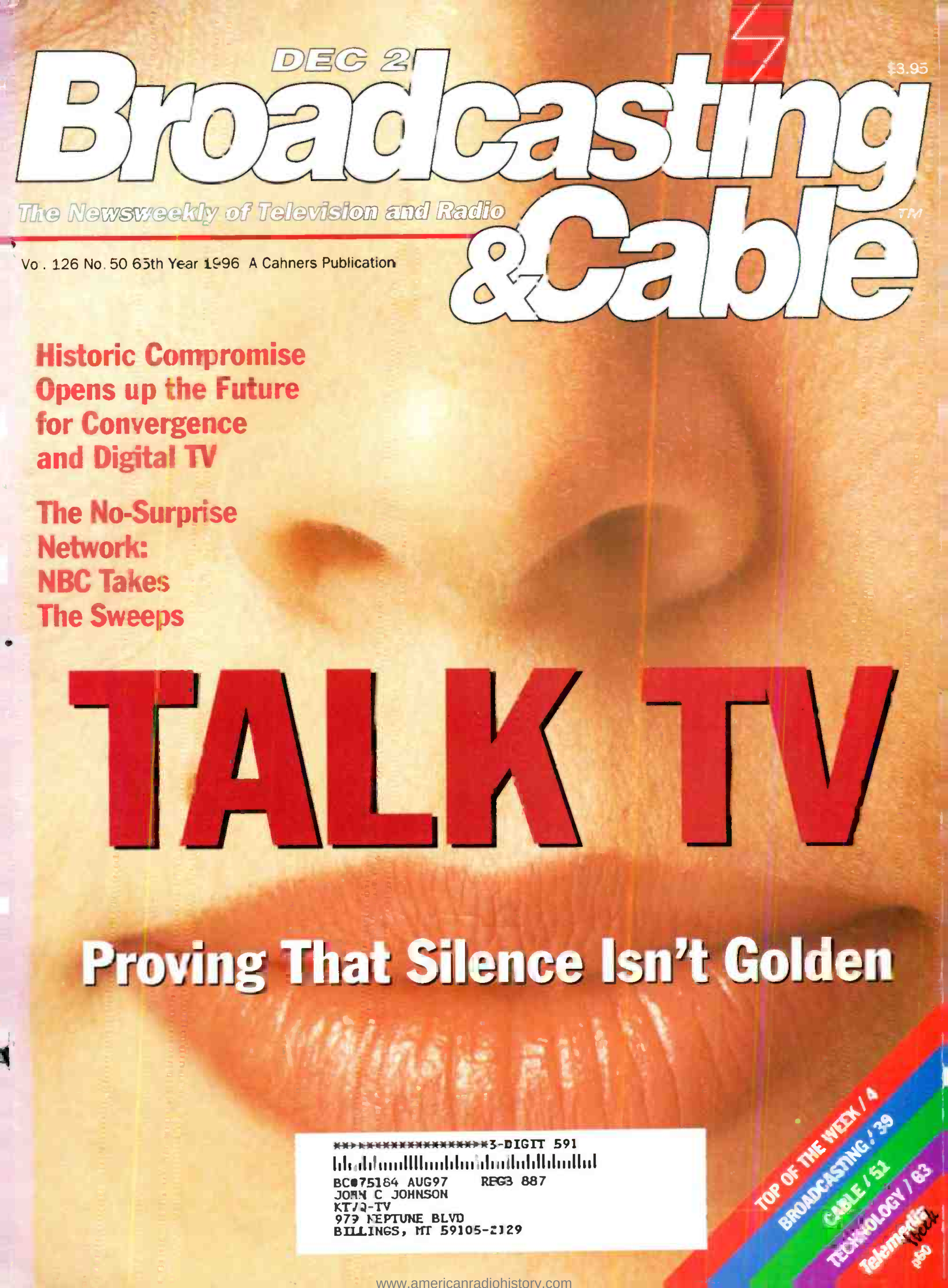

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Broadcasting & Cable

The Newsweekly of Television and Radio

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Historic Compromise Opens up the Future for Convergence and Digital TV

The No-Surprise Network: NBC Takes The Sweeps

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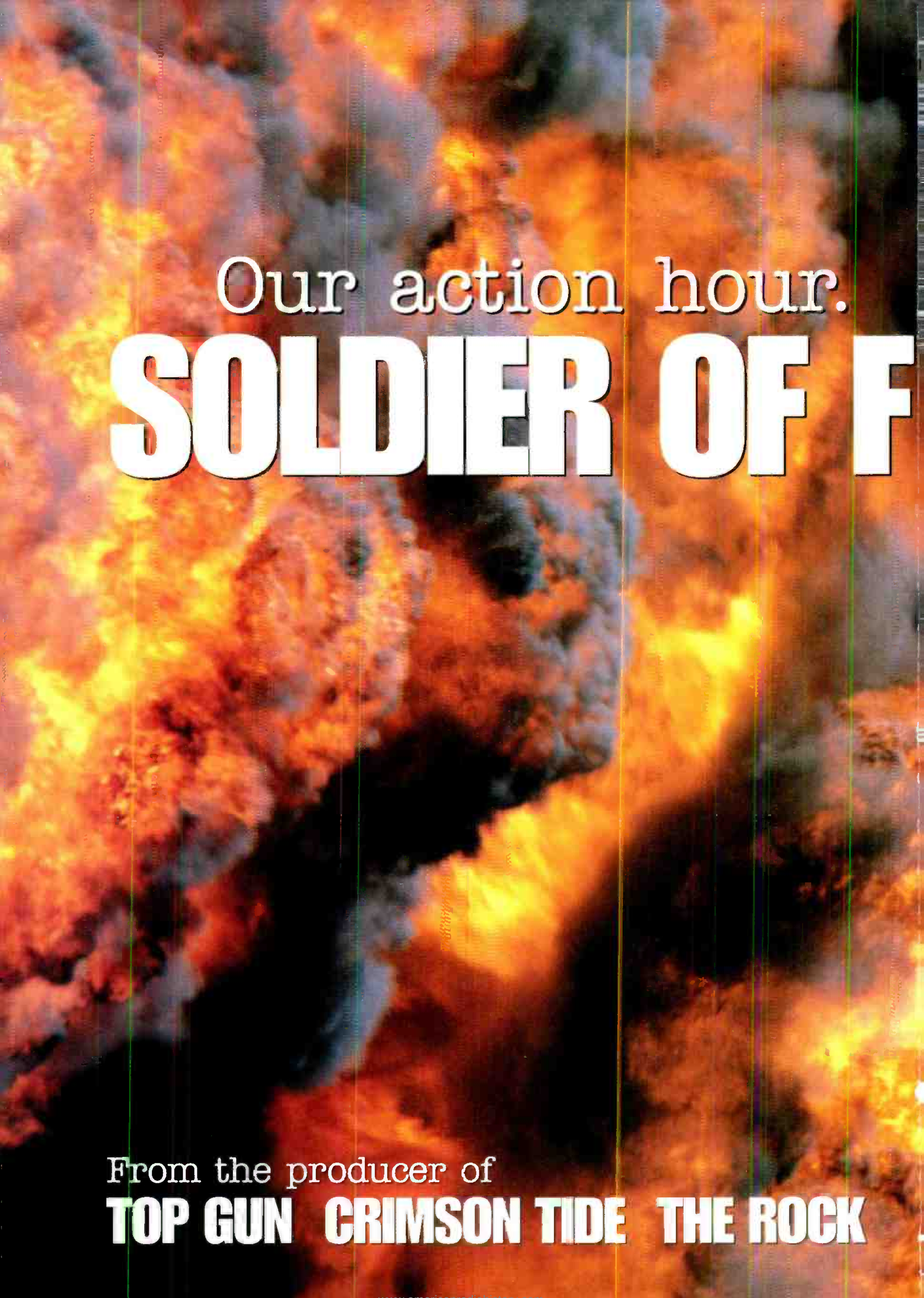
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Fast Track

Must Reading from Broadcasting & Cable

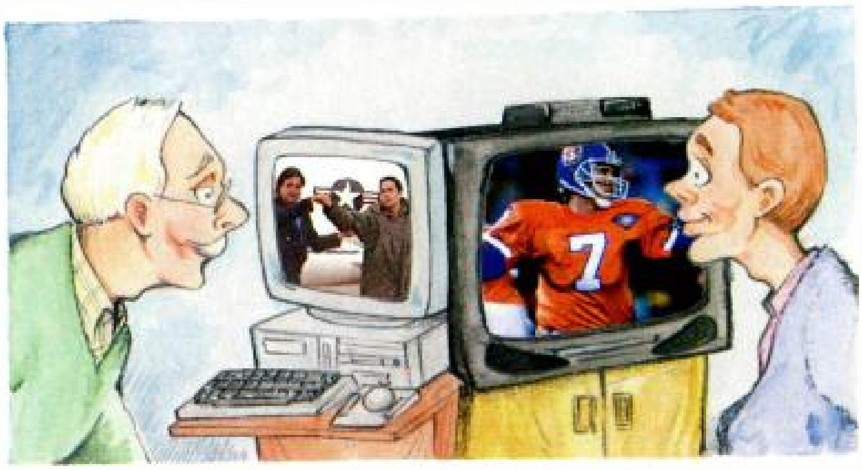
December 2, 1996

Way paved for PCTVs

Computer industry prepares to make its play for piece of TV audience pie

By Chris McConnell
WASHINGTON

Some channel surfers in a few years will be trading in their remote controls for a mouse and keyboard if the TV industry's newest players have their way.



Joe Sutliff

"We in the PC industry can provide eyeballs," says Intel's Paul Misener.

"If broadcasters are looking for eyeballs, they ought to be working with us" adds Jeff Campbell, Compaq's manager of government affairs.

Campbell, Misener and others say they will have their chance to make a pitch for the viewing public's attention now that their industry has signed a peace treaty with the broadcast and set manufacturing industries (see story, page 6). With the FCC now on a course to set a national digital TV standard before year's end, both broadcasters and computer makers are forecasting a new age of television in which PCs will join televisions on the receiving end of TV signals.

"[The compromise] really empowers the consumer to choose," says Microsoft Government Affairs Manager Jack Krumholtz.

"We can attempt to influence the market in terms of sets," says James Burger, counsel to Apple Computer. Burger predicts that his client and other computer companies will be building TV tuners into their boxes two years from now.

Others speculate that viewers will use those tuners to watch news updates, then possibly cruise the Internet to learn more about a story. Burger predicts cross-industry deals on programing and information content, while Campbell forecasts new services that neither broadcasters nor software makers have even thought of yet.

"This is all about future innovation," says Campbell. "Who would have thought of the Internet five years ago?"

Several broadcasters agree with all the talk of merging TV and PC worlds, although some are not so sure whether to regard the PC companies as friend or foe.

> ***"We in the PC industry can provide eyeballs."***
> **—Intel's Paul Misener**

"Everybody is both," says NBC Executive Vice President of Technology Michael Sherlock. "Microsoft is already NBC's partner *and* competitor. "I just see more of it."

"I think this is a major breakthrough in the distribution of data," says CBS Senior Vice President of Technology Joseph Flaherty. CBS Senior Vice President Martin Franks agrees with the predictions of convergence, citing the attraction of being able to scan news programing while at the computer.

And Meredith Broadcasting Group President Phil Jones goes even further. "The computer screen will be the television screen," Jones says. "I think the functions of the television and the functions of the computer will be consolidated into one entertainment center."

But while agreeing with the potential opportunities in broadcasting to computers, broadcasters are more enthusiastic about the chance to broadcast any digital picture at all.

"It has removed an obstacle," Mark Richer, executive director of the Advanced Television Systems Committee, says of the compromise.

"We get a standard," says CBS's Flaherty. "I'm happy because it's over and we can now get closer to the implementation process," adds NBC's Sherlock.

Set makers sound a similar note. "Digital TV sets will start being sold in 1998," says Gary Shapiro, president of the Consumer Electronics Manufacturers Association (CEMA).

Shaprio also predicts those televisions will be providing computer-type data just as the PC makers seek to provide TV programing through their products.

Shapiro adds that his group's members are ready for any PC makers looking to get in on the television business. "We know how to fiercely compete on the basis of price."

The PC and TV makers could find themselves waging more than pricing battles once broadcasters begin sending digital signals. Computer companies say they are not ruling out the possibility of promoting a different—and perhaps incompatible—display technology from the ones set makers are planning.

Their compromise with the broadcasters and set makers calls for leaving

standardization of the controversial picture "formats" to the free market rather than the FCC. Shapiro and others say the set makers still plan to build sets incorporating the 18 formats originally envisioned by the seven-company Grand Alliance.

"I think [they] will probably become a de facto standard" Flaherty says of the picture formats.

Computer companies are not so sure. "Maybe we can build a better mousetrap," says Microsoft's Krumholtz. "There's a possibility of warfare," adds Apple's Burger, although Burger and others also predict possible partnerships with broadcasters that might involve a new screen technology.

"It will be a market decision," Intel's Misener says of any digital TV format competition. He adds that such an approach will be a boon to both "those who watch TV and those who watch PCs." ■

Removing the offending interlace

Broadcasters, computer makers leave contentious standards issue to marketplace

By Chris McConnell
WASHINGTON

When in doubt, cut it out. That's the conclusion of some 25 negotiators for the broadcast, consumer electronics and computer industries after weeks of wrangling over the picture formats specified in the Grand Alliance digital TV standard.

Computer engineers long had balked at the standard's inclusion of "interlace" scanning formats. Broadcasters had insisted that the interlace technology is necessary—at least for now—to provide the best picture.

In the end the two sides decided to shift the decision to consumers rather than the FCC. Their deal calls for removing all 18 picture formats from the standard—including those employing interlace scanning. Broadcasters now will ask the FCC to adopt the Grand Alliance system's remaining parts, which include specifications for compressing video, delivering sound and sending the signals over the airwaves.

The participating computer companies—including Microsoft, Intel, Apple and Compaq—also pledged not to seek an auction of the channels slated for digital TV. "The purpose of this understanding is to further the common goal of expeditious launch of digital television," the groups told FCC Commissioner Susan Ness in their report on the agreement.

The deal left both sides claiming victory—computer companies because they succeeded in removing interlace and the rest of the formats from the government standard, and broadcasters because they eliminated another obstacle to launching a digital service.

"It brings us one step closer to digital and high-definition television," said National Association of Broadcasters President Eddie Fritts.

"We can do formats that were not in the standard," added Compaq's Jeff Campbell.

The agreement came at the end of a marathon negotiating session at Washington's Covington & Burling law firm. Broadcast negotiators offered the compromise during the first day of the session, sources say, but both sides did not agree to the final deal until days later.

One side not claiming victory was the contingent of filmmakers that has been opposing the standard's specifications for a screen aspect ratio. The group has been pushing for a standard that would guarantee that films are shown on television in the same shape in which they appear on the movie screen. "The deal that seems to be coming together is one that does not accommodate our core concern," says Larry Chernikoff, who represented the filmmakers during the bargaining talks.

The Directors Guild of America last week sent Ness a letter explaining its continuing objections. The group collected a list of signatures including the likes of George Lucas, Sydney Pollack and Mel Brooks. "Our core requirements are modest," the signatories said. ■

FCC wants to move quickly on DTV

FCC officials predict action on the digital TV standard before year's end now that the battling industries have settled their dispute.

Commission officials last week were planning to invite a quick round of comments on the compromise deal—through Dec. 6—before proceeding to a vote.


Susan Ness

"I am confident we will proceed expeditiously," said FCC Commissioner Susan Ness, who set the Nov. 25 deadline that prompted negotiators to submit their agreement last week. Ness greeted the deal warmly: "It provides broadcasters and consumer electronics manufacturers with the certainty they need to invest in the new technology."

"The agreement will be great for the now brighter future of DTV," added FCC Chairman Reed Hundt, who had voiced concerns about both the need to set a government standard and the proposed standard's treatment of computer industry issues. "Broadcasters, consumer electronics manufacturers and our world-class computer industry, working together, can start planning huge new worlds and uses of TV in the digital age," Hundt said.

Commissioners James Quello and Rachelle Chong also greeted the compromise with praise and calls for quick action: "There has been ample posturing and dithering about; it is now showtime," said Chong.

Once commissioners wrap up the rulemaking on the standard, they will need to complete two more sets of rules before broadcasters can begin delivering the service. FCC officials say the commission plans to complete both sets of rules by April. —CM

Digital deal diminishes auction opposition

McCain still likely to raise issue at Senate Commerce

By Heather Fleming

Broadcasters may be forced into another battle on Capitol Hill next year over digital TV spectrum auctions, but at least they'll face less opposition.

As part of last week's agreement on a digital TV standard, the computer industry agreed not to support efforts in Congress for auctioning the spectrum allocated for digital TV. Computer companies were not a driving force in the auction debate in the last Congress, but they were always a threat. With Senator John McCain (R-Ariz.)—a digital TV spectrum-auction proponent—poised to chair the Senate Commerce Committee next year, one less opponent is good news for broadcasters.

But McCain says he will not give up his battle to auction the digital spectrum despite opposition on both sides of the aisle. He admits he has "consistently lost" battles with broadcasters, but says he "will continue to fight on principle."

With McCain in the battle is a unique coalition of budget hawks and "free-marketeers" who want an auction to help balance the federal budget. Also on the senator's side are Washington watchdog groups, including the Media Access Project, which want to use spectrum auction revenue to fund "public interest" projects including additional educational TV programing.

"The new face of Congress—the so-called more moderate face—probably means the issue of spectrum auctions is not dead," says Pete Sepp, vice president for communications of the National Taxpayers Union. "In the spirit of reaching across the aisle, spectrum auctions seem to be a natural candidate [because] there is a potential for a tremendous deficit reduction and it may appeal to some members who are looking for common ground on corporate welfare issues." NTU wants all federally owned commodities to be auctioned.

BET Holdings Chairman Robert Johnson also sides with McCain and says he will attempt to rally support among the Congressional Black Caucus. The National Cable Television Association's (NCTA) position is to allow the broadcasters to get the spectrum only for digital TV.

The Clinton administration opposes auctioning the digital spectrum, but proposed as part of its FY '97 budget blueprint a complete transition to digital TV by 2005. Under the plan, the analog spectrum would be auctioned to raise an estimated $17 billion.

Another fight

Broadcasters face another battle over spectrum, filing comments to protect UHF channels 60-69. **See page 20.**

But some broadcast industry and Capitol Hill backers of the industry's position fear the administration could rethink its position next year in a budget deal.

Several Democratic and Republican congressional aides, however, say there is little chance of the tide turning in favor of digital spectrum auctions in the Commerce committees; extensive hearings on the issue in the 104th Congress showed overwhelming opposition to the idea. Last summer, House and Senate Commerce Committee leaders, along with Senate Majority Leader Trent Lott (R-Miss.) and House Speaker Newt Gingrich (R-Ga.) sent a letter to the FCC asking the commission to award digital licenses to broadcasters by April 1, 1997.

"I don't see a groundswell of political support for an auction [of the digital TV spectrum]," says a senior congressional source. "[If McCain continues to push], he could be isolated like he was on the telcom bill."

Still, the issue is sure to be rehashed in the new Congress. Representative Billy Tauzin (R-La.), who will chair the House Telecommunications Subcommittee, has promised a complete review of all aspects of the digital transition. He opposes an auction, but instead opened the door to a "lease" of the spectrum to help finance public television. In exchange, broadcasters would be relieved of some of their public interest responsibilities.

"The issue will never be dead until [broadcasters] get their licenses [for the digital channel]," one Senate aide predicts. "The problem is [that] with a balanced budget within reach, there is enormous political pressure to balance the budget in a short period of time." Spectrum auctions always appear an easy source of revenue, the aide says, "but broadcasters succeeded last year in educating a lot of people on the issue." ■

Have Grand Alliance standard, will travel

Backers of the Grand Alliance digital TV standard are hoping last week's compromise will promote the technology in more places than the FCC.

Broadcasters and others predict that the broadcasting standard could find a home in Latin America and the Asia Pacific region. "I think we have a high probability of driving the American standard into several countries," says CBS Senior Vice President of Technology Joseph Flaherty.

He says the digital standard stands about a 75% chance of evolving into a Western Hemisphere standard. He also thinks the technology has about a 50% chance of winning adoption throughout the Asia Pacific area.

"We're really making headway," Flaherty says, adding that last week's agreement to drop the picture formats from the standard now before the FCC will not hurt the effort abroad.

Mark Richer, executive director of the Advanced Television Systems Committee (ATSC), predicts that FCC adoption of the technology will provide a boon to the system in other countries.

"They very much want the United States to get our work done," Richer says. **—CM**

CURI

WCA: cable network deals prove elusive

Association wants program-access law to cover independents

By Harry A. Jessell

WASHINGTON

The Wireless Cable Association is complaining that Viacom and other top cable programers are withholding programing from wireless cable operators or demanding that they pay more than conventional cable operators.

"These anticompetitive practices carry the threat of crippling video competition," the WCA says in a filing with the FCC, which it hopes will be included in the agency's annual report to Congress on TV competition.

"We consider this a very serious problem and are looking for assistance from the FCC, the Federal Trade Commission and Congress," says Andy Kreig, WCA vice president and general counsel.

The 1992 Cable Act requires vertically intergrated cable programers—those owned by companies with cable systems—to make distribution deals with wireless cable and direct broadcast satellite operators and other non-cable video providers. Such deals must be on the same terms as those with cable companies.

But only two of the 13 networks cited by WCA belong to vertically intergrated companies and are subject to the law. The two—American Movie Classics and Bravo—are part-owned by Cablevision Systems, the TK largest cable operator.

That the other 11 networks are "independent" points to the need for additional legislation, says Nick Allard, WCA's top lobbyist. "We believe the fair access rule should apply across the board. We intend to pursue legislation [next year] that would accomplish that."

Among the 11 are Viacom's M2 and TVLand. They had been subject to the program-access law until last July, when Viacom spun off its cable systems to Tele-Communications Inc. It's unclear whether Viacom was still subject to the law at the time when WCA claims it withheld programing.

WCA says its rundown of non-cooperative cable networks comes from four wireless cable operators preparing to launch digital wireless cable services. WCA declines to identify the four, saying the operators are reluctant to publicly complain about companies with whom they are trying to do business.

Tele-TV, the programing arm of Bell Atlantic, PacTel and Nynex, it has "all the programing it need and nearly all it wants" for planned digital wireless cable launches, says Tele-TV Media COO David Grant.

But, he says, Tele-TV has had trouble cutting deals with some programers, particularly Rainbow. With the trend among new networks to become cable exclusive, he says, the government "needs to get involved if they want this to be competitive market in the future."

Viacom Washington representative Tom Polgar declined comment on the specific allegations. But he says Viacom's overriding goal is to get carriage on as many different distribution platforms as possible. On the other hand, he says, Viacom would oppose extension of the program-access law to independents.

Lifetime's policy is to deal with wireless cable in a "non-discriminatory fashion," says spokeswoman Meredith Wagner. "We do a lot of business in wireless." ■

Not playing ball

WCA's list of cable networks (and their owners) that it says are withholding programing from wireless cable operators or overcharg ng for it.

Withholding

AMC, Bravo (Rainbow Programing) fx, Fox News (Fox) MSNBC (NBC, Microsoft) M2, TVLand (Viacom)

Overcharging

A & E, History (NBC/ABC/Hearst) CNBC (NBC) ESPN (ABC, Hearst) HGTV (Scripps Howard) Lifetime (Hearst/ABC)

News Corp. petitions FTC to block TW/Turner merger

By Michael Katz

WASHINGTON

News Corp.'s Fox News Channel has fired the latest shot in the feud between News Corp. and Time Warner/ Turner by petitioning the Federal Trade Commission to rescind its approval of the $6.5 billion Time Warner/Turner merger.

In its filing, Fox says there is "compelling evidence" that Time Warner withheld information from the FTC that would prove the merger is anticompetitive and therefore render the consent decree ineffective. "The merger is likely to injure competition substantially in the future, and indeed has already done so during the public comment period," Fox says.

That statement refers to Fox's complaint that Time Warner, influenced by Ted Turner, now vice chairman of Time Warner, reneged on a deal to carry the Fox News Channel on its cable systems, which have 11 million subscribers. Time Warner denies having made such an agreement.

Since the channel was rejected by Time Warner, Fox has blocked Turner from acquiring rights to nationally televise Atlanta Braves baseball on WTBS(TV) when it is converted to a "free-market superstation." A source believes that the Braves are vital to WTBS.

Time Warner has protested the News Corp./MCI DBS venture ASkyB by asking the FCC to revoke the satellite license, pointing out that when MCI merges with British Telecom, both partners will be foreign-owned.

Turner has accused News Corp. Chairman Rupert Murdoch of using his newspapers—including the *New York Post*—to bad-mouth Time Warner. He called Murdoch "a scum bag" and "slimy," and compared him to Adolf Hitler. Turner later apologized about the reference to "the late führer," but directed the apology to the Anti-Defamation League, not to Murdoch.

Fox is not alone in its opposition to the merger. Similar petitions have been filed at the FTC by the City of New York; the State of New York; the Small Cable Business Association; Bloomberg LP; the Wireless Cable Association; U.S. Small Business Administration, C-SPAN; the Consumers Union; Consumer Federation of America; Media Access Project, and Center for Media Education. ■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Where
The
Action
Is?


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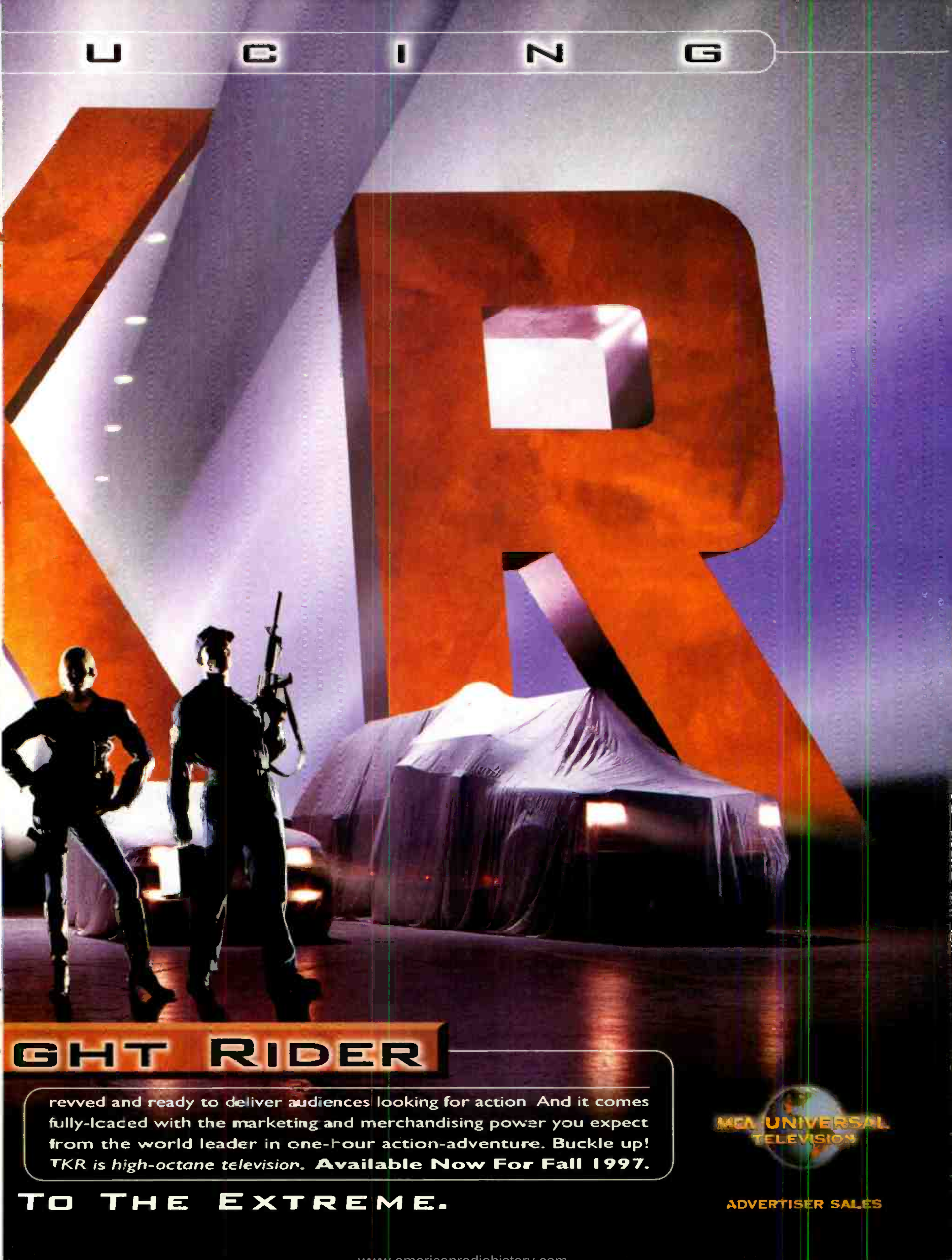
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Eyemark, PSN to develop shows

Combination of stations will cover 62% of country

By Steve McClellan

NEW YORK

Eyemark Entertainment and the Partner Stations Network consortium of broadcasters have formed a nonexclusive joint venture that they hope will develop at least two shows for the 1997-98 season, including a weekend action hour and an early-fringe strip.

As for the strip, PSN and Eyemark executives say they are evaluating both half-hours and hours, reality shows, game shows and other genres. The PSN board of directors, Eyemark and CBS station executives are scheduled to meet today (Dec. 2) to evaluate eight projects and possibly decide to go ahead with one or more of them.

The partners may also target other time periods, but they have ruled out one: weekday late night, where Eyemark doesn't want to give co-owned CBS's *David Letterman* any more competition than it already has.

EYEMARK Entertainment
A Unit of CBS Enterprises

Together, the PSN stations and the CBS station group cover 62% of the country, constituting a formidable launch platform for new first-run programs. With the cancellation of *Day & Date* (announced two weeks ago), the CBS-owned stations and many of the PSN stations have early-fringe program needs. But according to Michael Lambert, PSN managing partner, the strip projects under consideration could also be used earlier in the day by stations that already have early-fringe commitments for next season.

"We picked Eyemark because they are a company like us that is driven by broadcasters and understands stations and time period needs very well," Lambert says. "It's a very important deal for us."

Adds Eyemark President Ed Wilson: "PSN offers a great cross section of stations," including affiliates with the Big Four networks, as well as UPN and WB. "We think it's a good opportunity for both parties."

Two years ago PSN developed *Behind Bars*, a half-hour strip that aired exclusively on PSN stations. Last season, the group developed the *Jim J & Tammy Faye* talk show with distributor Worldvision.

The PSN station group partners include LIN Television, Sinclair/River City, Pappas Telecasting, Providence Journal Broadcasting and Malrite Communications. The consortium comprises 69 stations in 45 unduplicated markets covering 32% of the U.S.

Eyemark, the Westinghouse-owned program distributor, syndicates *Psi Factor* and is rolling out *Martha Stewart*, the weekend half-hour, as a strip for the 1997-98 season. The company also is launching the new talk show *The Gayle King Show*. ■

Eight in a row for NBC

Network wins November sweeps, followed by CBS, ABC, Fox

By Lynette Rice

HOLLYWOOD

Dominating the competition for the past seven consecutive sweeps affords NBC certain privileges, which is why the network projected on Nov. 26 that it would win its eighth.

Although the sweeps weren't set to end until the next day, NBC knew there was little risk in declaring victory in both total viewers and the key adults 18-49 demographic. From Oct. 31 through Nov. 24, NBC averaged an 11.4 Nielsen household rating/19 share and a 7.4/19 for adults 18-49. (Because of the Thanksgiving holiday, final numbers won't be available until today, Dec. 2.)

CBS, in comparison, was running second with a 10.2/17; ABC was in third with a 10.0/16; Fox was fourth with a 7.8/12, followed by UPN's 3.6/6 and The WB's 2.8/4.

"The November sweeps seem to be a reflection of what the season is looking like," says Warren Littlefield, NBC's entertainment president. "The season began for us with huge growth, a great story in the opening two weeks of the season. We had growth on six out of seven of the nights.

"Then a funny thing happened when we hit October with the political [coverage] and the wacky world of Ross Perot...really, October was a month we'd prefer to forget," Littlefield says. "Once that was over, we hit the second week of November and the viewing habits started to come back into focus. Looking now at the last couple of weeks in November, that's where we were when we started the season."

NBC's Littlefield wins bragging rights.

In all, NBC bragged that it had not only the top five shows in both households and adults 18-49 (*ER* and *Seinfeld* among them) but the most nights (four) represented in the top 20 for the key adult demo.

As of Nov. 24, CBS was averaging a 4.6/12 in adults 18-49—a 2% drop from last year—while Fox was up 7% in the demo with a 5.5/14. ABC, in contrast, was second in the demo at 5.8/15 but down 18% in rating and 21% in share. UPN jumped from last year's 2.1/5 to 2.2/6, while The WB increased from 1.1/3 to 1.4/3 in the demo.

Changes to NBC's schedule should emerge in January, when the first of its midseason replacements appears on Wednesday in the old time slot of *The John Larroquette Show*. *Chicago Sons*, starring Jason Bateman, will join the lineup, which has suffered from lackluster ratings—especially compared with those of ABC's *Drew Carey Show* and *Grace Under Fire*.

NBC will wait, however, to see how ABC's new lineup of *Grace* at 8 p.m. and *Drew Carey* at 9 p.m. will perform before it makes any more changes beyond adding *Chicago Sons*.

Littlefield also promises that two new sitcoms will debut in the Thursday "must see" lineup by March. ■

How do you compete with OPRAH, ROSIE, & RICKI in the afternoon?

Newlywed Hour!

Powerhouse!

#1 Women 18-49!

3pm - 6pm

STATION	TIME PERIOD	WOMEN 18-34	WOMEN 18-49
WITI	**3:00pm**	**5.6**	**3.7**
WITI	4:00pm	3.9	3.5
WVTV	5:00pm	3.3	2.5
WISN	3:00pm	2.9	2.4
WISN	4:00pm	2.8	3.7
WDJT	4:00pm	2.0	1.5
WDJT	3:00pm	1.8	1.4
WTMJ	3:00pm	1.1	1.4
WTMJ	3:30pm	1.1	1.8

COLUMBIA TRISTAR

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FTC studying liquor ads

But probe reportedly will include beer and wine

By Heather Fleming

The distilled spirits industry appears to be making progress in its effort to create an even advertising playing field with beer companies.

An investigation launched by the Federal Trade Commission into alcoholic beverage advertising on TV will initially target not only distiller Joseph E. Seagram & Sons but Stroh Brewery Co., the nation's fourth-largest brewery, the *Wall Street Journal* reported Nov. 27.

The FTC's reported probe into all alcohol advertising could be bad news for broadcasters, who take in more than $600 million a year from beer ads.

Because the FTC is a law enforcement agency, it cannot confirm or deny that an investigation is taking place. But a spokesperson for the agency said, "The broader question of alcohol advertising directed to underage consumers" is a concern of the commission. "We can do this by looking at advertising placement, content or both."

Seagram said it was not aware of any subpoena received from the FTC and declined comment. Stroh did not return calls seeking comment.

