executors of estate of Samuel W. Smulyan. *Oct. 31*

NEW STATIONS

Dismissed

Macon, Mo. (BPH-951108NB)—Kanza Inc. for FM at 99.9 mhz, ERP 4.4 kw, ant. 117 m. *Nov. 7*

Granted

Big Sky, Mont. (BPH-960425MB)—Mountain Broadcasting Inc. for FM at 104.5 mhz. *Nov. 4*

Cherryville, Ore. (BPED-960216MD)—Educational Media Foundation for noncommercial educational FM at 88.7 mhz. *Nov. 4*

Cheyenne, Wyo. (BPH-930924MC)—KRAE Inc. for FM at 104.9 mhz, ERP 6 kw, ant. 0 m. *Nov. 4*

Filed/Accepted for filing

Phoenix (BPET-961001KM)—Arizona Educational Broadcasting Foundation Inc. (Mildred Stewart, president/33 1/3% voting interest, 4327 Emory, El Paso, TX 79922) for noncommercial educational TV on ch. 39, ERP 5,000 kw visual, ant. 541 m. *Oct. 1*

Phoenix (BPET-961001KF)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 39, ERP 530 kw, ant. 480 m., South Mtn. communications site. Broadcasting for the Challenged has applied for TVs in Hot Springs, Ark.; Senatobia, Miss., and Tulsa, Okla. Flinn owns WFBI(TV) and WHBQ(AM) Memphis; WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo. has applied for FMs in Tunica and Grenada, Miss.; Forest Acres, S.C.; Virginia Beach, Va.; and Sun Valley, Nev., 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 Coolidge, Ariz.; Hot Springs, Ark., and Santa Fe, N.M. *Oct. 1*

El Dorado, Ark. (BPCT-961001XN)—Cardinal Broadcasting Corp. (Robert Price, president, 45 Rockefeller Pl., Ste. 3201, New York, NY 10020) for TV on ch. 43, ERP 1,500 kw visual, ant. 116 m., on side of existing nonbroadcast communications tower at 923 E. Hillsboro Ave. Cardinal has applied for TVs in Tallahassee, Fla.; Waterville, Me.; Vicksburg, Miss.; Greenville, N.C.; Norman, Okla., and Abilene and Odessa, Tex. *Oct. 1*

Eureka Springs, Ark. (BPCT-961001LT)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 34, ERP 5,000 kw visual, ant. 136 m., 7 mi. N of Eagle Rock, on Rte. 86. Applicant has applied for TVs on ch. 24, Tallahassee, Fla., and ch. 50, Kailua, Hawaii. Carsey has applied for FMs in Sun Valley, Nev.; Healdsburg, Calif., and Karnes City and Winona, Tex. *Oct. 1*

Bishop, Calif. (BPCT-960920IN)—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. 20, ERP 320 kw visual, ant. -273 m., on side of existing nonbroadcast communications tower at 906 E. Line St. Marri has applied for TVs in Gulf Shores, Tuscumbia, Mobile and Selma, all Ala.; El Dorado, Ark.; Stuart, Tallahassee, 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.; Virginia Beach and Fredericksburg, Va.; Fairmont, W.Va., and Charlotte Amalie, V.I. Principals of Marri have interest in WCTH(FM) Plantation Key and WSWN(AM) and WBGF(FM) Belle Glade, Fla. *Sep. 20*

Willows, Calif. (BPH-961023MI)—KIQS Inc. (Anthony Rusnak, president/owner, P.O. Box 7, Willows, CA 95988) for FM at 106.3 mhz. ERP 6 kw, ant. 100 m., 4.79 km SW of Codora, Calif. KIQS owns KIQS(AM) Willows. *Oct. 23*

Willows, Calif. (BPH-961022ME)—Pacific Spanish Network Inc. (Jaime Bonilla Valdez, president/owner, 296 H St., Chula Vista, CA 91910) for FM at 106.3 mhz, ERP 6 kw, ant. 100 m., 4.79 km SW of Codora, Calif. PSN owns KZAC(FM) Esparto and KLNA(FM) Dunnigan and has applied for FM in Shingletown, Calif. Bonilla is majority owner of KURS(AM) San Diego, KIEZ(AM) Carmel Valley, KSBQ(AAM) Santa Maria, KJDJ(AM) San Luis Obispo and KRQK(FM) Lompoc, all Calif. *Oct. 22*

Willows, Calif. (BPH-961010MG)—Phoenix Broadcasting Inc. (Gary Katz, president/70.1% owner, P.O. Box 7568, Chico, CA 95927) for 106.3 mhz, ERP 6 kw, ant. 100 m., 8.1 km NE of Maxwell, Calif., near Delevan and Pole Line rds. Phoenix owns KCEZ(FM) Corning, KDIG(FM) Orland and KKCY(FM) Colusa, and has applied for FMs in Gridley, Shasta Lake City, Shingletown and Weaverville, all Calif. *Oct. 10*

Westminster, Colo. (BPED-960926ME)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for FM at 88.1 mhz, ERP .13 kw, ant. 278 m., Colorow Rd., .1 mi. S of Colorow Mtn. Park. EMF owns FMs in Magalia, Garberville, Chowchilla, Livingston, Santa Rosa and Kingsburg, all Calif., and AM in Tigard, Ore., and has applied to build FMs in Klamath Falls, Cherryville and Winchester, all Ore.; Endwell, N.Y.; Fountain Hills and Tucson, Ariz., and Fairmead, Redding, Fountain Hills and Livingston, all Calif. *Sep. 26*

Sebring, Fla. (BPCT-960920YT)—Marri Broadcasting LP (Harry E. Figgie, president,

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	**12,001**
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	**1,772**
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	**7,278**

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	**1,544**

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

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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. 60, ERP 1,500 kw visual, ant. 67 m., on side of existing WJCM(AM) tower, 1305 Cemetery Rd., Sebring. For interests, see item above. *Sep. 20*

Tallahassee, Fla. (BPCT-961001XS)—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. 24, ERP 5,000 kw visual, ant. 209 m., 10.7 km SW of Holland, Fla. For interests, see item above. *Oct. 1*

