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Broadcasting & Cable

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CBS's Jordan and Lund

Out to Build A New Dynasty

NBC/Microsoft/24-Hour News

Must Carry Wins Again

Tinkering with the Telcom Bill

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Multi-Channel
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December 18, 1995

TOP OF THE WEEK

MSNBC: New names in news NBC and Microsoft have officially joined the battle with ABC over access to cable systems for their planned news channels. With Microsoft's 50% stake in NBC's America's Talking, those partners appear to have head start. / 8

A-T changeover causes cable concern By changing America's Talking into MSNBC, NBC may be duplicating existing services and could face carriage-capacity restraints, some cable operators say. / 12

Must-carry appeal planned The cable industry plans to appeal to the Supreme Court a three-judge panel's vote to uphold the must-carry law. / 13

Latest on telcom bill After two months of work, House and Senate conferees have resolved 46 issues of the telecommunications-reform bill. Still, several more remain. Here's what's been resolved and what lingers. / 20

Staking claim to digital TV Broadcasters are giving little ground in their campaign for winning the advanced digital channel. / 26



House Telecommunications Subcommittee Chairman Jack Fields will not seek re-election in 1996. Possible successors include Mike Oxley and Billy Tauzin. / 24

BROADCASTING

NBC's Olympic sweep NBC will spend some \$5 billion through 2008 to air six of the next seven Olympics. / 40



Dick Pound (l), chairman of the International Olympic Committee's Television Negotiations Committee, and NBC Sports President Dick Ebersol share an Olympic moment. / 40

Chicago blows hot The Windy City may be the most competitive morning radio market in the country, with WGN(AM) host Bob Collins the one to beat. / 66

One city, 5 FMs Evergreen Media officially may own five FMs in Chicago—for now. But it will take passage of the telcom bill to make it permanent. / 69



COVER STORY

Two at the top of the new CBS

Westinghouse's Michael Jordan (l) is only upbeat about the broadcast network for which he recently paid \$5.8 billion. CBS veteran Peter Lund will serve as his "Mr. Inside" as the two move to shape the struggling network. They discuss their plans in an interview with BROADCASTING & CABLE Editor Don West and Steve McClellan. **Cover photo by Gregory Heisler/CBS / 28**

CABLE

EchoStar readies for blast-off, again EchoStar is under heavy pressure to get into the DBS market with a less expensive but relatively unproved Chinese satellite company. A launch from China is on track for Dec. 20. / 72

Discovery's brand-new approach Discovery Communications will distinguish its Discovery and Learning channels with original programming. The move will keep the networks from cannibalizing each other's programming, Discovery executives say. / 76

TECHNOLOGY

Getting to the source Financial network CNNfn is incorporating computer technology from Intel and fiber capacity from MFS Datanet to create a real-time video link to financial experts. / 80

Stargazer buys shine bright Bell Atlantic Stargazer is delivering three times the buy rate of conventional PPV services during its video-on-demand trial. / 83

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HAPPY HOLIDAYS

BROADCASTING & CABLE will not publish on Christmas. Breaking developments on the telco bill, along with other industry news, will be available daily on the TV Fax. For subscription information: 1-800-554-5729. BROADCASTING & CABLE returns with the Jan. 1 issue.

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The new name in news

By Steve McClellan

NBC and Microsoft went public with their 24-hour-news plans last week, marking the official start of the battle between those partners and ABC to secure slots on cable systems around the country for their planned news channels.

In terms of cable distribution, the Microsoft/NBC venture (dubbed MSNBC by the partners) appears to have the better start. Microsoft is buying a 50% stake in NBC's cable talk channel, America's Talking, for \$250 million. A-T will be converted into a news and information channel in mid-1996, NBC said. That channel (with 20 million current subscribers and commitments for 35 million by 2000, NBC claims) will be programed in part by local NBC affiliates and also will be linked to a new online news service in which NBC and Microsoft each will invest \$200 million during the next five years.

The parties still have some details to work out before signing the agreement, which also is subject to antitrust scrutiny by regulatory officials.

That online service will be part of the Microsoft Network, the company's Internet online service. NBC also said that NBC Desktop Video will be folded into the joint-venture online service (see page 12). Last week, ABC sources said they too were planning an Internet online service to complement their planned news channel. No details were available, but it will be separate from ABC's current service on America Online.

The NBC/Microsoft plans were unveiled at an elaborate press conference at NBC studios in New York that linked Microsoft Chairman Bill Gates live via satellite from



Microsoft and NBC cable channel will have companion online service



Microsoft's Bill Gates in Hong Kong joins NBC's Bob Wright in New York via satellite for the announcement last Thursday.

Hong Kong and *Nightly News* anchor Tom Brokaw from Ramstein, Germany, where he was reporting on developments in Bosnia.

General Electric Chairman Jack Welch joined NBC President Bob Wright in New York to make the announcement. Wright heralded the venture as one that would "redefine the

channel. Cable operator loyalty to Ted Turner and CNN forced NBC to agree not to convert that service to a direct CNN competitor for at least five years, sources confirm.

The nation's top two MSOs, TCI and Time Warner Cable, are A-T subscribers, and insiders say they account for perhaps 28% of the service's subscriber base. Both TCI and Time Warner are major investors in Turner Broadcasting System, which owns CNN.

Rogers said specific talks with those two MSOs concerning the new service will start soon. He declined to comment further, but did point to the fact that TCI historically has embraced new networks "offering something better for viewers." He also cited TCI's "leadership role" in efforts to

way people get their information" by creating a "continuum of news delivery that meets viewer needs at all levels."

One issue for NBC is whether the current A-T cable affiliates will buy into the new service. Some cable operators contacted last week suggested that NBC might be violating carriage agreements by altering the A-T format (see page 12).

But NBC disputed that notion, asserting that current A-T carriage agreements, extending to 2001, give it the flexibility to change the format within the general area of news/talk/information. "These services don't start out with the notion that you always are what you launch at," said NBC's Tom Rogers, president, cable and international. "These things build in the notion of flexibility within general subject matter of news, talk and information."

However, that's not so with CNBC, the network's consumer and business news

Proud as a...

After months of CBS/Westinghouse and ABC/Disney headlines, it was NBC's turn to shine last week—with two blockbuster announcements setting its courses in news and sports well into the next century. The news venture with Microsoft (see above) almost overshadowed an agreement announced two days earlier with the International Olympic Committee to spend \$2.3 billion for the rights to three more Olympics games extending to 2008. NBC will air six of the next seven Olympics (see page 40).

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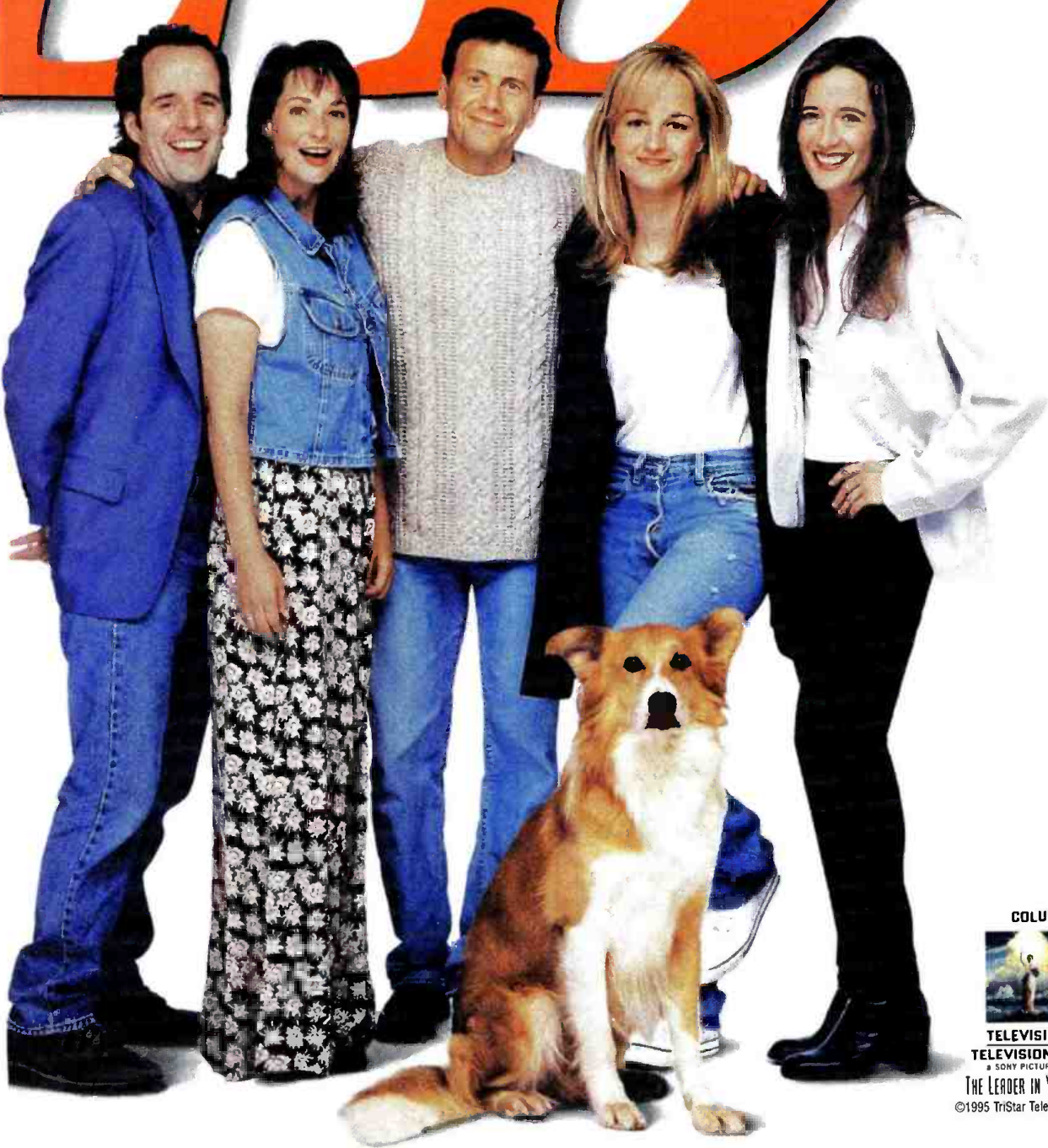
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link cable and online services.

Meanwhile, the network is counting on local broadcast affiliates to make a significant programming contribution to the service, said Neil Braun, president of the NBC Television Network: "It will go well beyond 5- or 10-minute local news inserts." The affiliates will have the ability to time-shift newscasts to the service, create new programs for it and cover breaking stories that might warrant hours of continuous coverage. Those programs would give the service a different look in each market.

Braun estimated that roughly one-third of NBC affiliates have contracts for CNN's NewsSource service. That's been a sensitive ongoing issue between the network and its affiliates, but Braun said the network would not ask affiliates to dump CNN to participate in the new channel. "I don't think the best way to work in a partnership is to mandate anything," he said. "You bargain and try to create the right incentives. But clearly that is part of what we're laying out here."

Affiliate compensation for participating in the news channel will take several forms, said Braun. There will be "substantial cash payments" paid by MSNBC for affiliate footage used on a national and interactive basis. There may also be payments for local programs that affiliates develop for the

Gates gets content, NBC Desktop stake

While NBC and Microsoft displayed a bold vision of the online news future in their elaborate press conference last week—full-motion video on the PC, supplemented by text and icons pointing to more information—that level of interactivity won't be available over The Microsoft Network anytime soon.

By third quarter 1996, MSNBC Online plans to offer mostly text and graphics over the subscription online service. There will be some free Internet access to MSNBC content as well. Microsoft CEO Bill Gates said the service hopes to generate income from both subscriber fees and advertising.

NBC and Microsoft already had a strategic alliance to distribute NBC content on The Microsoft Network (BROADCASTING & CABLE, May 22). But the new joint venture, MSNBC Online, gives Microsoft exclusive online rights to NBC's news programming. Microsoft's \$200 million investment also includes a 50% stake in NBC Desktop Video, a specialized online service that delivers live video business news to the desktop. —GD

service. And Braun said there will be crosspromotion incentives.

Affiliates also will be offered "an opportunity to participate in the fundamental economics" of the service, said Braun. The exact form of the equity participation hasn't been decided yet. Complicated tax issues have to be sorted out. But the affiliates will bear some risk in whatever equity arrangement is struck, said Braun. "But they will be able to take a ride, up or down, with the viability of this rocket if they want to make a bet and play on the same terms that we're

playing, which involves substantial investment. We won't offer equity just for carriage."

The news service will be based in Fort Lee, N.J., where CNBC and America's Talking are housed. Roger Ailes, president of CNBC and A-T, will have a role in the new service, said Wright without elaborating. The service's national and local elements will be packaged and distributed from Charlotte, N.C., where the NBC News Channel affiliate service is based. That effort is being overseen by News Channel President Robert Horner. ■

MSOs mixed over A-T changeover

NBC's plan to change its America's Talking cable network into 24-hour news channel MSNBC, attracted differing responses from cable operators last week.

Some operators objected to the NBC/Microsoft plan, saying the new A-T will duplicate existing services and could face carriage-capacity constraints. They also questioned the network's right to change its original programming charter with cable operators in midstream.

Other MSOs praised the change, saying MSNBC's all-news format has better subscriber potential and will produce ratings better than those of the current A-T. Others declined comment, saying they need time to digest MSNBC details, reread their contract and talk with NBC.

"This will be an issue; this will not go easily into the night," said Lynn Buening, vice president of programming, Falcon Cable TV. Buening said that Falcon needs more details on how the switch will affect its rate structure and distribution obligation. "There are a lot of questions that need to be clarified."

One MSO said that NBC's A-T conversion could set a dangerous precedent, allowing networks to change programming indiscriminately and without warning.

"If competition in the cable TV news arena allows us to

deliver better product, then we're all for it. But when networks start to switch around their formats because they can, as opposed to because that's what the marketplace requires, then we get a little bit concerned," said David Intrator, vice president of programming and marketing for Dallas-based Marcus Cable, which carries A-T to satisfy NBC's retransmission consent agreement. (Several cable operators carry A-T in exchange for rights to carry NBC broadcast affiliates on their systems.)