Seagram's decision last summer to advertise its Chivas Regal scotch and Crown Royal bourbon on TV prompted the Distilled Spirits Council of the United States (DISCUS) to lift its decades-old ban on broadcast advertising three weeks ago.

FCC Chairman Reed Hundt has criticized the action, and at a recent press conference drew a distinction between beer and liquor broadcast advertising, saying "liquor is quicker." The FCC has not yet decided how it will treat the voluntary ban reversal, and is not participating in the FTC investigation, an FCC source said.

"We should preserve the status quo," a source in Hundt's office said. Advertising is not the only distinction between liquor and beer, the source said, citing the difference between the two in tax laws and grocery store sales. ■

Closed Circuit

HOLLYWOOD

MCA revs 'Team Knight Rider'

The big news from MCA last week was its planned acquisition of the Multimedia talk shows (see page 39), but the company will have some new action to go with all the talk next season, MCA Syndication President Jim McNamara told BROADCASTING & CABLE. McNamara confirmed that the company plans to syndicate a new weekly companion action hour to its popular *Hercules* and *Xena* series. Although McNamara wasn't naming names, industry sources say the show is *Team Knight Rider*, a first-run weekly action hour update/spin-off of the popular NBC series from Universal that ran from 1982 to 1986. Details of the new hour, set to debut in fall 1997, are expected to be unveiled this week.

Layoff lowdown

Employes at New World are beginning to get word of layoff severance packages now that the FCC has approved News Corp.'s acquisition of the company and New World has notified the rank and file that it expects the deal to close by mid-January. Some senior executives, already told of their fate, aren't too happy about the severance terms. "You're being paid without anything to do, but at the same time if you leave early, you lose your potential bonus or stock options," says one New World executive in that predicament. The executive says the policy has riled some because "publicly, they say they're doing everything they can to help our people." According to a memo issued to employes by New World Communications Group President Arthur Bilger, laid-off employes without employment contracts who are not being offered new jobs by Fox will get one week's pay for each year of employment, plus two weeks' pay for signing a release. Some employes considered crucial are being offered an additional six weeks' severance to stay until the deal closes, and a few of those will get 12 weeks' more severance if they agree to stay until June 30.

NEW YORK

WBIS+ at work

Proposed business/entertainment network WBIS+ plans to run paid programing produced by The Employment Channel when WBIS+ launches early next year. Employment Channel President Broderick C. Byers says the two companies last Wednesday reached a tentative agreement for Dow Jones/ITT–owned WBIS+ to air Employment Channel segments from midnight to 1 a.m. Launched in 1992, the privately owned channel airs local/national job listings and employment-related news and training segments.

SAN ANTONIO

Too many to name

One TV-radio group that's not remaining stationary is Clear Channel Communications Inc. With all the deals the company has been cutting, it has run out of room to report its holdings on the company stationery. Previously, the call letters of its stations were listed, by city, down the left side of the page. Now, Clear Channel is listing only the cities. "We can't put all of the stations on there now," laughs Mark Mays, senior VP–operations. "We have 200 radio stations!" The stationery, which is used for new releases, is produced in-house, so the reformatting was easy, he says.

WASHINGTON

Chairman to commissioner?

Is FCC Chairman Reed Hundt looking for new fields to conquer? *California Law Business* thinks he should. In a Nov. 18 article, the publication makes a case for Hundt taking over as the next baseball commissioner. Hundt could use his info-highway expertise to boost the game's ratings in the cable/DBS and broadcast worlds. And the children's television champion could help "set a high moral tone" for the game, the journal suggests.

Broadcasters seek to keep chs. 60-69

Hundreds of stations urge FCC to hold off on auctions

By Chris McConnell

With a host of would-be users eyeing channels 60-69, broadcasters this month are circling the wagons around the UHF territory.

More than 650 stations have signed a filing that urges the FCC to let their industry hang on to the spectrum while it converts from analog to digital service.

"Stations should be assigned the most technically appropriate and least interfering DTV channel from the widest possible array of candidate channels," said the broadcaster group, whose signatories include the four networks, the NAB and the Association for Maximum Service Television (MSTV).

The filing follows the FCC's July proposal for matching some 1,600 television stations with a new channel for digital TV. Part of the commission's plan includes keeping new TV assignments in the 60-69 range to a minimum. By keeping the band largely clear of new stations, the commission hopes to reallocate channels 60-69 to another service and then auction the spectrum.

Public safety officials and others like the idea.

"Federal, state and local public safety agencies are in desperate need of additional radio spectrum," the Association of Public-Safety Communications Officials-International (APCO) told the FCC. "The spectrum now allotted for television channels 60 to 69 is a prime candidate for meeting a portion of those public safety needs."

The International Association of Chiefs of Police added that police need more spectrum to do their job. "If a minor reduction in television protection standards results in fewer assignments in TV channels 60 to 69, the commission is obligated to consider that information and its impact on the protection of American citizens," the group said.

Motorola, which makes the "land mobile" gear that police and other public safety officials use, also endorsed the idea and suggested that the FCC place even fewer new TV stations in the 60-69 band. While the commission proposed placing about 24 digital stations in the band, Motorola said the FCC should keep the digital TV allotments between channels 60 and 69 to no more than five stations.

Also backing the "early return" of channels 60-69 was the Citizens for a Sound Economy Foundation. "Given that incumbent broadcast licensees will have the use of 12 mhz of spectrum for a yet-undetermined length of time, the least the commission can do now is to ensure that an estimated $10 billion worth of spectrum is made available for other uses," the group said.

Broadcasters countered that spectrum decisions "should not be made on the basis of revenue gain." The broadcast group also said an auction of the spectrum now would earn less than an auction later.

The broadcast group submitted its own proposed "Table of Allotments," which calls for assigning more than 130 digital TV channels in the contested band. The broadcasters said that their approach would cut down on interference to analog and digital broadcasters and would also displace fewer low-power television stations.

The commission has predicted that only 55%-65% of the LPTV stations will be able to continue operations if the FCC adopts its proposed allotment table for advanced TV.

This month the low-power operators are asking for the FCC to create "a new class of permanent station for LPTV operators who meet all full-power programing and local community presence requirements.

"There is no reason summarily to destroy an entire industry of as many as 400 active, operating television stations," the Community Broadcasters Association told the FCC. "The owners and operators of these stations are worried, frightened and angry over the death threat hanging over their heads."

> ***"There is no reason summarily to destroy an entire industry of as many as 400 active, operating television stations. The owners and operators of these stations are worried, frightened and angry over the death threat hanging over their heads."***
>
> ***Community Broadcasters Association***

"The entire spectrum that has been allocated for broadcast television should be utilized in order to accommodate local origination LPTV stations," added LPTV operator Media-Com Television. The company also suggested that permanently displaced LPTV stations that originate programing be compensated for their entire investments by the new spectrum users.

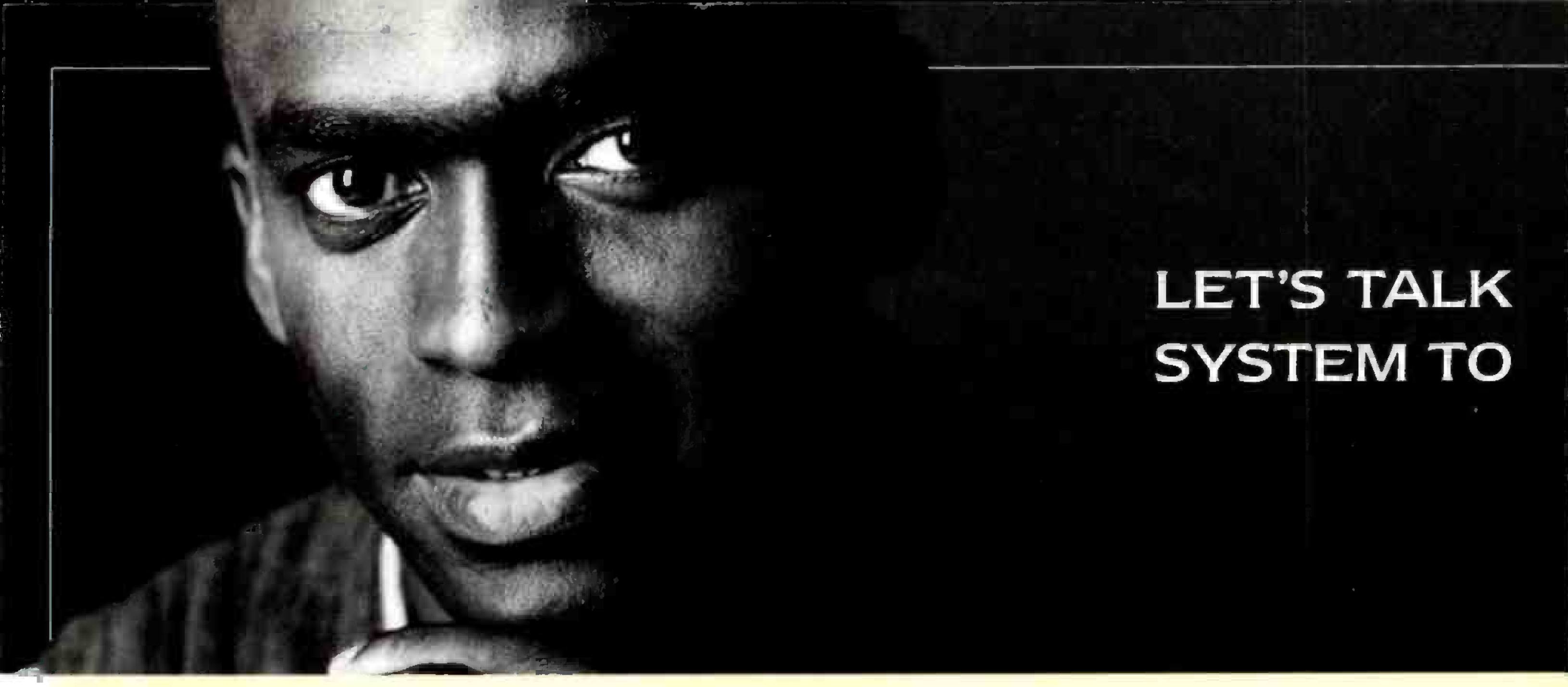
While the low-power stations worry about the future of their business, several other full-power broadcasters have concerns about individual digital channel assignments proposed by both the FCC and the broadcasters.

McGraw-Hill Broadcasting, for instance, said it could not concur with the broadcasters' recommended digital assignment for three McGraw-Hill stations. Renaissance Communications also said it did not agree with four proposed assignments in the broadcast table.

Chris Craft/United Group voiced concern about the FCC's proposed allocation for its Secaucus, N.J., station; and Silver King Communications objected to the commission's plans for its Vineland, N.J., station.

The National Cable Television Association (NCTA), meanwhile, voiced concerns about the broadcasters' plans for using the new channels. The cable group said the FCC should limit the broadcasters to one digital program service each rather than allow them to provide multiple programs within the 6 mhz channels.

"We would recommend...that the commission clarify the broad goals—and specifically the 'one' versus 'multiple' channel use issue—before resolving the channel allocation issue," NCTA said. ■



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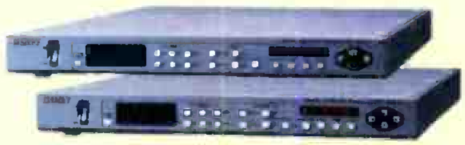

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Washington Watch

Edited By Heather Fleming

Alaska governor tries to maneuver DISCUS

Alaska Governor Tony Knowles has filed a petition with the FCC asking for a formal ban on TV and radio liquor ads. The petition makes a connection between drinking, advertising and the effects of alcohol nationwide. Knowles has also sent a letter to the Distilled Spirits Council (DISCUS) asking it to refrain from advertising on the airwaves.

CAI seeks review on digital data transmission policy

CAI Wireless Systems Inc. has asked the Mass Media Bureau to review its Oct. 17 Public Notice announcing the bureau's policy that Multipoint Distribution Service (MDS) channels and leased Instructional Television Fixed Service (ITFS) frequencies may not be used for "upstream" digital data transmissions, such as Internet messages. CAI says the notice appears to limit the provision of high-speed digital data services to only one-way "downstream" service and does not allow a permanent authorization for "upstream" service. The public notice has had a "chilling effect on the ability of wireless cable operators to attract investments because...operators appear to have less flexibility to determine the best use of their spectrum, vis-à-vis other competitors like traditional cable television and telephone companies," CAI says.

Not responsible for all that Jaz

Jencom Broadcasting, the former licensee of WVIC(FM) East Lansing, Mich., filed a response to the Mass Media Bureau's Oct. 4 charges that Jencom had broadcast indecent material during the *Jaz McKay* program June 3 between 6 and 10 a.m. It argued that no sanctions should apply because it was not the licensee of WVIC when the alleged indecent material aired; even if it was, it claims the alleged indecent words were from an "open" telephone line by unknown members of the public rather than an employe of Jencom, and the commission does not require the use of prerecording or electronic delay. Jencom says the commission's indecency standard is "generally, unenforceable for vagueness."

FCC modifies IVDS auction

The FCC modified its auction rules for Interactive Video and Data Service (IVDS) to give special treatment to smaller companies. Under the new rules, a "very small business"—with average gross revenue of no more than $3 million for each of the preceding three years—will get a 15% bidding credit. A "small business"—an entity with average gross revenue not exceeding $15 million for each of the preceding three years—will get a 10% bidding credit. The commission also increased the initial upfront payments for participation in the auction to $9,000 per MSA license and $2,500 per RSA license.

KUHD keeps its license

An FCC administrative law judge ruled against a Mass Media Bureau recommendation and allowed KUHD(AM) Port Neches, Tex., to keep its license. The station went dark Aug. 18, 1994, because of financial difficulties and since then had twice been granted special temporary authority to remain dark. Under His Direction Inc. (UHD), licenseholder of KUHD, proposes to transfer the station license to Vision Latina to return the station to the air. The Mass Media Bureau said this was "a false hope," but the administrative law judge disagreed. In another enforcement activity, the FCC fined WINL-FM Linden, Ala., $8,000 for EEO violations.

FBI referrals

The FCC's Office of the Inspector General in its semiannual report says two investigations opened this reporting period have been referred to the FBI. One is open "pending the development of further evidence by this office." Details cannot be provided because the "target is unaware" of their interest. The FBI is "actively investigating" the second case, which involves "possibly illegal attempts to manipulate commission decisions." Another investigation first referred to the Department of Justice on March 5 is still under way. The Inspector General's office is working with the FBI, the U.S. Attorney's Office for the District of Columbia and a grand jury.

FCC extension for reply comments

The FCC has extended the filing time for reply comments on proposed policies for developing the initial channel allotments for digital TV (MM Docket No. 87-268). They are due Jan. 10.

Wireless auctions

The Wireless Bureau's FY '96 report shows that the bureau auctioned 2,008 licenses to 326 winners (291 of which were small businesses) for broadband PCS, 900 mhz Specialized Mobile Radio, Multipoint Distribution Service, and direct broadcast satellite. Together they raised over $11 billion.

Rim shot, please

Are a couple of comedians running the show at the FCC? *USA Today* in a Nov. 21 article called FCC Chairman Reed Hundt the "Clown Prince of Communications" and "The Technology Tickler" for his sense of humor: "He is impish, a bit mischievous, with a deadpan delivery that brings to mind that guy in the old Joe Isuzu ads." The *Wall Street Journal* reported that Commissioner Susan Ness also knows how to crack a joke: "Ness jokes of distillers sponsoring shows for kids like *Barney's Happy Hour*, and changing *Sesame Street* to *Bourbon Street*."

Incoming class

Ten new members, including four freshmen, will serve on the House Commerce Committee in the 105th Congress. The new Republicans are Steve Largent (Okla.), Barbara Cubin (Wyo.) and freshmen James Rogan (Calif.) and John Shimkus (Ill.). Democratic additions: Tom Sawyer (Ohio), Al Wynn (Md.), Gene Green (Tex.), Karen McCarthy (Mo.) and freshmen Ted Strickland (Ohio) and Diana DeGette (Colo.). Strickland is a one-term member who was defeated by Representative Frank Cremeans in '94, but won his seat back this year in a rematch. The Senate has not yet settled on committee assignments.

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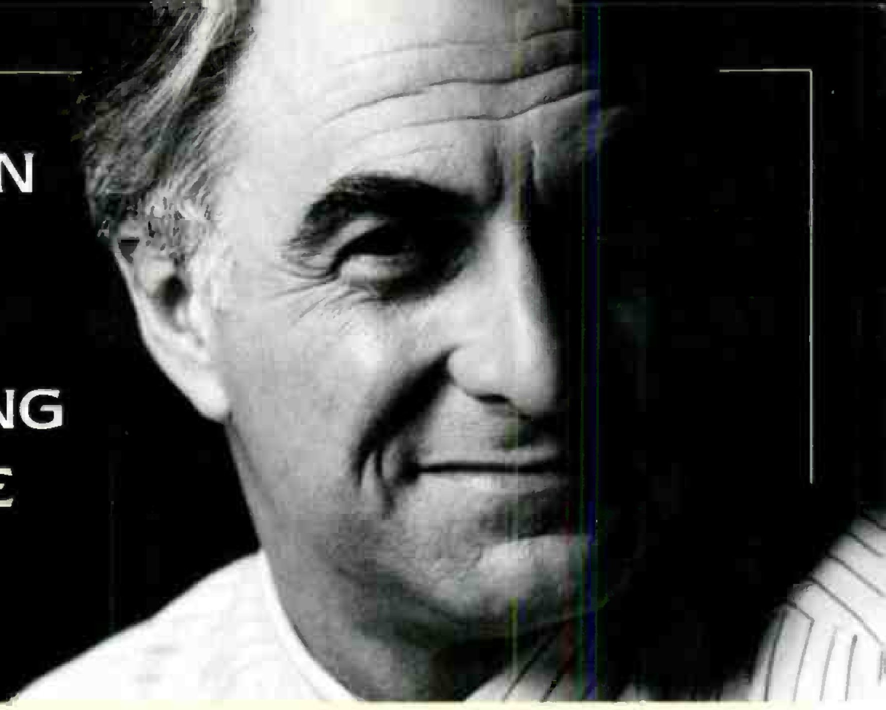

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The Many Faces of Talk TV

The watchword in talk shows these days is caution. Buyers and sellers, after watching nearly two dozen launches fail over the past three years, are taking a long, hard look before commiting to a new show. For 1997, there are only half as many talkers in the pipeline than at this time last year.

The genre's most recent success story has been the kinder, gentler talk of Rosie O'Donnell. And then, of course, there's Oprah, in its 10th year and still delivering the best ratings in key women's demos. The talk genre remains the healthiest business in daytime TV.

At night, the talk show battle rages on between Leno and Letterman. And with some 30% of U.S. households watching TV between 11:30 p.m. and 1 a.m. (as of October), others are vying for the late-night limelight.

Talk has found a home on cable as well, from CNN to Comedy Central, although discussions are more likely to center on current events than cross-dressing chiropractors.

In this fifth annual special report, BROADCASTING & CABLE provides the latest word on TV talk.

The Strong Get Stronger

Weak fall by wayside, while solid performers gather ratings strength

By Cynthia Littleton

TALK TV'S TOP 10

Show	HHs	Women 18-34	Women 18-49	Women 25-54
Oprah Winfrey (King World)	8.1	4.9	5.2	5.4
Montel Williams (Paramount)	4.1	2.6	2.5	2.4
Regis & Kathie Lee (Buena Vista TV)	4.1	1.5	2.0	2.5
Jenny Jones (Warner Bros.)	4.0	2.9	2.6	2.4
Rosie O'Donnell (Warner Bros.)	3.9	2.9	2.7	2.7
Sally Jessy Raphael (Multimedia)	3.5	2.2	2.2	2.4
Maury Povich (Paramount)	3.4	1.9	2.0	1.9
Ricki Lake (Columbia TriStar)	3.4	2.5	2.2	1.9
Jerry Springer (Multimedia)	2.5	1.7	1.5	1.4
Leeza* (Paramount for NBC)	2.3	1.5	1.5	1.5

* Nielsen NTI numbers Sept. 2–Nov. 11
Source: Nielsen Syndication Service, Sept. 2–Nov. 11; GAA ratings where available.

The talk show business is emerging from a period of growing pains.

A decade after *The Oprah Winfrey Show* shot up the charts, daytime talk shows still deliver more GRPs in key women's demographics than does any other program genre. And the overnight success of *The Rosie O'Donnell Show* proves that talk remains the healthiest business in daytime television, although it is not immune to the boom-and-bust cycle.

After nearly two dozen failed launches over the past three years, industry veterans say buyers and sellers are becoming more discriminating when it comes to gambling on a new show.

Six weeks before January's NATPE syndication sales convention, half as many new shows are on track to launch in 1997 as were in the pipeline at this time last year (see story, page 32). But forecasters predict that the talk marketplace is headed for a recovery next year as the gap between supply and demand narrows.

"Most people expect the decks will be cleared of [under-performing shows] by February," says Bill Carroll, vice president, director of programing for Katz Media.

"In real terms, none of the [talk] shows that started this September can be considered a success yet, and that makes stations hesitant to commit to new ones."

On the other hand, even rival distributors concede that *Rosie O'Donnell* has been a boon to the daytime landscape. Four months after *Rosie* moved into Phil Donahue's old New York studio, Warner Bros. has renewed the show through 2000 in about half of the country, garnering record and near-record license fees in major markets.

Rosie redux?

Success often breeds success, but more often it breeds imitators. Sources say Bette Midler, Joanna Kerns and other stars have been suggested to studios as candidates for their own talk/variety vehicles. But major distributors haven't jumped to capitalize on *Rosie O'Donnell*'s success; too many lost money last year on frustrated efforts to clone *Ricki Lake*.

At the local level, programers question the effectiveness of trying to compete with talk shows in markets stacked with wall-to-wall talk blocks in morning and afternoon. Many note that the highest-performing new strips of the season thus far were designed to counterprogram talk: Paramount's reality-clip magazine *Real TV* and Worldvision's court show *Judge Judy*.

"Stations are looking at the marketplace differently this year," says Barry Thurston, president of Columbia TriStar Television Distribution. "Talk shows have reached a saturation point, but that means that a lot of existing shows are working."

With a little help from John F. Kennedy Jr., *Oprah* began its 11th season Sept. 3 with its highest premiere-day national rating in three years. Barbra Streisand, Michael Jordan and other high-power guests have helped boost the show's national Nielsen household average 7% over this time last year.

Winfrey's plans are the subject of constant speculation, but with about 18 months to go on her contract with King World, colleagues say the highest-paid woman in television is focused on her talk show.

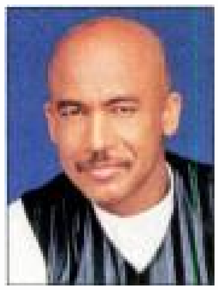
"She made a decision earlier this year to have more fun with great guests and unusual ideas," says Tim Bennett, president of Winfrey's Harpo Productions, citing the new monthly feature "Oprah's Book Club." Titles discussed in those episodes have topped the retail publishing charts since September.

Oprah's continuing strength and *Rosie*'s ascent have helped quiet controversy over shows branded "trash talk TV" last year by conservative activist William Bennett and others. Media buyers say some big-ticket advertisers remain jittery about sensationalism-prone talkers. But none of the traditional heavyweights have suffered significant defections, mostly because their ratings have remained constant while newcomers struggle.

Warner Bros.' *Jenny Jones* has proved to be the most resilient. The unwelcome publicity stemming from the 1995 Michigan murder case involving two former panelists has not caused a noticeable dip in ratings. The show, which faces a wrongful death lawsuit filed by the victim's family, is renewed through at least 1997-98 in most of the country.

"This show has been through a tough time lately, but we are extremely proud to be a part of it," says Dick Robertson, president of Warner Bros. Domestic Television Distribution. "The viewers know she's a terrific talent, and we carry that banner high."

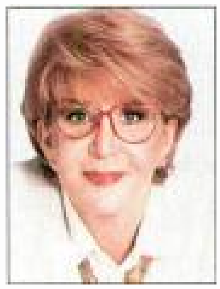

OPRAH


MONTEL


REGIS& KATHIE LEE


JENNY


ROSIE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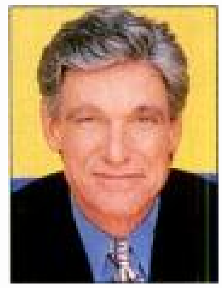

MAURY


RICKI


JERRY


LEEZA

Daytime's dynamic duo

Daytime's most dynamic duo remains Buena Vista Television's *Live with Regis & Kathie Lee*, now in its ninth year. The show's 4.1 national household average is on par with early fringe leaders *Jenny Jones*, *Ricki Lake* and *Montel Williams*, even though it airs exclusively in morning time slots with lower overall HUT (homes using television) levels.

Executive producer Michael Gelman says the *Live* team is striving to bring more spontaneity to the show this season by going outside its New York studio and putting the hosts in outlandish as well as everyday situations. *Live* producers were greeted by a local media circus last month when Regis Philbin traveled to Pennsylvania to clean the bathroom of a loyal viewer after losing a bet.

Among talkers getting a heavy renewal push this winter are Columbia TriStar Television Distribution's *Ricki Lake* and Multimedia Entertainment's *Sally Jessy Raphael*.

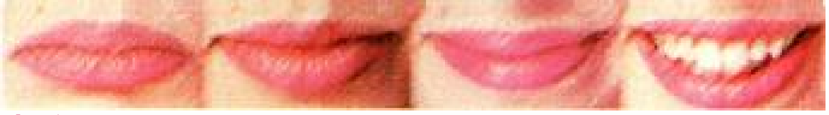
Although *Ricki Lake*'s household ratings are down, the show that helped young adults turn on to talk still dominates its target audience in its time slot in New York, Los Angeles, Chicago and in other major markets.

With Lake set to become a mother this spring, the show has broadened its scope of topics this season to include parenting and family issues. "We weren't sure what the response would be," says CTTD's Thurston, "but the audience is growing up with her."

Sally Jessy Raphael is holding steady with last year's household and demo averages in spite of station switches this fall in Los Angeles and other markets.

Paramount Domestic Television's *Montel Williams* reached a milestone this past year, winning the daytime Emmy award for best talk show host. And a few weeks after several former female staffers hit Williams with a sexual harassment lawsuit, the ex-Marine received an achievement award from industry association American Women in Radio and Television.

Williams's household ratings are also inching up at a time when some veterans are slipping. Paramount's



other first-run talk franchise, *Maury Povich*, is preparing to wrap up its seven-year run next season. Povich will launch a *Nightline*-style program with his wife, former CBS News anchor Connie Chung, and DreamWorks Television.

Williams and Povich have been buoyed by the parade of new faces in the talk arena over the past few years, says Frank Kelly, president of creative affairs for Paramount Domestic Television. "When the pretenders come on the scene, it makes the guys who were there early in the game look even better."


ROLONDA

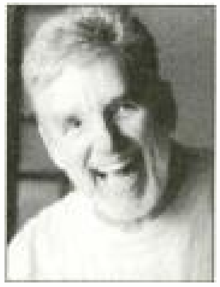

MAUREEN


GERALDO


PAT


CROOK & CHASE


SAM & DOROTHY


JOHN


GORDON


CARYL & MARILYN

Paramount and its parent company, Viacom, also produce the only two network daytime talkers: NBC's *Leeza* and ABC's *Caryl & Marilyn: Real Friends*. ABC is expected to replace funny moms Caryl and Marilyn soon, but Paramount has just signed a long-term renewal and production pact with Leeza Gibbons and her production company.

Tough time for veterans

Household and demo ratings for syndication's mid-range performers—*The Geraldo Rivera Show*, *Rolonda*, *Jerry Springer* and *Gordon Elliott*—are down year-to-year. Some say it is the shows in the middle that have been hurt most by the recent bombs. At the start of the 1995-96 season, 23 talk show strips were on the air, compared with 17 this fall.

"There's only a certain number of people who will watch single-issue talk shows," says Warner Bros.' Robertson. "If you spread those people over 15 shows, talk becomes less of a business for everybody."

One 10-year talk veteran caught in the squeeze is *Geraldo Rivera*, whose ratings are sliding for the second season in a row. Rivera was one of the few hosts to directly respond to the anti-talk PR campaign orchestrated by Bennett's Empower America think tank. He drew up a "bill of rights" for talk show viewers, changed the show's name from *Geraldo* to *The Geraldo Rivera Show* and vowed to accentuate the positive over the sensational.

"The changes have been executed beautifully," says Karen Corbin, Tribune Entertainment's senior vice president, programing and development. "We're encouraged by the direction the show is going."

Multimedia's *Jerry Springer* enjoyed a growth spurt last season, but it has slipped half a ratings point for the season-to-date in women 18-34 and 18-49. Multimedia has found scattered success in its slow rollout of *Crook & Chase*, but the company has been stymied in its efforts to clear the Nashville-based talk/variety hour in New York, Los Angeles and Chicago.

Twentieth Television's *Gordon Elliott* has focused on the lighter side in its third season in an effort to bring out the amiable Australian host's offbeat sense of humor. The show, a joint venture of Fox and CBS, made the cultural leap this fall from the Fox-owned stations to a two-year deal with the CBS O&O group, most of which run *Gordon Elliott* as the lead-out to the network's low-rated morning show.

King World Productions has picked up *Rolonda* for the rest of the season, thanks in part to a creative overhaul led by the show's new husband-and-wife executive producers, David Scott and Cyndi Wolfman Scott.

"We've got to overcome the image of talk being substandard by design by raising production values," says Cyndi Wolfman Scott. "We do more homework and try to give viewers as much new information in segment eight as we do in segment one."

Freshman orientation

Among the fall's four freshmen, Warner Bros.' *In Person with Maureen O'Boyle* is the highest rated thus far, but none of the new shows has surpassed a 1 national rating in crucial women demos. Last month, Warner Bros. gave *O'Boyle* a full-season pickup.

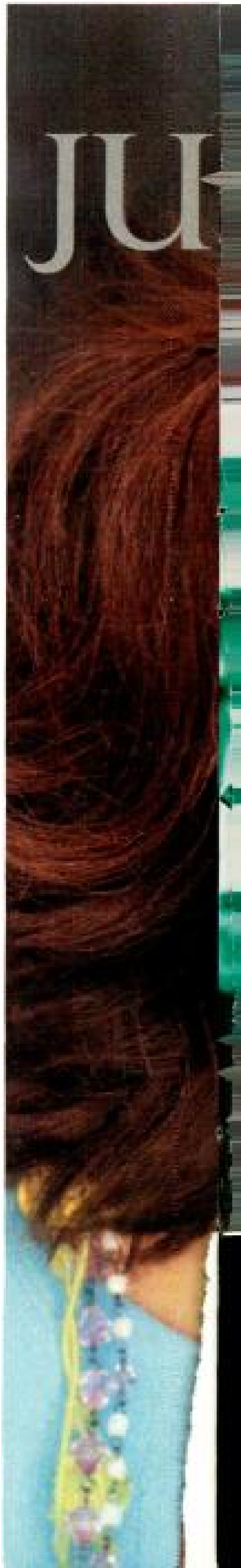
The only thing about Multimedia's *Pat Bullard* that hasn't changed since its debut is the host. The traditional *Donahue* format was thrown out in late October for a couch and desk, giving the comedy writer–turned-host more opportunities to deliver gags and one-liners.

This season's weakest shows, ACI's *Scoop with Sam & Dorothy* and MGM's *The Bradshaw Difference*, are cause for concern among programers, producers and distributors. Ratings for both are tracking well below the household and demo averages generated by last season's lowest-rated entries, *George & Alana* and *Lauren Hutton And....*

"We never thought anything could make us wish for the days of *George & Alana*," said one major-market program director, in a rare moment of mirth on day 21 of the November sweeps. ■

While other
talk shows
just touch on
the issues...

Naomi touches the



NAOMI JU

an "American Original."

Naomi Judd has earned the love and admiration of millions. From an unemployed single mom, to a waitress, nurse and singing star, Naomi Judd has fearlessly climbed the ladder of success. Her amazing triumphs and personal tragedies have touched the hearts of women across the country and around the world. They relate to her humor, compassion, warmth and charisma. This ability to connect with her audience has been proven with chart-topping records, a best-selling book and a highly rated mini-series. That's what makes Naomi an "American Original." And that's what will make her talk show a success.

Produced by Quincy Jones & David Salzman.

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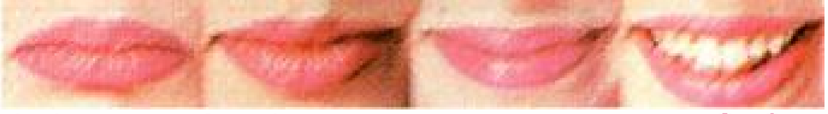


New talkers look for listeners

Syndicators hope to fill gaps with name recognition

By Cynthia Littleton

It appears that 1997 is shaping up to be a slow year for syndication sales, and that spells opportunities for distributors with high-profile talk show projects in the works.

Country superstar Naomi Judd is tossing her hat into the ring with Rysher Entertainment, Quincy Jones and David Salzman.

Jones and Salzman also have teamed with Columbia TriStar Television Distribution in a bid to launch a late-night entertainment/talk show franchise patterned after their monthly music and lifestyle magazine, *Vibe*. Buena Vista Television is at work on a late-night talk/variety show hosted by former NBA star John Salley.

Eyemark Entertainment is promising to build a new kind of talk/magazine hybrid around Oprah Winfrey's best friend, Gayle King, a veteran reporter/anchor for Post-Newsweek's CBS affiliate WFSB-TV Hartford, Conn. Designed as a companion half-hour for the upcoming *Martha Stewart Living* strip, Eyemark has cleared *The Gayle King Show* in eight of the top 10 markets and more than 60% of the country.

All American Television is looking to break into talk show production with the pairing of former *Extra* co-anchor Arthel Neville and longtime Los Angeles sportscaster Fred Roggin, known nationally for his sports bloopers series, *Roggin's Heroes*. The show is being co-produced with NBC's O&O in Los Angeles.

SeaGull Distribution is betting that home shopping will be the next trend in daytime talk. *Celebrity Showcase Live*, a project that has been around for several years in various incarnations, will invite celebrities to visit the show and sell their wares. Stations will receive 10% of the merchandise sales generated in each market. The male and female co-hosts have not yet been set, but the hour strip has been cleared on 10 of the 12 outlets in the Paramount Stations Group.

Even though there's a chance that four or five existing strips could be gone by September, other major distributors are holding off on priming new talk shows for launch next fall.

GAYLE

ARTHEL & FRED

NAOMI

Producers of 'Gayle King,' 'Naomi' and 'Arthel & Fred' are optimistic that the shows that get on in 1997 will have the early advantage with viewers should a free-for-all [following a departure by Povich, and possibly Winfrey] erupt.

"If we've learned anything from our failures, we know that the industry as a whole has got to be more cautious and confident of the [shows] we bring out," says Rick Jacobson, president of Twentieth Television. Jacobson says Twentieth is considering developing talk shows on a local and regional level with Fox's newly expanded station group.

