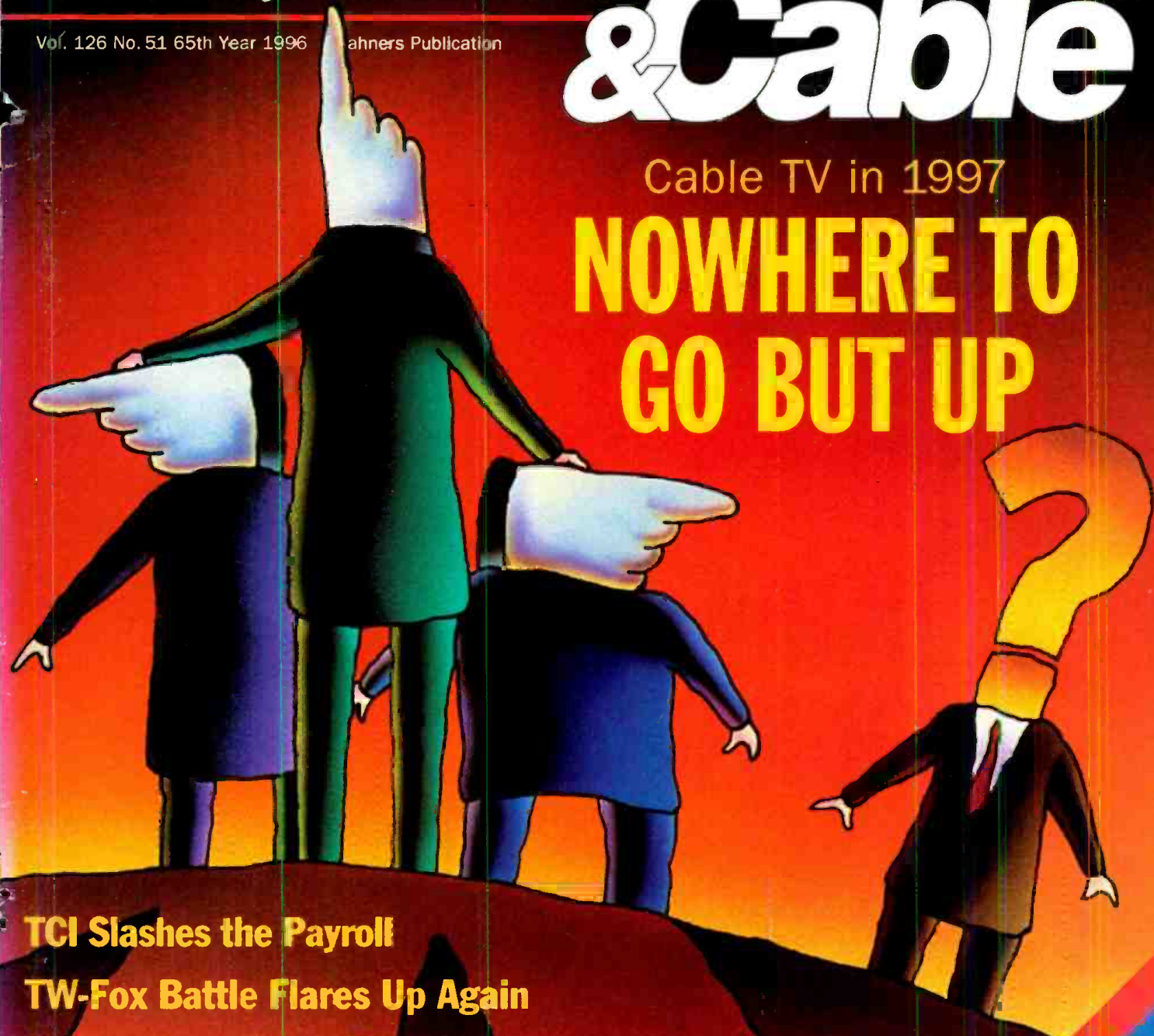


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NOWHERE TO GO BUT UP



Starz! Moves in on Showtime

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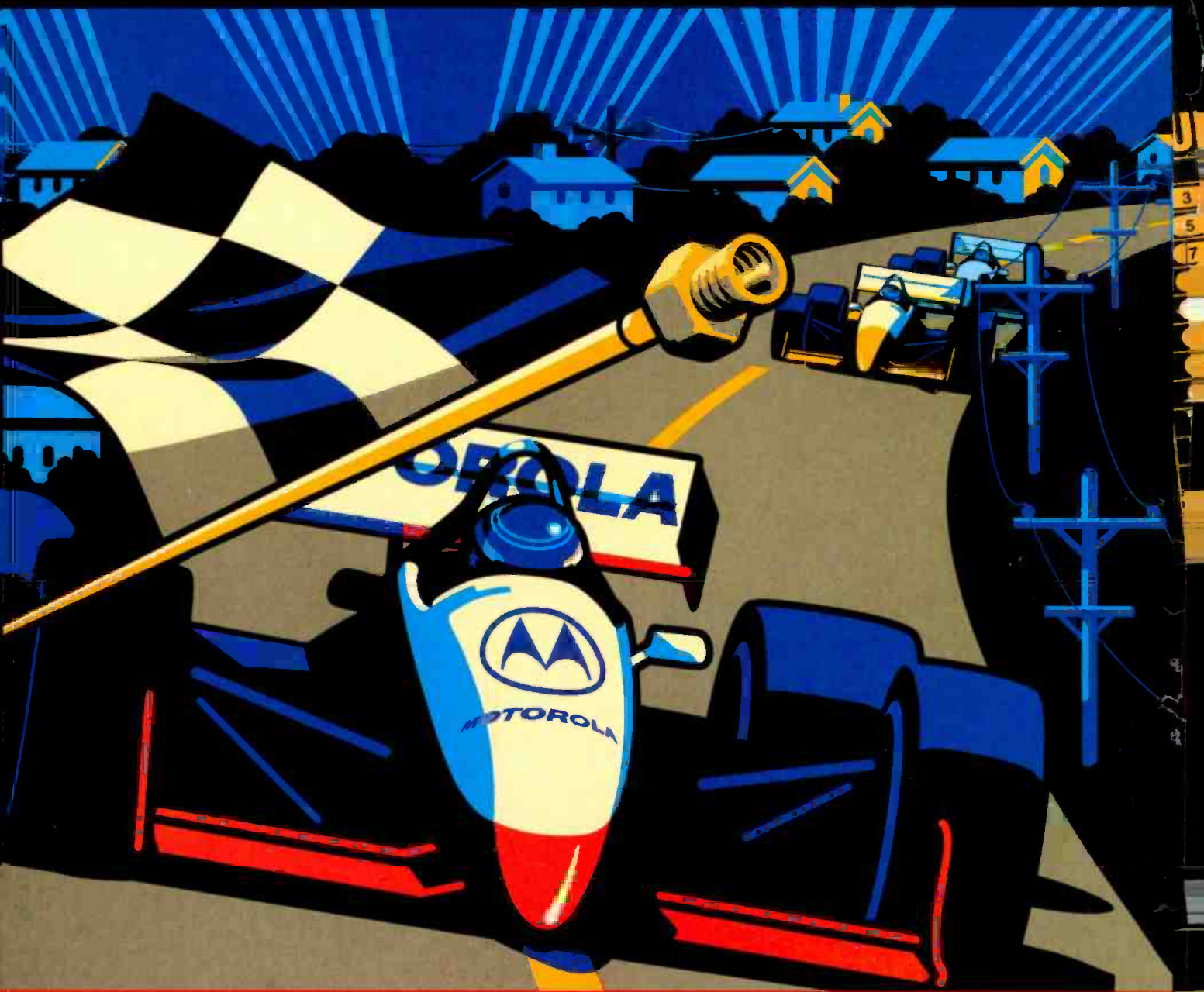
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9010

Bandwidth Gave Cable Operators the Pole Position.



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Fast Track

Must Reading from

**Broadcasting
& Cable**

December 9, 1996

TOP OF THE WEEK / 8



Gerry Laybourne announced that ABC will go with at least three hours of children's educational programs on Saturday mornings next season. / 17

Malone looks to boost cash flow Cable giant Tele-Communications Inc. cut 2,500 jobs, slashed top executives' pay 5%-20% and froze other executives' salaries last week in a dramatic move to rein in costs and improve cash flow. / 8

TCI dropping VH1, others from most systems VH1, Viacom's music video network, is among a handful of cable networks that Tele-Communications Inc. will drop from a majority of its systems Jan. 1 to make room for networks such as Turner's Cartoon Network. / 13

TW and Fox move fight to Tampa The Time Warner-Fox brawl that started in New York is spilling over to Florida, as Time Warner files a lawsuit in Tampa charging Fox with threatening to pull New World TV stations off cable systems there and elsewhere on Jan. 1. / 16

Viacom will buy half of UPN UPN got a major vote of confidence last week with Viacom's decision to exercise an option to buy 50% of the almost two-year-old network by Jan. 15. / 17

MPAA-style ratings will be recommended for TV The TV ratings industry implementation group plans to give television a ratings system similar to the one used for motion pictures, industry sources say. But critics prefer HBO's system of identifying specific content. / 19

BROADCASTING / 34

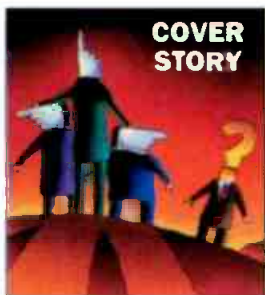
'Bradshaw' exits, but new syndication shows are coming The end of the November sweeps coincided with this season's first cancellation of a freshman strip, *The Bradshaw Difference*. / 34

Rogers named NBC's chief strategist Tom Rogers, president, NBC Cable and business development, and executive VP, NBC, adds chief strategist to his various job titles. / 34

Justice checks out Orlando radio consolidation Orlando's three top radio station owners—Chancellor, Cox and Paxson—are providing information to the Department of Justice, which is looking into their planned acquisitions in the market. / 60



'Beakman's World' will be part of CBS's three-hour Saturday morning educational block next season. / 38



COVER
STORY

Cable TV in 1997 Cable has failed to meet projections and promises and suffered a downturn in fortunes in 1996. Industry leaders see 1997 as a year in which cable can upgrade networks and roll out new products and services. **Cover art by Michael McGurl/SIS** / 64

Q&A: Amos Hostetter Amos "Bud" Hostetter Jr. discusses the challenges his industry faced in 1996 and the challenges it faces in the future. / 86

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Turner qualifies for '98 Olympics TNT will pay CBS some \$7 million to telecast more than 50 hours of programming from the winter games in Nagano, Japan—considerably less than it paid for about the same amount of programming during the 1992 and 1994 winter games. / 90

USA creates original Sunday night block USA Networks will add four new original series to its schedule next month, boosting its original prime time programming slate to nine and a half hours per week, according to Rod Perth, president of USA Entertainment Networks. / 90



Using Motorola's CyberSurf cable modem, Comcast has launched a localized version of the @Home cable online service in the Baltimore area. / 108

Telemedia Week

Cable modems moving Cable modems are moving beyond the hype, and the beginnings of a very real business are quickly taking root. Major MSOs, including TCI, Continental Cablevision, Time Warner Cable, Rogers Cablesystems and Comcast Cable, are launching commercially. / 106

TECHNOLOGY / 111

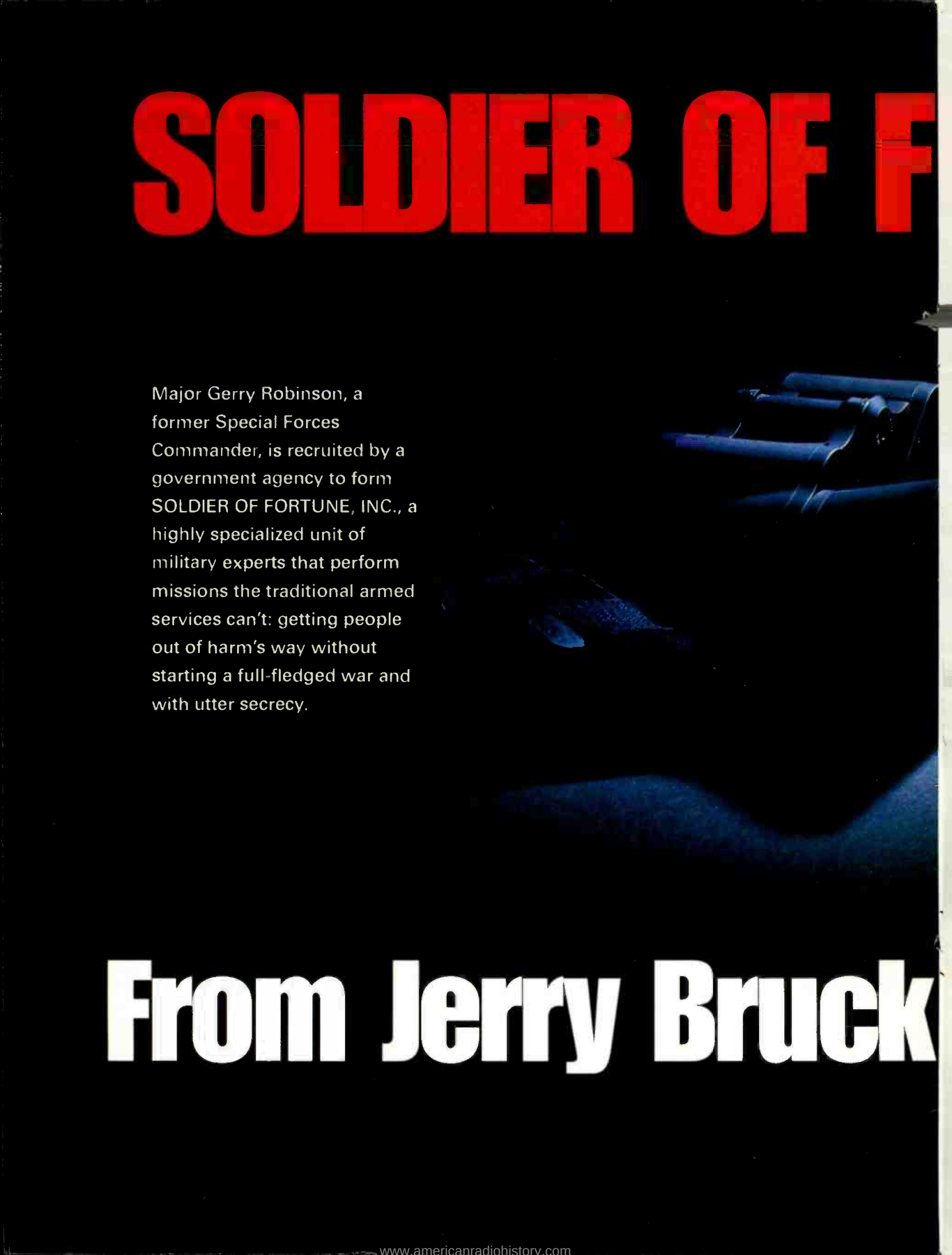
Fox affiliate launches new chopper Philadelphia's WTXF-TV launches a state-of-the-art ENG helicopter, adding another player to a competitive aerial news arena. The Astar 350B chopper features a nose-mounted gyro-stabilized camera unit from FLIR Systems Inc. / 111

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FLASHDANCE
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DAYS OF THUNDER
CRIMSON TIDE
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FALL 1997



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Top of the Week

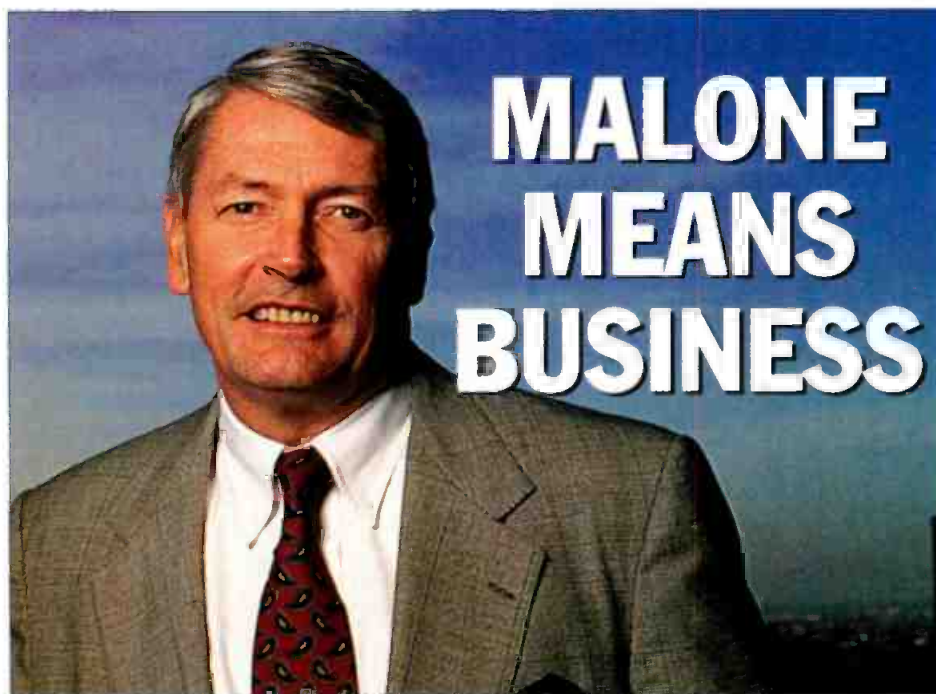
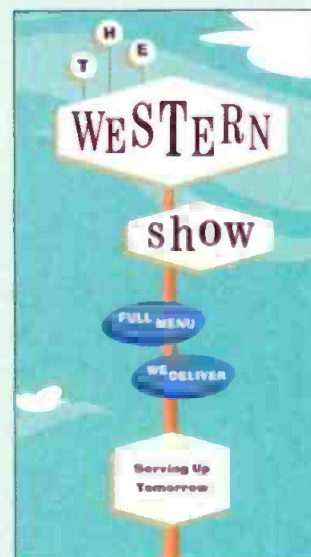
Cable hopes to rise in West

The 1996 Western Cable Show, which expects to draw 23,000 executives to Anaheim, Calif., this week (Dec. 11-13), will trumpet cable's future as a "full menu" of new programming and services. But with cable stocks foundering and skepticism abounding about cable's ability to keep past promises, the convention may have a tough sell.

That Tele-Communications Inc. announced the layoff of 2,500 employees on the eve of the convention won't help (see story, below). "I think it's going to be a much more sober meeting than you've seen in the past," says securities analyst Dennis McAlpine.

Nonetheless, cable executives say the gathering could serve as a much needed morale booster. "I wouldn't be surprised to see people walk away from this show saying, 'Hey, [digital TV and cable modems] are really here and really work,'" says Marcus Cable's Jeffrey Marcus.

"I've been through these dark days before," says Spencer Katz, president of the California Cable Television Association. Cable will eventually deliver the promised 500 channels, high-speed Internet access and telephony, he says. "But we are going to have to prove it system by system."



TCI chairman hopes to boost cash flow by cutting 2,500 jobs, trimming executive pay and squeezing programmers

By Price Colman

DENVER

Cable giant Tele-Communications Inc. cut 2,500 jobs, slashed top executives' pay 5%-20% and froze other executives' salaries last week in a dramatic move to rein in costs and improve cash flow.

The job cuts alone are expected to save the nation's largest cable operator as much as \$100 million annually,

according to analysts' estimates.

TCI spokesman Bob Thomson confirmed that the company will take a fourth-quarter charge to pay for the reductions but declined to specify how much. Analysts estimated it could be as high as \$30 million.

Fired employees will receive a severance package based on tenure with the company, as well as outplacement assistance and other services. Thomson said.

In addition to the job cuts, TCI has

sold four of its corporate aircraft and delayed completion of two of four national customer call centers.

The job reductions, salary cuts and freezes are the latest in a series of moves TCI has made to cap spiraling costs and improve financial results since chairman John Malone resumed a hands-on leadership role several months ago.

Since October, when Malone told investors that TCI will generate \$750 million-\$1 billion in free cash flow in 1997, TCI has:

- Reorganized core cable operations into three groups designed to improve efficiency.
- Will require Internet and telephony businesses to be self-supporting.
- Taken a hard line in negotiations with programmers in an effort to reduce escalating programming costs.
- Spun off TCI Satellite Entertainment and started the ball rolling to spin off TCI's 82% of TCI International and subsidiary Liberty Media Corp. in an effort to simplify TCI's corporate structure and enhance shareholder value.

Speculation has also surfaced that TCI might sell some of its cable systems. While Malone reportedly mentioned the possibility in discussions with investors last week, he played down the likelihood. Thomson said, "There are no plans for individual sales announceable at this point."

Even with those moves and job cuts, Malone faces a substantial task in getting to the \$750 million-\$1 billion in

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talk shows
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the issues...

Naomi touches the

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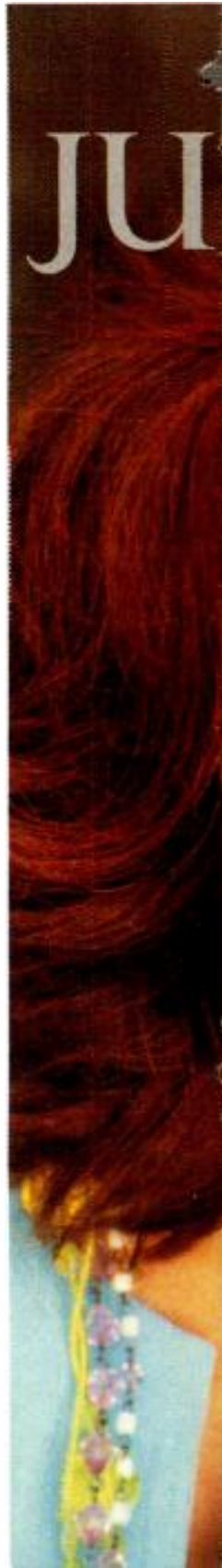


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heart.



free cash flow. Montgomery Securities estimates that TCI will suffer a cash-flow loss of \$500 million in 1996.

Malone reportedly has commandeered the 13th floor of TCI's headquarters in Englewood, Colo., as the war room for his campaign to get the company back in fighting trim. Over the past two months, he has conducted detailed—and what sources described as sometimes angry—meetings with key executives and managers in a relentless search to cut costs.

"Even in a company that investors recognize as lean, Malone is able to reach into his bag of tricks and cut head count significantly," Mark Riely of Media Research Group says. "It could have a fairly positive impact on a group of stocks that have been beaten up."

Malone's concern about TCI's financial straits was great enough that he brought back TCI veteran J.C. Sparkman to assist him (see box).

"There have been specific business issues [Sparkman] has been focused on," confirms TCI spokesman Thomson. "J.C. has always been an expert on capital management. His advice in that area has been very valuable."

Sparkman's presence has generated speculation in the financial community that TCI Communications President Brendan Clouston might be leaving TCI, possibly to take over TCI International. Fred Vierra, TCI International's CEO, is 65 and thus close to retirement age.

Sparkman back on the front line



Sparkman is involved in 'capital management'

Tele-Communications Inc. Chairman John Malone is clearly the architect of sweeping changes at the company, but he's had help from TCI veteran J.C. Sparkman.

Sparkman, the TCI cable operations guru and former executive vice president who retired in 1995, has expanded a continuing consulting role and been instrumental in aiding Malone.

"There have been specific business issues he has been focused on," says TCI spokesman Bob Thomson. "J.C. has always been an expert on capital management. His advice in that area has been very valuable."

Sparkman's increasingly active role, first reported in the Nov. 11 edition of *BROADCASTING & CABLE*, has been evident for some time, sources say. "I saw the [job reductions] handwriting several weeks ago when I heard that J.C. was coming back to be involved in day-to-day operations," says a well-placed source.

Sources say that once Malone saw TCI's ailing finances, he agreed to pay Sparkman a \$1 million-plus incentive to lure him out of retirement. —PC

Thomson flatly denies that rumor, saying there has been no change in Clouston's duties. Thomson also stresses that "no corporate officer has left" as a result of the job cuts.

Over the past three years, Clouston has been the point man in preparing TCI for the launch of new products and services. In the past year alone, TCI employment grew by about 18%.

Malone's aggressive plan to cut costs and capital expenditures while improving revenue and cash flow

should bear fruit in 1997, analysts say.

"I project that TCI will have a minimum of 750,000 [digital] boxes in the field next year," says Chuck Kersch, of Neidiger/Tucker/Bruner.

Malone has told analysts that TCI will roll out TCI's ALL TV digital cable service in 40 or more markets next year. ■

FCC OKs MCI DBS plan

Cable industry efforts to stymie MCI's DBS ambitions suffered a setback last Friday. The FCC approved MCI's DBS application, determining that the foreign ownership caps don't apply in the cases of subscription DBS services. But the commission said it later will "independently and intensively" review MCI's request to transfer the license to British Telecommunications (BT).

BT and MCI filed their merger application at the FCC last week, and the Clinton administration has asked the FCC not to preclude the administration from offering recommendations on the application. Both MCI and EchoStar will receive their licenses once they pay the balance on their bids for the licenses. MCI in January bid \$682.5 million for its license, while EchoStar bid \$52.3 million for another DBS license not covering the full continental U.S. —CM

Tele-TV scaling back

By Michael Katz
WASHINGTON

Bell Atlantic, Nynex and Pacific Telesis have denied widespread reports that they are pulling the plug on Tele-TV, their joint video service venture. However, the service is expected to be cut back and its staff by 10%-20%.

The downsizing of Tele-TV is a blow to CAI Wireless, which made a \$100 million deal with Bell Atlantic and Nynex to provide and maintain the facilities for the Tele-TV service planned in 13 East Coast markets. The service is scheduled to launch in the first two markets—Boston and Norfolk, Va.—next year. In reaction to the reports, CAI's stock plummeted to 1 3/16, after peaking at 17 1/2 at the end

of May. CAI President John Prisco didn't return phone calls.

"We envision Tele-TV as part of the future in some form," says Bell Atlantic spokesman Eric Rabe. He says Bell Atlantic will continue to build the wireless cable system in Norfolk, but concedes that the coverage is "not what we had hoped for." The fate of the wireless platform in the other 11 markets seems to be in jeopardy—Rabe wouldn't comment on it other than to say that "it's under study." The scaling back of Tele-TV is expected to lead to the departure of CEO Howard Stringer. Stringer didn't return phone calls.

Lee Camp, president of Pacific Telesis Enhanced Services says: "Tele-TV's focus has continued to evolve. However, Pacific Telesis has no intention of dissolving Tele-TV." ■

Starz! gets Continental boost

MSO is including service in premium bundle

By Jim McConville

NEW YORK

Encore Media's premium movie channel Starz! may have scored some points in its ongoing battle against pay network Showtime: MSO Continental Cablevision has chosen it to be part of a new premium movie package that bundles Starz! with HBO and Encore, but does not include Showtime.

Last September select Continental systems in Southern California started offering their subscribers a premium package of seven channels—HBO, HBO2, HBO3, Cinemax, Cinemax2, Encore and Starz!—for \$18.95 per month. Showtime is available a la carte for \$10-\$11 a month.

The package, first rolled out as "Choice One," now is offered in all five of Continental's operating regions under other names, such as "Best Value" in the Midwest.

Rob Stengel, Continental's senior vice president of programming, downplays the inclusion of Starz! and the exclusion of Showtime: "This is not unusual. Not every package that we offer has Showtime in it; not every package has HBO in it."

Stengel says Continental plans to add the package to other cable systems as they upgrade.

Customer demand for more first-run movies—and other factors, including financial terms—led to Continental's decision to include Starz!, which is part of Encore's thematic multiplex group.

"You've got another foundation movie service out there now that has more first-run movies than Showtime," says Stengel. "Showtime now has a strategy more toward original programming and serials."

But Jeff Wade, Showtime executive vice president of sales and marketing, says that pegging Showtime as an original movie network is inaccurate: "We're not an original network. Showtime's programming mix historically has been 65 percent theatrical and 35 percent original. We have, on average, 60 to 65 first-run theatricals [a year], which is about the same as the other networks."

Continental's new package is the latest salvo in the continuing war between

Viacom-owned Showtime and Encore's Starz! For the past two years Encore has aggressively brokered deals to acquire blockbuster theatrical titles for Starz! As a result, HBO and Starz! will own 80% of the first-run movies for 1997 and 1998.

Wade says Encore's spending spree actually hurt the premium channels: "Because of Starz! and Encore, everybody has paid more than they would have paid."

Competition between Showtime and Starz! nearly boiled over last month, when Starz! Chairman John Sie publicly criticized Showtime, saying it had forfeited its status as a first-rank pay service by emphasizing original movies and downplaying first-run theatricals. Sie also questioned Showtime's core package cable status, saying its original programming and many of its "B" movies contain violence.

Showtime dismissed the comments as "outrageous," saying Sie distorted the truth about Showtime's commitment to first-run movies.

This year Starz! has grown from 3.5 million subscribers to just under 5 mil-



Among Starz!'s original programming is 'Assassination File,' which premiered in October.

lion. Encore officials say. Showtime has 14.8 million subs, according to Nielsen Media Research.

Continental offers Starz! in some fashion to about 2 million—or 50%—of its estimated 4 million subs.

Encore also continues to add Starz! to other cable systems. Last week Encore signed a deal with Time Warner Cable to launch Starz! to 4 million TW basic subs during 1997.

Starz! is not without problems, however. While the network has lined up an impressive array of blockbuster theatricals, it has lost \$150 million and is expected to lose \$300 million before it reaches break-even cash flow, says Schroder Wertheim's Niraj Gupta. ■

TCI move is sour note for VH1

Showtime isn't the only Viacom network under fire.

VH1, Viacom's music video network, is among a handful of cable networks that Tele-Communications Inc. (TCI) will drop from a majority of its systems Jan. 1 to make room for networks such as Discovery Communications' Animal Planet and Turner's Cartoon Network. The MSO will also drop two superstations from many systems on Jan. 1 (see page 12).

While TCI says VH1, E! Entertainment Television, Comedy Central and other networks are being dropped to provide subscribers with better program value, most industry experts say the move is TCI's way to replace unprofitable, low-rated networks with ones willing to pay hefty \$5-\$8 upfront launch fees. TCI would not say how many systems will drop VH1.

VH1 has never been able to duplicate the success of other MTV Networks MTV and Nickelodeon. According to recent Nielsen Media Research numbers, VH1's prime time rating for third quarter '96 was a flat 0.2, representing 96,000 households. Started by MTV Networks in 1985, VH1 reaches 54 million cable households.

One media analyst speculates that TCI also may drop VH1 to make way for its own music network. "I've heard that one of the channels TCI wants to launch is going to be competing in the music area," says Derek Baine, analyst for Paul Kagan & Associates.

TCI last September hired former MTV president John Reardon to head its new division, TCI Music. The MSO is also trying to buy Digital Music Express (DMX), a digital audio music company.

—JM

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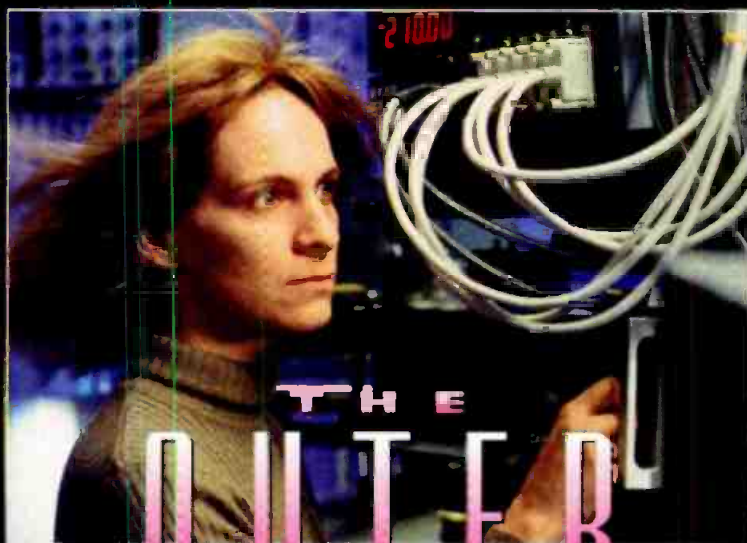


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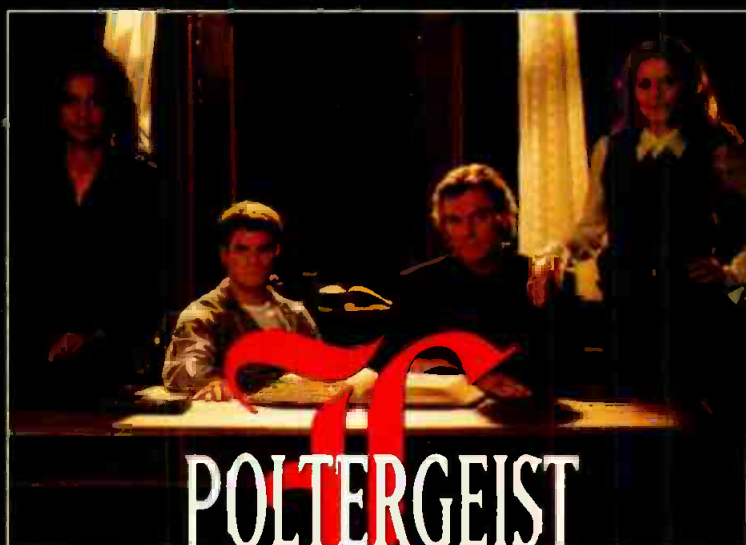
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DE TELEVISION

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TW-Fox fight moves to Tampa

MSO says network is threatening to pull stations off cable

By Rich Brown
NEW YORK

The Time Warner-Fox brawl that started in New York is spilling over into other parts of the country.

Still stinging over the failure to launch its fledgling news channel on Time Warner's New York City cable systems, Fox appears to be playing hardball in

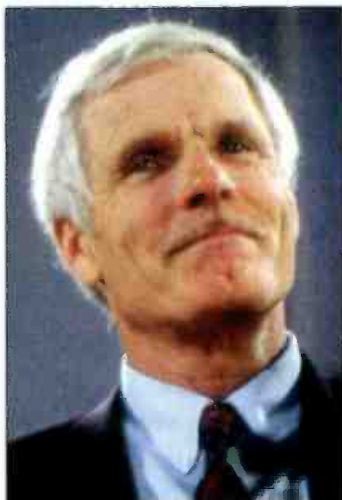
some markets where its TV stations are carried by the operator. It marks the latest tension in an increasingly tense relationship between the companies (see box).

The latest battles involve retransmission-consent rights for New World television stations that soon will be owned by Fox. Under the FCC's retransmission-consent rules, TV stations may seek compensation from cable system operators in exchange for carriage of their signals.

Time Warner says the soon-to-be-acquired New World stations fall under earlier retransmission-consent deals between the cable operator and Fox TV stations; Fox counters that the newly acquired properties are not covered by the earlier agreements and are open for renegotiation.

"We're prepared to talk with them about getting value for the stations," says William Squadron, senior vice president, News Corp. (Fox's parent company). "Our basic position is that these are valuable properties."

Time Warner filed a lawsuit in Tampa, Fla., last Tuesday charging that Fox has threatened to pull New World TV stations off cable systems there and elsewhere on Jan. 1, 1997, in connection with the retransmission-consent disputes. Time Warner says the move could knock Fox TV stations off cable systems serving nearly 2 million subscribers in Tampa



The three-month-long battle between Time Warner and Fox has included some colorful exchanges between Ted Turner, vice chairman of Time Warner, and Rupert Murdoch, chairman of News Corp. The fight shows no signs of resolution.

and elsewhere (New World TV stations and Time Warner cable systems coexist in several other markets, including Dallas, Detroit, Atlanta, Cleveland, St. Louis, Milwaukee, Kansas City, Mo., and Austin).

The lawsuit says that Chase Carey, News Corp. vice chairman, made it clear in a Nov. 6 meeting with New World and Time Warner executives that Fox was trying to use the retransmission-consent issue to press for carriage of the Fox News Channel on Time Warner's cable systems.

"The retransmission-consent agreement for the New World stations is being held hostage to a Fox News Channel agreement that is not acceptable to us," says Time Warner spokesman Michael Luftman.

Squadron says Time Warner itself opened the door for a new round of retransmission-consent negotiations in Tampa by sending Fox a letter on July 2 terminating their existing retransmission-consent agreements.

But Time Warner general counsel Marc Apfelbaum says "correspondence was sent by local management to mark the end of the New World-Time Warner retransmission-consent agreements and the adoption of existing Fox-Time Warner retransmission-consent agreements."

"Any implication by Fox that we don't want to carry the channel is a red herring," says Luftman. ■

THE BATTLE OF THE NEWS SERVICES

A TW-Fox chronology

Sept. 19—In a surprise move, Time Warner opts to carry MSNBC on its cable systems instead of News Corp.'s Fox News Channel, severely hamstringing FNC's debut. Fox News accuses TW of reneging on its promise to carry FNC. TW denies having made such a promise.

Sept. 26—Ted Turner calls Rupert Murdoch "slimy" and likens the News Corp. chief to Adolf Hitler. Turner denies lobbying against FNC's being carried by TW cable systems.

Oct. 10—Turner issues a halfhearted apology for comparing Murdoch to "the late führer," saying his choice of words was "unfortunate" in juxtaposing the way the two managed news.

Oct. 11—TW wins a temporary restraining order preventing New York City from forcing TW to carry FNC.

Oct. 17—Fox News files an antitrust suit against TW and Turner Broadcasting, accusing the two of breach of contract and fraud for not carrying FNC on TW's systems.

Oct. 18—Turner calls Murdoch a "scum bag" during a three-hour deposition before lawyers.

Oct. 22—Turner's wife, Jane Fonda, accuses Fox Sports of intentionally not showing her and Turner in the stands during the World Series, and claims the only reason New York Mayor Rudolph Giuliani is supporting Fox is because it employs his wife.

Oct. 31—TW's debut of its first European TV channel on News Corp.-owned satellite network BSkyB is delayed for undisclosed reasons.

Nov. 7—U.S. District Court Judge Denise Cotes issues a preliminary injunction against New York City prohibiting it from carrying FNC on its Crosswalks public access channels.

Nov. 15—TW asks the FCC to block News Corp. and MCI's ASkyB satellite venture because both companies are foreign owned.

Ongoing—Fox, which along with ESPN owns Major League Baseball rights until 1998, stands in the way of Turner's WTBS(TV) Atlanta acquiring rights to Turner's Atlanta Braves. Carrying the Braves is seen as a necessity for WTBS to convert to a "free-market superstation." —MK

ABC plans FCC-friendly Saturday

Joins CBS in programing educational block; affiliates restless over 'GMA,' prime time performance; says it will be ready to transmit in HDTV by 4th quarter 1997

By Steve McClellan
BOCA RATON, FLA.

ABC will go with at least three hours of children's educational programs on Saturday mornings next season to help affiliates satisfy the FCC children's programming requirements that take effect in January.

ABC affiliates were briefed on those plans by Gerry Laybourne, president, Disney/ABC cable networks, at the ABC affiliate meeting in Boca Raton, Fla., last week. Her presentation came one day after CBS announced similar plans (see story, page 38).

In other news from the ABC meeting, affiliates were told that the network would be prepared to transmit high-definition programming by fourth quarter 1997 and that probably three owned-and-operated stations would convert to digital technology in 1998, with perhaps two more converting by 1999.

On the sports front, division president Steve Bornstein said he expected "aggressive" competition for the *Monday Night Football* package in the next rights go-round, talks for which should get under way next fall as the final season under the current NFL pacts begins. But Bornstein pledged to retain the package, whatever the cost, sources said. "It will be expensive," he told affiliates. Fox reportedly has its eye on the Monday night NFL package.

In prime time, Ted Harbert and Jamie Tarsis, chairman and president, respectively, of ABC Entertainment, reported that *Townies* will go on hiatus immediately, replaced on Wednesday nights by *Coach*. David Kelley's new lawyer drama, *The Practice*, they said, will be ready for midseason use. Another new hour, an action/adventure show called *The Spy Game*, may also be ready by next March.

Alan Cohen, executive vice president, made a well-received presentation that included plans to expand the number of music video-type program promos, like the one rock star Phil Collins



Gerry Laybourne announced ABC's new Saturday kids schedule.

did for *NYPD Blue*.

Affiliates were also briefed on new promotional-support plans, including the development of a Website, set to launch next spring, from which stations will be able to download an array of materials, including ready-to-air promotion and advertising spots, photos and up-to-the-minute scheduling information.

But overall, ABC's problems in prime time and news set what several affiliates in attendance said was a subdued atmosphere at the meeting. One source called it a "low-rent affair," compared with the glitzy, pull-out-all-the-stops show the network put on at last June's annual spring gathering.

News division President Rooney Arledge made a presentation that left many affiliates unimpressed with its lack of specifics about how to make *Good*

Morning America competitive with *Today* once again. *World News Tonight* is still in first, but *NBC Nightly News* has narrowed the gap considerably. "Roone spent a lot of time talking about what a good job NBC has done copying ABC. But he shared nothing of substance about getting *GMA* back on track or putting distance between NBC" in the evening news race, said one attendee. Affiliates are also miffed at the "reports" ESPN is contributing to *World News Tonight*. "They call it content enrichment, but for us it's promotion of a competitor," said one irate affiliate.

David Westin, president, ABC Television Network Group, reiterated the network's commitment to fix prime time programs. Westin, Harbert and Tarsis got high marks for energy and passion, but affiliate patience is clearly being strained. "We've been hearing the same message for almost a year now," said one group operator. "We're glad they're committed to fixing it. But now it's time to show me." ■

Viacom to buy half of UPN

Is investing \$160 million in fledgling network

By Steve McClellan and
Lynette Rice

NEW YORK, HOLLYWOOD

UPN received a major vote of confidence last week with Viacom's decision to exercise an option to buy 50% of the almost two-year-old network by Jan. 15, 1997.

Wall Street reacted favorably to the news, pushing UPN owner BHC's stock price up almost \$2, to \$102.875, on word of Viacom's decision. Viacom was down 25 cents the day of the news (Dec. 4) but recovered half that loss the following day, closing at \$36.75.

Viacom has had the option, in exchange for some seed money and certain operational services, to buy half of UPN since its inception. Viacom notified BHC last Tuesday that it will exercise the option on Jan. 15, the day it is set to expire. The 50% stake will cost Viacom one-half of the aggregate cash contribution that BHC puts into

the network through Jan. 15. Sources confirmed that BHC's total investment by then will be some \$320 million, which would put the price of Viacom's half at about \$160 million.

In 1995, BHC lost about \$128 million on the network and for the first nine months of 1996 lost another \$116 million, according to Securities and Exchange Commission filings. UBS Securities, in a report issued last month, estimated that UPN would lose \$140 million in 1996.

Commenting on Viacom's decision, company chairman Sumner Redstone said the network has "exceeded our expectations" and created "real value for its affiliated stations."

Indeed, while analysts focused on UPN as a secure distribution outlet for Viacom, company executives stressed that their primary reason for joining the start-up venture in the first place was to give the Paramount station group a network brand identity, which over time and

Closed Circuit

DENVER

Malone on move

Look for John Malone to create even more stir in coming weeks as he seeks to accelerate the TCI turnaround. Among upcoming actions Malone is likely to take: consolidating TCI's wireline and wireless telephone operations into a tracking stock (a stock that permits investors to invest in a specific business rather than the parent company), large buybacks of TCI and Liberty stock and a rollout of digital cable—to some degree—in all TCI systems by the end of 1997. "There's going to be a whole whirlwind of activity," said a source who attended Malone's investor briefing last week. "He's looking for a radical turnaround.... You could look in his eyes and see he is back with a vengeance."

WASHINGTON

Musical chairs

With the new Congress will come a new set of staff faces in the House. Christy Strawman, legislative director for Representative Jack Fields (R-Tex.), is going home to Texas to work for AT&T. Hill and industry sources say Cathy Reid will soon leave her position as majority counsel on the Telecommunications Subcommittee. Commerce Committee Chairman Thomas Bliley (R-Va.) is also said to have hired a new female counsel for the Telecommunications Subcommittee—the name could not be confirmed at print time. Meanwhile, Billy Tauzin (R-La.) is still considering candidates for the legislative director slot on his personal staff. The soon-to-be chairman of the Telecommunications Subcommittee has also asked Bliley for a staffing slot on the subcommittee.

Internet Ackerley

Opponents of Ackerley Communications' local marketing agreement (LMA) with KCCN-TV Monterey, Calif., are turning to the Internet to make their case at the FCC. A former employee of the station late last month e-mailed the

FCC to pitch new additions to the Citizens for an Independent KCCN-TV Website. The Website includes comments on the station's deal with Ackerley and a side-by-side comparison of KCCN-TV and Ackerley's KCBA(TV) Salinas. "FCC commissioners...may anonymously view moderated public comments seconds after they are submitted to the site," the electronic message said. FCC officials are still considering a May petition to throw out Ackerley's LMA with KCCN-TV.

HOLLYWOOD

Ghosts and warriors

As of last week, relatively few new strip projects were headed for next month's NATPE convention, but there's no shortage of new weekly hours. Among the offerings expected to be unveiled this week are *Ghost Stories*, a spooky anthology series from All American Television, and *Conan*, an action hour from Keller Entertainment and Western International Syndication based on the comic books that inspired the campy Arnold Schwarzenegger films of the early 1980s.

NEW YORK

MSG at the bat

The Madison Square Garden Network apparently is vying for the radio rights to the New York Yankees. The Yankees concluded their second consecutive five-year rights contract—worth about \$5 million annually—with WABC(AM) New York earlier this fall. But WABC has not been altogether pleased with the arrangement after losing several million dollars on the deal in the past few years. Last October, WABC general manager Phil Boyce said contract negotiations with the team were ongoing, but conceded that "whether or not we'll have the Yankees next year, I don't know. It hasn't always been a great relationship." Since MSG has no radio station in New York, the network would have to find a local station to carry the games and pay a carriage fee to the network.

with continued success should significantly increase the value of the group.

Together, the Paramount- and BHC-owned stations cover 35% of the country. UPN has 152 broadcast affiliates covering 92%.

Reacting to the Viacom move, UBS entertainment analyst Ed Hatch predicted in a note to investors that Viacom's share of annual UPN losses for the next several years will be \$50 million–\$60 million. But that will have only a slight impact on the company's overall earnings. Hatch said, restating his "buy" recommendation for Viacom stock, with a 12-month price target of \$46. Hatch said the move was "long-term strategically positive due to guaranteed content distribution in an increasingly competitive marketplace."

The move was "as predicted," said UPN President Lucie Salhany, who expects to eventually answer to a board of directors similar to the one that oversees USA Network. Despite rampant industry speculation that she'll be out of a job once Viacom steps in, Salhany said she'll remain on board as indicated by her contract.

"I don't think [Viacom will affect us during] the day-to-day activities. I don't think there will be much effect at all—not in the negative sense. It will be more positive," Salhany said. "When you're footing the bill, you tend not to overspend. Now that Paramount's in, maybe we'll get a little more aggressive."