Tallahassee, Fla. (BPCT-961001XT)—ValueVision International Inc. (Nicholas M. Jaksich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch . 24, ERP 2,500 kw, ant. 125.2 m., 19 km S of Tallahassee. ValueVision owns KVVV(TV) Baytown, Tex.; WVVI(TV) Manassas, Va., and KBGE(TV) Bellevue, Wash., and has applied for TVs on ch. 3, Douglas, Ariz.; ch. 64, Destin, Fla.; ch. 69, Des Moines, and ch. 22, Waterloo, Iowa; ch. 21, Rapid City, S.D.; ch. 32, Provo, Utah, and ch. 34, Spokane, Wash. *Oct. 10*

Tallahassee, Fla. (BPCT-961001KX)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 24, ERP 5,000 kw, ant. 282 m., SW of Holland, N of junction of 344 and 344B. For interests, see item above. *Oct. 1*

Tallahassee, Fla. (BPCT-961001XR)—Cardinal Broadcasting Corp. (Robert Price, president, 45 Rockefeller Pl., Ste. 3201, New York, NY 10020) for TV on ch. 24, ERP 5,000 kw visual, ant. 200 m., on side of existing WFSU-TV tower, 9.6 km W of SR 267 as it crosses Lost Creek, near Bloxham, Fla. For interests, see item above. *Oct. 1*

Cairo, Ga. (BPED-960911MH)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 90.1 mhz, ERP 8 kw, ant. 129 m., from Old Hwy 179, turn W onto Tired Creek Rd., proceed .7 mi. and turn left onto Farmers Branch Rd., site is 4 mi. on right. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, all Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CPs for FMs in Selma and Ozark, Ala.; St. Martinville, La.; Hattiesburg and Natchez, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Panama City, Fla.; Americus, Dublin, Savannah and Waycross, all Ga.; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield, Iowa; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Many and Westdale, La.; Muskegon, Mich.; Corinth, Laurel, Port Gibson and McComb, all Miss.; Cabool, Kennett and St. Joseph, all Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and Charles City, Va., Gillette, Wyo., and is selling an FM in Mount Morris, Ill.

Savannah, Ga. (BPED-961025MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.1 mhz, ERP 2.9 kw, ant. 118 m., 835 E. Perry Ln. For interests, see item above. *Oct. 25*

Honolulu (961024AB)—John Hutton Corp. (John H. Weiser Jr., president/owner, 441 N. Nimitz Hwy, Honolulu, HI 26817) for AM at 1130 khz, ERP 10 kw, ant. 47 m. John Hutton Corp. owns KUMU-AM-FM Honolulu. *Oct. 24*

Kailua, Hawaii (BPCT-961001LW)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 50, ERP 100 kw, ant. 181 m., Palikea Ridge communications site, SE of Palehua, Hawaii. For interests, see item above. *Oct. 1*

Island Park, Idaho (BPH-961023MJ)—Alpine Broadcasting Ltd. (Scott Parker, owner, P.O. Box 2936, Sun Valley, ID 83353) for FM at 106.5 mhz, ERP 100 kw, ant. 217 m., Federal Hill, Big Bend Ridge, 12.5 km N of Ashton, Idaho. Alpine owns KECH-FM Sun Valley, Idaho, and has applied for FM in Sun Valley and Wallace, Idaho. *Oct. 23*

Macomb, Ill. (BPH-961017MG)—Howard G. Bill, president/owner, 1220 Fourth Ave., S.W., Ste. 203, Rochester, MN 55902-3834) for FM at 95.9 mhz, ERP 5.1 kw, ant. 108 m., 1.6 km S of Macomb, on Hwy 67. Brill owns KOLM(AM) and KWWK(FM) Rochester, Minn., 45.5% of WQCC(FM) and WLXR-FM LaCrosse, Wis., and 1/3 of WQCC(FM) LaCrosse, has applied for FM in Comell, Wis., and has CP for FM in Bartonville, Ill. *Oct. 17*

Marinsville, Ill. (BPED-960905ME)—Word Power Inc. (Paul Dean Ford, president, 33 1/3% owner, 6 E Colorado Ave., P.O. Box 8, Casey, IL 62420) for FM at 88.1 mhz, ERP 1 kw, ant. 53 m., on WKZI(AM) tower, Hickory Ln. S, Casey, Ill. *Sep. 5*

Bettendorf, Iowa (BPED-960927MA)—University of Northern Iowa (Robert Koob, president, 324 Communications Arts Ctr., Cedar Falls, IA 50614) for FM at 91.1 mhz, ERP 20 kw, ant. 188 m., 2.5 mi. S of Orion on U.S. Rte. 150. *Sep. 27*

Waterloo, Iowa (BPCT-961001KR)—ValueVision International Inc. (Nicholas M. Jaksich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch. 22, ERP 2,000 kw, ant. 53.9 m., 271 Vinton St., Waterloo. For interests, see item above. *Oct. 1*

Pittsburg, Kan. (BPCT-960920YM)—Davis Television Pittsburg LLC (John Davis, president, 2121 Ave. of the Stars, Ste. 2800, Los Angeles, CA 90067) for TV on ch. 14, ERP 2,950 kw, ant. 301 m., .6 km SSW of intersection of SR AA and SW 90th Ln. Davis Television (99% owner) has applied for TVs in Topeka, Kan.; Alexandria, La.; Duluth, Minn., and Wausau, Wis. *Sep. 20*

Topeka, Kan. (BPCT-960920LZ)—Davis Television Topeka LLC (John Davis, president, 2121 Ave. of the Stars, Ste. 2800, Los Angeles, CA 90067) for TV on ch. 43, ERP 2,750 kw, ant. 417 m., near intersection of SW 21st and W. Union Rd., 21 km W of downtown Topeka. For interests, see item above. *Sep. 20*

Hopkinsville, Ky. (BPH-961025MD)—Southern Broadcasting Corp. (Thomas T. Cassetty, president/15% owner, P.O. Box 2249, Clarksville, TN 37042-2249) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., S side of CR 1027, .8 km W of SR 109. Southern owns WABD(AM)-WCVQ(FM) Fort Campbell, Ky., and WDXN(AM) Clarksville, Tenn. *Oct. 25*

Hopkinsville, Ky. (BPH-961025MC)—Hopkinsville Broadcasting Co. Inc. (Roger E. Jeffers, president/14.33% owner, P.O. Box 709, Hopkinsville, KY 42241-0709) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., 11.4 km SE of Hopkinsville, near Hwy 109. *Oct. 25*

Lexington, Ky. (BPCT-960920IM)—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. 62, ERP 5,000 kw, ant. 71 m., on side of existing nonbroadcast communications tower, located 2.5 km NNE of SR 1964 and Blue Grass Pkwy. For interests, see item above. *Sep. 20*