Rising costs and diminishing returns have prompted some suppliers to scale back their first-run development slates and take another look at cable. The license fees and barter revenue generated by a low-rated show won't cover the minimum $7 million–$10 million yearly cost of producing and distributing a new daytime strip.

"We just don't see any good time periods available," says Andy Friendly, executive vice president, programing and development for King World. "Otherwise, you just wind up with weak stations and weak barter [revenue]. We think things will shake loose in '98."

By then, a huge slice of the talk show–viewer pie could be in play, should Winfrey decide to end her reign when her current King World contract expires. Maury Povich also is set to leave the field at the end of next season.

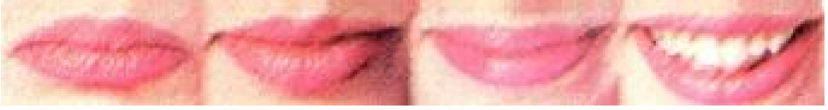
Producers of *Gayle King*, *Naomi* and *Arthel & Fred* are optimistic that the shows that get on in 1997 will have the early advantage with viewers should a free-for-all erupt.

The team behind *Gayle King* has been developing ideas for more than four years for a show that examines one issue from many perspectives. But King has always been the driving force.

"There's a tendency for producers to say, 'Here's a format that works; now let's go find somebody to plug into that format,' " says Jim Dauphinee, who was a Post-Newsweek programing executive before joining Eyemark Entertainment this year as senior vice president, programing and development, East Coast. "Talk shows should be driven by talent.... You can't cast a host."

Judd has joked that her whole life has been preparation for hosting a talk show. The Kentucky native struggled with poverty, spousal abuse and single motherhood before she and daughter Wynonna became one of the top-selling country music acts of the 1980s. Then she was diagnosed with a rare strain of hepatitis. The former nurse has been traveling the country as a motivational speaker over the past two years.

"Naomi is really good at putting all the pieces together and getting a con-



versation going among panelists, the audience and viewers," says Salzman, one of the creative forces behind Warner Bros.' *Jenny Jones*. "She's got a gift for connecting with people."

At press time, Rysher officials said they have closed some deals for the show but declined to name stations or markets.

If all goes well, *Arthel & Fred* will look something like a hipper, Los Angeles–based version of *Live with Regis & Kathie Lee*, says Rob Weiss, who is executive producing the show with his partner, Paul Buccieri. All American's sales force hit the road with a 10-minute presentation tape last week.

Buccieri and Weiss say the litmus test for booking guests will be: Can they have fun with Arthel and Fred? "The key to our show is putting Arthel and Fred in situations where they can really have fun," says Weiss. "We're going to be nontraditional—whether it's the settings for our celebrity interviews or taped comedy bits at the top of the show," he says. "It's going to be fun." ■

Late night: A labor of laughs

As Leno and Letterman battle, other networks look for a piece of the after-news action

By Lynette Rice

NBC's Rick Ludwin likes to call it "the soap opera that won't end."

It's been five years since Johnny Carson announced that he would step down from *The Tonight Show*, yet the drama of late night has yet to lose its sizzle. The David Letterman–Jay Leno rivalry continues to garner its share of the press—*Vanity Fair* tackled the so-called war in its October issue—while ratings for the two shows have become as newsworthy as an appearance by Hugh Grant.

Current late-night king Leno with daytime talk queen Oprah

Not that Ludwin, NBC's senior vice president of late night, has any reason to complain. *The Tonight Show with Jay Leno* earned a cool 5.1 Nielsen rating/15 share for the first 12 days of the November sweeps—several shares above *The Late Show with David Letterman*'s 3.7/11. What's more, on Nov. 21 *The Tonight Show* earned its highest ratings (8.9/24 in 35 metered markets) since Grant made his July 10, 1995, appearance—the much-ballyhooed show that ultimately paved the wave for Leno's reign in late night.

"It's fascinating how many people are interested in that time period," says Ludwin, who also oversees variety and specials programing for NBC. "When we change coffee cups on the set of the show, it's a huge story in New York."

With roughly 30% of U.S. households using television from 11:30 p.m. to 1 a.m. as of October—up from 28.7% in October 1991—there is no shortage of players willing to enter the late-night fray.

Letterman, who appeals to younger viewers, talks to Bruce Willis.

ABC jumps in Jan. 6 with the debut of *Politically Incorrect with Bill Maher*, a show that pits the CableACE Award–winning host against a four-member panel of politicians and Hollywood and media types. It moves from Comedy Central, where it was the cable network's highest-rated show.

CBS may have something in store for comedian Jon Stewart, who signed a talent deal with the network earlier this year that included the possibility of a late show to follow *The Late Late Show with Tom Snyder*. The deal also included a possible sitcom, but nothing's firm, the network says.

Fox has its eye on the profitable time slot, although it won't play there until fall 1998. The network had planned to debut *13 Bourbon Street* at 11 p.m., but opted instead to put it aside for a prime time test run.

Even NBC has new thrills in store for *Later*—the former home of Greg Kinnear, who has since moved on to pursue film projects. The show will continue to air in the 1:35 a.m. time slot with guest hosts until NBC finds a permanent replacement. The network may be considering whether to hire a woman or an African American.

"*Later* makes money, which is why we're in the business, and it's a good franchise for us," Ludwin says. For the first 12 days of the sweeps, *Later* has earned a 1.4 rating/9 share, up 17%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JERRY

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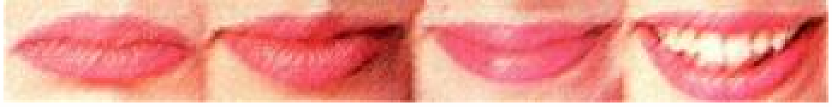
HE ADDS 57% TO HIS LEAD-IN

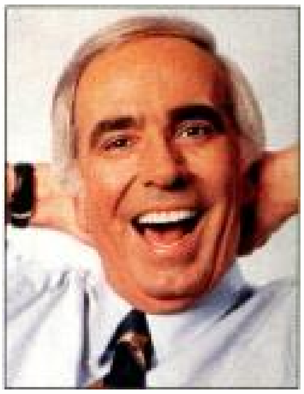
UP 17% OVERALL

NOV'96 3.4 Rtg-11 Shr -VS- NOV'95 TP 2.9 Rtg-9 Shr	+17% OVERALL
Jerry 3.4 Rtg -11 Shr Lead-in 2.5 Rtg-7 Shr	+36% rtg +57% shr

When Jerry's the main event, even the undercard wins big. Just look at the official scoring from this past season. Jerry not only KOs his opponents, he adds punch to any show in your lineup, even the lightweights. Put him in your corner today.

JERRY Springer show




Big Three late-night owls Conan O'Brien (NBC), Tom Snyder (CBS) and Bill Mahrer (ABC).

from last year.

"If you fancy yourself the leader in late night, you want to be the first one out there with a new show and program the most on any network," Ludwin adds. "I think that, hopefully, we can find the next Greg Kinnear."

It helps to have a lead-in with momentum. NBC's *Late Night with Conan O'Brien* saw its numbers increase from last year's 2.0/10 to this year's 2.2/10 in the first 12 days of the November sweeps. CBS, meanwhile, has seen sweeps numbers for *The Late Late Show with Tom Snyder* increase from last year's 1.5/7 to this year's 1.6/8.

Then, there's Letterman and Leno.

"I think the ratings story has been a little overplayed," says Rob Burnett, executive producer of *Letterman*. "We are creative people first and foremost. We try to create the best show and the most interesting show night in and night out. When people ask what the ratings were when Dave put on the velcro suit and jumped on the wall, no one can remember that. They can remember, however, when he wore the velcro suit."

That said, CBS has a few good numbers to tout for *Letterman* from the sweeps. During the show's four-city tour on each Friday of the month, *Letterman* boosted ratings for the local CBS stations by more than half. The Nov. 1 stop in Boston earned a 10.2./29 for WBZ-TV, nearly doubling the 5.2 rating averaged there. The Washington appearance featuring Bob Dole earned an 8.0/20 for WUSA, where *Letterman* averaged a 4.1, and the stop in Chicago netted a 10.8 for WBBM-TV, up from the show's usual 4.5.

Still, the margin that Leno now enjoys over Letterman prompts Burnett to reflect on the good ol' days when there was no such thing as a low ratings story for CBS late night.

"It was odd and unfortunate what happened to us in the first two years. We so exceeded everyone's expectation in terms of ratings that we became a victim of that," Burnett says. "I remember it was clearly projected that there was no possible way to beat *The Tonight Show*. But in the first two years, somehow it all went haywire. We created this incredible story."

Feeling empowered after the four-city tour on Fridays, an earlier commercial-free show and some catchy compilation reruns, Burnett feels *The Late Show* surely will gain momentum this year because its demographics are so different from those of *The Tonight Show*. Adults 18-34 are more likely to tune in Letterman, while older viewers watch Leno. "We don't need to compete against each other. The so-called competition is not real," Burnett says. "We think there is room for both of our shows."

"I'd like to think both shows will continue to be good shows, that there will continue to be interest, just like there will continue to be interest in the Ohio State and Michigan rivalry," says Ludwin. "Hopefully, it won't get ugly." ■

Talk has growing attraction for cable

Low production costs lure number of networks into genre

By Michael Katz

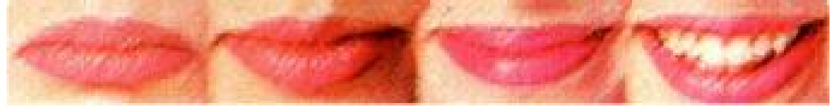
The adage "talk is cheap" may have inspired the slew of talk shows that can be seen on cable, because the combination of low production costs and high ratings has made the format one of television's most popular.

CNN's 'Larry King Live' with guest Sarah Ferguson

"These programs are relatively efficient," says Bruno Cohen, CNBC's senior vice president, programing. "And the ones that work, we make a healthy margin on." Cohen says that cost is kept down by little or no post-production, with the main expense being the host's salary.

Talk may be cheap, but it's not easy, says Gail Evans, senior vice president of CNN. "I get hundreds of phone calls from people who think they are talk show hosts and that they have the talk show of the century," she says. "They have no idea how many hours it takes to find the right topic and the right guests. I can't tell you how many people think talk shows are simple to put together."

Cohen says he would like people to continue thinking that talk shows can easily be slapped together. "I want



Tom Brokaw interviews Michael Jordan on MSNBC's 'InterNight,'

Comedy Central's Craig Kilborn on 'The Daily Show'

everyone out there to believe that," he says. "I want all my competitors to just go out there and try it."

CNN is the king of cable talk with more than a dozen shows, including *Larry King Live*, *Crossfire*, *TalkBack Live* and *Burden of Proof*. "When you do news 24 hours a day, you need a certain amount of time when you attempt to broaden the picture from a two-minute package," says Evans.

Larry King Live remains CNN's jewel, but a Letterman-Leno–style rivalry seems to be brewing: CNBC's *Rivera Live*, with Geraldo Rivera, is in an almost dead heat with King for ratings, according to CNBC. Cohen says there is a "friendly rivalry" between the two shows but that it never gets too competitive, where one is calling the other and telling him to "lay off our guests."

Evans acknowledges competition between the networks, but says that there also is competition among the talk shows at CNN. "There is some infighting, but we try to keep it competitive and controlled," she says. "We try to operate for the benefit of CNN. We tell them to kill for your show unless you're killing CNN." Evans adds that part of her job is to be a conciliator between any shows in a spat.

CNBC is beefing up its lineup by showing *Late Night with Conan O'Brien* on a 30-day delayed schedule from its original airing on NBC. According to Cohen, this has never been done by a cable network, and because it airs a couple of hours earlier than in its NBC time slot, it will be like a first-run show for many people. Cohen adds that *O'Brien* will not be the only delayed NBC show on the network, but would not say which others might follow.

Although MSNBC doesn't have as many talk shows as CNN and CNBC, it has put all of its big names into its one entry: *InterNight*. "The way I like to look at it, we highlight NBC's talent," says Phil Griffin, *InterNight*'s executive producer. The show has a rotating lineup, which it refers to as the "dream team," of Tom Brokaw, Bryant Gumble, Katie Couric, Bob Costas and Bill Moyers.

Griffin says the show runs the gamut of current events, and interviewers are paired with a topic or guest that matches their forte. The host lineup is part of the strategy to attract viewers to the fledgling network. "It's no secret," says Griffin. "You want to grab the viewers, and when they flip around and see Tom or Katie, they'll stop."

The well-known TV journalists also have been useful in attracting many high-profile guests. In the few months since MSNBC launched, *InterNight* has featured guests including President Clinton, former President Carter, Chicago Bull Michael Jordan, Nike CEO Phil Knight, New York Yankees owner George Steinbrenner and Major League Baseball Commissioner Bud Selig.

Some of the other talk shows on cable are Comedy Central's *The Daily Show*, with Craig Kilborn, which the network is touting as its new marquee show that replaces *Politically Incorrect*, which moved to ABC; Fox News Channel's *The O'Reilly Report*, *The Crier Report* and *That Regan Woman*; Lifetime's *Our Home*, and *Home & Family* on the Family Channel. ■

MCA buys Multimedia shows

Price said to be in $40 million–$45 million range

By Steve McClellan

After years of struggling to develop new first-run talk strips, MCA reversed strategy last week and bought its way into the business—acquiring *Sally Jessy Raphael*, the longest-running syndicated talk show on the air, and two other Multimedia talk shows, *Jerry Springer* and *Pat Bullard*. The deal had been rumored for the past two months.

In addition, MCA acquired the library rights to *Donahue*, which left the air in May after a 29-year run, as well as Multimedia's syndication rights to *Crook & Chase*, originally developed for The Nashville Network. The price wasn't disclosed, but sources said it was $40 million–$45 million. MCA syndication executive Jim McNamara says the company is exploring several ideas for repackaging the *Donahue* episodes and hopes to get host Phil Donahue involved in whatever back-end distribution plan it comes up with.

MCA bought the Multimedia talk shows and related assets, but not the Multimedia name. The production staffs will remain intact, sources say, but most of the Multimedia Entertainment corporate and sales staffs won't be joining MCA and "will be dealt with by Gannett," McNamara says.

However, Burt Dubrow, vice president, programing, at Multimedia Entertainment, will make the transition to MCA, most likely as an executive consultant to the company, sources say. A similar arrangement was reportedly under consideration for Multimedia Entertainment President Dick Coveny, although an agreement had not been worked out at deadline.

As to the repackaging of *Donahue*, McNamara says: "We feel the series offers an interesting window to look back at the last three decades. Phil has interviewed Bobby Kennedy, Joey Buttafuoco and everybody in between."

The 'Sally Jessy Raphael' show was one of Multimedia's most attractive assets.

Multimedia's library includes 'Donahue,' which MCA plans to repackage.

It's possible the back-end distribution of *Donahue* could be done later this year, but McNamara says the primary focus will be to get upgrades for *Sally Jessy* and *Jerry Springer*; both shows have extended their contracts through 2001. (McNamara is mum on the contractual details, but it is believed that the two hosts have options to extend the agreements beyond that.) MCA will try to develop a new strip for fall 1998, he says.

Meanwhile, McNamara says, the company continues to have "high hopes" that struggling newcomer *Pat Bullard* will find an audience and be renewed for a second year. But that decision is not expected until after the February sweeps.

"We're in an era of happy TV," says McNamara. "And [*Bullard*] is certainly happy TV. He's got Burt Dubrow look-

'City' dropped for 'GH' spin-off

ABC will drop the low-rated daytime drama *The City* March 28 to make way for a new half-hour spin-off of the one-hour *General Hospital*.

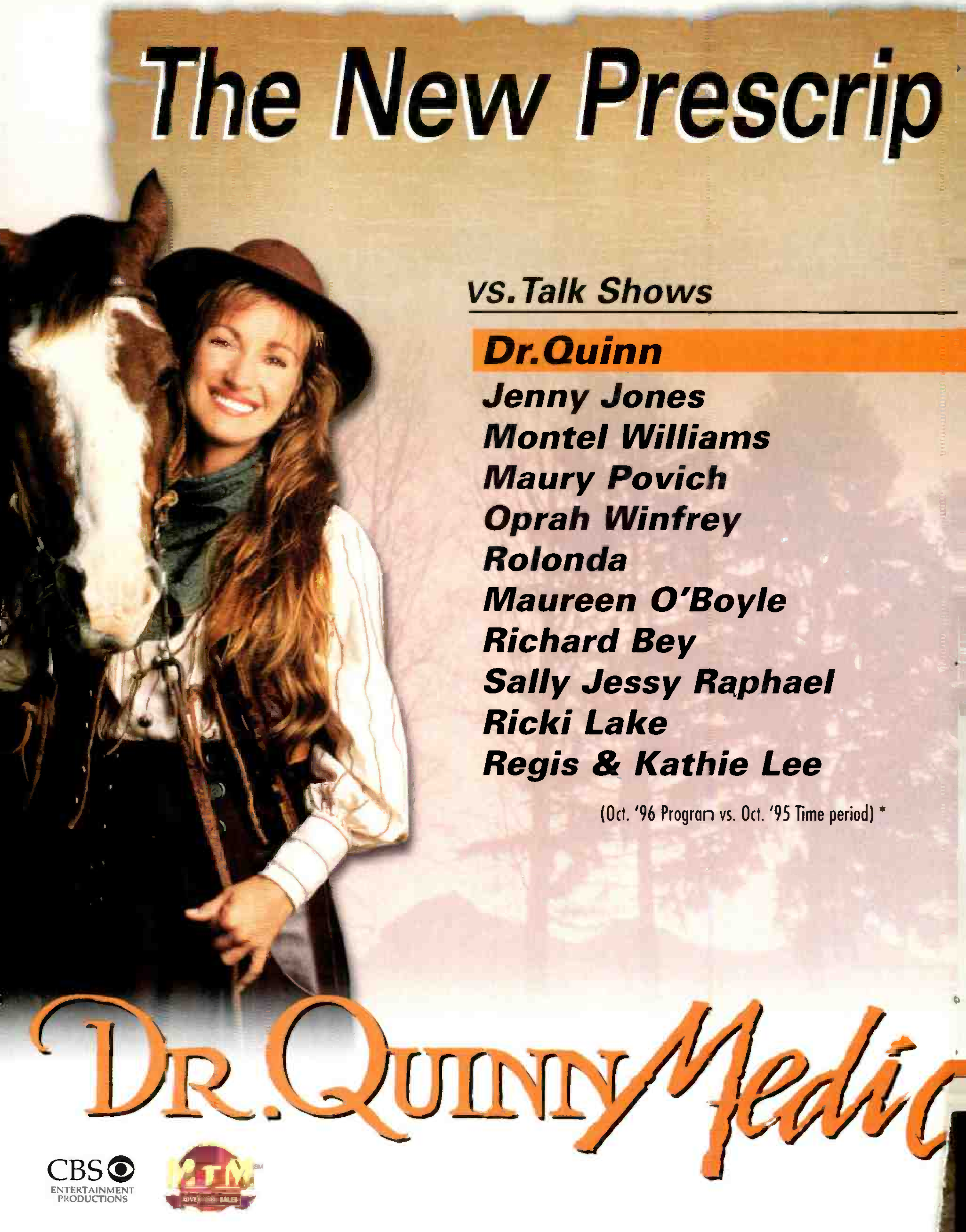
Original episodes of *The City*—the lowest-rated soap in daytime—will air through March 28 before *GH2* debuts June 2.

"Unlike most spin-offs, which center on only a few central characters, *GH2* will have the unique opportunity to rotate key *General Hospital* cast members in high-concept story lines that intersect while maintaining two self-contained programs," said Pat Fili-Krushel, president, ABC daytime.

The City—the most recent soap opera introduced to daytime—debuted in 1995 as a new version of *Loving*, but it hasn't done much for ABC ratings. From Sept. 16 through Nov. 17, *The City* averaged a 2.0 Nielsen rating/8 share—a far cry from the number one daytime soap, CBS's *Young and the Restless* (7.2/28).

GH2—which will focus on a Port Charles university medical school—home of the next generation of doctors and nurses—will debut less than two months after NBC unveils new daytime drama *Sunset Beach*.

General Hospital's executive producer, Wendy Riche, will also oversee the spin-off, while Richard Culliton will serve as head writer for both shows. *GH2* will be taped in Los Angeles. —LR


The New Prescrip
VS. Talk Shows
Dr. Quinn
Jenny Jones
Montel Williams
Maury Povich
Oprah Winfrey
Rolonda
Maureen O'Boyle
Richard Bey
Sally Jessy Raphael
Ricki Lake
Regis & Kathie Lee
(Oct. '96 Program vs. Oct. '95 Time period) *
Dr. Quinn Medic
CBS
ENTERTAINMENT PRODUCTIONS
MTM
ADVERTISING SALES

tion For Success.

(Percent Improvement Women (25-54) Share	vs. All New First-Run Strips	(Percent Improvement Women (25-54) Share
+10%	**Dr.Quinn**	**+10%**
+9%	Real TV	+9%
+7%	Judge Judy	+6%
+4%	Maureen O'Boyle	NC
+3%	Strange Universe	-23%
+1%	Dating / Newlywed Game	-30%
NC	Bradshaw Difference	-37%
NC	BZZZ!	-39%
-4%	Access Hollywood	-40%
-8%	Pat Bullard	-48%
-18%	Scoop	-72%

(Oct. '96 Program vs. Oct. '95 Time period) *

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MTM®
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* Source: NSI, SNAP. Dr.Quinn all telecasts, other programs M-F

ing over the show." A Multimedia veteran, Dubrow has served as executive producer of *Donahue*, *Sally*, *Jerry* and, most recently, *Bullard*.

But, clearly, *Sally Jessy* drove the deal. "It was a package deal, but the reality is *Sally* is a very positive business unto itself," says McNamara. "We think there is tremendous opportunity to upgrade and reposition *Sally*" as an early-fringe, news-lead-in talk show.

Jerry Springer has taken its knocks as the kind of talk show that defines "trash TV." It's a perception that McNamara acknowledges is out there, but he stresses that *Springer* is "a very profitable little show and [Jerry Springer] doesn't retreat from what he does."

While McNamara doesn't expect that MCA will make wholesale changes to the show, the company will work with Springer to "tweak the content. You can't really turn him into Rosie O'Donnell, but if there is a way of tweaking [the show] to make it a tad more advertiser-friendly, that would be great." ■

Parents group lauds WB, ABC

NBC, Fox found least family-friendly

By Lynette Rice

The WB and ABC were chosen as the most family-friendly networks while NBC and Fox tied as the least friendly, in the third annual Family Guide to Prime Time Television.

The guide, compiled by the Los Angeles–based Parents Television Council, as commissioned by the Virginia-based nonprofit Media Research Center, provides analysis of the new prime time season using a content-based ratings system.

Lauding what it considered family-oriented shows, the council gave The WB and ABC eight "green lights" each in prime time for shows like *7th Heaven* and *Home Improvement*. CBS had five for such shows as *Dr. Quinn, Medicine Woman* and *Touched by an Angel*, while UPN earned one green light for *Goode Behavior*.

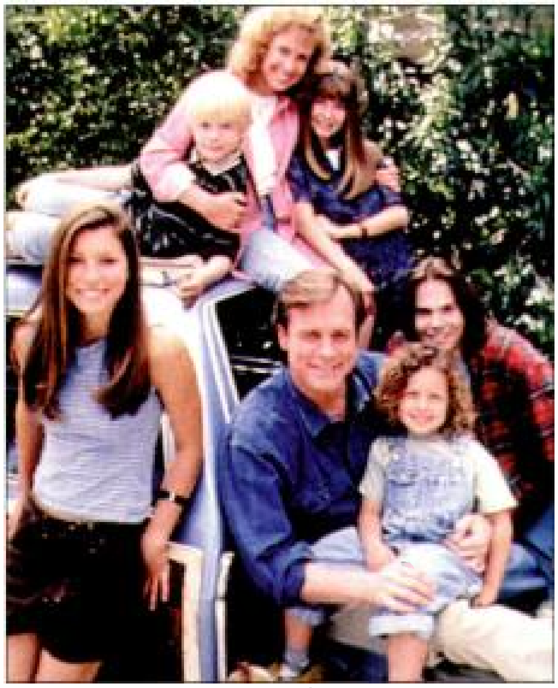
"Green lights mean they are appropriate for viewers of all ages," said Mark Honig, executive director of the Parents Television Council. "Families, parents and children cannot feel like an embarrassing situation will come up. They won't see vulgarity, sexual innuendo, violence or nudity." NBC and Fox, by comparison, had no green lights.

Fifty-one "yellow lights" were given to shows like NBC's *Caroline in the City*, CBS's *Chicago Hope*, ABC's *Coach* and Fox's *Cops* for content that may be inappropriate for younger viewers, Honig said. Shows such as NBC's *Friends*, ABC's *Ellen* and Fox's *Millennium*, in comparison, earned "red lights" because they were "inappropriate for younger viewers...there is vulgarity, a lot of sexual innuendo and double entendres, and grisly imagery." Honig said.

In all, 22 shows were given green lights, while 23 earned red lights.

"The National PTA just released a survey saying 80 percent of parents want a content-based ratings system. We delivered it," said Honig. "The Family Guide to Prime Time Television provides parents with information on the content of prime time television programs and then allows them to make the best decisions about their children's viewing."

The Parents Television Council—a special project of the conservative Media Research Center watchdog group—is calling for the voluntary restoration of the family hour. ■



The WB's 'Seventh Heaven' received green light and high marks from parents group.

New kids programing producer formed

With help from Wall Street, children's advocate launches JP Kids

By Steve McClellan

With the backing of major Wall Street investors, Jim Steyer, founder of the advocacy group Children Now, has formed a new company, JP Kids, to develop, produce and distribute quality children's programs for various media, including broadcast television, cable and the Internet.

Having no production experience himself, the former children's advocate (he is still on the board of Children Now, but left his operational post over a year ago) has attracted a number of experienced TV, software and financial veterans to his new company by offering them equity stakes.

While the FCC's recent decision to mandate three hours of children's educational programing provided the spur to Steyer's new company, such programing is not its only mandate.

A number of Wall Street investors have earmarked several million dollars—Steyer will say only that the total is less than $10 million—to fund the development of programs. They include George Roberts, of the leveraged buy-out specialist Kohlberg Kravis Roberts; investment banker Warren Hellman, of Hellman & Friedman (and former chairman of Shearson Lehman); Michael Klein of investment firm Vitel International, and Ed Cohen, a founding partner in the venture capital firm General Atlantic.

Among the programs JP Kids has in development is *DeBUNK*, a teen-targeted magazine. The pilot for that magazine was funded entirely through a grant from the National Association of Broadcasters Education Foundation. Steyer says it's the first time the foundation has funded a specific program.

Steyer is talking to syndicators and networks about distribution of the magazine show and says a decision will be made before the start of the NATPE International convention in New Orleans on Jan. 13.

But Steyer stresses that the overall purpose of starting the new company is not just to make FCC-friendly TV shows. "We're trying to build a serious world-class kids media company. This is a multiple media content company that is developing a variety of products, with TV as a primary first medium."

Steyer says the company will also aggressively pursue new media markets, as evidenced by a venture with Internet access services provider Yahoo! The first project for the venture will be to develop programing and characters known as Yahooligans!

The JP Kids board of advisers includes lawyer and former FCC chairman Newton Minow

The company also has a deal with children's book publisher Klutz Press to develop *Klutz-TV*, an animated TV series that will also have new media applications, says Steyer.

Other shows in development include *Green Wilma*, an animated series for kids 6-11; *Silverstone M.S.P.I.* a live-action show about a kid and his detective alter ego; a game show called *Travel Bug* (which stems from a format license arrangement with Action Time in the UK), and *Wooleycat*, which Steyer describes as a "*Barney*-like" show for preschoolers.

The executives Steyer has hired to help run the company include executive producer Liz Nealon, credited with creating *Ghostwriter* for Children's Television Workshop. She was also a senior vice president at MTV. Also on the production side is Marc Chusid, a director who served stints at MTV, Comedy Central and Lifetime. John DeNatale, a former senior producer with *MacNeil/Lehrer NewsHour*, has also joined the company.

On the business side, Beth Barker is chief financial officer. Barker is a former partner at Montgomery Securities and former president of The Software Toolworks/Mindscape PLC.

Steyer says he decided to start the company two years ago after en banc hearings at the FCC exploring a lack of quality children's programing. "After that hearing I had lunch with Gerry Laybourne and Newton Minow," recalls Steyer. Minow, a lawyer and former FCC chairman, is on JP Kids' board of advisers.

Laybourne, then head of Nickelodeon and now with Disney, is a friend of Steyer's and has offered some "friendly advice," but is not connected with the new company. "But it was really at that lunch," says Steyer, "that I just said, 'I'm going to start a new company and see what we can do.'" ■

SYNDICATION MARKETPLACE

Real milestone

Real Stories of the Highway Patrol will hit a milestone next month: episode 500. The reality strip born of another reality show, *Real Stories* debuted as a special episode of Genesis Distribution's then-hot weekly *Emergency Call*. It is in its fifth year in national syndication. Host Maury Hannigan, a retired California Highway Patrol commissioner, is known for his stern delivery of safety tips at the end of each episode. Executive producer Mark Massari says the show "strives to inform as well as entertain. We show what is really happening on highways and streets across America."

'Year' clears

San Francisco–based syndicator GGP has cleared its year-end news and entertainment special in more than 90% of the country. Hosted by WNBC-TV New York news anchor Chuck Scarborough, *A Year in Review: Images of 1996* is set to air between Dec. 20 and Jan. 5. Stations on board for the hour special include WNBC-TV, KCAL-TV Los Angeles, WCAU-TV Philadelphia and WBZ-TV Boston.

Collins down under

Author Jackie Collins has signed a deal with Australia's Village Roadshow Pictures Television to produce a weekly drama based on tales of Hollywood culled from her 16 best-selling novels. Collins's romans à clef have previously been adapted into made-for-TV movies *Lucky/Chances* and *Lady Boss* and the ABC miniseries *Hollywood Wives*. Village Roadshow has ordered 22 episodes of *Jackie Collins' Hollywood Dreams* and is shopping for a domestic distributor.

Casting call for 'Fame'

MGM Domestic Television Distribution last Monday began the search for a new group of singers, dancers, musicians and comics for its first-run revival of *Fame* titled *Fame L.A.*, which is slated for a fall 1997 debut. Casting calls are being held in Los Angeles, New York and Chicago.

NATPE ratings pow-wow

The NATPE Educational Foundation is conducting a satellite workshop Dec. 4. "Audience Research" will cover such topics as ratings, demos, psychographics and focus groups. The workshop will be fed live at 1-2:30 p.m. ET (Ku band satellite Telstar 402, transponder 5, frequency 11850, with an additional feed Friday, Dec. 6 at 7 a.m.-8:30 a.m. ET on C band satellite Galaxy 6, transponder 11, frequency 3920), with viewers able to participate using toll-free number. A videotape of the "teleworkshop" will also be made available.—**CL,JE**

PEOPLE'S CHOICE

Ratings according to Nielsen

Nov. 18-24

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 10	abc	CBS	NBC	FOX	UPN	WB
MONDAY	**17.2/27**	**10.9/17**	**9.5/15**	**8.8/13**	**2.7/4**	**2.4/4**
8:00	68. Dangerous Minds 7.4/12	22. Cosby 11.9/18	62. Jeff Foxworthy 8.0/12	45. Melrose Place 9.2/14	100. In the House 3.2/5	112. 7th Heaven 2.4/4
8:30		30. Ink 10.5/16	72. Mr. Rhodes 7.1/11		103. Mal & Eddie 3.0/5	
9:00	3. NFL Monday Night Football—Green Bay Packers vs. Dallas Cowboys 21.4/34	26. Murphy Brown 10.9/16	30. NBC Monday Night Movie—What Kind of Mother 10.5/16	58. When Animals Attack 8.3/12	109. Goode Bhvr 2.5/4	109. Savannah 2.5/4
9:30		28. Cybill 10.7/16			113. Sparks 2.3/3	
10:00		28. Chicago Hope 10.7/17				
10:30						
TUESDAY	**11.5/18**	**9.4/15**	**12.9/20**	**9.8/15**	**2.6/4**	
8:00	60. Roseanne 8.2/13	46. Promised Land 9.1/14	15. Mad About You 12.7/20	36. Fox Tuesday Night Movie—Speed 9.8/15	97. Moesha 3.4/5	
8:30	53. Life's Work 8.7/14		33. Smthg So Right 10.3/16		107. Homeboys 2.7/4	
9:00	7. Home Imprvmt 15.0/22	41. CBS Tuesday Movie—Titanic, Part 2 9.5/15	14. Frasier 13.2/19		114. The Burning Zone 2.1/3	
9:30	23. Spin City 11.8/18		19. Caroline in/City 12.2/18			
10:00	16. NYPD Blue 12.6/20		9. Dateline NBC 14.4/23			
10:30						
WEDNESDAY	**10.7/17**	**9.6/16**	**8.4/14**	**7.8/12**	**4.2/7**	**3.3/5**
8:00	51. Ellen 9.0/15	33. The Nanny 10.3/17	72. Wings 7.1/12	56. Beverly Hills, 90210 8.6/14	95. The Sentinel 3.7/6	101. Sister, Sist 3.1/5
8:30	75. Townies 7.0/11	53. Pearl 8.7/14	63. Boston Common 7.7/12			103. Nick Freno 3.0/5
9:00	18. Grace Undr Fire 12.3/19	39. CBS Wednesday Movie—For My Daughter's Honor 9.7/16	63. NewsRadio 7.7/12	78. Party of Five 6.9/11	94. Star Trek: Voyager 4.7/7	97. Wayans Br 3.4/5
9:30	13. Drew Carey 13.3/21		80. Men Behv Badly 6.8/11			96. Jamie Foxx 3.5/5
10:00	35. PrimeTime Live 11.3/19		32. Law & Order 10.4/18			
10:30						
THURSDAY	**5.9/9**	**7.8/12**	**21.4/34**	**6.9/11**		
8:00	81. High Incident 6.7/11	52. Diagnosis Murder 8.9/14	5. Friends 19.0/30	75. Martin 7.0/11		
8:30			6. The Single Guy 16.8/26	69. Living Single 7.3/11		
9:00	92. Murder One 5.4/8	58. Moloney 8.3/13	2. Seinfeld 22.6/34	83. New York Undercover 6.6/10		
9:30			4. Suddenly Susan 19.2/30			
10:00	89. Turning Point 5.6/9	86. 48 Hours 6.1/10	1. ER 25.5/42			
10:30						
FRIDAY	**10.8/19**	**6.9/12**	**9.9/18**	**6.6/12**		
8:00	46. Family Matters 9.1/17	83. Dave's World 6.6/12	46. Unsolved Mysteries 9.1/17	89. Sliders 5.6/10		
8:30	36. Boy Meets World 9.8/18	85. Ev Loves Raym 6.2/11				
9:00	39. Sabrina/Witch 9.7/17	81. Nash Bridges 6.7/12	24. Dateline NBC 11.4/20	66. Millennium 7.6/13		
9:30	53. Clueless 8.7/15					
10:00	10. 20/20 13.8/25	63. Nash Bridges 7.7/14	43. Homicide: Life on the Street 9.4/17			
10:30						
SATURDAY	**6.6/12**	**11.1/19**	**9.1/16**	**5.9/10**		
8:00	69. ABC Movie Special—Loch Ness, Part 1 7.3/13	43. Dr. Quinn, Medicine Woman 9.4/17	46. Bob Hope: Laughing with Presidents 9.1/16	89. Cops 5.6/10		
8:30				88. Cops 5.8/10		
9:00		33. Early Edition 10.3/17	46. Gold Championship 9.1/16	86. AMW: America Fights Back 6.1/10		
9:30						
10:00	92. Relativity 5.4/10	11. Walker, Texas Ranger 13.5/24				
10:30						
SUNDAY	**9.0/14**	**13.3/21**	**10.1/16**	**10.7/16**		**2.9/4**
7:00	78. Am Fun Hm Vid 6.9/11	12. 60 Minutes 13.4/22	72. Dateline NBC 7.1/11	(nr) NFL Game 2 16.4/29		109. Brotherly Lv 2.5/4
7:30	41. Am Fun Hm Vid 9.5/15			72. Married w/Childr 7.1/11		109. Brotherly Lv 2.7/4
8:00	61. Lois & Clark 8.1/12	8. Touched by an Angel 14.7/22	21. 3rd Rock fr/Sun 12.0/18	57. The Simpsons 8.5/13		106. Parent 'Hood 2.8/4
8:30				66. Ned and Stacey 7.6/11		101. Steve Harvey 3.1/4
9:00	36. ABC Sunday Night Movie—Dying to Be Perfect 9.8/15	16. CBS Sunday Movie—In Cold Blood, Part 1 12.6/19	26. NBC Sunday Night Movie—Maverick 10.9/17	19. The X-Files 12.2/18		103. Unhap Ev Af 3.0/4
9:30						99. Unhap Ev Af 3.0/5
10:00						
10:30						
WEEK AVG	**10.2/16**	**10.0/16**	**11.6/19**	**8.3/13**	**3.2/5**	**2.9/4**
STD AVG	**9.8/16**	**10.1/17**	**11.0/18**	**8.4/14**	**3.4/5**	**2.8/4**

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When it comes to NATPE coverage, *Broadcasting & Cable* is the preferred news source among leading TV and cable station general managers, syndicators and program buyers. In fact, 1996 NATPE attendees judged *Broadcasting & Cable* #1 in a range of categories:

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

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Changing Hands

The week's tabulation of station sales

TV

WVVI(TV) Manassas, Va./Washington
Price: $30 million (additional $10 million if Supreme Court upholds must carry)
Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell "Bud" Paxson, chairman); for holdings, see "Changing Hands," Oct. 28
Seller: ValueVision International Inc., Minneapolis (Nicholas M. Jaksich, president/3.98% owner); owns KVVV (TV) Baytown, Tex., 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.
Facilities: ch. 66, 5,000 kw visual, 500 kw aural

COMBOS

WZVU(FM) Long Branch, N.J./WWHB (FM) Hampton Bays, N.Y.
Price: $20 million ($12 million for WZVU, $8 million for WWHB)
Buyer: Odyssey Communications Inc., Pasadena, Calif. (Mike Kakoyannix, president); owns WRGX(FM) Briarcliff Manor and WRKL(AM) New City, both N.Y., and KLYY(FM) Arcadia, KSYY(FM) Fallbrook and KVYY(FM) Oxnard/Venture, and is selling KWIZ (FM) Santa Ana, all Calif.
Seller: WZVU: K&K Broadcasting, Lon Branch (Jerome Koeppel and Donald Kelly, owners); no other broadcast interests WWHB: South Fork Broadcasting (Eddie Simon, president)
Facilities: WZVU: 107.1 mhz, 2.3 kw, 371 ft.; WWHB: 107.1 mhz, 3 kw, 279 ft.
Formats: WZVU: Oldies; WWHB: AOR, Classic rock
Broker: WZVU: Gary Stevens & Co.