In contrast, Cox Communications is bullish about the switch, saying it will offer MSOs a wider subscriber audience than does A-T. "It doesn't present us any problems; we welcome the change," says Ajit M. Dalvi, senior vice president of marketing/programming. "A-T's talk format has some limitations. That's clearly shown by the kind of ratings you get," Dalvi says.

TCI, the nation's largest MSO (with 12.7 million subscribers; 2.7 million for A-T), says it's keeping an open mind on the changeover, but adds caveats. "The cable industry should always welcome the interest of capable media companies," says a TCI spokeswoman. "But the problems of channel capacity and terms and conditions of carriage are always an issue." ■

Cable looks to Supreme Court on must carry

Judges vote to uphold law; cable hopes

By Chris McConnell

Cable lawyers last week were rushing to get their case against must carry back before the Supreme Court.

The industry was planning its appeal after a three-judge panel voted 2 to 1 to uphold the law. Cable lawyers hope the Supreme Court will hear arguments in the appeal in time to render a decision before Oct. 1, the broadcast deadline for electing whether to invoke the must-carry rules or negotiate with cable companies for retransmission consent fees.

"Our side is pretty hopeful," Turner Broadcasting attorney Bruce Sokler said of the industry's goal of arguing its appeal before the judges in April.

Opponents of the law will argue against last week's ruling that the rules requiring cable systems to carry local broadcasters "are appropriate and do not offend the Constitution."

"Courts are compelled to accord substantial deference to Congress's predictive judgments," Judge Stanley Sporkin

Three views of must-carry

"The [must-carry] laws enacted are appropriate and do not offend the Constitution."—Judge Stanley Sporkin

"The evidence...of an impending demise of local broadcasting was at least 'substantial' enough to warrant its prediction...in the absence of must-carry."—Judge Thomas Jackson

"The must-carry provisions burden substantially more speech than necessary."—Judge Stephen Williams

wrote. "In this case, Congress conducted a comprehensive investigation and engaged in thoughtful analysis."

But Judge Stephen Williams disagreed with that conclusion. "The must-carry provisions burden substantially more speech than necessary," he said.

Judge Thomas Jackson said he would rather hold a trial on the issue than ren-

der a ruling, but he elected to concur with Sporkin rather than create a stalemate. "The evidence before Congress in 1992 of an impending demise of local broadcasting was at least 'substantial' enough to warrant its prediction...in the absence of must carry," Jackson said.

Cable lawyers drew encouragement from the Williams dissent and even Jackson's opinion. "Jackson's opinion was basically a flip of the coin," C-SPAN Vice President/General Counsel Bruce Collins said. "I don't think that Judge Sporkin's opinion is likely to give [the Supreme Court] the meaty fact-finding they were looking for," Sokler said, adding that the cable companies will file their appeal briefs before Christmas.

Supporters of the law focused on Sporkin's analysis of what standard to apply in reviewing the law. "The real issue is how right does Congress have to be," said Jack Goodman, vice president/policy counsel, National Association of Broadcasters, of the decision, citing Sporkin's ruling. Media Access Project's Andrew Schwartzman also cited the deference-to-Congress factor.

Schwartzman and cable lawyers agreed that all eyes will be on Justice Stephen Breyer in any Supreme Court review. Justice Breyer has not heard the case, but four other justices previously have found the law unconstitutional.

"Breyer is a potential swing vote," Schwartzman said. ■

FCC revisits home wiring rules

Converging cable, telco service may require changes; WCA wants more wire to ease access

By Chris McConnell

The FCC is reexamining its rules on cable and telephone home wiring.

In a proposal issued last week, commissioners cited the converging services of cable and telephone companies and asked if their home wiring rules should be changed to reflect the convergence. The notice asks a series of questions including:

- Whether the FCC should establish a common "demarcation point" for cable and telcos. The point defines what portion of the wire a service provider continues to own or control once a subscriber discontinues service.

- Whether consumers should enjoy the same access to home wiring delivering video as they have to wires deliv-

ering telephone service.

- Whether the FCC should set rules on cable "customer premises equipment" (CPE) similar to those now in the telephone industry. The rules allow telephone customers to install and maintain their own CPE gear.

- How to extend cable signal leakage rules to other broadband service providers.

The commission issued the proposal as part of a related decision on its current home wiring policies. Those rules define where the "home wiring" ends and require operators to provide subscribers a chance to purchase the cable home wiring if they voluntarily end service.

Wireless cable and other companies have asked the commission to reconsider its rule. In particular, they have

focused on apartment buildings, where the "demarcation point" is set 12 inches outside a subscriber's premises.

"The current rule absolutely needs to be changed," says the Wireless Cable Association's Andrew Kreig, maintaining the demarcation point restricts access to apartment buildings by cable competitors.

The commission did not move the demarcation point, but did clarify its home wiring rules to specify that cable operators intending to remove home wiring must notify subscribers of their option to purchase the wiring. The rules also cut from 30 to seven the number of days the cable operator has to remove the home wiring without relinquishing its ownership to the subscriber. ■



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Little Rock	KATV
Tulsa	KOKI
Mobile	WKRG
Austin	KTBC
Las Vegas	KLAS
Des Moines	KCCI
Omaha	KETV
Shreveport	KMSS
Springfield, MO	KDEB
Tucson	KMSB
Chattanooga	WDEF
Tri Cities	WKPT
Waco	KWKT
El Paso	KFOX

And Many More...

Tribune buys 'Friends' for '98

WB sitcom sold early in top markets in 'preemptive strike'

By Cynthia Littleton

Tribune Broadcasting Co. and three other stations snatched up the off-network rights to Warner Bros.' hit sitcom *Friends* last week in a deal characterized by some of the buyers as a preemptive strike against the competi-

tion. Warner Bros. Domestic Television Distribution would not reveal the terms of the deals, but WBTD President Dick Robertson said that *Friends* fetched record prices for a recent off-network property in all the markets involved. The show, now in its second season on NBC, will bow



Tribune will run the young-skewing 'Friends' in prime access.

in syndication in fall 1998.

By that measure, Tribune ponied up more than the roughly \$250,000 per episode that Buena Vista Television pocketed for the off-net rights to *Home Improvement* in New York and Los

Angeles in 1993.

Tribune will run the show in prime access on its stations in New York, Los Angeles, Chicago, Philadelphia, Boston, Denver and San Diego, pending FCC approval of the sale of San Diego's KTTY-TV to the station group.

Also signing on for *Friends* last week were NBC affiliate KCRA-TV Sacramento, Calif., CBS affiliate WCPX-TV Orlando, Fla., and

Fox affiliate WXIN-TV Indianapolis.

The deal gives the stations a 3 1/2-year license term for 96 episodes of the highly rated, much-praised sitcom, which centers on the lives of six perky Generation Xers. The license term will be extended by nine months for each season the sitcom runs on NBC beyond 1997-98. WBTD will retain 1 1/2 minutes of the 7 minutes of advertising time, with stations allowed one barter-free weekend run.

WBTD also has struck a deal for a cable window for *Friends* starting in 2001 with superstation WTBS-TV, which is being acquired by Warner Bros.' parent Time Warner as part of its merger with Turner Broadcasting.

Robertson says, he's never had stations inquire so early about off-network rights to a second-season show. "It's the hottest show to come along in years, and we just wanted to work out a deal and move quickly before the price of the show skyrocketed," said Rod Bacon, vice president and general manager of WXIN-TV.

Although Tribune Broadcasting recently acquired a 12.5% equity stake in the WB Network, Warner Bros.' fledgling broadcast network, Robertson said the Tribune stations' affiliation had "zero" to do with the *Friends* deal. Bidding for the show in the top three markets was open to all stations, Robertson said.

Nonetheless, Tribune and WBTD officials say the sale will benefit the WB Network immensely by delivering the "dream demographics" *Friends* is expected to attract in syndication into the network's prime time schedule. ■

Laybourne tops Disney/ABC cable



Walt Disney Co. and CapCities/ABC, showing they are serious about developing a cable programming business, last week wooed the president of Nickelodeon, Geraldine Laybourne, to be programming chief for the soon-to-be-combined companies.

Upon completion of the merger of CapCities/ABC and Disney, expected to take place in early 1996, Laybourne will be president of Disney/ABC Cable Networks, reporting to CapCities President/CEO Robert Iger.

Laybourne will be in charge of all CapCities/Disney cable programming, including The Disney Channel and ABC's ownership interest in A&E Television Networks, which includes Lifetime Television and the History Channel. In addition, she will be responsible for programming for ABC News's proposed all-news cable channel, slated for launch in 1997; programming produced for the direct-to-home satellite market, and programming for Disney's proposed Americast cable partnership.

With Laybourne's appointment, Disney President John Cooke will become Disney's executive vice president, corporate affairs.

Laybourne's departure caught Nickelodeon by surprise. Middle-level executives found out about her resignation last Friday morning, at about the time the news reached the press.

Nickelodeon/Nick at Nite has risen to the position of number-one children's cable network under Laybourne during her 10 years with the channel.

Thomas Freston, chairman/CEO of MTV Networks, Nickelodeon's parent company, will serve as acting president of Nickelodeon; Herb Scannell, executive vice president of the channel, will continue to oversee programming, and Jeff Dunn will be in charge of network business development. Laybourne's departure will not affect the direction of Nickelodeon, says Freston. "There will not be a single change in what Nickelodeon is doing. One thing she leaves behind is a very confident executive team." —JM

King World, Sony near deal

Sony Television Entertainment and King World Productions are close to striking a deal that would pave the way for the launch of game show *Planet Hollywood Squares* and also would involve King World's acquiring a 20%-30% stake in Sony's Game Show Network, sources said last week.

Spokesmen for the companies declined comment, but talks have been ongoing since plans to revive *Hollywood Squares* were revealed last September by Roseanne, who will co-produce the game show in association with the Planet Hollywood restaurant chain.

Sony has to OK the project because of a non-compete clause in its agreement to produce top-rated game shows *Wheel of Fortune* and *Jeopardy!* for King World. The proposed agreement reportedly calls for Sony's Columbia TriStar Television to produce *Planet Hollywood Squares* for distribution by King World domestically and Sony internationally. Some speculate that King World's interest in the Game Show Network is a sign Sony is planning to broaden the fledgling cable network's reach, possibly with new King World-produced shows. —CL

Saban preps new shows

Pizza cats, inquisitive kids and a furry Fagin are on tap for syndication

By Cynthia Littleton

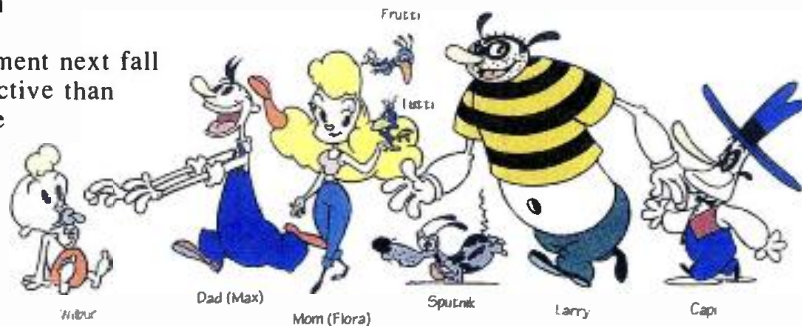
Saban Entertainment next fall will be more active than ever before in the syndication marketplace. BROADCASTING & CABLE has learned that the company has three children's shows set to debut along with its four returning series.

Saban's new first-run animated offerings are the half-hour strip *Samurai Pizza Cats* and the weeklies *The WhyWhy Family* and *Saban's Adventures of Oliver Twist*. A fourth series, *Cybersaurus*, is also in the works. Saban has not decided whether it

will go the syndication or network route, but it is expected to go to UPN.

Descriptions of the new syndicated shows indicate that the ongoing debate over the quality and content of children's programming has not gone unnoticed at Saban, which will have more than a dozen shows running in the U.S. next year on Fox, UPN and in syndication.

"This syndicated lineup reflects the company's continuing expansion into more diverse program content, an



Saban's new animated slate (clockwise from top left): 'The WhyWhy Family'; 'Cybersaurus'; 'Samurai Pizza Cats', and 'Oliver Twist'

increased focus on comedy, and a commitment to producing more education-oriented series for kids," says Haim Saban, chairman and CEO of Saban Entertainment.

Samurai Pizza Cats, which evokes the hit *Teenage Mutant Ninja Turtles*, centers on three "futuristic, cool cat superheroes" who run a pizza parlor in their spare time. Saban says the show will have plenty of satirical humor designed to appeal to adults as well as to kids.

Saban's Adventures of Oliver Twist

will put fur on the backs of the characters in Charles Dickens's classic novel. Set in Victorian-era London, the half-hour show focuses on a band of lovable animal outlaws led by a dog named Oliver.

The WhyWhy Family is billed as an "FCC-friendly" half-hour about the adventures a family has while trying to come up with answers to the endless stream of questions about the world posed by its youngest member, baby Victor.

Saban is seeking two-year deals with stations signing on for the three new shows, a move prompted by the dwindling number of available time slots during prime children's viewing hours. UPN and the WB Network are

planning to expand their weekend and weekday children's blocks during the next two years.

Saban also is considering building up the company's brand name by running its syndicated programming under the banner of the Saban Network for Kids.

"We're being realistic about what's going on with other networks, and so we're giving stations more [scheduling] flexibility in the second year," says Peter Schmid, Saban's senior vice president of domestic distribution. ■

DBS auction ground rules set

By Chris McConnell

FCC commissioners have spelled out the rules for next month's auction of DBS spectrum.

Potential bidders on the channels at the 110 degrees orbital slot will be barred from holding channels at another orbital position covering the entire continental U.S., commission sources say. The rule prevents licenseholders at other orbital slots—such as DIRECTV and EchoStar—from bidding on the frequencies. It also will require TCI subsidiary Tempo DBS to divest channels it holds at the 119 degrees orbital slot if it is to bid on the channels at 110 degrees.

Tempo and direct-to-home service provider Primestar hope to use the

channels to launch a high-power DBS service. The companies had planned to acquire them from Advanced Communications Corp. before the commission's decision earlier this year to reclaim the channels from Advanced.

Advanced and Tempo have appealed the commission's decision, but suffered a setback last week when the U.S. Court of Appeals in Washington said it will hear the appeal on March 18.