That could mean a sooner-rather-than-later announcement of a fifth night of programming for UPN (the network is expected to add a fourth night next season). There may be more movement in dayparts as well, beyond the hour block of teen programming that's set to debut next fall (see story, page 42).

This is the first season that Salhany has been able to carry out her original goal of counterprogramming to young urbanites. And while the prime time lineup has yet to average double-digit ratings, improvement has been seen in all key demographics. During the November sweeps, UPN improved its adults 18-49 share by 20% over the same time last year and posted significant gains in females 12-24 and female and male teens, its target audience.

Overall, UPN finished the sweeps with a 3.5 Nielsen rating/5 share—up 9% from last year's 3.2/5. The WB, in comparison, finished with a 2.8/4, up from last year's 2.4/4. This also is the first season that UPN has retained all of its shows for the rest of the year. ■

TV producing movie-style ratings

But some critics prefer HBO's content-based method

By Heather Fleming
WASHINGTON

The TV ratings industry implementation group plans to give television a ratings system similar to the one used for motion pictures, industry sources say.

But with less than two weeks before the final plan is to be unveiled, some fine-tuning is still required. Ratings group leader Jack Valenti, who is president of the Motion Picture Association of America (MPAA)—which established the movie ratings system—said there is no tentative agreement yet, and that “there are crucial segments of the industry, including broadcast networks, movie executives, cable networks, syndicators, writers and directors, which have not signed off on a plan.”

Early reports of the age-based system prompted outcries from some lawmakers, media watchdog groups and the National Parent Teacher Association (PTA).

“The ‘V’ for violence has been reported missing,” Representative Edward Markey (D-Mass.), the architect of the V-chip legislation, said. “The industry is supposed to be developing a ratings system that allows parents to block shows because they contain violence that could be harmful to children. Yet recent reports indicate that parents will be given no information whatsoever about violence.”

Markey wants to combine the MPAA ratings system with the HBO system, which identifies specific content—including language, sex and violence.

Senator Kent Conrad (D-N.D.), another V-chip proponent, said in a statement that if TV executives agree on an age-based MPAA system, “they will be telling parents that they, not the parents, know what is appropriate for the six-year-old, 10-year-old or 17-year-old in that home.”

Only two weeks ago a national survey by the PTA, Institute for Mental Health Initiatives and researchers at the University of Wisconsin reported that 80% of parents prefer an HBO-style rating to the MPAA system.

National PTA President Joan Dykstra said Valenti's saying that nothing



Markey (l) says an age-based ratings system is not good enough, but Valenti says there's still no industry consensus.

has been decided gives the industry an obvious opportunity to include content-specific information so parents can make informed choices about what their children watch.”

But broadcast and cable sources were not surprised that the industry is settling on an MPAA system. Implementation group participants last February said they had agreed “to provide parents with more information about TV programs, similar to parental information provided by the MPAA movie ratings for the past 27 years.”

Regardless of the final plan, Senator John McCain (R-Ariz.), who will chair the Senate Commerce Committee, and Representative Billy Tauzin (R-La.), who will chair the House Telecommunications Subcommittee, leave the

RATINGS IN THE WORKS

The TV ratings implementation group is considering these six ratings categories. Still being worked out are the specific definitions of each rating.

K—For children of all ages

K-7—For children 7 and older

TV-G—For all audiences

TV-PG—Parental guidance suggested

TV-14—Inappropriate for children under 14

TV-M—For mature audiences

door open to oversight hearings.

“Billy believes the less government intrusion the better,” Tauzin spokesman Ken Johnson said. “At this time he doesn’t feel it’s necessary to go into as much depth as some critics are calling for. If it’s good enough to guide parents for movies, it’s good enough to guide parents for TV.”

The FCC has the authority under the Telecommunications Act to set up a ratings panel of its own if it finds the voluntary industry system unacceptable. But the commission is waiting for the final plan before weighing in. FCC Commissioner Rachelle Chong noted that the voluntary ratings were “much more First Amendment-friendly” than would be the government’s stepping in. ■

WCBS-TV gets HDTV license

The FCC has awarded an experimental HDTV license to CBS O&O WCBS-TV New York. The station will use it to provide an HDTV simulcast of its current NTSC programming to a coverage radius of 55 miles. The experimental station, WCBS-HD, will broadcast from a dedicated HDTV antenna atop the Empire State Building, where WCBS-TV’s auxiliary antenna is located.

According to Bob Seidel, CBS engineering vice president, WCBS-TV will convert its NTSC programming to HDTV using a Snell & Wilcox upconverter at its 57th Street Broadcast Center, and then send a multiplexed microwave feed, consisting of an HDTV signal and a compressed digital NTSC signal, to the antenna.

“Simulcasting is a major concern for broadcasters in metropolitan areas, where there’s a lot of microwave congestion,” says Seidel. “We think we can fit both signals on one studio-to-transmitter link.”

CBS also may experiment with dubbing some of its prime time material, which is shot on 35mm film, to HDTV tape for playback.

Seidel gives no on-air date for WCBS-HD, as winter weather may impede the HDTV installation, but says the station aims to begin measuring the HDTV signals as soon as possible. “This signal needs to be field-tested in the canyons of a large city,” he says.

—GD

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BZZZ! delivers power demos!

NEW YORK (5PM)	STATION	W18-34	RANK#	A18-34	RANK#
BZZZ!	WPIX	4.0	2	2.9	3
Home Improvement	WNYW	4.3	1	3.7	1
Married with Children	WWOR	2.5	4	3.4	2
Local News	WABC	2.8	3	2.7	4
Local News	WNBC	2.0	5	1.6	5
Local News	WCBS	0.4	6	0.5	6

LOS ANGELES (7PM)	STATION	W18-34	RANK#	A18-34	RANK#
BZZZ!	KTLA	7.2	1	5.0	2
Home Improvement	KTTV	5.6	2	5.7	1
Extra	KNBC	3.2	3	2.4	3
Jeopardy	KABC	2.1	4	1.8	4
Hard Copy	KCBS	1.6	5	1.3	5
Star Trek DS9	KCOP	1.1	6	1.3	5
Inside Edition	KCAL	1.1	6	0.8	7

BOSTON (6:30PM)	STATION	W18-34	RANK#	A18-34	RANK#
BZZZ!	WLVI	3.9	2	2.7	3
Simpsons	WFXT	4.9	1	5.3	1
Martin	WSBK	2.8	3	3.1	2
NBC News	WHDH	2.7	4	2.2	4
ABC News	WCVB	2.4	5	2.2	4
Local News	WBZ	2.0	6	1.9	6
Beverly Hills 90210	WNDS	1.1	7	1.0	7
Judge Judy	WABU	0.4	8	0.4	8

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STATION SALES

NEW YORK CHICAGO ATLANTA LOS ANGELES
212.903.3846 312.222.4441 404.814.9995 213.460.3854

ADVERTISER SALES

NEW YORK CHICAGO
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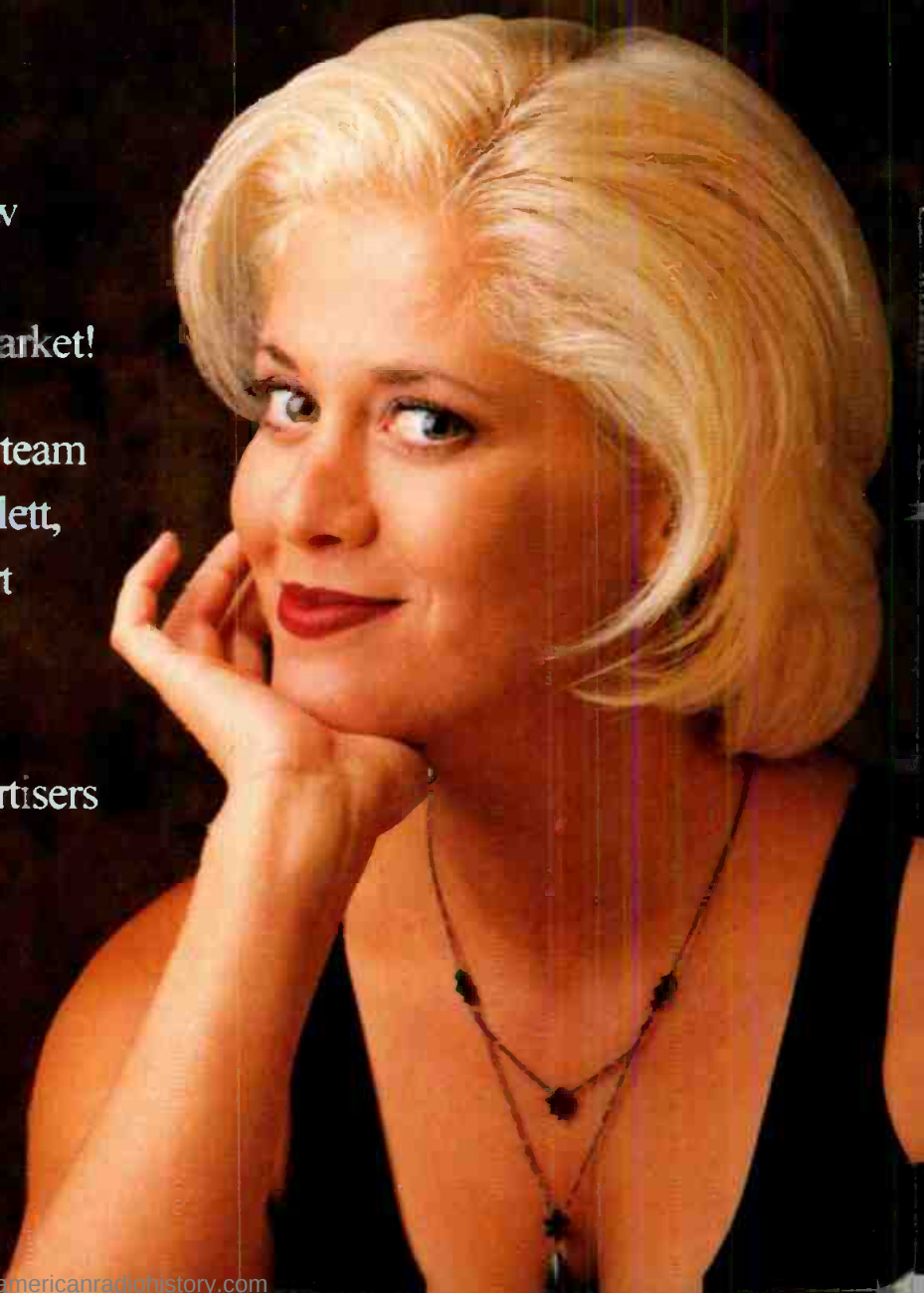
RALPH EDWARDS
STUBLETT
PRODUCTIONS

DALLAS (11:00PM)	STATION	W18-34	RANK#	A18-34	RANK#
BZZZ!	KDFI	6.3	2	4.0	2
I Love Lucy/ Married with Children	KDAF	7.7	1	6.6	1
David Letterman	KTVT	3.1	3	3.0	3
MASH	KTXA	3.0	4	2.8	5
Baywatch	KDFW	2.9	5	3.0	3
Entertainment Tonight	WFAA	2.8	6	2.0	6
Tonight Show	KXAS	1.5	7	1.7	7
Jenny Jones	KXTX	0.8	8	0.8	8

BALTIMORE (11:00PM)	STATION	W18-34	RANK#	A18-34	RANK#
BZZZ!	WNUV	3.2	2	2.5	3
Local News	WBAL	5.2	1	4.3	1
Local News	WJZ	2.9	3	2.9	2
Local News	WMAR	2.7	4	2.5	3
Cheers	WBFF	1.1	5	1.0	5

SOURCE: October '96 NIELSEN, SWAP

- TV's hottest new dating show has the winning formula for long-term success in your market!
- From the proven production team of Ralph Edwards & Stu Billett, the creators of People's Court
- A proven performer
- A premium vehicle for advertisers



FTC subpoenas Seagram, Stroh over ads

Brewer says political pressure prompted probe

By Heather Fleming

The Federal Trade Commission subpoenaed documents and videotapes from Stroh Brewery and Seagram Ltd. last week as part of its investigation into whether the liquor companies' TV ads target underage drinkers, sources at both companies confirm.

The FTC is looking at the ads' content, scheduled time slots, and demographic information. The companies had expected to be subpoenaed since reports late last month of the agency's investigation.

A Stroh's Schlitz Malt Liquor TV ad

first caught the eye of the FTC in July, when the ad ran during MTV's *My So-Called Life*. The ad aired during the show without Stroh's prior approval after a last-minute programing change, according to a source at Stroh. Stroh supplied the FTC with a copy of the ad and supporting scheduling documentation this summer and thought the issue resolved in September, the source says.

"We believe that the change in the [Distilled Spirits Council of the United States (DISCUS)] code which resulted in political concern about alcohol advertising on TV was the primary cause for escalating the issue with Stroh," says Lacey Logan, Stroh senior

director, corporate communications and public relations. "We know that our advertising targets only those of legal drinking age and older."

DISCUS reversed its decades-old self-imposed ban on broadcast advertising after Seagram's decision last summer to advertise on TV.

Seagram would not comment on the subpoena, but said in a statement that its advertising "is and always has been conducted with responsibility, directed at consumers of legal drinking age and above."

Meanwhile at the FCC, commissioners continue to disagree over the commission's role in regulating broadcast liquor ads, and have set no plan of action. ■

Distant signals on copyright royalties

Satellite companies, broadcasters are far apart on rates

By Heather Fleming

The satellite industry and broadcast programming copyright holders remain far apart on the new satellite copyright royalty rates, comments filed last week with the copyright royalty arbitration panel show.

The 1984 Satellite Home Viewer Act granted satellite operators a compulsory license to retransmit network and superstation signals and set up copyright royalty rates. The rates today are 6 cents per subscriber per month per signal for network signals, 14 cents for syndex-proof superstations and 17.5 cents for superstations. So-called syndex-proof (syndicated exclusivity) superstations, such as WTBS(TV) Atlanta, are stations that have national rights to all of their syndicated programming, so local stations carrying the programs can't force blackouts on the superstations.

The current royalty fee schedule is set to expire July 1, 1997. Satellite companies, broadcast network affiliates, superstations, and other programming copyright holders have been unable to reach agreement over what the "fair market value" of the fees should be. A copyright royalty arbitration panel (CARP) set up by the U.S. copyright office is stepping in to decide.

The Satellite Broadcasting & Communications Association submitted testimony to CARP that said the rate for

superstations should range from 9.1 to 10.45 cents per subscriber per month per superstation and from 2.6 to 2.76 cents for a network affiliate.

On the other side, network affiliates, superstations and syndex superstations say satellite carriers should pay 35 cents in 1997, 36 cents in 1998 and 38 cents in 1999 per subscriber per month, for all commercial and noncommercial broadcast stations. The Motion Picture Association of America, the Public

Broadcasting Service and major sports leagues agree.

ASkyB, the DBS joint venture of MCI and News Corp., hopes it will be shielded from paying royalty fees because it intends to retransmit local broadcast signals back to the market where they originate and therefore is not expanding the reach of station signals.

"My analysis suggests that existing royalty fees do not undervalue network and superstation signals," John Haring,

Campaign probes won't stop finance reform

Probes into charges of illegal foreign contributions to the Democratic party won't delay Senate hearings on campaign finance reform, Senate Majority Leader Trent Lott said last week.

Lott (R-Miss.) said the foreign donor investigation and campaign reform will likely proceed on "dual tracks."

The Governmental Affairs Committee will begin its investigation into the alleged illegal contributions with the start of the new Congress, but significant background work is required before hearings, Lott said. Meanwhile, the Rules Committee will begin hearings on the broader issue of campaign finance reform.

The flap over foreign contributions simply provides momentum to reform efforts, according to Senator John McCain (R-Ariz.), who has co-sponsored with Senator Russell Feingold (D-Wis.) a campaign finance-reform bill. The McCain-Feingold bill, which will be reintroduced in January, would provide Senate candidates with incentives to limit campaign spending: a total 30 minutes of free TV and radio airtime per market; 50% discounts below the "lowest unit rate" for TV and radio advertisements; and discounted mailings.

McCain was expected to meet with Lott and House Speaker Newt Gingrich, possibly late last week, in hopes of securing support for swift action on his legislation.

—HF

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principal in Strategic Policy Research, testified. "To the contrary, there are a variety of economic considerations suggesting that current fees overvalue network and superstation signals and should be reduced. [Direct-to-home] and cable offer competing services, but

cable, notwithstanding its incumbent status and first-mover advantages, is charged lower effective royalty fees."

But broadcasters argue that the satellite carriers reap major benefits by retransmitting their programming. "The fact that satellite carriers are freed from

the burden and expense of creating and scheduling their own channels of programming because stations do it for them is an additional component of the value of the stations they transmit," William Graff, program director of WPIX(TV) New York, testified. ■

FCC will be focal point for cable in '97

NCTA satisfied with '96 Telecommunications Act

By Chris McConnell

Lauding the 1996 Telecommunications Act last week, NCTA President Decker Anstrom said his group won't be seeking any new laws on Capitol Hill next year.

But Anstrom's group and other cable lobbyists should have plenty of FCC chores to keep them busy.

Regulators are working on a series of cable-related rules, some of which could see the light of day this month or early next year. Among the pending proceedings:

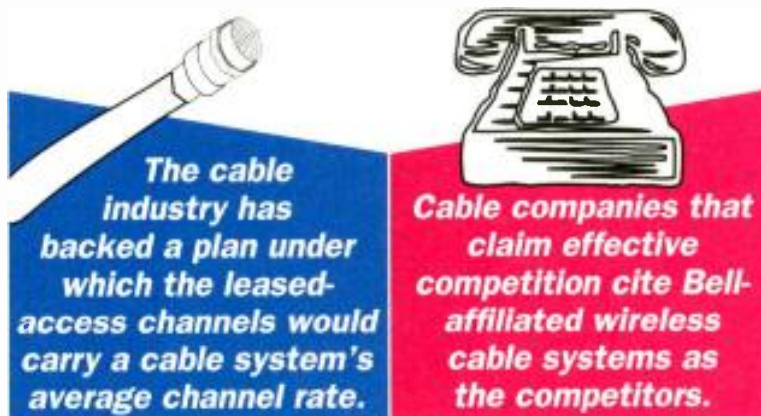
Effective competition rules and petitions

More than 20 cable systems have told the FCC that they face "effective competition" and have asked the commission to deregulate their rates.

The 1996 Telecommunications Act states that cable companies face effective competition if a local telephone company or its affiliate offers programming to subscribers in the same franchise area by any means other than satellite broadcasting.

Most of the cable companies that claim effective competition cite Bell-affiliated wireless cable systems as the competitors. So far the FCC's Cable Services Bureau has not acted on any of those requests, although the bureau deregulated one cable system facing competition from Bell Atlantic's wired video network in Dover Township, N.J. One FCC official says the bureau expects to issue another decision this month that will serve as a model for rulings on the other cable requests for deregulation.

Bureau officials also are working on a pending rulemaking to determine whether competing video systems should pass a certain percentage of the incumbent cable system's subscribers before "effective competition" is deemed to exist. Commissioners



Rachelle Chong and James Quello have opposed such a competition benchmark. Officials hope to wrap up the issue early next year, possibly at the commission's January meeting.

Leased-access cable rates

Citing low use of cable "leased access" channels, the FCC in March proposed setting a new rate-setting formula for the channels.

The FCC proposed a system in which programmers leasing the channels would pay cable operators any revenue the operators would lose by assigning the channel to a leased-access programmer rather than a traditional cable programmer. Cable programmers have said that would force channels like C-SPAN off their systems. The cable industry has backed a plan under which the leased-access channels would instead carry a cable system's average channel rate.

Their arguments have made headway at the FCC, where officials have continued to tinker with the plan. Several cable industry sources are confident the commission will not adopt its original proposal, and commission officials acknowledge efforts to prevent the channel bumping feared by programmers. But commissioners have not settled on a new plan, and last week did not appear close to resolving the issue.

Closed captioning

The FCC this year conducted an inquiry

into the availability of closed captioning, and it plans to follow the research with a rulemaking proposal aimed at boosting the service's availability. FCC officials say the proposal could emerge at January's open meeting.

The commission's inquiry found closed captioning to be widely available. But the report also found some program categories—such as live sports, music and non-

English-language programming—lacking in the caption department.

Sources expect the rulemaking proposal to pose a series of questions, including whether some program categories should be exempt from any captioning rule; how any rule should treat archival programming; and whether the commission should waive any caption rule in cases of financial hardship.

Scrambling requirements

Cable operators are awaiting a Delaware court's decision on whether to keep new cable scrambling rules on hold until the Supreme Court reviews them.

The rules, mandated by the 1996 Telecommunications Act, require cable operators to scramble the audio and video of "sexually explicit" programming channels so that non-subscribers cannot receive them. Operators unable to meet the scrambling requirements are barred from delivering the adult channels between 6 a.m. and 10 p.m.

The U.S. District Court in Delaware last month rejected requests by Playboy Entertainment Group and Graff Pay-Per-View to keep the rules from taking effect. But the rules have remained on hold while the court decides whether to grant requests by Playboy and Graff to keep them on hold during a Supreme Court review. The companies and FCC expect a decision any day.

If the Delaware court decides not to keep the rules on ice, Playboy plans to

ask Justice David Souter to keep them from taking effect.

Spectrum auctions

FCC officials are developing rules for auctioning spectrum that is slated for "local multipoint distribution service," a version of wireless cable that uses spectrum in the 28 ghz band. The commission has asked whether cable and telephone companies should be allowed to bid for LMDS licenses within their own service areas.

While cable and telephone companies have pushed for admittance to the auction, the Justice and Commerce departments have urged the FCC to bar the incumbents from bidding on LMDS licenses within their service areas. The FCC's Wireless Telecommunications Cable Bureau last week was still working on the rules, but commission sources hope the FCC will wrap up the auction rules before year's end.

Public rights-of-way

Tele-Communications Inc. has asked the FCC to declare that local franchising authorities cannot restrict cable operators from upgrading facilities that use public rights-of-way.

The request arises out of a dispute between TCI and the City of Troy, Mich. The city has said TCI must first obtain a telecommunications franchise to upgrade its cable system to fiber optics. TCI has maintained that the 1996 Telecommunications Act restricts

local governments to "managing" rights-of-way and that the city's requirement exceeds the law's limits.

The FCC plans to conduct an open forum on the dispute Dec. 16.

Cable rate flexibility

The FCC has issued a couple of proposals aimed at giving operators more flexibility in setting rates.

One proposal, issued in July, would allow operators to lower rates on the basic service tier and offset the reductions by increasing rates on the cable programming service tier, which includes channels like MTV and ESPN. Cable Services Bureau officials last week were still working on a final rule but hope to send it to commissioners this month.

Another pending proposal would allow operators to set uniform programming package rates across different systems. The proposal, issued in November 1995, would permit them to set uniform pricing for packages offered to subscribers who live in the same region but in different franchise areas. Staffers at the Cable Services Bureau are still working on the final rules.

Home wiring

The FCC in December 1995 invited comments on whether it should change its home wiring rules to reflect the convergence of telephone and cable services.

Some of the questions included

whether the FCC should set a common "demarcation point" for cable and telcos. The point defines what portion of a wire a service provider owns or controls once a subscriber discontinues service. The issue is pending in the Cable Services Bureau.

Telephone interconnection pricing

The FCC last August established rules for setting national standards on the prices telephone companies could charge cable firms and others seeking to hook up with the local phone network.

Cable companies lauded the pricing standards, but the U.S. Court of Appeals in St. Louis this fall barred the standards from taking effect while it reviews telephone company challenges to the rule. The pricing portions of the "interconnection" rules will remain on hold at least until the court completes its review.

Universal service

A Federal-State Joint Board last month adopted a series of recommendations aimed at promoting the universal availability of telecommunications service.

The action—praised by cable companies—included recommendations that all eligible schools and libraries receive discounts of 20%–90% on all telecommunications services, including Internet access. The commission is accepting comments on the recommendations until Dec. 16. Reply comments are due Jan. 10. ■

Casino ads

The FCC isn't backing off its ban on casino gambling advertising. Three groups had asked the commission to ease up on the rules, but the FCC last week said no dice. One group, the New Jersey Broadcasters Association, had asked the commission to allow casino ads in New Jersey. Another, the Greater New Orleans Broadcasters Association, asked that the FCC allow ads for privately operated, legal gaming in Louisiana; the association, meanwhile, also is pursuing a challenge to the casino gambling ban in a New Orleans court. Last week the National Association of Broadcasters and other groups filed a brief supporting the challenge. "The government has introduced no evidence to prove that its suppression of commercial speech is no more extensive than necessary to achieve its stated goals," the groups said. "The government could sponsor its own speech to educate the public on the social ills the government believes arise from excessive gambling."

Oversight sought

Consumer and media watchdog groups still have worries about the Time Warner/Turner merger, which shareholders approved in October. In comments filed last week with the Federal Trade Commission, groups including the Media Access Project group and the Consumer Federation of America said the government should tighten its oversight of the deal. While stating that the FTC's proposed Consent Order "does much to prevent the reduction of competition in cable programming and distribution," the groups said the FTC should adopt a contingency plan to insure that unaffiliated programmers have access to cable systems if the Supreme Court throws out the must-carry law. The groups asked the government to require that any broadcaster dropped from a cable system be replaced by a program service unaffiliated with Time Warner. The groups also asked the FTC to require more leased-access channels on the Time Warner cable systems. ■



Edited By Chris McConnell

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Pulse found for 1997 syndication

'Bradshaw' exits, but wraps come off handful of new shows

By Cynthia Littleton

The deafening silence in the broadcasting community gave way last week to the first real burst of activity in the 1997 syndication sales derby.

The end of the November sweeps also coincided with this season's first cancellation of a freshman strip. And with the 1997 NATPE syndication sales convention less than six weeks away, the short history of MGM's *The Bradshaw Difference* sheds light on the reasons for the delayed start of the new selling season.

Although 1996 was another record-setting year for media mergers and station trading, a number of small independent companies and a fledgling start-up have unveiled potential strip contenders for next fall. Warner Bros. is also said to be close to a deal to revive *The People's Court* as an early fringe entry, possibly in an hour format, with Ralph Edwards/Stu Billett Productions.



Saban is syndicating 'X-Men.'

Over the past two years, the proliferation of new independent WB and UPN outlets has increased the demand for syndicated product, but *The Bradshaw Difference* has made distributors reluctant to try launching a first-run show with a weak clearance lineup.

That dilemma is a sign of a TV distribution landscape that is rapidly expanding at a time when consolidation is the rule on the supply side, observers say. Programmers for the new broadcast outlets say they need distinctive original programming to rise above cable-level ratings. But major distributors are less inclined to cover production deficits, particularly as alternative distribution options increase.

The Bradshaw Difference, cleared in less than 75% of the country, averaged a 0.2 national Nielsen rating in key women's demographics since its Sept. 16 debut. The show, hosted by best-selling self-help author John Bradshaw, will end its run Jan. 10.

"We set out to produce a positive talk show that would focus on solutions, not problems, and we're proud of what we accomplished," said Sid Cohen, president of MGM Domestic Television Distribution.

The market for broadcast children's TV has been the hardest-hit by a dwindling supply of A-level product and

Rogers made NBC's chief strategist

Tom Rogers, president, NBC Cable and business development, and executive VP, NBC, has been given the additional responsibility of chief strategist for NBC.

Rogers will continue to head the company's cable activities but will devote less time to international affairs, where two other executives will now play a larger role: NBC News President Andrew Lack will also oversee NBC's operations and programming activities in Europe and Asia; CNBC President Bill Bolster will also oversee NBC's Latin American operations and programming.

As head of business development for NBC, Rogers has played a key role in the network's launch of various broadcast, cable and satellite services in Europe, Asia and Latin America. He has also spearheaded NBC's foray into the digital world, with such services as NBC Desktop, and was instrumental in negotiating the net-

work's multimedia venture with Microsoft.

Most of those efforts were done on an "ad hoc basis," says Rogers. But going forward, he says, especially in light of the compromise reached two weeks ago by the television and computer industries, broadcasters will have to deal with a host of issues relating to the conversion to digital.

"Digitalization and compression are going to change the world, but I don't think people are quite focused on just how quickly those changes could come about," says Rogers. As a result, he said, NBC President Bob Wright concluded that the company needed a "more comprehensive approach" to business development that will take into consideration companywide ramifications.

With his appointment as chief strategist, in addition to his existing duties, Rogers received a new multiyear contract with the network.

—SM

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Source: NSS Ranking report
GAA HH Ratings 10/28-11/24



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Source: NSS GAA; Premier to date
through 11/17/96 vs. through 11/19/95

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ratings erosion. Nonetheless, Saban Entertainment and Summit Media last week unveiled plans for new animated strips.

Mr. Men is a half-hour cartoon collection from Summit based on illustrator Roger Hargreaves' classic books. Saban is bringing out its Fox Children's Network hit *X-Men* and other Marvel Comics cartoons as an off-network strip, in addition to a new weekly version of *Captain Kangaroo*.

"This season has been a disappointment to all of us so far," says Peter Schmid, Saban's executive vice president. "That's why we decided to stick with proven product this year. Hopefully, our Marvel superheroes will be the magnet that keeps kids tuned to our stations."

Saban's low-rated new strips *Samurai Pizza Cats* and *Masked Rider* will not return for a second year. Saban hopes that *The New Adventures of Captain Kangaroo* will perform well enough to expand to an FCC-friendly strip in 1998.

The leading contender to succeed the beloved Bob Keeshan as host is a Raffi-style children's recording artist from the Midwest, according to Joel Andryc, Saban's senior vice president, development.

"We want to keep the old elements that will make parents familiar with the show, but we'll make more use of music and animation to get the educational message across," says Andryc.

Fox's Twentieth Television is wading into the live-action teen sitcom field with *Student Bodies*. Twentieth said last week that the 12 Fox-owned stations have committed weekend afternoon time slots to the show about a group of high school kids who produce a comic-book parody of life on campus.

At press time, MCA was said to be close to a deal with Chris Craft/United stations in New York, Los Angeles, San Francisco, Portland and Phoenix for its upcoming *Team Knight Rider* action hour. Chris Craft outlets have also picked up Buena Vista Television's new weekly comedy *Honey, I Shrunk the Kids: The Series*. Buena Vista announced it has cleared the late-night variety weekly hosted by former NBA star John Salley on Fox/New World-owned stations, giving the show 40% national clearance.

With more than 60% of the country cleared, Tribune Entertainment announced a firm go for two weekly

dramas, *Night Man* and Gene Roddenberry's *Battleground Earth*.

The dearth of midseason replacement options helped Multimedia Entertainment's *Crook & Chase* secure clearances on KCAL-TV Los Angeles and WAGA-TV Atlanta last week, putting the Nashville-based talker in five of the top 10 markets.

A start-up distribution company was unveiled last week along with plans to launch a half-hour reality strip focusing on women in law enforcement. *Ladylaw* will be distributed by Skyline Television, headed by Scott Towle, a former senior sales executive with King World Produc-

tions and Orion Pictures.

Another independent, MG/Perin Inc., will test the future strip potential of its weekly series devoted to explorations of "miraculous" incidents. *Could It Be a Miracle*, hosted by Robert Culp, will have a trial run next week as a half-hour daytime strip in Dallas, Atlanta, Minneapolis and Charlotte, N.C.

Paramount Domestic Television has turned to its in-house station group to test the off-cable market for its offbeat USA Network sitcom, *Duckman*. The animated series, now in its third season on USA, will air as a late-night strip over the next two weeks on Paramount-owned stations in six major markets. ■

CBS programs educational Saturday

Commits to three hours of educational programing and two-hour news block on Saturday mornings

By Steve McClellan

CBS affiliates applauded the network's announcement last week that it will program three hours of children's educational programing (the weekly minimum required by the FCC) and a two-hour news block on Saturday mornings effective at the start of the 1997-98 season.

Exact scheduling of the educational and news programs will come after further talks with affiliates, executives said. During a conference call with affiliate board members last week, the network proposed splitting up the kids block, airing it at 7 a.m. for two hours, switching to the news program from 9 a.m. to 11 a.m. (in head-to-head competition with the Saturday edition of *Today*), then going back to kids from 11 a.m. to noon.

Several of the affiliates on the conference call urged the network to allow flexibility in the scheduling of the blocks. Some would prefer to start the network schedule with the news show, at 8 a.m., leading out of local Saturday morning news programs, some of which start as early as 6 a.m.

By airing the kids programing later—from 10 a.m. to 1 p.m.—some affiliates think that the educational block could catch more youngsters switching out of earlier-scheduled kids



'Beakmans World' returns.

blocks on other channels. Some affiliates have also indicated that they would prefer to air some of the kids programing on Sunday morning because of sports commitments.

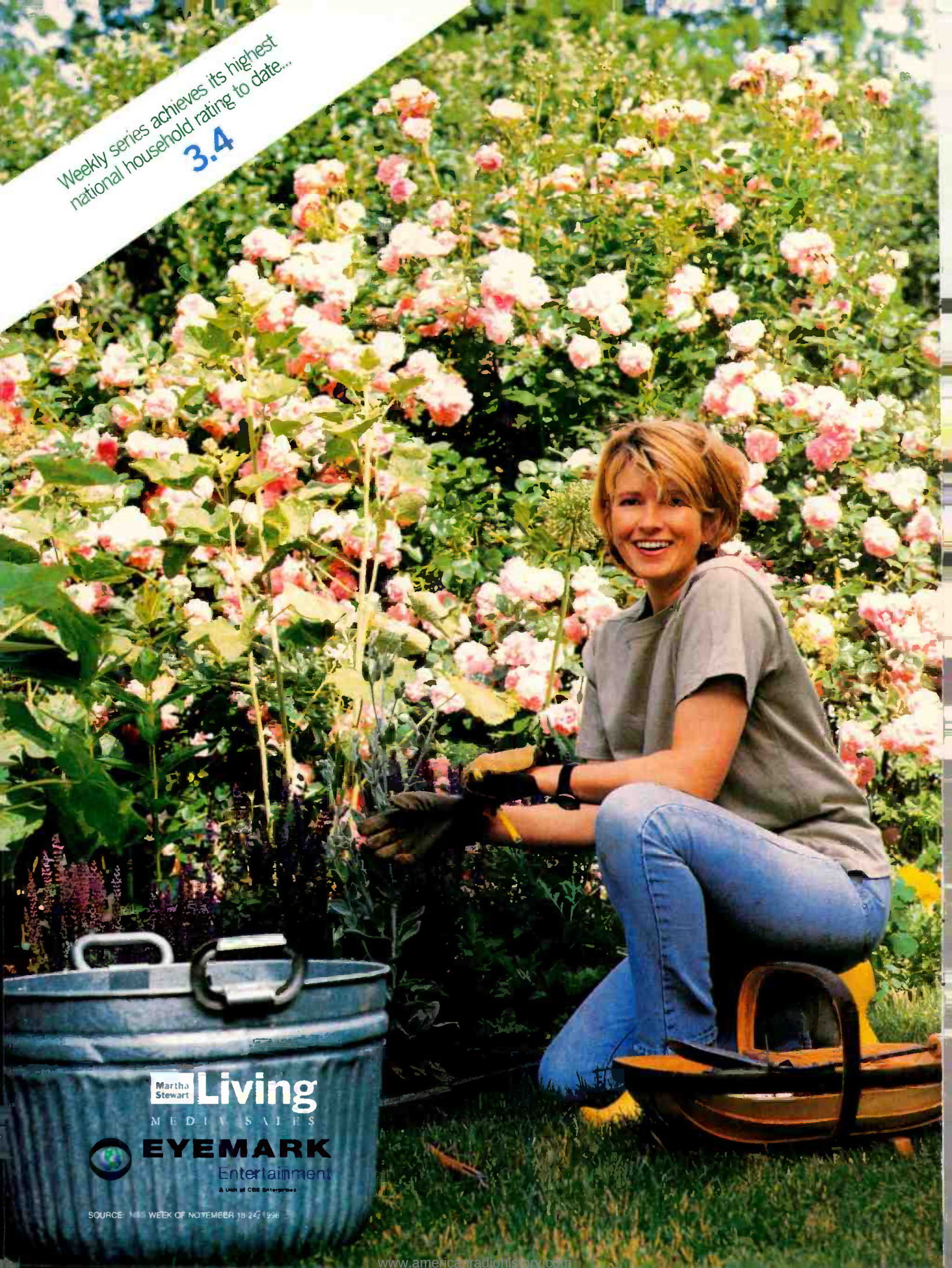
At deadline last week, the only kids program definitely picked up for next season's educational block was *Beakman's World*, from Columbia TriStar Television. The show had a two-year pickup going into this season. CBS, however, considers three other programs on its Saturday air to be educational: *Baily Kipper's P.O.V.*, *CBS Storybreak* and *Secrets of the Cryptkeeper's Haunted House*. All have a

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In addition, network sources say the chances are good that CBS will consummate a deal with Time Warner for a show based on *Sports Illustrated for Kids*. And it's likely the network will pick up at least one of the two programs in development for CBS by Children's Television Workshop.

Details were sketchy, but the news show will be a network program (not a hybrid local/network cooperative program like the weekday *CBS This Morning*) that CBS likens to the 90-minute *Sunday Morning* broadcast. But CBS News President Andrew Heyward says the Saturday broadcast will have a

faster pace than that of *Sunday Morning* and will be newsier, with breaking national and international news and regular segments about health and medicine, personal finance, consumer affairs, technology reports, entertainment news and reviews.

"I'm very excited about this," says Howard Kennedy, CBS affiliate board chairman and general manager, KMTV Omaha. "They've obviously given a lot of thought to the whole FCC kid-friendly programming issue. And I know they will make affiliates happy if they put together a news product that approaches *Sunday Morning*."

Kennedy also applauded the net-

work's decision to invite scheduling input from the affiliates. "It's just another indication that the network-affiliate relationship has improved since the Westinghouse buy," he says.

"I think it's a good move," says board member Fred Barber, vice president and general manager, WRAL-TV Raleigh, N.C. "The kids just aren't watching in significant numbers, and we know there's a news audience out there," because the station started doing local weekend morning newscasts two years ago. "There's a massive amount of children's entertainment programming" on other outlets, Barber says. ■

UPN targets teens

Will pair Saban shows in weekday block

By Lynette Rice

Teens are the target for UPN's daypart come fall, when the netlet launches two Saban Entertainment series in a weekday hour block.

UPN last week locked up 88 episodes—66 of which have already aired in syndication—of *Francine Pascal's Sweet Valley High*, a half-hour series based on the popular young-adult novels distributed worldwide. The program—which caters primarily to young teens and girls—follows the lives of twin sisters, played by Brittany and Cynthia Daniel. Besides picking up the 22 original episodes, UPN secured an option to order an additional 44 for subsequent seasons.

"*Sweet Valley High* is already a proven winner with its core audience of teens and young women," said Michael Sullivan, UPN entertainment president. "That track record, combined with new and inventive storylines, makes it the perfect vehicle for UPN to enter this new daypart."

Now in its third season, the syndicated *Sweet Valley High* airs on 104 stations in more than 80% of the country.

UPN also acquired the rights to develop Saban's *Breaker High*, a half-hour series that has teens attending an unorthodox school—a luxury ocean liner. The netlet will air the two teen series in a block that will air primarily in the 4-5 p.m. time slot, depending on the affiliate.

The teen demographic is already a

source of strength for UPN, which enjoyed a 26% improvement in young viewers (2.4/8 vs. 1.9/6) in this year's November sweeps over the same time last year.

Yet targeting teens with specific programming is nothing new for the broadcast networks. Eight seasons ago, NBC launched its first live-action Saturday morning franchise for teens in *Saved by the Bell*. Now titled *Saved by the Bell: The New Class*, the show anchors a Saturday morning lineup for the network that includes *California*



Dreams (now in its fifth and final season), *Hang Time* and *NBA Inside Stuff*.

NBC's teen block has averaged a 2.9 season-to-date Nielsen rating (through Nov. 23). Its highest-rated show for Saturday morning is *The New Class*, with an average 3.4 season-to-date rating. ■

NBC win is in books

Official sweeps tally shows CBS and Fox are the only two networks posting household gains

By Lynette Rice

It's official: NBC clinched its eighth consecutive November sweeps. CBS had some reason to crow as well, coming in second for the third time this year.

By the sweeps' final day—Nov. 27—NBC had finished the period with an 11.3 Nielsen rating/18 share, followed by CBS's 10.2/17, ABC's 10.1/16 and Fox's 7.7/12. UPN finished with a 3.5/4; The WB, a 2.8/4.

NBC's victory was not unalloyed, with household ratings down 6% from

last November's 12.0/20. CBS and Fox were the only networks of the four majors to post gains in household ratings—3% and 1%, respectively. ABC, in comparison, saw its ratings plummet by 11%.

Unlike NBC, which linked ABC's drop to the rise in basic cable viewership, CBS wasn't pointing fingers over declines in broadcast ratings.

"Everybody has tough times. We did a year ago, and not long ago NBC was having them," said Leslie Moonves, CBS's entertainment president. "It's a network TV problem. Once again, I

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Broadcasting

urge the networks to band together and realize that good network programming is good for all of us."

Although conceding that ratings for its costly *Titanic* miniseries were disappointing, Moonves pointed out that the *CBS Sunday Movie* was still the highest-rated movie franchise on any network this sweeps, averaging a 12.3/19. The network also held bragging rights for its new series, which averaged a 9.2 rating, compared with NBC's 9.1 and ABC's 8.0.

"The big stars have helped us get back into the ball game," Moonves told reporters last week. "I wouldn't do anything differently."

NBC continued to lead in the adults

"The big stars have helped us get back into the ball game."

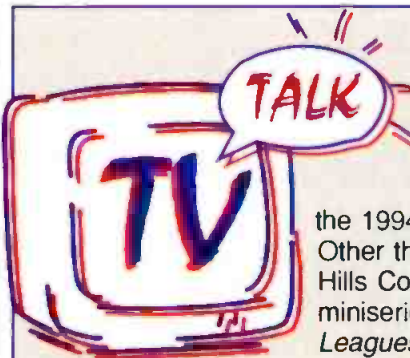
—Leslie Moonves, CBS Entertainment president

18-49 demographic, while claiming more shows in the week's top 30 than any other network. In adults 18-49, NBC had five of the top 10 shows.

The story wasn't so rosy at ABC, where the network's perfor-

mance in the 18-49 demo took a nose-dive from last year's 7.0 to this year's 5.9, barely edging out Fox. Besides households, drops also were registered in adults 18-34 and 25-54. Yet the network still managed to hold on to its number-two spot in the 18-49 and 18-34 demos.

Fox found reason to strut as the only network among the Big Four to post across-the-board growth in key demos.



'Monday Night Movie' returns to ABC lineup

ABC Monday Night Movie will return to the prime time lineup beginning Dec. 30.

Scheduled to premiere that night will be the 1994 flick "Intersection," starring Richard Gere. Other theatricals in the ABC vault include "Beverly Hills Cop 3" and "Major League 2," as well as the miniseries *Stephen King's The Shining* and *20,000 Leagues Under the Sea*.

'Spin' out

Carla Gugino, Michael J. Fox's live-in love interest on ABC's *Spin City*, was dropped from the sitcom last week. DreamWorks said the parting was amicable, adding that the show has focused more on the mayor's office and less on the relationship, so Gugino's character has never been fully developed. Yet a source close to the show said Gugino's performance as Ashley was overshadowed by the talent of TV veteran Fox. Writers last week were already writing an episode that has Fox going out on his first date. Gugino, who gained attention with her appearance in the movie *Miami Rhapsody*, will appear in her final episode Dec. 17. Fox will later be depicted as having been dumped by Gugino's character, who is a reporter covering the mayor's office.



Gugino is gone.

Fox tops with kids

Fox Kids Network was the only broadcast network to show audience gains in the November sweeps over the same time last year. Capturing its 16th consecutive sweeps victory, Fox Kids boosted ratings this year by 6% (5.3 Nielsen rating in kids 2-11 vs. last year's 5.0) with its Saturday morning lineup. The sweeps win was highlighted by the performance of *Goosebumps*, which earned a 6.6 Nielsen rating/25 share in kids 2-11 and remains the highest-rated show on Saturday mornings. Fox also held the top eight shows on Saturday. Other network performances on Saturday during the sweeps: ABC, 2.5/10; CBS, 1.9/8; and WB, 1.7/7.

—LR

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— John Gonzalez, Director



While maintaining its first-place spot in the 18-34 demo, Fox even outperformed CBS adults in 25-54.

"We're up, they're not," said Giles Lundberg, Fox senior vice president of research and marketing. "This network is continuing to grow. It's a testimony to the strategy we had going into November and to the programs themselves.

"There are two points here," Lundberg said. "The World Series provided us with a tremendous platform to successfully deliver on some critical goals...and we had the disadvantage of starting late. We did not have our prime time lineup until Nov. 17."

The mood was upbeat over at the netlets, where UPN enjoyed a 9% jump

in ratings over last year's sweeps and The WB jumped by 17%. UPN saw shares boosted by 20% in adults 18-49, while it posted the most gains of any network in people 12-24, females 12-24 and teens.

The WB also enjoyed significant gains in most demos, including adults 18-34 and 24-54. ■

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

New stories for 'Real Stories'

Real Stories of the Highway Patrol, which celebrated its 500th episode Dec. 5, is adding six new segments to its mix of reality footage and recreations. Among new regular features to be incorporated into the show during upcoming months are "Under Investigation," profiling felons at large; "Patrolling Route 66," for nostalgic trips down America's most famous highway; and "Trooper Log," which will re-enact real-life high-speed chases and other dangerous pursuits. New elements are being added as *Real Stories* moves from New World/Genesis Distribution to Fox's Twentieth Television following News Corp.'s acquisition of New World Communications.

Schmitz gets 25-50 years for killing

The Michigan man convicted of killing a gay acquaintance after the two appeared as panelists on *Jenny Jones* talk show was sentenced Wednesday to a minimum 25 years in state prison. Jonathan Schmitz, convicted of second-degree murder for the March 1995 shotgun slaying of Scott Amedure, was given a maximum sentence of 50 years by Judge Francis O'Brien of Oakland County Circuit Court in Pontiac, Mich. Schmitz, who faced a life sentence, will be eligible for parole in about 20 years.

No rain on KTLA's parade

Tribune's KTLA(TV) Los Angeles hit pay dirt last week with its two-hour live broadcast of the 65th annual Hollywood Christmas Parade, hosted by Bob Eubanks and Leeza Gibbons. The glitzy caravan down Hollywood and Sunset boulevards drew

a 9.8 Nielsen rating and a 15 share in the nation's No. 2 market, winning its 6-8 p.m. time slot on Dec. 1. Tribune Entertainment is syndicating the broadcast nationally this month in 139 markets.