Proposed station trades

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

THIS WEEK:		
TVs	**$30,000,000**	**1**
Combos	**$26,919,448**	**4**
FMs	**$1,875,000**	**3**
AMs	**$1,767,078**	**5**
Total	**$60,561,526**	**13**
SO FAR IN 1996:		
TVs	**$10,095,872,145**	**92**
Combos	**$11,930,124,737**	**328**
FMs	**$2,537,877,820**	**382**
AMs	**$199,590,306**	**241**
Total	**$24,763,465,008**	**1,043**
SAME PERIOD IN 1995:		
TVs	**$3,247,525,545**	**124**
Combos	**$2,447,724,930**	**203**
FMs	**$748,873,930**	**338**
AMs	**$85,018,357**	**178**
Total	**$6,554,600,668**	**840**

Source: BROADCASTING & CABLE

WVJS(AM) and WSTO(FM) Owensboro, Ky.
Price: $5 million, plus several million dollars in management consulting agreement
Buyer: Brill Media Co. Inc. (Alan Brill, president); owns WEBC(AM)-WAVC-FM and KLXK(FM) Duluth, Minn. Alan Brill also owns KUAD-FM Windsor, Colo.; WOMI(AM)-WBKR-FM Owensboro, Ky.; KLIK(AM)-KTXY-FM Jefferson City/Columbia and KATI-FM California, all Mo., and WIOV(AM) Reading-WIOV-FM Ephrata/Lancaster, Pa.; *Morning Sun* daily newspaper in Mt. Pleasant and Alma, Mich., and has applied to build FM at Evansville, Ind.
Seller: Owensboro on the Air Inc., Owensboro (Leonard and Claire Tow, owners); no other broadcast interests
Facilities: AM: 1420 khz, 5 kw day, 1 kw night; FM: 96.1 mhz, 100 kw, 1,001 ft.
Formats: AM: news/sports; FM: CHR
Broker: Patrick Communications Corp. (buyer); Edwin Tornberg & Co. (seller)

KLOC(AM) Ceres and KTDO(FM) Columbia, Calif.
Price: $1,442,448 for stock
Buyer: Silverado Broadcasting Co., Sacramento (John A. Winkel, president); owns KMIX(FM) Tracy, KWG(AM) Stockton, KCVR(AM) and KWIN(FM) Lodi, and KCDR(AM) and KWNN(FM) Turlock, all Calif.
Seller: Clock Broadcasting Co., Modesto, Calif. (Michael Sturtevant, president; before transfer, 30.86% owner, after transfer, 0% owner); no other broadcast interests
Facilities: AM: 920 khz, 2.5 kw; FM: 98.9 mhz, 300 w, 1,443 ft.
Formats: AM: contemporary Spanish; FM: Not on air

KLVJ-AM-FM Mountain Home, Idaho
Price: $477,000 (of which $25,000 is payment to Penni L. Jensen, 25% owner of seller)
Buyer: FM Idaho Co., Atlanta (Wendell M. Starke, president/50% owner); has time brokerage agreement for KMXM(FM) Goding and KIKX(FM) Ketchum, Idaho
Seller: Valley Mountain Broadcasting, Mountain Home (Jack Jensen, president); no other broadcast interests
Facilities: AM: 1240 khz, 1 kw; FM: 99.1 mhz, 100 kw, -1,400 ft.
Formats: Both classic rock

RADIO: FM

WKSL(FM) Greencastle, Pa.
Price: $1,250,000 (including $200,000 noncompete agreement)
Buyer: Chambersburg Broadcasting Co., Chambersburg, Pa. (Margaret Ehle, president/43.14% owner); owns WCHA(AM) and WIKZ(FM) Chambersburg

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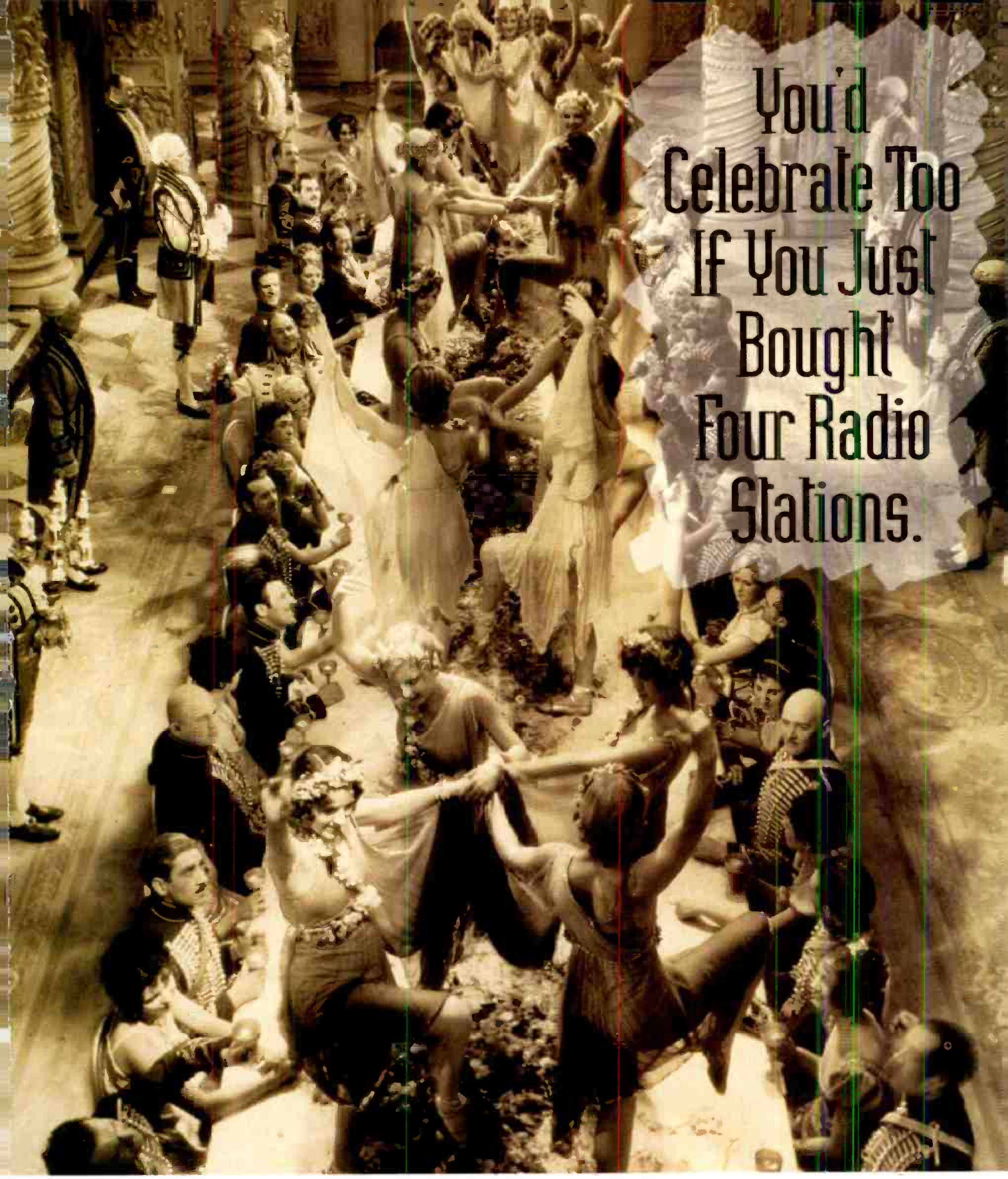

Bahakel Communications purchased KFMW-FM and KWLO-AM in Waterloo, Iowa and WDEF-AM/FM in Chattanooga, Tennessee. All told this brings our fleet of radio stations to eleven properties in five markets.

So with four new additions to the Bahakel family what would you do?

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Big deal

The following station-sale application, previously reported in BROADCASTING & CABLE, was made public recently by the FCC: SFX Broadcasting Inc.'s $25.25 million–purchase of WWYZ(FM) Waterbury, Conn., from the Gilmore family.

Seller: Greencastle Broadcasting Co., Greencastle (Robert L. Thomas, president); no other broadcast interests
Facilities: 94.3 mhz, 3.5 kw, 430 ft.
Formats: Country, religious, gospel

KLLR(FM) Amarillo, Tex.
Price: $325,000
Buyer: DragonFly Communications LLC, Amarillo (Allen Dawson III., manager/75% owner); no other broadcast interests
Seller: West Jewell Management Inc., Amarillo (Stan Tafoya, president); owns KARX(FM) Claude, Tex.
Facilities: 99.7 mhz, 21.5 kw, 351 ft.
Format: Music of the '60s, '70s and '80s

51% of WEHM(FM) East Hampton, N.Y. (transfer of control)
Price: $300,000
Buyer: Frederic M. Seegal, Amagansett, N.Y. (before transfer, 0% owner; after transfer, 51% owner); East Hampton Broadcasting Group Inc., licensee of WEHM(FM) and company transaction concerns, has applied for FM in Southampton, N.Y.
Seller: Leonard I. Ackerman and Michael P. Schulhof, East Hampton (before transfer, each 50% owner; after transfer 5.03% and 18.37% owner, respectively)
Facilities: 96.7 mhz, 4.3 kw, 383 ft.
Formats: Adult contemporary, jazz, news/talk

RADIO: AM

WISR(AM) Butler, Pa.
Price: $730,000 (including $30,000 noncompete agreement)
Buyer: WBUT Inc., Butler (Robert C. Brandon, president/22.16% owner); owns WBUT(AM)-WLER(FM) Butler
Seller: Butler Broadcasting Co., Butler (Joel W. Rosenblum, president); no other broadcast interests
Facilities: 680 khz, 250 w day
Format: Adult contemporary

KWTR(AM) Creedmoor, Tex.
Price: $623,000
Buyer: Yellow Rose Communications, Round Rock, Tex. (Gloria Burdette, president/owner); owns KIKY(FM) Hutto, Tex. Burdette owns 20% of KRTO(FM) West Covina, Calif.
Seller: Lower Colorado River Authority, Austin (C. Patrick Oles Jr., director); Oles has interest in KCFP(TV) Austin.
Facilities: 1530 khz, 10 kw
Format: Weather, community information

KDSX(AM) Denison-Sherman, Tex.
Price: $359,077.59
Buyer: Sock Hop Radio AM 950 Inc., Sherman (W.R. Kerr, president); no other broadcast interests
Seller: Metrosound of North Texas LLC (Richard E. Witkowski, manager); owns KWSM(FM) Sherman. Witkowski has 49% interest in application for FM in Winona, Tex.
Facilities: 950 khz, 500 w
Format: C&W

WTCL(AM) Chattahoochee, Fla.
Price: $55,000
Buyer: Metz Inc., Rockford, Ill. (Todd J. Van Dyke, president/33% owner); no other broadcast interests
Seller: Brian Matthew Malenius, Tallahassee, Fla.; no other broadcast interests
Facilities: 1580 khz, 5 kw day
Format: Oldies, religious, urban

KRVM(AM) (formerly KDUK) Eugene, Ohio
Price: Donation
Buyer: Lane County School District No. 4J, Eugene (Virginia Thompson, director); owns KRVM(FM) Eugene, KSYD(FM) Reedsport and KAVE (FM) Oakridge, Ore.
Seller: Quack Radio Corp., Las Vegas (Richard Dames, principal); Dames has interest in KTCX(FM) Beaumont, Tex.
Facilities: 1280 khz, 5 kw day, 1 kw night
Format: Sports

—**Compiled by Jessica Sandin**

Jones sues Champion over firing

Former head of new radio group says verbal agreement was broken

Radio

By Donna Petrozzello

The fledgling Champion Broadcasting Corp. radio group has been struck with a lawsuit of nearly $40 million by a former employe who claims that the group failed to honor its oral agreement to name him president and chief executive.

Veteran radio broadcaster C.J. Jones says he had a "firm agreement" with Champion's investor, William Coogan of Southern Capital Corp., to lead the group as its president/CEO.

But after a few months on the job, Jones says, he was still working without a contract, despite his repeated requests of the group's investors to draft one. Several months later, Jones says board members of Southern Capital voted to force his resignation and replaced him with former U.S. Radio partner Don Kidwell.

> ***Jones is seeking $265,384 for the remaining term of his "employment agreement," $2,052,000 for his equity interest in Champion and $960,000 for stock options in the company. The suit also seeks punitive damages totaling $36 million.***

Jones says the company claimed he was working "at will" because no formal contract was in place. Neither Kidwell nor Champion representatives returned calls at press time.

To make matters worse, Jones says Champion Broadcasting—which owns seven stations in four smaller markets—was his brainchild. According to Jones's attorney, Vincent Hudock of Bickel & Brewer in Washington, Jones presented Coogan with a business plan to acquire stations in markets including Alexandria, La., and Midland-Odessa, Tex., to form clusters and duopolies.

Jones says his acquisition plans enticed Southern Capital and other venture-capital firms to invest in the proposed radio group with the understanding from its inception that he would serve as president/CEO under a three-year contract. Jones says he negotiated purchase deals with station owners and had discussed investing in stock options in Champion with Coogan.

Jones says he folded his existing Jones Eastern Radio group (in which Robert F.X. Sillerman had once invested) to launch Champion. Jones moved from Augusta, Ga., to Alexan-

RIDING GAIN

Katz tracks strategies

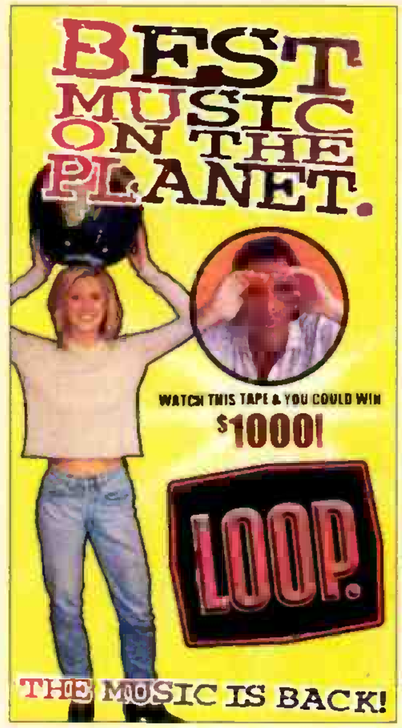
A recent report by Katz Radio Group research on management and programing styles at 280 duopoly-owned radio stations found that 75% of duopolies employ separate general managers in markets 1-100. In the nation's top 10 markets, seven of 10 duopolies use individual general managers, KRG concluded. In "KRG Duopoly Study: Patterns in the Top 100 Markets," Katz research also found that 78% of duopolies maintain separate local sales staffs "for at least some of their properties," while 22% share one sales team among two or more stations. Meanwhile, 86% of duopoly-owned stations consolidate national sales representation under a dedicated rep firm, such as Katz, KRG reported. In terms of programing, KRG found that duopoly owners in markets one to 25 more often programed both stations to serve the same format or target audience than did duopoly owners in smaller markets.

Radio sales lead by top 25

Twenty-five companies account for about 29% of total radio revenue nationwide, say researchers with The Interep Radio Store. The remaining 71% is collected from slightly more than 1,600 companies. By comparison, less than 670 companies advertise on network television, Interep researchers stated. Stewart Yaguda, president of Interep's Radio 2000, says the research "shows the mass and diversity of [radio's] customer base."

WLUP-FM video loves the radio star

WLUP-FM Chicago wants its listeners not only to hear but to see the station's new hot adult contemporary format. The "new Loop" mailed thousands of five-minute videos featuring a "visual description of the station's format—contemporary music plus the *Jonathon Brandmeier Morning Showgrant*" to select Chicago households. The tape contains music videos by artists on the station's playlist, a short history of the station, vintage Brandmeier and WLUP-FM television commercials and scenes of Chicago. Inside the tape case is a survey card that asks recipients to provide their name, address and age to WLUP-FM and include comments about the station after they watch the tape and listen to the station. Doug Sterne, WLUP-FM vice president/GM, describes the tape as "a surgical strike" and "the quickest and most effective way to let those predisposed, Chicago contemporary music lovers know that the best music on the planet is on the new Loop." The station changed from "hot talk" to hot AC in the summer.



WLF kicks off radio network

World League Football has teamed with New York–based Global Broadcasting to form the World League Radio Network and syndicate World League games to stations in the U.S. and Europe next spring. The World League is working in conjunction with the National Football League and Fox Television. The league has contracted to air its 30 regular-season 1997 games and World Bowl '97—all of which are played in Europe, starting in April—on Fox's fX cable network.—**DP**

dria, La., where he acquired KRRV-AM-FM Alexandria and KICR-FM Oakdale, La., as Champion's first properties. Champion later purchased KMRK-FM Odessa, Tex.; KCDQ(FM) Monahans, Tex., and KCDX(FM) San Carlos, Ariz.

Jones says he planned to build Champion into a sizable, small-market group following the relaxation of radio ownership rules under the Telecommunications Act: "Our plan was to acquire 50 to 60 stations in eight to 12 markets over three years. By July 1996, we expected to have added three more markets and 11 more stations." Jones says his eventual goal was to take Champion public.

But his plans were cut short on Sept. 20, when he was directed to resign, Jones said. He has filed suit against Champion, Coogan and other investors in Champion, including Firstmark Corp. and Southern Capital Corp., charging fraud, misappropriation, negligent misrepresentation and conspiracy.

Hudock says the defendants have not yet responded to the suit, which was filed in the U.S. District Court in Richmond, Va. Calls to Champion for comment were not returned at press time last week. ■

Cable

December 2, 1996

Lamb slams FTC plan

Lamb calls the FTC's idea 'a breathtakingly wrongheaded intrusion.'

Says forcing TW systems to carry news channel is violation of First Amendment

By Rich Brown

The Federal Trade Commission's plan to force some Time Warner cable systems to carry an additional, competitive 24-hour news service is antithetical to First Amendment principles, according to C-SPAN Chairman Brian Lamb.

In its review of the Time Warner/Turner Broadcasting merger, the FTC has proposed that the cable system operator be required to place a 24-hour news channel on some of its systems as a competitor to CNN. Lamb calls the plan "a breathtakingly wrongheaded intrusion of the government into the news and information business" and outlined his grievances last week in an 11-page letter to the FTC. He says the FTC's order is like the government trying to insist that *Time* magazine be sold alongside *Newsweek*.

"Boiled down to its essence, you have the government commanding a speaker to engage in a particular form of speech," says Lamb. "If that is not at odds with the First Amendment, then I do not know what else would qualify."

The FTC's order requiring Time Warner to add a competitor to CNN would likely benefit news services like Fox News Channel but would not help commercial-free services like C-SPAN and C-SPAN2. As written, the FTC describes competitors as ad-supported, full-time services "consisting of current national, international, sports, financial and weather news and/or information, and other similar programing."

"This definition of a news and information service excludes some speakers, prefers others, and thereby effectively exercises improper government control over the content of cable operators and programers," says Lamb. "The law of the First Amendment is complicated enough without the FTC drawing government-sanctioned lines around the practice of journalism in order to tell us who is and who is not entitled to the full benefit of constitutionally guaranteed rights."

Lamb says the government backed the First Amendment rights of cable system operators earlier this month when a federal court in New York City blocked the local government from placing Fox News Channel on one of the city's PEG channels. But he says the FTC's plan is the latest in a series of moves by lawmakers to try to regulate programing in a way that discriminates against C-SPAN and other networks, citing recent decisions on must carry, retransmission consent and leased-access channels.

"In every case, it impacts us negatively," says Lamb. "We never ask for any special treatment. We just say don't take away our rights."

C-SPAN is available on virtually all Time Warner systems; C-SPAN2, on about 60%. The nonprofit programer is supported by 40 of the nation's top cable companies, including Time Warner. ■

Falcon price dive

Falcon Cable TV is cutting rates drastically for certain premium services in its Thousand Oaks, Calif., system due to competition. Falcon officials said the nation's No. 10 MSO will double the size of its 6-channel enhanced basic tier and cut the price to 45 cents from $6.36. Falcon also is reducing the price of HBO, Showtime and The Movie Channel to $5 each from $9.95.

Falcon has about 4,000 customers in Thousand Oaks and Tele-Communications Inc. has about 28,000 subscribers. The two aren't competing against each other but face competition from a GTE overbuild and from DBS.

Skip Harris, vice president of marketing at Falcon, cautioned that Falcon probably won't widely replicate the rate cut. "The truth is this was an unusual situation, a very small market, a very isolated situation," said Harris. "Our inclination is not to lower prices as a competitive strategy. We try to demonstrate equal-to or greater-than value in our products and services." —PC

Showtime, Apple make multimedia pact

By Rich Tedesco

Showtime Networks and Apple Computer have agreed to jointly develop multimedia tools and Webcast technologies to create real-time desktop coverage of live events.

Showtime will use Apple's QuickTime technologies, which enable full-motion video on desktops, to present pay-per-view and premium programing that will permit interactive applications. Showtime used Apple's IMG Telecast technology during the recent heavyweight championship fight between Evander Holyfield and Mike Tyson.

Scenes from the fighter's locker room, the weigh-in, prefight interviews and post-event activities were available on the MTyson.com Website Showtime created for the event. Desktop users also were able to access some real-time content and score the fight.

"Production costs are down, programing cycle times have been reduced and our programing content is now Web-ready," said Jeff Morris, Showtime senior vice president of new media and technology development.

Macintosh 8500 and 9500 systems and QuickTime pro-media technologies have been integrated to create a digital desktop studio environment. ■

Cablevision challenges SNET wiring

MSO says utility will violate safety codes by putting power cables on poles

By Michael Katz

In an unusual move, Cablevision Systems has filed a complaint with Connecticut's Department of Public Utility Control to halt Southern New England Telecommunications' installation of power cables on utility poles.

Cablevision charges that SNET's wiring violates safety codes and poses a "serious and potentially deadly risk to Connecticut's utility workers and the general public." Cablevision says this conclusion comes from an independent engineer paid by Cablevision to survey SNET's installation of facilities in Fairfield County.

The Department of Public Utility Control has responded by opening a docket to investigate the safety of SNET's wiring. Investigations are common, but "it is most unusual," says DPUC spokeswoman Beryl Lyons, for one company to call for a safety investigation of another. But, she adds, "it does happen more in the telecommunications industry than any other."

Lyons says the DPUC and the state building inspector previously reviewed SNET's plans and saw nothing unsafe about them, but they have not viewed the actual wiring.

"We view this as another attempt by Cablevision to keep a choice in cable away from consumers," says SNET spokeswoman Beverly Levy. "They've tried every legal and regulatory strategy they could think of, and this is just another approach."

Levy says Cablevision sent a letter to SNET giving it 48 hours to respond and shut off power or it would file a complaint with the DPUC. SNET did respond, but Cablevision jumped the gun and went to the DPUC before the 48-hour deadline had passed, she says. Levy says that the complaint will tie up SNET's engineering and legal sources, but it "won't slow down our building in any way."

Cablevision, along with other cable systems and the New England Cable Television Association, tried to stop SNET in August when it challenged the DPUC's decision to grant the telco a statewide cable franchise. The cable systems argued that the department didn't have the authority to make such a ruling, but the protest was overruled and SNET was granted final approval in September.

SNET has been building the hybrid fiber/coax system for the past two years, and it will also use it for its phone service. The total cost of the project is estimated at $4.5 billion.

SNET has been building the hybrid fiber/coax system for the past two years, and it will also use it for its phone service. The total cost of the project is estimated at $4.5 billion.

The new service is expected to be available to 200,000 homes before year's end. Two thousand customers will receive the system's phone service by the end of the year, and cable service will be available beginning in first quarter 1997. By 2000 the service will be available to nearly 64% of the state, and 87% by 2005.

Complete penetration is required by 2007. The spat between the two companies marks a continuing trend between cable companies and telephone companies since the Telecommunications Act opened up phone and cable to competition. ■

WWF plans new series

Looks to generate interest in PPV events through live, weekly syndicated show

By Rich Brown

The World Wrestling Federation in January plans to debut a syndicated weekly TV series to cash in on the growing popularity of professional wrestling and to further generate interest in its pay-per-view events.

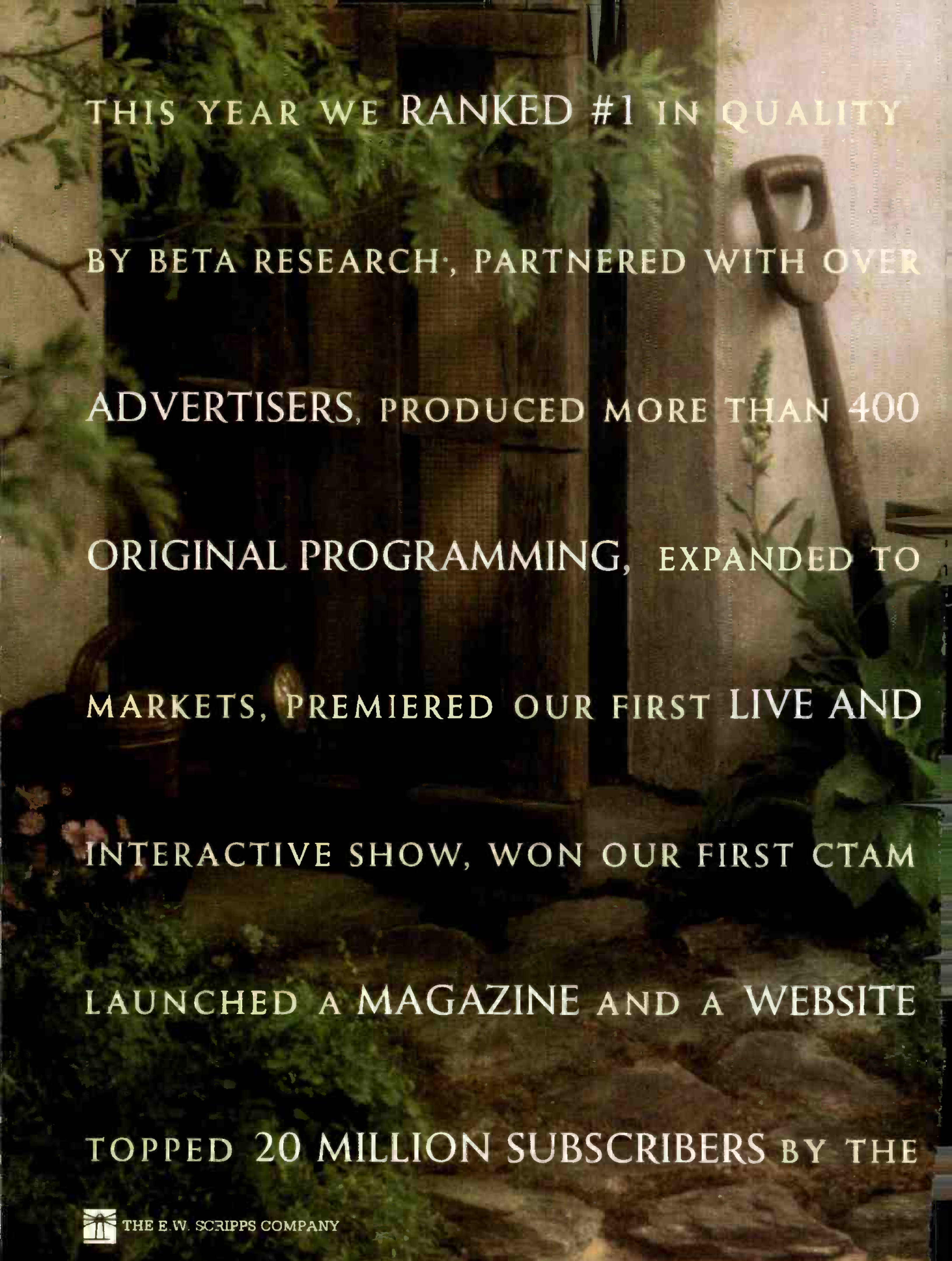
The weekly hour, tentatively titled *Shotgun Saturday Night*, will air live from various New York City nightclubs. One of the ways in which WWF officials hope to differentiate the show from the growing lineup of wrestling shows is through the possible addition of female combatants. Current plans call for the show to debut from the China Club on Jan. 4.

The WWF already produces a syndicated show, *WWF Challenge*, which airs weekends on 120 stations nationally. The organization also produces three shows on USA Network (*Monday Night Raw*, *WWF Superstars* and *WWF Livewire*); a weekly show on superstation WGN-TV Chicago, and 12 pay-per-view events annually. *Shotgun* is being designed to help drive the WWF's PPV buyrates, says one WWF insider.

In the key New York market, the show will butt heads with a syndicated show from archrival wrestling organization WCW. Turner Broadcasting's *WCW Worldwide* airs weekly in the late-night Saturday time period on WCBS-TV New York. Head-to-head competition is nothing new for the two organizations, which fight for cable ratings each Monday night with rival shows on USA and TNT. ■

Errata

The Nov. 25 story on the CableACE Awards should have said this was the fifth (not third) year in a row that *The Larry Sanders Show* won the best comedy award. Also, due to an editing error, the story said it was the first best actor ACE for Garry Shandling. It was his second. ■


THIS YEAR WE RANKED #1 IN QUALITY
BY BETA RESEARCH, PARTNERED WITH OVER
ADVERTISERS, PRODUCED MORE THAN 400
ORIGINAL PROGRAMMING, EXPANDED TO
MARKETS, PREMIERED OUR FIRST LIVE AND
INTERACTIVE SHOW, WON OUR FIRST CTAM
LAUNCHED A MAGAZINE AND A WEBSITE
TOPPED 20 MILLION SUBSCRIBERS BY THE
THE E.W. SCRIPPS COMPANY

Wide world of TV

Executives look at formulas for global programing success

By Jim McConville

What's the successful formula for expanding domestic TV programing services internationally?

Money, patience and good distribution partners said industry experts participating in *Variety*'s second annual Worldwide Television Summit in New York last week.

Moving programing beyond the U.S. means securing carriage on direct-to-home (DTH) satellite systems, says Irving Goldstein, director general of Intelsat.

"That is the key to content providers. If they don't have the right distribution, their product is not going to get launched," Goldstein said. "The one who wins is the one who wants to make the deals to get their programing distributed."

Cablevision Systems Corp. Chairman Chuck Dolan said that expanding abroad starts with developing a strong reputation at home. "First domestic products, then international products. You have to be a success locally; you have to brand yourself."

Cable programing is becoming more regional, said Dolan, citing Cablevision's regional news services in New York, New Jersey and Connecticut. "The industry has been moving very strongly toward regional programing for a long time," he said.

Regional successes notwithstanding, Dolan said he doesn't see Cablevision teaming with an international partner soon.

Making it overseas also means having deep corporate pockets, said Tom Rogers, president of NBC Cable, who said international program ventures will need both advertiser and subscriber fees to survive. Profitability for NBC's two international ventures—NBC Asia and NBC Europe—will come "somewhere down the road, he said."

Rogers said U.S. companies so far haven't been able to make programing inroads in the UK, stronghold of Rupert Murdoch's BSkyB. "The cable industry in the UK really doesn't have any distinct programing," Rogers said. "They've really become contributors to BSkyB operations."

Stanley S. Hubbard, chairman of DBS provider United States Satellite Broadcasting (USSB), said BSkyB has been able to carve out a DBS market in Europe on the shoulders of Murdoch's established cable service.

Rogers said DBS is on par with cable operators, with the exception of one critical area: local broadcasting. "Local is something that everybody talks about but nobody is doing," Rogers said. "U.S. satellite broadcasters have so far missed the boat in delivering local broadcast signals."