Tempo had hoped for an earlier court date to keep on schedule a September 1996 launch of two DBS satellites the company has ordered. Industry sources doubt the court schedule will allow the company to meet the September launch date even if it wins a quick reversal of the FCC decision. ■

Media concentration keeps talks up in air

By Christopher Stern

With time quickly running out before Congress goes home for the holidays, the House and the Senate last week began to negotiate media ownership rules—the last major unresolved issue after two months of nonstop talks on the pending telecommunications bill.

They made significant progress last week in their efforts to reconcile the different versions of the bill, but there still was concern late Friday that disagreements over media concentration would quash any chance of a final vote before Congress's December recess.

In a vote last Tuesday, Senate and House members decided in favor of compromise on several issues including cable rate regulation and spectrum flexibility for broadcasters (see pages 20-21).

Congress tentatively has resolved other issues at the heart of the telecommunications bill, including rules for Baby Bell entry into long distance.

With the major telephone industry



Telcom conference leaders Larry Pressler, John Dingell and Thomas Bliley confer before the Dec. 12 vote.

issue resolved, conferees were able to turn their attention to media ownership late in the week. The Clinton administration continued to threaten to veto the bill if Congress does not back off on efforts to allow greater media concentration.

In an opening bid last week, the House offered to compromise on its wholesale approach to relaxing broadcast ownership rules. The administration is particularly concerned about provisions in both the House and the Senate versions that eliminate local and national ownership caps for radio.

Thomson buys 13% interest in StarSight

Thomson multimedia S.A. has agreed to invest \$25 million in StarSight Telecast Inc., maker of

STAR SIGHT on-screen program guides and TV navigation systems, it was announced last week. The investment will give Thomson a 13% interest in StarSight, a public company (Nasdaq: SGHT) in which Viacom, Tribune, Time Warner and the Providence Journal Co. also hold significant stakes.

Thomson also agreed to incorporate the StarSight technologies in many of its TVs and VCRs, which it sells in the U.S. under the RCA, GE and Proscan brands. Thomson will help promote and market the StarSight-capable products.

StarSight President Larry Wangberg called the deal a "very valuable strategic relationship" with North America's largest consumer electronics company. —HAJ

The House proposal would eliminate local caps as long as at least 10 separately owned stations remained in the top 25 markets. In markets 25-100, the House sets a limit of six separately owned stations; in markets above 100, the proposal would preserve at least three voices.

The House proposal also would repeal the statutory ban on cable/broadcast crossownership and would allow the FCC to issue waivers for group owners that exceed the national audience cap for television stations.

The Network Affiliated Station Alliance quickly urged the Senate to reject the latter proposal, claiming that it would allow ABC, CBS, NBC and Fox to amass too much power. "Why would the Senate want to put into the hands of the four national broadcast networks the ability to dictate the content of over-the-air television programming?" wrote NASA Chairman Ben Tucker.

Other sources also were critical of the House proposal on the dual network rule, which bars any existing network from combining. But according to one source, Fox would be exempt from the rule under the FCC's definition of a broadcast network. ■

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Where things stand

THE TELCOM BILL

House and Senate conferees have been meeting for two months to resolve differences in the telecommunications bill but have held only two votes on substantive issues. So far, they have settled 46 separate issues, but several more remain.

ISSUES RESOLVED

Broadcast Licensing

Terms License terms for television and radio will be extended to eight years from the current five and seven, respectively.

Renewal The bill streamlines the renewal process. Barring a "serious" violation or "pattern of abuse" of FCC rules, broadcasters may assume their license will be renewed. The FCC may not even consider a competing application unless it decides against renewal. The bill also requires broadcasters to serve "the public interest, convenience and necessity." In a minor setback for broadcasters, the bill requires stations to keep a summary in their public files of all viewer complaints about violent programming.

Miscellaneous Issues The FCC will be authorized to terminate a broadcaster's license if a station does not transmit a signal for 12 months. The bill also allows the FCC to waive the requirement that a broadcaster obtain a construction permit.

Advanced Television and Spectrum Flexibility

The bill does not require the FCC to assign advanced television licenses. However, if the commission does issue licenses for a second channel, the bill states that the FCC "should" limit eligibility to incumbent broadcasters. The bill also affirms that broadcasters' public interest obligations are extended to the second channel.

The bill does allow broadcasters to use the additional 6 mhz for "ancillary and supplemental services." The services "must be consistent with the technology or method designated by the commission for the provision of advanced television services." The FCC's rules for the other services "must avoid the derogation" of advanced television services.

Broadcasters who use the spectrum for subscription services must pay a fee that "to the maximum extent feasible, should be equal to but not exceed the amount the public would have received had the spectrum been subject to auction."

If the FCC assigns a second channel, it must do so with the precondition that one of the two channels eventually will be returned to the federal government. The bill does not establish a time frame, nor does it specify which of the two channels must be returned. With an eye toward reclamation of the original analog channel, the bill directs the FCC to examine within 10 years the public's acceptance of digital television.

Must Carry

Requires the FCC to act on a must-carry complaint within 120 days after it is filed. The bill also clarifies that for the purpose of must carry, markets are defined by Nielsen's Designated Market Area map.

V-Chip

Requires every TV set sold in the U.S. to come with the ability to block programming based on an electronically encoded rating. In addition, the industry must develop a ratings system for "violence, sex and other indecent materials and to agree voluntarily to broadcast signals containing such ratings."

If the industry fails to comply within one year, the bill directs the FCC to develop a ratings system based on the recommendation of an advisory board "that is fairly balanced politically." The bill does not require the industry to implement the ratings system. However, the bill states: "Once a program is rated, the broadcasters must transmit the signal of the rating."

The bill also "encourages" broadcast, cable, satellite, syndication and other programming distributors to establish a technology fund to facilitate program-blocking technology. The GAO will review the status of the industry 18 months after the bill's enactment. The bill calls for expedited judicial review on constitutional grounds.

Cable Rate Deregulation

Deregulates cable rates for the extended basic tier (MTV, Lifetime, ESPN, etc.) in three years. Equipment rates remain regulated under the bill. The bill also eliminates the ability of a single subscriber to initiate a rate review at the FCC. A local franchising authority, city official or state regulator could initiate a review with a single complaint.

Small cable systems would be deregulated upon enactment. The bill defines a small cable system as one with 50,000 or fewer subscribers. Small cable systems cannot be owned or affiliated with a company that has more than \$250 million in annual income.

A cable system also is free from rate regulation when "a telephone company offers cable service by any means that is comparable to the competing cable system."

Set-Top Boxes

The bill insures that consumers can purchase set-top boxes in retail stores. Cable companies and others that provide multichannel video services also may provide set-top boxes, but the price may not be subsidized by subscription fees. The bill also gives the FCC authority

to suspend its rules temporarily to "promote new or improved technology or services."

Telephone and Cable Buyouts

Bars telephone companies from buying cable systems in markets of fewer than 35,000. There is an exemption for markets of 50,000 or fewer with only one cable system. Cable companies and telcos also are barred from having more than a 10% financial stake in each other. The bill prohibits joint ventures between telcos and cable systems in their own markets. There is a general exemption if the cable company or telco can prove financial hardship.

Telco Provision of Video Programming

Eliminates the ban on telcos' providing video programming in their own service areas. A telco would be regulated according to the technology it chooses to deliver video programming. If it builds a cable system, it would be regulated under cable rules. The bill also establishes a new entity known as an "open video system." The open video system must provide two-thirds of its capacity to unaffiliated programmers but does not need a local franchise in order to operate.

Cable Entry into Telephony

Local authorities may not require a cable company to obtain an additional franchise agreement to enter the telephone business.

Infrastructure Sharing

Requires telcos to provide information about their switched network to any "qualifying carrier." Potential competitors, including cable, need the information in order to connect their network with the telcos' network. The bill also instructs the FCC to coordinate future network planning by telcos and other telecommunication providers. The FCC also may participate in the voluntary establishment of interconnection standards.

Direct Broadcast Satellite

Gives the FCC exclusive authority over direct-to-home satellite services, including DBS. The bill also bars local jurisdictions from taxing DTH satellite services but does not affect state taxes. In addition, it bars local communities, including homeowner associations, from writing zoning laws that prohibit DBS dishes.

Obscenity

Increases the fine for broadcasting obscene language on radio or transmitting obscene language on cable from \$10,000 to \$100,000.

Signal Scrambling for Indecent Programming

Requires cable operators to scramble—at no cost—the audio and video of any programming that the subscriber deems unsuitable for children. The bill also mandates blocking the video and audio of sexually explicit programming.

Cable Right of Refusal of Public and Leased-Access Programming

Cable systems will have the right to refuse a program, or portion of a program, that contains obscenity, nudity or indecency.

Closed-Captioning

The FCC must conduct an inquiry into the feasibility of making closed-captioning a requirement for video programming. The requirement cannot be "economically burdensome" for industry. The FCC already has begun a proceeding on closed-captioning.

FCC Funding

The bill "authorizes the FCC such sums as necessary to carry out the provisions of the bill."

ISSUES UNRESOLVED

Broadcast ownership

Television House and Senate agree that television national-audience caps should rise from 25% to 35%. Both support elimination of numerical cap for TV stations. Senate wants cap to be written into law; House wants FCC to have authority to increase audience cap even further.

House also wants to allow duopoly for UHF stations and UHF-VHF combinations. House would allow VHF-VHF combinations in "extraordinary" circumstances.

Radio House and Senate have proposed eliminating national and local ownership caps for radio. Clinton administration adamantly opposes complete deregulation of radio ownership rules. Current rules limit a single broadcaster to owning two FMs and two AMs in each market. House has offered compromise for top 25 markets that would allow one broadcaster to own more than four stations as long as at least 10 stations are separately owned. In markets 25-100, House would preserve at least six separately owned stations; above 100, three.

Cable/Broadcast Crossownership House would eliminate statutory ban on cable/broadcast crossownership, but would leave in place parallel FCC rules. If FCC relaxes its rules, it must "adopt safeguards" to protect against discrimination of other broadcasters in market. Senate has not yet made counterproposal.

Navigation

Senate provides broadcasters preferential treatment on "video platforms." Local broadcast stations must be given placement on "first tier" of service. House allows telephone companies and broadcasters "to negotiate" for a favored location on video system.

Local Telephone Company Entry into Long Distance

Senate is pushing for strict tests to insure that Bell companies face local competition before they are allowed into long-distance markets. House wants less restrictive measure. Senate also is seeking language that would protect subsidies for rural telephone service.

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Montel

4.1 RTG
14 SHR

Jerry

4.0 RTG
10 SHR

Jenny

3.9 RTG
13 SHR

3.7 RTG
13 SHR

Ricki

Donahue

3.7 RTG
9 SHR

2.6 RTG
10 SHR

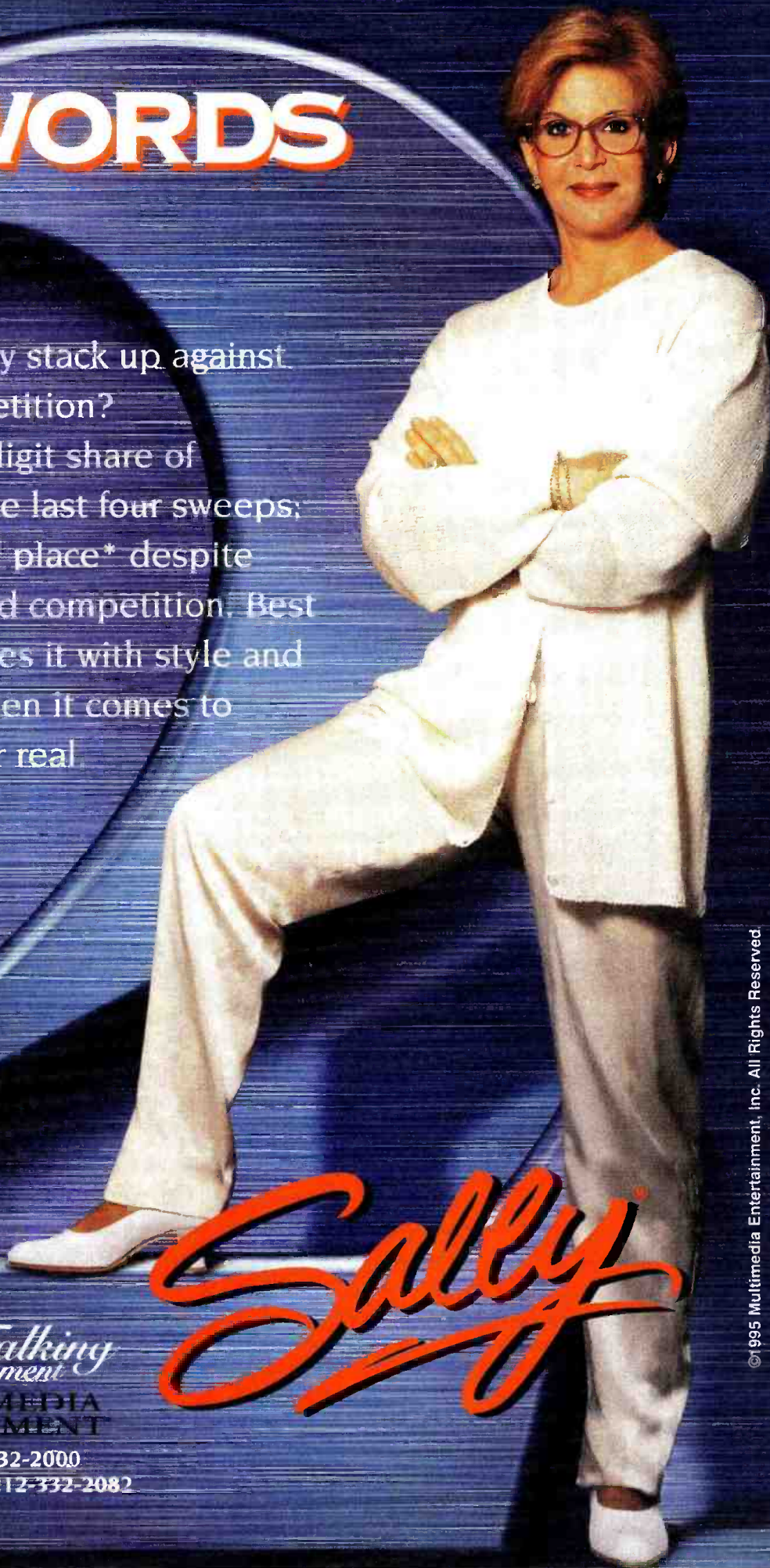
Rolonda

2.2 RTG
10 SHR

* Source: Topical talk - NSI metered market overnights 11/2-11/29/95, SNAP NSI Feb '96, May '95 and July '95

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Sally

Jack Fields decides not to run

House telcomsubcom head will not stand for re-election next year

By Christopher Stern

Representative Jack Fields (R-Tex.) surprised Washington last week by announcing that he will not seek re-election in 1996, ending his 15-year career in Congress and his brief chairmanship of the powerful House Telecommunications Subcommittee.