Golden Eagle Awards

Hollywood's Hispanic community is expected to turn out in force in February for the 1997 Golden Eagle Awards, presented by Nosotros, an industry association founded in 1970 by actor Ricardo Montalban and others. The group's black-tie awards dinner will be taped Feb. 7 in Los Angeles for a two-hour special to be distributed on a straight barter basis by Palm Springs, Calif.-based Promark Television Syndication. Miller Brewing and AT&T have signed on as lead sponsors. And in a sign of the burgeoning U.S. syndication market for Spanish-language programming, Promark is producing a version en español for domestic broadcast and cable outlets as well as the Latin American market.

Hosts for a 'Great Day'

Western International Syndication has named the three co-hosts for



Fleming, McWatt and Calleia are the co-hosts of next fall's 'Great Day' from Western International Syndication.

Great Day!, its upcoming first-run strip targeted for launch next fall. The hour news/information show, covering everything from personal finance and parenting to fashion and home decor, will be anchored by Dana Fleming, a veteran of ABC's *Home Show* and NBC's *The Other Side*; Chris McWatt (*Mike & Mary*), and Maria Calleia (*Crook & Chase*, *E! News Daily*).

Pigskin popularity

Broadcasters have gotten bowl fever. And with all Big Three affiliates running some kind of college football these days, San Francisco-based syndicator GGP has found no shortage of takers for its 1996 *College Bowl Preview*. The hour special is cleared for broadcast between Dec. 20 and Jan. 1 in nearly 90% of country, including ABC O&Os in the top five markets. The retrospective special will focus on teams from Nebraska, Arizona State, Ohio State and Army.

Rawls set to host College Fund telethon

Singer Lou Rawls is gearing up for his 17th annual telethon for the United Negro College Fund. The seven-hour *Lou Rawls Parade of Stars* is set to air on Jan. 11 in more than 60 markets nationwide, including WPIX(TV) New York, KCAL(TV) Los Angeles and WGN-TV Chicago. This year's show will be a cross-country broadcast, with Rawls and his co-hosts—actress Sheryl Lee Ralph, singer Peabo Bryson and *Baywatch* star David Hasselhoff—broadcasting live from Harlem's famed Apollo Theatre and Hollywood's Palace Theater. Over the past two decades, the broadcasting tradition has raised \$144 million for 40 private black colleges with a combined enrollment of 54,000.—CL

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Guida joins WBIS

New York TV news veteran Tony Guida has joined start-up WBIS(TV) New York as the station's lead anchor. The station, owned by ITT



Guida

and Dow Jones, is scheduled to launch in January with a 24-hour sports and business lineup. Guida has toiled in the New York TV news trenches for the past 25 years, most recently as anchor and correspondent at WCBS-TV. Guida and a handful of other high-profile anchors and correspondents were abruptly axed by the station in October.

'Rosie' rocks in NY, LA

Helps WABC-TV to total-day sweeps win; boosts KNBC in early fringe

By Cynthia Littleton

With a wink and a smile and a few Broadway show tunes, *Rosie O'Donnell* helped turn the November sweeps into a slugfest for the ABC and NBC O&Os in New York and Los Angeles.

In New York, *Rosie's* 7.7 Nielsen household average and 29 share in the 10 a.m. time slot helped WABC-TV win back the total-day ratings crown from WNBC (TV) for the first time in a year. WABC-TV bested its rival with a 7.1/17 average for 6 a.m.-2 a.m., compared with WNBC's 6.3/15. Tribune-owned WB affiliate WPIX(TV) was third in the market for the fifth straight sweeps with a 4.5/11 full-day weekly average. Fox flagship WNYW(TV) was fourth, with a 4.0/10, followed closely by fifth-place finisher WCBS-TV, then WWOR-TV with a 2.8/7.

In Los Angeles, *Rosie's* 5.4/15 average at 3 p.m. has helped KNBC(TV) catch up with KABC-TV in the all-important



'Rosie' has put smiles on the faces of WABC-TV and KNBC executives.

early fringe news race. By a slim margin, KNBC unseated KABC-TV as the news leader at 4 p.m. and 5 p.m. for the first time since 1989. Still, KABC-TV rebounded to beat KNBC with head-to-head local newscasts at 6 p.m.

Fox's KTTV(TV) has upset the balance of power in Los Angeles's 10 p.m. news battle, beating the market's traditional leader, Tribune's KTLA(TV), for the second consecutive sweeps. And this time, KTTV posted a decisive

victory, thanks in part to the huge prime time lead-in advantage it enjoys over the WB affiliate. KTTV garnered a 5.9/10 average, with an 11.2/17 lead-in, compared with KTLA's 4.6/8 and 6.9/10 lead-in.

But KTLA remains the clear leader in the growing market for local morning news in Los Angeles. Even with a new entry in the 7 a.m. field from struggling KCBS-TV, *The KTLA Morning News* grew 22% year-to-year, from a 3.7/15 in November 1995 to a 4.5/17 last month. ■

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UPN picks up affiliates

UPN has picked up two primary affiliates from the rival netlet, effective in January.

WDRG(TV), the WB affiliate in Roanoke, Va., and WBNU(TV), the WB affiliate in Charleston, S.C., will become UPN affiliates at the first of the year. With the two stations, UPN increases its primary coverage to more than 75% of the nation and its total coverage to more than 92% of all U.S. television viewing households.

Both stations had been WB affiliates since January 1995.

"We've watched the progress of UPN since its launch and felt the time was right to ally ourselves with America's most-watched network," said Mel Eleazer, general manager of WDRG.

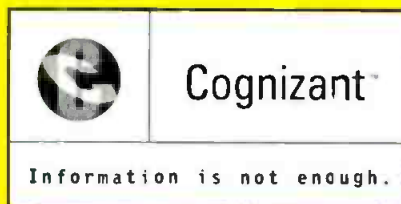
"Changing our station's affiliation continues to solidify our commitment to UPN. It coincides with the UPN affiliates we operate under an LMA agreement in Syracuse and Paducah," said John Trinder, president of Max Media Properties LLC, manager of WBNU.

In other network announcements, R. Kevin Tannehill has been named executive vice president, network distribution, effective immediately. Tannehill had been senior vice president, network distribution, since November 1994.

—LR



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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
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Week 11	abc	CBS	NBC	FOX	U/PIN	WB
	13.8/22	11.2/17	9.8/15	9.3/14	2.9/4	2.6/4
MONDAY	8:00 63. Dangerous Minds 6.9/11	19. Cosby 11.2/17	45. Jeff Foxworthy 8.6/13	41. Melrose Place 9.0/14	82. In the House 3.5/5	90. 7th Heaven 2.6/4
	8:30	27. Ink 10.6/16	60. Mr. Rhodes 7.2/11		83. Mal & Iddie 3.4/5	
	9:00 1. NFL Monday Night Football—Pittsburgh Steelers vs. Miami Dolphins 16.8/28	22. Murphy Brown 11.1/17	26. NBC Monday Night Movie—Fall into Darkness 10.7/17	36. Close Call: Cheating Death 9.6/14	92. Goode 3hr 2.5/4	90. Savannah 2.3/4
	9:30	15. Cybill 11.5/17			95. In the Pouse 2.4/4	
	10:00	14. Chicago Hope 11.6/19				
TUESDAY	8:00 31. Roseanne 10.2/17	30. Promised Land 10.4/17	15. Mad About You 11.5/19	54. Fox Tuesday Night Movie—Cliffhanger 7.7/12	81. Moesha 3.6/6	
	8:30 37. Life's Work 9.4/15		27. Smthg So Right 10.6/17		86. Homeboys 3.0/5	
	9:00 2. Home Imprvmt 14.9/22	25. CBS Tuesday Movie—In Cold Blood, Part 2 10.9/17	4. Frasier 14.2/21		92. The Burning Zone 2.5/4	
	9:30 10. Spin City 12.7/19		13. Caroline in the City 11.8/18			
	10:00 8. NYPD Blue 13.3/22		22. Dateline NBC 11.1/18			
WEDNESDAY	8:00 40. Ellen 9.1/16	33. CBS Wednesday Movie—The Pelican Brief 9.9/17	64. National Geographic Special 6.8/12	70. Beverly Hills, 90210 6.0/11	89. The Sertinel 2.7/5	88. Sister, Sister 2.8/5
	8:30 47. Townies 8.4/15					85. Nick Freno 3.1/5
	9:00 32. Grace Under Fire 10.0/17		35. World's Greatest Magic 9.7/17	73. Party of Five 5.4/9	77. Star Trek: Voyager 4.7/8	87. Wayans Bros 2.9/5
	9:30 19. Drew Carey 11.2/19					84. Jamie Foxx 3.3/5
	10:00 18. PrimeTime Live 11.3/20					
THURSDAY	8:00 45. Home Imprvmt 8.7/18	72. CBS Special Movie—My Fair Lady 5.5/11	9. Movie of the Week—Home Alone 13.2/26	78. Martin 4.6/10		
	8:30 67. 101 Dalmations 6.1/12			75. Living Single 5.0/10		
	9:00 78. Celebrate the Dream: 50 Years of Ebony 4.6/9		6. ER 14.1/27	75. New York Undercover 5.0/9		
	9:30					
	10:00					
FRIDAY	8:00 47. Family Matters 8.4/15	37. Rudolph the Red-Nosed Reindeer 9.4/17	57. Movie of the Week—D2: The Mighty Ducks 7.3/13	74. Sliders 5.2/10		
	8:30 54. Boy Meets World 7.7/14					
	9:00 47. Sabrina/Witch 8.4/15	43. Ice Wars 2: USA vs. the World 8.9/16	67. Dateline NBC 6.1/11	60. Millennium 7.2/13		
	9:30 57. Clueless 7.3/13					
	10:00 33. 20/20 9.9/19					
SATURDAY	8:00 56. ABC College Football Special—Notre Dame vs. USC 7.5/14	53. Dolly Parton: Treasures 8.0/14	11. Movie of the Week—Beethoven's 2nd 12.1/21	71. Cops 5.8/11		
	8:30	52. Early Edition 8.1/14		67. Cops 6.1/11		
	9:00	19. Walker, Texas Ranger 11.2/20	22. All-Star TV Censored Bloopers 11.1/20	62. America's Most Wanted: AFB 7.0/12		
	9:30					
	10:00					
SUNDAY	7:00 50. Am Fun Hm Vid 8.3/14	7.60 Minutes 13.8/22	(nr) NFL Game 2 13.2/23	78. Married w/Childr 4.6/8		99. Brotherly Lv 2.1/3
	7:30 41. Am Fun Hm Vid 9.0/14		43. Dateline NBC 8.9/14	66. Married w/Childr 6.2/10		95. Brotherly Lv 2.4/4
	8:00 65. Vanessa Williams & Friends 6.7/10	3. Touched by an Angel 14.3/21	12. 3rd Rock fr/Sun 11.9/18	50. The Simpsons 8.3/13		98. Parnt 'Hood 2.2/3
	8:30			57. Ned and Stacey 7.3/11		97. Steve Harvey 2.3/3
	9:00 37. ABC Sunday Night Movie—Suddenly 9.4/14	15. CBS Sunday Movie—Calm at Sunset 11.5/18	4. NBC Sunday Night Movie—Jurassic Park 14.2/22	27. The X-Files 10.6/15		92. Unhap Ev Af 2.5/4
WEEK AVG	9.4/16	9.9/17	10.9/18	7.0/12	3.2/5	2.6/4
	9.8/16	10.0/17	11.0/18	8.3/14	3.4/5	2.8/4

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The deal that wasn't

SFX, EZ agree to disagree; Evergreen unaffected in Philly

By Elizabeth A. Rathbun

Call it a case of consolidation run amuck.

It sounded ambitious when it was announced: A \$350 million transaction involving radio group owners SFX Broadcasting Inc., EZ Communications Inc. and Evergreen Media Corp., and 10 of their radio stations in Philadelphia and Charlotte, N.C. (B&C, Sept. 9).

On Nov. 27, SFX complained that EZ and Evergreen were taking too long to come to terms on the swap that would have provided the platform for the three-way deal. SFX pulled out, but left the door open for "a swap or acquisition of some sort" later, a company news release says.

A scant five days later, on Dec. 2, EZ said it had come to terms with Evergreen, but it too declined to go to the next level with SFX.

"We all kept trying to take everybody's issues into account and that's why it took so long," an EZ official says, calling the process "the world's hardest negotiation." Among the issues causing trouble were antitrust questions raised by the Justice Department, FCC ownership limits and the planned merger of EZ into American Radio Systems Corp.

The official notes, "There is no shortage of deal experience in this crowd. I think we just hit our limit....This one may have gotten overly complicated."

Under the terms of the EZ/Evergreen deal, which still stands, EZ will give its Philadelphia radio stations—WUSL(FM) and WIOQ(FM)—to Evergreen, along with \$10 million (Evergreen already owns or is buying three FMs in Philadelphia). In return, Evergreen will swap its four Charlotte FMs (and two AMs) to EZ, giving EZ six FMs there.

To reach the FCC's local ownership cap of no more than five FMs in a major market, EZ will put one of Evergreen's Charlotte stations, WRFX(FM), in trust and eventually sell or swap it.

The earlier, more complicated plan had EZ bundling its WSSS(FM) Charlotte with Evergreen's WRFX-FM Kannapolis/Charlotte and WNKS-FM Charlotte, and swapping all three to SFX. SFX then was to toss \$64.8 million cash and its WTDR(FM) Statesville/Charlotte to EZ.

The final tally in Charlotte was to have been: EZ adding three FMs and

two AMs to its WSOC-FM, with SFX adding three FMs to its WLYT(FM).

As it stands now in Charlotte, EZ has five FMs rather than four. SFX sticks with two FMs rather than four.

Evergreen's plans for Philadelphia are not affected. The latest deal, however, also needs Justice and FCC approval.

Neither Evergreen Chairman Scott Ginsburg nor SFX Executive Chairman Robert F.X. Sillerman returned telephone calls seeking comment.

But SFX is not suffering its loss in Charlotte. "Since entering into the original letter of intent...WTDR, which we were to have given up, has outperformed those stations we were to have acquired," Sillerman said in a statement. The station's market share rose 19% among adults 25-54, according to Arbitron's latest numbers, SFX said.

EZ also put a positive spin on the deal that fell apart. The "consideration...will be comparable to the previous deal," president Alan Box said in a statement. "Our new alignment of stations gives us the opportunity to have five FMs in Charlotte rather than four," Box added. "This is also a much simpler structure, involving two parties instead of the far more complicated three-way deal."

Granite grabs WB in Detroit

With one deal, W. Don Cornwell and his Granite Broadcasting Corp. have acquired their first TV station in a top 10 market—and their first WB network affiliate.

Last Tuesday Granite said it will buy WXON(TV) Detroit (ch. 20) for \$175 million cash from Aben E. Johnson Jr. (see "Changing Hands," right). The deal is subject to FCC approval.

Detroit is the nation's ninth-largest TV market, according to Nielsen. A station there boosts Granite's reach from nearly 6% of U.S. TV households to about 8%, the company says. Granite also will cover 78% of Michigan's TV households with its ownership of WXON and WWMT (TV) Grand Rapids/Kalamazoo and its LMA with WLAI(TV) Lansing.

When Granite was approached about WXON, "we really jumped on it," Cornwell says. "There are increasingly fewer opportunities to buy stations in the top 20 markets...and the top 10 is even scarcer."

Cornwell declines to reveal what



Bob Sillerman (l) and Alan Box put the brakes on a very complex deal.

cash-flow multiple the deal amounts to, but says he expects it to be about 11 times 1997 cash flow. The station is "undermanaged," he says. "There's a lot of upside." Cornwell hopes to turn that around with "more aggressive sales tactics" that appeal to WB's younger-skewing audience.

He is "cautiously optimistic" about the network, he says. "[It] has made some real progress."

Although WB is backing buyers of top 100 TV stations, that was not the case in this deal, Cornwell says. "They have not approached us on that."

"It's an adventuresome move," investment banker Steve Pruett says of the deal. WXON does not exactly fit in with Granite's other stations.

Each of Granite's 10 other TVs is affiliated with one of the Big Three networks. "We're not totally wedded to the three, though we clearly still have that bias," Cornwell says. He points out that KEYE-TV Austin, Tex., was a Fox affiliate when Granite bought it; it switched to CBS as part of the Fox/New World affiliation swaps.

Nor does WXON do news, programming that Granite promotes at most of its other stations.

Key to the WXON deal was that "in a world of consolidation, size is going to matter" when it comes to negotiating with syndicators for product, Cornwell says. "Being one of WB's biggest affiliates will at least mean they're nice to us." ■

Changing Hands

The week's tabulation of station sales

TV

WXON(TV) Detroit

Price: \$175 million cash

Buyer: Granite Broadcasting Corp., New York (W. Don Cornwell, chairman); owns KSEE(TV) Visalia/Fresno and KNTV(TV) San Jose/Monterey/Salinas, Calif.; WEEK-TV Peoria/Bloom-

\$25,000,000

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**CanWest Global
Communications Corp.**

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Prudential
Securities

\$87,124,000

Lamar Advertising Company

Common Stock



Prudential
Securities

ington, Ill.; WPTA(TV) Fort Wayne, Ind.; WWMT(TV) Grand Rapids/Kalamazoo, Mich.; WKBW-TV Buffalo and WTVH(TV) Syracuse, N.Y.; KEYE-TV Austin, Tex., and KBJR-TV Duluth, Minn./Superior, Wis.; is buying WEEK-FM (formerly WIVR) Eureka/Bloomington, Ill.; has TBA with WLAJ(TV) Lansing, Mich.

Seller: Aben E. Johnson Jr., Detroit; owns KNWS(TV) Houston

Facilities: Ch. 20, 1,200 kw visual, 120 kw aural, ant. 961 ft.

Affiliation: WB Network

Broker: H.B. La Rue Media Brokers

Construction permit for WLCB-TV Leesburg/Orlando, Fla.

Price: \$20,000

Buyer: Good Life Broadcasting Inc., Orlando, Fla. (Kenneth R. Mikesell, president/14.3% owner); no other broadcast interests

Seller: Central Florida Educational Television Inc. c/o Trinity United Methodist Church, Lighthouse Point, Fla. (Brian Brightly, principal); no other broadcast interests

Facilities: Ch. 45

COMBOS

WHMA-AM-FM Anniston, Ala.

Price: At least \$25.05 million (\$15.05

Proposed station trades

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

THIS WEEK:

TVs ☐ \$335,020,000 ☐ 3
Combos ☐ \$68,898,699 ☐ 8
FMs ☐ \$24,924,643 ☐ 9
AMs ☐ \$450,000 ☐ 1
Total ☐ \$429,293,342 ☐ 21

SO FAR IN 1996:

TVs ☐ \$10,430,892,145 ☐ 95
Combos ☐ \$11,999,023,436 ☐ 336
FMs ☐ \$2,562,802,463 ☐ 391
AMs ☐ \$200,040,306 ☐ 242
Total ☐ \$25,192,758,350 ☐ 1,064

SAME PERIOD IN 1995:

TVs ☐ \$3,313,875,545 ☐ 131
Combos ☐ \$2,459,891,971 ☐ 216
FMs ☐ \$755,916,981 ☐ 350
AMs ☐ \$97,213,846 ☐ 188
Total ☐ \$6,652,356,249 ☐ 882

Source: BROADCASTING & CABLE

million plus \$20 million for CP for Class C-1 FM facility, \$13 million for CP for Class C-2 FM facility or \$10 million for CP for Class C-3 facility or below)

Buyer: Susquehanna Radio Corp., York, Pa. (Louis J. Appel Jr., chair-

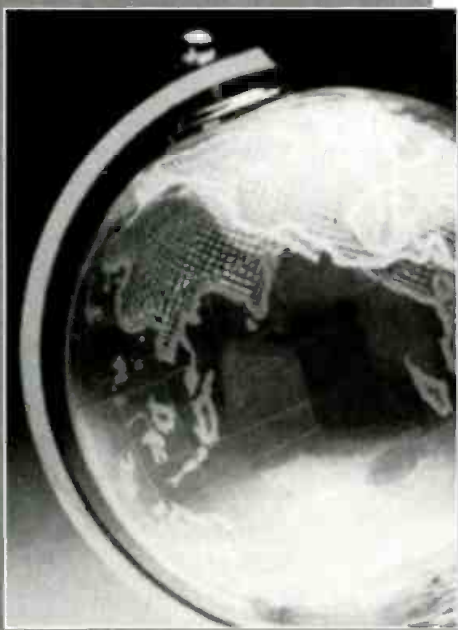
man; David E. Kennedy, president); owns KNBR(AM)-KFOG(FM) San Francisco; WNNX(FM) Atlanta; WFMS(FM) and WGRL(FM) Indianapolis; WRRM(FM) Cincinnati; WSBA(AM)-WARM-FM York, Pa.; KTCK(AM) and KLIF(AM)-KPLX(FM) Dallas/Fort Worth and KRBE-FM Houston, and WGH-AM-FM Norfolk, Va.; is buying KHOT-FM Los Altos, Calif., and 51% of KNBR-FM Haltom City/Dallas/Fort Worth, Tex. (see item below); is selling WARM(AM) Scranton/Wilkes-Barre and WMGS(FM) Wilkes-Barre/Scranton, Pa. (plus LMAs for WBHT [FM] Mountain Top/Wilkes-Barre and WKOV[FM] Olyphant/Wilkes-Barre and JSA for WKOV[AM] Scranton/Wilkes-Barre, all Pa.). Susquehanna Cable Co. owns cable systems in York and Shelbyville, Ind.

Seller: Sapphire Broadcasting Inc., Teaneck, N.J. (Hoyt J. Goodrich, partner); owns KTHX(FM) Carson City, Nev. Goodrich has interests in WGSM(AM) Huntington, WMJC(FM) Smithtown, WRHD(AM) Riverhead and WRCN-FM West Hampton Beach, all N.Y.; WZNT-FM San Juan, WOYE-FM Mayaguez and WCOM(FM) (formerly WLDI) Bayamon, all P.R.

Facilities: AM: 1390 khz, 5 kw day, 1 kw night; FM: 100.5 mhz, 100 kw,

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ant. 1,141 ft.

Formats: AM: news/talk; FM: contemporary country

Broker: Larry Patrick (buyer)

WTKT(AM)-WXZZ(FM) Georgetown/Lexington and WKQQ(FM) Lexington, Ky.

Price: \$24 million

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns WLAP(AM)-WMXL(FM) Lexington and WWYC-FM Winchester, Ky.; is buying WSFR(FM) Corydon, Ind./Louisville, WVEZ(FM), WDJX-FM, WFIA-AM and WHKW-AM Louisville, and intellectual rights to WHKW-FM Louisville

■ Jacor also owns KHTS-FM San Diego and XTRA-AM-FM Tijuana, Mexico/San Diego, Calif.; KBPI(FM), KOA (AM)-KRFX(FM) and KHOW(AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver; WGST(AM)-WPCH(FM) and WKLS-FM Atlanta; WDAF(AM)-KYYS(FM) Kansas City, Mo., and KATZ(AM)-KMJM(FM) St. Louis and KNJZ-FM Alton, Ill./St. Louis; WKRC-TV, WCKY(AM), WOFX(FM), WLW (AM)-WEBN(FM), WKRQ(FM) and WWNK (FM), all Cincinnati, WTVN(AM)-WLWQ (FM) Columbus and WSPD-AM and WVKS(FM) Toledo and WRVF-FM Beavercreek/Toledo, all Ohio; KEX(AM)-KKRZ (FM) Portland and KKCW(FM) Beaverton/Portland, Ore.; WWST-FM and WMYU-FM Knoxville, Tenn., and the following Florida stations: WJGR (AM)-WQIK-FM and WZAZ(AM) Jacksonville, WJBT(FM) Green Cove Springs/Jacksonville and WSOL-FM Brunswick, Ga./Jacksonville, WBRD(AM) Palmetto-WDUF(FM) Bradenton/Tampa, WXTB(FM) Clearwater/Tampa, WTBT (FM) New Port Richey/Tampa and WTSP-TV St. Petersburg/Tampa, WFLA(AM)-WFLZ(FM) Tampa and WAMP (AM)-WCTQ(FM) Venice. ■ Jacor is buying KOGO(AM)-KKLQ-FM, KCBO(AM) (plans to sell) and KIOZ(FM), all San Diego; WSPB(AM)-WSRZ-FM Sarasota, CP for WYNF(FM) Coral Cove/Sarasota and CP for WEDD(FM) Englewood/Venice, all Fla.; KIDO(AM)-KLTB(FM) Boise and KARO(FM) Caldwell/Boise, Idaho; WMT-AM-FM Cedar Rapids and WHO(AM)-KLYF(FM) Des Moines, Iowa; WIOT-AM-FM Toledo, Ohio, and KTWO (AM)-KMGW-FM Cheyenne, Wyo., and Wyoming Radio Network; is exchanging KOPA(AM)-KSLX(FM) Scottsdale/Phoenix for KPOP (AM) and KGB-FM San Diego, and WTSP-TV St. Petersburg/Tampa, Fla., for KIIS(AM)-KFMC(FM) Los Angeles, KSDO(AM)-KCLX-FM San Diego and WDAE(AM)-WUSA-FM Tampa; has LMA with WGST-FM Atlanta; is selling KSEG-FM

Big Deals

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public last week by the FCC:

■ \$160 million purchase of KSBW (TV) (ch. 8) Salinas/Monterey, Calif.; WEYI(TV) (ch. 25) Saginaw/Flint, Mich., and WROC-TV (ch. 8) Rochester, N.Y., by Hicks, Muse, Tate & Furst Inc. from Smith Broadcasting Partners LP (Nov. 11, "Top of the Week")

and KRXQ(FM) Roseville/Sacramento, Calif. ■ Jacor also is buying Regent Communications Inc., which owns KUDL-FM and KMXV(FM) Kansas City, Mo.; KSNE-FM and KFMS-FM Las Vegas; WEZL(FM) and WXLY(FM) Charleston, S.C., and KKAT(FM) Ogden/Salt Lake City and KALL(AM)-KODJ(FM) Salt Lake City; is buying KWNR(FM) Henderson, Nev., and KUTQ-FM Bountiful and KZHT(FM) Provo, Utah; has time brokerage agreements with KBGO-FM Las Vegas and WSJW(FM) Louisville; is selling KKDD(AM) North Las Vegas, and WLQT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio

Seller: Village Communications Inc., Chapel Hill, N.C. (James A. Heavner, president); owns WCHL(AM) Chapel Hill

Facilities: WTKT: 1580 khz, 10 kw day, 45 w night; wxzz: 103.3 mhz, 1.8 kw, ant. 706 ft.; wkoo: 98.1 mhz, 100 kw, ant. 561 ft.

Formats: WTKT: urban contemporary;

wxzz: alternative rock; wkoo: AOR

Broker: Media Venture Partners

WLIP(AM)-WIL(FM) Kenosha, Wis.

Price: \$8.5 million

Buyer: Pride Communications LLC, Crystal Lake, Ill. (James H. Hooker, managing member/47.3% owner); owns WAIT(AM)-WZSR-FM Crystal Lake/Woodstock, Ill. Hooker owns 38.8% of WZXA(FM) Sturtevant, Wis. **Seller:** Independence Broadcasting Corp., Naples, Fla. (Peter Sulick, president); no other broadcast interests

Facilities: AM: 1050 khz, 250 w; FM: 95.1 mhz, 50 kw, ant. 384 ft.

Formats: AM: full service; FM: classic rock

WMOG(AM) Brunswick, WHFX(FM) St. Simons Island/Waycross/Brunswick and WFGA-FM and WBGA(FM) Waycross/Brunswick, all Savannah, Ga.

Price: \$5.4 million

Buyer: Root Communications Inc., Daytona Beach, Fla. (James L. Devis, president); owns KMVT(TV) Twin Falls, Idaho; is selling WLKF(AM) Lakeland and WNDL(AM) Daytona Beach-WTSM(FM) (formerly WNDL) Ormond-by-the-Sea, Fla. (see item, below)

Seller: Rowland South Georgia Radio Inc., Brunswick (co-owners/spouses Marshall W. Rowland Sr. and Carol C. Rowland); no other broadcast interests. Note: Rowland bought WMOG and WHFX in May for \$350,000.

Facilities: WMOG: 1490 khz, 1 kw; WHFX: 92.7 mhz, 6 kw, ant. 340 ft.; WFGA-FM: 103.3 mhz, 100 kw, ant. 1,200 ft.; WBGA: 102.5 mhz, 100 kw, ant. 980 ft.

Formats: WMOG: MOR; WHFX: adult contemporary; WFGA-FM: soft adult contemporary; WBGA: country

Broker: Jorgenson Broadcast Brokerage (seller)

WNUB(AM) Daytona Beach-WTSM (FM) (formerly WNUB) Ormond-by-the-Sea, Fla.

Price: \$3.6 million

Buyer: Black Crow Broadcasting Inc., Daytona Beach (J. Michael Linn, president/joint owner with Nicole Linn); owns WKRO(FM) Edgewater, Fla. Linns also jointly own 20% of WJBX(FM) Fort Myers Beach and WROC(FM) Fort Myers Villas, Fla.

Seller: Root Communications Ltd., Daytona Beach (James L. Devis, president); is buying WMOG (AM) Brunswick, WHFX(FM) St. Simons Island/Waycross/Brunswick and WFGA-FM and WBGA(FM) Waycross/Brunswick, all Savannah, Ga. (see item, above)

Facilities: AM: 1150 khz, 1 kw; FM: 95.7 mhz

Formats: AM: news/talk; FM: '70s

KNRO(AM) Redding-KARZ(FM) Burney/Redding, Calif.

Price: \$1.2 million

Buyer: Power Curve Inc., Carefree, Ariz. (John C. Power, president/owner). Power is president of Northern California Broadcasting Inc.; Northern Lights Broadcasting LLC (also 60% owner); Power Surge Inc.; Redwood Broadcasting Inc., and Redwood MicroCap Fund Inc. These companies own KNNN-FM Central Valley/Redding and KRDG(FM) (formerly KHZL) Shingletown/Redding; are buying KLXR(AM) Redding; are selling KNSN(AM) Chico and KHSL-FM Paradise, Calif.; have applied to build TVs in Pocatello, Idaho; Butte, Great Falls and Missoula, all Mont., and Marquette, Mich.; have applied to

build FM's in Payson, Ariz.; Los Molinos and Shasta Lake City, Calif., and Mesquite, Nev.

Seller: Merit Broadcasting Corp., Redding (Jeff Martin, president); owns KATA(AM) Arcata and KFMI(FM) Eureka, Calif.

Facilities: AM: 600 khz, 1 kw; FM: 106.1 mhz, 100 kw, ant. 2,000 ft.

Formats: AM: news/talk; FM: adult contemporary

40% of WHTG(AM)-WAYZ-FM Waynesboro, Pa.

Price: \$1,068,699

Buyer: John Ver Standig, Eileen Gail Lehrer and Brian Madden as trustees of Ver Standig 1996 Children's Trusts, Bethesda, Md. John Ver Standig owns 53% of WCBG(AM) Chambersburg and WSRT(FM) Mercersburg, Pa.; WAMM-FM Bridgewater and WSWA, WHBG and WQPO(FM) Harrisonburg, Va.; has TBA with WPKZ(FM) Elkton, Va.

Seller: Helen Ver Standig, Washington; no other broadcast interests

Facilities: AM: 1380 khz, 1 kw day; FM: 101.5 mhz, 50 kw, ant. 230 ft.

Formats: Both contemporary country

WTOX(AM)-WHMX(FM) Lincoln, Me.

Price: \$80,000

Buyer: Bangor Baptist Church, Bangor, Me. (Rev. Richard Rockwell, president/11.1% owner); owns WHCF-FM Bangor

Seller: Key Bank of Maine, Portland, Maine (Michael V. Lugli, VP)

Facilities: AM: 1450 khz, 1 kw; FM: 105.7 mhz, 50 kw, ant. 413 ft.

Formats: Both dark

RADIO: FM

51% of CP for KNBR-FM Haltom City/Dallas/Fort Worth, Tex.

Price: At least \$13.705 million (\$13.705 million loan plus share purchase and construction costs)

Buyer: Susquehanna Radio Corp.; owns 49% of KNBR-FM; is buying WHMA-AM-FM Anniston, Ala. (see item, above)

Seller: Marcos A. Rodriguez Jr., Dallas

Facilities: Not available

KCFE(FM) Eden Prairie, Minn.

Price: \$6 million (\$3.4 million + \$2.6 million assumption of liabilities)

Buyer: Trusts of James R. Cargill II and Susan M. Cargill, St. Paul (James R. and Susan M. Cargill, trustees). Cargills jointly own WLOL(AM) Brooklyn Park, WREV-FM Cambridge, KREV(FM) Lakeville and KLBB(AM) St. Paul, all Minn.

Seller: Southwest Suburban Broadcasting Inc., Wayzata, Minn. (Raymond O. Mithun Jr., owner); no other

broadcast interests

Facilities: 105.7 mhz, 3 kw, ant. 328 ft.

Format: New adult contemporary

WGCO-FM Midway, S.C./Savannah, Ga.

Price: \$2.5 million

Buyer: New Adventure Communications Inc., Bluefield (Michael R. Shott, president; Adventure Communications Inc., 50% owner); owns WFXH-AM-FM and WJY(FM) Hilton Head Island, S.C./Savannah, Ga. (for other holdings, see "Changing Hands," Nov. 4)

Seller: Clark Broadcasting Co., Bethesda, Md. (Michael Douglass, president); owns WLTO(FM) Nicholasville and WLRO(FM) Richmond, Ky., and WCYK(AM)-WVAO-FM Crozet/Charlottesville, WCYK-FM and WKDW(AM)-WSVO-FM Staunton/Charlottesville and WINF(AM) Waynesboro, all Va.

Facilities: 98.3 mhz, 100 kw, ant. 981 ft.

Format: Oldies

Broker: Serafin Bros. (seller)

WUMX(FM) Charlottesville, Va.

Price: \$1.1 million

Buyer: Air Virginia Inc., Charlottesville (David G. Mitchell, president/70% owner). Mitchell owns 20% of WKMC(AM) Roaring Springs and WHPA(FM) Hollidaysburg, Pa.

Seller: Spectrum Broadcasting Corp., Washington (Deborah M. Royster, president); no other broadcast interests

Facilities: 107.5 mhz, 6 kw

Format: Adult contemporary

KTLE-FM Tooele, Utah

Price: \$650,000

Buyer: Roy W. and Elizabeth E. Simmons Charitable Unitrust, Salt Lake City (H.H. Simmons, trustee); owns KNOS(AM)-KRZN(FM) Albuquerque, KIVA(AM) Corrales, KIOT(FM) Los Lunas, KZKL(FM) Rio Rancho and KZRO(FM) Santa Fe, all N.M.; KDLY(AM)-KSFI(FM) and KRSP-FM Salt Lake City and KDXU(AM)-KSNN-FM St. George, Utah; has TBA with KQMB(FM) Midvale, Utah; has applied to build FM at Brigham City, Utah

Seller: Local Broadcasters Inc., Tooele (Mary F. and John L. Kirigin, principals); no other broadcast interests

Facilities: 92.1 mhz, 1.4 kw, ant. -35 ft.

Format: Country

WXGL-FM Topsham/Portland, Me.

Price: \$497,000

Buyer: Great Eastern Media, Stoneham, Mass. (Colin S. Hiscock, Christopher M. Outwin, owners); no other broadcast interests

Seller: Robert J. Cole, Yarmouth, Me.; owns WCME(FM) Booth Bay Harbor, Me., and WAAW(FM) Williston, S.C.; is selling WSNV(FM) Howland/Bangor, Me.

Facilities: 95.5 mhz, 3 kw, ant. 456 ft.

Format: Oldies

Broker: New England Media Inc.

CP for FM at Salinas, Calif.

Price: \$295,000

Buyer: KCTY AM & KRAY FM Inc., Red Bluff, Calif. (Robert L. and Deanna J. Williams Trust); owns KCTY(AM)-KRAY(FM) Salinas

Seller: Villamil FM Radio, Watsonville, Calif. (Julio A. Villamil, partner); no other broadcast interests

Facilities: 97.9 mhz

CP for WCCZ(FM) Pinckneyville, Ill.

Price: \$12,643

Buyer: Gregory G. and Gordon A. Showalter, DuQuoin, Ill.; no other broadcast interests

Seller: Kenneth W. and Jane A. Anderson, Marion, Ill. (Note: Deal undoes earlier sale of CP to Dennis Doelitzsch for \$10,000)

Facilities: 104.3 mhz, 3.5 kw, ant. 276 ft.

RADIO: AM

WFOM(AM) Marietta/Atlanta, Ga.

Price: \$450,000

Buyer: Midwestern Broadcasting Co. Inc., Atlanta (Lewis W. Dickey, president/99.7% owner); owns 79% of WALR(FM) Athens and WCNN(AM) North Atlanta, Ga.; is buying WALR(AM) Atlanta; also owns WWWM(AM) Toledo-WWWM-FM Sylvania/Toledo, Ohio. Dickey has interest in WNPL-FM Mt. Juliet, Tenn.

Seller: WFOM Inc., Toccoa Falls, Ga. (Paul Alford, principal); owns WRAF(FM) Toccoa Falls and WCOP(AM) Warner/Robins, Ga.; WOUS(FM) Belvedere, S.C.

Facilities: 1230 khz, 1 kw

Format: Adult contemporary

CP for KRKN(AM) Eldon, Iowa

Price: \$165,000

Buyer: O-Town Communications Inc., Mankato, Minn. (Donald Linder, president/60% owner); owns KKSJ(FM) Eddyville, Iowa. Linder has interests in KARP(FM) Glencoe, KTOE(AM) Mankato, KDOG(FM) North Mankato, KXAX(FM) and KXAC(FM) St. James, KWOM(AM) Watertown and KITN(FM) Worthington, all Minn.

Seller: Sample Broadcasting Co. LP, Ottumwa (Carmela Sample, president); no other broadcast interests

Facilities: 104.3 mhz, 25 kw, ant. 328 ft.

—Compiled by Elizabeth A. Rathbun

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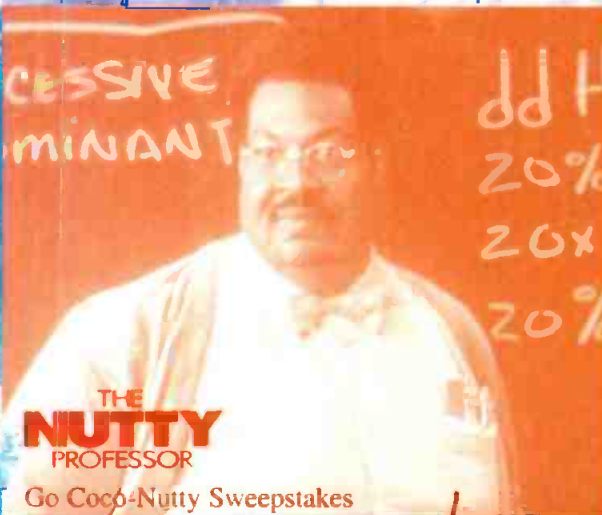
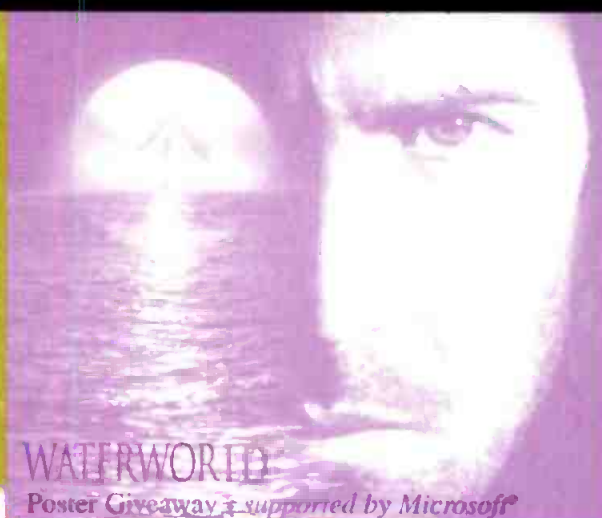
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Under the microscope in Orlando

Group owners submit information; Paxson to meet with DOJ

Radio

By Donna Petrozzello

The Department of Justice's ongoing investigation into proposed radio group consolidation in Orlando, Fla., moved to the next step last week.

Orlando's top three station owners—Chancellor Broadcasting, Cox Broadcasting and Paxson Communications—have complied with the department's second request for information about their planned acquisitions in the market.

Also, Paxson Chairman Lowell "Bud" Paxson was scheduled to meet with DOJ officials IDec. 6 regarding his planned acquisition of WTKS(FM) Orlando from Press Broadcasting.

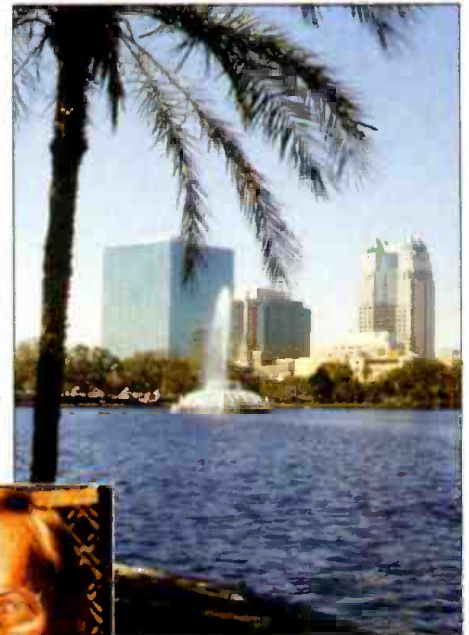
Chancellor, Cox and Paxson each have a large stake in the outcome of the DOJ's scrutiny. In separate deals announced earlier this year, the three groups stand to control a total 17 radio stations and 96% of the market's radio revenue. That is, if the deals pass DOJ scrutiny and are later approved by the FCC.

Last May, Cox announced its \$250 million purchase of New City Communications, including Orlando stations WDBO(AM), WWKA(FM), WCFB(FM) and WZKD(AM). The deal would give Cox control of 32% of radio revenue when combined with its other Orlando stations.

Also in May, Chancellor announced its purchase of WXXL(FM), WOMX-FM and WJHM(FM), all Orlando, from OmniAmerica Communications, giving it control over 36% of market revenue in combination with other holdings.

More recently, Paxson announced its acquisition of WTKS and WDIZ(FM) in the market. When combined with the company's existing holdings in the market, the deal gives Paxson control of 28% of market revenue.

If the purchases go through, only two FMs and seven AMs in Orlando will be operated by a company or companies other than Chancellor, Cox or Paxson. Of those nine stations, four have Spanish-language formats, two are religious and three have



The Orlando, Fla., market is the latest to come under FTC scrutiny. Bud Paxson will meet with agency officials this week about his purchase of WTKS(FM).



ethnic or variety formats.

By contrast, Orlando claimed no fewer than 14 separate radio station owners at the beginning of 1996.

According to DOJ guidelines, Justice has 20 days to review the information it requested and decide whether consolidation by the three groups violates antitrust laws.

Although radio groups have become accustomed to inspection by the DOJ into several planned deals during the past year, Justice's interest in Orlando has puzzled some.

Some radio industry leaders contend that the DOJ may consider three major owners to be too few for a market the size of Orlando, and they suspect Justice could rule that Orlando requires at least four owners to preserve market competition. Arbitron ranks Orlando as the country's 39th-largest market with more slightly more than 1 million people 12-plus.

Other sources say Justice wants to scrutinize whether format combinations would give any single owner an unfair advantage with a particular demographic segment.

Regardless of the reason, the investigation continues. One thing radio industry sources agree on is that the DOJ is not likely to use Orlando as an example for the rest of the country. "Justice's

IDs aim for the 'lunatic fringe'

A new twist on old tunes has served a mild-mannered, Toledo, Ohio-based radio jingle company well. At the request of hard rock WEBN(FM) Cincinnati, jingle creator Ken R. Inc. set lyrics glorifying sex, drugs and rock 'n' roll to big-band tunes reminiscent of 1950s-era radio jingles.

WEBN used the jingles as station IDs and began airing them on April Fool's Day as part of a daylong spoof. More than nine months later, WEBN continues to run the spots because "listeners love them," says WEBN afternoon jock Jay Gilbert.

Gilbert penned what he calls the "perverted" lyrics. The tamer phrases include "We hope we die before we get old, we're rockin' WEBN, counter-culture radio," and "102.7 WEBN, we're your favorite station for lots of sex, drugs and rock 'n' roll." Gilbert says the offbeat combination of swing music and spicy lyrics "fits right in with WEBN's image of always having another off-the-wall, fun surprise."

The concept was somewhat foreign, however, to Ken R. Inc., which built its reputation on producing station identification spots for mainly oldies and country stations during its almost 20 years of writing jingles, says company founder Ken Deusch (aka Ken R.). The company also creates and records jingles for several national retailers, Deusch says.

Ken R. Inc. calls the WEBN spots the "lunatic fringe" package. Since WEBN's spots debuted in April, Ken R. says classic rock KRFX(FM) Denver; album rock KIOZ(FM) Oceanside, Calif.; rock WKLS-FM Atlanta; album rock WPLR(FM) New Haven, Conn.; and album rock WIOT(FM) Toledo have crafted their own versions of "lunatic fringe" spots.

—DP



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strategy has been to not make a ruling that could apply anywhere else," says media broker Bill Steding of Star Media. "They [the DOJ] want to treat every deal separately. I would be surprised if they use any market to make a generalization."

"I really do not see a problem," says

Press Broadcasting President Robert McAllan, who sold WTKS to Paxson. "If you look at the [revenue] percentages of each group in Orlando, particularly with Paxson, certainly they are far below anything that has raised questions in anyone's mind, and moreover, Paxson's station are demographically diversified,"

McAllan adds. "So if those are the two issues the Department of Justice is looking at, I don't think there is anything here that would raise eyebrows."

Another industry source says that given the 20-day deadline, the DOJ may make a decision on Orlando before year's end. ■

WinStar buys Global Media

By Donna Petrozzello

New York-based WinStar Communications Inc. has purchased Global Media Sales, giving the telecommunications company access to one of radio's top national advertising reps.

In return, WinStar provides Global, also of New York, with an infusion of funding to expand its sales representation efforts for national radio programs.

"This gives us the financial backing to become one of the big players and go after radio properties and programs," says Lou Severine, Global Media co-chief executive officer. "Money always talks. If you don't have the money, you can talk about a lot of things, but there's not a lot you can do."

Global's sister division, Global Satellite, syndicates a variety of radio shows nationally. WinStar's purchase did not include Global Satellite, Severine says. Severine and partner Howard Gillman, who owns Global Satellite, are expected

to retain leadership of Global Media under WinStar's direction.