However, Hubbard said that not carrying local broadcast stations so far hasn't hurt DBS operators, since customers have been able to get local stations by buying an antenna.

Stuart C. Johnson, group president for Bell Atlantic, a partner in telco programer Tele-TV, says Tele-TV will be able to build distribution networks both here and overseas by delivering a full-service network "that will differentiate itself from other program services." Johnson said Tele-TV plans to use wireless cable (MMDS) to distribute programing while it develops its interactive video service.

Tele-TV's biggest critics appear to be other industry executives. When asked to give Tele-TV advice, Hubbard told Johnson bluntly: "Forget it; people don't want interactive programing."

Kip Meek, founding director of UK-based Spectrum Strategy Consultants, said a major industry fallacy is that any single distribution technology will succeed across the board. ■

Kirch points finger at Deutsche TeleKom

Leo Kirch is citing German telco Deutsche Telekom's refusal to carry Kirch's digital package DF1 over its 16 million–subscriber cable system as the reason for DF1's slow growth. DF1 has signed only 20,000 subscribers, despite aiming at launch for 200,000 by year end. DF1 Managing Director Gottfried Zmeck said this target is now out of reach, but he is still looking to sign 3 million subscribers by 2001. DF1 is planning a DM15 million ($10 million) ad campaign to capture the Christmas shopping market.

Pearson eyes Telemadrid stake

UK media group Pearson is in informal talks to acquire a stake in Spanish regional station Telemadrid. Pearson, which owns Spanish publishing group Recoletas, met with Telemadrid executives Nov. 18. Telemadrid has debts of $240 million despite commanding the third-highest audience share (17.6% in September) in the region. The regional government, which owns Telemadrid, plans to keep its stake in the broadcaster when it is privatized.

India gets domestic movie channel

Hindujas's IN Network has launched a 10-hour Indian Hindi-language cable movie service, Cable Video Opera, and plans to expand the service to 24 hours over the next few months. The channel has access to more than 3,000 movies and plans to schedule newly released films, some within days of their theatrical debut.

HTV, Sky deal

One-year-old Spanish-language music channel HTV has signed a three-year agreement with Sky Entertainment Services, which will carry the channel on its Mexican platform, scheduled to launch yesterday (Dec. 1). The launch would mark HTV's debut in Mexico. On the same date in Argentina, HTV was to be carried on Video Cable Comunicacion systems in Rosario and Cordoba, which have 100,000 subscribers between them. HTV launched on VCC's Buenos Aires system in April.

—By Debra Johnson & Nicole McCormick

Conan Goes Cable
10 PM/ET Weeknights
CNBC
Late Night with Conan O'Brien
CONAN WHERE YOU LEAST EXPECT HIM.
CNBC

Heartland defends 3rd-quarter loss

Says that drop was not due to increasing competition

By Michael Katz

Heartland Wireless is telling stockholders and analysts that its poor third-quarter results and reduced revenue per subscriber were a result of factors unrelated to heavy competition.

Heartland released third-quarter financial results Nov. 15 that showed that the company's average revenue per subscriber was $28.08 a month, down from $28.98 in the second quarter and $30.07 for the previous year's third quarter. At the news, Heartland's stock dropped 6 1/2 points, to a 52-week low of 12 5/8, on extremely heavy trading. The company, however, reported that its revenue skyrocketed to $15.7 million from $4.2 million in to the same period in 1995.

To quell investors' fears that Heartland was succumbing to a competitive market, the nation's largest wireless cable operator claimed that three factors were to blame for the disappointing report:

■ Heartland altered billing procedures and reduced the number of channels offered to some customers, resulting in a decrease in average revenue for those subscribers.

■ The average percentage of multiple-dwelling-unit subscribers among the company's subscriber base was higher in the third quarter than in the second. According to Heartland, these subscribers typically generate lower average monthly revenue than do single-family home subscribers.

■ Some customers in recently acquired systems and in systems just converted to new hardware were not billed during portions of the third quarter because of a billing software problem that Heartland says it is correcting.

Heartland adds that new subscribers acquired in the third quarter are paying higher average monthly charges than new subscribers in earlier quarters and that this should compensate for some of the losses.

Alex Brown analyst James Boyle is convinced that Heartland's justification for the losses is legitimate. "What they explained was accurate," says Boyle. "Their track record has been consistent, solid and impressive. There is no reason to believe that their management cannot pull it off." ■

TCM tops 12 million

Launches magazine, plans first live broadcast

By Jim McConville

Turner Classic Movies (TCM), now two and a half years old, says it will exceed the 12 million–subscriber mark by year end, more than doubling its sub count from a year ago.

The commercial-free network, which draws on Turner's vault of MGM/UA and RKO Pictures films from the 1920s through the '80s, now reaches 12 million households with roughly 5.5 million–6 million of those DBS subscribers.

In other TCM news:

■ The channel is about to launch a monthly magazine: *Now Playing*. Starting in January, TCM viewers will be able to read film industry–related stories, including pieces from TCM on-air host Robert Osborne, daily TV listings and lists of special programing events and themes. A subscription is $9.97 per year.

■ TCM will provide live coverage of the selection of films to the Library of Congress National Film Registry on Dec. 4 at noon. The telecast marks two firsts: TCM's first live broadcast and the first time the Film Registry's news conference has been covered on TV.

■ Descriptive Video Services, which makes movies accessible to visually impaired audiences, has named TCM Senior Vice President and General Manager Tom Karsch to its national advisory board. ■

HEADENDINGS

H&G development stripe

Kristen Jordan, former director of acquisitions for Home & Garden Television, has been named vice president of international development for the channel. HGTV recently won Canadian government approval to launch in that country and is negotiating other international deals. Jordan joined HGTV in 1994 as a member of the programing start-up team.

Unexplained happenings

A&E in January 1997 will debut new weekly series *The Unexplained*, focusing on UFO sightings, cannibals, exorcism, astrology and other strange happenings. The show will air Thursday at 10 p.m./2 a.m. ET, beginning on Jan. 2.

Home shopping catalogue

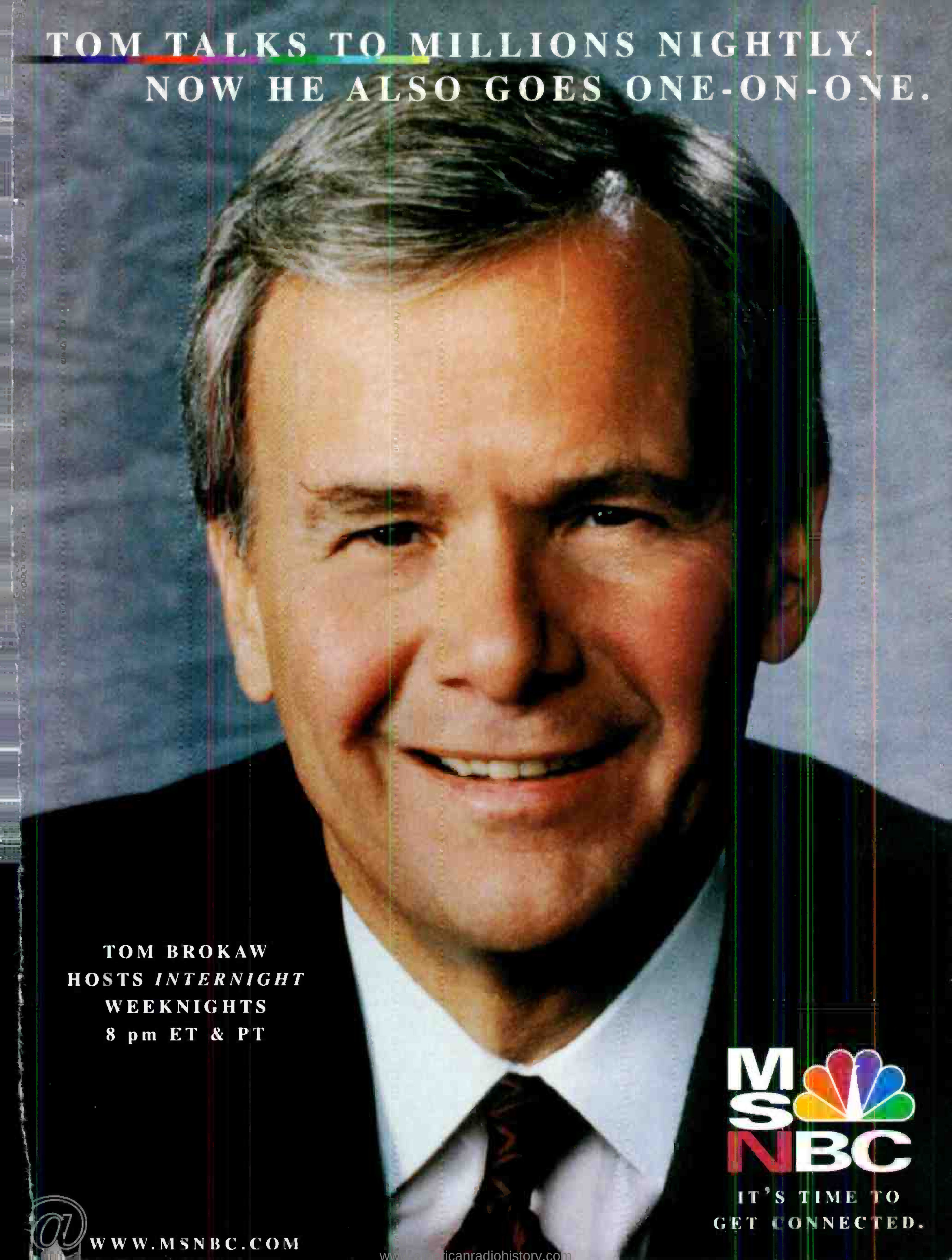
Home shopping network ValueVision has purchased Boston-based catalogue companies Catalog Ventures Inc. and Mitchell & Webb for approximately $7 million. The catalogue companies together bring in $30 million in revenue annually, according to ValueVision.

Drive-though mastectomies

Lifetime is running its latest *Perspectives on Lifetime* public service campaign on the topic of "drive-through" mastectomies. The interstitial spot features breast cancer survivor and former anchor Linda Ellerbee, who will be speaking out against health maintenance organizations that limit hospital stays for mastectomy patients.

Championship boxing

Showtime will feature two world championship fights during its Dec. 7 boxing telecast from Fantasy Springs Casino in Indio, Calif. Heading the card will be the World Boxing Council (WBC) Strawweight championship between 17-time defending champion Ricardo "Finito" Lopez and No. 8 contender Myung-Sup Park of South Korea. WBA featherweight champion Wilfredo Vazquez will make the first defense of his newly acquired crown by taking on No. 11 contender Bernardo Mendoza. —RB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Interactive

ABC Sports scoring with 'Monday Night Football' site

Internet attendance rises with viewership on game day

By Richard Tedesco

Can football fans be in two places at once? Use patterns at ABC Sports' *Monday Night Football* Website are reflecting viewing patterns during the Monday night games.

Last week, for instance, when the Dallas Cowboy–Green Bay Packers contest racked up a 21.4 Nielsen rating, the *MNF* site tallied a corresponding season-high 1.3 million hits (number of pages accessed). That represented 80,000-100,000 individual users between late Monday afternoon and Tuesday afternoon.

That's the way ABC hoped it would work. "In designing the site, we planned for predominant Monday night, Tuesday usage," says Jonathan Lees, vice president of ABC Sports.

An online "sports bar" designed with OnLive! Technologies enables users to adopt animated avatars to represent them as they converse with other users in a virtual 3-D social setting. "Most of the people in there are actually watching the game and discussing it," Lees says.

Recorded audio interviews with Dan Dierdorf, Frank Gifford and Lynn Swan are popular before the game on Monday afternoons. Usage jumps after Chris Berman plugs the 'Net site during halftime on TV, but there's a consistent audience of users online during the game.

The site also offers live play-by-play stats after each play indicating a running tally of players' stats in a window on-screen, enabled by a Java applet for the quick turnaround. In that same area, a character called the Duke conducts a trivia contest for prizes. "It's not for every browser," says Lees. "It's cutting-edge technology."

ABC's 'Monday Night Football' Web page is a companion information source for viewers.

To utilize all the site's features, a user ideally needs a Pentium PC equipped with a sound card and a modem running at 28.8 kbps.

The site has been a research and development project this season. But usage is broad enough to encourage ABC to start selling ads on the site next season, with current *MNF* advertisers to get the first opportunities for 3-D banners. TMW

TOP 10 WEB PUBLISHERS, 3RD QUARTER '96
($ in millions)

Q3 Rank	Site Name	Q3 Revenue	YTD revenue
1	Netscape	$8.2	$17.9
2	Yahoo!	5.6	11.2
3	Infoseek	4.9	10.7
4	Excite	3.6	7.3
5	Lycos	3.4	7.5
6	c/net	3.0	6.2
7	WebCrawler	2.9	5.1
8	NDNEt	2.2	5.4
9	Magellen	1.8	2.9
10	ESPNet SportsZone	1.7	4.1

Source: Jupiter Communications

World Wide Web spins gold

World Wide Web ad revenue grew to $66 million in the third quarter, a 43% increase over the previous quarter, according to the AdSpend data report from Jupiter Communications.

That puts estimated Web ad revenue at $138 million by AdSpend's monthly tracking numbers and means that total online ad revenue, including vehicles such as PointCast and America Online, could exceed $300 million by year's end. AdSpend calculates ad revenue based on published rate cards of various sites.

The top 10 sites among the 900 that offer ad space drew approximately 64% of all revenue realized, according to AdSpend. Netscape stayed atop AdSpend's charts for the third quarter (see graphic) with $8.2 million. ESPNet SportsZone recorded $1.7 million in ad sales for the quarter and has $4.1 million for the year to date.

Search engines and directories drew 40% of the action in online ad dollars, with news media at 12% of the market. Computer and related interests drew 18% of the take, and 14% went to entry portals.

Meanwhile, another recent Jupiter market study projects a rise in online households worldwide from 23.4 million in 1996 to 66.6 million by 2000. It cited increased PC penetration, telco deregulation and content development among the prime factors it believes will fuel that growth.—RT

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Content providers

Cobalt Moon profile rising on MSN

Second City brings attitude to Internet

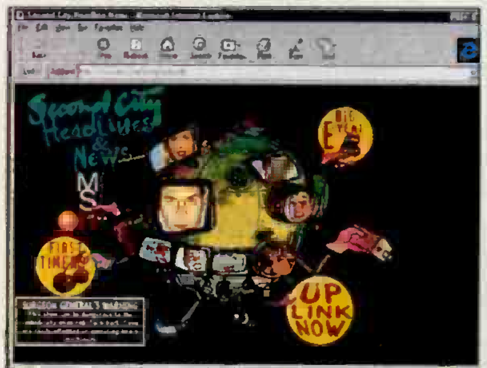
By Richard Tedesco

Cobalt Moon is earning its reputation on the cutting edge of Internet comedy—the same edge that once bordered television comedy.

Its first online show, Second City Headlines and News, offers a satirical take on 10-20 topics reported by the Microsoft Network. The online comedy vehicle was developed over the past two years through a partnership with Canada's Second City Television comedy group.

A recent scan of the news send-up showed material about Madonna's new baby, the latest CIA spy case and the Texaco discrimination scandal. "The humor goes from incredibly stupid to incredibly politically hard-hitting," says Matti Leshem, a principal in the Santa Monica, Calif.–based interactive entertainment outfit.

Newscasters on the show include female sports reporter Sappho Machismo and correspondent Ivan Mildem, whose business reports come from a minimum-security prison in Connecticut. It's all pretty much over-the-top stuff intended to offer a series of short takes to Web surfers perusing MSN. "Nobody has more than 10 minutes in the world we live in, especially people who use computers," Leshem says.



Second City comes to the Internet via Cobalt Moon.

Cobalt Moon hopes to thrive on the cutting edge of entertainment.

Cobalt's second show for MSN Interactive is a tongue-in-cheek fantasy called Angel House. It's about a young hacker at a Big 10 school who goes broke after buying computer hardware and finds lodging in the basement of a sorority house. He proceeds to rig several rooms with PC cameras, and the resulting action constitutes the series. "We want people to think it's voyeuristic, but in the end it's just a good comedy," Leshem explains.

Cobalt Moon is also developing a site for a major studio where PC users could access video clips of upcoming films along with other content. The Worlds Away technology it will employ was used to design an avatar-based chat area on CompuServe, called DreamScape, for Fujitsu.

Audio content will be added soon to Second City Headlines, which has been renewed by MSN for a second 13-week run, says Leshem. Several other projects are in development; among them The King of TV, featuring comic Paul Goebel as the king. Goebel challenges users to stump him with trivia questions and offers humorous reviews of upcoming TV shows. The area will also provide a TV database of general information. TMW

Online Services

AOL members to get Excite, rate option

Online service boosts stake in search engine

By Richard Tedesco

More America Online members will soon be crawling the Internet on Excite, and they'll have a choice of pricing options.

AOL struck what it called a deal worth \$15 million–\$20 million by making Excite its exclusive Internet search engine and selling its WebCrawler to Excite. That doubles AOL's share in Excite, to 20%, and gives Excite a reach to AOL's 7 million members.

"What we're trying to do is consolidate to offer the consumer the best choices around the critical function of navigation," said George Bell, president of Excite. It also gives AOL and Excite a broader net to attract ad revenes.

Advertising was a prime factor driving the deal which links AOL to a popular Web engine. AOL's interactive advertising groups will now sell ads for both entities and split the—presumably—increased revenue. "What we're doing is also giving Excite additional horsepower in putting them under the AOL brand as well," says Robert Pittman, an inventor of MTV who has reinvented himself as president of AOL Networks.

According to PC Meter September ratings, Excite was ranked third among Internet engines, while WebCrawler was second.

The pact does not preclude AOL users from navigating the Web over any other engine. And early last week, AOL announced that its members would be offered the option of continuing their subscriptions under present terms or switching to a new \$19.95 unlimited access rate that takes effect Dec. 1. AOL subs have until March to opt out of the new rate structure.

Actively offering members the option to stay at the \$9.95 rate, which includes five hours of monthly Internet access, was part of the solution to a challenge brought by 17 state attorneys general questioning AOL's plans to impose the new rates unilaterally and automatically.

The deal with Excite will be consummated early next year, subject to a number of closing conditions, including due diligence and the usual regulatory clearances. TMW

Technology

December 2, 1996

Special Report: Building the facility of the future today

As broadcasters and cable outlets anticipate a future with hundreds of channels and a possible digital television standard, it's obvious that most current technical plants won't be up to the task. This feature takes a look at how broadcast, cable and post-production facilities are upgrading their plants today to generate the revenue streams of tomorrow.

Systems integrators ride strong market

Telecommunications Act, compression drive sales

By Glen Dickson

The Telecommunications Act of 1996, advances in digital video compression and the prospect of DTV all are driving broadcasters and cable networks toward all-digital, multichannel facilities. For system integrators, that means business is booming.

"The market for systems integrators has been excellent over the last two years, and I expect it to be as good in the future," says Bud Rigley, director of sales and marketing for The Systems Group, which is outfitting MSNBC's new all-digital plant in Secaucus, N.J.

Rigley gives two reasons for a strong new-facility market. One, the FCC changes in ownership rules under the Telecommunications Act have led to a lot of consolidation and expansion, with more LMAs sprouting up. Two, digital compression allows more channels to be carried on cable systems, which can be used to support new services or to carry regional feeds for advertisers.

"All the new facilities want to be multichannel-capable," he says. "Even if they're putting out only one or two feeds right now, they're prewired for dozens in anticipation of the future."

Jay Adrick, systems productor director for Harris Broadcast, says that Harris hasn't done an analog, single-channel facility job in two years. Recent broadcast integration contracts include Allbritton's completed ABC 33/40 outlet in Birmingham, Ala., which originates both WJSU-TV Anniston and WCFT-TV Tuscaloosa; Allbritton's new facility in Jacksonville, Fla., and Sinclair Broadcasting's new all-digital, server-based operation in Pittsburgh, which will originate both WPGH-TV and LMA station WPTT-TV.

On the cable side, Harris has just completed an expansion of The Golf Channel's facility in Orlando, Fla., to support new programing for the Pacific Rim, and is outfitting a new plant for The Weather Channel, which is expanding services to Latin America.

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

Devlin Design Group, San Diego, created this newsroom layout for Allbritton's new ABC outlet in Birmingham, Ala. Harris Broadcast did the systems integration for the plant.

"Right now, LMAs and local cable channels are driving the need for multichannel [for broadcasters], but if you leverage that to digital TV, in essence your origination facility is all set," says Adrick. "Going multichannel now is a secondary benefit, but it will become the prime benefit in anywhere from a year to two years, depending on when the FCC sets the standard. Every broadcaster I've talked to believes that multichannel is going to be a major portion of their operation when they make the transition to DTV—they'll be doing two channels at least for a while."

Lawrence Brody, executive vice president of Communications Engineering Inc. (CEI), says that the "vast majority" of CEI's systems integration jobs are all-digital, multichannel plants. Recent CEI work includes outfitting BET on Jazz's all-digital origination facility and revamping NBC's Washington news bureau for Election Night '96 (in a very quick two months). According to Brody, there's not much cost difference between analog and digital plants, and customers are look-

Special Report: New facilities

Astro enters new orbit

Astro President Bill Scheer in the new Lightworks editing suite.

As part of a three-year, $2 million overhaul, Chicago film transfer house Astro Color Laboratories is getting into the editing business with the installation of a Tektronix Lightworks nonlinear editing system.

The Lightworks "HeavyWorks" suite should provide an additional revenue stream to Astro's film transfer business, says president Bill Scheer, who decided to differentiate Astro from an Avid-dominated editing market by going with Lightworks.

"We have to come in with a new hook," he says. "Lightworks is a new way to work." Astro will target both the feature film and the commercial television markets with the Lightworks suite, and has added the NewsWorks software package for shorter, spot-type editing.

Astro has also added a Turbo Rank Cintel telecine with "Flexfile" capability, which formats material on a floppy disk. This allows a tape master to be made directly on the Lightworks instead of dubbing material to tape, then digitizing it again to edit.

"What we're trying to do is to give clients more time to be creative instead of worrying about technology," says Scheer. **—GD**

ing to leverage their existing content into multiple services.

But Brody says that integrating multichannel facilities isn't easy. "Going multichannel creates much more complex control, monitoring and automation systems," he says. "Just about every scenario gets more complicated."

Another job that gets more complicated is explaining the new technology to customers. While disk-based video servers and digital compression are gradually being accepted as key parts of every facility's future, buying them often means dealing with unfamiliar vendors and considering a much longer list of pros and cons.

"The customers know they don't have digital knowledge, but they're anxious to know," says Brody. "Compression technology is extremely confusing and very deceptive unless you know the pluses and minuses."

The Systems Group's Rigley says that integrators carry a lot more responsibility for equipment decisions in the age of digital. "There's even more knowledge required now than in the '80s," he says. "Before, it was a question of the networks and cable operators pretty much controlling the technology decisions. They were quite familiar with everyone in the analog world, and they were intimately involved in the development of new products like Super Slo-Mo."

"With digital technology, there are new players like IBM, DEC and HP with new products to replace tape-based systems," he says. "Even the networks are not as comfortable [with disk-based technology] as they have been with linear-based systems. They're relying more and more on the systems integrator to be the general contractor who knows what's the best dishwasher and the best washer/dryer combo, and then to come in and put it together."

Harris's Adrick says he is promoting the use of server technology and that customers are responding: "Almost every customer wants to get out from under Sony and tape machines in general," he says. "There's a lot of interest in disk-based recording and nonlinear devices for editing and storage. When they do find [that] tape is the right solution, they're looking for a more economical tape."

CEI's Brody agrees. "Everyone knows what a video server is," he says. "But we spend a lot of time trying to explain the differences between different ones."

Brody adds that while compression technology has great potential, it isn't a panacea. A disturbing trend in new facilities, he says, is that compression techniques are being applied "almost randomly." Customers can easily get into trouble by using incompatible compression systems, too much compression or recompressing several times, which can cause concatenation problems.

"The picture ends up looking terrible," Brody says.

CEI has acquired MPEG-2 experience by building Bell Atlantic's Tele-TV compression facilities, says Brody, and is constructing an MPEG-2 job "two or three times" that size for Hong Kong Telecom. But MPEG-2 has problems as a production format, he says, and he predicts that M-JPEG compression will continue to dominate until the MPEG-2 4:2:2 studio profile is proved.

Systems integrators have to invest heavily in in-house training to keep their staffs abreast of rapidly changing technology, says Brody. "Unless you're doing that, you'll fall behind very quickly," he says. "What was current six months ago is old news right now." ■

Special Report: New facilities

KUSI-TV picks Philips

Station upgrades its production facility to digital

KUSI-TV has installed the Venus digital router.

By Glen Dickson

KUSI-TV, the UPN affiliate in San Diego, has upgraded its production facility with $700,000 worth of Philips BTS digital equipment.

The revamp includes the installation of a Venus routing switcher (96x96 with serial digital video and stereo audio), which replaces an aging Dynair system, and a Saturn master control switcher, which is taking the place of a 15-year-old Grass Valley unit. KUSI-TV also has purchased Philips BTS's Jupiter control system to manage signal distribution throughout its plant.

"Jupiter lets us control all the routers and all the machines [such as VTRs] through the routers," says Richard Large, the station's vice president of engineering.

The installation of the routing system took two months, says Large, and required extensive rewiring. As part of the Philips buy, KUSI-TV also installed two more LDK-9 digital studio cameras to support the station's five-and-a-half hours per day of news coverage. Large says any move to a new digital ENG format or disk-based news production is probably a year or two away, since KUSI-TV just upgraded all of its field cameras from S-VHS to Sony Betacam SP.

For commercial insertion, the station is considering using a video server like the Tektronix Profile disk recorder or Philips BTS Media Pool in conjunction with its existing Panasonic cart machine. "We're looking at some sort of caching server to relieve wear and tear on our MARC-400," says Large.

KUSI-TV has also upgraded its on-air graphics. This past summer, the station spent roughly $100,000 on two new SGI workstations—an Impact and an Indy—that run Liberty Paint and Alias/Wavefront animation software. Large also is researching new weather systems and still stores.

"We want to get into using a digital server to transfer files instead of sending NTSC video," he says. "With the SGI systems and our [Chyron] Infinit, we can transfer everything through Ethernet, so we're looking for a still store to Ethernet into." ■

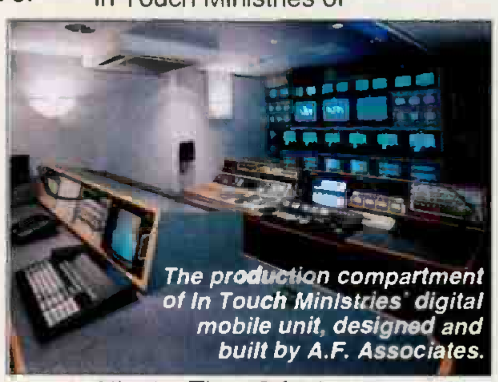
Cutting Edge

By Glen Dickson

Harris Broadcast has been selected to provide DTV transmitters to PBS affiliates KCTS-TV Seattle and KOPB-TV Portland, Ore. The stations, members of the Public Television Digital Alliance along with WETA-TV Washington and WMVS-WMVT Milwaukee, will use the Harris equipment in experimental DTV facilities that are expected to begin broadcasting in early 1997. The Seattle and Portland DTV facilities will be used to conduct propagation tests of the signal and to broadcast programing to public venues such as shopping malls to promote DTV awareness, say directors of engineering Cliff Anderson of KCTS-TV and Michael Tondreau of KOPB-TV.

Vyvx has reached an agreement with EchoStar Communications to backhaul television programing and video content to its DISH DBS Network customers, which include programers, broadcast and cable content providers and international business television users. Vyvx is using its 11,000-mile domestic fiber-optic network to route compressed digital video to EchoStar's Cheyenne, Wyo., production studios and its international teleport. The agreement includes both occasional and dedicated services.

A.F. Associates of Northvale, N.J., has delivered a serial digital mobile unit to In Touch Ministries of Atlanta. The 48-foot expandable production-post-production truck will be used primarily to tape and produce the syndicated *In Touch*, which originates from The First Baptist Church in Atlanta on Sunday mornings. A custom docking mechanism also can affix it to In Touch Ministries' post-production center, where it will perform editing duties when not being used in the field.



The production compartment of In Touch Ministries' digital mobile unit, designed and built by A.F. Associates.

Keystone is supplying technical services to Playboy Enterprise's two new television networks, Playboy TV/Latin America and AdulTVision/Latin. Keystone is providing network origination, an in-house tape library and terrestrial services for the new Playboy networks from its Video Control Center and International Teleport in Culver City, Calif., to the 144-channel Latin DBS service Galaxy Latin America.

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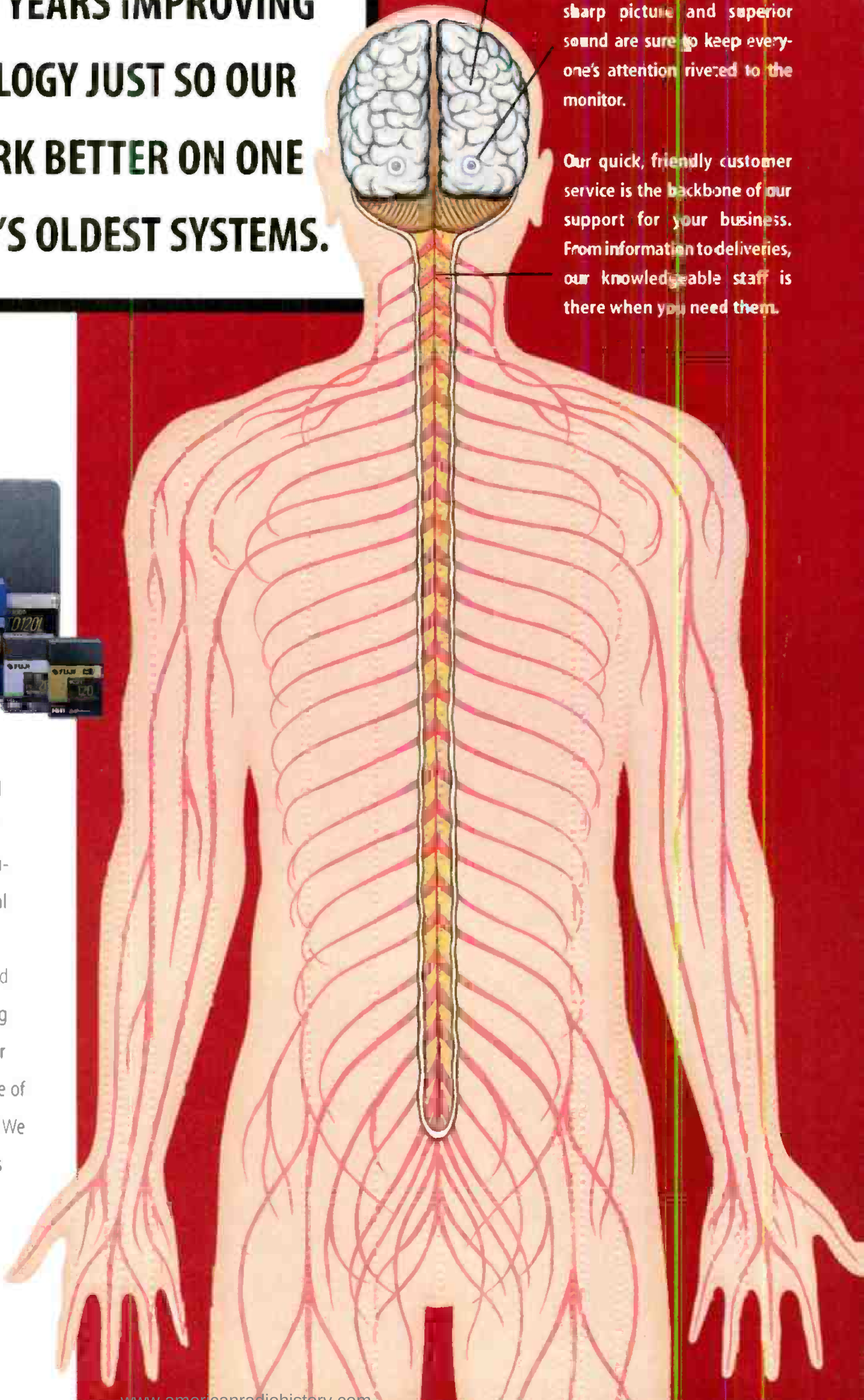

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See last page of classifieds for rates and other information

RADIO

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Director of Sales: Premier superopoly in Top Midwest Market seeks Director of Sales. This superopoly has developed many industry firsts in radio's new frontier and future. Must have previous experience as a GM, LSM, or GSM. Candidates should be aggressive and visionary with proven success in new business development, marketing and revenue growth. Computer and budget skills a must. Cash flow management experience preferred. We seek someone with ability to interact with clients, sales team, as well as the core management team. Professional growth opportunities are available based on future acquisitions and revenue development with this superopoly group. If you are an industry leader and would like to join a great team already in place achieving power ratios beyond industry standards, please send dynamic resume to Box 01010. EOE.

TELEVISION

HELP WANTED MANAGEMENT

VICE PRESIDENT/STATION MANAGER

KOCE-TV, (PBS) Orange County Public TV located in Huntington Bch., CA, licensed to the Coast Community College District, seeks qualified individual to oversee the day-to-day mgmt. of administrative and financial functions & operations activities. Will assist in the development and execution of long-range goals and objectives. Min. of 5 yrs. exper. in TV broadcasting and Bachelor's Degree in communications or related field required. Salary range $55,364 to $83,701/yr., monthly mileage allowance and excellent benefits. A multi-year contract will be offered.
To apply: Call the District personnel office (714) 438-4715 for a complete job description and required District application form which must be submitted by deadline of 1/10/97. Job #K-003-97. (*Resumes or letters will not be accepted in lieu of required forms.*)

KOCE
PUBLIC TELEVISION·CHANNEL 50

Coast Community College District
1370 Adams Avenue
Costa Mesa, CA 92626
EOE

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.

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

WGBH

Director of Communications

NOVA, the award-winning science documentary series broadcast nationally on PBS, seeks a Director of Communications to build brand exposure and awareness in an increasingly competitive television market. Not only will the candidate energize NOVA's promotion and publicity plans, but will push its expanding Science Unit activities (Web site, IMAX®/OMNIMAX® films, and educational outreach) into new media and markets.

The candidate should have a college degree and a 10 year track record of developing and implementing innovative and successful publicity and promotion campaigns (including major print and electronic placements and special events), with an emphasis on television publicity and promotion. Experience producing promos a plus.

Interested candidates should send cover letter and resume to: **WGBH, Human Resources Dept. (96-0186), 125 Western Avenue, Boston, MA 02134.** WGBH is an equal opportunity employer.

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

HELP WANTED SALES

WTAP-TV (NBC) seeks qualified candidates to fill a major Advertising Sales position. Successful applicant will have 2+ years in TV Sales, strong new business development record, and possess a team attitude. Top commissions, a 401(k), and health insurance are just a few reasons to join WTAP-TV. Send resume to General Manager, WTAP-TV, One TV Plaza, Parkersburg, WV 26101 or Fax to (304)422-3920, by 12/10/96. Women and minorities encouraged to apply. Benedek Broadcasting Corp. WTAP-TV is an EOE.