Fields, 43, cited family obligations as the reason for leaving Washington and returning to his home in Humble, Tex. His wife is expecting the couple's second child in January.

Capitol Hill observers expressed surprise that Fields would bow out while Congress is in the midst of virtual non-stop negotiations on the pending telecommunications bill. But Fields said he had no choice about the timing since the Texas filing deadline is just weeks away.

Fields told BROADCASTING & CABLE that he has been considering a permanent return to Texas for several years. "I guess what precipitated this is the fact that my wife and I are going to have another child in January, and I've gone through a couple of tough little emotional things with my daughter," he said.

One moment that haunts him is the time his daughter, then two years old, attempted to kiss his image on the televi-

sion set while he was stuck in Washington during an extended legislative session. "It's just time for me [to go], with an additional child and a five-year-old," Fields said.

Fields became chairman of the Telecommunications Subcommittee less than a year ago, when the Republicans took control of Congress for the first time in 40 years. Since then, he has played a central role in shaping telecommunications policy on Capitol Hill and in the federal bureaucracy.

Fields said last week that he is resigning while on the "legislative mountaintop. I will never deal as a policymaker with a piece of legislation that compares with telecommunication reform."

However, by resigning in the middle of his term, Fields runs the risk of losing some of his influence during the coming year. Now that the world knows he will not hold his powerful position after 1996, he may have a harder time



Fields is returning to Texas.

finding votes among his colleagues.

Fields said he is not concerned about his lame-duck status: "I won't start quacking until September." But several congressional observers predict that Fields, who remains personally popular with Democrats and Republicans, will not run into trouble pursuing his agenda during the rest of his term. And Fields insists that "we are going to have public broadcasting

reform. We are going to have a major reform of the Federal Communications Commission."

Always a strong ally of broadcasters, Fields successfully blocked efforts in September to auction the spectrum now set aside for digital television. He spearheaded the effort to identify \$15 billion worth of spectrum that the FCC could sell instead of the second channel broadcasters plan to use for advanced television.

Last week Fields said he would like

In the wake of House Telecommunications Subcommittee Chairman Jack Fields's (R-Tex.) decision to resign, it is not at all clear who will succeed him.

Should the Democrats win back their majority in Congress next year, Representative Ed Markey (D-Mass.) would almost certainly take back his former chairmanship of the subcommittee. But things become murkier if the Republicans hold on to the House of Representatives in 1996.

Representative Mike Oxley (R-Ohio) is the vice chairman of the subcommittee but is not its highest ranking member. Ahead of him are Representative Carlos Moorhead (R-Calif.) and Representative Billy Tauzin (R-La.). But Moorhead already has announced plans to retire.

Tauzin, who switched from the Democratic to the Republican party just six months ago, poses a serious challenge to Oxley. Tauzin is widely expected to run for the

After Fields, who's next?



Possible successors: Oxley and Tauzin

Senate, but has not made an official announcement. Should Tauzin pursue the Senate seat, the chairmanship of the subcommittee is almost a sure thing for Oxley, say lobbyists who follow the committee.

If Tauzin remains in the House, Oxley will likely face a tough fight. When Tauzin switched parties, he was careful to preserve his seniority on the Commerce Committee and in the party leadership. He technically outranks even the

chairman of the full committee, Tom Bliley (R-Va.). The possibility of chairing the Telecommunications Subcommittee will be a factor in Tauzin's Senate race decision, said a Tauzin spokesman last week.

Some lobbyists predict that the Republican party would not endorse Tauzin for the chairmanship on the grounds that he has been a Republican for only six months. But his office noted last week that as deputy majority whip, Tauzin is a member of the Republican leadership.

—CSS

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NATPE Tabloid	Jan. 22	Jan. 12	<ul style="list-style-type: none"> • What's in, who to watch, where to go; Special international section 	<ul style="list-style-type: none"> • Hotel room to room • At exhibition hall
NATPE DAILIES	Jan. 23 Jan. 24 Jan. 25	Jan. 12	<ul style="list-style-type: none"> • Daily show developments • New program releases • Special events/appearances 	<ul style="list-style-type: none"> • Hotel room to room • At exhibition hall

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to hold a series of hearings on spectrum and spectrum policy: "I'm getting concerned that every time the budget committee needs money, they go running to what is now being looked at as the spectrum bank."

He also has been a vocal critic of the FCC and Chairman Reed Hundt, twice threatening to do "battle" with the

nation's top telecommunications bureaucrat. Fields first butted heads with Hundt over the FCC's decision to reduce cable rates by 17%. Fields also has spoken out against Hundt's successful effort to leverage Westinghouse's application to acquire CBS into a commitment from the broadcaster to air three hours of children's educational television each week.

Although Fields says he has no immediate plans for his second career, several Washington lobbyists last week predicted that he would have little trouble landing a job in the telecommunications industry. It is "highly unlikely" that Fields will return to the family mortuary business, said one source close to the congressman. ■

Staking claim to digital TV

That's what various groups were doing last week at FCC hearing

By Chris McConnell

Everybody wants something out of digital TV.

As FCC commissioners heard during last week's digital TV en banc hearing, interest groups want more public interest performance; minority groups want more minority ownership; low-power TV stations want channel assignments of their own; computer executives want more compatibility with the data business, and most important, the government wants spectrum-auction revenue.

"The digital spectrum is beachfront property on the Cybersea," said FCC Chairman Reed Hundt, adding that Congress, not the FCC, will decide the auction issue—although that did not stop witnesses at last week's hearing from focusing on the issue.

"It is time to do away with regulation based on the public trusteeship model that applies to broadcasting alone among all media," Brookside Productions and Horizons Cable President Lawrence Grossman said, arguing for auction of the digital spectrum. Media Access Project Deputy Director Gigi Sohn pointed to the auction potential in arguing that broadcasters should face stricter public interest requirements if they are to win the digital channel.

But despite the new attention that spectrum auctions and digital technology have brought to the second channel, broadcasters are giving little ground in their campaign for winning the channels. Network representatives object to auctions and increased public interest obligations as well as to a preset date for returning their current channels, which have become another auction target.

"Some have characterized the loan of additional spectrum to broadcasters as a windfall that requires, as a quid pro quo, a governmentally defined and mandated



Advanced TV rules drew a crowd of witnesses. Shown here (l-r) are: Media Access Project's Gigi Sohn, Capcities/ABC's Alan Braverman, Silver King's Barry Diller, Douglass Policy Institute's Faye Anderson, Minority Media and Telecommunication Council's David Honig and Chris Craft's John Siegel.

increased public interest obligation," said Alan Braverman, CapCities/ABC vice president and general counsel, in written testimony. "We disagree."

Such talk drew a courtroom-style cross-examination from Hundt, who still is seeking to quantify public interest obligations in the analog age. Hundt last week asked the broadcasters whether they could multiply their supply of children's educational programming if they multiplexed their new channel. When Braverman and John Siegel, Chris Craft Industries senior vice president, would not commit to such a pledge, Hundt followed with a series of questions about the digital channel's auction potential.

He also queried witnesses about the administration's plan for auctioning the current channel in 2002 and using some of the revenue to offer consumers vouchers to purchase digital receivers. "I'm suggesting that a little cash is sometimes an incentive," Hundt said of the proposal, although broadcasters and others did not support the plan.

One exception to the broadcast stance came from Silver King Communications Chairman Barry Diller, who

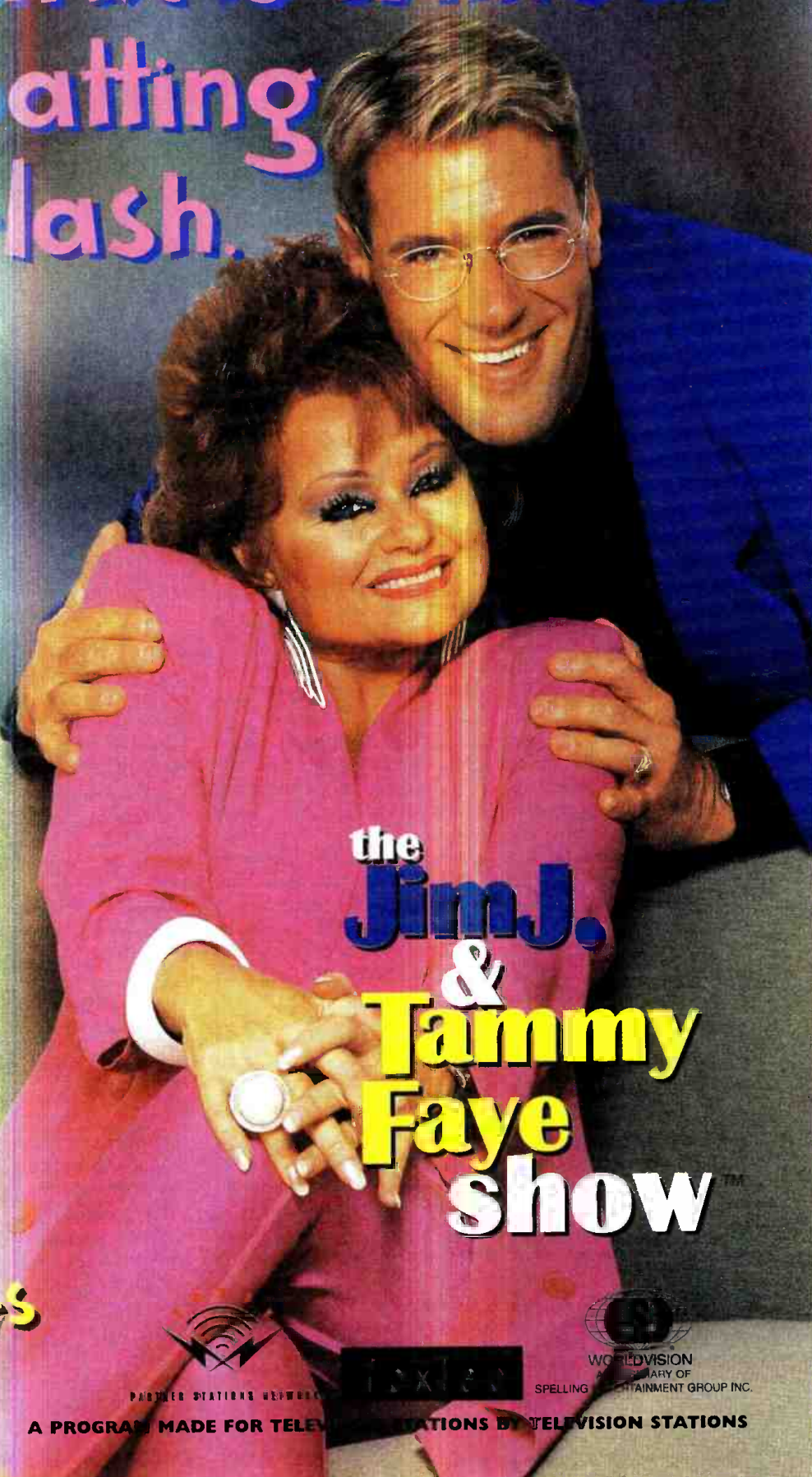
said a reinvigorated public interest role is a fair quid pro quo for receiving the second-channel license. Although he does not support specific program quotas, he said public interest performance lately has begun to ebb among broadcasters. "Frightened broadcasters, if frightened properly, tend to do the good thing," Diller said.

David Honig of the Minority Media and Telecommunications Council wants the FCC to hold off on assigning any ATV licenses until it develops a "race-conscious" assignment plan that will boost minority ownership. Also seeking some attention in the digital plan is the Community Broadcasters Association (CBA), which is asking that low-power TV stations be included in the digital TV plan.

Computer industry executives, meanwhile, are taking a renewed interest in the transmission system, voicing objections to its inclusion of interlace scanning formats. Joseph Tasker, Compaq vice president/general counsel, called the format's inclusion the "residue of legacy systems" and insisted that it will hamper compatibility between broadcasting and computers. ■

31 markets without even batting an eyelash.

MARKET	STATION
Dallas/Ft. Worth	KXAS
Seattle	KING
Cleveland	WUAB
St. Louis	KDNL
Sacramento	KPWB
Portland	KGW
Indianapolis	WTTV
Hartford	WTNH
Charlotte	WCNC
Cincinnati	WXIX
Columbus	WSYX
Greenville/Asheville	WLOS
San Antonio	KRRT
Grand Rapids	WOOD
Norfolk	WAVY
W. Palm Beach	WFLX
Greensboro	WEJC
Albuquerque	KASA
Louisville	WHAS
Fresno	KMPH
Austin	KXAN
Honolulu	KHNL
Des Moines	KDSM
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The Two at the Top of THE NEW CBS

Few in broadcasting had heard the name Michael Jordan a year ago, and if they had they probably confused him with the basketball star. Now, the Westinghouse Electric Co. he heads as chairman has taken over one of the proudest franchises in communications: CBS Inc. Westinghouse paid \$5.8 billion for the privilege and may have gotten a bargain; as this interview indicates, Jordan sees only upsides now. Peter Lund, on the other hand, has been in the CBS family for years. He's Jordan's pick as operational head of CBS (formally, president of the CBS/Broadcast Group). Jordan will be Mr. Outside; Lund, Mr. Inside—although both will spend a lot of time together on Black Rock's 35th floor. (Jordan has taken over the long unoccupied suite that was William S. Paley's; Lund, the one that was Frank Stanton's.) The times they are a' changing.