Paintsville, Ky. (BPCT-960920IJ)—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. 69, ERP 1,500 kw visual, ant. 152 m., on side of existing nonbroadcast tower, .9 km NW of intersection of SR 40 and SR 908, near Inez, Ky. For interests, see item above. *Sep. 20*

Alexandria, La. (BPCT-960920IY)—Davis Television Fairmont LLC (John Davis, president, 2121 Ave. of the Stars, Ste. 2800, Los Angeles, CA 90067) for TV on ch. 66, ERP 1,510 kw, ant. 263 m., top of hill, 4 km WNW of Shinnston, W.Va. For interests, see item above. *Sep. 20*

Broussard, La. (BPED-961023MG)—Mary V. Harris Foundation (Linda de Romanett, president/owner, 516 South 4th St., Las Vegas, NV 89101) for FM at 91.9 mhz, ERP 25 kw, ant. 80 m., 316 Iberia St., Youngsville, La. *Oct. 23*

Jonesboro, La. (BPED-961031MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.5 mhz, ERP 2 kw, ant. 33 m., North Polk and Beech Springs, Jonesboro. For interests, see item above. *Oct. 31*

Waterville, Me. (BPCT-961001XQ)—Cardinal Broadcasting Corp. (Robert Price, president, 45 Rockefeller Pl., Ste. 3201, New York, NY 10020) for TV on ch. 23, ERP 1,500 kw visual, ant. 86 m., on side of existing WENN(FM)-WTVL(AM) tower located at 140 Benton Ave., Winslow, Me. For interests, see item above. *Oct. 11*

Jackson, Miss. (BPCT-960920LT)—Marri Broadcasting LP (Harry E. Figgie, president,

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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, ant. 293 m., on side of existing WDBD(TV) tower, 3 km SW of intersection of I-20 and SR 18, Jackson. For interests, see item above. *Sep. 20*

McComb, Miss. (BPCT-960920YQ)—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. 28. For interests, see item above. *Sep. 20*

Vicksburg, Miss. (BPCT-961001LY)—Cardinal Broadcasting Corp. (Robert Price, president, 45 Rockefeller Pl., Ste. 3201, New York, NY 10020) for TV on ch. 35, ERP 5,000 kw visual, ant. 89 m., on side of existing KBYO(AM)-KBYO-FM tower, 3.8 km NW of intersection of US rtes. 65 and 80, near Tallulah, La. For interests, see item above. *Oct. 1*

Tonopah, Nev. (BPCT-960920YC)—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. 9, ERP 316 kw visual, ant. 304 m., on side of existing KHWK(FM) tower atop Mt. Oddie, 1 km NE of Tonopah. For interests, see item above. *Sep. 20*

Vineland, N.J. (BPCT-960920LO)—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 visual, ant. 58 m., on side of existing WREY(AM) tower, .5 km E of intersection of SR 55 and SR 555, near Millville, N.J. For interests, see item above. *Sep. 20*

High Point, N.C. (BPCT-960920YS)—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. 67, ERP 1,500 kw visual, ant. 125 m., on side of existing nonbroadcast tower, 1.2 km ENE of intersection of SR 610 and SR 62, near High Point. *Sep. 20*

Laurel Hill, N.C. (BPCT-960920LL)—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. 155 m., on side of existing nonbroadcast communications tower, 3 km WNW of intersection of SR 1624 and SR 1640, near Rockingham, N.C. For interests, see item above. *Sep. 20*

Norman, Okla. (BPCT-961001XP)—Cardinal Broadcasting Corp. (Robert Price, president, 45 Rockefeller Pl., Ste. 3201, New York, NY 10020) for TV on ch. 46, ERP 1,500 kw visual, ant. 103 m., on side of existing WWLS(AM) tower. For interests, see item above. *Oct. 1*

Odessa, Tex. (BPCT-961001LX)—Cardinal Broadcasting Corp. (Robert Price, president, 45 Rockefeller Pl., Ste. 3201, New York, NY 10020) for TV on ch. 30, ERP 1,000 kw visual, ant. 242 m., on side of existing KMID(TV) tower, at convergence of Andrews, Midland and Ector counties, near Gardendale, Tex. For interests, see item above. *Oct. 1*

Fredericksburg, Va. (BPCT-960920IL)—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. 69, ERP 1,500 kw visual, ant. 109 m., on side of existing nonbroadcast tower, .6 km E of intersection of SR 610 and SR 625, near Firemile Fork, Va. For interests, see item above. *Sep. 20*

Richmond, Va. (BPCT-960920WI)—Television Capital Corp. (Marietta I. Feltner, president, 415 East 37th St., #39G, New York, NY 10016) for TV on ch. 63, ERP 5,000 kw, ant. 377 m., 15711 Midlothian Turnpike, Midlothian, Va. For interests, see item above. *Sep. 20*

Virginia Beach, Va. (BPCT-961001XG)—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. 21, ERP 5,000 kw visual, ant. 257 m., .3 km E of Hwy 168, 2.4 km N of Mycock, N.C. *Oct. 1*

Virginia Beach, Va. (BPCT-961001XB)—Community Teleplay Inc. (Richard S. Myers, president/40.25% owner, 1030 15th St. NW, Ste. 908, Washington, DC 20005) for TV ch. 21, ERP 5,000 kw visual, ant. 140 m. *Oct. 1*

Virginia Beach, Va. (BPCT-960930KX)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for TV on ch. 21, ERP 5,000 kw visual, ant. 295 m., .5 km NE of Munden, Va. KM has CPs for TV on ch. 20, Iowa City, and for FM in Pearson, Ga., has applied for FMs in Viola and St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.; Parkersburg, Iowa; Mesquite, Nev.; Willard, Ohio; Brigham City, Utah; and Neillsville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; El Dorado and Gosnell, Ark.; Marianna, Fla.; Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Albuquerque and Roswell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane and Walla Walla, Wash.; Crandon, Wis., and Jackson, Wyo. *Sep. 30*

Virginia Beach, Va. (BPCT-961001XY)—Intermart Broadcasting of Virginia Beach Inc. (James E. Martin Jr., president/50% owner, 4810 Deltona Dr., Punta Gorda, FL 33950) for TV on ch. 21, ERP 5,000 kw visual, ant. 142 m., 700 E. Indian River Rd., Norfolk, Va. Martin owns WCCF(AM)-WIKX-FM Punta Gorda, WCVU(FM) Solana, WGUF(FM) Marco, WPVJ(FM) Ponte Vedra Beach, WKZY(FM) LaBelle, and 16.66% of WTPX(FM) Jupiter, and has applied for FM in Punta Rassa, all Fla. *Oct. 1*