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.

General Sales Manager. Sullivan Broadcasting of Nashville LMA, WZTV-FOX and WUXP-UPN. Lead the markets' dominant sales force with superior skills in inventory control, research, value added sales and staff/client relationships. Our stations have the most successful off net and syndicated programming to complement our two growing networks. Meters by NSI coming in July '97. Please send resume to: GSM Search, 631 Mainstream Drive, Nashville, Tennessee 37228 or fax to (615)254-7139. WZTV/WUXP is an Equal Opportunity Employer. M/F/H.

Local Sales Manager: WNTY in Southington, Connecticut (suburban Hartford) is seeking a top salesperson with good supervisory skills to carry a list and head our sales team. If you like to sell, motivate and coach, send resume to: George Stevens, WNTY, Box 459, Southington, CT 06489. EOE.

Account Executive. WCPX-TV, CBS, Orlando is looking for an experienced TV sales professional. Qualified candidates should be proactive, posses strong presentation skills, basic computer skills, knowledge of NSI ratings, TV Scan, qualitative-based research and Qualitap, with 3+ years of TV sales experience preferred. A proven track record with advertising agencies and developing new business is a must. Send resumes to Nancy Davis, Local Sales Manager, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804 or Fax them to (407)521-1208. No phone calls please. M/F. EEO.

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.

Local Sales Assistant. KTBC-TV. Radio or television experience preferred. Candidate must possess strong communication skills, with a positive team attitude. Some duties will include preparing sales presentation packages, writing orders, handling makegoods and administrative duties needed by local account executives. Must have working knowledge of Microsoft Office, WordPerfect and Lotus. JDS or BIAS comprehension is a plus! To apply, send resume and cover letter to: Sales Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701, Ref: Local Sales Assistant. No phone calls, please. EEO Employer.

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Network Operations Coordinators

We are seeking additional staff members in our growing Network Monitoring Center. Your responsibilities will include monitoring and troubleshooting multiple video and audio signals on the DIRECTV network, plus verifying traffic data for completeness and accuracy. To qualify, you must have 2-5 years experience in satellite communications or television broadcast operations. We require an AA certificate in radio/TV or an ASC in Electronics, technical training or equivalent broadcast industry experience. You must be able to work effectively in a high-pressure environment, and be available to work all shifts, including nights and weekends. Excellent communication skills are essential.

As the industry leader, DIRECTV offers an excellent compensation and flexible benefits package, plus the chance to make a major impact in a developing industry. If your skills match our needs, we'd like to hear from you! Please send your resume and salary history to: **DIRECTV, Inc., Attn: Human Resources, Dept. SP/HR, P.O. Box 915, El Segundo, CA 90245. E-mail: dtv_resume@ccgate.hac.com**

DIRECTV is proud to be an equal opportunity/affirmative action employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.

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Assistant Chief Engineer: Good chance for someone to step up to assistant or bigger market. Must have experience with UHF transmitters and capable of maintaining studio equipment. Must be computer literate. SBE certification and FCC license a plus. Send resume to Bob Hardie, CE, KSMO UPN62, 10 East Cambridge Circle Drive, Suite 300, Kansas City, KS 66103 or Fax (913)621-4703. EOE. M/F.

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16 Laflin Road, Suite 900
Pittston, PA 18640. USA
Fax 717-654-5765 • Phone 717-655-7143
E-Mail: keyjobs@keystone.microserve.com

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.

Audio Systems Engineer: Miami based Television Network seeks highly qualified Audio Maintenance Engineer for its television production facility. Applicants must have a strong background in plant-wide audio systems design, maintenance and construction. We require experience in audio consoles, routing, distribution, signal processing, telephone interface and RTS intercom with at least 5 years experience in television broadcasting, video production or related field. Highly motivated self starter capable of completing projects with minimal supervision. Background in audio productions/operations a plus. Some travel may be required. Telemundo is an Equal Opportunity Employer. Please send resume to Telemundo Network, Inc., Human Resources, 2290 West 8th Avenue, Hialeah, FL 33010.

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

Television Engineering Maintenance Technician: Immediate. Requires at least 3 years experience in broadcast operations and maintenance; knowledge of Betacam equipment, 3/4 and RF essential. PC experience a plus. Primarily repair, maintenance installation. Operates SNG truck. *Television Ops/Maintenance Technician:* Requires 2 years experience in Master Control operations, PM maintenance and repair of broadcast-related equipment. Some Master Control shifts. Both positions require SBE certification, FCC General Class or equivalent electronics background and good driving record. Resumes to Michael DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. E-Mail: mdewire@newschannel6.com No phone calls please. Equal Opportunity Employer.

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

Master Control. Accepting resumes for master control operators for a 24 hour multi-media production house in Washington, D.C. Duties will include maintaining an on air log, quality control for incoming and outgoing broadcast signals, graphic insertion, betacam playback and record, and straight cut editing. Flexible hours a must. Experience should equal 3-5 years in master control operation. Growth potential. Send to Director of Transmissions, 2030 M Street NW. Washington, DC 20036, Suite 400. Fax 202-775-2931.

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.

PBS' Technical Operations Center is seeking an experienced Technical Editor with 3 years editing experience in a production facility. Minimum 3 years experience operating CMX editor, Abekas Production, DVE, Zaxcom Audio Console and Machine Control, or equivalent. Experience in operating digital state-of-the-art broadcast equipment required. Public television experience preferred. Ability to work effectively with clients in a fast-paced environment and meet multiple deadlines required. PBS offers a salary commensurate with experience and an outstanding benefits package in an excellent work environment. Please send a letter of interest, resume, salary requirements, and a sample cassette of your work to: PBS, Attn: Lanie Odlum, 1320 Braddock Place, Alexandria, VA 22314. PBS is an Equal Opportunity Employer.

HELP WANTED NEWS

News Director. WVIT, Connecticut's NBC station is seeking a creative, hands-on, aggressive leader to take it to the next level of growth. Previous television newsroom management experience, solid news judgement and strong people skills are required. Send resume, statement of news philosophy and recent taped example of philosophy in action to Al Bova, General Manager, WVIT (a Paramount Station), 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

Director. KFVS-TV is seeking a Director to work full time in station production department. Duties include directing live newscasts and operating studio cameras, audio board, and character generator. Also commercial production sessions. Must be willing to assist with station special projects. College degree preferred. Must have some experience in television production or related field. Successful candidate must be a team player, able to work under tight deadlines. Send resume to: Human Resources Director, KFVS12, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer. A pre-employment drug screen is required.

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.

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.

Chief Meteorologist needed ASAP. BS, Masters or Ph.D. in Meteorology required. AMS certification preferred. Minimum two years of on-air experience and a personality required! Exceptional forecasting abilities a must. NBC affiliate in medium market, great weather town. Experience with WSI and 3-D systems a plus. Reply to Box 01009 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.

Producer, Morning Newscast: We're growing our top-rated morning show. If you can give our viewers what they need to start their day, you're our person! Hint: it takes the right mix of news, *live* elements, traffic and weather. EOE. Send tape, resume, salary requirements and news producing philosophy to Box 01006.

News Photographer/Editor: Shoot and edit videotape for broadcast on daily newscast, operate microwave trucks for live shots, fly in helicopter to video tape news events and live shots, locate file tape and edit for newscasts. 1 year shooting for commercial news operation, college degree preferred. Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Photographer: WESH-TV, a Pulitzer Broadcasting Station and NBC affiliate located in Orlando, Florida - 22nd market is seeking a TV News Photographer. Applicant must be experienced in all phases of electronic news gathering (ENG), photography and editing. Knowledge of filming techniques would be helpful. Send non-returnable Beta tapes and resume to Bob Murdock, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

Newscast Producer. Do you want to work with the best in the business...look no more. We want a morning newscast producer who can run, gun and stun the competition with *live*, aggressive, total news coverage. Send a resume and non-returnable tape, KSTP TV, Human Resources, Job #333-96, 3415 University Avenue, Minneapolis, MN 55414. No phone calls. Equal Opportunity Employer.

News Producer: Motivated producer with initiative and common sense who lives and breathe news needed for #1 award winning news team in the 48th market. Sat truck, helicopter, 6 remote news bureaus, and all the toys. One year line producing required, reporting experience and college degree preferred. Resume, cover letter and non-returnable tape: Craig Kennedy, Executive Producer, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

HELP WANTED RESEARCH

Research Director. WUPA-TV, a Paramount owned UPN affiliate, has an immediate opening for a Research Director. We are the fastest growing station in both the Atlanta market as well as the Paramount Stations group, and we are looking for a highly enthusiastic individual up to this challenging opportunity. One to two years experience preferred with a knowledge of Nielsen, Scarborough and the TV industry. Strong writing, presentation and computer skills are a must. Responsibilities include analyzing ratings and audience information, and presenting/positioning data in support of sales department. Please send cover letter and resume to: WUPA-TV UPN 69, Personnel Office, Box BC-RD, 2700 NE Expressway, A-700, Atlanta, GA 30345. No phone calls please. EOE.

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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.

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director of budget & financial analysis

Start-up, high tech, satellite broadcasting company, seeks a strong finance and budget director for its corporate offices in NEW YORK. Ideal candidate will have 5+ years experience building financial models, tracking capital budgets, developing standards and controls for reporting to Senior Management. Additionally, we seek a candidate with experience in cable, communication or start-up/construction phase entity. Heavy emphasis on business modeling and expense forecasting. Experience interfacing with Senior Management essential, as well as an MBA. Strong Excel and Powerpoint skills required. In return, we offer excellent company benefits, including 401K and profit sharing. Send salary history and resume to:

Dept 543, 401 Broadway, 21st Floor
New York, New York 10013

HELP WANTED HOST

Have your very own talk show.

Here's your chance to make it big. The Home Shopping Network is holding **OPEN CALL AUDITIONS** for male and female show hosts.

We're a 24-hour national tv network with an audience of 60 million, and we're looking for people with great personalities and excellent communication skills to sell products on air, interview guests and conduct live programming. Benefits are comprehensive and relocation will be provided if necessary.

WHEN: Friday, December 6th
10:00 am to 6:00 pm
WHERE: The Home Shopping Network
2501 118th Avenue North
St. Petersburg, FL 33716

For more information call our Audition Hotline at 1-800-686-5290 between 8am - 5pm.

Please bring a resume and recent photo.

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The Home Shopping NETWORK

HELP WANTED PUBLIC RELATIONS

Director, Office of Media and Public Relations. The County of San Diego has an immediate vacancy for a public relations professional to direct media production, cablecasting, communications; and public, media, and employees information programs. Works closely with 5 member elected Board of Supervisors, County Chief Administrative Officer and department heads to design programming and publicity and promote expanded access to information and public understanding of County government, and its history, organization, and role. Television and electronic media background desirable. Negotiable $70,000 - $80,000 DOQ. Executive benefits include a relocation allowance. Filing deadline is Friday, December 20, 1996. For application form and detailed position brochure: Department of Human Resources, 1600 Pacific Highway, Room 207, San Diego, CA 92101. (619)236-2191 or 531-5139. *jfisher@co.san-diego.ca.us*

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HELP WANTED PRODUCTION

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Disneyland Press & Publicity Department seeks Freelance Television Producers who will be involved in writing, directing shoots, editing, producing and satellite feeding Video News Releases.

Must have ENG, writing, editing, producing, and directing experience to be used for fast-paced and quick turn-around news and feature packages. Must also have good sense of music use. Requirements include at least 5 years of broadcast news and feature producing experience. For consideration, please submit resume and demonstration reels to:

Disneyland Press & Publicity
Attention: CS/Producer
PO Box 3232
1313 Harbor Boulevard, TDA #428P
Anaheim, CA 92803

No phone calls, please.
Disneyland is an Equal Opportunity Employer.

Director, National Production Development. Excellent opportunity to identify production concepts, market to potential funders, oversee production process and coordinate distribution of revenue generating television programs and series for regional and national distribution. Candidates should have 4 to 6 years television production experience in the capacity of executive producer of nationally or regionally distributed programs; proven track record. Resume in confidence to Manager, Human Resources, WPBT/TV2, P.O. Box 2, Miami, FL 33261-0002. Equal Opportunity Employer. M/F/D/V.

Promotion Writer/Producer. Southwest Florida TV and radio stations needs experienced Promotion Writer/Producer. Non-linear editing. Send reel and resume to Paul Greeley. WINK Television, 2824 Palm Beach Boulevard, Ft. Myers, FL 33916. EOE. DFWP.

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.

Production Manager: Southern mid 50's network affiliate is seeking a production manager with documented experience in all phases of broadcasting including planning, budgeting and all aspects of production. Station is heavily committed to news and special projects. Send resume, salary history and references to Box 01008 EOE.

TV Editor. KPBS, San Diego's public TV/Radio station seeks creative, F/T, tech-oriented, long form documentary Editor to produce prof. quality TV programs and operate on and off-line linear/nonlinear editing equipment. Minimum requirements: college grad, 2 years (prefer 4) prof. prod. experience in broadcast TV. Strong verbal/written skills/performs well under stress/able to work flexible hours. Salary: $2708-$3635/mo. To apply call 619-594-5703. Specify Job #F97-010. Job closes 12/13/96. EEO/AA/Title IX Employer.

Truck Guy. Immediate opening for a digital/analog satellite/production truck operator based in Washington D.C. STS progeny exciter, 5 camera, CG, DVE, ESS, 4 machines, and more. Commercial Drivers required. Maintenance a plus. Qualified applicants should have 3-5 years experience. Send resumes to Director of Transmissions, 2030 M Street, NW, Washington, DC 20036, Suite 400. Fax 202-775-2931.

Video Photographer/Editor: This position is responsible for all phases of video production for commercial spots and contracted video projects. This includes meeting clients, writing scripts, coordinating story boards, talent and locations, post production editing, computer graphics and animation. Candidates should have three years hands-on experience in all phases of video production, a good knowledge of photographic composition, practical knowledge of computer graphic and paint systems, digital fax, and both linear and non linear editing systems and excellent communication and customer relations skills. This position provides a full benefit package including medical and employee savings plan. Position available January 1, 1997. Qualified candidates should send production reel, resume and references to: Time Warner Cable, Human Resources, 3600 N. Sillect Avenue, Bakersfield, CA 93308. EEO M/F/V/D.

Graphic Artist for #1 Southwest Florida CBS affiliate. Needs television experience in Photoshop and other Mac Software. Send resume and reel to: Paul Greeley, Director of Marketing and Promotion, WINK Television, 2824 Palm Beach Boulevard, Ft. Myers, FL 33916. EOE. DFWP.

We are the dominant number one NBC affiliate in the 38th market. We are looking for a Graphic Designer who can work second shift. Must have 2 years experience in broadcast design and knowledge of the DP Max and Power Mac. Send resume and demo reel to Art Director, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. 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.

INTERNET

HELP WANTED MANAGEMENT

There are industry shattering developments constantly going on here. And not just in technology. Much of the power behind our advanced network computing products happens right here in our Interactive Services Group. Because we work with all the freedom and flexibility of a start-up, with the backing of a multi-billion dollar corporation. Join us, and maybe the next breakthrough can be yours.

SOFTWARE MANAGER

Sun's Interactive Services Group in Palo Alto, CA, a leader in the development, marketing and sales of digital video servers, is looking for a Software Manager. You will manage relationships with corporate partners Engineering groups while juggling various projects. Your experience in the video or graphics industry and ability to work closely with Marketing, Technical Support and Manufacturing are key to your qualification. Also important is experience managing people in a small team environment. Expertise in hardware or software system level development involving multimedia service products is desirable. A BS/MS in CS or EE coupled with 10+ years of related experience with 3+ years of management experience is required.

For consideration, please send your resume to: Sun Microsystems, Inc., Dept. NBC1202AB/PC, 2550 Garcia Ave., M/S MPK16-303, Mountain View, CA 94043-1100; Fax: 415-786-9551 or Email: staffing58@bruin.corp.sun.com Sun is proud to ensure that equal talent will always get equal opportunity.

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CABLE

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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 TECHNICAL

FOX SPORTS NET

ENGINEER

FOX Sports Net has an immediate opening for a motivated, independent worker to maintain all audio and video processing/ distribution equipment, and perform analog & digital troubleshooting to component level. Required knowledge of Betacam, D2, UTS, AVS2, Betacart, Flexicart, various Chyron systems, Quantel, Abekas, GVG and nonlinear systems. Minimum 2 years experience required and SBE certification preferred. Send resume to:

P.O. Box 67B66
Los Angeles, CA 90067
Attn: HR/SCW.

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Client Service Specialist - At Management Science Associates, Inc., we continue to be a global leader in data management systems by producing products such as Gabriel, an enterprise-wide system designed for the world's cable television companies. Now our Gabriel group seeks a motivated detail-oriented staff to support clients on-site, as well as from our main corporate headquarters. Responsible for: help desk support, software installation and support, assisting quality assurance with software testing, contributing to software design/development, training clients. Requires 2+ years' experience with PC-based systems, along with strong interpersonal, communication, customer service and analytical skills. Experience with Windows-based applications and/or a background in the cable, broadcast or media industry strongly desired. Positions are now available in Pittsburgh and New York City. Pittsburgh positions required travel approximately 30% of schedule. Please send resumes to: Human Resources Director, Reply Code AQ, 6565 Penn Avenue at Fifth, Pittsburgh, PA 15206-4490. Fax: 412-362-0538. e-mail:careers@msa.com. visit us on the Internet at http://www.msa.com. EOE.

HELP WANTED SALES

**RARE OPPORTUNITY
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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

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Station Owners/Managers - Get free help and get paid for it! Allow a broadcasting student to come to your station and observe once a week for 18 weeks for $2,000.00. 15 year accredited program. We can provide up to 10 students. Call Jim at Radio Connection 1-800-800-9581.

HELP WANTED INSTRUCTION

Indiana University - The School of Journalism is seeking creative people with professional experience in print, broadcast, visual, or online communication who are interested in becoming part of a new generation of journalism teacher/scholars. Indiana University has established a Knight Fellows program for new doctoral students. Supported by a major grant from the Knight Foundation, Knight Fellows will be selected in each of the next three years to become part of the Ph.D. program at the School of Journalism in Bloomington. The School will provide Knight Fellows with four years of support, including full tuition, medical insurance and an annual $15,000 stipend. Knight Fellows will join faculty in research to test new ways to prepare students to communicate on paper, on line, and on air for multimedia enterprises. The goal of the program is to help shape the future of journalism education, refining professional practices, values, and ethics for an instantaneous digital world. In addition, Knight Fellows will be expected to fulfill the requirements of the doctoral program, providing the foundation for a scholarly career in teaching and research. Diversity in the next generation of teacher/scholars in journalism is an important goal of the program. Minority candidates are urged to apply. A master's degree is required. Deadline for applications is January 15, 1997. Application materials can be obtained by writing the Director of Graduate Studies or calling (812)855-1699 or (812)855-1701. Electronic mail can be sent to knight@journalism.indiana.edu.

Dean of the Medill School of Journalism - Northwestern University seeks nominations and applications for Dean of Medill School of Journalism. With programs in Evanston, Chicago and Washington, D.C., the school offers undergraduate and graduate degrees and concentrations in print, broadcast, interactive and integrated marketing communications. The successful candidate will have the vision and energy to lead a top journalism school as well as substantial administrative experience at a university or in industry. An advanced degree and teaching experience are desirable. To ensure full consideration, applications (including a cover letter and vitae/resume) and nominations should be received by January 31, 1997. Address correspondence to: Professors Richard C. Christian and Donna R. Leff, cochairs, Deans Search Committee, Medill School of Journalism, 1845 Sheridan Road, Evanston, IL 60208-2101. Northwestern University is an affirmative action, equal opportunity educator and employer.

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Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

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Learn while broadcasting on an FM station. DJ/news/sports PBP tracks. Hurry! Enrolling for limited Fall airshifts. Great Lakes Broadcasting School. (405) 447-8382.

Broadcast Journalism Coach. Improve writing, reporting, performance skills. Work with former anchor/reporter/professor. Student rates available. CD Enterprises 330-270-9418.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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Doppler Radar - Enterprise DWSR-88CTV Doppler Weather Radar. Complete with 75 ft. tower, 8 ft. antenna with pedestal and 12 ft. radome, radar control, unit, transmitter/receiver, and RADSYS 2000 display and control computer. System refurbished and in excellent condition. Available February '97. for more information, contact Director of Engineering, (918)582-6666.

Transmitter For Sale. (1) G.E. TT65B 110KW UHF Television Transmitter tuned to Channel 38. Call Gary Kastner at 612-673-9610 for information.

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

TRANSPONDER SPACE

Full-Time Transponder Space available on Cable Satellite. Full-time compressed transponder space available on SATCOM C-3, transponder 20. Located in premiere cable neighborhood at 131 W. using General Instrument DigiCipher II Video compression system starting January 1997. In addition to transponder space, uplinking and playback services are also available from state-of-the art uplink facility located in Englewood, CO. Call Doug Greene @ 303-784-8809

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PH 407-365-7832 FAX 407-366-8801

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Southern California resort area AM/FM combo. Opportunity for sales oriented owner/operator.
Call Media Services Group, Inc.
(415) 289-3790

Florida-SW Gulf Coast
5 KW AM Full Time
Daytime 3 county Population 600,000.
Send Replies to Box 01007.

3,000 Watt West Tennessee FM. Excellent reputation. Cash flow. Owner retiring. 901-658-5648.

AM-FM Station for Sale - Central Minnesota tower. Single station market. Great growth potential. $725,000. Inquire only if qualified. Call 320-763-2708.

Florida Atlantic coast fulltime AM; Central Georgia adjacent FM-FM combo; West Texas attractive combo. FM upgradable. Mayo Communications Inc., 813-971-2061.

Michigan - Class C FM. 100.00 watt Central/Northern Michigan FM. Approximately $1,000,000 in billing. $225,000 in cash flow. Principal only. Call Sixteen Hundred. Inc. at 517-337-2877.

Broadcasting&Cable

Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are **$187** per column inch. Greater frequency rates are available in units of 1 inch or larger.

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Blind Boxes: Add **$30.00** per advertisement

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

Category: Line ad ☐ Display ☐

Ad Copy: __________

Date(s) of insertion: __________

Amount enclosed: __________

Name: __________

Company: __________

Address: __________

City: _____ State: _____ Zip: _____

Authorized Signature: __________

Payment:

Check ☐ Visa ☐ MasterCard ☐ Amex ☐

Credit Card #: __________

Name on Card: __________

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey

FAX NUMBER: 212-206-8327

BROADCASTING & CABLE'S CLASSIFIED RATES

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

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTEO.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: $2.10 per word, $42 weekly minimum. Situations Wanted: 1.15¢ per word, $21 weekly minimum. Optional formats: Bold Type: $2.45 per word, Screened Background: $2.60, Expanded Type: $3.20 Bold, Screened, Expanded Type: $3.65 per word. All other classifications: $2.10 per word, $42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $187 per inch. Situations Wanted: $93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: $30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

"For the Record" 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

Dismissed

Fort Bragg, Calif. (BALCT-961017IA)—Sainte Ltd. for KFWU(TV) ch 8: voluntary AOL to Pappas Telecasting Cos. *Nov. 14*

Longmont, Colo. (BTCH-860616HR)—Western Cities Broadcasting Inc. for KQKS (FM) 204.3 mhz: voluntary transfer or control from Richard C. Pahlen to First Capital Corp. of Chicago. *Nov. 14*

Wellington, Colo. (BAL-960308EA)—Tsunami Communications Co. for KIIX(AM) 600 khz: voluntary AOL for Carlson Broadcasting LLC. *Nov. 12*

Shawano, Wis. (BTC-961021GI and BTCH-961021GJ)—Wheeler Broadcasting Inc. for WTCH(AM) 960 khz and WOWN(FM) 99.3 mhz: voluntary transfer of control from Ray L. Wheeler to Bruce D. Grassman. *Nov. 13*

Accepted for filing

Hatch, N.M. (BALH-961029GL)—John E. Daniels for KVLC(FM) 101.1 mhz: involuntary AOL from John E. Daniels to Frank Sturger, receiver. *Oct. 29*

NEW STATIONS

Dismissed

Lake Havasu City, Ariz. (BPH-950828-MK)—Arthur T. Crane for FM at 96.7 mhz, ERP 50 kw, ant. 114 m. *Nov. 14*

Longmont, Colo. (BPH-900228MA)—Saint Vrain Communications Co. for FM at 104.3 mhz, ERP 31.623 kw, ant. 431.68 m. *Nov. 14*

Returned

Bernalillo, N.M. (BPED-950410MA)—Family Stations Inc. for FM at 90.5 mhz, ERP .127 kw, ant. 1183 m. *Nov. 12*

Franklin, Va. (BPED-960603MA)—Educational Media Corp. for noncommercial educational FM at 91.7 mhz, ERP 7 kw, ant. 128 m. *Nov. 6*

Granted

Columbia, La. (BPCT-871109KF)—Pears Broadcasting Inc. for TV on ch. 11, ERP 215 kw visual, ant. 301 m., .8 km S of Rte. 126, 3.4 km NW of Clarks, La. *May 17*

Hubbard, Neb. (BPED-960328MJ)—American Family Association for FM at 91.3 mhz. *Nov. 13*

Reserve, N.M. (BPH-951027MB)—Woodrow Michael Warren for FM at 104.5 mhz, ERP 1.2 kw, ant. 433 m. *Nov. 8*

Filed/Accepted for filing

Hatfield, Ark. (BPH-961031MC)—Jay W. Bunyard and Edward W. Stevenson (Box 311, 421 South 4th St., DeQueen, AR 71832) for FM at 104.1 mhz, ERP 50 kw, ant. 95 m., 1348 S. Reine St., Mena, Ark. Bunyard owns 55% of KDQN-AM-FM DeQueen and KARQ(FM) Ashdown, Ark., and Stevenson owns 50% of KENA-AM-FM Mena. *Oct. 31*

Hatfield, Ark. (BPH-961031MB)—Bobby Caldwell (P.O. Box 789, Wynne, AR 72396) for FM at 104.1 mhz, ERP 35 kw, ant. 176 m., 1.8 km N of Mena, near Hwy 88. Caldwell owns KWYN-AM-FM Wynne, KBRI(AM) and KQMC-FM Brinkley and 50% of KWAK-AM-FM Stuttgart, all Ark., and has applied for FM in Earle, Ark., and Tunica and DeKalb, Miss. *Oct. 31*

Lakeview, Ark. (BPH-961107MC)—Mountain Lakes Broadcasting Inc. (Scottie S. Earls, president/20% owner, P.O. Box C, Mountain Home, AR 72653) for FM at 93.5 mhz, ERP 25 kw, ant. 100 m., 1.8 km S of Oakland, Ark., 7.1 km NW of Lakeview. Mountain Lakes owns more than 62.5% of KTLO-AM-FM Mountain Home. *Nov. 7*

Lakeview, Ark. (BPH-961107ME)—John M. Dowdy (P.O. Box 2639, Gulfport, MS 35903) for FM at 93.5 mhz, ERP 25 kw, ant. 100 m., 6.6 km S of Theodosia, on SR NN. Dowdy owns WGCM-AM-FM Gulfport, 90% of WDBN(FM) Wrightsville, Ga.; 80% of KONE(FM) Lubbock, Tex.; 50% of WZKX(FM) Bay St. Louis, WROA(AM) Gulfport, WRPM(AM) Poplarville, all Miss.; KKTZ(FM) and KPFM(FM) Mountain Home, Ark.; WMCG(FM) Milan, Ga., and KMMX(FM) Tahoka, Tex.; 45% of WQZY(FM)-WMLT(AM) Dublin, Ga.; 33.3% of WAPF(FM), WAKK(AM) and WAKH(FM) McComb, WELO(AM)-WZLQ(FM) Tupelo and WSUH(AM)-WWMS(FM) Oxford, all Miss., and 22.5% of KCWD(FM) Harrison and KNWA(AM) Bellfonte, Ark., and has 33.33% interest in application for FMs in Liberty and Bude, Miss. *Nov. 7*

Willows, Calif. (BPH-961025MB)—Royce International Broadcasting Co. (801 K St., 27th fl., Sacramento, CA 95814) for FM at 106.3 mhz, ERP 6 kw, ant. 100 m., 9 mi. SE of Willows, 6.4 mi. E of IS-5. *Oct. 25*

Eaton, Colo. (BPED-961112MF)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for noncommercial educational FM at 88.9 mhz, ERP 96 kw, ant. 199 m., off US Rte. 87, .6 mi. S of Speer Rd. EMF owns FMs in Magalia, Garberville, Chowchilla, Livingston, Santa Rosa and Kingsburg, all Calif., and AM in Tigard, Ore.; has CPs for FMs in Grass Valley, Calif., and Cherryville, Ore., and has applied to build FMs in Klamath Falls and Winchester, Ore.; Westminster, Colo.; Endwell, N.Y.; Peralta, N.M.; Tucson, Ariz., and Fairmead, Redding, Fountain Hills and Livingston, all Calif. *Nov. 12*

Fort Collins, Colo. (BPED-961112ME)—Southwest Florida Community Radio Inc. (Robert D. Augsburg, president/14.2% owner, P.O. Box 887, Brentwood, TN 37024) for FM at 88.9 mhz, ERP.2 kw, ant. 70 m., SE corner of intersection of rtes. 14 and 257. The applicant owns WAYM(FM) Columbia, Tenn.; WAYJ(FM) Fort Myers, WAYF(FM) West Palm Beach and WAYG(FM) Sarasota, all Fla., and has applied for FMs in Harvest, Ala.; Westminster, Colo., and Clarksville, Tenn. *Nov. 12*

Loveland, Colo. (BPED-961112MD)—Colorado Christian University (Ronald Schmidt, president, 16075 W. Belleview Ave., Morrison, CO 80465) for noncommercial educational FM at 88.9 mhz, ERP .1 kw, ant. 68 m., 8126 Hwy 14, at intersection with Hwy 257, 14 km E of Fort Collins, Colo. The university owns KWBI(FM) Morrison, KJOL(FM) Grand Junction and KDRH(FM) Glenwood Springs and has applied for FMs in Pueblo and Lakewood, all Colo. *Nov. 12*

Mitchell, Ind. (BPED-961108MA)—The Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for noncommercial edu-

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

cational FM at 88.1 mhz, ERP 1 kw, ant. 122 m., 5.3 km S of intersection of US 50 and SH 37. Moody owns WMBV(FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLM-AM-FM East Moline and WGNR(FM) Monee, all Ill.; WIWC(FM) Kokomo, Ind.; WJSO(FM) Pikeville, Ky.; WGNB (FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN (FM) New Castle, Pa.; WMBW(FM) Chattanooga, WMKW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying FMs in Naples and Lakeland, and CP for FM in Vero Beach, all Fla., and has applied for FMs in Prichard and Tuscaloosa, Ala.; La Crosse, Sebring and Sebastian, all Fla.; Crown Point, Ind.; Keokuk, Iowa; Wilmington, N.C.; Las Cruces, N.M., and Wenatchee, Wash. *Nov. 8*

Waverly, Iowa (BPED-961105MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.9 mhz, ERP 6 kw, ant. 100 m., 1.7 mi. S on Sable Rd. at Boevers Dairy on right. Family owns WALN(FM) Carrollton and WAKD (FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, 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.; Hubbard, Neb., 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, Cairo, 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, Duck Hill, Laurel, Port Gibson and McComb, all Miss.; Cabool, Kennett and St. Joseph, all Mo.; 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, Mart, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va.; Cuba City, Wis., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. *Nov. 5*

Blanchard, La. (BPED-961112MC)—Missionary Action Projects (William D. Franks, president/33.33% owner, P.O. Box 6506, Shreveport, LA 71136) for noncommercial educational FM at 89.1 mhz, ERP 6 kw, ant. 100 m., 3 km SE of Mooringsport, near Hwy 1. The applicant owns 20% of KWDF(AM) Ball and has CP for FM in Alexandria, La. *Nov. 12*

Duluth, Minn. (BPCT-960920LP)—Davis Television Duluth LLC (John Davis, president, 2121 Ave. of the Stars, Ste. 2800, Los Angeles, CA 90067) for TV on ch. 27, ERP 1,510 kw, ant. 263 m., near intersection of Orange and 15th sts. Davis Television (99% owner) has applied for TVs in Pittsburg and Topeka, Kan.; Alexandria, La., and Wausau, Wis. *Sep. 20*

Houston, Miss. (BPCT-961001KY)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 45, ERP 5,000 kw visual, ant. 205 m., .5 mi. NE of Pleasant Grove, Miss. Applicant has applied for TVs on ch. 34, Eureka Springs, Ark.; ch. 24, Tallahassee, Fla.; ch. 50, Kailua, Hawaii; ch. 9, Walla Walla, Wash., and ch. 46, Norman, Okla. Carsey has applied for FMs in Sun Valley, Nev.; Healdsburg, Calif., and Karnes City and Winona, Tex. *Oct. 1*

Peralta, N.M. (BPED-961024MD)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for noncommercial educational FM at 90.5 mhz, ERP 100 kw, ant. 430 m., 11.7 km N of San Fidel, N.M., Mt. Taylor. For interests, see item above. *Oct. 26*

Roswell, N.M. (BPCT-961001XF)—Univision Television Group Inc. (A. Jerrold Perenchio, chairman, 1999 Ave. of the Stars, Ste. 3050, Los Angeles, CA 90067) for TV on ch. 21, ERP 500 kw, ant. 93 m., Comanche Hill, 13 km E of Roswell. Univision owns WXTV (TV), ch. 41, Paterson, N.J./New York; KMEX-TV, ch. 34, Los Angeles, KDTV-TV, ch. 14, San Francisco and KFTV(TV), ch. 21, Fresno, Calif.; WGBO-TV, ch. 66, Chicago; KUVN(TV), ch. 23, Dallas, KXLN-TV ch. 45, Houston; WLTV (TV) ch. 23, Miami; KTVW-TV ch. 33, Phoenix; KWEX-TV, ch. 41, San Antonio; KLUZ-TV, ch. 41, Albuquerque, N.M., and Univision Network; is buying KCSO(TV) Modesto/Sacramento, Calif., and has applied for TVs in Silver City, N.M., and Odessa, Tex. *Oct. 1*

Silver City, N.M. (BPCT-961001XE)—Univision Television Group Inc. (A. Jerrold Perenchio, chairman, 1999 Ave. of the Stars, Ste. 3050, Los Angeles, CA 90067) for TV on ch. 6, ERP 319 m., 2.5 km SW of Pinos Altos, N.M. For interests, see item above. *Oct. 1*

Hague, N.Y. (BPH-961015MH)—John A. Bulmer (P.O. Box 2040, Ashtabula, OH 44005-2040) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., 1.92 km NNE of intersection of W. Hague Rd. and Summit Dr. Bulmer owns WZOO-FM Edgewood and WHMQ(FM) North Baltimore and has applied for FMs in North Kingsville and North Madison, all Ohio. *Oct. 15*