A number of observers, including Michael Eisner, have remarked that CBS was "too tough to fix." As specifically as you can, will you tell us why you're so optimistic?

Jordan: The owned stations were the key to the whole thing. Clearly, Disney had no interest in the station business, which is very different from the entertainment side of the business. It's nitty-gritty, hands-on operating—day-to-day stuff.

There was absolutely no strategic or business barrier to suggest why the network couldn't come back. I mean, look what happened to NBC over a three-year period. So I assume that Eisner was talking about the operating side of the business, which is the station operation, in both TV and radio. In fact, as you value the networks and their O&Os, the stations are the bulk of the value, from a stock market perspective.

Lund: I would just add that the question of the company being too tough to fix presupposes that the joint is in disarray, and it is not as bad as it might seem. From a network standpoint, while we're not doing nearly as well as we'd like to do, and while we clearly are in third place, we are doing well on three nights of the week; there's not a great deal of difference between where we are and where we want to be. There's some area that we have to cover, but it is not the end of the world by any stretch of the imagination. And both the television station division and the radio division are healthy.

We were talking to a group of analysts this morning, and they pointed out that the gap in demographics between you and the other networks has never been as great. And that it certainly would not be a quick-turnaround prospect.

Lund: That's fair. It's certainly fair to say that there is a

demographic gap. The difficulty in fixing it, however, is not overwhelming. As I say, we're number one on Saturday night, we are number one or number two on Monday night, and we're competitive on Sunday night, so on three nights of the week we're doing very well. With the Cosby show and some of the other development that's on the boards, I think that we will narrow that gap considerably starting next year.

Jordan: The other thing, too, Peter; we're the leader in daytime, and we're the leader from a demographic standpoint in late night despite the flak from NBC regarding Letterman. He still wins the demos. So you really have to take this piece by piece. Not to say that we don't have issues to address—and we're addressing them—but we're no worse off than others have been, and we have some residual strengths.

I hear you sounding like a broadcaster, and I hadn't expected that. I expected an industrial executive and not someone who knew where things were on Saturday night. Is this because of your fairly recent experience with Westinghouse?

Jordan: One, we just paid \$5.8 billion for CBS, so it behooves us to get up to speed on it. But second, my background is not industrial. I've been in consumer goods for the last 20 years before I sort of retired from Pepsico to be in the LBO [leveraged buyout] business.

When I joined Westinghouse in third quarter 1993, we had tons and tons of problems—you know, \$6 billion worth of debt, or \$7 billion, and a lot of problems that hadn't been recognized. Just lots of stuff to do on a survival basis. But we started looking at the businesses, and everybody was saying: "Well, sell broadcasting. Television stations are a wasting asset."

So we started looking at this. I, having been a network



New teammates Michael Jordan and Peter Lund

Photos by Gregory Heisler/CBS

advertiser—Pepsico and internationally and all that—said: “You know, the networks aren’t going away. As a matter of fact, in these days of fragmented audiences, they’re more valuable than ever for the major advertisers.” And for that reason, we chose broadcasting to be the major focus for investment as we cleaned up the company and generated positive cash flow and paid down our debt. That’s what led us to the 1994 joint venture with CBS to acquire more stations and to throw our lot with them. Not only because we had thought about doing a radio deal together but also because I had in the back of my mind when we did that that we would become long-term partners and maybe eventual owners of CBS.

So as we looked at our business, we saw that broadcasting had many more growth opportunities than did our power businesses, where we have large international competitors and so forth. They don’t have the upsides of the broadcasting industry.

Lund: One of the nice things about dealing with Mike, as we

found out early on, is that he not only has an interest in broadcasting and a knowledge about it, but his whole background with Pepsico is much like our background with affiliates. In Pepsi you deal with bottlers and franchisees and there’s a similarity between that and what we do in the network affiliate relationship. So when we talk to Mike about the relationship between the network and the affiliates, this is no news to him.

At the analysts meeting two weeks ago, I believe you quoted a target of 20% operating earnings in broadcast growth as you go forward. That seems like a bullish figure, and it also seems that if you reach it, that 65% broadcast cash flow versus 35% might get even more slanted toward the broadcasting end. How will that ratio change as you go forward?

Jordan: It’s sort of implicit. We said it will increase because we think there is great opportunity to improve margins and growth in both radio and television stations as well as to get real profit upside from the network as we drive ratings and

so forth in the future. We think cash flow in the industrial business can go in the 10%, 12%, 13% range, but it's not going to go much faster. So over time, broadcasting will become an even larger part of our business.

Have you ruled out making the company a pure media player in the future?

Jordan: There are serious legal and financial issues that would prevent us from doing that in the short to medium term. We have a lot of long-term obligations in this business. Many of those businesses really cannot be separated; therefore, we decided to have a core industrial business that we could grow and that would throw off cash to fund other parts of the business.

How do you anticipate using the revenue from sales, as in the defense area? Will it be to retire debt, or to expand your broadcasting portfolio?

Jordan: The two are kind of synonymous. The first thing we have to do is get our balance sheet in line, and the current bank agreement we have—because it was fairly highly leveraged—had some restrictions. It says that by the end of 1997 we have to pay down \$2.5 billion. We want to get that paid down first. We'll blow by that number by the end of the second quarter, and in effect remove a lot of those onerous conditions; so we're not targeting this amount of money only to pay down debt. What that gives us is greater financial flexibility very quickly, and if the right opportunity comes along we will have the financial strength to capitalize on it.

But right now we're saying it's to pay down debt. We will pay down almost 70% of our acquisition debt through 1996, so we'll essentially be out of significant debt problems.

I might add another comment. As this speculation was going along, Westinghouse has been pictured as crippled and not able to do anything in the broadcast field; our leverage at this point is probably half that of Time Warner or Turner or any of the other guys in the industry. So everything's relative.

Or Disney.

Jordan: Or Disney, right. So we will have a strong balance sheet when we get these two deals done, and it will be very strong by broadcasting standards or media standards.

I've remarked privately that you made a better deal than Eisner did in the sense that you got as good a broadcast distribution system as he did. You didn't get the cable, but he paid \$14 billion for the cable, essentially. Do you feel a kinship with that point of view?

Jordan: I haven't thought about it exactly like that, but I'd put it another way. Although we were sort of scooped from a PR standpoint by the Disney/ABC deal, Eisner did in fact confirm the multiple of cash flow that we paid for CBS. And just from a network standpoint, he bought an operation sort of at the peak of its performance and we bought an operation that was in a downswing and heading for what we think is the bottom of the trough. So I think we bought the operation with more upside at the same multiple of cash flow, which we think fitted our strategy. But I hadn't thought about the fact that, yes, he did pay a lot for the cable interests—which are good cable interests, no question, but that's probably a premium price.

How much of your strategy at CBS relies on cost savings? And where is it going to come from?

Jordan: We have two types of cost savings. One is the obvious redundancies, which we're addressing quickly—duplicate staffs, corporate staffs, things like that. And we're trying to merge these and get the best of both worlds. Over time, we will be tackling the cost-improvement opportunities, from a systemic or productivity basis, in stations and in operations. How do you do things differently and take costs out of it, as opposed to just slashing obvious surplus head count?

Outside of overlapping groups, there aren't a lot of obvious bodies lying around waiting to be cut. We've had a pretty good whack at that already. But it's really how you do things differently and get real productivity over time—that's the area we're going to tackle. While there are a lot of guys at CBS—like Peter—who came up through the station group and who are great station operators, what Group W has had is a systematic, single-minded focus on station operations, because that was their only business. So we're able to marry that focus on the stations to a high cost and performance standpoint. As well as get the network fixed and all the constituent parts. That's some of the real people synergy in the combination. I think it's going to work.

Have you put a dollar figure on what you expect the improvement to be in the stations?

Jordan: It's \$200 million in cost and revenue improvements over five years. Cost is a piece of it, but so is improving performance. And local news is also a big piece of it; Group W has done a lot of investing in the news area. We believe in news as a differentiator of local ratings and market share position. So there's a wide variety of things to improve station economics and station performance, and we believe in all of them—not just cost-cutting and head-count cutting, but selling and marketing, strengthening the news operations, ratings, and so forth.

Where do you plan to plow money into the CBS operation?

Jordan: The number-one priority is to regain ratings and to drive ratings performance across all the main parts of the system. We'll provide the resources necessary to do that, whether it's news, entertainment or sports. You know, on entertainment, we were the most aggressive this year in funding new pilots. We will continue to look for the best new shows. We don't think resources are a big issue at all as far as entertainment programming is concerned; we've demonstrated our willingness to spend the requisite amount of money, and we will continue to do it.

News is the same thing. We would like to have more participation and prime time news events, which we think have been very good for our competition, and there's no reason, with the strength of the CBS News organization, that we can't do that. So those are the kinds of areas that we've gone after. In sports, we just signed up for a big extension on the NCAA at a higher price for another seven years. We got our way back into college football and a great position in the bowl lineup this year.

Lund: We made a new deal with the USTA for U.S. Open tennis.

Jordan: So we're willing to step up to the plate and do what's needed to drive ratings. We look at this very selfishly because, you know, we're the largest affiliate, and run-

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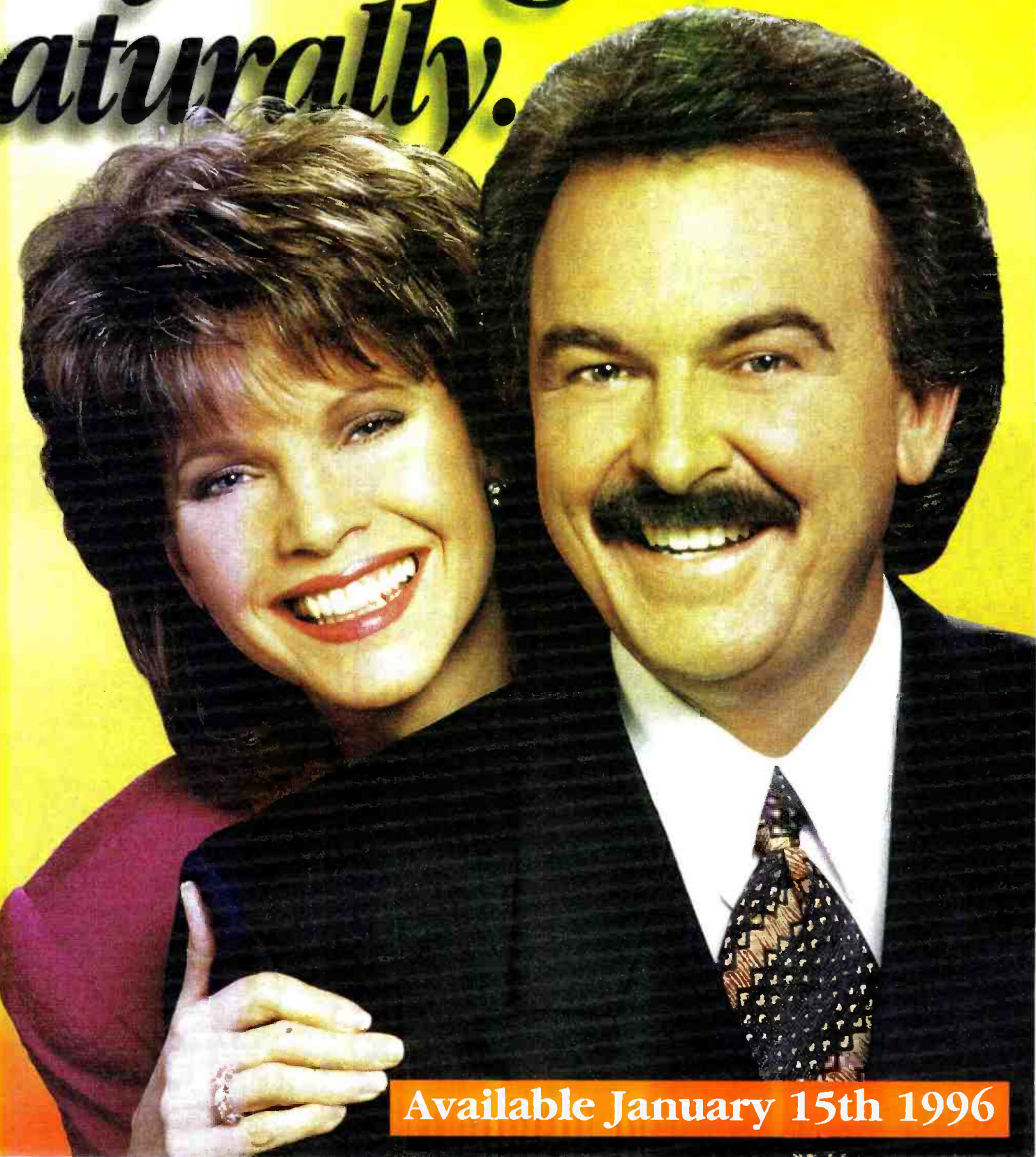


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ning an affiliate is a fixed-cost business—and the more ratings you get, the more profitable it is. The same thing is true at the O&Os. So our number-one posture is not necessarily to cut costs of the network, although we'll do what's obvious and what makes sense, but to grow—improve our ratings performance.

Do you have such ambitions as returning CBS to its status as the Tiffany network?

Jordan: We want to be number one. We're in a competitive business, and I come from an industry where we like to win in the marketplace—whether it was at Coke or Frito-Lay or whatever, we wanted to be winners. I think that's a mentality that's permeating CBS now. We want to get back on top. The Tiffany network also had the aura of quality programing—innovative programing—and, yes, we want to do that too. So whatever the Tiffany network was (and I wasn't around except as an occasional viewer; I wasn't in the industry), we have ambitions to do all the same things, have all the same attributes.

This is a question both of you could address, but in talking to some of your key affiliates, I find that they believe that CBS needs to fix prime time, the news, and then distribution—probably in that order. Would you agree?

Lund: I'm not sure I'd agree with the order, Steve, but clearly our first priority is prime time. That's the daypart that is most important to the affiliates, and it's the daypart that drives the largest amount of revenue for them—in network dayparts anyway. And it is clearly the daypart in which networks are generally measured. The fact that we're number one in daytime and number one in *Letterman* always takes a back seat, even though we know it's important and is important to both us and the affiliates.