Virginia Beach, Va. (BPCT-961001YC)—The Union Mission (Howard R. McPherson, president/4% owner, c/o Rev. Theodore A. Bashford, 130 Brooke Ave., Norfolk, VA 23514) for TV on ch. 21, ERP 5,000 kw visual, ant. 135 m., 450 N. Battlefield Blvd. *Oct. 1*

Nile, Wash. (BPED-960918MC)—LifeTalk Broadcasting Association (Paul E Moore, president/12.5% owner, 402 W. Yakima Ave., Ste. 1320, Yakima, WA 98901) for noncommercial educational FM at 88.1 mhz, ERP .2 kw, ant. -34 m., 1.05 km from intersection of Nile Rd. and Hwy 410. LifeTalk owns KSOH(FM) Wapato, Wash., has CP for FM in Tok, Alaska, is buying WJYL(FM) New Washington, Ind.; KSVA(FM) Corrales, N.M., and WJYC(FM) New Delhi, Ohio, and has applied for FMs in Ellensburg, Wash., and Sebeka, Minn. *Sep. 18*

Olympia, Wash. (BPCT-960920YJ)—Sonoma Media Corp. Inc. (P.O. Drawer 590209, Houston, TX 77259) for TV on ch. 67, ERP 5,000 kw visual, ant. 610 m. *Sep. 20*

Walla Walla, Wash. (BPCT-961001XX)—John C. Anderson (c/o Lew Paper, Dickstein, Shapiro, Morin & Oshinsky LLP, 2101 L St. NW, Washington, DC 20037) for TV on ch. 9, ERP 316 kw, ant. 203.7 m., Coppei Springs communications site (radio tower), 8 km E of Dixie, Wash. *Oct. 1*

Walla Walla, Wash. (BPCT-960930KY)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for TV on ch. 9, ERP 316 kw, ant. 609 m., 1 km W of Lewis Park Rd., 8 km S of Minnick, Wash. For interests, see item above. *Sep. 30*

Walla Walla, Wash. (BPCT-960930KM)—Channel 9 Broadcasting Co. (Thomas D. Hodgins, 33.4% owner, Rte. 5, Box 513, Walla Walla, WA 99362) for TV on ch. 9, ERP 316 kw visual, ant. 218 m., Coppei Springs communications site, 8.1 km E of Dixie, Wash. Hodgins owns 25% of KLKY(FM) Milton-Freewater, Ore., is buying KUJ(AM) Walla Walla, has applied for FM in Newport, Ore., and has 51% interest in application for FM in Walla Walla. *Sep. 30*

Fairmont, W.Va. (BPCT-960920KS)—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. 66, ERP 1,500 kw visual, ant. 151 m., on side of existing nonbroadcast communications tower located 1.9 km WNW of Hawkinberry Run as it crosses US Rte. 19, near Fairmont. For interests, see item above. *Sep. 20*

Antigo, Wis. (BPCT-960920LA)—Prime Broadcasting Co. (Gregory S. Marchbanks, president, 600 Congress Ave., Ste. 3000, Austin, TX 78701) for TV on ch. 46, ERP 5,000 kw visual, ant. 206 m., intersection of SR H and Townline Rd., 4.2 km S of Parrish, Wis. Prime has applied for TVs in Presque Isle and Waterville, Me.; Lincoln, Neb.; Norman, Okla.; Houston, Miss., and Odessa and Corpus Christi, Tex. *Sep. 20*

Antigo, Wis. (BPCT-960920LG)—Langlade County Educational Television Association Inc. (Robert John Cox, president/owner, 200 Fillmore St., Kaukauna, WI 54130) for TV on ch. 46, ERP 125 kw visual, ant. 112 m. *Sep. 20*

—Compiled by Jessica Sandin

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THIS WEEK

Through Dec. 15—5th annual International Children's Television Festival, presented by the ***Museum of Television & Radio***, New York City. Contact: (212) 621-6600.

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***. Inn at the Park, Anaheim, Calif. Contact: (715) 545-1986.

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.

Dec. 20—Deadline for entries for the 22nd annual ***American Women in Radio and Television*** Commendation Awards. Contact: (703) 506-3290.

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.

Feb. 22-25—***MECOM '97***, 9th annual Middle East international telecommunications show and conference. Bahrain International Exhibition Centre, Bahrain. Contact: Virginia Jensen, (210) 652-7070.

Feb. 24-27—Canada Link '97, conference on cable and distribution services in Canada presented by ***Link Events***. Vancouver Trade and Convention Center, Vancouver. Contact: Gerard Herrador, (713) 342-9826.

Feb. 27—***Federal Communications Bar Association*** luncheon featuring Betty Alewine, president/CEO, COMSAT Corp. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

MARCH 1997

March 6—10th annual ***Achievement in Radio Awards***. Pittsburgh. Contact: Michelle Frenier, (412) 391-3193.

March 7-9—***Intercollegiate Broadcasting Association*** 56th annual international convention of educational broadcasters. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 9-12 —***MID Television International Television Programme Market***. Dubai World Trade Center, Dubai, United Arab Emirates. Contact: +971-4-621133.

March 13—***International Radio & Television Society Foundation*** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

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 18—***Federal Communications Bar Association*** luncheon featuring Sam Donaldson. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

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.

March 26—***International Radio & Television Society Foundation*** Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

APRIL 1997

April 4-7—***Broadcast Education Association*** 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 7-8—***Television Bureau of Advertising*** sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

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 and BDA '97 conference and exposition, presented by ***PROMAX International*** and ***BDA International***. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

June 12-17—***20th Montreux International Television Symposium and Technical Exhibition***, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

Major Meeting dates in red

—Compiled by Kenneth Ray (ken.ray@b&c.cahners.com)

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In search of a digital solution

He comes to Congress from the coal-producing ninth district of southwest Virginia, but Representative Rick Boucher (D-Va.) has earned a reputation as one of the few members of Congress with a keen understanding and knowledge of communications policy and law.

Now wrapping up his seventh term, Boucher will likely be the only member of Congress to serve on the House commerce and judiciary committees in the 105th Congress. Those committees have joint jurisdiction over a variety of communications issues.