The purchase of Global by WinStar's New Media division extends WinStar's stake in radio-related ventures. Last May, WinStar New Media purchased 65% of SportsFan Radio Network, a sports talk program syndicator.

WinStar's Louise Goodman, vice president of corporate communications, says purchasing Global is consistent with the company's strategy of owning companies that "develop and distribute information over traditional forms of media like television and radio." WinStar is a publicly traded company, unlike Global, which had been private.

Goodman says WinStar also seeks companies that can expand their content offerings into interactive media such as the Internet. Shortly after being acquired by WinStar, SportsFan announced plans to launch a sports entertainment and information site on the World Wide Web called SportsFan On-Line.

The company's other divisions include WinStar Wireless, which provides wireless fiber phone services to small and medium-size businesses in cities to augment their existing broadband service through large carriers such as PacBell, MCI and AT&T. WinStar Telecommunications provides telephone service in competition with local telephone companies such as Nynex. WinStar Gateway Network provides long-distance telephone services to businesses and homes across the country.

Meanwhile, Severine says, Global's acquisition by WinStar should not hinder his ability to sell to national clients such as MCI or AT&T, which in some markets work in tandem with WinStar.

"We're in the business of selling advertising," Severine says of Global Media. "WinStar is not an advertiser, so there is no reason for us to do anything to upset our relationships with AT&T and MCI. If anything, this will give us an opportunity to come up with more programming and, hopefully, generate more business."

Neither Global nor WinStar released the purchase price. ■

R I D I N G G A I N

Pattiz brings ECO to radio



Norm Pattiz, chairman of Westwood One Radio Networks, has helped launch a radio campaign to benefit the nonprofit Earth Communications Office (ECO) organization. Through a series of PSAs slated to air nationally in January, ECO stresses the need to conserve natural resources to preserve public health. The spots were pro-

duced by Dick Orkin's Radio Ranch and feature celebrity voiceovers by Carl Reiner, Ron Perlman and Estelle Harris, among others. Pattiz also is chairman of the ECO Radio Advisory Board. Pictured celebrating the launch at the Museum of Television & Radio in Los Angeles are (l-r): ECO Chairman Larry Kopald, ECO board member Alexandra Paul, Pattiz, and ECO board member Daphne Zuniga.

The Recovery Network expands to radio

Cable television's Recovery Network has formed a network of 200 radio stations to carry its two-hour *The Meeting on Air*, which launched on 60 stations on Dec. 1. The radio show mirrors Recovery's cable and Internet outlets, which involve the audience in discussions on coping with and recov-

ering from alcoholism, chemical dependencies and other behavioral health disorders. *The Meeting on Air* airs Sundays at 7-9 a.m. Bill Moses, chief operating officer of The Recovery Network, says the radio network—Recovery Talk Radio—"completes our multimedia offerings." The radio show is syndicated and distributed by Boston-based Talk America Radio Network.

New calls for WMXV(FM)

Bonneville International's former light adult contemporary WMXV(FM) New York has changed its call letters to WDBZ. The new calls complement the "Buzz" modern adult contemporary format the station debuted three weeks ago. "The Buzz" features artists including The Police, Elvis Costello and U2.—DP

Cable

December 9, 1996



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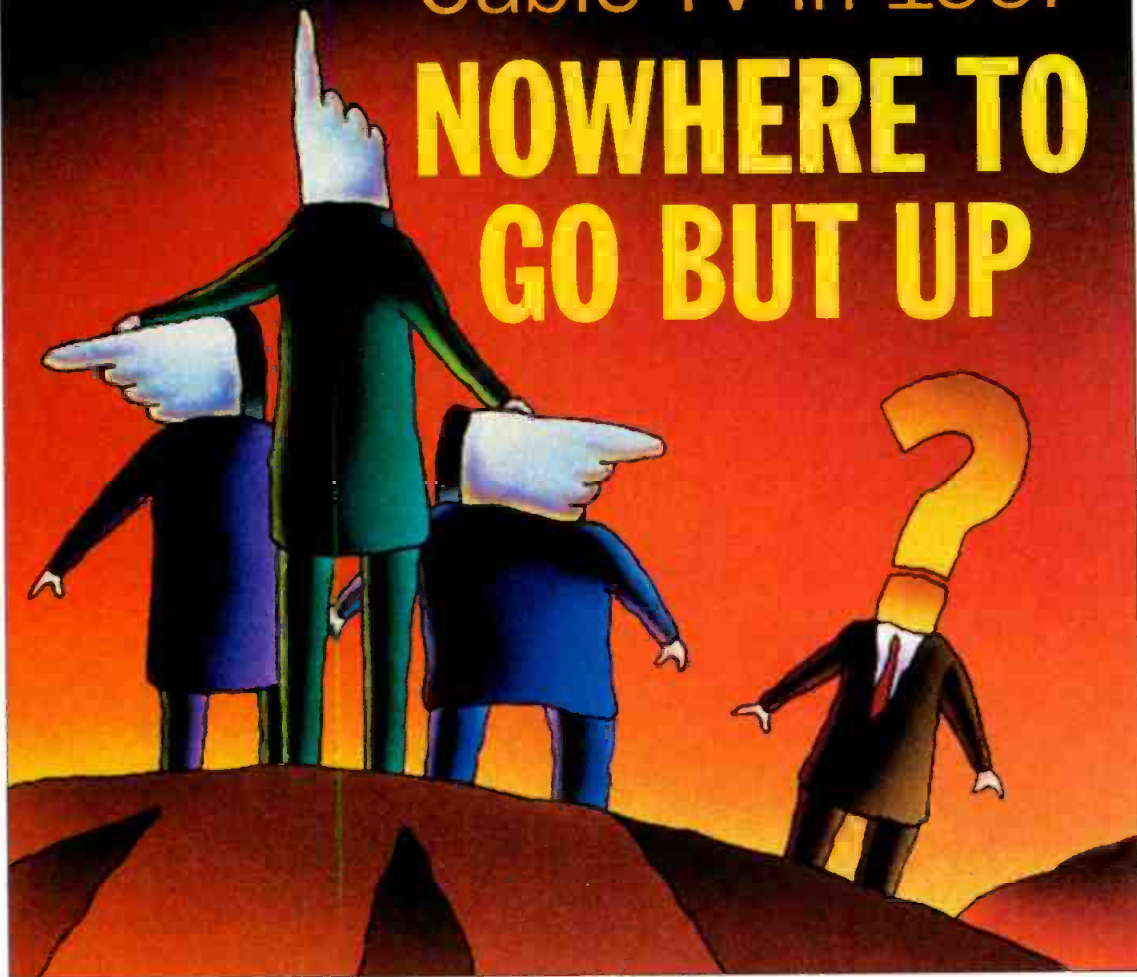
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Cable TV in 1997

NOWHERE TO GO BUT UP



After unfulfilled promises, a downturn on Wall Street and its first serious competition, cable is hoping to capitalize on its assets

By Price Colman

If 1996 was the cable television industry's wake-up call, then 1997 could well be time to put up or shutup.

All the promises and projections came back to haunt the industry over the past 12 months. Remember 500 channels, digitally compressed cable, widespread Internet access via cable modems? Didn't happen.

What did emerge was the first whiff of competition, only it didn't come from tough-talking, deep-pocketed telephone companies. Instead, it was high-flying, fast-charging direct broadcast satellite operators that fired the warning shot across cable's bow.

"I think the industry is clearly at a major transition," says Amos Hostetter, chairman of Continental Cablevision. "We are in fact on a day-to-day basis confronting the first wave of truly competitive products. As a result, financial markets are concerned to the

point of being depressed about how the [cable] industry will be able to respond to competition."

In the smoke, noise and confusion, cable ran aground on Wall Street. It wasn't the first time financial markets have reacted to cable's unfulfilled promises with a sneer. But this was the most severe reaction to date, with cable stocks tumbling 10% to 40%.

So what's an industry to do? Keep on keepin' on, cable executives say. Stay focused, stick to the script, stay on schedule for upgrading networks, rolling out new products and services.

"We're pretty much following the strategy we've been on for a couple of years: upgrade our networks to hybrid fiber/coax architecture," says Glenn Britt, president of Time Warner Cable Ventures. "We still think that's the right thing to do in the long run."

Unfortunately, staying the course doesn't always play well in financial markets, which tend to suffer from their own version of bipolar disorder.

The investment community wants long-term planning, but it also wants quarterly results, and the two conflict.

Sour from the disappointments of the past 12 months, stock and bond investors remain skeptical of cable. In the coming year, they'll want to see the industry:

- Mount an effective counterstrategy to DBS.
- Demonstrate that digital cable, cable modems and, to a lesser degree, cable telephony are real revenue producers, not blue-sky daydreams.
- Reduce debt.

CABLE BOXED IN

Cable's ingenuity and entrepreneurialism historically have been its strongest attributes. It was cable, for instance, that succeeded in getting Wall Street to recognize cash flow, not profits, as the yardstick for its success. The rationale is that

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CABLE TV IN 1997: NOWHERE TO GO BUT UP

the only way cable companies can reach the critical mass necessary for self-sustenance in the face of competition is to put would-be profits back into building a network of systems.

Few argue with the concept, but cable upset the balancing act in '96. Capital spending for network upgrades and developing new products and services outweighed projected cash flow from subscriber growth. That imbalance led to increasing debt leverage for some companies. Then, in the all-too-familiar downward spiral, the increasing leverage eroded credit ratings and raised the cost of funds for needed capital expenditures.

Tele-Communications Inc.'s core cable business, TCI Communications, saw Duff & Phelps and Moody's lower its senior debt to junk status, with Stan-

dard & Poor's apparently leaning in that direction late in the year.

The problems at TCI and other MSOs—notably Time Warner and Cablevision Systems—rippled through bond markets, where the spread on cable-related bonds jumped 75 basis points, indicating a perception of increasing risk, in a three-week period. "The [bond] market right now is focused on reviewing balance sheets and leverage," says Barry Schwartz of BA Securities' high-yield desk.

Bank lenders, meanwhile, are taking a more sanguine approach, riding out the latest waves. They "tend to take more of a wait-and-see attitude, let's dig in deep and understand exactly what's going on here," says Michael Rushmore, also of BA Securities. "They won't jeopardize their relationship with the issuer over what may or may not be a fundamental business trend."

Such calm in the face of crisis may be reassuring to the cable industry, but it was of little help on Wall Street, where investors took a long, hard look at the situation and fled cable stocks in droves. Late in the year, there was some tempering of that stance as investors began to trickle back into the sector.

TCI hardly shoulders all the blame for the industry's financial predicament, despite its \$14.5 billion debt load and big-spending ways. Time Warner Cable parent Time Warner Inc. is supporting a whopping \$17.5 billion debt burden that chairman Gerald Levin is under pressure to reduce, or else.

On the flip side, Comcast saw its debt-to-cash flow ratio decline to 5.2:1 from about 5.7:1, largely as a result of its \$5.575 billion, debt-free purchase of Scripps Howard Cable, a strong cash-flow generator.

None of the big MSOs faces the imminent prospect of default or fore-

Cable tries to preempt ASkyB threat



Today's direct broadcast satellite operators—DIRECTV, USSB and EchoStar—have hurt cable operators, siphoning off tens of thousands of their best customers.

But what really has the cable guys worried is what's coming next: American Sky Broadcasting



(ASkyB), Rupert Murdoch's late 1997 DBS entry. ASkyB is promising to remedy some of the problems with DBS that cable has been happily pointing out in its anti-DBS campaign. Equipment and second-set hookups will be cheaper, it says. And, most

important, it vows, it will offer subscribers local broadcast signals, still the most-watched TV in most homes.

Recognizing the threat, cable operators, including the National Cable Television Association, are challenging ASkyB's claim to a DBS license at the FCC. And they are considering opposing legislation next year that would insure ASkyB's ability to offer the local signals.

MCI, Rupert Murdoch's partner in ASkyB, bid nearly \$700 million early this year for a DBS license. But after British Telecommunications announced its \$21 billion purchase of MCI, cable operators ran to the FCC to protest that the deal would put the license in the hands of a foreign company in apparent violation of foreign ownership restrictions. Supporting cable's complaint were two congressmen: Robert Matsui (D-Calif.) and Vic Fazio (D-Calif.).

ASkyB Chairman Preston Padden dismissed cable's objections: "I do believe these cable guys are beginning to fret about the competition we are planning."

Current copyright law authorizes the satellite com-

panies to offer distant broadcast signals. In other words, DIRECTV and home satellite program packagers may offer subscribers broadcast signals from outside their markets. The law also specifies what satellite carriers must pay for retransmitting the signals. The royalties range from 6 cents per subscriber per month for network signals to 17 cents.

ASkyB believes the law can be stretched to encompass the local retransmission of broadcast signals so that it may offer New York stations throughout the New York market. But it feels that clarifying legislation is needed to facilitate its planned service and to make sure it doesn't have to pay any royalties.

The National Cable Television Association and the Cable Telecommunications Association are taking a wait-and-see attitude toward the planned legislation. But many believe they will be in there next year when the legislation emerges to at least slow it down.

One problem is ASkyB's plan to only carry some of the stations in some of the markets, says CATA President Steve Effros. "If cable operators are required to carry all broadcast signals, their competitors ought to, too," he says. "I can't imagine Congress approving a scheme that would say DBS carriers can selectively carry what they want to carry."

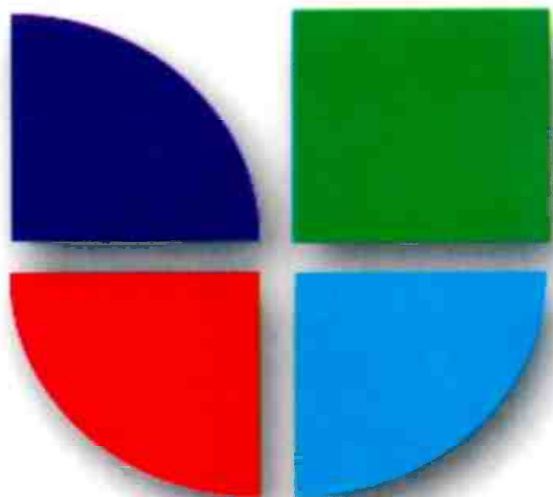
Effros' argument of discriminatory treatment would be undermined if, as many expect, the Supreme Court next year invalidates the must-carry rules requiring cable operators to carry all local signals.

Effros also is trying to incite broadcast opposition to the ASkyB plan. "The satellites don't have the capacity to carry all signals," he warns. "That will result in a significant benefit for some broadcasters and a significant detriment to others."

—HAJ

SUCCESS

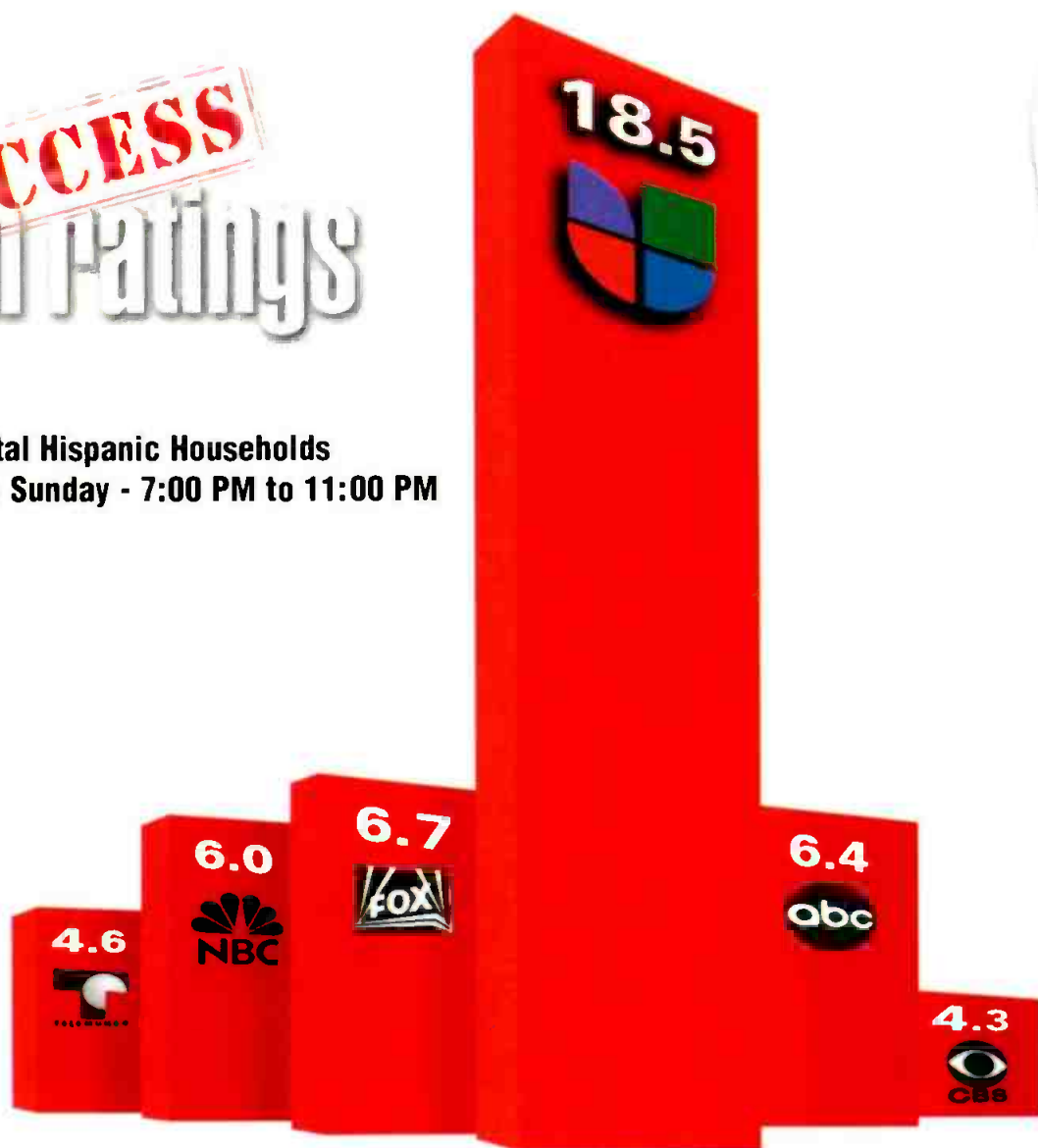
in
spanish
is...



UNIVISION

SUCCESS
in Ratings

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



SUCCESS
in Ratings

* Top 20 Network F

RANK	PROGRAM
1	María la del Bar
2	Cañaveral de P
3	Canción de Am
4	Primer Impacto
5	Sábado Gigant
6	A Través del V
7	Fuera de Seri
8	Noticiero Uni
9	Simpsons
10	Bienvenidos
11	Cristina Edir
12	Amor Gigar
13	Primer Imp
14	Lente Loc
15	NFL Mond
16	Morelia
17	Complice
18	Fox NFL
19	Confider
20	Noticier

Source: Nielsen Hispanic Television Index 95 - 96 Season

For more information contact any Univision

Number 1 in S

VISION

Programming

Programs Hispanic Households

	NETWORK	RATING
io	Univision	27.3
siones	Univision	23.3
r	Univision	19.0
(E. Nocturna)	Univision	16.8
	Univision	16.7
	Univision	16.6
deo	Univision	16.0
ision	Univision	15.7
	Fox	15.2
	Univision	15.1
ión Especial	Univision	14.7
e	Univision	14.6
cto	Univision	13.9
	Univision	13.6
	Univision	13.2
ay Night Football	ABC	12.6
	Univision	12.4
	Univision	12.0
en Familia	Fox	11.7
unday National	Univision	11.4
e de Secundaria		
Univision-Sun		



SUCCESS
in market
share

Spanish Language Networks
Primetime share
Total Hispanic Households

sales office or call (212) 455-5219.

* Source: Nielsen Hispanic Television Index October 96 Regular Programs

spanish Homes

CURIOUS?



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groo



Ask not what you

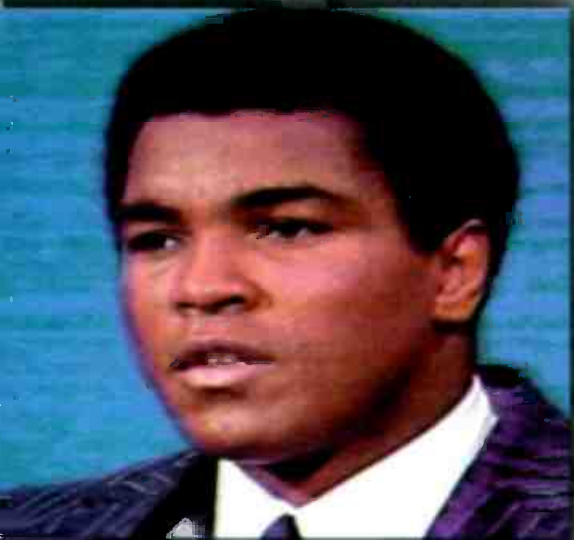
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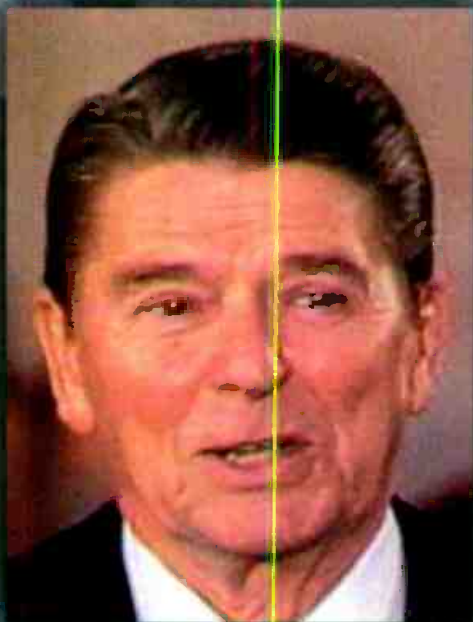
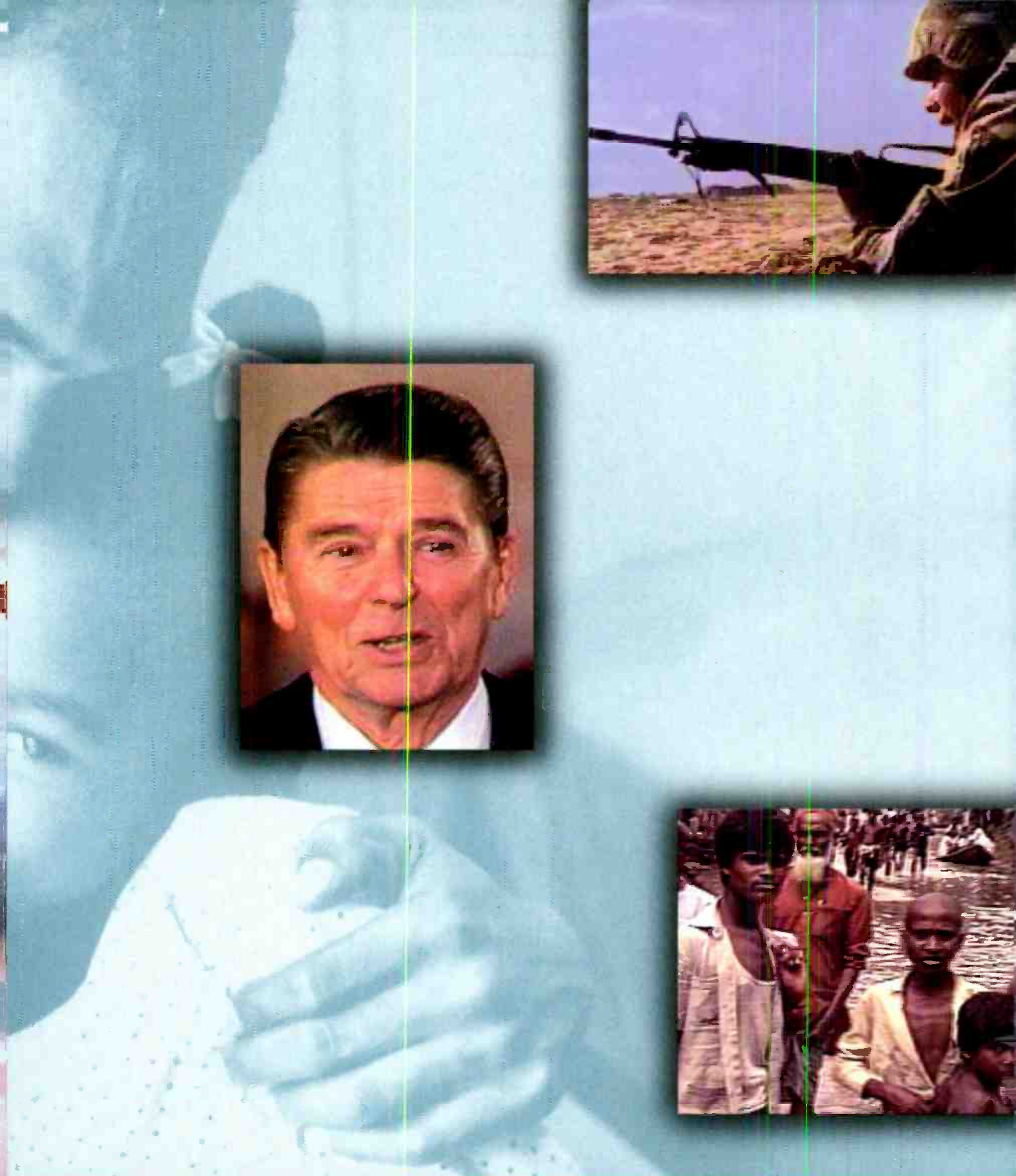


U U D E

They shape what we







what we





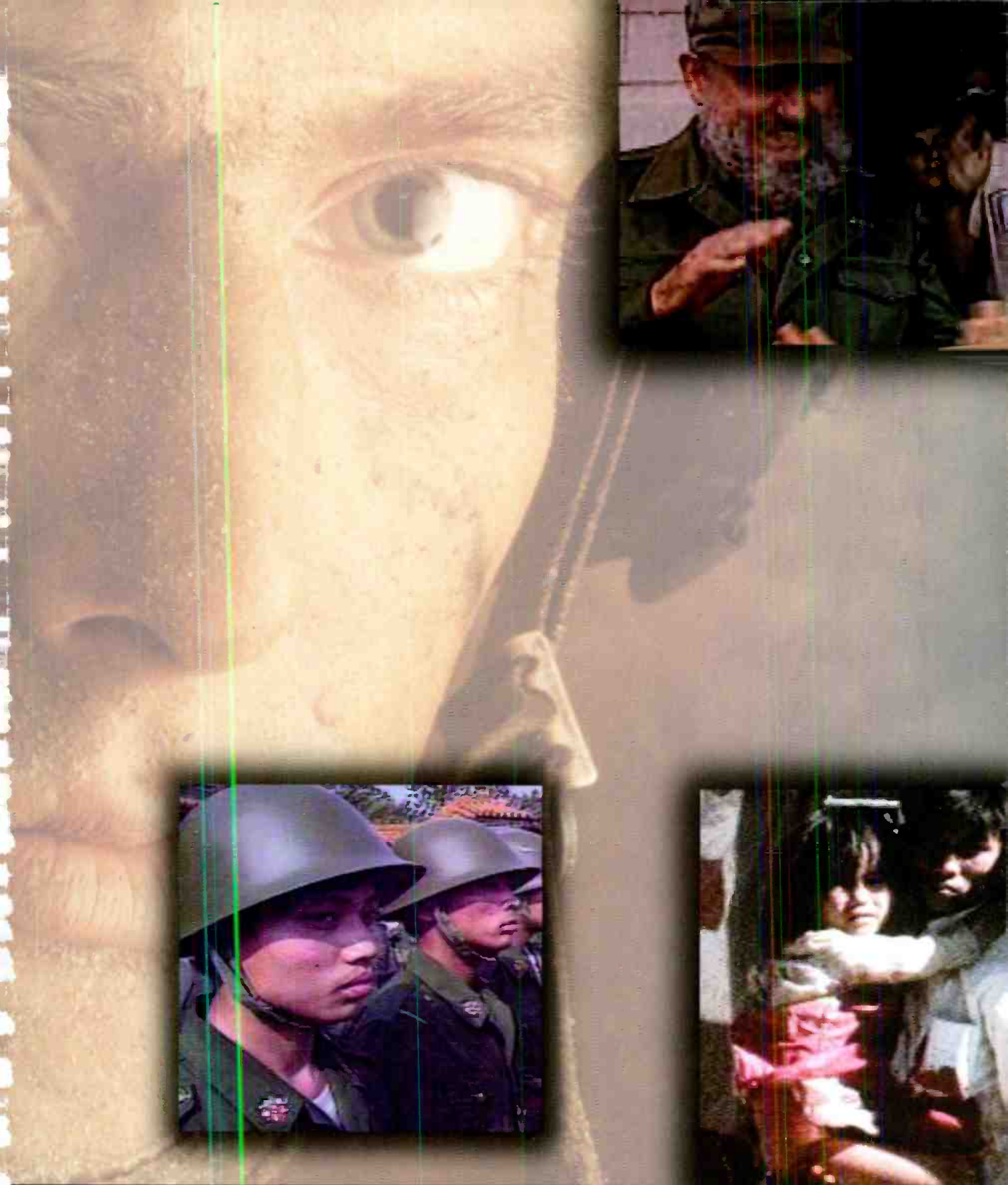


what we



to





what we **FIGHT** for



By nature we

Mostly we are curious



People whose lives in

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7 days a week,

we bring you more



want to know

are all

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closure. That doesn't mean they're not looking at ways to reduce debt load. With John Malone's well-timed and highly visible return to daily leadership of TCI, the company has taken steps to cut costs: laying off employees (see story, "Top of the Week"), slowing or halting plans for system upgrades, putting vendor shipments temporarily on hold, reorganizing cable operations and requiring emerging Internet and telephony businesses to be self-sustaining.

"Our big capital spending days as a cable company are over," Malone told key investors and analysts at a Bear, Stearns conference in October. He also pledged that TCI would generate free cash flow of \$750 million-\$1 billion in 1997.

At Time Warner, Levin has acknowledged that the company needs to take a hard look at its high salaries and expensive perks. Even more pertinent, Levin has said with some discomfort that he's considering selling certain cable operations. Such a move not only would have an immediate, measurable impact on debt, it could also help Time Warner resolve its awkward partnership with US West.

Financial experts emphasize that there are two ways to reduce leverage: increase cash-flow and/or pay down debt. Cable clearly is counting on cash flow increases as its prime tool. Most, if not all, of the larger operators are planning rate increases in '97. In addition, MSOs envision '97 as a milestone for launches of emerging services such as digital cable, high-speed data connections via cable modems and wireline telephony.

THE DBS EFFECT

A major cause of cable's disequilibrium was DBS, of course. Much like the cable industry of a decade ago, DBS companies attacked their opponents' weak points—primarily channel capacity and customer service. Pioneer operators DIRECTV and USSB now claim more than 2 million subscribers, and 1996 newcomer EchoStar says it has topped 250,000.

It is unclear how many of those homes came from cable rolls. But the cable industry, with penetration hitting 67% of America's 96 million TV households, struggled to attain 3% subscriber growth.

The consensus is that an annual 4%

Down time for wireless cable

Once seen as a formidable challenger to cable, wireless cable is now on the ropes, having lost the favorable opinion of the telephone companies and Wall Street investors.

"Clearly, wireless cable was over-hyped," says Ed Grebow, president of Tele-TV systems, a division of Tele-TV, a joint video-service venture between Bell Atlantic/Nynex and Pacific Telesis. "What we've learned in the last year is that digital wireless cable is terrific, but it has lots of limitations and the economics are difficult."

Grebow says that in the past year the telcos have lost some interest in wireless cable, and are looking more at wireline methods of video-service delivery. "[Digital wireless cable] has taken longer and has cost more than anyone has expected," he says. "It would have been better if it rolled out a year ago like we hoped."

But Grebow still believes that wireless cable will play a part, although complementary, in the telcos' video delivery. "Wireless has always been a piece of the strategy," he says. "It has a robust future, but is not the right delivery system for every market."

PacTel's service in Los Angeles is expected to have a successful launch, but there is less certainty surrounding the launches in Boston and Norfolk, Va. A Bell Atlantic spokesman says the launch in Norfolk is still on track for next spring, but has run into line-of-sight problems.

Bell Atlantic/Nynex struck a deal with CAI in 1995 giving the wireless operator a \$100 million investment in senior secured debt. It also gave the telco an option to buy 45% of CAI. Bell Atlantic, through Tele-TV, is responsible for programming, billing and marketing, while CAI will provide and maintain the facilities in the Boston and Norfolk markets.

When asked if, after working with CAI and the wireless platform, Bell Atlantic still is enthusiastic about wireless cable, a spokesman says that is a question Bell Atlantic officials can't answer. Bell Atlantic also hasn't said whether it will exercise its option to purchase 45% of CAI. PacTel, however, says it is not sour on wireless cable.

But the big question in the industry is whether this is just a slump that the once-promising competition to cable can snap out of.

"The next six to nine months will be critical for [wireless]," says Smith Barney analyst Spencer Grimes. He, and the rest of the industry are keeping a close eye on PacTel's digital wireless launch in southern California, which is slated for the first quarter of 1997. "It appears to be the first major indication whether it will be a viable competitor to cable."

Despite the fall of wireless, a report published by Cowles/Simba Information, *Wireless Cable, 1997*, predicts that U.S. digital wireless cable subscribership, driven by the telcos, will surpass 4 million by 2001. There are fewer than 1 million wireless subscribers in the U.S. —MK

American Telecasting

CLOSING PRICE
June 4, 1996 13 7/8
Dec. 4, 1996 8 1/4

CAI Wireless

June 4, 1996 10 7/8
Dec. 4, 1996 2 7/8

Heartland Wireless

June 4, 1996 26 1/4
Dec. 4, 1996 12 3/4

People's Choice

June 4, 1996 17 1/2
Dec. 4, 1996 6 1/8

Source: Bloomberg

dramatic

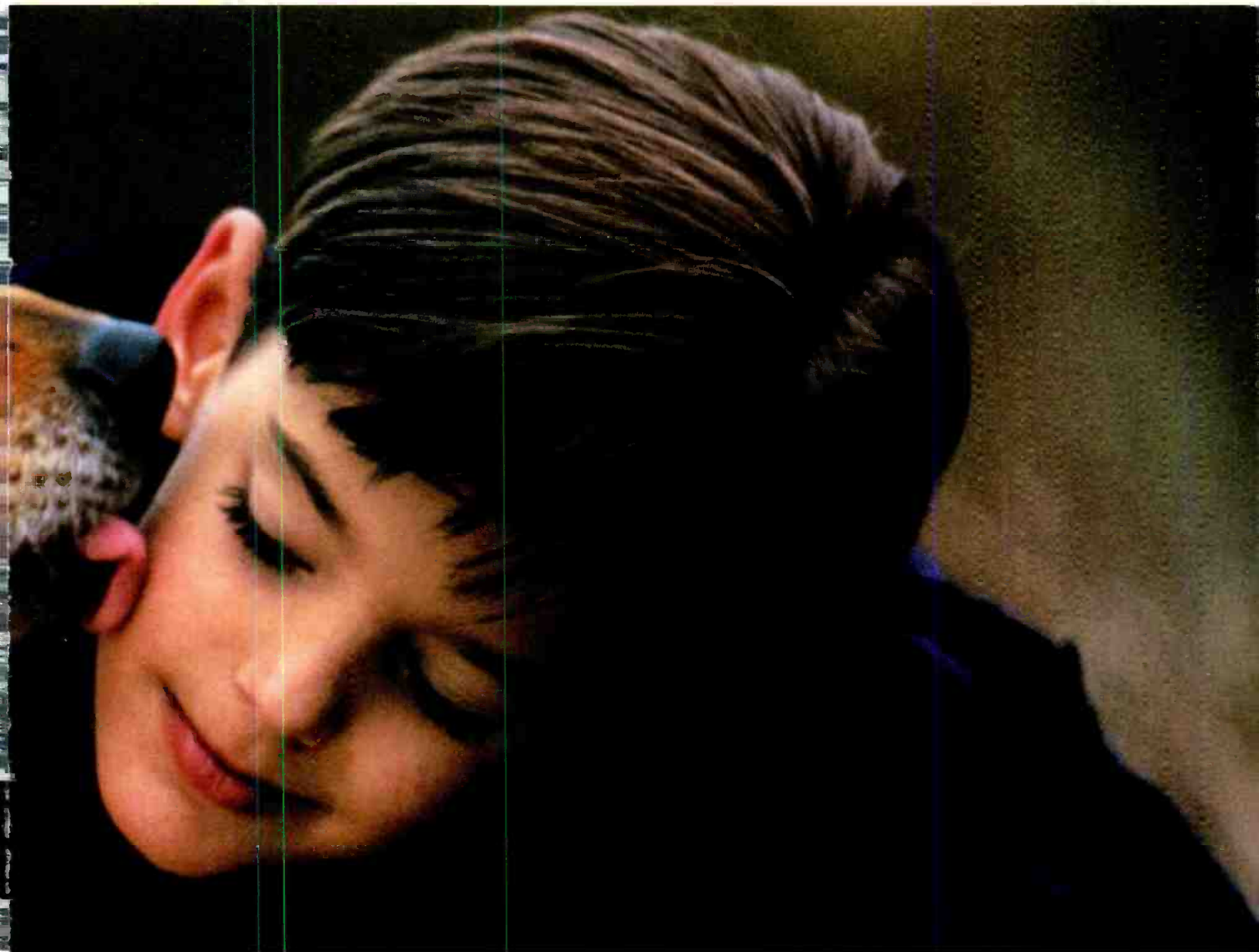


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CABLE TV IN 1997: NOWHERE TO GO BUT UP

growth rate for cable may be a thing of the past. Analysts also agree that, in the face of increasing competition, cable's his-

toric cash flow margins of 40% or better are fast becoming a memory.

DBS is hardly invincible. After glowing projections early in the year, DIRECTV has twice cut projections for year-end subscriber numbers. The initial target of 3 million subscribers will likely be closer to 2.3 million, DIRECTV officials acknowledge.

At the same time, cable is responding, albeit slowly, by emphasizing its lower cost and strong local content (while playing down its significantly lower channel capacity). And a number of cable's top players—TCI, Time Warner, Comcast, Continental and Cox—have closed ranks behind Primestar, seeking a good defense through an effective offense.

Even though Primestar's medium-power service doesn't yet offer the channel capacity or the 18-inch dishes of DBS leaders DIRECTV and EchoStar, it removed the upfront cost barrier by renting, instead of selling, equipment.

Cable (and others) also have turned to regulators in an effort to derail the next DBS player, Rupert Murdoch's ASkyB (see box, page 66). Set for launch in late '97, it intends to strip cable of its greatest competitive advantage by offering local broadcast signals.

CABLE'S DIGITAL STRATEGY

The consensus among analysts and cable experts is that digital cable holds the greatest short-term promise for the industry and the best way to blunt DBS's charge.

"It's crucial to be able to provide a digital platform," says one analyst. "When you move to digital, you have the ability to compress and add capacity. Capacity will be necessary for all the ancillary services that will be available to the consumer."

All of the top MSOs plan to roll out digital or expand what are now small commercial ventures or beta tests into wider deployment. TCI, which is in the final stages of testing its digital ALL TV product in Hartford, Conn., plans to expand digital into at least 40

markets in 1997.

Others have ambitious, if somewhat less aggressive, rollout plans.

"With digital boxes coming into the market, the realization that DBS is not going to do us extreme damage will be there," says Glenn Jones, founder and chairman of Jones Intercable. "The video business is a hell of a business and very strong....When we get digital boxes out there, we're just going to eat their lunch."

But if digital represents the industry's most promising new service, it also has been one of cable's biggest headaches.

Digital cable has encountered repeated launch delays, largely a result of problems with development and distrib-

Cable's growing urge to merge

Is cable still TV's most favored medium? To answer that question, cable operators are likely to cite US West's \$11.3 billion acquisition this year of Continental Cablevision, the third-largest cable operator. They see the deal as a \$11.3 billion vote of confidence by an outsider in cable's terrestrial broadband technology.

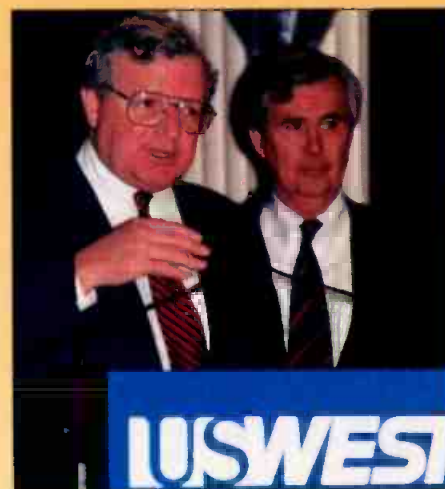
The continuing quick pace of merger and acquisition within the industry shows that cable operators have faith in themselves, too. Comcast acquired Scripps Howard Cable for \$5.575 billion and Tele-Communications Inc. picked up Viacom's cable operations for \$2.3 billion.

And those were just the bigger deals. Merger and acquisition action among smaller cable players was equally frantic, if lower in dollar and subscriber size. At mid-year, Daniels & Associates had closed 30 deals worth \$1.9 billion and encompassing 1.1 million subscribers. As the leading cable brokerage-investment banker, activity at Daniels is considered an unofficial barometer for the industry and officials there were predicting that '96 could mark the third record-breaking year in a row.

That activity is primarily a demonstration of the strength-in-size premise and the strategic need for clustering systems. The marketwide clusters better support advertising and planned telephony service.

"Regardless of your size, the real key is whether you can make yourself look bigger than you are," says Barry Babcock, chairman of St. Louis-based Charter Communications, the number-12 MSO. "If you can get into consortiums or co-ops, it's not so important how big you are.... The only one I worry about is that very small operator. I think those operators are going to need to get real creative in terms of how to keep that business going."

Chuck Kersch of Neidiger/Tucker/Bruner thinks cable consolidation has a way to go before it peaks. "We've seen just the tip of the iceberg."—PC



Lillis of US West (l) and Continental's Hostetter announce their merger.

Steve Winter/Black Star

ution of set-top terminals. But the stumbling block for digital was as much economics as technology.

Time Warner proved that digital could work in its Full Service Network trial in Orlando, Fla., as early as 1994. But it was an expensive proposition with boxes alone costing an estimated \$1,000. Much of that cost stems from the price for integrated circuits and computer memory chips—key components of digital boxes.

Memory prices have declined, and circuit designers have devised ways to fit more operating instructions onto a single integrated circuit. Still, the boxes remain expensive—about \$400 a crack—and in short supply. General Instrument is the only supplier



making boxes commercially, and much of its 50,000-boxes-per-month production capacity has been promised to TCI.

General Instrument says it will increase production capacity to meet industry needs, and Scientific-Atlanta has committed to ramping up commercial production in the second half of the year. Also lining up to supply boxes are Pioneer, Toshiba and others.

One symptom of the hang-ups: Cable Television Laboratories, the cable industry R&D consortium, established standards for digital boxes only a few months ago.

With technology problems, primarily involving software, quickly being resolved, the situation should improve in '97, although significant deployment of the technology isn't likely until the second half.

Digital may also force the cable industry to decide what it wants to be when it grows up.

"Our major customer base is the cable operator. We've tried to take a look at their situation and say, 'Hey, digital satellite was here first....How do you compete in that environment?'" says Bob Van Orden, vice president of digital broadband at Scientific-Atlanta. "Part of the answer is that you don't come in and provide exactly the same thing....Digital opens up a whole new world of service, including Internet access."

THE TCI FACTOR

The past year marked John Malone's re-emergence into the limelight. A busy international schedule early in the year for TCI's CEO produced a bad bout with the flu, and Malone didn't show up at the National Cable Television Association convention in May. That, coupled with increasing internal focus on TCI Communications President Brendan Clouston, led to rumors that Malone was terminally ill (allegedly from prostate cancer), or terminally bored.

A hale and hearty Malone, taking center stage at the Bear, Stearns conference in October, quashed those rumors. His timing could hardly have been better. TCI stock (Nasdaq-TCOMA) had just hit a five-year low of \$11.31, an internal memo saying TCI was suspending vendor shipments of upgrade materials had just leaked to the media and TCI's third-quarter financial results

were reportedly dismal.

Malone's appearance at the conference, accompanied by interviews with targeted media outlets, had an immediate and obvious impact: the stock bounced up about \$1.

Still, there are rumblings inside and outside the cable industry that TCI bears responsibility for much of the industry's straits. "I have heard about TCI causing problems," says a high-level executive with one of the top five cable companies. "There's a large degree of truth in it. They made promises...and failed to deliver. Their cutting back has caused a lot of confusion."

TCI's decision to put the brakes on system upgrades caused the most consternation. But after three years and billions of dollars—for upgrades, a customer billing and tracking operation and preparing new products and services—TCI had little choice. Its crucial debt-to-cash flow ratio edged up to nearly 6:1 in the third quarter.

Add to that the loss of 70,000 subscribers in the quarter, cash flow that was half, or even less, projected by analysts and what was billed as the commercial launch of digital cable in Hartford, Conn., downshifting into a late-stage test. Hardly surprising that TCI, and Malone, suffered credibility prob-

lems in 1996.

Malone and Clouston declined to be interviewed for this story. Other cable industry veterans suggest that TCI's problems in '96 were simply the result of reality catching up with expectations.

"TCI has done a very good job of looking as if its resources were limitless over the past two years," says the top executive at a leading MSO. "But even TCI has some limits to its resources, and the Street finally woke up to that. There is nothing the Street is less tolerant of than uncertainty."

THE GOOD NEWS

With competition just beginning to rev up, and the future unclear, few are likely to characterize cable as sitting in the catbird seat. Nonetheless, the industry's competitive assets outweigh its deficits.

First, overall cable revenue for 1995 jumped 22.6%, to more than \$19 billion, while operating income (cash flow) rose 5.4%, to nearly \$3 billion, according to Veronis, Suhler & Associates Communications' annual report on the industry. Revenue for cable networks (including

Modems: cable's hope for high-speed dollars

Cable systems appear poised, finally, to begin the long and costly—but potentially golden—path toward the information explosion.

Link Resources projects that about 120,000 cable modems are in operation—including trials—in North America. Analysts at Communications Industry Researchers believe cable modems are, so far, "experimental," but even analysts who believe slower, but less expensive, telephone-based methods—standard computer modems and ISDN—will dominate near-term, concede cable's potential for the long data haul. TCI, Continental Cablevision, Time Warner Cable, Rogers Cable and Comcast are all launching commercially.

But reaching cable's potential may be a long haul in itself. Cable TV's high-bandwidth delivery systems are capable of 10 mbps—much faster than telcos. But cable was designed for *receiving* data, not transmitting it. Upstreaming is slower.