Fixing news is a bit of an off-the-mark opinion; I don't think CBS News is broken. CBS News is, unfortunately, the recipient of our one distribution problem. We don't have a distribution problem per se. Our affiliate lineup is as strong as anybody else's, and it reaches more VHF households than either of the two other networks, so the affiliate lineup is terrific. We do, however, have a couple of places like Detroit—where we own the television station, so we are ultimately

responsible for it—where we don't have a newscast. We have no news department at the current time, so our ability to provide the *CBS Evening News* with a commensurate news lead-in, is nonexistent.

On all other fronts, CBS News does as good a job as any other news organization in gathering the news and in reporting the news and in doing documentaries. In the broad spectrum of covering news, CBS News is unparalleled. But because prime time tends to be a barometer of how well a network is doing, the evening news broadcast or all of our evening broadcasts tend to be a barometer, especially in the

popular press, of how well we are doing. If we didn't have these distribution problems, the *CBS Evening News* would not be number three.

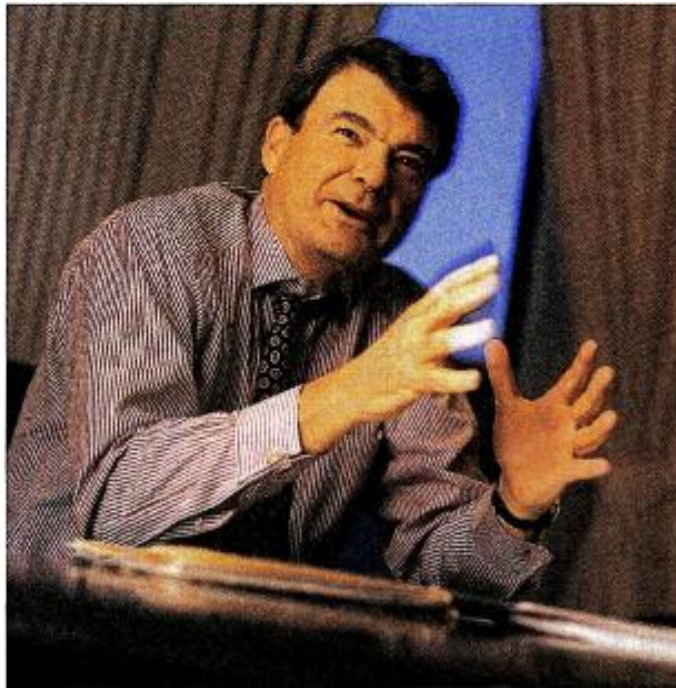
Jordan: Peter, just to amplify that, we've seen that where you have a strong lead from local news and a strong local news, there's no reason that the evening news can't be number one. It happened on the switchover from ABC to CBS in Baltimore.

Your agreement to increase children's programming to three hours a week was controversial. Do you feel that you were coerced into that agreement?

Jordan: There was a strong interest at the FCC [in that subject]. We at Westinghouse felt clearly that we were interested in children's programing. CBS was a little behind some of the other networks, and we needed to step up the pace. We think we made a reasonable agreement with an intervenor, and we will make a very strong effort to create successful children's programing and more hours.

The flaps within the commission and between the commission and Congress kind of blew this thing out of proportion. We agreed to what we thought was a reasonable and not life-threatening activity; it's something we wanted to do qualitatively and directionally anyway. We think it's in the interest not only of CBS but of all the broadcast networks to do a better job in that area.

Lund: By the way—and I haven't shown you all this stuff, Mike—the ideas for new informational, educational children's programing are pouring in from a variety of interested parties. It's been fascinating to see the number of boutique-type production houses that have interesting ideas for



“We agreed to what we thought was a reasonable and not life-threatening activity [on children's TV]; it's something we wanted to do qualitatively and directionally anyway. We think it's in the interest not only of CBS but of all the broadcast networks to do a better job in that area.”

programming. They may not work, they may not be viable. but we may turn up something that's particularly good.

Do you anticipate having to make an investment in this area, or is it possible you can come out of it making money?

Lund: I think we're going to have to make an investment. It's frustrating. I had this discussion with FCC Chairman Reed Hundt just a couple of weeks ago—and this is a discussion that many of us who have been in the broadcasting business for a long time have had with each other. But it's been frustrating not being able to find informational, educational children's programming that attracts children. We put on these shows that fit that bill, like *Beakman's World*. We know it's good, we know it's educational, we know it's informational—it's well done, well produced, it's all good things—but the preponderance of the children's audience still flocks to the animated material of the normal Saturday morning fare. So it's not that broadcasters over the years haven't tried to do this; there've been many, many attempts. It's hard to find something that fits both bills.

Do you think the industry at large should adopt such a standard?

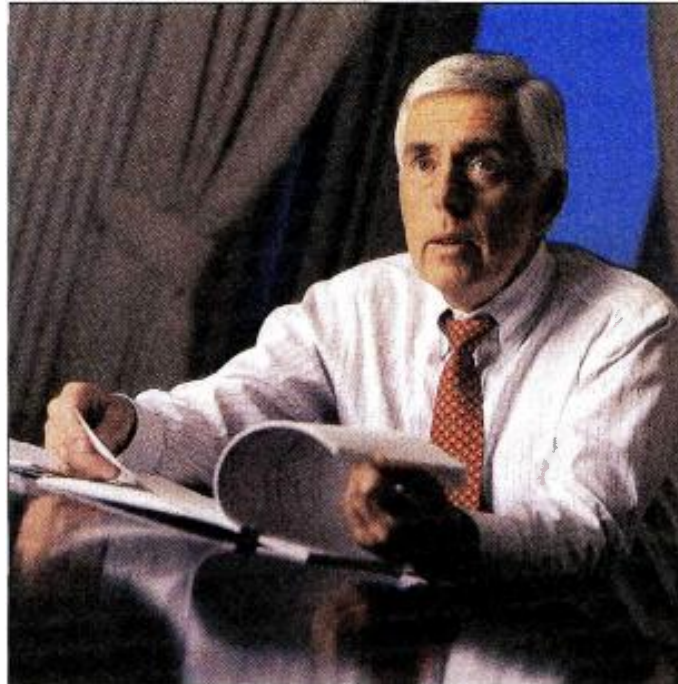
Lund: I don't think it should be mandated. I don't know what standard the industry should adopt, or whether it should. But I think the industry at large does care about it and would like to find some way to fill this bill.

I was very interested to see what you did in support of the Advanced Television Test Center, and I wonder what that says about you and your approach to the business of broadcasting.

Jordan: Well, these people came to me—Joe Flaherty from CBS and some people from our central R&D group in Pittsburgh—and they said: "You know, this activity is about over in its original incarnation, but we think it ought to continue, that there ought to be a strong and healthy dialogue between the industry and the commission over technical progress toward digital and HDTV." All of the other proposals to take this thing over were from people who weren't broadcasters. And it just seemed to me that there are a host of significant and practical issues on the transition to HDTV in which we

would like to play a leading part, in helping to solve the technical problems and influence policy as we go along. It's not only in our own interest and our affiliates' interest, but there are issues of pragmatism and reality. That's one of the reasons I felt we had to be in there.

It also dovetails with our own strengths. We have some technology for developing an advanced HDTV transmitter, one that offers some of the greatest practicality in making the change. So that's kind of our heritage too. And it just seemed like something we ought to take the risk for—let's see if we can keep this going, let's keep our hand in and help to influence this transitional process.



Another financial question. I believe you told the analysts that once you have the asset sales completed and you work on what you term the "legacies" going forward, you envision generating about \$30 a share in operating income with a total corporate valuation of about \$13 billion. First, is that accurate, and second, over what period of time do you see accomplishing that?

Jordan: We felt it was very difficult to value Westinghouse on an earnings per share [EPS] basis because we had these distortions in our operating income from what we call our legacy costs—excess pension and so forth—as well as a 38% tax rate, which we don't pay. We felt that EPS was a very low number compared to our real operating cash flow. For example, we report a net income of around \$300 million when, in fact, our operating cash flow at the business level is \$1.3 billion or better.

So a \$25 million swing in operations, which is about 1%-1 1/2%, turns out to be almost a 10%

swing at the EPS line. We think the more appropriate way for analysts to look at Westinghouse would have been on an operating-cash-flow basis and to capitalize our operating cash flow less our balance sheet items like legacy costs, which are amortized over a period of four to five years, or excess pension and debt. With the acquisition of CBS and the large amount of goodwill that comes with that, EPS also becomes highly distorted; therefore, operating cash flow is the way to measure our company.

If you value our broadcasting cash flow at an 11-12 times multiple, which is typical of broadcast entities that have high

“Clearly our first priority is prime time. That's the daypart that is most important to the affiliates, and it's the daypart that drives the largest amount of revenue for them—in network dayparts anyway. And it is clearly the daypart in which networks are generally measured.”

franchise value—like the stations—and our industrial operating cash flow at six to seven times, then deduct the legacy costs and the debt offset by our net operating loss, it ends up with a shareholder value in roughly the '97 time frame of \$13 billion to \$14 billion, which is about a \$31 stock price valuation per share, and not \$30 operating.

But that's the way we've done it to try to get people to focus on the underlying values in the company, recognizing that our numbers have been distorted by a lot of historical accounting and other charges that we think will go away over the next three to four years.

Larry Tisch refined CBS into a broadcasting-only company, conspicuously to the exclusion of cable. Will you change that course and, if so, how soon and how?

Jordan: We've all agreed that while we like the over-the-air broadcasting business, and we think there's a great future in it on both the television and the radio side, and it can generate plenty of value for shareholders, we should have our feet in the other media areas, given the trend toward networks owning more content. We've set an internal goal to say: "Let's see what it takes, by the year 2000, to have 20% of our operating earnings out of the over-the-air broadcasting field." That was kind of a ranging shot from a planning purpose, saying what things will we have to look at and do to achieve that, what sort of resources will that require, and is that affordable. And we look at that and say: "That might translate into 200-odd million dollars of cash flow," and as we look at building some, buying some, we think that's affordable over our four-year time frame. So that was the reason. We don't know exactly what we're going to do yet.

How active do you plan to be in the day-to-day of CBS? Are you going to be Bill Paley to Peter's Frank Stanton, or Jack Welch to Peter's Bob Wright?

Jordan: I'm not sure exactly what Paley and Stanton did. I would obviously be more involved than Jack is, because this is the biggest part of our business. Peter and I have kind of an agreement regarding operational decisions, where he'll tell me about them and we'll get involved together in things like *Cosby* and so forth. The real operation and achieving the operational goals in CBS broadcasting is up to Peter and Les [Moonves] and Bill Korn and the total team. I will be a part of that and support it, but my goal is to also to work on the whole strategic area in broadcasting, to support Peter as we make these changes internally and to really support, in the way that only a CEO can, in terms of pressing the flesh and working Washington and all those other things.

So my goal is to spend quite a bit of time in the broadcasting arena. I've said to my board that somehow, someday, I'll average a couple of days a week here, there or wherever, and as we look for ways to expand internationally I will help lead that charge because I do so much international traveling anyway.

I've got a question about problem number one: prime time. You've been fairly open and candid about the fact that you went way too far in trying to right the course. Does that mean you have to make a radical shift back next year?

Lund: No, I don't think we have to make a radical shift. I don't think the biggest problem was that we made a radical demographic shift. The biggest problem was that we put too many new shows on the air and certainly too many shows in new time periods. A year ago, the average age of the CBS

television network viewer, was in the area of 50 years old, whereas the average age of the NBC viewer was something like 44. ABC was 38, and Fox was much less than everybody else. We need now to lower the average age of the CBS viewer. We need to be more in the middle demographically, in that 18-49, 25-54-year-old demographic battle. We just can't take as big a bite at it as we did last year. But I don't think that means, by any stretch of the imagination, that we should now make a radical shift the other way.

Jordan: Peter, one of the things you know is that there are no blockbuster hits this year. Considering the time slot and the lead-in, we've done about as well as anybody in new shows.

Lund: We have, on a competitive basis. *USA Today* thought that *Almost Perfect* was one of the best new sitcoms around. As I say, this is not terrible. It's just not as good as it needs to be.

How will '96 shape up for the CBS network, financially? It's got to be better than this year.

Lund: On a calendar year basis? I think it will be better than this year. I have no particular financial forecast, but the latest round of financial prognostications from the folks at the PaineWebber conference was bullish. They were looking at double-digit network marketplace increases.

This is sort of a big-picture question; At the moment, the major players in this industry are News Corp., Viacom, Disney, TCI and Time Warner. And now here comes Westinghouse/CBS. Do you anticipate that in the next five years your operations are going to move you further into that group, and do you anticipate being a much larger megamedia player than you are today?

Jordan: Let me take a stab at that. One premise is that we want to grow in the broadcast industry, and we know that conceptually that means being in more than over-the-air broadcasting. Now, we can take the assets we have in television and radio—especially as radio gets further and further deregulated. We can build the most powerful radio franchise in the world, and we intend to. It's something most people sort of overlook—how valuable that franchise is in our stable.

As far as the other guys are concerned, even to approach them would require a lot of acquiring or merging. I mean, to get to the Time Warner level, we would have to go through a merger as opposed to an acquisition. And it all depends on opportunities that present themselves. Under our own resources we can do a lot, I think, to increase our size. As a matter of fact, we could double in revenue in five or six years with judicious kinds of acquisition—things we could do with our own balance sheet. And so we'll be a fair-sized company.

We're a little bit more like a TCI from a growth-strategy standpoint. They start at the distribution end and cast their tentacles backwards. In order for us to grow in the total spectrum of broadcast and media, we clearly are anchored in the distribution end and would have to go backward. Whereas, the other guys—the Time Warners and the Disneys—have started from the other end. So I wouldn't rule out anything in the future if it made sense, but on our own resources we're not going to get to the size of a Time Warner in the foreseeable future.