Even within the Commerce Committee, which many say gets "the best and brightest" members of Congress, Boucher's input on a variety of issues is given great deference, says Larry Clinton, a former Boucher aide who now serves as United States Telephone Association (USTA) associate vice president of large-company affairs.

"One reason is that even among the group of the most hardworking and best-informed members, he often seems to be intimately familiar with the sophisticated detail of policy and law in the range of telecommunication—not just telephone issues, but satellite and cable too," says Clinton.

Boucher's involvement in communications policy has always been linked to the concerns of his constituents. With the Appalachian Mountains crossing his district, access to communications has always been a problem.

"I started discovering that a number of concerns [of my constituents] could be addressed with better communications," Boucher says. "Many of them did not have access to over-the-air TV, and cable did not extend to those areas. Satellite technology was the obvious answer."

Along with Representative Billy Tauzin (R-La.), Boucher pushed for years for the so-called program-access amendment, which was tacked onto the 1992 Cable Act. The amendment required cable-affiliated companies to make their programing available on a nondiscriminatory basis to competitors. It was widely regarded as the turning point for the wireless cable and DBS industries because it allowed them to raise money on Wall Street by guaranteeing that they would have programing to sell.

Boucher also is a known friend to local telephone companies. In 1988 he teamed with then-Senator Al Gore (D-Tenn.) to sponsor legislation that would allow telcos to offer cable TV service within their own viewing areas. The legislation did not pass, but the concept was incorporated into the 1996 Telecommunications Act.

"A number of concerns [of my constituents] could be addressed with better communications. Many did not have access to over-the-air TV and cable. Satellite technology was the obvious answer."

Rick Boucher

Member of the U.S. House of Representatives; b. Aug. 1, 1946, Abingdon, Va.; BA, Roanoke College, 1968; JD, University of Virginia, 1971; attorney with Milbank, Tweed, Hadley and McCloy, New York, 1971-72; George McGovern's presidential campaign, 1972; Virginia Senate, 1974-82; Penn, Stuart, 1974-78; Boucher & Boucher, 1978-83; current position since 1983; single.

Boucher was also a key player in negotiations over the act. He was an outspoken proponent of opening the local telephone loop to competition as soon as possible.

The Internet is his next frontier. As a member of the Judiciary Courts and Intellectual Property Subcommittee—which has jurisdiction over copyright issues—Boucher is a leader in negotiations over copyright law on the Internet. The talks between cable companies, online service providers, telephone companies and other content providers began in the 104th Congress and are expected to continue through the new Congress.

If the Supreme Court strikes down the Communications Decency Act, which regulates speech on the Internet, Boucher says he will be on the front lines against any efforts on Capitol Hill to regulate content online.

Back in his district, Boucher is leading efforts to "bridge some of the differences [between communities] in terms of educational and industrial development" through the Internet. He is encouraging each of the 100 communities in his district to become "electronic villages" by providing access to computers and the Internet in public libraries and schools.

Coming from a family long involved in politics (his grandfather and great-grandfather served in the Virginia House as Democrats and his father worked as a Republican commonwealth attorney), Boucher's entry onto the political scene was almost inevitable.

Boucher received a law degree from the University of Virginia in 1971, after earning his B.A. from Roanoke College. He entered professional life at a Wall Street law firm but took time off to work as an advance man for George McGovern's 1972 presidential campaign. He returned to his hometown of Abingdon, Va., in 1973 to practice law and set the stage for his political career.

Boucher was elected to the Virginia state Senate in 1974 and served there until 1982, when he was elected to Congress.

He won his first congressional race in 1982 by only 1,123 votes out of more than 150,000 cast. In 1984 he faced a tough rematch, but since then has had relatively smooth sailing. This year he was re-elected with 65% of the vote. —HF

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BROADCAST TV

John Reardon, station manager, KTLA(TV) Los Angeles, named VP/GM.

Appointments at *The Rosie O'Donnell Show*, New York: **Andy Lassner,** segment producer, named supervising producer; **Deirdre Dod,** booker, named segment producer.

Appointments at Freedom Communications Inc. stations: **Tom Long,** VP/GM, KTVL(TV) Medford, Ore., joins WLNE(TV) New Bedford, Mass., in same capacity; **Kingsley Kelley,** program director/operations manager, KTVL, named VP/GM.

Macy

Grever

Appointments at WLWT(TV) Cincinnati: **Sally Macy,** managing editor, named assistant news director; **Jill Grever,** field reporter/producer, 6 and 11 p.m. newscasts, named executive producer, *Cincinnati's News Five*.

Rob VanDenBergh, creative services field producer, WHEC-TV Rochester, N.Y., named creative services supervisor.

Valerie McCain, account executive, Telerep, Los Angeles, joins WJAR(TV) Providence, R.I., as national sales manager.

Heather McMichael, reporter, *Daybreak*, *Sunrise* and *The Morning Show*, WDAF-TV Kansas City, Mo., named co-anchor, weekend morning newscasts.

Phil Cini, local sales manager, WKBD(TV) Detroit, joins WJBK-TV there as general sales manager.

Brent Petersen, executive director, photography and new media, ABC Television Network, New York, named VP.

Appointments at WNBC(TV) New York: **John Garcia,** director, digital journalism, New York University, joins as Website producer; **Nichol Skipolitis,** senior multimedia editor, NBC Desktop Video, joins as dayside Website administrator; **Uta Knablein,** free-lance designer, Greene Communications Design Inc., joins as evening Website administrator.

PROGRAMING

Dwyer-Dobbin

Appointments at Procter & Gamble Productions, New York: **Mary Alice Dwyer-Dobbin,** independent programing and production consultant, joins as executive in charge of production. Dwyer-Dobbin will oversee *As the World Turns*, *Guiding Light* and *Another World*; **Paul Rauch,** producer and developer of feature films and prime time television projects, joins as executive producer, *Guiding Light*.

David Sit, managing director, WNYC-TV New York, joins MacNeil/Lehrer Productions, Arlington, Va., as VP, operations.

John Leekly, writer/executive producer, *Kindred...The Embraced*, Fox Broadcasting Co., signs a production deal with MTM Television, Studio City, Calif., to produce and direct miniseries, movies and series.

John Paul DeJoria, chairman, John Paul Mitchell Systems, joins Five Star Productions, Boca Raton, Fla., as managing partner.

Gina Mazzaferri, corporate controller, Weigel Broadcasting, joins Tribune Broadcasting, Chicago, as director, Renaissance transition (acquisition of Renaissance Communications Corp.).