Lima, Ohio (BPED-960925MB)—Taylor University Broadcasting Inc. (Jay Kesler, president, 1025 W. Rudisill Blvd., Fort Wayne, IN 46807) for FM at 89.3 mhz, ERP 6.8 kw, ant. 69 m., N of 4th St. and DT&I railroad, Lima. TUBI owns WBCL(FM) Fort Wayne, Ind., and WBCY(FM) Archbold and has CP for WBCJ(FM) Spencerville. *Sep. 25*

Coweta, Okla. (961023)—Creative Educational Media Corp. Inc. (Gerald David Ingles, president/33 1/3% owner, P.O. Box 1924, Tulsa, OK 74101) for noncommercial educational FM at 88.1 mhz, ERP 20 kw visual, ant. 230 m., Concharity Mtn., 3.5 km SW of Hwy 64, Haskell, Okla. The applicant owns KNYD-FM Broken Arrow and KMSI-FM Moore, Okla., has CPs for FMs in Branson, Mo., and Decatur, Tex., and has applied for TV in Tulsa, Okla. *Oct. 23*

Norman, Okla. (BPCT-961001LU)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 46, ERP 5,000 kw visual, ant. 465 m., 6 mi. S of I-44, 1 mi. W of US-77. For interests, see item above. *Oct. 1*

Ponca City, Okla. (BPED-961028MB)—The Love Station Inc. (Doyle Brewer, P.O. Box 14, Ponca City, OK 74602) for FM at 88.5 mhz, ERP .60 kw, ant. 156 m., 6.8 km N of El Reno, Okla., on Hwy 81. Love Station owns KLVV(FM) and has applied for FM on 89.7 mhz, Ponca City. *Oct. 28*

Tulsa, Okla. (BPET-960927KE)—Family Educational Broadcasting Inc. (Douglas Sehldahl, director, 109 Oak, Huxley, IA 50124) for noncommercial educational TV on ch. 63, ERP 800 kw visual, ant. 202 m. Family has applied for TVs in Carroll, Des Moines and Ames, Iowa; Enid, Okla., and Senatobia, Miss. Seldahl has 40% interest in CP for FM in Madrid and 50% interest in application for TV in Newton, Iowa. *Sep. 27*

Tulsa, Okla. (BPED-961001KE)—Faith Pleases God Church Corp. (Carlos Ortiz, president, 4501 W. Expressway 83, Harlingen, TX 78552) for noncommercial educational TV on ch. 63, ERP 5,000 kw visual, ant. 329 m., corner of E. New Orleans St. and S. 273rd East Ave., Oneta, Okla. The corporation has applied for TVs in Big Springs, Del Rio, Laredo, Rudolph, San Angelo and Texarkana, all Tex.; Ogden, Utah, and Nogales, Ariz. *Oct. 1*

Myrtle Beach, S.C. (BPCT-960920WV)—Cosmos Broadcasting Corp. (James M. Keelor, president, P.O. Box 19023, Greenville, SC 29602-9023) for TV on ch. 32, ERP 4,600 kw, ant. 241 m., 15 km NE of Georgetown, S.C. Cosmos owns KAIT-TV Jonesboro, Ark.; KPLC-TV Lake Charles, La.; WAVE(TV) Louisville, Ky.; WFIE-TV Evansville, Ind.; WIS-TV Columbia, S.C.; WLOX-TV Biloxi, Miss.; WSFA(TV) Montgomery, Ala., and WTOL-TV Toledo, Ohio. *Sep. 20*

Cleveland, Tenn. (BPED-961024MB)—Lee College (Paul Conn, president, P.O. Box 3450, Cleveland, TN 37320) for FM at 91.9 mhz, ERP 30 kw, ant. 78 m., SR 68, Tellico Mtn., 2.72 km from Tellico Plains. Lee College has applied for FM in Tellico Plains, Tenn. *Oct. 24*

Maynardville, Tenn. (BPED-961112MB)—Powell-Clinch Media Inc. (Paul A. Carter, president/20% owner, 2424 Bainbridge Rd., Powell, TN 37849) for FM at 88.3 mhz, ERP 3 kw, ant. 454 m., atop Sharp's Ridge off Sharp's Ridge Rd., in the Knoxville, Tenn., city limits adjacent to IS-640 E. *Nov. 12*

Tellico Plains, Tenn. (BPED-961024MC)—Lee College (Paul Conn, president, P.O. Box 3450, Cleveland, TN 37320) for FM at 88.5 mhz, ERP .1 kw, ant. 51 m., SR 68, Tellico Mtn., 2.72 km from Tellico Plains. Lee College has applied for FM in Cleveland, Tenn. *Oct. 24*

Corpus Christi, Tex. (BPCT-960111LP)—Minority Media TV38 LLC (John Myrl Warren, 45.2% owner, 7228 Canyon Run, El

Paso, TX 79912) for TV on ch. 38, ERP 1,000 kw visual, ant. 595 m., Alazan Mott, King Ranch. Warren owns 1.6% of KJLF-TV El Paso, has applied for TVs in Kailua, Hawaii and Galesburg, Ill., and has controlling interest in applications for TVs in Chandler, Ariz., and Cairo. Ga. *Jan. 11*

Mart, Tex. (BPED-960924F)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.9 mhz, ERP 50 kw, ant. 149. For interests, see item above. *Sep. 24*

McCamey, Tex. (BPH-961017MH)—Paulino Bernal (P.O. Box 252, McAllen, TX 78502) for FM at 95.3 mhz, ERP 30 kw, ant. 231 m., on King Mtn., 6 mi. NW of MaCamey. Bernal owns KUBR(AM) San Juan, KJAV(FM) Alamo and KCZO(FM) Carrizo, Tex. *Oct. 17*

Odessa, Tex. (BPCT-961001XD)—Univision Television Group Inc. (A. Jerrold Perenchio, chairman, 1999 Ave. of the Stars, Ste. 3050, Los Angeles, CA 90067) for TV on ch. 30, ERP 1,480 kw, ant. 222 m., 22.5 km NW of Midland, Tex. on E. Hwy 1788. For interests, see item above. *Oct. 1*

Price, Utah (BPCT-961001LK)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 3, ERP 100 kw visual, ant. 495 m., 15 mi. NW of Price. For interests, see item above. *Oct. 1*

Roosevelt, Utah (BPH-960923MG)—Duane T. Lund (3268 Huntington Rd., Taylorsville, UT 84118-3033) for FM at 94.3 mhz, ERP 2.4 kw, ant. 575 m., Little Mtn., 14.9 km from LaPoint, Utah. *Sep. 23*

Virginia Beach, Va. (BPCT-961001LV)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 21, ERP 5,000 kw visual, ant. 150 m., S of Virginia Beach, SW of intersection of Indian River and Elbow rds. For interests, see item above. *Oct. 1*

Virginia Beach, Va. (BPCT-961001YB)—ValueVision International Inc. (Nicholas M. Jaksich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch . 21, ERP 5,000 kw, ant. 112.8 m., 1.8 km N of intersection of Providence and Indian River rds. 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, and ch. 24, Tallahassee, 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. 1*

Pullman, Wash. (BPH-960912MQ)—Rob Allen Hauser (721 South Hillcrest Dr., Colfax, WA 99111) for FM at 97.7 mhz, ERP 6 kw, ant. 100 m., 1 mi. N of Moscow, Idaho, 200 m. W of Mix rd. *Sep. 12*

Pullman, Wash. (BPH-960911ME)—Radio Palouse Inc. (William L. Weed Jr., president/joint owner, P.O. Box 1, Pullman, WA 99163) for FM at 97.7 mhz, ERP 6 kw, ant. 74.4 mhz, Old Colfax Rd., 1 mi. W of city limits. Radio Palouse owns KOQQ(AM) and KHTR (FM) Pullman. *Sep. 11*

Walla Walla, Wash. (BPCT-961001KZ)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadelupe, Austin, TX 78701) for TV on ch. 9, ERP 316 kw, ant. 176 m., Coppei Communications site, NE of Walla Walla. For interests, see item above. *Oct. 1*

Wenatchee, Wash. (BPED-960930MA)—The Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 88.1 mhz, ERP .10 kw, ant. 345 m., on Laurel Hill, 11 m SSE of Wenatchee. For interests, see item above. *Sep. 30*

Antigo, Wis. (BPCT-961001YZ)—The Kralowec Children's Family Trust (Arthur C. Kralowec, 1077 W. Morton St., Porterville, CA 93257) for TV on ch. 46, ERP 5,000 kw visual, ant. 160 m., 7 mi. NE of city center. The trust owns KKAG(TV) Porterville, Calif., and has applied for TVs in Ogden, Utah; Newton, Iowa; Spokane, Wash.; Gosnell, Ark.; Virginia Beach, Va., and Odessa, Tex. *Oct. 1*

Cuba City, Wis. (BPED-961028MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.7 mhz, ERP 15 kw, ant. 122 m., Tennyson, Wis., Hwy O E 5.4 mi. to Crossroads Hwy and Oak Rd. For interests, see item above. *Oct. 28*

Green Bay, Wis. (BPCT-960920YF)—Greenbay 44 LLC (Pete E. Myrl Warren III, president/owner, 5925 Cromo, El Paso, TX 79912) for TV on ch. 44, ERP 5,000 kw visual, ant. 339 m., .65 km from Morrison. *Sep. 20*

Oshkosh, Wis. (BPCT-960920YL)—Oshkosh 22 LLC (Mark Leitch, owner, 120 Colina Alta, El Paso, TX 79912-3722) for TV on ch. 22, ERP 5,000 kw visual, ant. 587 m., .5 mi. W of Hwy 76, 1.25 mi. N of CR 5. *Sep. 20*

Sister Bay, Wis. (BPED-961003MA)—State of Wisconsin Educational Communications Board (Thomas L. Fletemeyer, executive director, 3319 W. Beltline Hwy., Madison, WI 53713) for FM at 89.7 mhz, ERP 3.4 kw, ant. 164.2 m., intersection of SH 42 and Old Stage Rd., 2.3 km SW of Ellison Bay, Wis. WECB owns WPNE-TV-FM Green Bay, WHRM-TV-FM and WLBL(FM) Wausau, WHLA-TV-FM La Crosse, WHWC-TV-FM Menomonie, WLEF(TV) Park Falls, WHSA(FM) Brule, WHHI (FM) Highland, WERN(FM) Madison, WHAD(FM) Delafield, WHBM(FM) Park Falls and WLBL(AM) Auburndale, all Wis., and has applied for FM at 91.9 mhz in Sister Bay. *Oct. 3*

Sister Bay, Wis. (BPED-961003MB)—State of Wisconsin Educational Communications Board (Thomas L. Fletemeyer, executive director, 3319 W. Beltline Hwy., Madison, WI 53713) for FM at 91.9 mhz, ERP 3.4 kw, ant. 164.2 m., intersection of SH 42 and Old Stage Rd., 2.3 km SW of Ellison Bay, Wis. For interests, see item above. *Oct. 3*

Wausau, Wis. (BPCT-960920LY)—Davis Television Wausau LLC (John Davis, president, 2121 Ave. of the Stars, Ste. 2800, Los Angeles, CA 90067) for TV on ch. 33, ERP 1,620 kw, ant. 263 m., atop Mosinee Hill, at end of Wintergreen Rd. ext., Rib Mtn., Wis. For interests, see item above. *Sep. 20*

Afton, Wyo. (BPED-961017MF)—University of Wyoming (Forrest M. Kepler, president/8.3% owner, P.O. Box 3434, Laramie, WY 82071) for noncommercial educational FM at 91.3 mhz, ERP .40 kw, ant. -95 m., peak, .8 km NNW of intersection of US Rte. 89 and SR 238, 14.3 km NNW of Afton. The university owns KUWR-FM Laramie and has applied for FM in Newcastle, Wyo. *Oct. 17*

Albin, Wyo. (BPH-960930MJ)—TSB II Inc. (Alan R. Brill, president/80% owner, c/o Brill Media Co. Inc. for FM at 107.3 mhz, ERP 50 kw, ant. 150 m., SW corner of intersection of US Hwy 855 and Bear Creek Rd., near La Grange, Wyo. *Sep. 30*

Green River, Wyo. (BPH-960925MD)—Wagonwheel Communications Corp. (Alan W. Harris, president/owner, P.O. Box 970. Green River, WY 82935) for FM at 101.5 mhz, ERP 90.4 kw, ant. 347 m., Wilkens Peak communications site, 11 km ESE of Green River. Wagonwheel owns KUGR(AM) Green River. *Sep. 25*

Green River, Wyo. (BPH-960927MH)—Big Thicket Broadcasting Co. of Wyoming Inc. (William J. Luzmoor III, president, 2717 Yellowstone Rd., Rock Springs, WY 82901) for FM at 101.5 mhz, ERP 100 kw, ant. 447.9 m., 3.7 km SE of Green River, on Wilkins Peak. Big Thicket owns KRKK(FM) and KQSW(FM) Rock Springs, Wyo. *Sep. 27*

Green River, Wyo. (BPH-960920MG)—Chapparal Broadcasting Inc. (Jerrold Lundquist, president/owner, c/o Scott Andersen, 645 South Cache, Jackson, WY 83001) for FM at 101.5 mhz, ERP 100 kw, ant. 321 m., White Mtn., 8.7 km from Green River. Chapparal owns KMER(AM) Kemmerer, Wyo., and Lundquist has applied for FM in Diamondsville, Ky. *Sep. 20*

Newcastle, Wyo. (BPED-961017MI)—University of Wyoming (Forrest M. Kepler, president/8.3% owner, P.O. Box 3434, Laramie, WY 82071) for noncommercial educational FM at 90.5 mhz, ERP .40 kw, ant. 62 m., on peak, 2.9 km SW of Newcastle. For interests, see item above. *Oct. 17*

FACILITIES CHANGES

Dismissed

Long Beach, Calif. (BPH-951102ID)—Liberman Broadcasting Inc. for KBUE(FM) 105.5 mhz: increase ERP to 2.85 kw. *Oct. 31*

Arvada, Colo. (BMP-960607AA)—Radio Property Ventures for KQXI(AM) 1550 khz: change night power, TL. *Oct. 22*

Coosa, Ga. (BMPH-951024ID)—Jean M. Gradick for WSRM(FM) 95.3 mhz: change ERP to 3.4 kw, ant. to 313 m. *Oct. 24*

Grant rescinded

York, Pa. (BPCT-960724KK)—Channel 43 Licensee Inc. for WPMT(TV) ch. 43: change ERP to 5,010 kw visual, ant. 417 m.

Granted

Besemer, Ala. (BPCT-951013KG)—WDBB-TV Inc. for WDBB(TV) ch. 17: change ERP to 5,000 kw visual, ant. to 610 m., TL to

6.3 km ESE of intersection of Crabbe Rd. and Wint Dunn Rd. *Nov. 1*

Greenville, Ala. (BMPH-960419IC)—Autaugaville Radio Inc. for WKXN(FM) 95.9 mhz: change TL, ERP, ant., structure height. *Oct. 23*

Benson, Ariz. (BPH-960628IC)—Stereo 97 for KAVV(FM) 97.7 mhz: change ERP to 2.05 kw directional, ant. to 45 m. *Oct. 30*

Green Valley, Ariz. (BMPCT-960801LM)—Sungilt Corp. Inc. for KXGR(TV) ch. 46: change overall height of tower to 73 m., ant. to 1,095 m., ERP to 1,843 kw visual, TL to Prime communications site, Mt. Bigelow. *Oct. 25*

Chester, Calif. (BPH-96709ID)—Ralph E. Wittick for KCMT(FM) 98.9 mhz: change structure height, ant. *Nov. 13*

Clovis, Calif. (BPCT-960123KG)—Gary M. Cocola for KGMC(TV) ch. 43: change ERP to 4,265 kw visual. *Oct. 21*

Morro Bay, Calif. (BMPH-960625IC)—Sarape Communications Inc. for KAGR(FM) 94.1 mhz: change ERP to .63 kw, ant. 306 m. *Oct. 28*

Oxnard, Calif. (BPH-960627IF)—Atep Radio Inc. for KDAR(FM) 98.3 mhz: change class to B1, ERP to 1.5 kw, ant. to 393 m. *Oct. 28*

Dahlonega, Ga. (BMPH-960628IE)—Southern Radio Inc. for WKHC(FM) 104.3 mhz: change structure height, ant., ERP, TL. *Oct. 28*

Marietta, Ga. (BPED-960111LR)—Southern Technical Insitute for WGHR(FM) 100.7 mhz: change frequency. *Oct. 31*

Perry, Ga. (BPH-951013IC)—Radio Perry Inc. for WPGA-FM 100.9 mhz: change ant. to 168 m., ERP to 2.15 kw. *Oct. 13*

Indianapolis (BPH-960626IA)—Secret Communications LP for WFBQ(FM) 94.7 mhz: change ERP to 58 kw, ant. to 245 m. *Oct. 31*

Garrison, Ky. (BMPH-960710IA)—Big River Radio Inc. for WNUU(FM) 98.3 mhz: change structure height, ant., TL, ERP. *Nov. 13*

Lewiston, Me. (BMPCT-960319KG)—New England Television Inc. for WWLA(TV) ch. 35: change ERP to 5,000 kw visual, ant. to 278 m. *Nov. 4*

Benton Harbor–St. Joe, Mich. (BP-960130AA)—WHFB Broadcast Associates LP for WHFB(AM) 1060 khz: add night service. *Nov. 7*

Newton, Miss. (BP-960517AB)—Rainey Radio Inc. for WMYQ(AM) 1410 khz: change frequency, power, ant. system. *Oct. 22*

Delhi Hills, Ohio (BMPED-960422IA)—Lou Smith Ministries Inc. for WJYC(FM) 90.1 mhz: change structure height, ant., TL. *Oct. 23*

Mayaguez, P.R. (BP-881128AH)—WAEL Inc. for WAEL(AM) 600 khz: increase day and night power to 5 kw. *Nov. 5*

Yabucoa, P.R. (BP-900227AD)—WXEW Radio Victoria Inc. for WXEW(AM) 840 khz: increase night power to 5 kw. *Nov. 5*

Plainfield, Vt. (BPED-960607IK)—Goddard College Corp. for WGDR(FM) 91.1 mhz: change ERP, ant., circular polarization. *Nov. 4*

Fairlawn, Va. (BMP-960116AB)—Positive Radio Group Inc. for WKNV(AM) 890 khz: change power, ant. system. *Nov. 12*

Manassas, Va. (BMPCT-960516KF)—WVVI(TV) Inc. for WVVI(TV) ch. 66: change ERP to 4330 kw visual. *Oct. 25*

Monterey, Va. (BPED-960315IC)—Pocahontas Communications Coop. Corp. for WVLS(FM) 89.7 mhz: change ERP, class. *Nov. 14*

Moses Lake, Wash. (BMPED-960918IB)—Moody Bible Institute of Chicago for KMLW (FM) 88.3 mhz: change ant., TL. *Nov. 13*

Accepted for filing

Auburn, Ala. (BPH-961022IC)—Fuller Broadcasting Co. Inc. for WKKR(FM) 97.7 mhz: change structure height, ant., TL, ERP. *Oct. 22*

Opelika, Ala. (BPH-961022IF)—Fuller Broadcasting Co. Inc. for WMXA(FM) 96.7 mhz: change structure height, ant., TL, ERP. *Oct. 22*

Black Canyon, Ariz. (BMP-961021AC)—Statewide Broadcasters Inc. for KUET(AM) 710 khz: change TL. *Oct. 21*

Osceola, Ark. (BPH-961021IC)—Phoenix Broadcasting Group Inc. for KOSE-FM 107.3 mhz: change structure height, ant., ERP. *Oct. 21*

Concord, Calif. (BP-961021AB)—Concord Area Broadcasting for KKIS(AM): change TL, ant. system. *Oct. 21*

Quincy, Calif. (BPH-961017IB)—Olympic Broadcasters Inc. for KQNC(FM) 102.1 mhz: change ERP, ant., main studio, class. *Oct. 17*

Jupiter, Fla. (BMP-961101AB)—SSS Broadcasting Inc. for WMLZ(AM) 1000 khz: change TL, power, ant. system. *Nov. 1*

Lakeland, Fla. (961001IA)—Evangel Christian School Inc. for WCIE-FM 91.1 mhz: change main studio location. *Oct. 1*

Live Oak, Fla. (BMPCT-961022KG)—L O Telecast LLC for WFXU(TV) ch. 57: change ant. to 135 m., TL to 7 km NE of Jasper, Fla. *Oct. 22*

Marathon, Fla. (BPH-960930IF)—Key Chain Inc. for WAVK(FM) 106.3 mhz: change class, ERP, frequency. *Sep. 30*

Temple Terrace, Fla. (961108AB)—WTMP Radio Ltd. for WTMP(AM) 1150 khz: change city of license, TL, ant. system. *Nov. 8*

Cedartown, Ga. (961104MC)—Immanuel Broadcasting Network Inc. for WJCK(FM) 88.3 mhz: change structure height, ant., TL, ERP, class and city of license. *Nov. 4*

Douglas, Ga. (960925AF)—Coffee County Broadcasters Inc. for WOKA(AM) 1310 khz: change day power. *Sep. 25*

Reidsville, Ga. (BPH-960930IC)—WRBX Inc. for WRBX(FM) 104.1 mhz: change ant. *Sep. 30*

Savannah, Ga. (960918IN)—Savannah State College for WHCJ(FM) 88.5 mhz: change structure height, ant., TL. *Sep. 18*

Honolulu (BMPET-961004KG)—Ho'ona'auao Community Television Inc. for KWBN(TV) ch. 44: change overall height of tower to 35 m., ant. to 661 m., ERP to 46.6 kw visual, TL to side of existing tower atop Wiliwilinui Ridge, 4 km SW of Waimanalo, Hawaii. *Oct. 4*

Honolulu (BMPET-961004KH)—Pacifica Broadcasting Co. for KAIE(TV) ch. 38: change ERP to 44 kw visual, ant. to 661 m., overall height of tower to 35 m., TL to side of existing tower atop Wiliwilinui Ridge, 4 km SW of Waimanalo, Hawaii. *Oct. 4*

Chester, Ill. (BP-961021AD)—Donze Communications Inc. for KSGM(AM) 980 khz: change TL, ant. system. *Oct. 21*

Rockford, Ill. (BPCT-960916KG)—Winnebago Television Corp. for WTVO(TV) ch. 17: change ant. to 203 m., ERP to 5,000 kw visual. *Sep. 16*

Vernon Hills, Ill. (BMP-961007AB)—Polnet Communications Ltd. for WNVR(AM) 1030 khz: change TL. *Oct. 7*

Hudson, Iowa (BMPH-961004IC)—Fife Communications Co. LC for KZME(FM) 96.1 mhz: change structure height, ant., TL. *Oct. 4*

Abilene, Kan. (BP-961011AB)—Eagle Broadcasting Co. Inc. for KABI(AM) 1560 khz: add night service. *Oct. 11*

Wellington, Kan. (BP-961106AC)—Johnson Enterprises Inc. for KLEY(AM) 1130 khz: make changes in ant. system. *Nov. 6*

Harlan, Ky. (BMPCT-961022KF)—Living Faith Ministries Inc. for WAGV(TV) ch. 44: change overall height of tower to 61 m., ant. to 475 m., ERP to 2,510 visual, TL to atop Grays Knob, 4.5 mi. SSE of Harlan, Ky. *Oct. 22*

Murray, Ky. (BPH-960723IE)—WML Communications Inc. for WBLN-FM 103.7 mhz: change structure height, ant. *July 23*

Paducah, Ky. (BPH-961022IA)—Purchase Broadcasting Inc. for WDDJ(FM) 96.9 mhz: change structure height, ant., TL. *Oct. 22*

Richmond, Ky. (BPH-961003ID)—Clark Broadcasting Co. for WLRO(FM) 101.5 mhz: change ERP. *Oct. 3*

Somerset, Ky. (BPH-961001IG)—Williams Communications Inc. for WLLK(FM) 102.3 mhz: change ERP. *Oct. 1*

Lake Arthur, La. (BMPH-961023IA)—G. Dean Pearce for FM at 107.3 mhz: change class from C2 to C3. *Oct. 23*

Boston (961018IG)—American Radio Systems License Corp. for WBMX(FM) 98.5 mhz: change structure height, ant., TL, ERP. *Oct. 18*

Boston (BPCT-960702KU)—Fox Television Stations Inc. for WFXT(TV) ch. 25: change TL to John Hancock Pl., ERP to 5,000 kw visual, ant. to 262 m., overall height of tower to 284 m. *July 2*

Natick, Mass. (BP-961101AC)—Langer Broadcasting Corp. for WBIV(AM) 1060 khz: change TL, power, ant. system. *Nov. 1*

Bronson, Mich. (BMPED-960916IE)—Maranatha Christian Fellowship Inc. for WCVM(FM) 94.7 mhz: change structure height, ant., TL, ERP. *Sep. 16*

Glen Arbor, Mich. (BPH-961025IC)—Cherry Capital Media Inc. for WGFN(FM) 98.1 mhz: change ant., ERP, class. *Oct. 25*

Pickford, Mich. (BMPH-960911IF)—Seaway Broadcasting Inc. for WADW(FM) 105.5 mhz: change class from A to C1. *Sep. 11*

Bay Springs, Miss. (BMPH-960911IB)—Cotton Valley Broadcasting Co. for WIZK-FM 94.3 mhz: change ERP, ant., TL. *Sep. 11*

Clarksdale, Miss. (BMPH-961028IB)—Delta Christian Radio for WWUN-FM 101.7 mhz: change structure height, ant., TL. *Oct. 28*

Crenshaw, Miss. (BMPH-961028IA)—John Pelham Ingram for WHKL(FM) 106.9 mhz: change structure height, ant., TL. *Oct. 28*

Lumberton, Miss. (BMPH-960916ID)—Stone-Lamar Broadcast Services Corp. for WLUN(FM) 95.3 mhz: change ERP, ant., TL, structure height. *Sep. 16*

Branson, Mo. (BPH-960911IE)—Turtle Broadcasting Co. of Branson for KRZK(FM) 106.3 mhz: change ERP, class. *Sep. 11*

Branson, Mo. (BMPED-961029IA)—Creative Educational Media Corp. for KOZO(FM) 89.7 mhz: change TL, ERP. *Oct. 29*

Staples, Minn. (BPH-961022IE)—Normin Broadcasting Co. for KSKK(FM) 94.7 mhz: change structure height, TL, ERP. *Oct. 22*

Great Falls, Mont. (BPED-960812ID)—Great Falls Public Radio Association for KGPR(FM) 89.9 mhz: change ERP, ant., TL. *Aug. 12*

Peterborough, N.H. (961101AA)—Langer Broadcasting Corp. for WRPT(AM) 1050 khz: change frequency, power, city of license, TL, ant. system. *Oct. 1*

Atlantic City (961031AB)—Allan B. Mendelsohn as court-appointed trustee for WUSS(AM) 1490 khz: change community of license , TL, power. *Oct. 31*

Bridgewater, N.J. (BMP-961028AA)—Bridgewater Broadcasting Co. Inc. for WBRW(TV) 1170 khz: change TL, power, ant. system. *Oct. 28*

Alamogordo, N.M. (BMPH-960816ID)—Western Bank for KNMZ(FM) 103.7 mhz: change ERP, ant., class. *Aug. 16*

Santa Fe, N.M. (BP-961031AA)—W. Russell Withers Jr. for KTRC(AM) 1400 khz: change TL. *Oct. 31*

Brockport, N.Y. (BMPH-961015IE)—David Wolfe for WASB-FM 105.5 mhz: change structure height, ant., TL, ERP. *Oct. 15*

Monticello, N.Y. (BPH-961002IB)—Reynolds Communications Inc. for WSUL(FM) 98.3 mhz: change directional ant., ERP. *Oct. 2*

Ogdensburg, N.Y. (BMPH-961025IB)—Border Broadcasting Inc. for FM at 98.7 mhz: change structure height, ant., TL. *Oct. 25*

Asheville, N.C. (BMPCT-960911KE)—Pappas Telecasting of the Carolinas for WASV-TV ch. 62: change ERP to 5,000 kw, ant. to 554 m., overall height of tower to 208 m., TL to on top of existing WMYI(FM) tower atop Pinnacle Mt. *Sep. 11*

Hertford, N.C. (BMPH-961003IC)—Maranatha Broadcasting Co. Inc. for WKJE(FM) 104.9 mhz: change structure height, ant., TL, class, ERP. *Oct. 3*

Snow Hill, N.C. (BMPED-961025ID)—Cornerstone Community Radio Inc. for WAGO(FM) 88.7 mhz: change structure height, ant., TL, ERP. *Oct. 25*

St. Pauls, N.C. (BPH-960913IC)—Lumbee Regional Development Assoc. for WLRD(FM) 107.7 mhz: change class to C3. *Sep. 13*

Bismarck, N.D. (BMP-960911ID)—Anderson Broadcasting Co. for KXMR(AM) 710 khz: change ant. system, modify nighttime ant. system. *Sep. 11*

Englewood, Ohio (BPH961003IB)—Palm Beach Radio Broadcasting for WBTT(FM) 94.5 mhz: change ERP, structure height, ant., TL. *Oct. 3*

Harrison, Ohio (BPH-960910IF)—Vernon R. Baldwin Inc. for WNLT(FM) 104.3 mhz: change ERP, ant. *Sep. 10*

Ardmore, Okla. (BPH-960930IB)—Oklahoma Sports Properties Inc. for KRXZ(FM) 96.5 mhz: change structure height, TL, ERP. *Sep. 30*

Holdenville, Okla. (BPH-960923IC)—Hughes County Broadcasting for KCMA(FM) 106.5 mhz: change structure height, ant., TL, ERP, class. *Sep. 23*

Moore, Okla. (951105AB)—Fox Broadcasting Co. for WWLS(AM) 640 khz: change power, ant. system. *Nov. 5*

Woodward, Okla. (BPED-961023IB)—Christian Community Radio for KJOV(FM) 90.7 mhz: change ERP, class. *Oct. 23*

Allentown, Pa. (BP-961105AD)—Holt Corp. of Pennsylvania for WTKZ(AM) 1320 khz: change power, TL, ant. system. *Nov. 5*

Canonsburg, Pa. (BP-961015AB)—Birach Broadcasting Corp. for WWCS(AM) 540 khz: change day power. *Oct. 15*

Beaufort, S.C. (BPED-961021IA)—Comm. Broadcasting Corp. of Beaufort Inc. for WAGP(FM) 88.7 mhz: change TL. *Oct. 21*

Germantown, Tenn. (BMPH-960930IE)—Omni Broadcasting Co. for WJOI(FM) 107.5 mhz: change class, ERP, structure height, ant., TL, frequency. *Sep. 30*

Henderson, Tenn. (BPH-960819ID)—Chester County Broadcasting Co. for WHHM-FM 107.7 mhz: change ant., ERP, class. *Aug. 19*

Maryville, Tenn. (961025AD)—Morgan Broadcasting Co. for WKCE(AM) 1120 khz: change TL, studio location, power. *Oct. 25*

Abilene, Tex. (BPH-960912ID)—Wooten Broadcasting Inc. for KORQ-FM 100.7 mhz: change frequency to 100.9 mhz, class to C1. *Sep. 12*

Brenham, Tex. (BPH-961016IF)—May Broadcasting Inc. for KULF(FM) 94.1 mhz: change ERP, class. *Oct. 16*

Burnet, Tex. (BPH-960911IG)—Kirkman Group Inc. for KHLB-FM 107.1 mhz: change ant., ERP. *Sep. 11*

Diboll, Tex. (960919AC)—Stephen W. Yates and Karla Yates for KSML(AM) 1260 khz: change TL, power. *Sep. 19*

Fort Worth (BMP-961031AD)—Stuart Gaines Broadcasting Corp. for KTNO(AM) 1540 khz: change power, TL, ant. system. *Oct. 31*

Ganado, Tex. (BMPH-961016IA)—Hooten Broadcasting Inc. for KZAM(FM) 104.7 mhz: change ERP, class. *Oct. 16*

Laredo, Tex. (BMPH-960918IA)—Miguel A. Villarreal Jr. for KZTQ(FM) 106.1 mhz: change ant., TL. *Sep. 18*

Lufkin, Tex. (BMPED-960926ID)—Lufkin Educational Broadcasting Foundation for KSWP(FM) 90.9 mhz: change ant. *Sep. 26*

San Antonio, Tex. (BPED-960924IA)—San Antonio College for KSYM-FM 90.1 mhz: change ERP. *Sep. 24*

San Diego, Tex. (BMPH-960927IC)—Armando Marroquin Jr. for KUKA(FM) 105.9 mhz: change ERP, ant., TL, directional ant. *Sep. 27*

West Valley City, Utah (BP-961010AB)—Group Communications Inc. for KRGQ(AM) 1550 khz: change TL. *Oct. 10*

Appomatox, Va. (BPH-960916IG)—CLL Inc. for WTTX-FM 107.1 mhz: change ant. *Sep. 16*

Appomatox, Va. (BPH-960925AB)—CLL Inc. for WWAR(AM) 1280 khz: change ant. system. *Sep. 25*

Charlottesville, Va. (BPED-960916IF)—University of Virginia for WTJU(FM) 91.1 mhz: change structure height, TL, ant., ERP. *Sep. 16*

Coeburn, Va. (BMPH-961017IA)—Preston Communications Group Inc. for WZQK(FM) 99.7 mhz: change structure height, ant., TL, ERP. *Oct. 17*

Farmville, Va. (BPH-960927IB)—David W. Layne for WXJK(FM) 101.3 mhz: change class from A to C3. *Sep. 27*

Virginia Beach, Va. (BPED-961024IB)—Virginia Beach Broadcasting Foundation Inc. for WODC(FM) 88.5 mhz: change structure height, ant., ERP. *Oct. 24*

Warrenton, Va. (BPH-960926IB)—Radio Broadcast Communications Inc. for WINX-FM 94.3 mhz: change ERP. *Sep. 26*

Waynesboro, Va. (BMPED-961002IA)—Positive Alternative Radio Inc. for WPVA(FM) 90.1 mhz: change ant. supporting structure, ant., TL. *Oct. 2*

Hurricane W.Va. (BP-961101AE)—Big River Radio Inc. for WOKU(AM) 1080 khz: change power, ant. system. *Nov. 1*

Milton, W.Va. (BPH-961018IA)—Simmons Broadcasting Co. for WFXN(FM) 106.3 mhz: change ERP, class. *Oct. 18*

Whitewater, Wis. (BMPH-961021ID)—Scott M. Trentadue for WKCH(FM) 106.5 mhz: change TL, directional ant. pattern. *Oct. 21*

Evansville, Wyo. (961107AB)—North Valley Broadcasting Enterprises Inc. for KUYO(AM) 830 khz: change power. *Nov. 7*

Laramie, Wyo. (BPH-961024IA)—Long Lines Broadcasting Inc. for KIMX(FM) 105.5 mhz: change structure height, ant., class, ERP. *Oct. 24*

—Compiled by Jessica Sandin

PROFESSIONAL CARDS

SERVICES

Datebook

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.

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.

DECEMBER

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. 17—***New York Women in Film & Television*** Gala Holiday Luncheon and Muse Awards presentation. New York Hilton and Towers, New York City. Contact: (212) 838-6033.