But who knows what can happen. There could be mergers—and if the logic is there, we'll look at it. ■

Broadcasting

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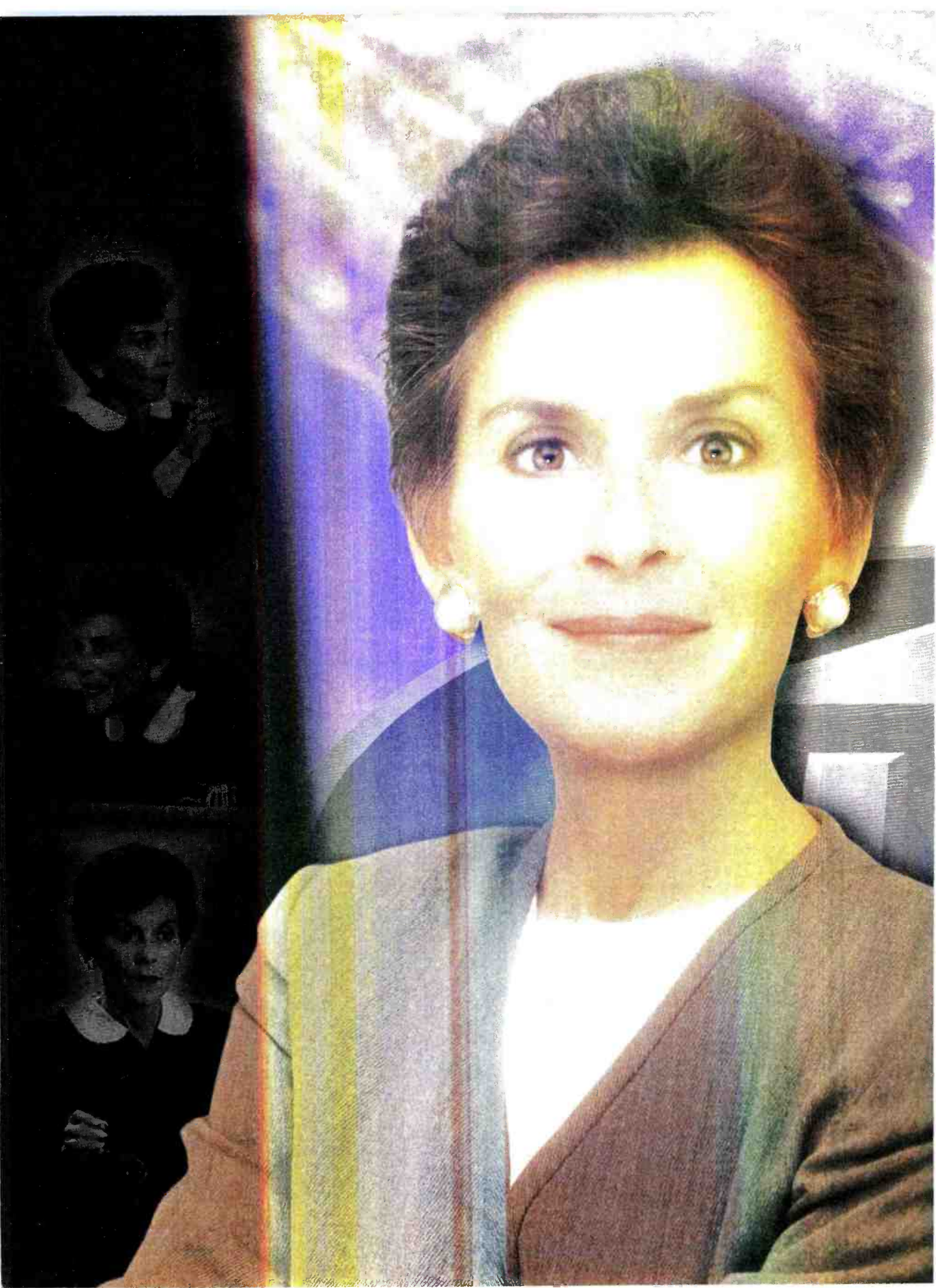
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It's an Olympics sweep for NBC

For \$2.3 billion, NBC locks up rights to three more Olympic games

By Steve McClellan

Christmas came early to NBC affiliates, with word last week that NBC has extended its domestic TV and cable rights to the Olympics through 2008.

The network will spend roughly \$5 billion, including production and promotion, in the next 12 years to air six of the next seven Olympics. (For just a little bit more, Westinghouse acquired CBS.)

Last week, NBC made its single biggest gamble yet on the big-time TV event, plunking down \$2.3 billion for rights to the summer games in 2004 and 2008 and the winter games in 2006.

The deal, the richest in TV sports history, breaks down as follows: \$793 million for the 2004 games; \$613 million for the 2006 games and \$894 million for the 2008 games.

Media watchers say the deal signifies NBC's current strength, the confidence and support NBC has from parent com-

pany General Electric and the network's determination to strengthen its bond with affiliates over the course of the new network-affiliate carriage contracts, most of which extend for 10 years.

In addition, the network will share net revenue from advertising sales on NBC-TV with the International Olympic Committee on a 50-50 basis, after NBC recoups its rights fees and production and promotion costs. The revenue sharing applies only to broadcast network ad sales, not to cable network coverage or the NBC-owned stations ad sales.

The deal gives NBC six of the next seven games (CBS has the Nagano, Japan, winter games in 1998). In August, NBC and the IOC announced a deal for the Sydney summer games in

2000 for \$705 million and the winter games in Salt Lake City in 2002 for \$545 million. That was the first time two Olympics were bought in the same package. Those two Olympics also have the same revenue-sharing model as the deals announced last week.

NBC paid \$615 million for the Atlanta games and has sold roughly \$650 million in

advertising. Under the revenue-sharing plan for those games, the

IOC will receive an additional "several million," says NBC President Robert Wright.

But Wright says the goal in making such a long-term commitment to the games is not so much profit margin as "enhancement to the network. You try to recoup your costs and not take a bath," he says. But enhancement also comes with NBC's association with the games, and boosts to the affiliates and owned stations. It's the first time the IOC has awarded rights to games whose host cities haven't been chosen yet.

The cash payments for the deals announced last week were set by taking the base price of the previous summer or winter games and factoring in four years of 3% inflation. Some observers noted that the IOC might have drawn considerably higher fees by putting the games up for bid by all four networks.

The IOC did not do that, however. In fact, the only network with which it negotiated was NBC. Dick Pound, chairman of the television committee of the IOC, says it was NBC Sports President Dick Ebersol who approached the IOC about extending its Olympics pact, and that none of the other networks contacted the committee about securing those rights. "They may have done some planning, but they weren't doing any talking," says Pound.

"This deal is about much more than money," he says; it gives the Olympic movement unprecedented financial security and stability as it plans for games a decade or more into the future.



BVT pulls 'Miller'



Stephanie Miller

Three months after its debut, *The Stephanie Miller Show* got the hook from Buena Vista Television, making the late-night strip the first official first-run casualty of the 1995-96 season.

Many talk shows are struggling, and Warner Bros. reportedly plans to replace freshman talk show *Carnie* with a new Rosie O'Donnell talker next summer.

Buena Vista is said to have pulled the plug on the talk/comedy hour because it was costly to produce and garnered a mere 1.4 average national Nielsen household rating.

"We fought a good fight," said Mort Marcus, president of Buena Vista Television. "We are extremely pleased with Stephanie's performance under what has been the most pressurized of situations. But in today's highly competitive market, the show has not caught on or attracted the audience it needs to survive."

The last original episodes of the live show aired last week, with repeats scheduled to run through Jan. 19.

Miller's cancellation may turn out to be the springboard for a move by fellow Buena Vista talk show host Danny Bonaduce into late night.

Bonaduce filled in as guest host last week following *Miller's* farewell show Monday (Dec. 11). Buena Vista is considering revamping Bonaduce's low-rated daytime strip, *Danny!*, as a late-night vehicle next year (BROADCASTING & CABLE, Dec. 11). Bonaduce appeared as a guest on the original pilot for the *Miller* show.

—CL

Pound also cites the IOC's "tremendously positive experience with NBC" during the past several Olympics.

NBC says that cable coverage by two or more networks will be a component in all the Olympics it will cover after the Atlanta games next summer. But officials stress that the "core" coverage will continue to be on the broadcast network. Given NBC expansion in cable, executives say it is impossible to pinpoint which cable networks will be involved, but they do not rule out selling rights to cable networks not owned by NBC.

Broadcast affiliates paid cash and advertising inventory to keep the Atlanta games broadcast-exclusive. Last week, affiliates seemed ecstatic about the NBC deal and said they

understood the network's need to amortize some of the costs of the games by putting them on cable. At the same time, they expect their own cash and inventory contributions to be reduced drastically after Atlanta, when the games become non-exclusive.

It was hard last week to find anyone who was critical of the deal. "I sure am glad to be an NBC affiliate," said Ron Loewen, vice president and general manager, WIS-TV Columbia, S.C. "The first thing I thought of when I heard the news was Westinghouse announcing selling off assets to reduce debt, while GE and NBC are making these huge strategic investments in the future. It speaks volumes about NBC's confidence and GE's

confidence in the business."

Media buyers also applauded the deal. "You can't just look at the rate card on this agreement," said Betsy Frank, an executive vice president at Zenith Media. "It's an investment for the future similar to what Fox did when it acquired the National Football League rights." Frank said some of the benefits that NBC gets from such a long-term deal will be passed along to advertisers, including possibly longer-term, more cost-efficient sales packages.

Wall Street also praised the deal. "The battle continues to be shelf space and brand-name recognition," said Cowen & Co. senior media analyst Harold Vogel. Events of this magnitude, he said, can only help. ■

Claster goes to the movies

Three new animated shows include two based on films

By Cynthia Littleton

Claster Television's animated offerings for next fall will include two new weekly first-run series based on the movies "All Dogs Go to Heaven" and "Richie Rich."

The third new show Claster will take to the NATPE convention next month is *ATV*, an action-oriented strip comprising two new animated titles, *Beast Wars* and *R.U.S.H.*, and new episodes of Claster's *G.I. Joe: Extreme*, launched as a weekly this season.

Claster is counting on the "marquee value" of *All Dogs Go to Heaven* and *Richie Rich* to draw a broad range of kids 2-11, while *ATV* is narrowly focused on kids in the advertiser-coveted 6-11 demographic.

All Dogs Go to Heaven is being produced by MGM Animation, which also is working on a theatrical sequel to the hit 1989 family film.

MGM's extensive merchandising and promotional campaign for "All Dogs Go to Heaven 2" is expected to raise awareness of the TV series.

The world's richest boy returns to TV next year with 13 *Richie Rich* shorts produced for Claster by Harvey Entertainment. *Richie Rich*, previously seen in a CBS Saturday morning series in the mid-1980s, will share the stage with other classic cartoon and comic book characters from the Harvey library.

Claster officials say *Beast Wars*, one

of three shows in the half-hour *ATV* strip, will bring 3-D animation technology to syndication for the first time. The shorts chronicle the battles between shape-shifting animals.

The second new show set to premiere under the *ATV* banner, *R.U.S.H.* (*Renegade Undercover Street Heroes*), focuses on two brilliant brothers who turn a computer virus into a tool that allows drivers to bond with their vehicles. ■



Claster's 'All Dogs Go to Heaven'

Stations get 'Mad'

The Buchmans are on a roll after eight weeks in the off-network marketplace.

Columbia TriStar Television Distribution said last week that it has sealed clearances for its hit NBC sitcom *Mad About You*, headed for syndication next fall, on an even 100 stations covering 65% of the country.

CTTD officials would not comment on financial terms, but weekly license fees for the show are reportedly on track to reach \$1.5 million per episode. CTTD is offering stations a 3 1/2-year license term for at least 100 episodes of *Mad About You*, now in its third network season, for cash plus one minute of barter.

"We're selling *Mad About You* at a faster pace than we did *Seinfeld* a year ago," says CTTD President Barry Thurston.

In Los Angeles, *Mad About You* went to Chris Craft-owned KCOF-TV. In other top 50 markets, the repeal of the prime time access rule has paved the way for nine network affiliates to pick up the show, including CBS's WOIO-TV Cleveland, ABC's WPBF-TV West Palm Beach, Fla., and ABC's WZZM-TV Grand Rapids, Mich.

Because of the sitcom's price tag, most of the stations are expected to run *Mad About You* in access, where CTTD's *Seinfeld* and Buena Vista Television's *Home Improvement* have performed well. —CL

Keller/Siegel swings into action

Companies are co-producing Tarzan series for first-run

By Cynthia Littleton

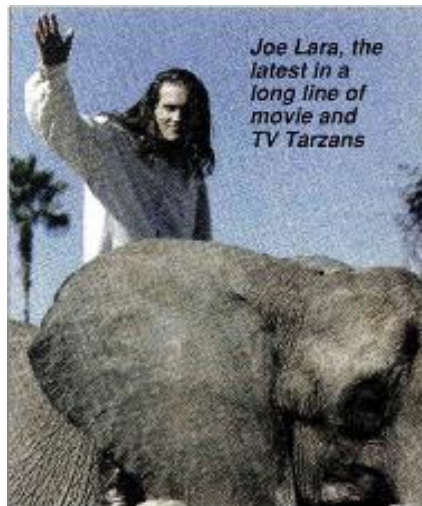
With much fanfare, actor Joe Lara was crowned would-be king of the action hour jungle last week as production got under way on Keller Siegel Entertainment's first-run series *Tarzan: The Epic Adventures*.

More than 300 Tarzan hopefuls tried out for the lead in the weekly hour, slated for launch next fall. Lara previously tied on the loincloth to star in the 1989 CBS TV movie *Tarzan in Manhattan*, produced by Keller Entertainment. Keller is co-producing the new

series with SeaGull Entertainment founders Paul and Henry Siegel.

The 1990s Tarzan will tread into the fantasy/action territory staked out by MCA Television's *Hercules: The Legendary Journeys* by exploring lost worlds, traveling to the core of the Earth and generally "expanding the outer limits of space and time."

Twenty-two episodes of *Tarzan: The Epic Adventures* will be produced at the Disney-MGM Studios in Florida, where the sets will be incorporated into a regular attraction at the theme park next year. Disney also is at work on an animated Tarzan movie, and a variety



Joe Lara, the latest in a long line of movie and TV Tarzans

of merchandising deals are expected to help the enduring ape-man character stage a comeback next year.

Keller Siegel is offering the series, already sold in most of Europe and Asia, on a barter basis, 8 minutes of national ad time and 6 minutes of local. ■

Where's 'The Beef'? Gold Coast

Small independent is on the grow, fueled by success in children's programming

By Steve Coe

Despite the massive media consolidation of the past five years—and subsequent predictions of doom for small, independent production companies—one such outfit, Gold Coast Television Entertainment, is beating the odds and finding success in a business dominated by giants.