Laurie Goldstein, VP, movies and miniseries, NBC Productions, joins Saban Entertainment, Los Angeles, as VP, motion pictures and television.

RADIO

Michael Libretti, director, marketing, AT&T Capital Corp. Morristown, N.J., joins Nassau Broadcasting Partners, Princeton, N.J., as senior VP, operations, radio group.

Appointments at Group W Radio Sales: **Vincent Turco,** president, T.M.I. Turco Media, joins Boston office as director, sales; **Vinny DiMarco,** account executive, Philadelphia office, named director, sales.

Appointments at National Public Radio, Washington: **F. Kim Hodgson,** GM, WAMU(FM) Washington, and **Henry Catto,** partner, Catto & Catto (insurance brokerage firm), San Antonio, Tex., elected chairman and vice chairman, respectively, board of directors; **Paul Delaney,** editorial page editor, *Our World News*, Baltimore, elected to the board of directors; **Ila Griffith Forster** joins as director, business affairs; **Luis Guardia,** financial analyst and acting budget director, named director, budget; **Mary Kinkelaar** joins as property manager.

Hodgson

Robert Kruchten and **Laura Resendes,** account executives, Allied Radio Partners, named regional managers, Chicago and Boston, respectively.

Gardella

Betsy Gardella, associate executive director, National Alliance of Breast Cancer Organizations, joins WNYC-AM-FM New York, as VP, development and marketing.

Les Hollander, account executive, WKTU(FM) Ocean City, N.J., named local sales manager.

Todd Thornton, news bureau chief, KRCR-TV Redding, Calif., joins Northstate Public Radio, KCHO(FM) Chico and KFPR(FM) Redding, both California, as news director.

CABLE

Genaro Rionda, corporate director, business development, MVS Television, joins Latin American Pay Television, Atlanta, as CEO, Cinecanal there.

Anchor appointments at ESPNEWS, Bristol, Conn.: **John Buccigross,** sports anchor, WPRI-TV Providence, R.I.; **Dave Revsine,** anchor/reporter, WHBF-TV Rock Island, Ill.; **Pam Ward,** anchor/host, WBAL(AM) Baltimore; **Dave Feldman,** sports anchor/reporter,

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Orange County News Channel, Santa Ana, Calif.; **Chuck Garfien,** sports anchor, WPBN-TV Traverse City, Mich.; **Iain Page,** sports anchor, NewSport; **Bob Stevens,** sports director, WEWS(TV) Cleveland; **Chris McKendry** and **Jason Jackson,** *SportsCenter* anchors, will now anchor ESPNEWS.

Alessandra Durstine, marketing manager, Profamilia International Inc., joins ESPN International, New York, as director, marketing.

Sellers

D. Bruce Sellers, senior VP, distribution and affiliate affairs, America's Health Network, Universal Studios, Fla., named executive VP.

Farrell Meisel, senior VP, Time Warner International Broadcasting and HBO International, joins The Movie Channel, London, as managing director/CEO.

Dan Hodges, director, Eastern advertising sales, Discovery Networks, Bethesda, Md., named VP, national sales.

DEATHS

Hilliard Gates, 80, broadcaster, died Nov. 20 in Fort Wayne, Ind., after an extended illness. Gates's career in radio began in 1940 at WOWO(AM) Fort Wayne. WKJG-AM-FM went on the air in 1947, and Gates joined as sports director, assistant manager. In 1962 he was named vice president/general manager of WKJG-AM-FM-TV. He retired from the station group in 1990, but stayed involved as a consultant. Gates is survived by his wife, Rae; two children, two grandchildren and a brother.

Howard Abrahams, 51, entertainment lawyer, died Nov. 19 in New York. Most recently employed at Cowan, Gold, DeBaets, Abrahams & Sheppard law firm, Abrahams had been counsel, Meredith Corp.; VP, law, J. Walter Thomson ad agency, and senior attorney, ABC Television and Radio, before going into private practice. His specialty was television, radio and entertainment law. Abrahams is survived by his wife, Pamela, and a sister.

Fred Weiss, 77, weatherman, died of liver cancer Nov. 14 at his home in Silver Spring, Md. Weiss did the weekend weather forecast for most of his 25-year career at WJLA-TV Washington. Before that, Weiss spent 12 years at WXYZ-TV Detroit. He is survived by his wife, Carrell, and two daughters.

Richard R. Easthouse, 35, died Oct. 27 in New York of complications from AIDS. Most recently Easthouse was VP, domestic television, Northeast region, for ITC Entertainment, Los Angeles. Before that, he was national sales manager of WOLF-TV Scranton, Pa. He began his career at KIIS-FM Los Angeles and also was sales manager for Pacific Vision Productions, a comedy syndication firm. Easthouse is survived by his companion, Mitchell; his parents, and brothers and sisters.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Bob Magness, 1924-1996

Magness

Bob Magness, 72, chairman of the board of Tele-Communications Inc. and one of the 1960's Colorado "cable cowboys," died Nov. 16 of cancer. The longtime chairman of TCI, the nation's largest cable system operator, with more than 14 million subscribers, died after undergoing chemotherapy at the University of Virginia at Charlottesville.

Magness became a pioneer in the cable business when he and his wife, Betsy, sold their cattle and mortgaged an Oklahoma ranch in 1956 to build a cable system in Memphis, Tex. Magness climbed poles and strung cable wires while Betsy ran the business operation from the family kitchen. A native of Clinton, Okla., and a graduate of Southwestern State College, Magness, along with three partners, in 1958 created an alliance to bring television broadcast signals from Salt Lake City to Montana via common carrier microwave. He eventually moved two companies—Community Television and Western Microwave—to Denver in 1965, and the two merged in 1968 to form TCI.

With a handful of other cable TV pioneers—dubbed "cable cowboys" by Denverites—Magness transformed the southern part of Denver into what has become a hub of the nation's telecommunications industry. Magness served as TCI president until 1973, when he appointed John Malone (now TCI's CEO) as president/CEO. By last year TCI had grown into a $4 billion–a-year operation, controlling about one of four cable boxes in the U.S. He was inducted into BROADCASTING & CABLE's Hall of Fame in 1993, and earlier this year *Forbes* magazine named Magness the 146th-wealthiest businessman in America, with an estimated worth of $1 billion.