Pricing for both cable modems and service will have to come down. Unit costs for two-way modems are upwards of \$400. One-way modems—coming on the market now—are about half that. Monthly service runs as low as \$40 per month for cable subscribers; about \$60 for non-cable subscribers. Installation costs vary. But price drops will be difficult in light of billion-dollar infrastructure upgrades needed for reliable two-way transmission.

But the rewards could be staggering. As noted by analysts at Jupiter Communications recently, if even a small fraction of homes wired for cable utilizes cable's in-house high-speed advantage in data speed, it could mean billions a year in revenue.

—DT



"My girlfriend says I'm superficial.

She watches those documentary network series
on the origins of the universe.

I watch ESPNEWS, getting the full in-depth story
behind Jerry Rice's seventh touchdown reception of the season.

Now, you tell me who's superficial."

—Craig Mannion, *Marcus Cable subscriber*



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CABLE TV IN 1997: NOWHERE TO GO BUT UP

PPV) increased 19.4%, to \$8.6 billion, and their operating income leapt 34.3%, to nearly \$1.4 billion.

Cable ad revenue also continued to climb. According to the Cabletelevision Advertising Bureau, cable advertising revenue is on target to grow nearly 13% this year, hitting almost \$6.1 billion. Cable pro-

gramming enjoyed one of its best years with ratings increasing significantly. The CAB just completed analyzing Nielsen data from the November sweeps and cable's numbers look particularly strong: households delivered were up 10.6%, to 18.5 million; ratings points were up 10.6%, to 19.1, and share points were up 11.7%, to 31.2. That's still well behind broadcasting's Big Four, but the CAB's analysis

shows that ABC, NBC, CBS and Fox experienced declines compared with cable's double-digit increases. It is worth noting that the CAB numbers also reflect DBS's contribution to the growth of cable networks.

At the same time, programmers launched a variety of new services, including MSNBC, Fox News Channel, CNN/SI, ESPNNews and Discovery's Animal Planet. The new program offerings, as usual, exceed the MSOs' channel capacity. That merely added to the turmoil in the cable universe, as MSOs such as TCI, which face capacity constraints, fiddled with programming lineups, dropping and adding services. The flipside is that cable's programming choices have never been more robust and diverse.

Finally, there's cable's vaunted network advantage—from traditional coaxial cable through advanced, high-capacity hybrid fiber/coaxial networks. US West's purchase of Continental Cablevision, and Baby Bell Ameritech's overbuilds in Michigan, Ohio and Illinois, more than any other developments, validated the power of the cable network.

Speaking of the Baby Bells, their competitive threat seemed to wane in '96. With the exception of Ameritech, GTE and, to a lesser extent, PacTel, the regional Bell companies are focusing on the telephone business rather than attempting to steal cable's thunder in the video services market.

"The prospect of telephone overbuilds is beginning to fade," says Jeffrey Marcus, chairman of Dallas-based Marcus Cable, the ninth-largest MSO. "Telephone companies have a lot of money, and the way to make a small fortune in overbuilding cable companies is to start with a large one."

Conversely, there's been a good deal of talk about cable companies—particularly Time Warner—backing off wireline telephony launches. The arguments against it are primarily cost and complexity. But personal communication service (PCS) could emerge as a key battleground and advantage for cable (see box, this page).

Indeed, Kersch sees cable's travails in '96 beginning to pay off in '97. "The investment community has long seen the cable industry deploy capital for rebuilds, and the rebuilds, they have been working on have not justified the revenue streams to justify the rebuilds," he says. "I am convinced that 1997 is the year you're going to see these revenue streams become reality." ■

Cable pins telco hopes on PCS

Among other things, cable has been knocked lately for failing to follow through on promises of competitive local telephone service.

True, the day when cable operators might offer customers plain old telephone service over its coaxial lines is probably several years off.

But three big operators are rolling out wireless personal communications service (PCS) that at least will offer consumers an alternative to cellular phone service. Although the planned market-by-market introduction of the service is behind schedule, it should eventually reach almost every person in the country.

Tele-Communications Inc., Comcast and Cox Communications, in partnership with Sprint, have purchased enough spectrum from the government to deliver digital mobile telephone service to nearly 75% of the U.S. population.

And if successful in ongoing FCC auctions, Sprint Spectrum, as the partnership is called, will have sufficient spectrum to cover the entire population of 260 million. "When I say a 'nationwide network,' I mean everywhere," says spokesman Tom Murphy.

Sprint Spectrum has plenty of money—more than \$10 billion—to realize its ambitions. The four partners are contributing \$4.2 billion, Murphy says. They raised another \$750 million in a public debt offering last summer and secured \$5.1 billion in credit from banks and their principal hardware and software suppliers, Northern Telecom and Lucent Technologies.

But technology problems have caused Sprint Spectrum to scale back its estimates for 1996 startups. Instead of 20 or 25 markets, it now says service will be available in only five or 10 markets by the end of the year. It declines to identify the markets.

Bruce Crair, general manager of Sprint Spectrum's southern California PCS system, promises that his system will be among those making its debut before the new year. Its license covers 20 million people, says Crair. And by the end of next year, he says, the service—to be marketed as Sprint PCS—should be available to about 80% of the market. He won't say what percentage the service will reach when it goes to market this month.

Prices for Sprint Spectrum will be "very competitive" with southern California's two cellular telephone operators. But the key to success is not price, Crair says. With its CDMA technology, Sprint Spectrum will deliver greater overall value—unequaled audio clarity, less frequent call drops and more privacy, Crair says. "It's just outstanding." —HJ





CABLE TELEVISION'S TOP 10 MSOs

AT A GLANCE

1. Tele-Communications Inc.
2. Time Warner Cable
3. US West Media Group
4. Comcast Corp.
5. Cox Communications Inc.
6. Cablevision Systems Corp.
7. Adelphia Cable Communications
8. Jones Intercable Inc.
9. Marcus Cable
10. Falcon Cable TV



1. Tele-Communications Inc.

Top executive: John Malone
Headquarters: Englewood, Colo.
Homes passed/subs: 23.1/13.9 million
Employees: 39,000



Weaknesses: \$14.5 billion debt load, delays in launching new services, regulatory pressures. Widely perceived as arrogant, with customer service problems.

Strengths: Has solid cash flow and core business revenue; new revenue ready to come on line in '97. Agile and creative, bright staff and management.

1997 strategy: Roll out ALL TV digital cable service in 40 or more markets; launch @Home service in 20 or more cities; cut capital expenditures, raise free cash flow to \$750 million to \$1 billion.

"Our big capital spending days as a cable company are over."

—John Malone, chairman/CEO/president

TIME WARNER

2. Time Warner Cable

Top executive: Joseph Collins
Headquarters: Stamford, Conn.
Homes passed/subs: 18/12.1 million
Employees: 25,000



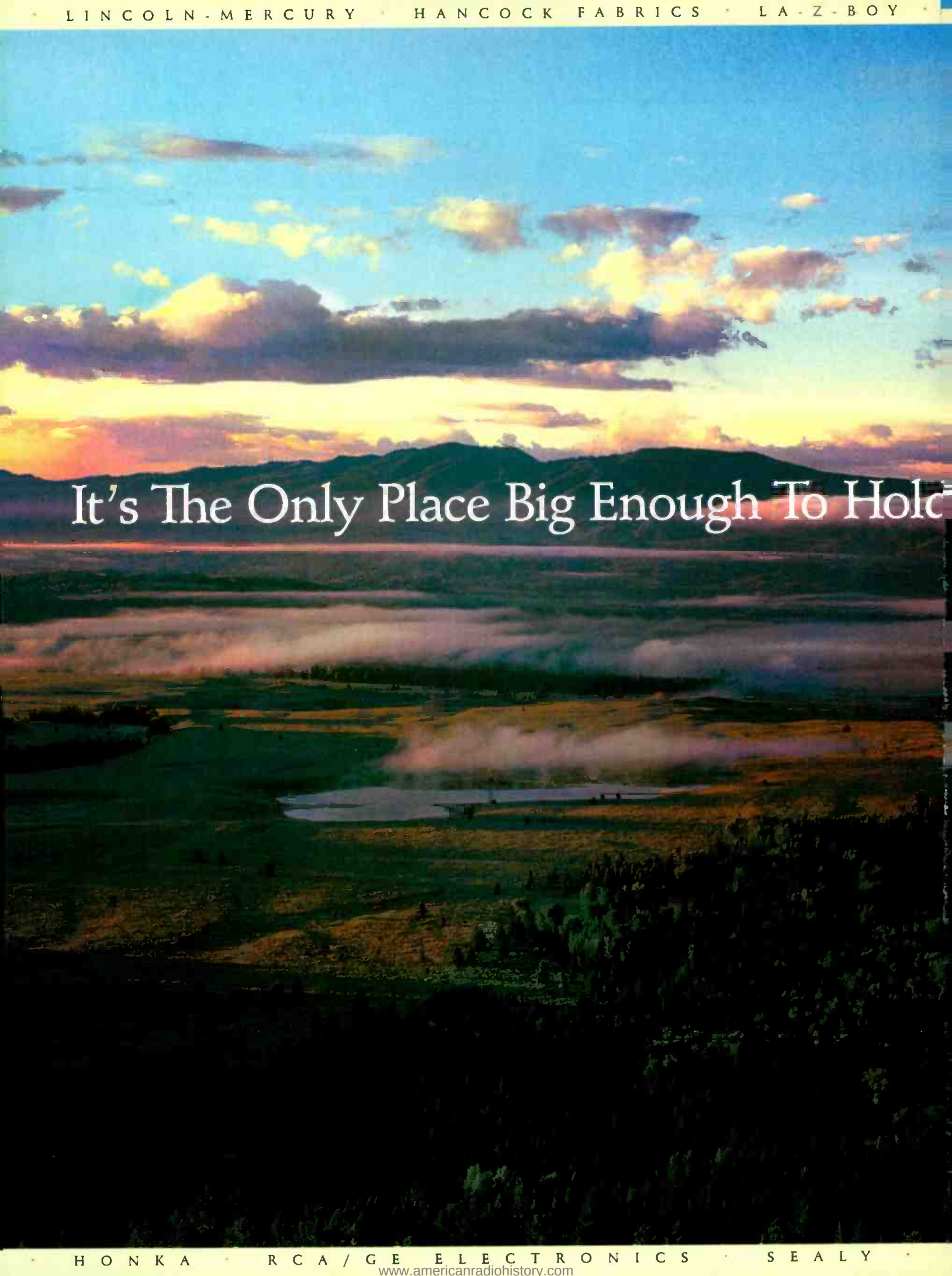
Weaknesses: \$17.5 billion debt burden is biggest of MSOs. Chairman Gerald Levin under pressure to simplify structure, cut salaries, perks; awkward partnership with US West.

Strengths: Strong network and content; upgrading infrastructure quickly. Possibly most advanced in new product and service launches. Global brand recognition; veteran, savvy management.

1997 strategy: Backing off on wireline telephony; continuing ambitious upgrade of network to HFC; likely will sell certain cable systems in TWE partnership to US West.

"We need to get away from the Big Bang theory that we've been in and stress that this is a steady development process."

—Glenn Britt, president, Time Warner Cable Ventures



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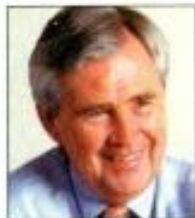
CABLE TV IN 1997: NOWHERE TO GO BUT UP

USWEST

3. US West Media Group (includes Continental)



Top executives: Chuck Lillis, Amos Hostetter
Headquarters: Denver, Boston
Homes passed/subs: 8.4/4.8 million
Employees: 20,000



Weaknesses: Awkward partnership with TWE unresolved; results of cable-telco culture mesh unclear. Parent company on regulatory hot-seat.

Strengths: Financial and technical support from Baby Bell parent; rapid deployment of new network; knowledgeable, adept management.

1997 strategy: Continue aggressive upgrade of network.

"In the new millennium, there are going to be a handful of global telecommunication companies that have the scope and resources to provide a full range of services virtually anywhere on the face of the globe. You need to be either part of one, or run the risk of being stepped on."

—Amos Hostetter, chairman, Continental Cablevision

@ COMCAST



4. Comcast Corp.

Top executive: Brian Roberts
Headquarters: Philadelphia
Homes passed/subs: 6.8/3.4 million
Employees: 12,000

Weaknesses: Content; C3 venture still to show results; competing with itself in cellular phone operations in Philadelphia as Comcast Connect will go against Sprint Telecommunications Venture (Sprint TV) in which Comcast is partner.

Strengths: Strong financing; ambitious upgrade plan on schedule; ownership of Flyers and 76ers makes strong sports play; QVC a cash cow.

1997 strategy: Continue network upgrades, rollout of high-speed data services, cellular operations in Philadelphia and elsewhere.

"I think cable can do for the personal computer that same liberating content experience that we did for broadcast TV."

—Brian Roberts, president, Comcast Corp.

COX ENTERPRISES, INC.

5. Cox Communications Inc.

Top executive: James Robbins
Headquarters: Atlanta
Homes passed/subs: 4.9/3.2 million
Employees: 7,500



Weaknesses: Has felt ripple-effect from cable's challengers in '96 and faces growing competition in some markets.

Strengths: Powerful financial backing; among least debt leveraged MSOs; good systems. With Continental, leads in customer service ranking.

1997 strategy: Continue network upgrades, rolling out new products and services.

"Digital compression will give us a huge leap in shelf space, creating a near-video-on-demand environment that will give consumers the convenience and control they want."

—Jim Robbins, pres, Cox Communications

CABLEVISION

6. Cablevision Systems Corp.

Top executive: Charles Dolan
Headquarters: Woodbury, N.Y.
Homes passed/subs: 3.7/2.4 million
Employees: 6,600



Weaknesses: Cash flow and margins came under pressure in third quarter, depressing stock price; debt-to-cash flow ratio of about 6.9:1 and non-investment grade rating for senior debt.

Strengths: Good demographics in urban systems, solid take-rates on consumers switching from standard cable to upgraded cable in areas where there is dual plant.

1997 strategy: Continue network upgrades; push to improve cash flow and margins; work on improving debt-to-cash flow ratio.

"We are entering a new technological age and we plan to forge ahead by providing all the new services."

—James Dolan, CEO, Cablevision Systems

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CABLE TV IN 1997: NOWHERE TO GO BUT UP

« ADELPHIA CABLE COMMUNICATIONS



7. Adelphia Cable Communications

Top executive: John J. Rigas
Headquarters: Coudersport, Pa.
Homes passed/subs: 2.4/1.7 million
Employees: 2,775

Weaknesses: Size limits ability to enhance economies of scale; some markets in more rural areas where upgrades are costly.

Strengths: Supportive alliances with top MSOs; affiliated with promising Sprint Telecommunications Venture.

1997 strategy: Upgrade network; roll out new products and services as financial conditions permit and where biggest return on investment beckons.

"We're in the cable business for the long haul, no doubt about it."

—John Rigas, CEO, Adelphia Cable Communications



8. Jones Intercable Inc.

Top executive: Glenn Jones
Headquarters: Englewood, Colo.
Homes passed/subs: 2.3/1.4 million
Employees: 3,450

Weaknesses: Size limits ability to enhance economies of scale.

Strengths: Highly clustered in population dense areas with upscale demographics.

1997 strategy: Accelerate rollout of wireline telephony, cable modems; continue network upgrades, sales of managed limited partnerships; strengthen strategic clusters.

"Cable will maybe settle in and keep more of an eye on the video business, realizing that it's the core business. ... We've perhaps been diverted the last couple of years, running around after shadows rather than pursuing core business."

—Glenn Jones, chairman/CEO

★ Marcus Cable

9. Marcus Cable

Top executive: Jeffrey Marcus
Headquarters: Dallas
Homes passed/subs: 2/1.2 million
Employees: 2,000



Weaknesses: Size is limiting factor but offset to a degree through alliances with larger MSOs.

Strengths: Good leadership, good management, good markets (Wisconsin and Texas).

1997 strategy: Continue ambitious network upgrade, focusing on modem deployment.

"At some point, one of these big RBOCs, or maybe a long-distance company, is going to wake up and say US West has the right idea—we need to do what they do."

—Jeffrey Marcus, chairman/CEO

Falcon



10. Falcon Cable TV

Top executive: Marc Nathanson
Headquarters: Los Angeles
Homes passed/subs: 1.3/1.0 million
Employees: 1,060

Weaknesses: Size a limitation on achieving economies of scale.

Strengths: Upscale market demographics; markets small enough that competition is less of a threat than to larger MSOs.

1997 strategy: Continue buying out partnerships; focus on using revenue from core business to upgrade network; continue network upgrades.

"What we're going to see is very large companies, and the survivors will be the companies that are the best financed and have the deepest pockets."

—Marc Nathanson, chairman/CEO

Conan Goes Cable

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Weeknights

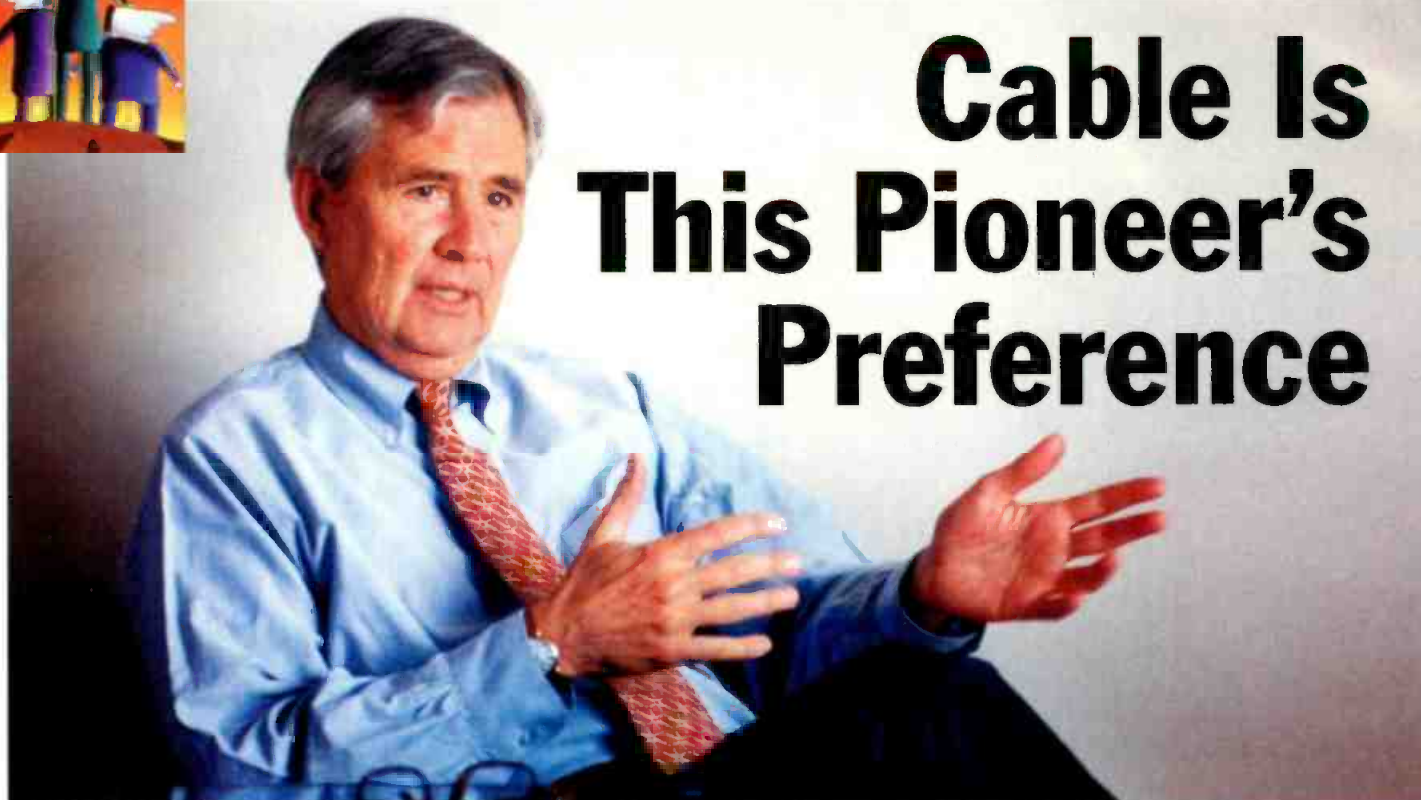
A full-body photograph of Conan O'Brien in a black suit, white shirt, and patterned tie, running towards the viewer. He is carrying a large, colorful NBC peacock logo under his arm. The logo is composed of seven feathers in yellow, orange, red, purple, blue, and green, with a white '2' on the purple feather. Below the peacock, the letters 'CNBC' are printed in a large, bold, black sans-serif font.

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Conan O'Brien

CONAN WHERE YOU LEAST EXPECT HIM.





Cable Is This Pioneer's Preference

Amos "Bud" Hostetter Jr. belongs to an exclusive group in the cable industry—the founders. In 1961, armed with a BA from Amherst College and an MBA from Harvard Business School, Hostetter set out to be an investment analyst. Then, in 1963, he got a taste of the promise and potential of an upstart technology called cable television.

Hostetter and a partner started Continental with two Ohio cable systems—in Tiffin and Fostoria—and rapidly built it into one of the most respected multiple system operators.

During more than 30 years as head of the company he

helped create, Hostetter has generated one of the more impressive resumes in the business, including being named to BROADCASTING & CABLE's Hall of Fame in 1991. In 1995 he almost single-handedly transformed the telecommunications landscape by agreeing to merge with telco US West. That merger, worth an estimated \$11.3 billion, was consummated last month.

In the following Q&A with BROADCASTING & CABLE Denver Bureau Chief Price Colman, Hostetter discusses the challenges the cable industry faced in 1996 and maps out his vision of what's to come.

How would you characterize the state of the cable industry in light of the developments over the past year?

The industry is clearly in a major transition. We are, in fact, on a day-to-day basis confronting the first wave of really competitive products. As a result, the financial markets are concerned about how the industry will be able to respond to this competition.

What is the state of that competition?

Let's take it by segments. Certainly in the area of multichannel video it's clear and present. Multichannel video is a product you can now get from four or five different purveyors, and they all are making aggressive value propositions. Any cable operator who's out there answering his phones today knows that this is not next year's problem, or a casual intrusion. It is a big-time, heavily promoted and advertised direct frontal assault on the multichannel video market.

Clearly there is some creaking and groaning as we try to enter the telephone business. Incumbent local exchange carriers are using all of the resources they have, which are basically legal and regulatory leverage, to delay—and, indeed,

bar—entry. And they're doing a great job of it.

Is that affecting competition in high-speed data?

Well, the predicate for the successful launch of high-speed data is an upgraded plant and modems in volume, which are just becoming a reality in the last quarter of '96, and hopefully in an accelerated way in '97.

But there really is no competitive product to that service. Or, I should say, there's no one who can offer the same speed. So ISDN is rolling out slowly, as is high-speed-data, and the clash is not as widespread or as direct and immediate. But the video market is intensely competitive at this moment; in the high-speed-data area, it is around the edges, and in telephony, so far, we have been delayed from engaging in real brass-knuckles competition.

The area of telephony where you are seeing direct competition is in alternative access services. They have multiple providers of business interconnect to long-distance carriers, whether it be Teleport, which is the cable-related version of that, or MFS [Metropolitan Fiber Systems]. Or some of the smaller cap players, like Hyperion or Brooks Cable.

Whereas today, as a business telephony user, you've got a

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"The War Between Us"

produced by Troika Films

Best International Dramatic Special/Movie Category

"Debt"

hosted by Wink Martindale

Best Game Show Special or Series

Lifetime
Television for Women



CABLE TV IN 1997: NOWHERE TO GO BUT UP

lot of choices not only as to a long-distance carrier but as to what local facilities you use to get there.



As long as we're talking about the out-of-region strategy, can you give us some sense of what targets you have in 1997 for UMG/Continental in terms of digital cable, modem, and wireline telephony rollouts?

I would rather not discuss the specifics because I think there are competitors who would be advantaged by knowing our plan. I would rather not tip my hand on whether our number-one target is going to be Ameritech or Nynex or Bell South. It's hard enough competing with these guys without letting them into my head.

I can give you a generic answer, however, which is that I expect by the end of the decade to have upgraded all of our facilities and be offering high-speed data, telephony and multichannel video in all of our markets. We will pick and choose which ones we're doing first, but the plan is to do it by the end of the decade, which is in three and a quarter years.

We remember in discussions involving the merger with UMG that you had been spending somewhere in the area of \$500 million a year on plant upgrade, and that you had upped that figure this year.

We put it in bulk numbers. In '95, we had capital spending of approximately half-a-billion dollars. In this quarter, the last quarter of '96, it will be close to a billion, and next year we'll exceed a billion.

And obviously, your union with US West Media Group is part of what permits this.

It's what's going to be required to be a player in this new, competitive world.

Can you help us understand what your strategy will be in the UMG/Continental contexts regarding local wireline telephone service and long-distance service? You've talked about rolling out local wire—and we assume you meant wired telephone service—in all your markets by the end of the century. So, obviously, that is one you're pursuing actively. What about long-distance service?

It's a work in progress. Whether we try to develop and brand our own version of a long-distance service or whether we strike some sort of alliance with an existing long-distance carrier is still open.

Looking at the telecommunications universe, there's been a lot of merger and acquisition activity this year. What does that say about the industry?

I think that in the new millennium, there is going to be a handful of global telecommunications companies that have the scope and the resources to provide the full range of services virtually anywhere on the face of the globe. And I think you either need to be part of one of those, or run a significant risk of being stepped on by one of those.

I used the phrase at the press conference in February that it was going to be the dance of elephants, and you either want to be one or you run the risk of being squashed.

Strength in size.

Look at the Sprint/French Telecom/Deutsche Telekom axis. You now look at MCI-BT [the MCI/British Telecommunications merger] as an axis. You look at Nynex/Bell Atlantic. These are tight. And we are offering services that will be in direct competition with each of them.

Is there still a business in being simply a core cable business?

Let me answer a somewhat different question. I think a smaller, regionally focused, well-capitalized cable operator can prosper in the 21st century. But

two things are key there—geographically focused and well capitalized—and those seem to me to be two conditions that will be necessary for a smaller company to continue longer term.

If you look at the telephone industry for models, there are a number of small regional telephone companies that are still doing very well, thank you, that have good access to capital, that have lots of stocks trading on major exchanges, that are perfectly healthy and, in fact, very attractive targets for some of the larger companies.

And there will continue to be, with the proper insight and strategy, niches that such companies can effectively exploit.

Believe me, there's nothing more important to the success of any business than entrepreneurial instincts and ability. And I think of the second- and third-tier cable companies, a number of them are going to do very nicely, thank you. And Glenn Jones and Jeff Marcus and Chuck Dolan and Leo Hindery and Barry Babcock and some others are not people who are, I think, candidates for getting stepped on.

What's going to be the main challenge facing the cable industry next year?

Well, I expect a continuation of the main challenge now, which is, can we withstand the competitive offering of the various DBS distributors? And can we re-establish the financial markets—and do both in order to have the capital to complete the build-out that we all want to do.

Would you characterize the challenge for UMG/Continental as being essentially the same?

Yes. I think we're in a somewhat better position to withstand that, to respond to that challenge, than perhaps others are, as a result of both financial resources and customer loyalty in the market.

The elephant syndrome...

Well, the growing-elephant syndrome. Adolescent elephants. ■

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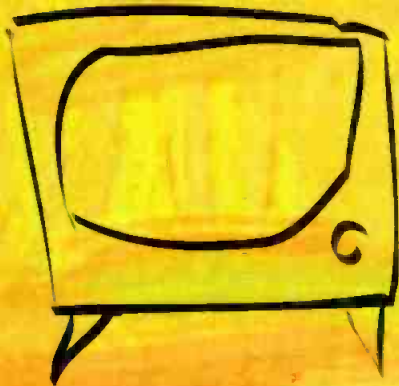
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Turner qualifies for '98 Olympics

Pays \$7 million to CBS for 50-plus hours of programing

By Rich Brown

TNT will pay CBS an estimated \$7 million in rights fees to telecast more than 50 hours of programing from the 1998 Olympic winter games in Nagano, Japan.

Turner will telecast essentially the same amount of programing it aired during the 1992 and 1994 winter games but will pay considerably lower rights fees this time around. The cable company reportedly paid CBS \$20 million for cable rights in 1992 and \$30 million in 1994.

Turner will pay a lower rights fee for the 1998 games but will provide CBS with a long list of production, marketing and promotional support. TNT will promote CBS's coverage on-air, but CBS will not return the favor out of respect for its broadcast affiliates, says Sean McManus, president, CBS Sports. CBS will handle all advertising sales for both networks.

"We don't want two separate people in the marketplace selling two separate packages," says McManus.

CBS personalities, including play-by-play announcers, will be exclusive to the broadcast network, but there is the possibility that certain Turner personalities could appear on CBS as part of its coverage, says McManus.

TNT beginning Feb. 7, 1998, will telecast more than 50 hours of Olympics programing, including up to one hour per day of



weekend coverage and up to five hours per day of weekday afternoon coverage. The cable network aired 45 hours of winter Olympics coverage in both 1992 and 1994.

CBS, which paid \$375 million for rights to the games, lights the torch on its 120 hours of coverage Feb. 6, 1998. Most of the CBS coverage

will be on tape in prime time, and there is currently no overlap of the CBS and TNT coverage. ■

USA adds quartet of originals

Creates original Sunday night prime time block

By Jim McConville

USA Networks will add four new original series to its weekly schedule next month.

The additions, part of USA's two-year plan to remake its programing lineup, will boost the network's original prime time programing slate to nine and a half hours per week, according to Rod Perth, president of USA Entertainment Networks.

Last year, USA spent an estimated \$175 million on original series, a figure Perth says the network will "far exceed" this year.

Two of the series are being added to USA's Saturday and Sunday prime time blocks, creating a 7-11 p.m. original program block on Sunday and an hour of original programing leading into its back-to-back theatricals on Saturday. "By programing from 7 p.m., we hope we can break away from the

choking competition of the broadcast networks from 8 to 11 p.m.," says Perth.

The two new weekend prime time shows:

■ *Lost on Earth*, produced by Quincy Jones-David Salzman Entertainment and developed by comedian David Steinberg, revolves around a TV puppet show populated by dysfunctional aliens. It will air Saturdays at 7 p.m. starting Jan. 4.

■ *Claude's Crib* is a half-hour sitcom featuring comedian/producer Claude Brooks as the landlord of a multiracial boarding house. It will air Sundays at 7 p.m. starting Jan. 5. The show serves as lead-in to USA's current Sunday night schedule of half-hour *Weird Science* and three hour-long series: *Pacific Blue*, *Silk Stalkings* and *The Big Easy*.

Also new to USA prime time will be *La Femme Nikita*, an hour

action/adventure series based on the 1993 Luc Besson film. Produced by Fireworks Entertainment Productions, the show will air Mondays at 10 p.m. starting Jan. 13.

USA will also add family entertainment hour *Johnnytime* to its Sunday morning kids schedule at 10:30 a.m. starting Jan. 5.

The network's original program strategy represents the third time it has reinvented itself in its 16-year history. Previous makeovers, says Perth, included moving from a predominantly sports channel to a general entertainment network in the early '80s, then to an emphasis on original movies in 1989.

Next month, USA also will begin to roll out its first slate of 1997 original Wednesday night movies. Productions will include *Contagious*, an action/adventure movie about a cholera outbreak among airline passengers on a



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flight from Peru to the U.S. It airs Jan. 21 at 9 p.m.

Other original USA movies scheduled for the first half of 1997 include *The Member of the Wedding*, Jan. 22, 9 p.m.; *Anyplace but Home*, Jan. 22, 9 p.m., and *Breaking the Surface*, a docudrama about Olympic champion diver Greg Louganis, March 19, 9 p.m.

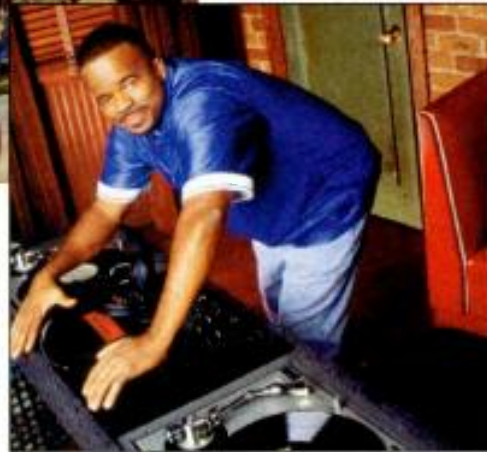
USA has opted to introduce shows in January and June rather than during September, the traditional launch time of broadcast networks. "It's increasingly difficult for us to premiere head-to-head with the six broadcast networks in terms of the blitz of advertising and promotional messages," says Perth, "so we've carved out an off-the-clock strategy.... We hope to be able to launch *Walker, Texas Ranger* as well as acquisitions *Saved by the Bell: The New Class* and *USA High* before September."

Perth acknowledges that USA's original program strategy will inevitably produce some duds. "When you're in the business of original programming and weaning yourselves away from the acquisition pipeline, you're going to have failure. It's network R and D."

USA has already fired a couple of blanks with Saturday prime time shows *Campus Cops* and *Weekly World News*. The two shows, introduced last January, were dropped in October after posting disappointing ratings.



'Lost on Earth'
(above) features a TV show within a TV show and puppets who are actually aliens. 'Claude's Crib' stars Canadian producer Claude Brooks



Perth encourages other cable networks to increase original program spending. "I want to kill them competitively, but the more original, innova-

tive initiative that basic cable networks take, the more we will be able to convince advertisers to pay higher CPMs [cost per thousand] for this original programming."

The current legal battle between USA Networks' owner-partners Viacom and MCA Corp. hasn't squelched its new program development or budget, says Perth. "[Viacom and MCA] absolutely believe and sanction USA's continued investment in original programming."

Regarding recent published reports that NBC is interested in acquiring USA, Perth says he knows of no talks going on between the two. Perth speculates that the NBC takeover story was the product of the current recess in the Viacom/MCA Chancery Court trial. "There's been

such a lull in activity in terms of what's coming out of the trial in Delaware that someone had to write something," he says. ■

TCI move not so super for superstations

Drops WGN-TV and WWOR-TV; observers divided over long-term implications

By Jim McConville

Tele-Communications Inc.'s decision to drop WGN-TV and WWOR-TV from many of its cable systems may not signal the end of the superstation concept, but it does point up its vulnerability in an era in which cable operators are willing to swap networks as a way to drum up cash.

As part of its cable network overhaul announced late last month, TCI is dropping the superstations from many of its systems as of Jan. 1. The networks will be replaced by new networks that will pay TCI upfront launch fees of \$5-\$8 per subscriber.

Industry observers are divided on whether other MSOs will follow TCI's lead and drop superstations to cut costs

or generate cash.

"It depends on how MSOs perceive what subscribers in their market want and what their own economics are," says Tom Wolzien, financial analyst for Sanford C. Bernstein. "You have to look at it on a case-by-case basis. What TCI does doesn't necessarily mean a trend."

Dennis McAlpine, analyst for Josephthal Lyon & Ross, says future MSO actions may be shaped to some degree by the reaction to TCI's move. "If TCI can do it without a lot of heat from local government, subscribers or the networks themselves, then you may see other cases."

"The heyday of the superstation seems to be past," says Harold Vogel, financial analyst for Cowen & Co. "It

was a very innovative concept for its time, but with the arrival of home satellite and the Internet, that advantage has diminished."

Superstation executives, not surprisingly, discount TCI's move as the start of a trend. "I've seen no indication that it is the start of anything bigger," says Peter Walker, general manager of WGN-TV. "All we've heard from are some TCI systems."

TCI is replacing WGN-TV, WWOR-TV and other networks—including E! Entertainment Television and Comedy Central—with Discovery Communications' Animal Planet (part owned by TCI's Liberty Media) Turner's Cartoon Network and Home & Garden Television (HGTV).

In addition to launch fees, TCI

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stands to net considerable savings on copyright fees it will no longer have to pay for carrying the two superstations. Federal copyright fees are paid semiannually based on a percentage of a cable operator's gross revenue.

Derk Tenzythoff, marketing director for United Video Satellite Group, the national distributor of WGN-TV, estimates that WGN-TV will lose approximately 2 million, or roughly 5%, of its 40 million subscribers. Some 7 million of its subscribers come from TCI. That is not TCI's only connection with the company. It obtained 40% of UVSG earlier this year in a \$250 million stock deal.

UVSG markets affected so far include TCI systems in Pittsburgh (380,000); Tulsa, Okla. (170,000); Los Angeles (88,000), and St. Louis (60,000).

Industry experts say WGN-TV became especially vulnerable when it lost carriage of Chicago Bulls telecasts for the 1996-97 NBA season. The station is in the midst of a six-year-old lawsuit with the NBA over telecast rights.

TCI spokeswoman LaRae Marsek

**"We've gone
[over programing] with
each system specifically
to bring more and better
programing to
customers, especially
families."**

—TCI's LaRae Marsek

says the MSO's intention in switching networks was to strengthen its program lineup. "We've gone [over programing] with each system specifically to bring more and better programing to customers, especially families."

But industry analysts say TCI's moves were motivated as much by a desire for cash as by a programing strategy.

"At the end of the day there's a capital crunch here; that's what it's about," says analyst Vogel. "It's not about a lack of programing."

"You can pretty much bet that what they're putting on is going to cost less than what they have on, or they think it will give them the opportunity to raise some rates," says Wolzien. "They've got their own cash-flow issues; they're trying to save money every way they can."

TCI's cuts don't affect Turner's superstation TBS, which reportedly has contracts tied to its TNT and CNN cable services. "It doesn't affect TBS, nor do we expect it to," says a Turner spokesperson. "We have hard-and-fast deals in place with TCI for the superstation."

TBS is set to be converted from superstation to "free market" basic cable channel next year as part of Turner's merger with Time Warner.

WGN-TV could rebound somewhat with the expected launch of the network on DBS operators DIRECTV (2 million subs) and Primestar Partners (1.5 million subs) in the first half of next year, say industry sources. The superstation is already on DBS operator EchoStar, which has an estimated 300,000 subscribers. ■

SET pegs PPV piracy at \$100 million

Report also warns of DBS threat to cable operators

By Michael Katz

Cable TV pirates are looting the pay-per-view industry of an estimated \$100 million annually, according to a report released by Showtime Entertainment Television.

The figure was extrapolated from the results of various stings set up by Showtime during its event programing. During such events, Showtime often features a toll-free number for viewers to call to receive free merchandise, such as a T-shirt. When a viewer calls, the cable operator identifies the caller's phone number and cross-references it with a list of phone numbers of paying customers. If a match cannot be made, the operator concludes that the person calling is watching the event illegally.

"There's a huge problem of theft in this business," says Mark Greenberg, an executive vice president with Showtime.

For the Sept. 7 Mike Tyson-Bruce Seldon fight, Showtime set up the sting in 20 systems around the country and found that 18% of the people watching

the fight were doing so illegally. In one system in California where 858 households paid for the fight, at least another 649 were apparently getting a free ride.

The report, a PPV industry overview, also warned that cable operators are in danger of losing their high-end customers to DBS. Showtime's research found that:

- 31% of total cable households say they have considered switching to DBS.

- 40% of cable households subscribing to more than one premium service say they have considered switching to DBS.

- 60% of new DBS customers are former cable subscribers.

"The thing that jumps out at you is that the cable-addressable-world's growth is slowing down," says Greenberg. "We would like to see that escalate." According to the report, cable homes with PPV addressability increased 10%, to 26.6 million, but 1997 is projected to bring only a 6% increase. DBS subscribership, however, is expected to grow 65%, to 7.1 mil-

lion households (all of which have at least twice the number of PPV channels as the average cable household).

The report showed a 33% rise in gross PPV revenue during 1996, with a 17% increase expected in 1997. Showtime/King Vision was responsible for 50% of the industry's total gross revenue, mostly because of its exclusive rights to Tyson fights, which generated more than 50% of 1996 PPV event revenue and an even higher percentage for which is anticipated for 1997.

Request TV also recently published a year-end report on the PPV industry. Greenberg says the two reports were mostly consistent, but he pointed out one substantial difference: "I think they have been overly optimistic forecasting the number of [PPV] addressable homes in 1997," he says. The Request TV report predicts that there will be more than 40 million such homes in 1997, but "there is nothing to suggest that that number is accomplishable. We hope they're right, but I think that is wishful thinking." ■

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Geo, NBC team for international channels

Latin American, European channels targeted for second quarter 1997

By Deborah Johnson

National Geographic Television and NBC have formed a 50-50 joint venture to roll out 24-hour National Geographic-branded channels in Latin America, Europe and Asia beginning in 1997.

According to Sandy McGovern, managing director, network development, National Geographic Television, the first channel will most likely launch in Latin America in second quarter 1997. One or more European channels may also launch around the same time.

Talks with potential local partners in each region are ongoing, says McGov-

ern, and focus on distribution and access to local programming to help customize the channels.

National Geographic has "several hundred hours" of documentary programming to draw on, but because NGTV has been aggressively selling programming in all regions via its international distribution arm, Explore International, it is now assessing what programming is available for broadcast. According to Tim Kelly, president of NGTV, the company "doesn't license for more than 18 months at a time."

National Geographic has said it is definitely in the market for libraries and confirmed it is talking to New Zealand's



'Puma: Lion of the Andes' a National Geographic Special airing on NBC Dec. 9.

TVNZ, which owns prolific documentary producer TVNZ Natural History. Other major producers of documentary fare include Japan's NHK and Australia's ABC and Beyond Production. ■

BET numbers up

BET Holdings reported encouraging results for the first quarter ended Oct. 31, with net income up 6% to \$6.1 million, compared with \$5.75 million for the same period the previous year. The earnings translate to 35 cents per share. Revenue also increased 10% from last year, to \$36.07 million.

The company's returns were bolstered by its Black Entertainment Television cable network. BET reported both advertising revenue and subscriber gains. BET added another 3.7 million subscribers during the quarter, raising its total subscriber base 10%, to 42.4 million. The subscriber increase translated to a \$13.4 million increase in subscriber revenue. The network's monthly subscriber rate of 11 cents will increase to 12 cents beginning in 1997. Advertising revenue also increased 19%, to \$19 million, for the quarter.

The strong showing by BET was enough to compensate for lower than expected results from BET on Jazz, a BET spin-off network, which lost \$1.5 million. —MK

TCI satellite group will offer cable-compatible DBS box

Underserved cable systems targeted for Primestar

By Jim McConville

DBS company Primestar Partners may be working with some cable operators in addition to competing against them.

TCI Satellite Entertainment (TSAT), the DBS spin-off from Tele-Communications Inc. (TCI), plans to sell set-top boxes to cable operators that will allow the companies to upgrade their rural-market cable systems which now offer 40 channels or fewer.

TSAT, which brings with it TCI's 21% stake in Primestar and two Tempo high-power satellites, plans to sell digital set-top boxes to small to medium-size cable operators. The boxes will provide an additional 150 digital video channels when hooked to Primestar's high-power satellite service, which will

be deployed next summer.

TSAT President Gary Howard says the company's strategy is to go after the estimated 21 million U.S. cable households equipped with 40 or fewer cable channels. The plan, which Howard outlined at a press briefing in New York last week, is part of TSAT's three-pronged strategy to expand DBS market share.

"This becomes a unique wireless upgrade, perhaps, for smaller cable operators that have systems where the capital for an upgrade to digital wireline doesn't make sense," says Howard. "It becomes a

cable/wireless digital upgrade for the 21 million homes that have under 40 channels."

Howard says boxes will roll out next fall, after TSAT deploys its first high-power Tempo satellite, set to launch in



Gary Howard, TSAT President



38% of Americans believe
music helps a child's
overall intellectual
development.
(Gallup Survey)



Families are looking for
something other than sex
and violence programming.
56% of adults think an arts
network is a good
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Today's parents are seeing
how involvement in the arts
improves their children's
performance in school.
(Gallup Survey)



In the U.S., one in four people
over the age of 5 play a
musical instrument.
(Bureau of Demographics)



February.

TSAT will then act as wholesaler, selling boxes directly to MSOs. Eight companies, including GI and Sony, will manufacture boxes, the cost of which hasn't been set yet, says Howard.

Primestar's cable box service will offer a different mix from that of its current DBS package. "It will be heavily concentrated toward movies, sports and pay-per-view, so it won't repeat all the cable channels that you now have on," Howard says.

Howard says Primestar's four other MSO partners—Time Warner, Cox, Continental and Comcast—also are considering using the dual cable/satellite service for their own underserved rural cable systems.

TSAT starts with 735,000 of Primestar's estimated 1.45 million medium-power DBS subscribers. Primestar now offers 94 channels of video to subscribers who lease its 36-inch satellite dish for roughly \$1 a day.

TSAT also plans to go after city and suburban markets with the launch of its first high-power Tempo satellite in February. Using technology from IMedia, TSAT will be able to offer 150 video channels using a 15:1 compression ratio, Howard says.

The company's upgraded program service will use a 13.5-inch dish. Primestar's current model is 36 inches.

TSAT will also upgrade Primestar's medium-power service from 94 to roughly 140 channels with the launch of its G-2 satellite at the end of January.

Howard says TSAT may decide to sell its other high-power Tempo satellite to another company by mid-1997.

When asked about the chances of TSAT's partnering with another DBS company, Howard said he would consider proposals. He voiced concerns, however, about Primestar's most frequently mentioned partner candidates: News Corp.-owned ASkyB and EchoStar Communications.

Howard says he is wary of the approximately \$1 billion debt he estimates ASkyB will have accumulated by the time it launches next fall. EchoStar would make a more attractive partner, he says, if it were to make another equity offering. "[EchoStar Chairman] Charlie's Ergen's debt structure makes me very nervous."