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—***The New York Festivals*** 1996 International TV Programing and Promotional Awards presentation. Ernest Morial Convention Center, New Orleans. Contact: Joan McLoughlin, (914) 238-4481.

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—"DBS: The Five Burning Questions," conference presented by ***The Carmel Group.*** The Westin Hotel, Los Angeles. Contact: (408) 626-6222.

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. 11-13—***Georgia Association of Broadcasters*** Sales & Programing Institute '97. University of Georgia, Athens. Contact: (770) 395-7200.

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. 25-26—Great Lakes Broadcasting Conference & Expo, presented by ***Michigan Association of Broadcasters.*** Lansing Center, Lansing Mich. Contact: (517) 484-7444.

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 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

APRIL 1997

April 4-7—***Broadcast Education Association*** 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 7-10—***National Association of Broadcasters*** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

JUNE 1997

June 4-7—PROMAX 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)

The urge to merge

Consolidation has been very, very good to Chancellor Broadcasting Co. and its president, Steve Dinetz.

Dinetz attributes his radio group's success—seen in the rising value of its radio stations—to the fact that he runs "a very, very basics-driven company." Advertising, he says, is the driver and radio wins because it "is the most efficient selling machine on the face of the Earth."

Dinetz keeps his eye on the basics. Even when he travels he stays involved, listening to Chancellor stations. If he's not happy with "the placement of the call letters," for example, he calls the DJ on the spot.

Chancellor was formed in 1993 by Dinetz and private investment firm Hicks, Muse, Tate & Furst Inc. to buy radio stations in major markets.

So far this year, Chancellor has spent about $650 million on new stations, gobbling up OmniAmerica Group and, most recently, Colfax Communications Inc. In February Chancellor closed on its $395 million merger with Shamrock Broadcasting Inc. With a total 53 stations owned or being bought in 15 markets and about $250 million in estimated net pro forma revenue for this year, brokers figure that Chancellor may be worth up to $2 billion.

The company's success had fueled takeover rumors. "We're a spectacular company," Dinetz says without modesty. But he is quick to point out that few businesses could afford to absorb Chancellor. He admits talking to the likes of Disney/ABC, but "we are not in a selling mode."

Dinetz's start was pretty basic. His first job, while still in high school, was as an office boy in an ad agency. It was there that he learned the work ethic and business skills that serve him to this day, he says.

He never liked school and opted out of college. He rose from gofer to account executive at his beloved ad agency. His first exposure to radio was buying time on WVNJ(FM) (now WHTZ) Newark, N.J., for a furniture store. Roots are important to Dinetz, and Chancellor eventually bought—and still owns—WHTZ. The company itself is named after the street where Dinetz grew up in Newark, and several family members work at Chancellor.

Dinetz was impressed by the salesmen who worked his radio accounts. "Everybody who came to sell me time, they're wearing Gucci loafers [and driving expensive cars]. Clearly, these people are making a lot more money than me." After an especially abysmal presentation from a salesman, he realized, "I could do this. I could sell time."

He moved to RKO Radio in 1975 as a retail salesman for then-WXLO-FM (now WRKS-FM) New York. "I couldn't believe that they gave me the state of New Jersey," he still marvels.

A job as a national rep at Petry Television Inc. lured him from RKO, but Dinetz lasted only four months. "I hated it," he says. "I only sold ratings points." In radio, by contrast, "you can produce a show for somebody, you can make a commercial.... Once you get that in you, you're a radio person."

Dinetz returned to WXLO in 1976, this time as the station's retail sales manager. Though low-rated, WXLO "always overperformed on the sales side," he recalls. "That has been my motto for every radio station I've ever owned."

Dinetz backed into ownership. He started in 1980 by taking a pay cut for the chance to be VP/general manager of WSRF(AM)-WSHE(FM) Fort Lauderdale/Miami, Fla. The stations' owner promised to give Dinetz interest in the stations if the company grew. And it did, from two stations in one market to seven stations in four markets.

He took his money and ran to another tourist destination, buying KEZW(AM)-KOSI(FM) Denver. Dinetz put up $500,000 and secured a $2 million letter of credit from an investor who "never saw me [and] just knew I had money at risk." All was repaid when the stations were sold, at another partner's request, for $20 million in 1993.

Dinetz had a hankering for bigger pastures. "I always wanted to run a big company. That was always my ideal," he says. Fortuitously, Hicks Muse was shopping for someone to lead a big company.

Hicks Muse Chairman Thomas O. Hicks was impressed by Dinetz's success in Denver. This was someone with whom Hicks felt he could "start from scratch."

Hicks also appreciates Dinetz's attention to the basics. "He's very hands-on. He's a tireless worker. He has never failed to achieve a set of projections," Hicks says.

Dinetz sticks to the basics when it comes to buying and running stations. They have to have strong signals, he says. Market size doesn't necessarily matter. "You have to work just as hard in Mobile [Ala.]/Pensacola [Fla.] as you do in Chicago," he says. **—EAR**

"You can produce a show for somebody, you can make a commercial.... Once you get that in you, you're a radio person."

Steven Dinetz

President/CEO, Chancellor Broadcasting Co., Dallas; b. Jan. 24, 1947, Newark, N.J.; office boy-account executive, M.J. Weinstein Advertising Agency, Newark, 1965-69; Sokoloff Associates, New York, 1969-73; account executive Raymond Richards Advertising, 1973-75, general sales manager, WXLO-FM New York, 1975-79; VP/GM and executive VP, TK Communications' WSRF(AM)-WSHE(FM) Fort Lauderdale, 1980-88; owner, D&D Broadcasting (KEZW[AM]-KOSI[FM] Denver), 1988-93; D&D Broadcast Consulting, Denver, 1990-93, current position since 1993; divorced; daughter, Marissa Bess, 9.

BROADCAST TV

Jerry Penacoli, reporter/anchor, E! Entertainment Television, joins *Hard Copy*, Los Angeles, as correspondent, entertainment news.

Lori Lyle, weekend morning co-anchor, WLKY(TV) Louisville, Ky., joins WAVE(TV) there as co-anchor.

Appointments at KSDK(TV) St. Louis: **Mike Roberts,** chief meteorologist, KSHB-TV Kansas City, Mo., joins as meteorologist, weather team; **Wendy Erikson,** reporter, KVUE-TV Austin, Tex., and **Linton Johnson,** reporter, KAKE-TV Wichita, Kan., join the news department in same capacity.


Ginsberg

Brenda Ginsberg, director, event sales, Radio City Productions Inc., joins ABC Television Network, New York, as VP, conference planning and special events.

Jacques Natz, news director, KOMO-TV Seattle, joins WTHR(TV) Indianapolis in same capacity. Natz replaces **John Butte,** who was named GM, The Ohio News Network, a cable operation owned by The Dispatch Broadcast Group (parent of WTHR).

Cynthia Santana, reporter, KOLD-TV Tucson, Ariz., joins WNYW(TV) New York as co-anchor/reporter.

Chris Wolf, director, station operations, WKCF(TV) Clermont/Orlando, Fla., joins WTXF(TV) Philadelphia as director, programing and promotion.

Dana Jacobson, sports and news anchor/reporter/producer, WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan, joins KXTV(TV) Sacramento as reporter/fill-in anchor/producer, sports team.

Donna Breedlove, director, sales, Pacific Rim, 20th Century Fox, joins Lyrick Studios, Richardson, Tex., as director, strategic marketing, *Wishbone* brand.

Nancy Bauer, senior executive producer, *Channel 4 News*, KNBC(TV) Los Angeles, named assistant news director.

Jeffrey Lyons, film and theater critic, *ABC World News Now*, joins WNBC(TV) New York as film and theater critic, news operations.

Joseph Klimovitz, photojournalist, WBBM-TV Chicago, named chief photographer.

Tony D'Angelo, local sales manager, WFSB(TV) Hartford, Conn., joins WTTE(TV) Columbus as general sales manager.

Kelly Acton, local sales manager, WPMI(TV) Mobile, Ala., joins KFXA(TV)/KFXB(TV) Cedar Rapids, Iowa, as regional sales manager.

Fred Weintraub, VP/GM, Silver King Broadcasting of Illinois, joins WCIU-TV Chicago as director, news operations.

Lori Dolney Levine, senior producer, *Biggers and Summers*, Lifetime Television, joins *The Pat Bullard Show*, New York, as talent executive.

Bradley Dancer, research/marketing coordinator, WKBD(TV) Detroit, joins WLFL(TV)/WRDC(TV) Raleigh/Durham, N.C., as research director.

Appointments at KUAT-TV Tucson, Ariz.: **Marcela Ramonet,** substitute host and producer, *Reflexiones*, a bilingual news magazine, named producer/host; **Celeste Gonzalez,** reporter, joins as producer/reporter/alternate host, *Reflexiones* and *Arizona Illustrated*.

John McGuinness, VP/director, sports marketing, Petry Inc., New York, joins WPHL-TV Philadelphia as director, sports marketing.


Espinoza

Michael Espinoza, executive news director, KXLY-TV Spokane, Wash., joins KFSN-TV Fresno, Calif., as news director.

Pat Elliott, account executive, Katz Communications, Chicago, joins WCGV-TV Milwaukee as national sales manager.

Rob Jason, anchor/producer, WWNY-TV Carthage, N.Y., joins WWTI(TV) Watertown, N.Y., as news director.

Dan Baker, local sales manager, WCCO-TV Minneapolis, joins KARE(TV) there in same capacity.

Marianne DePalma, associate director, development, Detroit Institute of Arts, joins KAET(TV) Phoenix as membership manager.

Appointments at WGHP-TV High Point, N.C.: **Barbara McHenry** joins as commercial producer; **Marvina Hamilton** joins as technical director, operations.

PROGRAMING


Levi

Robert Levi, executive VP, program administration and acquisitions, Turner Entertainment Networks, Atlanta, named executive VP, worldwide program planning and acquisitions, Turner Entertainment Group there.

Susan Pollock, producer, joins All American Television Production, East Coast, New York, as VP.

Lauren Kalos, associate director, program operations, Public Broadcasting Service, Alexandria, Va., named director.


Malatesta

Catherine Malatesta, VP, Warner Bros. International Television Production, Burbank, Calif., named senior VP.

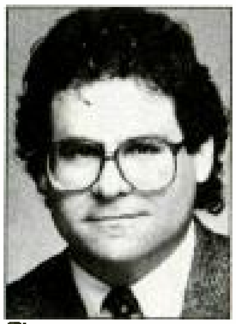
John Collins, VP, marketing and sales, NFL Films, New York, named VP, programing, broadcasting department of the National Football League.

John Morayniss, VP, business and legal affairs, Alliance Communications Corp., Toronto, joins the Los Angeles office as senior VP.

Appointments at the Cisneros Television Group, New York: **Steven Chao,** producer, joins as strategic consultant; **Monica Halpert,** branding and marketing specialist, joins as creative director; **Josh Greenberg,** director, Palomar Pictures, joins as executive producer, on-air promotion and production; **Marc Zand,** director, business and legal affairs, Worldvision Enterprises, joins in same capacity.

Bob Longo, assistant news director, WFSB(TV) Hartford, Conn., joins WKBW-TV Buffalo, N.Y., as news director.

Kris Coontz, head, media and promotions, the WB Television Network, joins ABC Television Network, New York, as VP, advertising and media planning.


Thompson

Lance Thompson, executive, Film Brokers International, Santa Monica, Calif., joins Seagull Entertainment, Los Angeles, as president, international distribution.

Jeffrey Auerbach, VP, business development and broadcasting, Philadelphia Eagles Football Club, joins Hearst Entertainment Productions, Los Angeles, as VP, movies and miniseries.

RADIO

Appointments at Chancellor Broadcasting Co.: **Graham Satherlie,** VP, sales, Denver, named VP/GM, KXKL-FM, KRRF(AM), KIMN(FM) and KALC(FM) there; **George Toulas,** executive VP/regional manager, Atlanta, Minneapolis, Pittsburgh, Cincinnati and Orlando markets, named senior executive VP.


Toulas

Appointments at SW Networks, New York: **David Baronfeld Entertainment** has been named an international marketing representative; **Shirley Maldonado,** program director, WLVE(FM) Miami Beach, Fla., joins as a consultant, Smooth FM.

Jeff Gonzer, on-air morning personality, Adult Rock & Roll format, Westwood One Radio Networks, Valencia, Calif., adds program director to his responsibilities.

Appointments at American Radio Systems, Sacramento, Calif.: **Jerry McKenna,** VP/GM, KSFM(FM)/KMJI(AM) Sacramento adds KQPT(FM) and KXOA(AM) there to his responsibilities; **Steve Cottingim,** general sales manager, KSFM and KMJI, adds KQPT and KXOA to his responsibilities.

Appointments at KYNG(FM) Dallas: **Suzy Straight,** promotions coordinator, named promotions director; **Shelly King,** marketing director, KEWS(FM) Dallas, joins as director, marketing and public relations; **Martha Martinez,** reporter/weekend anchor, KEWS(FM) Dallas, joins as morning show news anchor.

Appointments at Shadow Broadcast Services, Washington: **Steve Dolge,** sports reporter, WTOP(AM) Washington, joins Shadows' sports studio there as afternoon sports reporter; **Craig Alexander,** reporter, joins in same capacity.

Appointments at Jacor Communications, Cincinnati: **James Ary,** VP/director, radio engineering, Taft Broadcasting, joins as director, engineering special projects; **Al Kenyon** named VP, engineering.

CABLE

Len Kies, senior director, technical and business development, Rainbow Network Communications, joins NewSport, Woodbury, N.Y., as VP, engineering.

Richard Wells, producer/director/writer, joins The Learning Channel, Bethesda, Md., as executive producer, programing.


King

Stephanie King, news anchor/freelance producer, joins Kaleidoscope Television, San Antonio, Tex., as producer/host, *Kaleidoscope Focus.*

Genevieve Wood, host, *Youngbloods*, NET-Political NewsTalk Network, Washington, adds senior producer, programing, to her responsibilities.

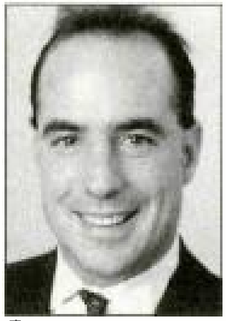
Debra Larm, business manager, International University (Jones International Ltd. affiliate), named operations director, Jones Intercable Inc., Englewood, Colo.

Rolando Figueroa, director, marketing and programing, SUR, joins Cinecanal, Atlanta, as director, marketing.

Diana Wilkin, VP, network distribution, West Coast, Fox Broadcasting Co., Beverly Hills, named VP, network distribution and cable operations.

Appointments at Sundance Channel, New York: **Sandy Wilson,** director, promotions, Turner Marketing Solutions Group, joins as VP, promotion; **Judith Tolkow,** creative director, Showtime Networks, joins as VP, programing; **Nancy Larsen,** writer/producer/director, joins as senior producer, programing; **Vincent Steves,** production manager/line producer, Nickelodeon/Nick at Nite, joins as production manager; **John Leone** named production assistant.

Appointments at Comedy Channel, New York: **Tony Fox,** VP, corporate communications, named senior VP; **John Cucci,** VP and controller, named senior VP/controller.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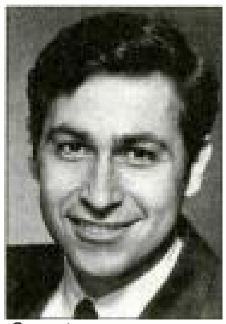
Cucci

Beth Joseph, account manager, Southeast region, Discovery Communications, Bethesda, Md., joins Comcast Cable, Baltimore, as premium product manager.

John Matoian, president, Fox Entertainment Group, joins HBO Pictures and HBO NYC Productions, New York, as president; **Richard Waltzer,** senior VP, HBO Pictures, and **Colin Callender,** senior VP, HBO NYC Productions, named executive VPs of their respective divisions; **Tracey Kemble,** VP, development, Def Pictures/Polygram, joins HBO NYC Productions in same capacity.

MULTIMEDIA

Tony Burke, retail advertising manager, *Washington Times* newspaper, Washington, joins Shadow Broadcast Services there as GSM.

Martin Waldman, VP/GM, Dispatch Interactive Television, Columbus, Ohio, adds VP, strategic alliances and investments, to his responsibilities.

Susan Solomon, free-lance music video commissioner, joins Soho Pictures (division of Lee Hunt Associates), New York, as executive producer.

Edward Foy, director, business markets and programing, Liberty Cable Television, New York, joins C-TEC Corp. there as residential and commercial sales director.

Stuart Crowner, producer, *Gardens of the*

World with Audrey Hepburn and *People's Choice Awards*, joins Cinetel Productions, Knoxville, Tenn., as supervising producer, Los Angeles office.

Appointments at WETA-FM-TV Washington: **Maria Thornton,** fulfillment supervisor, named manager, membership support; **Joe Bruncsak,** writer/producer, creative services, named senior writer/producer, special projects.

Cheryl Craigie, VP/GM, WDTN(TV) Dayton, Ohio, joins KERA-TV, KERA(FM) and KDTN(TV) Dallas as president/CEO.

J. Brian McGrath, commissioner, Thoroughbred Racing Associations, joins MCA Inc., Universal City, Calif., as senior VP, international business development.

SATELLITE/WIRELESS

Jordan

Jay Jordan, president/co-owner, Apple Hill Communications, joins Group W Satellite Communications, Stamford, Conn., as director, local ad sales, affiliate relations.

Katherine Drew, executive producer, New York 1 News, joins Worldwide Television News's International Entertainment Feed, ENT5, New York, as senior producer.

Stearn

Vicki Stearn, director, communications, Discovery Enterprises Worldwide, Bethesda, Md., joins Your Choice TV Inc. there as VP, communications.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Laurie Handlan,** regional commercial manager, Primestar by TCI, joins as territory manager, western region; **William Holder,** director, human resources, Campbell Soup Co., Camden, N.J., joins in same capacity; **Paul Brown,** director, network operations, Helix Health, Baltimore, joins as director, information systems operations.

Robert McGuire, senior VP, sales and operations, WinStar Wireless Inc., Tysons Corner, Va., named president/COO.

TECHNOLOGY

Appointments at C-TEC Corp., Princeton, N.J.: **Michael Adams,** executive VP, commonwealth communications unit, named president, technology and strategic development group.

Clifford Jenks, COO, Zenith Data Systems, joins Avid Technology Inc., Tewksbury, Mass., as VP, worldwide sales and marketing.

Robert Hannemann, GM, Digital Equipment Corp., printing systems, joins Lasertron, Bedford, Mass., as president.

ALLIED FIELDS

Appointments at Novocom, Los Angeles: **Nishat Sattar,** account executive, Artstart, joins as business development executive, London; **Jon Griffin,** VP, Graphic Communications Pte Ltd., Singapore, joins as managing director, Singapore.

Appointments at The Associated Press, Washington: **Ed Bell,** director, television marketing, assumes additional responsibility as director, television membership; **Larry Price,** regional television executive, named director, television marketing, local stations and cable; **Bob Feldman,** operations director, APTV (international news video service), named regional television executive, Northeast, based in Philadelphia.

Premier Maldonado, commercial producer, joins Telezign Design/Animation (division of National Video Center), New York, as senior producer.

Mark Fichandler, president, Toylsome Studio, joins The Reader's Digest Assoc. Inc., Pleasantville, N.Y., as executive producer/director, Reader's Digest U.S. Video and Television.

Julia Dyer-Lopez, senior accountant/business manager, Act III Communications, Los Angeles, named VP/treasurer.

Appointments at International Billing Services, El Dorado Hills, Calif.: **Michael Epling,** CFO, TKO Farms, joins as VP, business administration; **John Hulsebus,** VP, The American Consulting Group, Sacramento, Calif., joins as director, human resources.

Vivan Holtzman, unit manager, operations, TV Food Network, New York, joins Beehive (design and editorial company) there, as in-house producer/production coordinator.

Virgilio Labrador, head, institutional development, Asian Media Information and Communication Centre, Singapore, joins Asia Broadcast Centre there as marketing manager.

Appointments at Cinequanon Pictures International, Los Angeles: **Marc Barson,** lawyer, Leland Alan Stark law firm, Beverly Hills, joins as VP, legal and business affairs; **Drew Phillips,** producer, named VP, production.

ASSOCIATIONS/LAW FIRMS

Charles Miller Crouch, deputy director, office of West European and Canadian affairs, U.S. Information Agency, Washington, named director.

Charles Oliver, partner, Cohn and Marks law firm, joins Dow, Lohnes & Albertson, Washington, specializing in telecommunications law.

ADVERTISING/MARKETING

Arthur Bijur, executive VP/executive creative director, Cliff Freeman and Partners, New York, named president.

Appointments at K-TEL International Inc. (Positive Response Television subsidiary), Minneapolis: **Gary Hewitt,** VP, marketing, Positive Response Television (PRTV), Minneapolis, joins as CEO; **Doug Gravink,** VP, media, PRTV, joins as president; **Valerie Castle,** VP, business affairs and distribution marketing, PRTV, joins as VP.

DEATHS

Chuck Howard, 63, former sports producer, died Nov. 21 at his home in Pound Ridge, N.Y. He had a brain tumor. Howard joined ABC Sports in 1960. By 1968 he was VP, production, and part of the team that produced the summer and winter Olympics, the Super Bowl, the World Series and *Wide World of Sports*. Howard was with ABC for 26 years. After ABC he became executive producer, Big Ten Conference football and basketball broadcasts. Later, he joined Trans World International and oversaw coverage of tennis events, America's cup, figure skating and the Masters golf tournament. Howard is survived by his wife, Carolyn, and four children.

Charles Farmer, 69, broadcaster/radio station owner, died Nov. 6 of a heart attack. Farmer owned KVAS(AM) Astoria; KCST-AM-FM Florence, both Oregon, and KKEE(FM) Long Beach, Wash.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

NBC clinched week 10 of the prime time season—largely insuring its place on top in the November sweeps (see page 14). The network finished the week with an 11.6 Nielsen rating/19 shares, thanks to wins on Tuesday—where *Dateline NBC* scored with a 14.4/23—and powerhouse Thursday. CBS and ABC ran a close second with 10.0/16 and 10.2/16, respectively, while Fox finished with an 8.3/13, UPN a 2.3/5 and The WB a 2.9/4.

Strong performance by ESPN and program amortization reductions and other acquisition-related cost benefits offset earning declines for ABC-TV in the fourth quarter. Disney reported that its broadcast division managed a 36% increase in operating income for the fourth quarter, to $229 million (on a pro forma basis), on a 4% revenue gain, to $1.4 billion. For the fiscal year (ended Sept. 30), the broadcast division posted a 12% gain in operating income, to $1.1 billion, on a 4% revenue gain, to $6.2 billion. Companywide operating income for the fiscal year totaled $3.7 billion, up 7%, on a 12% revenue gain, to $21.2 billion.

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Nov. 17, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1.	Wheel of Fortune	12.6/229/99
2.	Home Improvement	11.3/232/98
3.	Jeopardy!	10.6/225/99
4.	Oprah Winfrey Show	9.6/234/99
5.	Seinfeld	8.1/219/96
6.	Star Trek: Deep Space Nine	7.7/236/97
7.	ESPN NFL Regular Season	7.1/2/73
8.	Simpsons	7.0/208/96
9.	Entertainment Tonight	6.2/188/96
10.	Hercules, Journeys of	6.1/233/98
11.	Xena: Warrior Princess	5.7/228/97
12.	Home Improvement-wknd	5.6/207/93
13.	Inside Edition	5.1/152/90
14.	Wheel of Fortune-wknd	4.9/141/64
15.	Mad About You	4.8/212/96

Despite announced plans to rein in its programing expenses, top cable MSO Tele-Communications Inc. is said to be close to signing a 10-year deal in which it would agree to pay higher license fees **to continue carrying Discovery Channel and The Learning Channel** (both owned by Discovery Communications Inc., which is 49% owned by TCI programing unit Liberty Media). The companies offered no comment on rumors that over the next two years TCI systems will pay at least 15% more in license fees for Discovery and up to 50% higher fees for TLC. In addition, Discovery's latest network spin-off, Animal Planet, reportedly will pay $4-$5 per sub to cable operators to get launched, while cable operators will pay the network a sizable affiliate fee.

A 12% increase in radio's national ad revenue in October was attributed largely to a 25% increase in national revenue for stations in the West and a 15% gain for Southwest stations, according to a report by the Radio Advertising Bureau. Stations in the Midwest were the only ones to show a decrease in national ad revenue, down 2% compared with October '95. Combined national and local revenue paced an average 13% ahead in October '96 over October '95, RAB said. Stations in the East and Southeast showed the largest increases in local ad revenue, both gaining an average 15% compared with last year. Stations in all regionals showed double-digit gains in local revenue for October.

Bob Jacobs, president of domestic TV sales for King World Productions Inc., left the company on Nov. 27 after a year in the position. King World Chairman Roger King said the parting was amicable. A successor will be named later.

The Duchess of York Sarah Ferguson reportedly is in talks with several studios, including Twentieth TV, over hosting a daytime talk show.

Prudential Securities has rated SFX Broadcasting a "buy," citing a growth rate averaging "100 basis points per year over the past four years." Prudential anticipates the revenue growth at SFX-operated stations to continue pacing ahead of market growth in general, citing its "history of making successful acquisitions and station swaps," and estimates that SFX

Malone named TCI chairman

Tele-Communications Inc. President John Malone added the title of chairman to his job description last week. Malone, 55, succeeds Bob Magness, TCI founder/chairman, who died Nov. 15 from lymphoma.

The appointment comes as no surprise, but sweeping changes are occurring at TCI—from spending cuts to restructuring of cable operations and associated management moves. Malone could take the opportunity to refine the top-level management structure.

For instance, one scenario has him creating a position of assistant to the president, freeing Malone to focus on overall strategy. "I do anticipate that something of that nature will happen," said Chuck Kersch, of Neidiger/Tucker/Bruner in Denver.

TCI representatives declined to comment. "Anything on that at this point in time is speculative," a TCI spokesperson said. TCI officials have denied reports that J.C. Sparkman, who retired in 1995, might return in a daily role. Company officials have acknowledged, however, that Sparkman has served, and will continue to serve, as a consultant.

Analysts suggest that Malone's primary focus will be to straighten the kinks in TCI's finances and operations. "Certainly, they may look to fill that [president] position over time, but I don't know that it's an issue on the front burner," said Rick Westerman, of UBS Securities.

"We haven't seen the end of management shifts at TCI," said Ted Henderson, of Janco Partners. "I think you're going to see some of the lower people get some adjustments to reduce overhead."

Sources told BROADCASTING & CABLE that TCI headquarters has "issued marching orders to start cutting," with marketing operations in certain larger markets targeted. A spokesperson declined to comment about the cuts but acknowledged that "there's a great deal of change occurring." —PC "has the ability to close $75 million [worth] of acquisitions."

***Access Hollywood* posted its highest ratings** during the week of Nov 11—a 3.2. The three-month-old entertainment magazine is also in a horse race with *Entertainment Tonight* in New York (*Access*'s 5.4/9 to *ET*'s 5.7/9); Los Angeles (4.9/8 to 5.4/9) and Chicago (4.7/8 to 5.7/10). The show also was upgraded to 7 p.m. in Miami, bumping *ET* on the NBC affiliate. In other ratings, *Access* also enjoyed its highest weekend rating, with a 2.7.

WNBC-TV New York is changing its schedule, effective Jan. 6, to make room at noon for the new NBC soap opera, *Sunset Beach. Court TV: Inside America's Courts* moves to 11 a.m., and the station's noon newscast moves to 11:30. In effect *Beach,* which leads off a three-hour soap block, replaces the canceled *Real Life.*

SportsChannel New York has extended its cable contract for Islanders hockey games from 2012 to 2030. SportsChannel, owned by MSO Cablevision Systems Corp., will reportedly pay the Islanders $12 million–$13 million per year with payments past 2012 to be prorated over the life of the deal. The deal comes out of the recent sale of the Long Island–based hockey team to Texas tycoon John Spano, who will pay former Islanders owner John O. Pickett an estimated $80 million for Pickett's 90% interest in the team and an additional $85 million for the Islanders cable rights.

Bob Ludwig

The Washington chapter of the Radio-Television News Directors Association presented its third annual Peter Hackes Memorial Award to two journalists this year. Sharing the honor were former CBS writer Ed Bliss (l) and Len Deibert, longtime Washington radio and TV news director and anchor. The award was presented by Jesse Hackes, Peter's widow (c), during ceremonies at George Washington University.

The Radio and Television News Directors Foundation's 1997 Leonard Zeidenberg First Amendment Award will be presented to NBC's **Jane Pauley** at the group's annual banquet, March 12, in Washington. The award is named for the late BROADCASTING & CABLE senior correspondent.

USA Networks Chairman Kay Koplovitz says **USA will introduce a new marketing campaign** to give the general entertainment cable network a cutting-edge image or attitude. Speaking at *Variety*'s Worldwide TV Summit last week, Koplovitz outlined USA's plans to re-brand the network as "USA Studios." Koplovitz says that similar to the Fox Network, USA will try to cultivate a distinct, cutting-edge personality by promoting its original shows such as *Silk Stalkings, The Big Easy* and *Duckman* as well as other original programs now in production.

The Treasury Department, in a recent paper about tax policy on electronic commerce, **endorsed a "principle of neutrality" against imposing new taxes on electronic transactions.** The 50-page report expressed concern about the prospect of "quixotic taxation" on transactions that cross international borders. It's not an official government position, but it reportedly mirrors the attitude of the Clinton administration, which has organized an interagency task force to address the issue.

More changes at WBBM-TV Chicago. Bill Kurtis is stepping down as anchor of the 6 p.m. newscast. He's expected to be named a contributing editor. Lester Holt and Linda MacLennan are the new co-anchors of the evening and late newscasts with Steve Baskerville doing weather (replacing Paul Douglas) and Tim Weigel doing sports.

Marcus Cable reported a 9.7% increase in revenue, a 16.7% increase in cash flow and a 17.8% increase in earnings for the third quarter ended Sept. 30. Results were presented on a pro forma basis, factoring in acquisitions completed in 1995. Revenue was $111.7 million, cash flow $57.1 million and earnings $54.1 million for the quarter. Marcus's earnings margin increased to 48.4% from 45.1% in the comparable period last year. Marcus cited customer growth of 3%, a 2.6% increase in pay units and rate increases as the fuel for revenue growth.

Drawn for BROADCASTING & CABLE by Jack Schmidt

"I apologize for leaving you alone over the Thanksgiving weekend—we just forgot to schedule your replacement!"

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Editorials

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Born-again TV

There should have been a 21-gun salute. Or at least a roll of the drums. Instead, there was only a telephone ringing in our newsroom last Monday with the announcement that a compromise had been reached in the negotiations among broadcasters, the computer industry, set manufacturers and Hollywood to establish a compatible set of digital TV standards. What they had really done was open the door to the 21st century.

When all this shakes out—and that will be a matter of years—this country will have a television network that extends through each entertainment-driven set and through a new plateau of computer TVs. It will be a wonder to behold and operate. Remember the information superhighway? It's coming back.

Historically, the credit goes to FCC Chairman Reed Hundt, who's been dragging his feet on digital TV for at least a year. The chairman realized how important a development it was for the country but was never satisfied with the "industrial policy" approach of mandating the standard. In the end he got his way, not just by brute force but by convincing others—including this page—that the right way was to effect a compromise between broadcasters and computer interests. (The clincher for us was realizing that the Internet is in the process of creating a giant international digital TV medium from which broadcasters dare not be excluded.)

The result will be private sector standards on digital formats backed by a governmental transmission standard. The solution doesn't give broadcasters the belt-and-suspenders type of security they had hoped for, but it's good enough to get a foothold—especially with a head start of five years or more. Happily, it has the endorsement of the set manufacturing industry, so essential to rolling out the digital age.

Commissioner Susan Ness also deserves a mention in dispatches for helping put industry feet to the fire on the compromise. It was her deadline that was eventually met.

And while we're doling out credit, none can deny the pivotal roles played by Joseph A. Flaherty, CBS Inc.'s senior vice president for technology, who for two decades has been the singular figure in developing this new medium and worked it right down to the wire, and Richard E. Wiley, whose energy and political acumen created the Grand Alliance and solved the HDTV conundrum in the first place. The personal intervention and influence of Bill Gates weighed in significantly on the computer side. There were literally hundreds who contributed to this achievement over the years, most of whom will remain unsung.

Those who thought digital TV might never happen, and who have been resting on their oars, had better pick up the beat. At one time there was a three-year window of opportunity to apply for digital licenses, but that procedure is under review; we wouldn't count on such an interval. The sooner they're issued and the sooner they're built the sooner will broadcasters insure their place in the future. It's going to be a dicey game until the digital system is up and running, with the Congress sending up one alarm after another. There's no longer any reason to hesitate.

Eventually, the entire television system will be transformed by what happened last Monday, but no segment more than broadcast television, which will be no less than reborn. The great challenge will be to find managers to realize the potential of what's been wrought, businesspeople to keep it viable and programers to make magic—all at warp speed. Tomorrow's slogan may no longer be "Just do it" but "Just hang on."

Tarred by the same brush

The Federal Trade Commission has opened an investigation into Seagram's advertising of liquor on television and Stroh's TV advertising of beer. Round and round she goes and where it stops nobody knows, as Major Bowes would say. Only the most sanguine will think this chapter will end with liquor and beer advertising both empowered under the First Amendment: it's going to be a scramble just to maintain the status quo. This genie were better left in the bottle.

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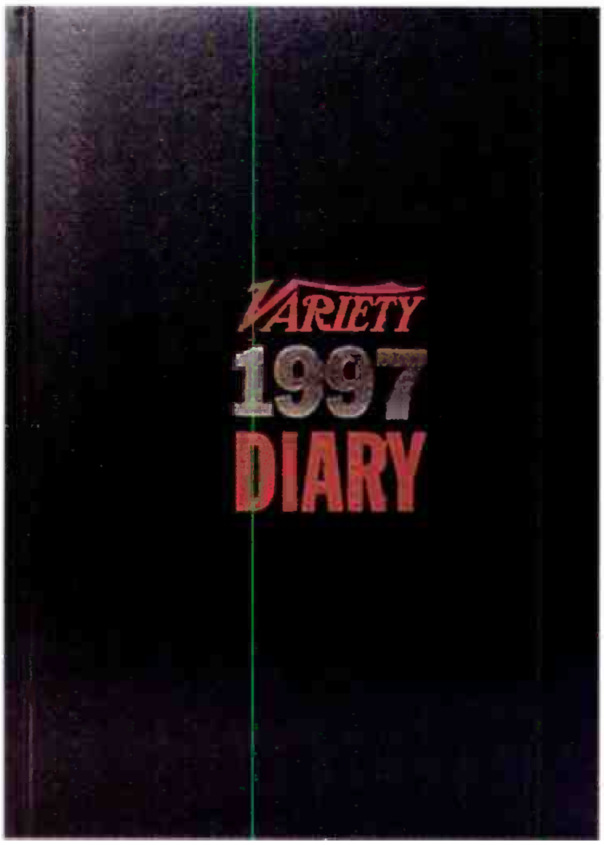

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