Malone called Magness a "truly remarkable person who built a company and an industry from the ground up. Bob was an innovative entrepreneur who never lost sight of the importance of every person who contributed to this company." He is survived by his second wife, Sharon; his mother, Charlotte; and two sons Kim and Gary. His funeral was attended by many industry leaders (see story, page 52). **—JM**

Appointments at BMI

Thurston

Broadcast Music Inc., New York, the music licensing organization, announced the re-election of **Donald Thurston,** president, Berkshire Broadcasting Co. Inc., as chairman of the board. **Frances Preston** also was re-elected as president/CEO of the organization. Founded by a group of radio executives in 1940, BMI collects and distributes license fees on behalf of more than 120,000 songwriters and 60,000 music publishers and has a repertoire of more than 3 million works in all music genres.

Other appointments at BMI: **Michael O'Neill,** senior director, national accounts, media licensing, named assistant VP, media licensing; **Dan Spears** named senior director, regional sales and marketing; **Scott Andrews** named senior director, national and group accounts, Nashville; **Eric Lily** named senior director, national and group accounts; **Kathi Wiedow** named director, program and administration; **Eleanor Grier,** director, research and information, named senior director.

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The FTC last Tuesday cleared the $690 million merger of Tichenor Media System into Clear Channel Communications Inc.–controlled Heftel Broadcasting Corp. The FTC works with the Justice Department to process radio groups' antitrust applications. The merger, announced in July, creates the nation's top Spanish-language broadcaster, covering all top 10 Hispanic markets. Clear Channel has said its interest in the group will be diluted from its 61% share of Heftel to 43% of the new company.

Viacom and MCA Corp. resume their battle over USA Networks on Dec. 5, when they return to Chancery Court in Wilmington, Del. The trial, which began Oct. 15, recessed Nov. 20. for Thanksgiving. Seagram Co.–owned MCA sued Viacom last April, charging that its launch of spin-off network Nick At Nite's TV Land violated their USA partnership agreement. Before recessing, Chancery Court Judge Myron Steele ruled that MCA may recall former MCA executive and USA Network director Tom Wertheimer as a rebuttal witness. The judge also will hear testimony from MCA witness George Krouse, a lawyer with Simpson Thacher & Bartlett who worked with Seagram CEO Edgar Bronfman Jr. in drafting a settlement agreement in which Bronfman reportedly agreed not to sue Viacom over TV Land in exchange for allowing former Viacom CEO Frank Biondi to join MCA as CEO.

Karin Cooper

Kids kudos

Children's TV activist Peggy Charren, FCC Chairman Reed Hundt, FCC Chief of Staff Blair Levin and others who fought for the FCC children's TV rule congratulated each other at a Capitol Hill reception last Thursday.

In praising one FCC commissioner, Charren twitted another: "Jimmy Quello sat on a wall/He couldn't decide which way to fall/Should he vote no/Or should he vote yes/We're glad we could count on Commissioner [Susan] Ness."

The rule requires TV stations to air three hours of children's educational programing each week. —HAJ

In a unique twist on the typical TV-station deal, **Paxson Communications Corp. will pay an extra $10 million for WVVI(TV)** Manassas, Va./Washington, if the Supreme Court upholds the must-carry provision of the Cable Act of 1992. Paxson last Friday agreed to buy the ch. 66 station from ValueVision International Inc. for an initial $30 million. Must-carry makes the station more valuable because cable systems have to carry the broadcast signals of local stations. The Supreme Court is considering whether must-carry is too much of a burden on the cable industry (B&C, Oct. 14).

NAB President Eddie Fritts says Department of Justice official Joel Klein "has a sincere interest in wanting to learn more about the radio marketplace and finding solutions to the problems" that DOJ investigations into radio consolidation have posed. Fritts met with Klein last Friday and says he presented "suggestions" as to "how Justice could fulfill its anti-trust obligations without causing upheaval" among radio broadcasters. Last Thursday, NAB legal counsel and attorneys from 21 radio groups met with Justice officials to discuss "Justice Department procedures" in evaluating potential radio station acquistions, according to NAB spokespersons.

People's Court, which ran in syndication from 1981 to 1993, **may be revived**. Stu Billett, one of the show's creators, has been pitching a new version with former New York Mayor Ed Koch in the Judge Wapner seat. No distributor yet. Among those who have taken a look are said to be Warner Bros. Domestic Television Distribution, Eyemark Entertainment, MCA, Tribune and Columbia Tri Star Television Distribution.

All American Television is broadening its horizons beyond *Baywatch* by striking an exclusive programing alliance with Charles Grinker Productions, the award-winning producer of documentary series for Bill Moyers and A&E Network.

The Fox network was downplaying reports that it was seeking to

CBS puts Hagman on Wednesday

CBS announced Friday that it will plug the hole in its Wednesday night lineup with a news magazine and a new drama starring Larry Hagman (see page 31).

Flying high from the performance of the Nov. 15 movie *Dallas: J.R. Returns* featuring Hagman (which earned a stellar 13.4 Nielsen household rating/23 share), CBS will debut the actor's drama *Orleans* as a two-hour movie at 9 p.m. on Jan. 8. The Paramount Network TV series stars Hagman as Luther Charbonnet, a judge and patriarch of the powerful Charbonnet family.

Orleans will move to its regular 10 p.m. time slot on Jan. 15, after the debut of the news magazine *Coast to Coast* at 9. The latter is a traveling news show shot entirely on location across the country. Over at NBC, the network also announced Friday that *The John Larroquette Show* is being canned at 8:30 on Wednsedays, to be replaced by *Chicago Sons* starting Jan. 8. *Chicago Sons*, from Warner Bros., stars Jason Bateman in a story of three blue collar brothers who live together. —LR

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horn in on ABC's business by acquiring *Monday Night Football*, the rights of which expire at the end of the 1997 season. Fox Sports declined to comment on the possibility, saying it doesn't reveal its business plans, but acknowledged that the show is very attractive to any network.

Arkansas Educational Television Commission (AETC) **asked the U.S. Supreme Court last week to overturn an Eighth Circuit Court of Appeals decision** that found that a "governmentally controlled" TV station may not exclude a legally qualified candidate for public office from a debate. AETC also is asking the court to determine whether a debate between political candidates organized and broadcast by a public TV network is a "limited public forum," as the eighth circuit ruled. If it is, a public station could be forced to prove that its editorial decision is "narrowly tailored to meet a compelling governmental interest."

Fox picked up an additional nine episodes of the hour-long thriller *Millennium*. The Chris Carter show has consistently ranked in the top 20 in the key demographic of adults 18-49 since its premiere Oct. 25.