TSAT, which has been listed on the Nasdaq stock exchange since Dec. 4, has a \$500 million line of credit with TCI, although Howard says the new company doesn't plan to draw on it. ■

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Nov. 25-Dec. 1, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.	Share
1. NFL/New England @ San Diego	ESPN	Sun 8:00p	5,407	7.6	5.6	11.3
2. Rugrats	NICK	Mon 7:30p	3,017	4.4	3.1	6.7
3. Nonstop Nicktoons '96	NICK	Sun 12:00p	2,631	3.8	2.7	6.9
4. Rugrats	NICK	Sun 10:00a	2,573	3.7	2.7	10.6
4. Rugrats	NICK	Tue 7:30p	2,590	3.7	2.7	6.2
6. Movie: "Big"	USA	Sun 5:36p	2,551	3.6	2.6	5.8
6. Hey Arnold	NICK	Mon 8:00p	2,493	3.6	2.6	5.3
6. Doug	NICK	Mon 7:00p	2,475	3.6	2.6	5.7
9. Rugrats	NICK	Fri 9:00a	2,406	3.6	2.5	11.3
9. NFL Primetime	ESPN	Sun 7:00p	2,509	3.5	2.6	5.6
9. World Champ. Wrestling	TNT	Mon 9:00p	2,449	3.5	2.5	5.0
12. Rocko's Modern Life	NICK	Sun 11:30a	2,300	3.3	2.4	8.6
12. Raahh!!! Real Monsters	NICK	Sun 10:30a	2,300	3.3	2.4	9.3
12. Movie: "Dirty Harry"	TBS	Fri 10:00p	2,362	3.3	2.4	6.3
15. Busy World of R. Scarry	NICK	Fri 9:30a	2,185	3.2	2.3	9.9
15. Nonstop Nicktoons '96	NICK	Wed 6:00p	2,208	3.2	2.3	6.0
15. Doug	NICK	Tue 7:00p	2,223	3.2	2.3	5.6
15. Movie: "The Enforcer"	TBS	Fri 8:00p	2,249	3.2	2.3	5.6
19. The Ren & Stimpy Show	NICK	Sun 11:00a	2,117	3.1	2.2	8.2
19. Kenan & Kel	NICK	Sat 8:00p	2,143	3.1	2.2	5.4
19. Movie: "Hang 'em High"	TBS	Fri 5:35p	2,186	3.1	2.3	6.3
22. Movie: "Crocodile Dundee II"	USA	Thu 7:00p	2,116	3.0	2.2	6.2
22. Tiny Toons Adventures	NICK	Sat 9:30a	2,104	3.0	2.2	9.6
22. Rugrats	NICK	Thu 9:00a	2,088	3.0	2.2	8.0
22. Hey Arnold	NICK	Wed 8:00p	2,047	3.0	2.1	5.1
22. Secret World of Alex Mack	NICK	Tue 8:00p	2,088	3.0	2.2	4.7
27. Tiny Toons Adventures	NICK	Sat 9:00a	1,984	2.9	2.0	9.6
27. Rupert	NICK	Fri 10:00a	1,988	2.9	2.0	8.8
29. Movie: "Cocktail"	USA	Fri 9:00p	1,960	2.8	2.0	4.8
29. Movie: "Field of Dreams"	USA	Thu 9:02p	1,983	2.8	2.0	5.2
29. Rocko Thanksgiving	NICK	Wed 5:30p	1,906	2.8	2.0	6.0
29. Rocko's Modern Life	NICK	Tue 5:30p	1,920	2.8	2.0	6.0
29. Rocko's Modern Life	NICK	Mon 5:30p	1,919	2.8	2.0	5.6
29. Las Vegas	AEN	Sun 8:00p	1,903	2.8	2.0	4.0
29. Movie: "High Plains Drifter"	TBS	Fri 12:00p	1,978	2.8	2.0	8.4
36. All That	NICK	Sat 8:30p	1,894	2.7	2.0	4.7
36. J. Henson's Muppet Babies	NICK	Sat 10:30a	1,894	2.7	2.0	8.0
36. J. Henson's Muppet Babies	NICK	Sat 10:00a	1,853	2.7	1.9	8.1
36. Rugrats	NICK	Sat 8:30a	1,855	2.7	1.9	10.5
36. Clarissa Explains It All	NICK	Tue 6:00p	1,875	2.7	1.9	5.3
36. Are You Afraid of the Dark	NICK	Tue 5:00p	1,896	2.7	1.9	6.6
36. The Statler Brothers Show	TNN	Sat 9:00p	1,815	2.7	1.9	4.5
36. World Champ. Wrestling	TNT	Mon 7:55p	1,905	2.7	2.0	4.2
36. WCW Wrestling	TBS	Sat 6:05p	1,904	2.7	2.0	5.3
45. Nonstop Nicktoons '96	NICK	Sat 12:00p	1,823	2.6	1.9	5.9
45. Beetlejuice	NICK	Sat 11:00a	1,803	2.6	1.9	7.4
45. J. Henson's Muppet Babies	NICK	Fri 10:30a	1,826	2.6	1.9	7.7
45. NICK Thanksgiving Fest	NICK	Wed 5:00p	1,817	2.6	1.9	6.3
45. Rugrats	NICK	Wed 9:00a	1,778	2.6	1.8	9.7
45. Tiny Toons Adventures	NICK	Tue 6:30p	1,825	2.6	1.9	4.9

Sources: Nielsen Media Research, Turner Research

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

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Cable's double-digit gains

By Rich Brown

Nearly a dozen of the nation's cable networks experienced double-digit percentage gains in distribution this year through a combination of cable and satellite carriage, according to A.C. Nielsen data supplied by various networks.

ESPN2 topped the list with a 52% gain, climbing from 26.7 million households in December 1995 to 40.5 million this month.

Among others topping the list: Sci-Fi Channel grew to 37.4 million households, a 40% increase; Cartoon Network grew to 31 million households, a 39% boost. Television Food Network climbed to 18.2 million, a 30% rise; fX grew to 30.3 million, a 26% boost, and The Learning Channel grew to 5.4 million, a 25% increase.

The only network that saw a decline in distribution in a year-to-year comparison was Nostalgia Television. The troubled service dropped from 7.5 million to 6.9 million households, a 7% decline.

MONTHLY COVERAGE FOR CABLE NETWORKS

	DEC 1996	DEC 1995	% CH		DEC 1996	DEC 1995	% CH
Wired cable	67,522	65,066	4%	HGTV*	16,018	—	—
Pay cable	37,573	32,888	14	History*	28,199	—	—
A&E	67,798	63,208	7%	HLN	63,913	59,326	8%
BET	46,729	43,706	7%	Lifetime	86,711	63,684	5%
Bravo*	23,873	—	—	MTV	66,708	62,780	6%
Comedy	43,604	37,028	18%	Nickelodeon	62,279	64,969	7%
CMT	37,250	31,741	17%	Nostalgia	6,899	7,523	-7%
CNBC	60,806	56,335	6%	ODYSSEY	26,141	24,170	6%
CNN	71,010	67,244	6%	Prevue	43,457	38,338	10%
Court TV	27,614	23,601	17%	Sci-Fi	37,358	26,748	40%
Discovery	70,556	66,534	6%	Showtime	13,307	12,315	8%
Disney*	20,898	—	—	TBS	70,851	67,149	6%
ESPN	70,917	67,448	5%	TLC	53,992	43,248	25%
ESPN2	40,485	26,689	52%	TOON	31,091	22,422	39%
ENT	42,301	35,626	19%	TNN	68,308	64,360	6%
Family	68,102	83,902	7%	TNT	70,235	66,049	6%
Food	18,191	13,980	30%	The Travel Ch	19,856	18,223	9%
fX	30,266	24,058	26%	USA	70,690	66,505	6%
HBO	25,589	24,157	6%	VH1	56,307	53,216	6%
HGTV*	16,018	—	—	The Weather Ch	65,977	60,905	8%
				WGNC	40,455	39,649	2%

*New metered cable network

Source: Nielsen Media Research supplied by cable networks

Twentieth, BBC deal

The UK's Channel 5 and the BBC have signed a movie deal with 20th Century Fox International TV for the UK terrestrial premieres of all the studio giant's recent global box-office hits. The deal includes 68 first-run movies, nine of which will be shared by the BBC and Channel 5. Channel 5 will take another 37 exclusively, while the BBC will have the remaining 22 exclusively. BBC will have first crack at "Braveheart," "Courage Under Fire," "Broken Arrow" and "Miracle on 34th Street." Channel 5 will have first claim on "Independence Day," "Speed," "Hot Shots Part Deux," "Mrs. Doubtfire" and "Mighty Morphin Power Rangers."

E! in Japan

E! Entertainment has signed its largest international distribution deal to date in Japan with Vis-A-Vision, which supplies programming to JIC's four channels on PerfecTV's new Japanese DTH platform. The World Entertainment channel will take six hours per week of E! programming.

Cable comes to Italy

Italy will get its first cable TV network in January. The



distributor, Stream, will offer a basic package consisting of CNNI, Eurosport, Euronews, European Business News and Music Choice Europe and a premium package composed of three channels from pay-TV operator Telepiu.

Discovery Kids additions

Discovery's new Discovery Kids Channel in Latin America, which launched Nov. 4, has secured rights to two TVOntario properties. Polka Dot Shorts, which consists of 89, 8-minute shorts featuring Polkaroo and friends

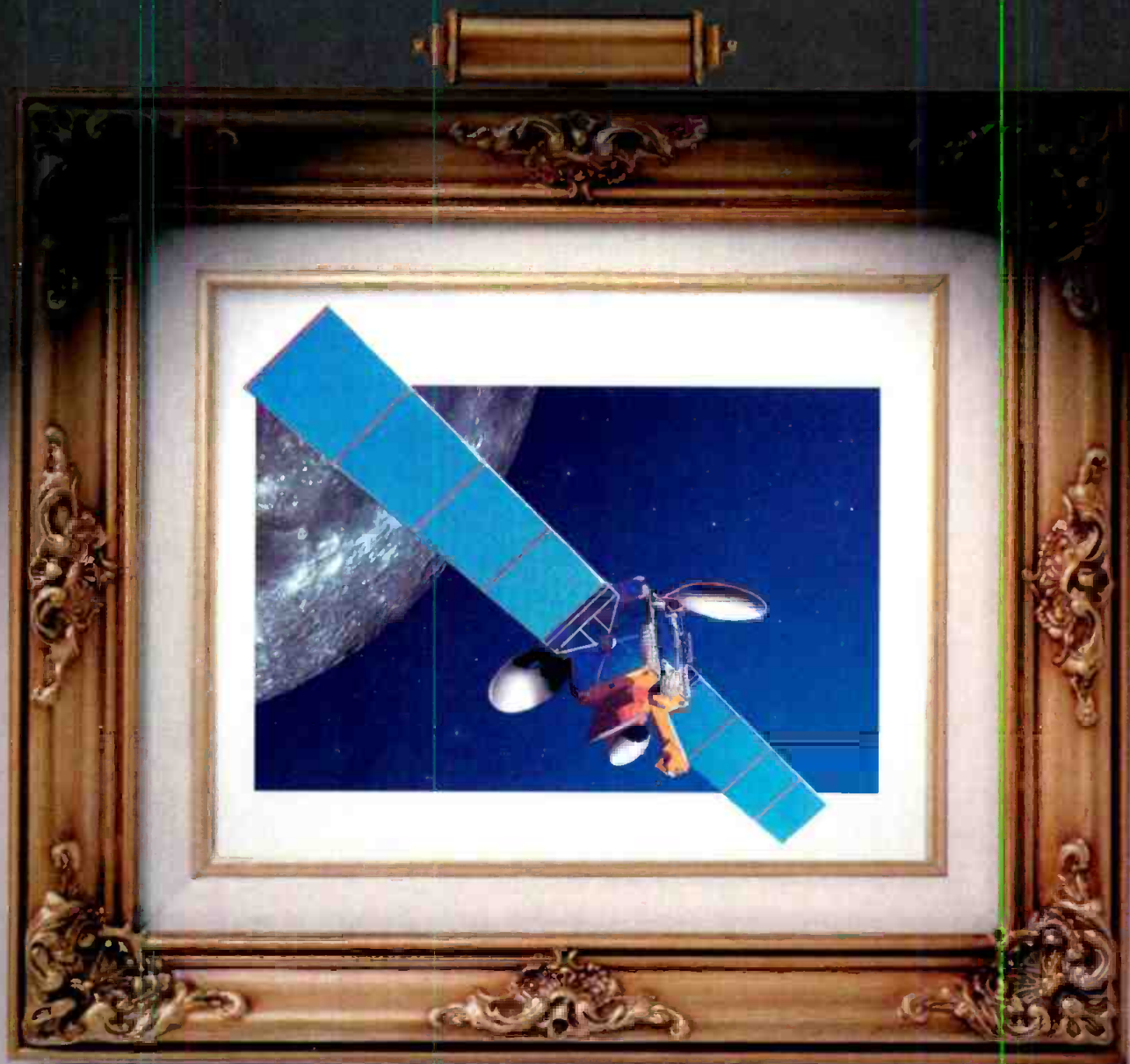
Marigold, Bear, Humpty and Dumpty, will begin airing in April. Bookmice, a half-hour series, begins airing in January.

HTV in Brazil

HTV, the 24-hour Spanish language television music network, will make its first entrance into the Brazilian market by signing a five-year agreement with STV Comunicacoes for carriage of HTV in Pelotas, Brazil, starting Jan. 1. STV Comunicacoes is a joint venture between MSO Adelphia Cable Communications and private Brazilian partners.

—By Debra Johnson & Nicole McCormick

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TLC snags 'How'd They Do That'

On again, off again broadcast offering is on again on cable

By Michael Katz

If at first you don't succeed on broadcast, try, try again on cable. That was the advice *How'd They Do That?* took as it was given a new lease on life last week with an order for 26 new episodes on The Learning Channel.

The series, which is produced by Time Warner's Telepictures Productions, will debut Jan. 5 and will be in a regular Sunday 8 p.m. time slot. The show previously aired off and on for two seasons on CBS.

Reruns that had been shown on The Learning Channel attracted nearly 3 million viewers each week during third quarter 1996, according to TLC, which lead to the decision to purchase new episodes.

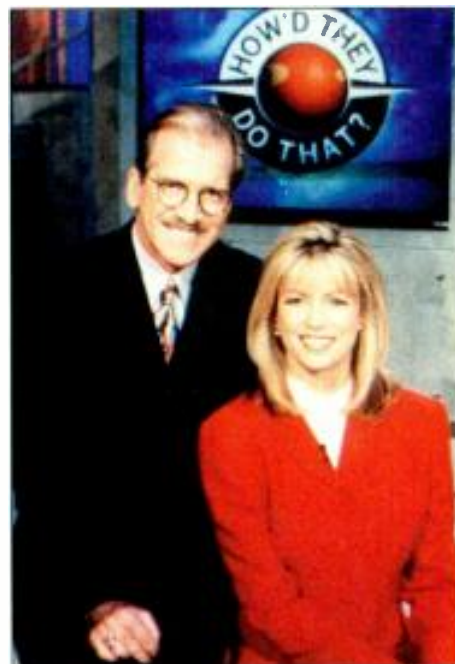
"We put it on, and the thing went through the roof," says Eric Frankel, an executive vice president with

Warner Bros. Frankel says reruns of *How'd They Do That?* were often TLC's highest-rated programs for the week.

How'd They Do That? is only one in a procession of broadcast shows that have found new life on cable. In the past eight years, says Frankel, Warner Bros. has sold 85 series to cable networks. "It's a very important part of the financial picture for a television producer. It's a necessity to us."

Many canceled shows used to find a home in syndication, but Frankel says even that door can be difficult to get through. "The cost of making programs is incredibly high," he says, "and it's getting harder to get shows that aren't top 25 hits on syndication. So you need another outlet."

The new episodes will again be hosted by Pat O'Brien, who this time will be teamed with *Extra* correspondent Wendy Walsh.



Pat O'Brien and Wendy Walsh host 'How'd They Do That?'

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HEADENDINGS

Showtime announces free preview

Showtime Networks Inc. will offer free previews for its Showtime, The Movie Channel, Flix and Showtime2 networks during January. The Showtime three-day weekend preview, to be hosted by John Fugelsang, will run Jan. 3-5. Flix and Showtime2 also will air free previews on the same dates. A four-day Movie Channel preview, hosted by Toni Senecal and Martin Ruof, will air Jan. 10-13.

CNN SI names new anchors

CNN SI, the all-sports news channel to be launched by CNN and *Sports Illustrated* on Dec. 12, has named five additional news anchors for the network. New hires include: Steve Bartelstein, former sports director and anchor of NBC affiliate KGW(TV) Portland, Ore.; Steve Berthiaume, former sports producer and anchor at Fox affiliate WTIC(TV) Hartford, Conn.; Justin Farmer, former sports anchor at



NBC affiliate WPTV(TV) West Palm Beach, Fla.; Eric Goodman, former sports anchor for ABC affiliate WKBW(TV) Buffalo, N.Y., and Chris Rose, former sports anchor for NBC affiliate KRNV(TV) Reno.

Sundance adds distribution

The Sundance Channel, the independent film network owned by Showtime and filmmaker Robert Redford,

has boosted its cable distribution by signing carriage agreements with Greater Media of Philadelphia (81,500 subs), effective Nov. 1, and with Prime Cable in Las Vegas (300,000 subs), effective Dec. 20. The film network also has signed a distribution agreement with Americast, the consortium that includes Ameritech, Bell South, GTE, SBC and SNET.

What's in a name?

Graff Pay-Per-View Inc. has changed its name to Spice Entertainment Companies Inc. and is now trading under the SPZE symbol on the Nasdaq stock exchange, effective Dec. 2. The PPV company has been known as Graff PPV since it started in 1987. Company officials say the switch was made to "more accurately reflect the company core business and global branding strategy." Spice Entertainment will operate through three business units: Spice Networks, Spice International and Spice Direct. —JM

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'Atlantis' surfaces on cable

MCA movie will also get syndication outing, with eye toward possible series

By Cynthia Littleton

MCA Worldwide Television's new made-for-TV action/fantasy movie is a good example of how syndicators are using cable as a development lab and secondary revenue source.

Escape from Atlantis is set to premiere in March on the Starz! and Encore pay cable networks, to be followed by a syndicated outing in late 1997 that



'Escape from Atlantis' will debut on Starz! and Encore.

MCA views as a pilot test of its potential as a first-run weekly series. Tele-Communications Inc.'s Starz! and Encore have a combined subscriber base of about 14.5 million.

Earlier this year, MCA floated a trial balloon for an offbeat quiz show, *Grill Me*, on USA Network. Fox and Disney are among the other major distributors looking to cable as a cost-effective place to fine-tune ideas for broadcast syndication. One of basic cable's most talked-about shows, *Politically Incorrect* with

Bill Maher, is moving to ABC late night next month after three years on Comedy Central.

Escape from Atlantis stars martial-arts expert Jeff Speakman as a single father of three headstrong children whose family vacation to the Bahamas winds up in the legendary undersea world of Atlantis.

MCA's first-run hits *Hercules: The Legendary Journeys* and *Xena: Warrior Princess* were also developed as movie pilots in the studio's quarterly

Action Pack movie package.

The studio, which is making a big push in syndication with its planned purchase of talk show syndicator Multimedia Entertainment, is understood to have decided against moving forward with series spin-offs of two other recent Action Pack features, *Beastmaster* and *Captain Zoom*.

With an eye on the international marketplace, MCA plans to revive *Knight Rider* next year as a weekly first-run drama, *Team Knight Rider* (B & C, Dec. 2). ■

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AP feeds FNC

AP has signed a long-term deal with Fox to supply text, video, graphics and stills to the Fox News Channel 24-hour cable news service, as well as the Fox News website (foxnews.com) and the Fox Television Network. Shown above signing off on the deal are Louis D. Boccardi (l), president, AP, and Roger Ailes, chairman, FNC, who called the AP service a "key resource for our state, national and international newsgathering."

Sawhill takes over at NCC

Company further restructures to try to get bigger share of cable ad business

By Rich Brown

Top national cable rep firm National Cable Communications is restructuring its management.

John Sawhill, executive vice president and general manager, has been named chief operating officer of NCC, which represents an estimated 60% of the cable systems in the country. Sawhill will report to Tom Olson, president of Katz Media Group, which owns 50% of NCC.

Sawhill will take on responsibilities previously held by Robert Williams, who next month plans to leave his post as president and CEO of the company. It has not yet been determined whether the president/CEO position will be filled.

NCC was formed last year through the merger of Katz Media Group's Cable Media Corp. and National Cable Advertising. In recent weeks, the company has sought to separate its existing and new business efforts by promoting Andrew Ward to senior VP, director of sales, and Susan Nolan to senior VP, sales planning and strategic development. Nolan's current staff of four and the eventual addition of more executives to her team will better enable NCC to focus on developing new business, Sawhill says.

"The increase in cable viewing has nowhere near matched the increase in cable advertising," says Sawhill. "We need to translate the value of spot cable to the national advertising community."

Sawhill joined NCC in January with 25 years' experience in sales and management positions. Just before joining NCC, he served as president and general manager at ABC affiliate WJLA-TV Washington. He now oversees 65 salespeople in 14 NCA offices.

Williams has not specified his own plans following his departure from NCC. He entered the rep business in 1981 as a founder of New England CableRep and eventually became general partner of NCA.

NCC represents cable systems in more than 175 markets, including

eight of the top 10, and reaches more than 36 million cable households nationally. NCC is owned by Katz and multiple system cable operators Continental Cablevision, Cox Communications, Comcast and Time Warner. ■



"The increase in cable viewing has nowhere near matched the increase in cable advertising," says Sawhill. "We need to translate the value of spot cable to the national advertising community."

—John Sawhill, National Cable Communications

October 1996

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Week®

Cable Modems

Cable modems move from concept to reality

But analysts still question speed to market

By Richard Tedesco

Cable modems are finally moving beyond the hype, and the beginnings of a very real business are quickly taking root in select systems around the country.

Major MSOs, including Tele-Communications Inc., Continental Cablevision, Time Warner Cable, Rogers Cablesystems and Comcast Cable, are launching commercially. Estimates on the number of high-speed modems now deployed in North America range as high as 500,000 units. A more realistic industry source pegs the number of Motorola CyberSurfrs, one of the leading cable modems, at 50,000 units, including unannounced trial deployments.

CIR concludes that cable modems are "purely experimental" at present, but promising for the future (see chart, right). Jim Phillips, Motorola corporate vice president, declines to comment on the number, but he estimates that Motorola units will be in the hands of operators with 10 million homes passed for two-way modem service by the end of 1997. "We're rolling out with a lot of operators. It's a big difference from trials," Phillips says.

For the foreseeable future, the market rests with those early adopters willing to foot the high monthly costs—as

much as \$60 for some non-cable subscribers. "That's really the strategy of all these operators now, mainly because they can't afford massive upgrades," says Rona Shuchat, senior analyst for Link Resources. "They're pinning down affluent areas where demand will be strong."

In Canada, Rogers has made its Wave service available to 200,000 subscribers in London, Vancouver, Hamilton, and other areas around Toronto. That's where the Wave started, in the 16,000-subscriber Newmarket system that now has 800 customers using two-way Zenith modems that operate with downstream speed of 500 kbps. The 5% penetration achieved there in the past year exceeded Rogers's expectations. "That proves to us unequivocally the business case," says Dave Samuel, president of Rogers Wave.

Rogers charges a monthly fee of \$55 (Canadian) for the service. Samuel expects cable modems to really take off when the boxes become available in retail outlets. Rogers plans to expand its market by offering—with multiple vendors—tiered levels of service

TEN-YEAR FORECAST OF CLIENT CARRIER CONNECTIONS BY TYPE/SPEED OF CONNECTIONS

	1996	1998	2001	2006
POTS connections (000)	8,010	25,949	73,492	168,103
ISDN connections (000)	890	6,920	40,086	93,391
ADSL/cable modems (000)	0	1,730	20,043	112,069
ATM/frame relay subscribers (000)	11	64	413	1,616
Leased-line subscribers (000)	94	321	1,073	2,632
PRI and other subscribers (000)	6	43	165	369

Source: Communications Industry Researchers

based on the speed of the boxes as it approaches 1.5 million households with two-way plant by the end of '97.

Motorola is already in serious discussions with retailers about similar tiered distribution for its CyberSurfr, according to Phillips. "If cable operators want the units sold through stores, they'll be sold through stores," Phillips says. He estimates the total number of U.S. households passed with two-way plant at 15 million and growing.

Another sign of the market's strength is the number of vendors now entering the market. IBM is introducing a two-way integrated Cable Online system that features a modem operating at 30 mbps downstream with a return path of 2.5 mbps. The estimated cost of the system is a pricey \$800 per sub, probably much more than the average operator wants to pay, although IBM expects to be in trials with the system soon.

At the Western Cable Show, Digital Equipment Corp. is trumpeting its cable

industry network competency center, an end-to-end software/hardware solution to integrating modem service, in cooperation with vendors including LANcity, General Instrument and Terayon. It's

offering modem service testing along with consultation and technical training based on its involvement in tests with TCI and Time Warner.

Among traditional cable

suppliers, Scientific-Atlanta introduced its dataXellerator last month for \$259 per unit, with a \$199 price for deals of 50,000 units. It operates at 1.2 mbps downstream and an analog speed of 28.8 kbps to insure compatibility with some customers' PCs.

Modems with telephone return paths are likely to be an increasingly popular option to enable operators to gain a foothold in the business without upgrading plant to do it. Atlanta-based Hayes Microcomputer is debuting a modem at the Western Show with a downstream capacity of 5 mbps for less than \$200 in quantities of 10,000.

Established vendors such as Bay City Network's LANcity apparently feel the heat from one-way box suppliers. LANcity recently reduced prices on its popular modem from \$595 to \$495, or \$395 each for 5,000 units.

General Instrument plans to get plenty of mileage out of a hybrid version of its Surfboard 1000 modem, the Surf-



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board 1100, when it starts shipping early next year at \$400 per unit. GI expects to ship 300,000 units in 1997, most with a phone return path, according to Geoffrey Roman, GI senior vice president, who is encouraged by current commercial deployments. "People are aggressively establishing their own content. It's not just an access-to-the-Internet type of service," Roman observes.

But that's still the prime selling point among operators offering the service. And some observers suggest that subscribers may not get the speeds they expect. "If you're the only user, maybe you will achieve that speed," says Rona Shuchat. "But how many servers will be able to deliver at those speeds?"

Most analysts remain bullish on the business, but some feel that operators are not moving as fast as they should

to take advantage of the market opportunity. "They're being too careful," says Emily Green, senior analyst for Forrester Research. "The cable upgrades are not happening as fast as I'd hoped."

Green is presently revising estimates from a report published by Forrester last year, which projected cable operators capturing 7% of the data delivery market by the 2000, with 7 million U.S. households, for a \$1.3 billion business. But she also thinks cable is vulnerable to the introduction of ADSL service by telcos, particularly because of cable's notoriously bad service reputation. "They need to be sure the service issue is addressed in this initial period," she says.

The resolution of that issue is just one factor that will determine the extent of cable's success in these uncharted waters.

Service, programing slows at AOL

America Online acknowledged last week that its members have been experiencing slowdowns in the transition to its new subscription deal.

On the programing front, things also have been slower than expected, after AOL canceled a new-season rollout in October.

AOL members were warned by postcard that slowdowns in service would occur in prime time as it switched to an unlimited access plan for \$19.95 monthly. AOL expects that to continue for two months as it builds out its network modems to handle additional volume.

Meanwhile, as many as 12 new channels of content will be introduced gradually in the next several months, according to Ted Leonsis, president of AOL Studios. Leonsis says AOL is "trickling" out new content that will include a chat channel, enhanced versions of its localized Digital Cities and a game channel.

"The key strategy last year was to differentiate AOL. Now the strategy is to become a buyer," he says. AOL will work on new concepts with existing programing partners, including Time Inc., ABC and New Line Television. Most recently, it announced a development deal with Brandon Tartikoff.

In other news, AOL has struck a deal with Byron Preiss Multimedia to develop comics online.

The venture with AOL Studios through AOL's Greenhouse development studi, will attempt to extend the franchise that Byron Preiss Multimedia Online Virtual Comics has already established. The two entities expect to set up a Virtual Comics site on AOL and enhance the present Website (www.virtualcomics.com).

The sites on AOL and the Web will comprise a library of comics for downloading, featuring three original interactive comics: "They Call Me...Skul," "The Suit" and "The 6." Virtual Comics uses 3-D spaces that users can navigate and click-on panels that provide information on characters.

The joint venture may also produce CD-ROMs, hybrid print/CD-ROMs and merchandise.—RT

Cable Modems

Comcast brings @Home to Baltimore

\$100 million fiber-optic upgrade under way

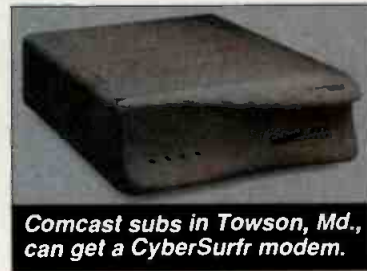
By Richard Tedesco

Comcast launched a localized version of the @Home cable online service last week, with a limited introduction in its Baltimore and Howard County systems.

The service is initially available to subscribers on the Towson, Md., hub of the 170,000-subscriber system. The two systems represent an aggregate of 500,000 subscribers. Comcast plans to introduce the service to the rest of the system in phases through

COMCAST

@Home
NETWORK



Comcast subs in Towson, Md., can get a CyberSurf modem.

the end of next year, according to Roger Keating, Comcast vice president for online services. Comcast is still completing a \$100 million fiber-optic upgrade of the system for two-way capability.

Towson was selected for technical reasons rather than demographics, Keating says, but the Baltimore suburb not incidentally fits the upscale profile that cable operators need to succeed in launching high-speed services these

days. Comcast's monthly fee for @Home is \$59.95 to non-subscribers, with current cable subs able to sign up for \$39.95. The price includes use of the Motorola CyberSurf modems, and Comcast charges an installation fee of \$175.

Comcast's limited launch also is a function of service concerns. "The reason we're gradually expanding the footprint is a matter of keeping up with demand," Keating says, but he adds, "Our plan is to be as aggressive as we can in supporting a fast rollout."

The company plans to launch @Home within the next two weeks in its 150,000-subscriber Sarasota system. It will then introduce the service in northern New Jersey, suburban Philadelphia, suburban Detroit and Orange County, Calif., during the first half of 1997. The Sarasota system has been upgraded, and Keating characterizes it as an "extremely important" system for the company.

In all locations Comcast is creating localized content. In Baltimore, for instance, @Home includes virtual tours of The Walters Art Gallery and material from *Baltimore* magazine. Comcast also has developed some content in-house.

The other feature that MSOs believe will help drive @Home is local caching of Web content on headend servers for more ready access to choice Internet addresses. But John Robb, Internet analyst with Forrester Research, suggests that this approach could come back to haunt the operators. "That only works with content that's relatively static," Robb says. "There's a chance that @Home is setting itself up for disaster."

Although CyberSurf is the modem Comcast will deploy in Baltimore and Sarasota, that could change for future launches, according to Keating. He indicates that Comcast expects to have at least one other source for its modems.

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Interactive

GTE mainStreet to debut virtual show

Full-scale launch, Virtuality coming in January

By Richard Tedesco

GTE mainStreet, one of the slowly developing interactive TV vehicles, moves to what may be another level in January with the planned debut of Virtuality, a daily interactive video/animation half-hour for children.

Virtuality will present a combination of full-motion video and animation, all beginning in a virtual magic shop, with kids interacting with content at every turn in the experience. Each child who logs on with the mainStreet remote at the beginning of the show is addressed individually and is prompted to negotiate mazes, solve puzzles, answer quizzes and learn magic tricks.

Along with the magic shop, Virtuality presents an environment that includes a 3-D castle, library, arcade and museum. The edutainment content is to be refreshed daily, according to a mainStreet spokesperson, through GTE's virtual studio in Santa Monica, Calif. The MediaLab

in Paris is working on the project, contributing a character named Sparky the Dragon, among other content.

GTE is not saying just how much the development will cost, but it is certainly the most ambitious mainStreet will have been since its less than scintillating launch on cable in 1994.

Other content being added to the Kids World area of mainStreet includes FunTime, a proprietary set of games developed for preschoolers and early-grade students. FunTime includes Animal Mix Up, an area where kids are able to morph new creatures out of various animal body parts, and Lost & Found, an interactive hide-and-seek game adapted from a GTE Interactive title for PC.

For older users, there will be Word Blazers Jungle Adventure and Explore Inn, a virtual environment offering

GTE's content providers at the MediaLab in Paris (below) are offering a character named Sparky the Dragon for introduction on GTE's mainStreet next year.



reporter character, Ace Brown, tackle a writing assignment by solving mysteries.

For adult users, mainStreet plans to adapt 29 episodes of Health Quiz, a series featuring meteorologist Dr. Frank Fields, for interactive use, with intros by an ani-

mated robot and ratings for each person taking the quizzes.

GTE mainStreet debuted in Clearwater, Fla., in a limited rollout that will segue into a full-scale launch of the interactive TV service in first quarter 1997.

The service is presently being offered to GTEamerica customers on its Clearwater system in tandem with HBO or Showtime for a limited period at no additional charge. GTE expects to make the service available to 20,000 households by the end of next year.

GTE mainStreet consists of nine areas of interactive content, including stock quotes, local and national news and information, play-along games and interactive children's content. Local content in the Clearwater service will feature a guide to entertainment in the Tampa area.

Using a dedicated remote-control unit, mainStreet users can play versions of *Jeopardy* and *Joker's Wild*, and QB-1, a play-along NFL game. **TMA**

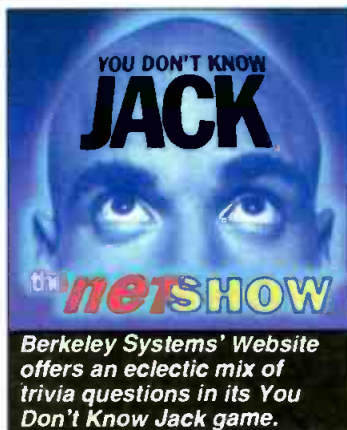
Meet Jack

Playing off its CD-ROM success, Berkeley Systems debuted an off-beat netshow last week called You Don't Know Jack.

You Don't Know Jack (www.bezerk.com) offers an eclectic mix of tongue-in-cheek trivia questions in an immersing experience about 20 minutes long. The announcement of the netshow's live debut contained a characteristic query: If the famous statue called the Aphrodite of Melos applied for a job at Hooters, what might prevent her from getting the job?

It's all multiple choice, interspersed with full-screen, full-motion animation ads laced in every five questions. Players can compete with each other, sharing a single keyboard, or play solo.

Berkeley, perhaps best known for its Flying Toaster



Berkeley Systems' Website offers an eclectic mix of trivia questions in its You Don't Know Jack game.

screen saver, claims to have sold 500,000 copies of Jack in CD-ROM form in the past year. The Berkeley, Calif.-based company has been around for nearly a decade and enjoys the backing of several venture-capital firms led by Hummer Winblad in Emeryville, Calif.

The company figured the game was a natural for the 'Net. "Jack is ideally suited to combine a traditional gaming format with what can be done online," says Chris Deyo, Berkeley's vice president of marketing.

By mid-January, Berkeley plans to juice up Jack with topical questions. And it plans to introduce as many as five additional games, including a sports trivia game, a word game and a mystery, during 1997.

The full-screen, animated ad spots could be a big draw, in comparison to the banner ads that typify the online environment.—RT

Technology

December 9, 1996

Fox flies into Philly skies

Affiliate launches new chopper with gyrostabilized camera

By Glen Dickson

WTXF(TV), the Fox O&O in Philadelphia, hits the skies next week with a new, state-of-the-art ENG helicopter, adding another player to a competitive aerial news arena.

The Astar 350B chopper is the station's first news bird and features a nose-mounted gyrostabilized camera unit from FLIR Systems Inc. WTXF is leasing the chopper for an estimated \$500,000 a year through a multiyear arrangement with West Coast Helicopter of Van Nuys, Calif., which also will provide pilots.

Wysong Enterprises Inc. of Blountville, Tenn., performed the electronics integration for the chopper,



WTXF's new Astar 350B helicopter with nose-mounted gyrostabilized camera. The station starts a two-week 'Name the Chopper' viewer contest today (Dec. 9).

which includes a custom video switcher, audio mixer and three additional point-of-view cameras; a tail-mounted Elmo "lipstick" camera and two in-cabin Sony DXC-950s to capture on-board talent.

The centerpiece of the WTXF chopper is the nose-mounted FLIR UltraMedia

camera unit, which houses a Sony Beta camera and a Fujinon 36x zoom lens with a 2x extender. The camera has an effective zoom ratio of 72:1 and a full 360 degree field of vision, which will be used to provide up-close traffic reports for *Good Day Philadelphia*, WTXF's morning show, and live shots of breaking news throughout the day. Starting Jan. 2, the station will have a traffic reporter on-board for *Good Day Philadelphia* coverage.

The station is promoting the newschopper through a new ad campaign, which mimics spots for the movie "Independence Day," and is launching a viewer contest to name the chopper.

According to Roger LaMay, WTXF

Multiplexing heats up at Western Show

Imedia, DMV to show their wares

Statistical multiplexing should be a buzzword at the Western Cable Show this week, as the rapidly developing compression technology allows cable and DBS providers to get the most out of their existing bandwidth.

Imedia, the San Francisco start-up that is providing statistical multiplexing for TCI's Headend in the Sky (HITS), will demonstrate its first live satellite transmission using its 24:1 StatMux compression technology directly from TCI's National Digital Television Center in Denver.

Imedia also will debut its CherryPicker, a demultiplexer/remultiplexer that allows local cable operators to pick out 24 digital feeds across multiple transponders and deliver them in a single 6 mhz analog channel (B&C, Nov. 18). The CherryPicker will also allow operators to do local ad insertion on the digital streams.

Digi-Media Vision (DMV), the UK-based News Corp. subsidiary that is handling compression duties for ASkyB, will introduce its Reflex product to the U.S. market at the Western Show. Reflex is a new statistical multiplexing system designed to work with DMV's proven

System 3000 MPEG-2/DVB encoders.

DMV Managing Director Dr. Mike Windram is confident that Reflex, which uses a data rate from 700 kilobits per second up to 15 megabits per second, depending on picture requirements, can achieve the same compression ratios as Imedia. "I believe that DMV for any given compression ratio, whether it be 10 to 1, 15 to 1, or 24 to 1, can give better results with this kit than any other real-time encoding systems," he says.

DMV's approach is different from Imedia's, says Windram, in that Reflex's multiplexing process is linked directly to the encoding process: the Reflex unit directs the encoders to trade bit rates between each other. Imedia's StatMux system separates the compression step from the statistical multiplexing step by shifting packets of extra data from one multiplexed stream to another.

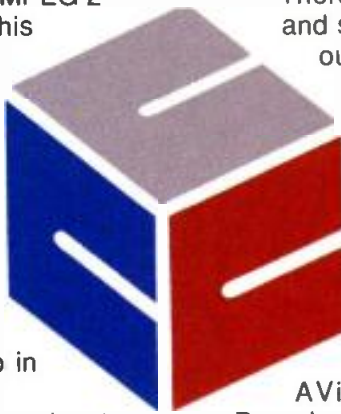
The two companies know each other well, says Windram, and exhibited together in the Silicon Graphics booth at NAB '96 using SGI's supercomputers. —GD

C-Cube unveils new set-top chips

C-Cube Microsystems launches its AVia MPEG-2 set-top chipset at the Western Show this week. AVia includes two different decoder and transport chipsets aimed at serving both high-end, "feature-rich" set-tops for the telco and cable markets and more basic integrated receiver/decoders (IRDs) for DBS applications.

"We're looking to help suppliers provide an interoperable set-top for different markets," says Alex Daly, C-Cube's vice president of marketing. A company "can build a single set-top box and drop in different chips for more functionality."

For high-end applications such as americast, the telco venture for which C-Cube subsidiary DiviCom is helping to design chips, the company is marketing the AVia-502 Advanced Audio/ Video Set-top Decoder with Dolby AC-3 audio and the AVia-GTX Advanced Graphics Transport I/O. Daly says this combination will provide a more graphical user interface and pave the way for DVD (digital versatile disc) functionality and Web browsing in the set-top.



"There's a lot of interest for a converged DVD and set-top box solution, and that should come out in 1997 or 1998," he says. "Our product will support that."

Daly adds that the August 1996 acquisition of DiviCom should strengthen C-Cube's position in the cable/telco set-top market as DiviCom sells commercial IRDs to headends. "It's a unique vantage point," he says. "We can sell the headends [with DiviCom IRDs] and also do the specification of the set-top box."

The combination of the more basic AVia-500 MPEG-2 Audio/ Video Set-top Decoder and the AVia-DMX Transport Demultiplexer will be aimed at DBS applications, where price is often the biggest factor in winning consumers, says Daly. C-Cube chips already are used by DBS programs such as PERFECTV in Japan and AlphaStar in the U.S.

Daly says that consumer electronics companies JVC and Zenith (which is supplying set-tops to americast) are interested in the new AVia chips. —GD

vice president/GM, the station is investing in the high-tech helicopter to keep pace with market rivals WPVI-TV and WCAU. The ABC and NBC O&Os both have Astar choppers with GyroCam gyrostabilized units from Aerial Films.

"Our defining moment came back in April," LaMay says. "There was a flood, and two kids were stuck in a tree in a creek. Channel 6 [WPVI-TV] was the only one with a gyrostabilized camera, and they absolutely destroyed everybody with their coverage. They had closer, better and steadier pictures than anyone else—there was no comparison. That was the day we said, 'We have to get this.'"

WPVI-TV started using its gyrostabilized camera in late March, according to news director Dave Davis, while competitor WCAU launched its new GyroCam-equipped Astar in late September, says Jim Barger, WCAU manager of news operations and engineering.

Barger says that WCAU's new chopper not only provides good pictures but its Broadcast Microwave transmission system has proved handy in relaying microwave feeds from land-based ENG crews at distant locations. WCAU used that capability to cover the recent story of two teenagers accused of leaving a newborn baby in a Wilmington, Del., dumpster. The baby died.

Fellow flyer KYW-TV, the CBS O&O, currently uses a hand-held cam-

era with a Canon stabilizing lens in its Bell Jet Ranger chopper. But according to Jim Chase, director of broadcast operations and engineering, KYW-TV also is considering going to a gyrostabilized unit. "Three of the stations in our market have one now, so we're thinking about it," says Chase.

Wysong Enterprises President Steve Wysong says that six of the 12 news helicopters he's integrated over the past year have had gyrostabilized cameras. He says that high FAA flight ceil-

ings over airplane crash sites are one reason that stations are investing in the expensive systems, which start at \$250,000-\$300,000. Both WFOR-TV, the CBS O&O in Miami, and WNBC(TV), the NBC O&O in New York, used gyrostabilized systems to their advantage in their respective coverage of the ValuJet and TWA disasters.

But Wysong hints that basic ratings competition may be the biggest driver. "Once one station has it, it seems everybody else rushes to get one," he says. ■

GE Americom forms Ka-band plan

Aims to provide fast Internet access

By Glen Dickson

Satellite operator GE Americom plans to use new high-frequency Ka-band satellites to provide wideband access to the Internet by 2000.

GE Americom has been granted three international Ka-band orbital slots—which cover Europe, the Middle East and Asia—and has filed for two domestic Ka-band positions with the FCC. The Princeton, N.J.-based company wants to use Ka-band birds on the

28 ghz frequency to provide both a wideband pipe to cable headends offering Internet access via cable modems and direct Internet connectivity to home users with small Ka-band dishes.

"Ka-band transmission is very well suited to project the Internet into areas where wideband terrestrial is not feasible or economical," says John Esposito, GE Americom project leader for Ka-band.

Esposito and Rick Langhans, GE Americom vice president of technology, say the small spot beams of Ka-

There's a

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band transmission are amenable to on-board switching and processing, and the planned satellites will have advanced data processing to take advantage of that capability. That will make Ka-band transmission different from today's "bent pipe" Ku-band and C-band applications, where "what comes up, goes down," says Langhans.

"Most will be able to utilize on-board processing," he says. "They'll have a demodulator aboard to convert the incoming signal to ones and zeros and then switch it to a downlink beam."

Langhans says one Ka-band orbital slot, with a bandwidth of 1 ghz assigned to it, will allow GE Americom to cover the U.S. with 44 separate beams. "With the small spot beams, we can reuse frequencies by a factor of up to 22 times per orbital slot [compared with two times for Ku-band]," he says. "You get a cheaper bandwidth on a switched basis, where you're not always broadcasting the same signals. We can set up circuits between different points, and

offer a switched point-to-point service with a very wide bandwidth."

Esposito says that the Ka-band architecture will allow GE Americom to break each spot beam into nine individual channels, providing cost-effective wideband connectivity for nine major ISPs (Internet service providers). "They'll be able to command a 40 mbps data stream entirely for Internet return," he says. "There's the potential to bypass the terrestrial bottleneck."

Since cable headends are satellite-ready, they will be the focus of Americom's Ka-band push, Langhans says.

"After a cable operator does an HFC [hybrid fiber/coax] upgrade, how does that headend keep its data server stocked?" he asks. "That's the way that we see Ka-band satellites having a big impact. This way, the cable headend doesn't have to go through the phone company for a dedicated dataline. We'll group those unaffiliated headends and give them sports, news, weather and stock updates on a fixed update basis."

Individual requests from cable modem subscribers, such as downloading a Web page, would also go through the Ka-band satellite network, which would give a much faster response to the headend than standard phone lines, says Langhans. Or a home user could use a receive-only dish (which might cost \$500) to receive direct data downlinks, and use the existing cable or telephony network to make an upstream request.

For non-cable modem subscribers, more expensive transceiver dishes (closer to \$1,000) would allow Internet users to uplink data requests and downlink data downloads directly from GE Americom's Ka-band birds. That sort of Ka-band link also would allow for high-quality home videoconferencing, Langhans says. Other future Ka-band applications could be electronic commerce and video on demand.

"A lot of things that died in the pay-TV effort might come into play with a common phone call and Ka-band satellites," he says. ■

Cutting Edge

By Glen Dickson

The Game Show Network, a Sony Pictures Entertainment company, has started a launch-



The Game Show Network will give away Sony VideoStore digital ad servers as a launch incentive.

incentive program for MSOs and cable operators in which it will give a **Sony VideoStore MPEG-2** digital ad insertion system free to each new-system launch of 75,000 subscribers or more. The Sony system, which uses Channelmatic software, can be scaled to support 12-36 channels of insertion and is worth \$300,000-\$750,000.

Elaine Parrish, Game Show's senior vice president of affiliate sales and marketing, says the VideoStore incentive plan

makes more sense than do cash inducements for carriage. "We're providing the operators with a piece of equipment we know they want, and we're getting another Sony product into the system," says Parrish.

PanAmSat will provide DirecPC subscribers in Japan with Internet access from its PAS-2 Pacific Ocean Region satellite. The DirecPC service, offered by Direct Internet Corp., will deliver Internet data directly to subscribers via small rooftop dishes at speeds more than 20

times faster than conventional phone lines. Direct Internet will use one-half of a transponder on the PAS-2 Ku-band Northeast Asia beam, which provides coverage of Japan and neighboring countries. Internet information will be uplinked to PAS-2 from PanAmSat's teleport in Napa, Calif., where Hughes Network Systems will install equipment to connect Direct Internet to a major U.S. Internet backbone. Tokyo-based Direct Internet, established earlier this month, counts Hitachi Cable, Japan Telecom, Sony Music Entertainment Japan and Parallel Technology as its major shareholders.

Broadcast design firm **Ozone Inc.** is targeting desktop animators and editors with its TVFX, a series of CD-ROMs of broadcast-quality stock elements and film effects. Each TVFX clip is a royalty-free, full-motion Quicktime movie originally shot



Ozone's TVFX CD-ROM series offers high-quality stock elements and film effects.

on film and digitally transferred with JPEG compression at both full-screen and preview resolutions. Volume 1, Texture FX, includes 12 seamless, loopable backgrounds including blowing cloth, calm water, white water, bubbles, ripples and confetti, plus a variety of light effects and reflections. Volume 2, Edit FX, features 30 clips including an array of film flashes, snow, transitional wipes (drips, sand, spill, etc.) and various monitor effects. Future CD-ROMs will feature keyable effects.



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In today's world, success isn't something that's guaranteed. That's why businesses are starting to accept and promote the Visa® card for payment of recurring bills. Because by doing this, they reduce late payments and bounced checks. Plus, they can avoid costly

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RADIO

HELP WANTED SALES

Grow with us in Chicago! You: experienced, successful, and sick of having your list cut; tired of continuous ownership and format changes, LMAs, JSAs and BS! Us: growing Radio rep firm. 1997 goal: build a great new Chicago sales office, thriving on the challenge, sharing the rewards. Resume, earnings history to: President, Box 01015 EOE.

General Sales Manager, Jacor, St. Louis. KMJM-FM/KATZ-FM/KATZ-AM, St. Louis' Urban Trombo seeks an experienced, aggressive, sales professional to lead our Sales Department to the next level of greatness. The person selected must be able to manage, lead, motivate and train our large and talented sales staff. Must be experienced in goal attainment, inventory control, new business development, and alternative revenue streams. Rare opportunity and great compensation including 401K package. The best company with great people, and outstanding facilities. Urban radio experience a plus. Rush resume to: Mr. Lee Armstrong Clear, VP/GM, Jacor Broadcasting of St. Louis, Inc., 10155 Corporate Square Drive, St. Louis, MO 63132. Jacor Broadcasting is an Equal Opportunity Employer.

General Sales Manager - WJYE-FM, American Radio Systems in Buffalo, New York seeks an aggressive, proven leader for Western New York's top-rated AC station. Candidates must have a minimum of 3-5 years sales management experience. Ability to train, price, manage inventory and develop non-traditional revenue a must. Fax information to: Brian Lang, Director of Sales, American Radio Systems, Buffalo, WJYE-FM, (716)852-0537. No phone calls, please. American Radio Systems is an Equal Opportunity Employer.

Account Executive - "The Fan," SportsRadio 1460 WBNS. Generate revenue for the radio station through the development of new clients for the radio station. Maintain and increase investment levels of existing clients. Establish and maintain a close working relationship with those clients. Develop creative ideas to increase sales activity. Coordinate the process of getting a client on the air and keeping them on the air from the initial contact through the follow-up. Additional responsibilities include involvement with station promotions, remote broadcasts, and client entertainment. Will report directly to the General Sales Manager. Must have well developed oral and written communication skills. High school diploma required, some college preferred. Minimum of one year radio sales experience preferred. Strong sports background and knowledge important. Some computer knowledge helpful. Apply in writing only to: RadiOhio, Inc., Business Office - #175, 770 Twin Rivers Drive, Columbus, OH 43216. Qualified minorities and women are encouraged to apply. WBNS Radio is an Equal Opportunity Employer. We are a smoke free and drug free workplace.

Account Executive: Unique opportunity to join the leading station in a fast growing market. We're looking for a motivated salesperson with agency, media or broadcast experience. WFLS is a well established country station with a first class facility and a great benefits package located in the Washington, D.C. DMA. Applications are available at WFLS Radio, 616 Amelia Street, Fredericksburg, VA 22401, or send resume to same, attn: Human Resources. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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

GM/GSM with 20+ years experience seeks a new challenge in Midwest or Houston area. Available immediately. (312)927-2957 or (281)338-0898.

HELP WANTED FINANCIAL & ACCOUNTING

Radio Business Manager. Multi-division radio station in major market. Radio broadcast experience preferred. Strong accounting and financial background necessary to assist growing company advance its broadcast related divisions. Fast paced environment, excellent growth potential, excellent communication, interpersonal and organizational skills required. Cover letter and resume to: RadiOhio, Inc., Business Office #176, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified women and minorities are encouraged to apply. EEO. Smoke and drug free workplace.

TELEVISION

HELP WANTED SALES

M.D.U./COMMERCIAL

SALES DIRECTOR

Emerging Direct-to-Home Satellite Broadcast Company seeks a seasoned Sales person to establish, grow and cultivate programming services in M.D.U.'s and commercial establishments. Ideal candidate will have 5-7 years experience with a major content provider, excellent contacts, and the ability to work in a fast-paced, start-up company. Additionally, this person will be traveling, extensively and setting up regional distribution networks and hiring a regional sales force. In return, we offer excellent company benefits, including 401k and Profit Sharing. Interested candidates should send salary history and resume to: Department H.R./MDU, ASkyB, 1211 Avenue of the Americas, New York, NY 10036.

GENERAL SALES MANAGER

ABC7 Los Angeles is looking for an experienced and dynamic General Sales Manager with a proven track record of sales success in both new and existing business. Qualified applicants must be able to demonstrate excellent sales management techniques, strong organizational skills, and be a wiz at inventory management. Prior experience as a national, local or General Sales Manager in a network environment is required.

Please send your resume to: Human Resources, ABC7, Dept. GSM BC-12/2, 4151 Prospect Avenue, Los Angeles, CA 90027. EOE. No phone calls please.



Local Sales Manager - WABM-UPN, the fastest growing station in Birmingham is seeking an experienced leader to head the local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, and have expert control over inventory and pricing. Experience with qualitative research and Tvscan is a plus. Send resume and references to: Ben Kulikowski, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

Account Executive. Washington, DC's only 24-hour news station, Newschannel 8, is seeking an Account Executive with two years of radio, television, or cable sales experience. Great benefits and high commission. Please send resume to: HR, 7600 D Boston Blvd., Springfield, VA 22153 or Fax (703)912-5599. EOE. M/F.

General Sales Manager. WHOI-TV, the ABC affiliate in Peoria, Illinois has an immediate opening for an aggressive GSM/NSM. Must be strong in inventory control, research, motivation and new business development. Send resume and references to Sheryl Jonsson, General Manager, WHOI-TV, 500 N Stewart Street, Creve Coeur, IL 61610 EOE

Leader, Motivator, Innovator. Max Media Properties in Syracuse needs a General Sales Manager to run the sales, traffic and research functions for our TV combo. WSYT is an established FOX affiliate taking large shares of the market and WNYS is the newly energized UPN affiliate with Big East and Syracuse University sports. Prefer local and national sales background with a minimum 4 years experience in management - we will pay you well for it. Please send resume and salary history to L. Gray, WSYT, 1000 James Street, Syracuse, NY 13203. EOE. M/F.

Sales Marketing Manager: WCPX, CBS Orlando. The successful candidate will implement special projects and events, generate new and non-traditional sources of revenue through creative new business development and sales promotions. Will work closely with local and national AE's and serve as liaison between all departments as it relates to implementing projects. The individual will coordinate the website, interactive phone system, station magazines, and produce sales support collateral. Must be creative, aggressive and comfortable interfacing with clients on all levels. Television experience preferred. Please send resumes to Howard Zeiden, Director of Sales and Marketing, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. Fax (407)521-1208. No phone calls, please. EOE. M/F.

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

Sales Marketing Manager: WCPX, CBS Orlando. The successful candidate will implement special projects and events, generate new and non-traditional sources of revenue through creative new business development and sales promotions. Will work closely with local and national AE's and serve as liaison between all departments as it relates to implementing projects. The individual will coordinate the website, interactive phone system, station magazines, and produce sales support collateral. Must be creative, aggressive and comfortable interfacing with clients on all levels. Television experience preferred. Please send resumes to Howard Zeiden, Director of Sales and Marketing, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. Fax (407)521-1208. No phone calls, please. EOE. M/F.

Minority Broadcast Sports/Sales Position. Southeast television production company seeks energetic self-starter for broadcast and program development service and sales. Target markets include African-American live sports events and entertainment events. Must possess thorough knowledge of Black College Sports, the African-American television market, television and sponsorship sales. Degree plus minimum 2 years experience in television, programming or sponsorship sales. Please send resume to Box 01011 EOE.

HELP WANTED TECHNICAL

**COMPUTER
SYSTEMS
ADMINISTRATOR**

WLS-TV, the ABC owned station in Chicago, has an excellent opportunity available for an experienced computer systems professional who will assist in the installation and maintenance of LAN-based systems for News. You will also be responsible for the maintenance of station's web site.

Applicants must have a Bachelor's degree in Computer Science or extensive computer training. PC/network expertise in Navell and Windows NT server environments is essential and a good working knowledge of DOS, WIN 3.11, WIN 95 and MAC platforms is necessary. TV newsroom experience would be a plus. You must be available to work nights and weekends.

Please send your resume to: **K. Hassan, WLS-TV, Dept. BC, 190 N. State Street, Chicago, IL, 60601.** No phone calls, please. Equal opportunity employer. M/F/D/V.



Television Assistant Chief Engineer. Great opportunity, with immediate opening for experienced engineer at group owned leading NBC station in beautiful Monterey County, California. Looking for candidate with educational background in broadcast engineering and five years maintenance experience. Need strong interpersonal skills. Duties include: maintaining and trouble shooting VHF transmitter, microwave and studio equipment, including computers, building equipment and proprietary broadcast equipment. Ability to work with minimal supervision a must. EOE. Fax resume to Antonio Castro, Dept. A, KSBW-TV, (408)424-3750.

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.

Satellite Truck Operator. WKRN-TV, the ABC affiliate in Nashville has an immediate opening for a Satellite Truck Operator. We are looking for an aggressive, highly motivated individual. The ideal candidate will have a commercial driver's license with the ability to set-up and operate KU band satellite truck under deadline pressure. Minimum of three years experience at a commercial television facility, with a background in electronic troubleshooting and maintenance. Must also possess the ability to operate and maintain ENG microwave trucks. Candidates should expect some travel with this position. Please send a resume to Dirk Mooth, News Operations Manager, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Maintenance Engineer: Christian TV station seeks Full-Time Maintenance Engineer. This position requires maintenance and repair of broadcast equipment to the component level. UHF transmitter experience helpful. FCC or SBE certification a plus. Send resume and salary requirements to WDLI TV-17, Trinity Broadcasting Network, 6600 Atlantic Blvd. N.E., Louisville, Ohio 44641. An Equal Opportunity Employer.

Hands-on, experienced television Studio Engineer to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701. Fax 601-329-1004, E-Mail: jkautz@wcbi.com

Chief Engineer for aggressive ABC-TV affiliate just north of Kansas City. At least five years television experience and good people skills required. Top notch maintenance engineers with computer knowledge and management abilities will be considered. Please send resume to EEO Officer, KQTV, P.O. Box 8369, St. Joseph, MO 64508 or fax to (816)364-3787.

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

HELP WANTED MANAGEMENT

COLUMBINE JDS



World Wide Media Solutions

EXECUTIVE Denver, CO

Columbine JDS Systems is the leading provider of media software and services. With a client base of over 2,000 broadcast and cable stations throughout the world, we provide technical solutions to buyers and sellers of advertising time within the electronic media marketplace.

We are seeking a qualified, highly motivated Executive to implement our large radio group's Sales and Traffic Solution. Wide Area Network (WAN), Radio Management, and Systems Integration experience a plus. This position is located in the Denver area.

We offer a competitive compensation and benefits package. For immediate and confidential consideration, please send resume to: **CJDS, 1707 Cole Boulevard, Golden, CO 80401, USA, FAX to: 1-303-237-0085, or E-Mail to: jspeckma@cjds.com.** For additional information, our home page can be found at **www.cjds.com.** EOE

General Manager. The owner of WKJG-TV, NBC affiliate in Fort Wayne, Indiana, is looking for a broadcast professional to be the new General Manager. We are looking for a manager skilled in leadership with detailed knowledge of news, promotion and sales as well as budgetary and financial controls. Applicants should have a minimum of ten years in broadcasting with two years as a sales, news or promotion department manager. We are an Equal Opportunity Employer. For consideration please submit cover letter, resume and references to Joseph A. Cloutier, President, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808-3990.

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 MARKETING

BROADCAST & CABLE MEDIA EXPERT

Seasoned pro only. Must have experience and success in sourcing & buying paid TV programming media as well as negotiating new program deals with broadcast or cable networks. Position is project consultant in launching new television series with oppty. to be part of the executive production team. NYC area pref'd. Mail or fax resume to: HR Marketing, Inc. 36 East 23rd St. 8th Fl. NYC, NY 10010. Fax: (212)477-8649.

Marketing and Research Coordinator, WABC-TV: Seeking a responsible, motivated, organized and detail-oriented individual to support the Marketing and Research Departments on various projects including new business development, the creation of marketing and research presentations and materials, coordination of internal and external production of marketing programs, fulfillment on promotions and events, and the maintenance of project records. Ability to work under pressure and with deadlines, good follow-through, strong phone, people and writing skills are a must! Some overtime required. Working knowledge of Microsoft Word, Excel, Harvard Graphics and other programs; the Internet and BIAS preferred. College degree and broadcast/station/production experience preferred. Please send resume: Nancy Jordan, WABC-TV, 7 Lincoln Square, 5th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Marketing and Promotion Manager, WFMY-TV, the market's news leader is seeking a dynamic Marketing and Promotion Manager to lead and manage the creative direction of our station's marketing and promotional efforts. Candidate must be a hands-on team player with strong leadership, communication and administrative skills. Must have a demonstrated ability to develop and execute effective creative strategies in a geographically challenging and very competitive marketplace. At least three to five years minimum experience in a similar role and a college degree in Marketing, Advertising, Broadcasting and/or Journalism preferred. Send resume to: Deborah Hooper, General Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. EOE.

HELP WANTED NEWS

KSTP-TV is looking to add two of the country's top Journalist to it's aggressive, award-winning team. We need a General Assignment Reporter Job #152-96 with that killer combination of fair and aggressive story enterprising skills, high-impact writing and dynamic live shot abilities. 4 years television reporting experience necessary. Bring us your talent and motivation and you'll get to work with some of the top producers and photojournalists in the country! We are also looking for a proven Investigative Reporter Job #218-96. Can you get to the core of a high-impact story and deliver the goods? If you can, we've got the talent and technology you'll need to deliver top of the line pieces. Send non-returnable tapes and resumes to:

KSTP-TV
Human Resources
3415 University Avenue
St. Paul, MN 55414



No phone calls please, Equal Opportunity Employer

Will train to be a News Producer! If you have experience as a writer, as an associate producer, we will teach you how to become a full-time newscast line producer. If you're highly motivated, this is the place to be!!! Candidates should send resumes to Box 01013 EOE.

Weather Anchor/News Reporter - NBC2 in beautiful, historic Charleston, SC still looking for a person who will anchor weekend weathercasts and report three days a week. Some experience required. Resume, references and VHS tape to News Director, WCBF-TV, P.O. Box 879, Charleston, SC 29402. Drug test mandatory. EOE. M/F. Telephone calls will disqualify you.

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.

Television Weathercaster - Full Time. Morning and noon shift. Degree in meteorology or extensive study required. Experience helpful. Pre-employment drug testing required. Send tape and resume ASAP to Personnel Department, Bulletin #304, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. EOE.

Television News Producer: Creative, organized individual needed to produce weekend newscasts. Please send resume and sample tape (VHS preferred) to Carol Carreau, Assistant News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. Equal Opportunity Employer.

T.D./Director - NBC affiliate in Jacksonville, Florida is seeking applicants for a position in the production department. Position requires 3 years experience as a hands-on newscast director with excellent technical and communication skills. Schedule will include a variety of T.D. and newscast directing duties. Please send tape and resume to Production Manager, P.O. Box TV-12, Jacksonville, FL 32231. WTLV is an Equal Opportunity Employer.

Photographer: N.P.P.A. oriented team player wanted to join award winning staff. Minimum 1 year experience in day to day deadline E.N.G. Frequent travel in the nation's largest geographical market. Individual Beta gear for all. New fleet of news vehicles. Good medical/dental and 401K plans. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

Overnight Assignment Editor. Aggressive news gatherer and team player to complement St. Louis' most successful morning news show. Knowledge of St. Louis area, including Illinois, superior phone skills, computer literacy and satellite coordination skills are a must. At least five years experience on assignment desk and ability to write news. Send resume to: W. Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Noon and 5PM Anchor. KTVT Channel 11. Looking for Noon and 5PM Co-Ancor to join an outstanding team. Will co-anchor noon and 5PM newscasts and occasionally report. Must have an exceptional personality and the ability to handle hard news. Bachelor's degree in broadcast journalism or related field required. Send resumes to: Christina Medina, Human Resources Coordinator, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

News writer in Seattle: Want to work in America's #1 city? KING 5 TV is searching for a talented overnight writer with producing experience. We are number one in the Pacific Northwest and like to promote internally. If you have strong writing skills and can fill-in produce, send 2 copies of your resume to: KING 5 TV, Attn: HR Dept., #96R58, 333 Dexter Avenue North, Seattle, WA 98109. EOE-M/F/D/V.

News Reporter. Opening in near future for an experienced television news reporter. Strong writing skills and attention to details a must. Must have live experience and work well under deadlines. Send videotape, resume, and references to Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE-M/F. No calls please.

News Photojournalist. The WNDU Stations is looking for a creative, energetic photojournalist who loves his/her work. We need a photojournalist who likes doing packages with a reporter and alone, comes up with story ideas, and wants to be part of a winning team. One year experience shooting news required. Send resume and non-returnable tape to: The WNDU Stations, Position #00160, Attention: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please.

News Director - ABC affiliate in Florida's Capital City, needs a hands-on innovative and hard-working news manager. Join a station on-the-move, with news as a #1 priority. Please send resume to: General Manager, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

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.

Midwest CBS Top 100 affiliate looking to strengthen News Operation with strong community oriented News and Weather anchors. 3 to 5 years experience required for all positions. Send resumes only. no tapes please, to Box 01014 EOE.

News Director. Southern Minnesota's #1 newscast, located in America's most liveable city, seeks energetic, aggressive leader to direct top-notch staff of seasoned veterans and bright young talent. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV, 601 1st Avenue, SW, Rochester, MN 55902. EOE.

Anchor. WFTX-TV in the Ft. Myers/Naples market seeks a Weekend Anchor/Reporter. Three years television experience required, college degree preferred. The successful candidate will be a leader and FOXIFIED. Send non-returnable tape and resume to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

KRIV FOX O&O in Houston. Weekend Weather Anchor/Environmental Reporter. The News Department is seeking an experienced weather anchor for the weekend newscasts and environmental reporter three days a week. Weathercaster will analyze weather, prepare forecasts, and produce his/her own weathercasts for the 9 PM Weekend News. Systems include WSI Weather Spectrum 9000, WSI Weather Watch First Alert System, WSI Weather Chart 200 Difax System, and WSI 1010N Doppler Radar Interface. Strong writing and organizational skills, be able to write clearly and quickly, must be able to handle deadline pressure and work with others in high pressure situations. Requires on air camera skills, and the ability to research, write and produce daily packages, primarily on environmental issues but also may cover breaking news, cut-ins and field reporting. Requires two years major or medium market weather anchoring experience and a four year college degree or work equivalent. Send resume and non-returnable tape to: KRIV FOX Television, Charmaine R. Williams, P.O. Box 22810, Houston, Texas 77227. EOE/M/F/D/V.

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

Investigative Reporter/Anchor. We're loosing our person to a major market. Must ask the "tough" questions and enterprise the stories that make a difference. Will also co-anchor newscast. Send videotape, resume, and references to Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE-M/F. No calls please.

Executive Producer for Morning News. KCRA is seeking an Executive Producer for our morning newscasts. This will be a management position in the KCRA news department. The Executive Producer for the Morning News will have direct supervision of the morning news block on KCRA and KQCA, including oversight of editorial decisions, newscast line-ups and deployment of resources. Duties will also include participation in market research, drafting of mission statements, and implementation of marketing strategies. We are looking for an experienced news producer with solid news judgement and strong interpersonal skills. Send your resume, non-returnable tape of a recent newscast and cover letter to Bill Bauman, News Director, KCRA, 3 Television Circle, Sacramento, CA 95814. Kelly Broadcasting is an Equal Opportunity Employer. M/F/ADA. Employment is contingent on passing a drug/alcohol test.

Associate Producer. Write and produce stories, segments, programs and newscasts. Select, write, edit and organize news stories for air. Assist producers, anchors, reporters, photographers and editors in gathering and presenting material for newscast. Field produce and report stories and segments. College degree. Must be a self-motivated individual, willing to work hard and take charge. Must be willing to work nights, overnights and weekends. Previous computer experience helpful. Send cover letter and resume to: WBNS TV Inc., Business Office - #177, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. WBNS TV is an Equal Opportunity Employer. We are a smoke free and drug free workplace.

TO PLACE
AN Ad
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& CABLE
Classified Section,
Call ANTOINETTE Fasulo
PHONE 212-337-7073
OR SANDRA FREY
PHONE 212-337-6941
Fax 212-206-8327

HELP WANTED PRODUCTION

Be our latest smashing success!

Innovative. Creative. Thriving. This best describes the environment at Rainbow Programming, one of the nation's leading cable TV programmers. We're the name behind many of America's most popular sports, news and entertainment networks. Our unique approach to educating and entertaining viewers has created exceptional opportunities for a variety of television professionals at one of our newly expanded networks located on Long Island.

DIRECTOR OF PROGRAMMING/ SUPERVISING PRODUCER

In this exceptionally high-visibility position, you will help grow the business by developing all live and taped instructional programming, overseeing the production of shows, ensuring the service is presenting itself in a tasteful, imaginative manner, and showcasing each program to its fullest capacity. Additionally, you will oversee content and quality of shows, develop and implement overall plans and strategies, and review contracts. A minimum of 6 years of production experience is required.

PRODUCERS

Are you a great/conceptual/creative thinker? If so, you'll have the opportunity to produce live interactive programming, develop show formats, write/produce, secure talent, develop graphics, book guests and research story ideas. Qualified candidates will be incredibly creative and passionate about TV...and have 3-5 years of experience producing live news/entertainment programs and the proven ability to work under the pressure of on-air operations; BS preferred.

ON-AIR EXPERTS

We are seeking creative, energetic and personable experts to host live interactive instructional programs. The ability to ad-lib, think on your feet and really grab an audience is a must.

Please send tape and resume, indicating earnings requirement/position of interest, to: PO Box 999, Dept NV, Woodbury, NY 11797. Equal opportunity employer.



Washington Producer. Tribune Broadcasting Washington Bureau seeking Producer to cover Capitol Hill, the White House, produce live shots, write story packages, and travel on major breaking news stories. A minimum of two years field producing or comparable experience required. Must have strong writing skills, computer skills and phone skills. Must be able to set up news stories from start to finish. Immediate opening. Contact: Cissy Baker, Tribune Broadcasting, 1325 G Street, NW, Washington, DC 20005.

Video Design Engineer. Design engineer experienced in video/audio/control equipment and systems. Minimum of 3 years design experience in related products such as cameras, control systems and robotics devices. BSEE degree required. Reply to Box 01012 EOE.

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.

Television Production Manager. GW Television, the television production facility of The George Washington University, is currently recruiting a Television Production Manager. Responsibilities include supervision and training of full-time and freelance production crews; management of studio and remote equipment, studio, lighting and videotape supplies; selection and purchase of studio and graphics equipment; and participation in program evaluation meetings. The qualified candidate must have five or more years experience in multi-camera, live broadcasting, single and multi-camera field production, editing and lighting. A minimum of four years supervisory experience is required. Experience with non-linear editing, word processing and scheduling software, and graphics platforms is highly desirable. Salary in high 30's. We offer a competitive compensation package to include health insurance, excellent tuition benefits (for eligible spouse and dependent children too) and an onsite wellness facility. To ensure consideration include requisition #3062 and mail/fax a resume to: Enok Dancil, The George Washington University, Campus Recruitment, 2033 K Street, NW, Suite 220, Washington, DC 20052. (202)994-9609 fax. GW is an Equal Opportunity Employer.

Instructional/Broadcast Facilities Manager. Pepperdine University in Malibu, California has an immediate opening for a full-time Manager. Must work well with students, be a strong manager and have experience in the maintenance of audio, video and computer equipment. BA degree required. Master's preferred, 3 years of professional/educational broadcast experience. Contact Personnel Services for application (310)456-4397.

EGAD! Ready to work for one of the best broadcast graphic design firms on the planet? EGAD! has an immediate opening for a Design Director to help lead our creative teams. We've got totally excellent people, great tools (with more on the way), tons-o-business and spanky new digs under construction. If you're an experienced designer who's gotten too big for the pond and up to our national rep. Send your way cool stuff to EGAD!, 3010 LBJ Freeway, Suite 910, Dallas, TX 75234.

Really! 300 Days! The above-mentioned station in beautiful, desirable Portland, Oregon needs a talented Graphic Designer, too. Bring your 2 to 3 years experience in a television art department; your intense desire to create cool news and promotion graphics; your knowledge of Liberty paint system and Quantel Harriet; and your *can-do* attitude and warped sense of humor to a station that's well on its way to the top. Call (503)464-0600 for an application, then send it with your resume and tape to: KOIN-TV, Graphic Designer Search, 222 SW Columbia, Portland, OR 97201. Deadline 1/7/97. KOIN-TV/Lee Enterprises are Equal Opportunity Employers.

Editor Wanted. Fast paced production company with clients nation wide seeks only the best. Minimum 5 years editing experience. Send sample VHS, resume, editing background and salary to: Steve, 976 Houston Northcutt Boulevard, Suite 3, Mt. Pleasant, SC 29464. No calls.

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OR SANDRA FREY PHONE: 212-337-6941

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Producer for planned national cable art/adventure series. You will create segment topics, produce, shoot, and edit to make this weekly half-hour *happenings!* CA resident preferred. Resume and reel to: loVision, 4565 Ruffner Street, S-103, San Diego, CA 92111.

300 days of sunshine!! In an unrelated story, your skills as a Design Director are needed in beautiful, desirable Portland, Oregon. Come join a station that loves to have fun in a city that does the same. If you have 3 to 5 years experience in a mid to large market TV art department; have extensive experience in creating graphics for news and promotion using SGI based Liberty paint system and Quantel Harriet; have supervisory experience and excel under tight deadlines, then we really need to talk. Print design savvy preferred. Call (503)464-0600 for an application, then send it with your resume and tape to: KOIN-TV, Design Director Search, 222 SW Columbia, Portland, OR 97201. Deadline 1/7/97. KOIN-TV, Lee Enterprises are Equal Opportunity Employers.

Producer - Consumer Reports Television is looking for experienced, freelance producers to create 90-second reports for its syndicated news service, Consumer Reports TV News. Applicants should have 5-10 years producing/writing experience with a background in TV news. Some consumer reporting experience preferred. The ability to translate complex technical material into common language is essential. Flexible hours. Send resume and sample scripts to Consumer Reports Television, 101 Truman Avenue, Yonkers, NY 10703, Attn: Sheila Coughlan

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HELP WANTED PROMOTION

Think you're creative? Not good enough... If other people think you are creative, send me a tape. ABC affiliate seeks highly creative, motivated promo-sapient to produce killer entertainment and news promotion. Candidate should have 2 or more years TV experience and great writing skills. AVID editing and shooting experience a plus but not mandatory. Rush your hottest tape and resume to: Gary Ledbetter, Creative Services Director, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. EOE. No phone calls please.

Your dream comes true in Oregon. We're ready to take traditional promotion and creative services into the 21st Century. We've assembled the tools and we're recruiting a few more good people to do just that. You're an experienced and accomplished manager of promotion and creative services. You want a larger arena in which to develop and lead a fully integrated marketing strategy for a television station that puts the customer first. As Director of Marketing, you will join a great team at a strong station in a growing market. Portland is the rapidly expanding #24 market and one of the most livable cities in the USA. We offer a successful, competitive team environment where you can make a difference with your experience and your ideas. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for positioning an overall station image. Call 503-464-0600 to request an application. Send application, resume, tape and salary history immediately to: Marketing Director Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

Wisconsin Public Television seeks two promotions professionals: *TV Video Promotion Manager.* Producer/manager to think big, be imaginative and get results in campaigns, spots, opens and more for dynamic public TV service with local, regional and national projects. Supervise full and part-time staff. Required: BA; minimum 3 years production experience; PC software skills. Salary \$32,000+. *TV Promotion Writer/Producer* with imagination, editing experience and people skills to create campaigns, spots, opens and more for dynamic public TV service. Required: BA; minimum 2 years production/editing experience. Salary \$26,000+. To apply contact Betsy Bendrick, Wisconsin Public Television, 821 University Avenue, Madison, WI 53706. PH: 608-262-5221. Deadline 1/8/97. EOE.

Promotions Manager. Left brain/right brain! Need individual with strong leadership and organizational skills to coordinate station promotions. Must be highly motivated, energetic individual experienced in developing a station image through branding and marketing. Experience with on-air, outside media and community promotions and partnerships. Hands-on success at writing, producing, directing and editing eye-catching on-air station and news promotions. Computer graphics skills a big plus! Send tape, presentations and resumes to Kathleen McLain, G.M., WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Equal Opportunity Employer. M/F.

Promotion Producer - KBMT the ABC affiliate in Beaumont, Texas is looking for someone who can create award winning and viewer attracting promos. You'll focus on news, weather and sports promotions. Great opportunity in a market that looks and acts bigger than it is. Send resume to: EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704. An Equal Opportunity Employer.

Can you play in Peoria? WMBD TV, Illinois station of the year, seeks an aggressive Senior Promotions Writer/Producer to join our award winning team. We're a medium size market with a big market mentality. AVID editing, broadcasting degree and one year experience preferred. Resume and reel to: Clay Hagedorn, Promotion Manager, WMBD TV-31, 3131 North University, Peoria, IL 61604. No calls please. EOE.

Promotion Producer. Start the year with a new job! UPN 20/WDCa, Washington, DC is looking for the best writer/producer in the business. You'll work on custom promos and work for one of the biggest TV groups in the country. Ready to make a change and excited about the challenge? Rush latest tape and resume to Director of Marketing and Promotion, UPN 20, P.O. Box 39113, Washington, DC 20016. Paramount is an Equal Opportunity Employer.

Program Director. Great opportunity for a motivated, hands-on team player at a group-owned NBC affiliate located in the Southwest. Experience with TV programming and extensive public relations background required; computer knowledge (Microsoft Word/Excel); supervisory skills; and able to represent the station in a professional and positive manner. Send resume to Bob Kalthoff, General Manager, Yuma Broadcasting Company, 1385 South Pacific Avenue, Yuma, AZ 85365. EOE.

HELP WANTED ADMINISTRATION

Program/Executive Assistant. KDSM-TV FOX 17, a Sinclair Communications Inc. station is looking for a Program/Executive Assistant. Duties include preparing program schedules, processing program contracts, program usage reports, film library maintenance, interaction with program executives and syndicators. Assistant to General Manager, including word processing, general clerical duties, telephone support. Columbine Traffic system, Microsoft Word, and Excel experience a plus. Send cover letter and resume to: General Manager, KDSM-TV, 4023 Fleur Drive, Des Moines, IA 50321. We are an Equal Opportunity Employer. We encourage members of minority groups and women to apply for this position.

HELP WANTED RESEARCH

Research Analyst - Top Television Group has immediate openings for Research Analyst in Los Angeles-Dallas-Albuquerque. Two years of research experience at a local station, syndicator, or network required. Working knowledge of Nielsen, Scarborough, Simmons and computer literacy (Excel, Word, PowerPoint) a must. Hard work with opportunity for advancement; bilingual a plus. Fax resume immediately to 310-348-3698 or send to P.O. Box 45073, Los Angeles, CA 90045. EOE.

**HELP WANTED
FINANCIAL & ACCOUNTING**

TV Controller: WETM-TV/Elmira is looking for controller to direct business department and accounting functions for WETM/Elmira and WKTV/Utica. Working, hands-on knowledge of accounting principles and procedures, must be proficient in spreadsheets. Four year college degree in business or accounting required. Supervisory experience preferred. Television or radio experience a plus. Send resume to Bob Grissom/VP and General Manager, WETM-TV, Box 1207, Elmira, NY 14902. Smith TV of NY is an Equal Opportunity Employer.

Assistant Business Manager. Dynamic multi-division broadcast group. Excellent growth potential. Fast paced environment. Assist in all phases of television and other broadcast related financial management. Solid accounting, financial education and experience. Excellent communication and leadership skills. Cover letter and resume to: WBNS TV Inc., Business Office #178, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EEO. Smoke free and drug free workplace.

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 outreach 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.

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HELP WANTED PROMOTION

WRITER/PRODUCER

ODYSSEY Channel is looking for a free-lance on-air promotion producer. This position has the potential to become an on-staff job. If you've got a strong promo background, with an eye for graphics, excellent writing skills and can produce award winning spots, please send your resume and reel to:

ODYSSEY
74 Trinity Place, 9th Floor
New York, NY 10006
Attn: Norma Scheck

HELP WANTED PRODUCTION

Video Designer. National Cable Network seeking talented and motivated individual for Video Designer. Must have a strong background in all aspects of video production and on-air graphic design. Responsible for design and production of graphics and special effects for on-air promotion, interstitial production and special projects and participation in 3-D animation and modeling projects. Ability to meet deadlines in a fast-paced, multi-tasking environment. Minimum 2-3 years experience as a designer in a local or network television design department, advertising agency, in-house graphics department or production company environment. Must be able to work flexible work schedule. Prefer experience on Quantel Henry, Hal or Harriet and Macintosh computer skills such as Quark, Illustrator, Photoshop. Please send resume with VHS tape or three (3) other graphic samples and salary history to: Video Designer DC-54, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.



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MANAGING PRODUCER

National Cable Network seeking qualified individual for Managing Producer primarily working on a channel which targets Black subscribers and urban market. Position responsible for efficient planning, production and scheduling of all on-air promotional and interstitial materials, and management of entire production process for national cable networks. Requires extensive and varied production and post-production experience. Excellent writing and concept organization, managerial and communication skills. Ability to manage and work under deadline pressure. VHS tape of production and/or promotion work must be submitted with resume, include salary history. Encore Media Corporation, Managing Producer DC-55.

PRODUCER

National Cable Network seeking two qualified individuals for Producer who will be working on a channel which primarily targets Black subscribers and urban market. Responsible for origination of on air material for entertainment oriented premium movie channel. Requires superior writing and creative skills. Must be able to produce and supervise all edit sessions and have experience producing entertainment promotion and interstitial segments. 1-5 years experience in promotions at a broadcast station, network or program supplier. VHS tape of production and/or promotion samples must be submitted with resume, include salary history to: Encore Media Corporation, Producer DC-57.

VIDEO DESIGNER

National Cable Network seeking qualified individual for Video Designer who will be responsible for the design and production of graphics and special effects for on-air promotion, interstitial production and special projects and participation in 3-D animation and modeling projects. Requires strong background in all aspects of video production and on-air graphic design. Minimum 2-3 years experience as a designer in a local or network television design department, advertising agency, in-house graphics department or production company environment. Prefer experience on Quantel Henry, or Harriet. Flexible work schedule. VHS tape or three (3) other graphic samples must accompany resume with salary history. Full portfolio will be reviewed at interview. Encore Media Corporation, Video Designer DC-59.

NON-LINEAR EDITOR

National Cable Network seeking qualified individual for Non-Linear Editor. Responsible for digitizing and editing of various projects including on-air promotion, marketing pieces, as well as, long and short form programming segments. Also responsible for media log input and download into Media Composer 8000 and Audiovision. Requires one year experience in a post production facility, television station or network and six months experience with non-linear editing systems. Ability to manage digitized media and to establish signal paths including video, audio, timecode and RS-422. Familiarity with Sony and CMX edit decision list formats and syntax required. Ability to work shifts within a 24 hour/7 days a week facility. Proven communication and organizational skills a must. High School diploma or equivalent required. Please send resume with salary history to: Encore Media Corporation, Non-Linear Editor DC-62.

EDITOR

National Cable Network seeking qualified individual for Editor. Responsible for on-line videotape for post-production facility. Must be experienced in list management, interformat editing and special effects. 3 years minimum editorial experience at a post production facility, television or network required. Extensive experience with large scale computer videotape editing systems. Edit Decision List management, switcher and Digital Video effects. Fluency with DVE's, character generators and audio techniques required. Demonstrated ability to work unsupervised and with all levels of producers. Individual must be fast, efficient and quality-oriented and able to work shifts within a 24 hour/7 days a week facility. Digital experience with pre-read editing and Avid Media Composer strongly preferred. High School diploma or equivalent required. Submit resume with salary history to: Encore Media Corporation, Editor DC-61.

P.O. Box 4917, Englewood, CO 80155

No telephone calls accepted. Drug test and interview required for successful candidate. EEO/MF.

BUSINESS OPPORTUNITIES

Entrepreneurial Opportunity. Proven telecom entrepreneur needs "junior partner" to help launch start-up venture in cable television programming field. Initial phases of market research and product development are currently in progress. Ideal candidate has 7 to 12 years of strong experience in broadcasting finance, marketing, spreadsheets, deal-making, corporate law and management. This is an Entrepreneurial situation -- low pay, long hours, high stress, and big equity. Must be quick study and can write exceptionally well. Compensation package is commensurate with qualifications. All replies confidential. Please send resume, qualifications and references to P.O. Box 20, Wycombe, PA 18980.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Television-Radio Department

in the Roy H. Park School of Communications at Ithaca College has two openings for assistant/associate professor to teach a combination of courses in the areas of beginning through advanced video production, including digital non-linear post production, directing, audio for media, lighting, set design and production management. Secondary areas include video journalism, multimedia and emerging media technologies, scriptwriting and directing performers for the camera. The successful candidate will also advise students and may serve on department, school and college committees.

Ph.D., M.F.A. or Master's in video/film or related discipline is required. High level of professional experience will be considered in lieu of terminal degree. Significant video production work and successful teaching experience is required. Applicants must send a current vita, statement of interest, including professional specialization, with areas of teaching, and the names, addresses and phone/fax numbers of at least three references to Dr. Barbara Morgenstern, chair, Search Committee, Department of Television-Radio, 328 Roy H. Park Hall, Ithaca College, Ithaca, New York 14850-7253. Phone: 607-274-3260. Fax: 607-274-1664.

Screening begins February 3, 1997, however, applications will be accepted until the positions are filled. Ithaca College is an Equal Opportunity/Affirmative Action Employer.



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The Department of Communication Studies at Baylor University invites applications for a position in the Telecommunication Division (radio, television, film, multimedia) at the assistant professor, associate professor, or professor level. Responsibilities include teaching undergraduate and graduate courses, developing new courses, and possibly some administrative duties. Applicants should be willing to direct graduate theses or projects. Area of expertise in new media technologies is desired. Additional areas of expertise from among the following are desired: media management, writing for film/TV/multimedia, and media production. Salary is competitive depending on education and experience. Applicants should submit a letter of application, complete vitae, and three letters of recommendation to Dr. Lee R. Polk, Chair, Department of Communications Studies, Baylor University, P.O. Box 97368, Waco, TX 76798-7368. Preference will be given to applications received by February 15, 1997. Baylor is a Baptist University affiliated with the Baptist General convention of Texas. As an Affirmative Action/Equal Employment Opportunity Employer, Baylor encourage minorities, women, veterans, and persons with disabilities to apply.

Media Writing Position. Duties: Teach writing for electronic media. Also ability to teach television/video production. Knowledge of Web page design desirable. All faculty members advise graduate and undergraduate students, participate in curriculum development and departmental governance and pursue and individual program of research and/or professional creative activity. Qualifications: MFA or Ph.D. required (or near completion). Demonstrated electronic media writing ability required. Teaching and/or professional experience desired. Women and minorities are encouraged to apply. Rank: Assistant Professor, Tenure Track. Salary: Competitive. Deadline: January 31, 1997. Address Applications to: Richard E. Caplan Ph.D. Chair, Search Committee, School of Communication, The University of Akron, Akron, OH 44325-1003. The University of Akron is an Equal Education and Employment Institution.

The American University School of Communication in Washington, DC seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in July. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016-8017. EOE.

Television/Film Production: Assistant Professor (tenure track) or Faculty Associate (term contracts), depending on credentials and qualifications. To teach remote television (EFP/ENG) (including post-production), basic studio television production, and 16 mm film production to undergraduate communication majors. For Assistant Professor, appropriate MFA or Ph.D. and professional and teaching experience required. For Faculty Associate, appropriate MFA or MA and extensive professional experience required - teaching experience a plus. Applicants must be able to mentor student production and train students in the use of all necessary equipment. Deadline January 30, 1997. Salary competitive; full benefits. Send letter, resume, references to: Human Resources/TFP, Seton Hall University, 400 South Orange Avenue, South Orange, New Jersey 07079. Seton Hall University offers a smoke-free work environment. For other job opportunities call 201-275-2017. Equal Opportunity/Affirmative Action Employer.

The Manship School of Mass Communication at Louisiana State University is seeking applicants for an anticipated position at the rank of assistant professor beginning in August 1997. The successful applicant will teach undergraduate courses in electronic newsgathering and broadcast news production. Significant professional experience in electronic journalism and a minimum of a master's degree required. Review of applications will begin on January 20, 1997 and will continue until the position is filled. Submissions must include a letter of application, a current vita and the names of three references. Applications should be sent to Professor Robert McMullen, Chair, Search Committee, Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA 70803-7202. Louisiana State University is an affirmative action/equal opportunity employer and encourages applications from women and minorities.

Communications/Television. Tenure track, assistant professor, beginning August 1997, with primary teaching responsibility in electronic media production and communication arts core. Help to coordinate active cable TV production and programming schedule with faculty/staff advisers. Ph.D. preferred (ABD or MFA in electronic media production considered); higher education teaching experience, video production, electronic journalism. Salary competitive. Send letter of application, vita, production tape demonstrating work of applicant or applicant's students, three letters of reference, and transcripts to Radio/TV Search Committee, c/o John Stratton, Dean, Arts and Humanities, Ashland University, Ashland, OH 44805. Applications will be review beginning January 15 and continue until the position is filled. <http://www.ashland.edu/> AA/EOE.

HELP WANTED TECHNICAL

Consulting Engineering Firm based near San Francisco and specializing in AM-FM-TV broadcasting and RF exposure analysis, needs competent, personable, self-assured associate. BS in engineering essential, higher degrees desirable. Systems design, FCC applications, forensic engineering, some field work and travel. P.E. registration essential but with qualifications and experience. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. All replies confidential. Send resume to Hammett & Edison, Inc., Box 280068, San Francisco, California 94128.

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

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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: _____

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Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

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Credit Card #: _____

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

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

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

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

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

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

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

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

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

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

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For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Omaha (BTC-961031EC)—Radiomaha Inc. for KCRO(AM) 660 khz: involuntary transfer of control from Samuel W. Smulyan to Jeffrey Smulyan and Ezra Friedlander, co-executors of estate of Samuel W. Smulyan. *Nov. 14*

NEW STATIONS

Returned

Orlando (BPED-960604MB)—American Educational Broadcasting Inc. for FM at 89.5 mhz, ERP .53 kw, ant. 49 m. *Nov. 6*

Abilene, Tex. (BPED-961015MA)—Christian Broadcasting Co. Inc. for noncommercial educational FM at 95.1 mhz, ERP 3 kw, ant. 194 m. *Nov. 20*

Granted

Vincennes, Ind. (BPED-950627MC)—American Family Association for FM at 89.9 mhz, ERP 1 kw, ant. 77 m., *Nov. 6*

Brownfield, Tex. (BPH-960508IA)—Southwestern Broadcasting Corp. for KLZL(FM) 104.3 mhz: upgrade to class C2, change ERP to 50 kw, ant. to 142 m. *Nov. 20*

Ingram, Tex. (BPED-950817MA)—Texas Public Radio for FM at 90.7 mhz, ERP 50 kw, ant. 97.3 m. *Nov. 14*

Filed/Accepted for filing

Oralbi, Ariz. (BPH-961113MB)—Oralbi Media Association (Terry G. Peters, 50%

owner, W6 6N5 45 Madison Ave., Cedarburg, WI 53012) for FM at 98.9 mhz, ERP 100 kw, ant. 600 m. *Nov. 13*

Hayden, Colo. (BPH-961115MF)—EB Hayden LLC (Charles B. Moss Jr, manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 107.3 mhz, ERP 2 kw, ant. 169 m., 42010 Routt CR 78. EB has applied for FM in Needles, Calif.; Great Falls, Mont., and Grand Junction, Colo. Moss owns KRKE(AM) Aspen, and parts of KSPN-FM Aspen, KNFO(FM) Basalt, KTUN(FM) Eagle and KFMU(FM) Oak Creek, all Colo.; and KAPF(FM) Taos, N.M., and has interest in applications for FMs in Billings, Mont., and Healdsburg, Calif. *Nov. 15*

Meeker, Colo. (BPH-961115MJ)—Western Slope Communications LLC (Allen H. Brill, 52% owner, c/o Brill and Meisel, 488 Madison Ave., 5th fl., New York, NY 10022) for FM at 98.1 mhz, ERP 100 kw, ant. 331 m., on Kendall Peak, 14 km SW of Meeker. Western Slope owns KRGS(AM) and KZKS(FM) Rifle and 99% of KURA(FM) Ouray, Colo. *Nov. 15*

Yuma, Colo. (BPH-961118MY)—Arnold Broadcasting Co. Inc. (William G. Arnold, president/owner, P.O. Box 830, 803 W. Main St., Sterling, CO 80751) for FM at 100.9 mhz, ERP 6 kw, ant. 102.6 m., 12 km S of Yuma. Arnold owns KSTC(AM) and KNNG(FM) Sterling, Colo. *Nov. 18*

Clewiston, Fla. (BPED-961112MA)—Black Media Works Inc. (Kimberly Holman-Kassis, president, 1150 W. King St., Cocoa, FL 32922) for FM at 88.5 mhz, ERP 3 kw, ant. 89 m., .8 km S of Hooker Point. *Nov. 12*

Key Largo, Fla. (BPED-961104MB)—Ocean Reef Public Radio Inc. (David C. Martinie, president/33 1/3% owner, 100 Anchor Dr., Key Largo, FL 33037) for FM at 89.1 mhz, ERP .100 kw, ant. 19 m., Ocean Reef Club, Ocean Reef, .1 mi. N of end of SH 905. *Nov. 4*

Peachtree City, Ga. (BPED-961104MD)—Community Public Radio Inc. (Penny Jackson, president/16.66% owner, 321 Freeman

Circle, Norcross, GA 30071) for FM at 91.7 mhz, ERP 6.1 kw, ant. 100 m., SR 74, 15.3 km from Peachtree City. *Nov. 4*

Macomb, Ill. (BPH-961017MN)—Nancy L. Foster (c/o WJEQ Radio, 31 East Side Sq., Macomb, IL 61455) for FM at 95.9 mhz, ERP 6 kw, ant. 100 m., 825 North County Line 1840E. *Oct. 17*

Marion, Iowa (BPED-961030MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.9 mhz, ERP 8.5 kw, ant. 121 m., 4100 Nelson Creek Rd., Center Point, Iowa. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFF(FM) Tupelo, all Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CPs for FMs in Selma and Ozark, Ala.; Vincennes, Ind.; 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.; Waverly, Iowa; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield, Iowa; Manhattan, Salina and Independence, Kan.; Mount Sterling, Ky.; Many and Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, Port Gibson and McComb, all Miss.; Cabool, High Point, Kennett and St. Joseph, all Mo.; Ahsokie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reed-sport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Kerrville, 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. *Oct. 30*

Saint Ansgar, Iowa (BPH-961113MC)—Lyle Robert Evans (1750 Freedom Rd., Little Chute, WI 54140) for FM at 95.5 mhz, ERP 1 kw, ant. 8 m. Evans owns WEZR(FM) Brillion, 90% of WWRS-TV Mayville and 50% of WMBE(AM) Chilton, all Wis., is building FMs in Stephenson, Mich., and Birnamwood, Wis., has applied for FMs in Kentland, Ind.; Mil-bridge, Me.; Crystal Falls and Hancock, Mich., and New Holstein, Wis., and TV in Eagle River, Wis., and has 75% interest in application for TV in Ironwood, Mich., and White Sulphur Springs, W.Va.