Fox Kids Network is rejiggering its Saturday morning lineup, effective Nov. 30. The new schedule: 8 a.m., *Power Rangers Zeo* (Saturday premiere); 8:30, *C-Bear and Jamal* (new time); 9, *Big Bad BeetleBorgs* (new time); 9:30, *Spider-Man*; 10, *Casper* (new time); 10:30, *Goosebumps* (new time); 11, *Life with Louie* (new time), and 11:30, *X-Men* (new time).

CompuServe pulled the plug on its family-oriented Wow! online service last week in the wake of posting $58 million in quarterly losses. Its stock dropped 14% in reaction to the earnings news. CompuServe will now retrench and focus exclusively on the business market after having drawn only 102,000 subscribers to Wow! since its introduction earlier this year.

New York City filed an appeal with the Second Circuit U.S. Court of Appeals last week to overturn a preliminary injunction preventing the city from launching cable networks on the city's public access channels without Time Warner Cable of New York's consent. The appeal, filed by the city's corporation counsel, argues that the injunction violates the city's First Amendment right to control the public, educational and government (PEG) programing on the it's five public access channels.

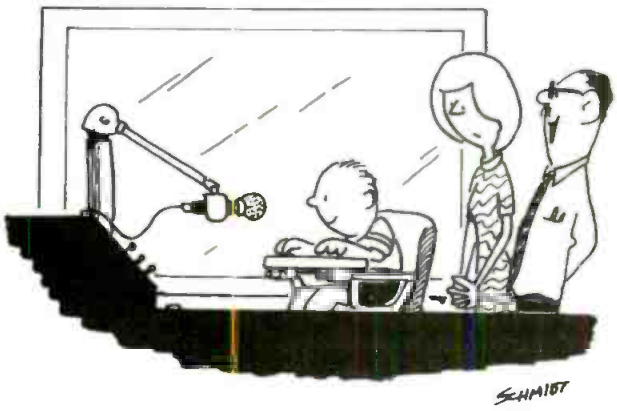
A sea of red ink and meager distribution will force The Popcorn Channel to shut down on Nov. 30. The New York–based cable-film-trailer and theater-listing service is jointly owned by the New York Times Co., Torstar Corp. (parent company of the *Toronto Star*) and Salter Street Films.

Errata: In Nov. 18 story "Jury divided on talk TV," Jami Floyd was identified as reporter/anchor for Court TV. She is with syndicated program *Court TV: Inside America's Courts*.

ATAS honors engineering excellence

At the Academy of Television Arts & Sciences Engineering Emmy Awards luncheon in Pasadena last Tuesday, longtime CBS executive Joseph Flaherty was honored with the Charles F. Jenkins Lifetime Achievement Engineering Award. Flaherty was recognized for "pioneering work in the development of nonlinear random-access edit systems, development of HDTV systems for the production community and for his many years of vision and leadership while working as vice president of engineering at CBS Inc."

Companies that received Engineering Emmys were Laser Pacific Media Corp., Tektronix, General Instrument Corp. Communications Division, and Scientific-Atlanta. Accepting the Emmys were (bottom row, l-r) Doug Jacqua, Laser Pacific; Lucie Fjeldstad, Tektronix; Flaherty; David Register and Jay Sherbon, Laser Pacific; (top row, l-r): Emory Cohen, Laser Pacific; Dr. Paul Moroney, Dr. Jerold Heller, and Dr. Woo Paik, General Instrument; Julius Bagley and Sam Lim, Scientific-Atlanta. —GD



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Editorials

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

History in the making

We would never think to speak for Stan Hubbard, but even he must be surprised that DBS has gotten off to such a gangbusters start. As we read history, the idea was for direct broadcast satellites just to fill in the white spaces on the television map, and aim for a maximum 10% of the market. Well, that insurgent medium is already at some 4% and just getting started (not counting another 2% in backyard dishes). Cable's worst fear could soon be realized: the FCC might have to strip back all those cable regulations because a fierce competitor has been unleashed in the marketplace.

DBS has gotten this far on the basis of a superior number of channels, a superior (digital) picture and program offerings cable can't yet challenge (particularly in the areas of sports and movies). When Rupert Murdoch's ASkyB joins the fray, it will add the enticement of local station coverage—a weakness of the current marketplace. If it delivers on its promises, it will raise the competitive stakes on a quantum scale.

We've held for some time that cable was the medium best positioned to serve the multichannel market, and we're not changing that bet. The next question is, will DBS continue to grow at its past pace? Will the present slowdown persist, or will it accelerate? It may take another year or two to judge. In the meantime, put us down as bullish.

Loose ball

You would think that digital television would be a slam dunk by now. Two decades after HDTV appeared on the scene, more than eight years after the FCC set in motion an apparatus to bring it to heel, digital is still caroming all over Washington and the country like an errant eight-ball.

Part of the problem is that it's taken so long. The world has kept changing while the inventors were in the lab, and the solution that may have been perfect for 1990 doesn't quite fit in 1996. In the meantime, specifically, computers and the Internet have intruded upon the world of broadcasting and are demanding a place at the table.

This page has come to believe they should have it, not because we're interested in extending the reach of Bill Gates but because we want to see broadcasters and cablecasters empowered on the next generation of television-ready PCs. This is the moment to make that possible. We don't know how, but those we trust say it can happen without severe dislocation of the Grand Alliance.

FCC Chairman Reed Hundt was probably the first to realize this need for compatibility. That explains part of his reluctance to have a digital standard at all, although it doesn't account for his obstreperousness in the digital proceeding in general; there's no accounting for the drummers to which Hundt marches. But undoing the consensus on this issue would be destructive in the extreme. It would amount, we believe, to consigning broadcasting to analog forever, while DBS and the rest of television go merrily into the digital future.

We say, take the time and make the effort to effect the greatest possible compatibility between television and computers. After that, lock it into a standard to which all can adhere. And trade in the analog spectrum for the digital model on a one-for-one basis. Just do it.

World on a wire

One of the John D. Rockefellers of the cable business was TCI's Bob Magness. Magness, who died last week, was there in the leaner times, when cable was broadcasting's country-cousin adjunct. The company he started helped it become a global force to be reckoned with, due in no small part to his wisdom in picking a successor to run it: one John Malone. Cable has become a permanent party in the media landscape, even if its future is periodically erratic. The glories of its past are traceable to pioneers like Bob Magness.

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