Hopkinsville, Ky. (BPH-961028MC)—Ham Broadcasting Co. Inc. (D.J. Everett, president/owner, 400 Hammond Plaza, Hopkinsville, KY 42240) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., 1.75 mi. E of Hwy 41-A, at intersection of SRs 1027 and 756, 8 mi. from Hopkinsville. Ham owns WOKS(AM) Hopkinsville and WKDZ-AM-FM Cadiz, Ky. *Oct. 28*

Hopkinsville, Ky. (BPH-961031MD)—Gerald W. Hunt (P.O. Box 550, Savannah, TN 38372) for FM at 93.7 mhz, ERP 4 kw, ant. 77 m., .65 km W of US 41A on CR 1613. Hunt owns WORM-AM-FM Savannah, WDXI(AM)-WMXX-

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

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

FM Jackson and wx00-FM Selmer, all Tenn. Oct. 31

Arcadia, La. (BPH-961031ME)—Charles and Pattie Odum (1004 Elm St., Minden, LA 71055) for FM at 92.5 mhz, ERP 6 kw, ant. 100 m., .3 km SE of corner of SH9 and SH 517, SE of Bryceland, La. Oct. 31

Milbridge, Me. (BPH-961105MB)—Lyle Robert Evans (1750 Freedom Rd., Little Chute, WI 54140) for FM at 93.7 mhz, ERP 50 kw, ant. 150 m. For other interests, see item above. Nov. 5

Milbridge, Me. (BPH-961113MA)—Robert Scott Hogg (1151 Grey Dr., Bogart, GA 30136) for FM at 93.7 mhz, ERP 50 kw, ant. 128 m., 1.7 km NE of Tunk Lake, Me., on Hwy 183. Nov. 13

Goodland Twp., Mich. (BPED-961114MB)—Superior Communications (Edward Czelada, president, 601 Savidge St., Reed City, MI 49677) for noncommercial educational FM at 88.1 mhz, ERP .50 kw, ant. 152 m., 7244 Thom Dr., Brown City, Mich. Nov. 14

Muskegon, Mich. (BPED-961023MF)—Holy Trinity Church of God and Christ (Nathaniel W. Wells Jr., president, P.O. Box 4497, 2140 Valley, Muskegon, MI 49444) for noncommercial educational FM at 88.1 mhz, ERP 1 kw, ant. 55 m., 517 W. Giles Rd., Muskegon. Oct. 23

Faribault, Minn. (BPH-961104MA)—KFIL Inc. (Michael S. Borgen, president/50% owner, P.O. Box 370, Preston, MN 55965) for FM at 107.5 mhz, ERP 43.5 mhz, ERP 132.7 m., .75 km E of CR 17 on 260th St. KFIL owns KFIL-AM-FM Preston, Minn., has applied for FM in St. Joseph and is buying radio in Spring Valley, Minn. Nov. 4

Faribault, Minn. (BPH-961115)—John R. Miller (3527 14th Pl., Kenosha, WI 53144) for FM at 107.5 mhz, ERP 50 kw, ant. 64 m., .4 mi. SE of intersection of Kanabec Ave. and 230th St. W, 2.2 mi. NW of Morristown, Minn. Nov. 15

Faribault, Minn. (BPH-961118)—LifeTalk Broadcasting Association (Paul E. Moore, president/12.5% owner, 402 W. Yakima Ave., Ste. 1320, Yakima, WA 98901) for noncommercial educational FM at 107.5 mhz, ERP 30 kw, ant. 150 m. LifeTalk owns KSOH(FM) Wapato, Wash., has CP for FM in Tok, Alaska, is buying WJYL(FM) New Washington, Ind.; KSVL(FM) Corrales, N.M., and WJYC(FM) New Delhi, Ohio, and has applied for FMs in Ellensburg and Nile, Wash., and Sebek, Minn. Nov. 18

Faribault, Minn. (BPH-961115MB)—Faribault Radio Partnership (Terrance W. Moore, 25% owner, 6829 Oaklawn Ave., Edina, MN 55435) for FM at 107.5 mhz, ERP 38 kw, ant. 170 m., 1 km N of SR 60, Warsaw, Minn. Nov. 15

Faribault, Minn. (961119MU)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for FM at 107.5 mhz, ERP 19.7 mhz, ant. 241 m., 5 km from intersection of SRs 99 and 21. KM has CPs for TV on ch. 20, Iowa City, and for FM in Pearson, Ga., has applied for FMs in Viola and St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.; Parkersburg, Iowa; Mesquite, Nev.; Willard, Ohio; Brigham

City, Utah and Neillsville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; El Dorado and Gosnell, Ark.; Marianna, Fla.; Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Albuquerque and Roswell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Virginia Beach, Va.; Spokane and Walla Walla, Wash.; Crandon, Wis., and Jackson, Wyo. Nov. 19

Faribault, Minn. (BPCT-961118M6)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadalupe, Austin, TX 78701) for FM at 107.5 mhz, ERP 50 kw, ant. 150 m., 1 mi. N of Warsaw, Minn. Applicant has applied for TVs on ch. 34, Eureka Springs, Ark.; ch. 24, Tallahassee, Fla.; ch. 50, Kailua, Hawaii; ch. 45, Houston, Miss.; 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. Nov. 18

Faribault, Minn. (BPH-961115MK)—Bruce H. Linder (P.O. Box 1045, Mankato, MN 56002-1045) for FM at 107.5 mhz, ERP 32.5 kw, ant. 185 m., 1 km N of Warsaw, Minn. Linder owns KARP(FM) Glencoe, KMHL(AM)-KKCK(FM) Marshall, KARL(FM) Tracy, 80% of KWOM(AM) Watertown, and parts of KTOE(AM) Mankato, KDOG(FM) North Mankato, KITN(FM) Worthington and KXAX(FM) and KXAC(FM) St. James, all Minn. Nov. 15

Faribault, Minn. (BPH-961118MW)—Lynn C. Ketelsen (601 15th Ave. NE, Waseca, MN 56093) for FM at 107.5 mhz, ERP 50 kw, ant. 150 m., 5.3 km N of Warsaw. Ketelsen owns KOWZ(FM) Blooming Prairie, Minn. Nov. 18

Rochester, Minn. (BPED-961023ME)—St. Olaf College (Mark U. Edwards Jr., president, 1520 St. Olaf Ave., Northfield, MN 55057) for noncommercial educational FM at 88.7 mhz, ERP .25 kw, ant. 162 m., 1.5 mi. N of Olmsted CR 119, 4 mi. NE of Rochester city limits. The college owns WCAL(FM) Northfield, Minn. Oct. 23

Oxford, Miss. (BPH-961107MD)—Oxford Radio Inc. (David Kellum, president/50% owner, P.O. Drawer 1077, Oxford, MS 38655) for FM at 105.1 mhz, ERP 6 kw, ant. 100 m., 1400 ft. E of Hwy 7 on Cummins Rd. Nov. 7

Oxford, Miss. (BPH-961105MC)—Darby Radio Enterprises (Tommy Darby, owner, P.O. Box 1440, Batesville, MS 38606) for FM at 105.1 mhz, ERP 6 kw, ant. 100 m., W of SH 7, 7 mi. N of city limits of Oxford. Nov. 5

Oxford, Miss. (BPED-961107MA)—Southern Cultural Foundation (Richard W. Dabney, 50% trustee, 101 McDade Circle, Toney, AL 35773) for noncommercial educational FM at 105.1 mhz, ERP 6 kw, ant. 82 m., 8.9 km NNW of Oxford. The foundation has applied for FMs in Burnsville and Pontonoc, Miss., and Minor Hill, Tenn. Dabney has interest in application for FM in Flint City, Ala., and is buying WKNI(AM) Lexington, Ala. Nov. 7

Oxford, Miss. (BPH-961107ME)—George S. Flinn Jr. (188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational FM at 105.1 mhz, ERP 2.4 kw, ant. 160

m., E of Hwy 201, 1.5 km S of Abbeville, Miss. Flinn owns WFBT(TV) and WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo., has applied for FMs in Tunica and Grenada, Miss.; Forest Acres, S.C.; Virginia Beach, Va., and Sun Valley, Nev., and TVs in Kailua, Hawaii, and Norman, Okla., has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C.; Newton and Des Moines, Iowa, and interest in applications for TVs in Phoenix and Coolidge, Ariz.; Hot Springs, Ark.; Senatobia, Miss.; Tulsa, Okla., and Santa Fe, N.M. Nov. 7

Senatobia, Miss. (BPET-960923KG)—Community Television Educators (Marcus D. Lamb, president/25% owner, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 34, ERP 5,000 kw visual, ant. 151 m., Nesbit & Bobbie Lee rds., Nesbit, Miss. Directors of CTE own WMPX-TV Decatur, Tex. Sep. 23

High Point, Mo. (BPED-961120MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.9 mhz, ERP 7 kw, ant. 115 m., 1 mi. S of Winchey Branch Rd. For interests, see item above. Nov. 20

Osterville, Mo. (BPH-961015MI)—J.R. McClure (185 Commerce Ctr., Greenville, SC 29615) for FM at 107.7 mhz, ERP 6 kw, ant. 100 m., 9 km NE of Osterville, Mo. McClure owns radios in Augusta, Ga., and Odessa, Tex., and has applied for FM in Forest Acres, S.C. Oct. 15

Sun Valley, Nev. (BPH-960930ML)—Lotus Communications Corp. (Howard A. Kalmenson, president/50% owner, 6290 Sunset Blvd., Ste. 1600, Los Angeles, CA 90028) for FM at 94.5 mhz, ERP 2.5 kw, ant. 575 m., 32 km NE of Reno on mtn. peak 2 km W of Pond Peak. Lotus owns KWKW(AM) Los Angeles, KGST(AM) Fresno, KLBN(FM) Auberry, Calif.; KENO(AM), KORK(AM), KOMP(FM) and KXPT(FM) Las Vegas, KKIT-FM, KOZZ-AM-FM and KDOT(FM) Reno; KTKT(AM) and KLPX(FM) Tucson and KFMA(FM) Green Valley, Ariz.; WTAQ(AM) La Grange and WTAU Zion, Ill., and KZBC(AM) and KZEP-FM San Antonio. Sep. 30

Sun Valley, Nev. (BPH-960930MZ)—Scott Seidenstricker (c/o Leventhal, Senter & Lerman, 2000 K St., NW, Ste. 600, Washington, DC 20006-1809) for FM at 94.5 mhz, ERP 6.82 kw, ant. 259 m., KPLY(AM) site, 11.5 km SE of Sun Valley. Sep. 30

Washoe, Nev. (BPH-960926MC)—Altus Educational Broadcasting Foundation (Michael D. Masterson, CEO, P.O. Box 837, Altus, OK 73522) for FM at 94.5 mhz, ERP 1.30 kw, ant. 797.8 m., on Pond Mtn. communications facility, 24 km NE of Sun Valley, Nev. Altus owns KKVO(FM) Altus, Okla. Sep. 26

Westerly, R.I. (BPED-961106MA)—Rhode Island Radio Inc. (Chris Di Paola, president, 4 Canal St., Westerly, RI 02891) for noncommercial educational FM at 88.1 mhz, ERP .100 kw, ant. 20 m., 20 Dunn's Corners Rd., .45 km N of intersection with US Rte. 1. Nov. 6

—Compiled by Jessica Sandin

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THIS WEEK

Through Dec. 15—5th annual International Children's Television Festival, presented by the *Museum of Television & Radio*. New York City. Contact: (212) 621-6600.

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.

DECEMBER

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. 14—*Federal Communications Bar Association* Midwest chapter luncheon featuring Michele Farquhar. Chicago Marriott O'Hare, Chicago. Contact: Paula Friedman, (202) 736-8640.

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 Programming 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—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

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 & Programming 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. 13-14—"The FCC in 1997: New Priorities and Future Directions," conference presented by the *Federal Communications Bar Association* and the *Federal Communications Commission*. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 19-21—32nd annual *Broadcast Cable Credit Association* seminar. Hyatt Riverwalk, San Antonio, Tex. 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 Herador, (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. 26-27—"The Future of Cable, Pay TV and New Media in Spain," conference presented by *Kagan World Media*. Hotel Villa Magna, Madrid. Contact: (408) 624-1536.

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 3-4—*PROMAX Europe* conference and exposition, presented by *PROMAX International* and *BDA International*. Hotel Arts (Ritz Carlton), Barcelona, Spain. Contact: (212) 376-6222.

March 6—10th annual *Achievement in Radio Awards*. Pittsburgh. Contact: Michelle Frenier, (412) 391-3193.

March 7-9—*Intercollegiate Broadcasting Association* 56th annual international convention of educational broadcasters. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 8—*National Association of Radio Talk Show Hosts* Talkfest Forum. Holiday Inn, San Antonio, Tex. Contact: Carol Nashe, (617) 437-9757.

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 7-8—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

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

JUNE 1997

June 4-7—*PROMAX* and *BDA '97* conference and exposition, presented by *PROMAX International* and *BDA International*. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

June 12-17—20th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

At the edge of entertainment

Silicon Graphics Inc.'s Isaac Babbs was a happy man on election night '96, when SGI's Onyx supercomputers provided the processing power for virtual sets on CBS and ABC and real-time graphics on NBC.

"We got some great exposure to how the technology works," says Babbs, vice president of entertainment marketing for SGI. "Ideally, that will go downstream and affiliates can decide what works best for them to get the look and feel they need to compete in their local markets."

But while election night gave SGI a lot of coverage in the mainstream press, the Mountain View, Calif.-based company's technology has been driving 3-D animation and high-end graphics for more than a decade. Babbs, who worked for software developer Alias Research before it merged with competitor Wavefront Animation in 1995 and became a subsidiary of SGI, has seen that progression from both the hardware and the software sides.

Babbs grew up in Eugene, Ore., and went to the University of Oregon. He graduated in 1983 with a degree in chemistry, with a special emphasis on microelectronics and computer science. "I got heavily involved from the chemistry side in how to put technology or computational power into the analytical process," he says.

After graduation, Babbs moved to Southern California to look for a job. "The whole computer industry was going strong with workstations and the technical computer market, mainframes were still dominating the data processing world, and the IBM PC was just coming out," he says. "It looked like a field that was flourishing."

Babbs started at Hewlett-Packard in fall 1983 as a sales representative for the company's technical computers, workstations and software. He gravitated toward the graphical applications for the HP machines, including some entertainment accounts that were starting to use the technology, like Walt Disney Feature Animation and Wavefront Technologies.

"Suddenly, we were trying to figure out how we could use this technology to solve entertainment problems," says Babbs, who has been based in Los Angeles throughout his career. "And at the time, that industry had no automation with 3-D graphics."

Babbs took a closer look at animation software pioneers such as Wavefront, Able Image Research and Alias Research.



"Suddenly we were trying to figure out how we could use this technology to solve entertainment problems."

Isaac Henry Babbs

Vice president of entertainment marketing, Silicon Graphics Inc., Los Angeles; b. July 27, 1961, Laguna Beach, Calif.; BS, chemistry, University of Oregon, Eugene, 1983; field sales, Hewlett-Packard, 1983-88, Los Angeles, 1988-95; territory manager, Alias Research, Los Angeles; area manager, Alias/Wavefront, Los Angeles, 1995-96; current position since June 1996; m. Jodi Tose; children: Morgan, 3; Dylan, 1.

Drawn by the chance to focus on the entertainment industry, he took a job with Alias.

"Post-production was the first real market for Alias," says Babbs. "We were definitely focused on the film industry, but it was a little too soon for them...on the TV and post side, the commercial market was always fascinated with the graphics, and how we could create better commercials. The whole station ID and logo market was also very, very strong. There was a lot of interest in the 3-D graphics side on both the Wavefront side and at Alias Research—that's what really drove these two companies."

Alias always used SGI computers to provide the processing power for its software programs, and Babbs says that a big reason for SGI's success was that it made sure to partner with the hot applications. As the software started to become more user-friendly and SGI's computers started to grow more powerful and cost less, the company began to enter the entertainment mainstream.

"That whole parallel development—between SGI working with [its] software partners and SGI evolving [its] technology—really put SGI into the broadcast industry and post-production area," says Babbs. "It became a viable product to create IDs, logos and content."

After the Alias/Wavefront/SGI merger closed in June 1995, Babbs took over the field operations of the new Alias/Wavefront subsidiary. In June of this year, SGI recruited him to handle marketing for its entertainment division, which accounts for roughly \$400 million of SGI's \$2.9 billion in revenue.

"The goal I was given was to facilitate the accelerated growth of SGI in the entertainment space, which can be defined as film and video production, broadcasting, and interactive authoring," says Babbs. "One of the areas we're focusing on is broadcast and television production and post-production—what kind of solutions can we put together that can help them solve their problems?" Babbs said.

"We're working closely with our partners to find the right solutions to go with our hardware, and we're also writing the appropriate middleware to combine our solution partner providers and our hardware so that the end-user has an end-to-end solution," says Babbs. "The end-user in the television industry wants solutions—they don't want boxes—and we understand that."

—GD

Fates & Fortunes

BROADCAST TV

Appointments at KFOR-TV Oklahoma City: **Timothy Morrissey**, president/GM, KFSM-TV Fort Smith, Ark., joins in same capacity; **Thomas Heston**, general sales manager, named VP/general sales manager.

Nicole McGregor and **Dave Erickson**, general assignment reporters, KNDU(TV) Richland, Wash., named co-hosts, *AM Live*.

Dave Ettl, co-anchor, KNDO(TV) Yakima, Wash., named news director.

Mark Culbertson, program director, KDNL-TV St. Louis, joins WYZZ-TV Bloomington, Ill., as director, operations.



Gelt

Appointments at The MCA Television Group, Universal City, Calif.: **Iris Gelt**, director, external communications, MCA Inc., named executive director; **Melissa Leffler**, production controller, named

VP, television production accounting; **Patrick Dorsey** and **Glen Svalstedt**, managers, television participation, named directors; **Janice Etzkorn**, accounting distribution director, named manager, television participations.

Noreen Harris, administrator, NBC talent relations, New York, named manager.

Victoria Regan, VP/GM, WBNG-TV Binghamton, N.Y., joins WDTN(TV) Dayton, Ohio, as GM.

Julio Marengi, sales account executive, WNBC(TV) New York, named national sales manager.

David Yearwood, president/CEO, Vantage Personnel Services, New Orleans, joins WDRB-TV Louisville, Ky., and WFTE(TV) Salem, Ind., as station manager.

Jason Ball, producer, WREG-TV Memphis, joins WPLG(TV) Miami in same capacity.

Matt Campbell, producer, WREG-TV Memphis, joins WPTY-TV there in same capacity.

Bunny Angus, business manager, New Vision Television, Atlanta, named VP, operations.

Patrick Paolini Jr., local sales manager, WRGB(TV) Schenectady/Albany, N.Y., joins WTNH-TV New Haven, Conn., as national sales manager.



Rosenheim

Appointments at KRON-TV San Francisco: **Daniel Rosenheim**, managing editor, *San Francisco Chronicle*, joins as news director; **Jan Blair**, acting managing editor, named managing editor; **James Esser**, assistant

news director, named director, community relations and legal affairs; **Janette Gittler**, director, local programing and community relations, named director, local programing and program development; **Lisa White**, managing editor, named assistant news director.

Felicia Minei Behr, executive producer, *All My Children*, joins *As the World Turns*, Procter & Gamble, New York, in same capacity.

Cathy Tatom, producer, KTUL(TV) Tulsa, Okla., joins KJRH(TV) there as investigative reporter.

Kathy Williams, news director, WJW-TV Cleveland, joins WKYC-TV there in same capacity.

Appointments at NBC:



DeKoven

Linda DeKoven, senior VP, miniseries and motion pictures for television, NBC Entertainment, Los Angeles, named executive VP and adds long-form programing, NBC Studios, to her responsibilities;



Weinman

Rosalyn Weinman, senior VP, broadcast standards and practices, named executive VP, broadcast standards and content policy, NBC, New York;



Hancock

Larry Hancock, director, creative services and marketing, MCA/Universal Pictures, joins as director, prime time series programs, NBC Studios, Los Angeles.

Mark Antonitis, VP/news director, WMAQ-TV Chicago, joins KELO-TV Sioux Falls and KCLO-TV Rapid City, both South Dakota, as VP/GM.

Appointments at WLEX-TV Lexington, Ky.: **Marilyn Clark**, station manager, named VP/station manager; **Mary Broberg**, general sales manager, named VP/GSM; **Sandra Byron**, business manager, named VP, business and finance.

PROGRAMING

Appointments at The Producers Entertainment Group reality programing unit, Beverly Hills, Calif.: **Cindy Frei**, producer/director, joins as director; **Kirt Eftekhari**, agent trainee, United Talent Agency, joins as creative executive.

William Allmendinger, Western division manager, Tribune Entertainment station sales, Los Angeles, named director, Midwestern region.



Shandera

Appointments at MGM Domestic Television Distribution: **Dea Shandera**, VP, creative services, The Disney Channel, joins Santa Monica, Calif., office, as senior VP, advertising and promotions;

Stephen Hodder, manager, Central division, named VP, Chicago.

Dan Berman, news producer, WSYX(TV) Columbus, Ohio, joins Regional News Network, Piscataway, N.J., as newsroom chief.

David Bloomfield, VP, business and legal affairs, Spelling Films Inc., Los Angeles, named senior VP.

Catherine Bacquelin, director, brand management and synergy, The Walt Disney Co., Paris, named VP, strategic marketing and synergy.

Amy Lovett, senior producer, TBS's *Feed Your Mind!*, Atlanta, named director, standards and practices, Turner Entertainment Group, there.

Appointments at Spanish Broadcasting System's KLAX-TV/KXMG(TV) Los Angeles: **Carroll Larkin**, GM, named director, national sales; **Steven Humphries** assumes additional duties as GM; **Eduardo Cancela**, local sales manager, KVEA(TV) Corona, Calif., joins as

GSM; **Alejandra Santamaria**, research director, KMEX-TV Los Angeles, joins in same capacity.

Appointments at Fox Broadcasting Co., entertainment division, Los Angeles and New York: **Jeff Eckert** promoted to VP, current programing, drama series; **Mark Ganshirt**, packaging agent, ICM, joins as VP, current programing, comedy shows; **Barbara Wall**, consultant, USA Networks, joins as director, current programing; **Sheryl Wachtel**, director, current programing, named director, comedy development; **Kelly Edwards**, director, comedy development, named executive director.



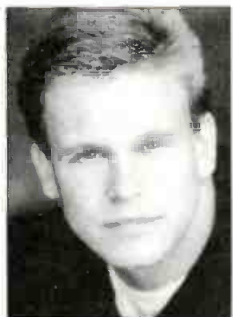
Bernheimer



Crum

Appointments at CNN Newsource: **Mark Bernheimer**, free-lance reporter, KCAL(TV) Los Angeles, joins as West Coast correspondent, Los Angeles bureau; **Paul Crum**, live coordinator, named national coordinating producer, Atlanta.

RADIO



Bubala

Matt Bubala, executive producer, *The Peter Tilden Show*, KMPC(AM) Los Angeles, joins WKQI(FM) Detroit as executive producer, the *Danny Bonaduce Show* and the *Q-Crew Morning Show*.

Appointments at Clear Channel Radio Sales (an Interop company), New York: **Bill Sickles**, director, sales, named GSM; **Brad Guagnini**, director, sales, Group W Radio Sales, Atlanta, joins as VP/regional manager; **Lindsay Berry**, account executive, named AM sales manager; **Michele Massaro**, account executive, named director, sales.

Appointments at Premiere Radio Networks Inc., Los Angeles: **Dan Ciccone**, senior account executive, Westwood One Entertainment, joins the Detroit

Appointments at Discovery Communications Inc., Bethesda, Md.:



Eggleton



Praver



Lonergan



Kerrigan



Nellums



Passmore



Rodriguez



Recka

Eric Eggleton, VP/line executive, Kids Edutainment Product Line, Discovery Channel Multimedia, named VP, Discovery Kids; **Mitch Praver**, director, new media distribution, Discovery Networks, named VP; **Chris Lonergan**, director, Northern region, affiliate sales and marketing, Discovery Networks, named VP; **Cathleen Pratt-Kerrigan**, advertising director,

Discovery Channel Latin America-Iberia, named VP, advertising sales; **Mike Nellums**, director, on-air promotion, The Learning Channel, named director, creative services, Animal Planet; **Carrie Passmore**, VP, administration, named VP, corporate synergy; **Rick Rodriguez**, director, programing, Discovery Channel Latin America-Iberia, Miami, named VP, and adds Discovery Kids Channel Latin America to his responsibilities; **Rex Recka**, director, international programing, Discovery Channel networks, named VP, Discovery Networks International.

office as sales manager; **Andy Schuon**, executive VP, programing, MTV: Music Television, joins the company's board of directors.

Adele Eglin, account executive, D&R Radio, Philadelphia, named VP, sales.

Len Emig, classical division manager, Allied Radio Partners, joins Group W Radio Sales, Atlanta, as director, sales.

Tom Connolly, GM, WKLS(FM) Atlanta, named VP/Atlanta market manager, Jacor Communications' stations there.

Julie Avery Gilchrist, director, retail development, American Radio Systems' WCMF(AM)/WRMM-FM/WNVE(FM) Rochester, N.Y., joins Revenue Development Systems, Boston, as vendor/new business consultant.

CABLE

Appointments at Century Communications Corp., New Canaan, Conn.: **Mary Ellen Lachowicz**, litigation associate, Mudge Rose Guthrie Alexander & Fardon law firm, New York, joins as senior attorney; **Joseph Jerome**, lawyer, Viacom Inc., joins in same capacity.

Appointments at USA Networks: **Rafael Pastor**, executive VP/managing director, USA Networks International, New York, named president; **Diane Johnston**, manager, Detroit Advertising Sales, Detroit, named VP; **Erik Fidel**, consultant, Datamonitor, joins as manager, international research.

Richard Preti, account manager, Memorex Telex Corporations, Portland, Me.,

joins Time Warner Cable of Maine there as GM, Road Runner Division (high-speed broadband Internet service).

Appointments at E! Entertainment Television, Los Angeles: **Nicole Uzel**, account executive, named regional manager, Midcentral region, affiliate relations; **Tisi Aylward** joins as director, talent.



Tarr

Mary Tarr, sales representative, Voss Walch & Co., financial advisers, joins Kaleidoscope Television, San Antonio, Tex., as manager, new business development.

Appointments at Comedy Central, New York: **Vincent Sainato**, design director, named director, creative services; **Mark Materowski**, director, operations and planning, Nickelodeon, joins as director, program planning; **Molly Garner**, assistant VP, Citibank, joins as director, human resources; **Larry Lieberman** joins as VP, new business development and interactive.

Appointments at The Golf Channel, Orlando, Fla.: **Peter Gordon**, head, programing, named senior director; **Steve Johnston**, designer, named senior creative director.

Helen Schneider, senior account execu-

tive, National Cable Communications, Detroit, named sales manager.

Appointments at Showtime Networks Sales and Marketing, New York: **Dick Maul**, VP, affiliate marketing, named senior VP/GM, Northeast region; **Patricia Jones**, manager, field marketing, named director, affiliate and sales communication.

Richard Guha, co-founder, MSPI Bergenroth, joins Continental Cablevision Inc., Boston, as senior VP, marketing.

Zack Van Amburg, producer, America After Hours with Mike Jerrick, CNBC, joins the Game Show Network, Culver City, Calif., as director, development.



Smith

Appointments at Fox Sports Net, Los Angeles:

Arthur Smith, senior VP, first-run and network reality programming, MCA TV, joins as executive VP, programming and production;

Pyper Davis, senior

VP, Office of the Chairman, named senior VP, operations.

Ingrid Gold, GM, TCI Cablevision of South Central Connecticut, joins SNET, New Haven, Conn., as manager, public affairs.

MULTIMEDIA



Hall

David Hall, senior VP, cable networks, Gaylord Entertainment Co., Nashville, named president, Gaylord Communications Group. Hall replaces Tom Griscom, who is retiring.

Appointments at A. H. Belo Corp., Dallas: **Michael Grant**, president/GM, Belo Productions Inc., named VP, cable news operations, broadcast division; **Matt Chan**, director, development, Belo Productions Inc., named president/GM.

Appointments at Metro Networks: **John Frawley**, regional director, operations, Mid-Atlantic region, Boston office, named VP, broadcast operations; **Dave Vanderslice**, regional director, operations, New York, Philadelphia, Buffalo and Rochester, named VP, aviation.

The Freedom Forum, headquartered in Arlington, Va., announced five executive promotions and changes effective June 1, 1997.

Charles Overby, president/CEO since 1989, has been named chairman/CEO; **Peter Prichard**, senior VP and executive director of The Newseum, named president. Relinquishing senior titles will be Chairman Allen Neuharth; deputy chairman John Quinn, and chairman of the First Amendment Center, John Siegenthaler.

Heather O'Mara, VP, sales and distribution, Jones Digital Century Inc., Englewood, Colo., named executive VP, Jones Digital Century and Jones Internet Channel.

ADVERTISING/MARKETING PUBLIC RELATIONS



Belis

Gary Belis, consultant, *Business Week*, joins the Television Bureau of Advertising, New York, as VP, marketing communications.

David Woolfson, senior VP, global marketing-media measurement,

A.C. Nielsen Co., joins Turner Broadcast Sales Inc., New York, as VP, international global research.

Kevin Barry, director, local advertising sales, Discovery Networks, Bethesda, Md., joins Cabletelevision Advertising Bureau, New York, as VP, local sales and marketing.

Patrick Pitcher, president/CEO, Saatchi & Saatchi, Canada, named CEO, Asia agency. Pitcher also becomes a member of Worldwide Executive Board.

Appointments at Clemensen Sheehan Rovitto & Co., San Antonio, Tex.: **Mike Stanford**, creative services director, KMOL-TV San Antonio, joins as VP, recruiting; **Tony Balley**, news director, WKYC-TV Cleveland, joins as VP, news.

TELEMEDIA

Appointments at Broadway Interactive Group (BIG), New York: **Geoffrey Brookins** joins as technical director,

Internet products and applications; **Eric Gold**, free-lance editor/associate producer, joins as associate producer; **Michele Miller**, free-lance producer, joins as production office coordinator.

R.T. Rybak, publisher, *Twin Cities Reader*, joins Internet Broadcasting System, Minneapolis, as VP/publisher, Channel 4000.

Appointments at ABC Interactive, New York: **Nancy Lamb**, VP, marketing and creative services, GT Interactive Software, joins as director, marketing; **Bernard Yee**, author and analyst, joins as director, product development.

Matt Gruson, director, technology, Education & Multimedia group, Disney Interactive, Burbank, Calif., named VP, technology and software.

Appointments at Prodigy Inc., White Plains, N.Y.: **Paul Tucker**, CEO, Mehta Corp., joins as senior VP/GM, international; **Inder Gopal**, director, networking and Internet research, T.J. Watson Research Center, joins as senior VP/ chief technology officer.

DEATHS

Arthur Stambler, 73, lawyer, died of cancer Nov. 28 in Providence, R.I. In the late '40s Stambler worked at the FCC. For the next 30 years he alternated between the commission and private practice. In the '70s he formed his own communications law firm, from which he retired in 1987. Stambler is survived by his wife, Phyllis; seven children; 14 grandchildren, and a brother.

Maurice B. Mitchell, 81, educator and communications executive, died Nov. 30 in Santa Barbara, Calif. In 1945 Mitchell became interested in radio and joined CBS's WTOP(AM) Washington as sales manager and then became general manager. He later joined the National Association of Broadcasters, where he established the Broadcast Advertising Bureau to improve radio sales skills. After a stint as an NBC vice president, Mitchell was hired by William Benton of Benton & Bowles ad agency to manage his Muzak Corp. Mitchell went on to educational film production while working for Encyclopedia Britannica. He is survived by his wife, Linda; three children, and three grandchildren.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

The proposed \$3 billion merger of Hughes Communications and PanAmSat Corp. has passed the Department of Justice's antitrust review. The deal, which will create an international satellite capacity giant with 14 existing birds, still awaits FCC approval. Hughes is looking to create two companies out of the merger: PanAmSat Corp., which will continue to transmit TV signals for broadcasters and cable networks, and a separate Hughes division that will focus on point-to-point multimedia applications using new satellite technology such as Ka-band transmission.

Cable operators last Friday won continued relief from new scrambling rules when a Delaware court decided to leave the rules on hold until the Supreme Court has a look at them. Playboy Entertainment Group and Graff Pay-Per-View have challenged the rules requiring operators to scramble the audio and video of sexually explicit programming

channels or, alternatively, not deliver the channels between 6 a.m. and 10 p.m.

The Supreme Court will review the 1996 Telecommunications Act's ban on Internet indecency. The court last Friday said it will examine the law, which bars the "knowing" distribution to minors of indecent material over the Internet. Earlier this year, a three-judge panel in Philadelphia barred the law from taking effect.

Bell Labs, the R&D arm of

AT&T spin-off Lucent Technologies, **has developed a new technology to insert information into video signals**, allowing advertisers and programmers to send along promotional information to viewers. The Bell Labs system, called MediaLink, encodes a small amount of data, imperceptible to the viewer, into the active video signal (not the vertical blanking interval). The data is received by an inexpensive decoder that connects to the TV set, which then sends an RF signal to a screen phone or other display device linked to the viewer's telephone. Lucent will be demonstrating MediaLink at the Western Cable Show this week.

The stock price of SFX Broadcasting Inc. continued its steady decline last week, falling Friday to a 52-week low of \$24.75. That's a particularly painful drop considering that SFX hit a 52-week high of \$48.25 on Oct. 15, less than two months earlier. "There's nothing wrong with [the company]," an SFX source says. Officials blame the stock's nosedive on a variety of factors, including the general decline in radio stocks that began in Octo-

ber and last week's unraveling of a \$350 million deal involving SFX, EZ Communications Inc. and Evergreen Media Corp. (see page 54). Also troublesome is how SFX will pay for Secret Communications LP's nine radio stations (B&C, Oct. 21). The \$300 million deal was to be financed with equity and debt, but now there's "no way" SFX would make a stock offering, the source says.

FCC Commissioner **Rachelle Chong last week said the FCC should leave oversight of hard liquor advertising to the FTC and Congress.** In a three-page statement, Chong cited the FTC's investigation and also speculated that an FCC rule differentiating between hard liquor ads and beer and wine spots "could be seen as arbitrary and capricious to a reviewing court." Chong also voiced support of a proposal to air counter ads on the health and safety risks of excessive drinking.

Senate Republican and Democratic leadership made committee assignments last week for the 105th Congress. The only new face on the Commerce

SportsZone nets more NBA games

Driving to establish its games on the Internet, the NBA last week began to put virtually all of its contests on ESPN's SportsZone (www.espn.net.sportsZone.com).

ESPN carries live audio coverage of as many as eight NBA games per night on its Website. The audio of each game also is available on the site afterward, enabling listeners to hear either highlights or the entire game.

The vast majority of games will be available to the 50,000-plus PC users who subscribe to ESPN's premium site content for \$4.95 per month. One NBA contest was usually available nightly last season. Fans need to have Microsoft's Internet Explorer or Netscape's Navigator browser equipped with RealAudio access to hear the games.

(ESPN also is in talks with Major League Baseball about carrying more games in live audio on its site next season. It carried games for some teams last year.)

An NBA source says the league hopes the arrangement will help it become a larger presence in the international market, where its fan base continues to grow. And ESPN, which wants to incorporate more multimedia on its site, hopes eventually to add NBA video content.

—RT

Bliss out at United Video

United Video Satellite Group Inc. (UVSG) President Roy Bliss has resigned, effective immediately. Industry sources wonder if Bliss's departure came of his own accord, however, or whether his public criticism of TCI's move to drop UVSG-distributed superstation WGN-TV Chicago forced the resignation. TCI owns 40% of UVSG, the result of a \$250 million stock swap in September. Upon hearing of TCI's decision to drop WGN-TV from its cable systems, Bliss blasted TCI: "This is obviously a decision made by corporate executives that are out of touch with local markets." When asked if such comments might get him in trouble, Bliss replied: "It might. TCI is a big company with lots of tentacles. And nobody is as cavalier with its customers as TCI."

Peter Boylan, UVSG chief financial officer, will become COO, and David Beddow, senior vice president of TCI Technology, will assume Bliss's title as president. UVSG Chairman Lawrence Flinn Jr. will postpone his scheduled retirement until next year. —JM

Committee will be Sam Brownback (R-Kan.), a freshman. On the Judiciary Committee, Senator Patrick Leahy (D-Vt.) moves into the ranking position, and Joseph Biden (D-Del.) gets the ranking slot on Foreign Relations. Joining the Judiciary Committee are John Ashcroft (R-Mo.), freshman Jeff Sessions (R-Ala.), Richard Durbin (D-Ill.), and Robert Torricelli (D-N.J.).

Senator John McCain (R-Ariz.), who will chair the Senate Commerce Committee, has hired **Lauren "Pete" Belvin** as the committee's senior telecommunications counsel. Belvin is currently senior legal adviser to FCC Commissioner James Quello. Heading the staff on the committee will be two aides now serving on the senator's personal staff: Mark Buse and John Raidt. Buse will be in charge of the policy side of the committee, while Raidt will be in charge of administration.

NBC will debut *The Naked Truth*, starring Tea Leoni, on Jan. 16 in the coveted 9:30-10 p.m. hammock, replacing the season's freshman hit, *Suddenly Susan*. The Brooke Shields comedy will be temporarily off the prime time schedule starting Jan. 9, resuming Feb. 27 in *The Single Guy* timeslot at 8:30-9 p.m. The network said *Single Guy* will return to the schedule at a later date.

NBC disclosed last week that **Don Ohlmeyer**, president, NBC West Coast, voluntarily admitted himself to the Betty Ford Center in Rancho Mirage, Calif.,

Clear Channel gets Memphis, Providence

Clear Channel Communications Inc. last Tuesday closed on Radio Equity Partners LP's radio stations in Memphis and Providence, R.I. The purchase, announced in May, had been awaiting FCC waivers of the one-to-a-market rule. The waivers came through on Nov. 27 (for Providence) and last Wednesday (for Memphis). They give Clear Channel permission to own one TV station and seven radio stations in Memphis and to continue an LMA with another TV there. In Providence, Clear Channel got the OK to own a TV, have an LMA with another TV and own two radios. However, the waivers are temporary: The FCC made them subject to the outcome of rulemakings on its attribution and TV ownership rules. While LMA'd stations are not counted as owned stations now, the FCC is considering making such interests attributable.

The FCC says radio revenue share is not an issue in Memphis, where Clear Channel will control 40.4%. The Justice Department, however, may see it another way. Justice is scrutinizing a case in which one company controls less than 40% of a market's radio revenue. In Providence, Clear Channel will control 18.2% —**EAR**

reportedly for treatment of alcohol abuse. Bob Wright, NBC president, praised Ohlmeyer's decision. "Don is an invaluable leader," he said, "and we all hold him in the highest regard." Ohlmeyer is expected to stay at the center for a month.

Fox reportedly has tapped Aaron Spelling to produce another prime time soap, tentatively dubbed *Brentwood*. No official word from the network, but a source close to Fox said the pilot is now being cast for the drama, about an Illinois architect and his wife who make a new home in Los Angeles. Fox already has Spelling to thank for *Beverly Hills, 90210* and *Melrose Place*.

Motorola Inc. is making its cable modem protocol available to other vendors on a free cross-licensing basis. The royalty-free licensing is intended to enable development of hardware and software compatible with Motorola's modems.

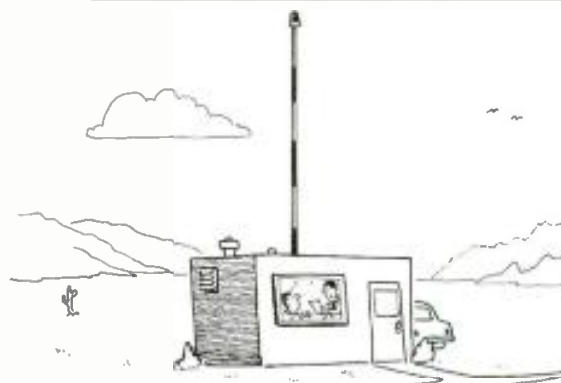
The WB is not wasting

any time responding to the departure of two affiliates. According to spokesman Brad Turell, WDRG(TV) Roanoke, Va., and WBNU(TV) Charleston, S.C. were slated to be dropped as affiliates, and plans are in the works to make up for the loss through affiliate upgrade and local cable (WeB) distribution.

Less than two weeks after announcing plans to purchase wzv(FM) Long Branch, N.J., and WWHB(FM) Hampton Bays, N.Y., **Odyssey Communications has formed a "new country" format**

trimulcast of its two new acquisitions and its flagship WRGX(FM) Hawthorne, N.Y. WRGX and wzv(FM) changed format last week, from alternative rock and oldies, respectively. WWHB, which has for years simulcast the album rock WNEW(FM) New York, will flip to country later this week. Each of the station's frequency is 107.1, and Odyssey is expected to change the call letters of each to include a "Y" so that the trio can go by the collective "Y-107" tag.

Infinity Broadcasting's syndicated **Don Imus** has signed a new seven-year contract with Infinity.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Here's trouble—the Justice Department says we're limited to 40% of the radio revenue in our market!"

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A tide in the affairs of cable

The cable industry faces unprecedented opportunities and challenges as it prepares to assemble for the Western Cable Show in Anaheim this week.

On the opportunity side is the promise of digital delivery and high-speed modems. If 1997 is the year that promise is finally realized, cable could be in the catbird seat, offering a combination of Internet, video and voice at a packaged price. If not, of course, it could be difficult to convince Wall Street to keep putting up the green for another year of blue sky, particularly when that blue sky currently is home to a surprisingly strong competitor.

The major challenge, of course, comes from that competition for the future, represented most immediately by the DBS industry. Or as Amos Hostetter put it to **BROADCASTING & CABLE** (see page 86): "Any cable operator who's out there answering his phones today knows that this is not next year's problem, or a casual intrusion. It is a big-time, heavily promoted and advertised direct frontal assault on the multichannel video market." Although Hostetter answered one phone—the merger call of US West—that should help strengthen his hand in the current high-stakes game. Not to be forgotten in the rush to meet the DBS onslaught, however, is the potential competition to cable from computer companies or telcos—Tele-TV's troubles notwithstanding—or traditional broadcasters or, perhaps, the purveyors of some technology yet undreamed of in our philosophy.

The immediate questions for cable in the face of that competitive future are, says Hostetter: "Can we withstand the competitive offering of the various DBS distributors? And can we re-establish the financial markets—and do both in order to have the capital to complete the build-out that we all want to do."

The answers to those questions will have much to do with shaping the communications landscape of the 21st century. We're betting cable will still be in the picture.

Force feeding

The FTC's quid pro quo for approving the Turner/Time Warner merger includes forcing Time Warner cable systems to carry a news channel to compete with Turner's CNN. C-SPAN's Brian Lamb, in a letter to the FTC two weeks ago, calls it a "breath-takingly wrongheaded intrusion of government," adding that, "[b]oiled down to its essence, you have the government commanding a speaker to engage in a particular form of speech."

Boiled down to its essence, that is exactly what the FCC is doing with its children's TV ruling and what Congress is doing through the V-chip.

The FTC's action poses not only First Amendment problems but competitive ones for C-SPAN. While competing news channels aren't putting up a big stink over a ruling that forces cable operators to carry them, the FTC decision poses a threat not only to cable's editorial independence but to the survival of commercial-free services like C-SPAN, which is already feeling cable channel squeeze.

As Lamb points out, a federal judge in New York last month would not allow the City of New York to force a Time Warner cable system to carry the Fox News Channel on its public access channel, saying that the city's action would violate the cable operator's First Amendment right to make its own programming decisions. The FTC appears to be going down the same road.

"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," said Lamb. Copies to Congress and the FCC.

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8:30	7:00	7:30	8:00	8:30	9:00	
World News	Excess!	Real A'Fair	MOVIE: <i>Law, Order and Abuse</i>		Radio Prankste	
News	Home Masters	Martha	Relative Suspects		Clues to Love	
Compu Talk	Police Stories	Funny Money	Newman	Girl Meets Guy	Travel View	
News Edition	Pet Court	Health Improve.	Political Watch	World Sports	Otherworldly	
Business Rpt.	Hour O' News with Lew Jenson		In the Wild: Vicious Squirrels			
Noticias	Facilissimo		CINE: <i>El Charro Chico Ramos</i>			
Space Creature Adventures		Action Max		Sammy's World	The Spy Gam	
Stand Up n' Down	Sportsnews		Washington Crooks & Thieves		Let's Make \$	
Prayer Hour	Prayer Club	All Praise	World Bible News		Profits and	
Local News	MOVIE: <i>A Big Sale in the Big Easy</i>			Tribute: A Year of CyberChat		
Watching the Detectives		Masters o' Mystery		NewsView		
NewsView	MOVIE: <i>The Last Rights of a Pawnbroker</i>			MOVIE: M		
Entertainers	MOVIE: <i>Ronky-Tonk Honeymoon</i>			Useless News	Paid Prog	
News in Review		The Weatherman & the Master Chef		Special	MOVIE: A	
				Home Shoplifting		

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—Gary Joslin, Joslin's Jewelry, Overland Park, KS



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—Said Sabar, Owner, Excel Travel, Blauvelt, NY



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