Gold Coast Television Entertainment, the first-run production division of Gold Coast Communications, produces the MTM-distributed half-hour reality/comedy strip *The Beef*. The series takes a comic look at the often seemingly small conflicts between neighbors, friends and loved ones who are nonetheless passionate about those "beefs." The show is being marketed as an alternative to the cop shows, games and entertainment magazine series that make up the bulk of access programming.

Gold Coast Communications was founded in 1987 by Matthew Papish and David Garfinkle. Partner Jay Renfro, a writer, producer and director, joined the company in 1993. Gold Coast started out by supplying video production services to such companies as ABC, MTV and Fox Broadcasting.



From supplying camera crews and equipment to other companies, Gold Coast went on to produce full segments for *A Current Affair*, *Lifestyles of the Rich and Famous* and *Inside Edition*.

"We wound up doing about 150 pro-

jects a month," says Papish. "Entertainment programming was the next logical step. The road into it [producing entertainment series] was reality television," he says, noting that at the time the company was producing large pieces for Fox's network show *The Reporters*. "We were then asked by Disney to produce all of the segments for *The Mickey Mouse Club*. That's how we got into kids programming."

That leap into children's programming led to the production of such shows as *Martial Masters* and *Monster Wars*, as well as *A.J.'s Time Travelers* for Boh-

Errata

■ Contrary to a report in the Dec. 11 issue, Multimedia Entertainment's *Sally Jessy Raphael* was replaced in just one time slot by *Jenny Jones* this year and has not lost any time slots to *Ricki Lake*, according to the company. Also, *Sally Jessy Raphael*'s household ratings are down 12% for the first 10 weeks of this year over the same period last year, not 15% as reported.

■ A story on local talk shows in the same issue misidentified the creator of WEWS-TV Cleveland's *Morning Exchange* show. It was Donald Perris, former president of Scripps Howard Broadcasting. In the same story, a picture caption labeled as a group shot of *Morning Exchange* on-air talent was mislabeled. It should have identified the group as members of KOMO-TV Seattle's *Northwest Afternoon* on-air team.

Wanna buy a show about the Brooklyn Bridge?

Executives at All American Television did a double-take last month when the Carsey-Werner Co. announced it had purchased rights to *What's My Line?* The show is part of the Mark Goodson Productions library, which All American and the Interpublic Group bought for \$50 million last October. C-W admitted its mistake last week, saying it has "learned that All American Television owns the rights to *What's My Line?*, not the company that purported to grant the rights to Carsey-Werner." C-W officials, who

declined to name the culprit for "legal reasons," says it intends to talk with All American about doing something together with the show.

'Hee Haw' highway

Los Angeles-based Trident Entertainment will bring a new country



music show, *1-40: Highway to America*, to the NATPE convention next month. The weekly half-hour is described as "*Hee-Haw* for the '90s," featuring a blend of live performances, comedy segments, interviews, and reports on trends in country music. The show, aimed at the 18-34 crowd, is named for the highway that runs through Nashville.

Strange thing brewing

Rysher Entertainment and Chris Craft Television have teamed to produce and distribute a first-run magazine strip *Strange Universe Tonight* for launch next fall. The half-hour

show is described as a daily round-up of offbeat news and features on the "curious world of the supernatural, metaphysical, unexplained and downright strange." The Chris Craft station group gives *Strange Universe Tonight* guaranteed clearances in key markets covering nearly 20% of country.

Book 'em

Texas-based Taylor-Foreman Productions is offering a new weekly magazine show devoted to the publishing world. *N Print* will focus on trends and celebrities associated with top-selling books, magazines and CD-ROMs. Viewers will be able to call a toll-free number for next-day delivery of titles mentioned during



the show. The company also will provide news inserts to promote the half-hour show. Taylor-Foreman is marketing *N Print* as a way for stations to generate new advertising revenue from local bookstores. —CL

NSS POCKETPIECE

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

1. Wheel of Fortune	13.1/226/98
2. Buena Vista I	11.2/167/98
3. Jeopardy!	10.6/220/98
4. Home Improvement	10.0/216/96
5. ESPN NFL Regular Season	9.9/3/71
6. Oprah Winfrey Show	8.3/237/99
7. Seinfeld	7.8/216/98
8. Imagination III	7.3/149/96
9. Entertainment Tonight	7.2/169/95
10. Star Trek: Deep Space Nine	6.9/235/98
11. Simpsons	6.7/184/95
12. Inside Edition	6.3/168/93
13. Home Improvement-wknd	6.1/194/90
14. Xena: Warrior Princess	5.9/196/95
15. Fresh Prince of Bel-Air	5.6/162/92
15. Journeys of Hercules	5.6/222/98

IT'S TIME TO TAKE ANOTHER LOOK AT RO!

WXYZ/DETROIT/11:00AM

ROLONDA REVS UP THE MOTOR CITY!

OCT.'94
RTG/SHR

OCT.'95
RTG/SHR

% CHANGE

3.0/11

4.1/16

+37/+45

Rolonda

PRODUCED AND DISTRIBUTED BY
KINGWORLD

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Source: Nielsen.

bot Communications, which is distributing 40 episodes of *Time Travelers* in more than 30 countries.

The company currently is working on two more kids projects, *Hoop Hopper* and *Magellan T. Bear*. *Hoop Hopper* is being sold by Five Star Produc-

tions for a fall 1996 launch. The show, which features 3-D animation, stars a basketball-playing grasshopper who interacts with live-action characters.

Before the launch of the show, two specials will be produced to air in March and June, coinciding with the

NCAA basketball tournament and the NBA playoffs. Commercials touting the merchandising launch of the *Hoop Hopper* character will feature University of Kentucky basketball coach Rick

Continues on page 99

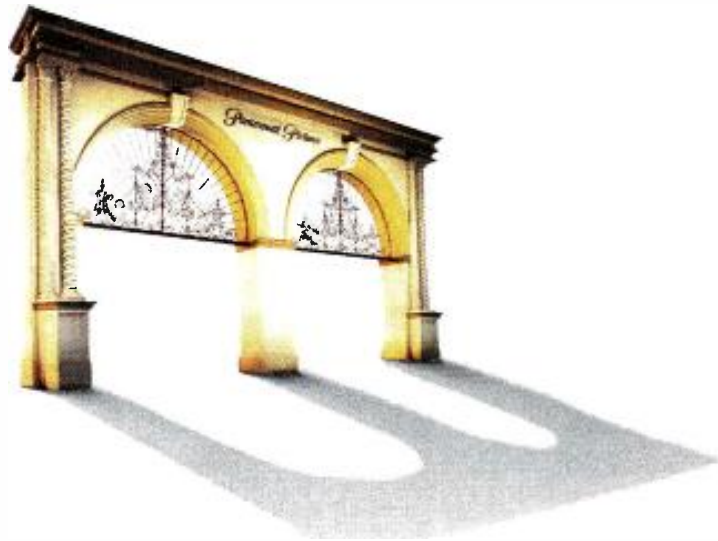
PEOPLE'S CHOICE: Ratings according to Nielsen, Dec. 4-10

Week 12						
	13.6/21	10.6/16	11.5/18	7.5/11	3.4/5	
MONDAY	8:00	18. <i>The Nanny</i> 12.8/20	58. <i>Fresh Prince</i> 8.1/13	37. <i>Melrose Place</i> 9.7/15	91. <i>Star Trek: Voyager</i> 4.3/7	
	8:30	80. <i>The Marshall</i> 6.3/10	27. <i>Can't Hurry Love</i> 11.0/17	52. <i>In the House</i> 8.7/13		
	9:00	6. <i>NFL Monday Night Football—Chicago Bears vs. Detroit Lions</i> 16.4/27	20. <i>Murphy Brown</i> 11.7/17	14. <i>NBC Monday Night Movie—Deadly Family Secrets</i> 13.1/21	84. <i>Partners</i> 5.3/8	95. <i>Nowhere Man</i> 2.5/4
	9:30		48. <i>High Society</i> 9.0/14		88. <i>Ned and Stacey</i> 5.0/8	
	10:00		55. <i>Chicago Hope</i> 8.5/14			
TUESDAY	8:00	14.1/23	8.0/13	9.8/16	7.2/11	3.6/6
	8:30	17. <i>Roseanne</i> 13.0/21	83. <i>John Grisham's The Client</i> 5.5/9	43. <i>Wings</i> 9.2/15	69. <i>Fox Tuesday Night Movie—National Lampoon's European Vacation</i> 7.2/11	92. <i>UPN Special Presentation—The Shamrock Conspiracy</i> 3.6/6
	9:00	26. <i>Hudson Street</i> 11.2/18		46. <i>NewsRadio</i> 9.1/14		
	9:30	4. <i>Home Imprvmt</i> 16.8/26	43. <i>CBS Tuesday Movie—Marked for Death</i> 9.2/15	30. <i>Frasier</i> 10.9/17		
	10:00	8. <i>Coach</i> 14.7/23		33. <i>Wings</i> 10.1/16		
WEDNESDAY	8:00	12.4/20	9.9/16	7.6/12	8.3/13	2.2/4
	8:30	25. <i>Ellen</i> 11.3/18	27. <i>Ch Brown Xmas</i> 11.0/18	90. <i>seaQuest 2032</i> 4.4/7	56. <i>6th Annual Billboard Music Awards</i> 8.3/13	96. <i>Sister, Sister</i> 2.4/4
	9:00	19. <i>Drew Carey</i> 11.8/18	51. <i>Mr. Willoughby</i> 8.8/14			96. <i>The Parent 'Hood</i> 2.4/4
	9:30	11. <i>Grace Under Fire</i> 14.0/22	34. <i>CBS Special Movie—The Face on the Milk Carton</i> 9.9/16	40. <i>Dateline NBC</i> 9.5/16		98. <i>The Wayans Bros.</i> 2.2/3
	10:00	23. <i>Naked Truth</i> 11.4/18		48. <i>Law & Order</i> 9.0/15		101. <i>Unhap Ever After</i> 1.9/3
THURSDAY	8:00	7.5/12	5.9/9	20.2/32	6.8/11	
	8:30	73. <i>The Commish</i> 7.0/11	79. <i>Murder, She Wrote</i> 6.4/10	5. <i>Friends</i> 16.6/27	65. <i>Living Single</i> 7.4/12	
	9:00	62. <i>ABC Thursday Night Movie—Spenser: Pale Kings and Princes</i> 7.8/12	85. <i>Murder, She Wrote</i> 5.2/8	7. <i>The Single Guy</i> 15.9/25	74. <i>The Crew</i> 6.8/11	
	9:30		80. <i>48 Hours</i> 6.3/10	2. <i>Seinfeld</i> 21.9/34	77. <i>New York Undercover</i> 6.5/10	
	10:00			3. <i>Caroline in/City</i> 18.9/30		
FRIDAY	8:00	10.4/18	7.9/13	9.7/17	7.7/13	
	8:30	30. <i>Family Matters</i> 10.9/19	64. <i>Due South</i> 7.5/13	43. <i>Unsolved Mysteries</i> 9.2/16	82. <i>Strange Luck</i> 6.0/10	
	9:00	53. <i>Peter and the Wolf</i> 8.6/14	50. <i>Diagnosis Murder</i> 8.9/15	32. <i>Dateline NBC</i> 10.7/18	42. <i>The X-Files</i> 9.3/15	
	9:30	67. <i>Hangin' w/Mr. C</i> 7.3/12	67. <i>Picket Fences</i> 7.3/13	46. <i>Homicide: Life on the Street</i> 9.1/16		
	10:00	13. <i>20/20</i> 13.5/24				
SATURDAY	8:00	8.6/15	11.4/20	6.3/11	7.0/12	
	8:30		37. <i>Dr. Quinn, Medicine Woman</i> 9.7/17	75. <i>JAG</i> 6.6/12	77. <i>Cops</i> 6.5/12	
	9:00	53. <i>Saturday Night at the Movies—Hook</i> 8.6/15	27. <i>Touched by an Angel</i> 11.0/19	85. <i>Wings</i> 5.2/9	69. <i>Cops</i> 7.2/12	
	9:30		12. <i>Walker, Texas Ranger</i> 13.6/24	88. <i>Home Court</i> 5.0/9	71. <i>America's Most Wanted</i> 7.1/12	
	10:00			71. <i>Sisters</i> 7.1/12		
SUNDAY	7:00	10.6/17	11.7/18	9.7/15	6.1/9	1.9/3
	7:30	36. <i>Am Fun Home Vid</i> 9.8/16	9. <i>60 Minutes</i> 14.6/24	85. <i>Time-Life Civilizations</i> 5.2/8	93. <i>Sports Illustrated Sportsman/Year</i> 3.2/5	102. <i>Pinky & Brain</i> 1.8/3
	8:00	14. <i>Am Fun Home Vid</i> 13.1/21	40. <i>Cybill</i> 9.5/15	59. <i>Mad About You</i> 8.0/12	62. <i>The Simpsons</i> 7.8/12	99. <i>Kirk</i> 2.1/3
	8:30	23. <i>Lois & Clark</i> 11.4/17	59. <i>Almost Perfect</i> 8.0/12	59. <i>Hope & Gloria</i> 8.0/12	65. <i>Martin</i> 7.4/11	94. <i>Sister, Sister</i> 2.7/4
	9:00	39. <i>ABC Sunday Night Movie—Never Say Never: The Deidre Hall Story</i> 9.6/15	20. <i>CBS Sunday Movie—Journey</i> 11.7/18	22. <i>NBC Sunday Night Movie—The Distinguished Gentleman</i> 11.6/18	56. <i>Married w/Child</i> 8.3/12	99. <i>Cleghorne!</i> 2.1/3
10:00				75. <i>What's So Funny?</i> 6.6/10	103. <i>First Time Out</i> 1.5/2	
10:30					104. <i>Simon</i> 1.2/2	
WEEK AVG	11.0/18	9.4/15	10.7/17	7.1/11	UPN: 3.5/5; WB: 2.0/3	
STD AVG	11.6/19	9.5/16	12.0/20	7.4/12	UPN: 3.3/5; WB: 2.3/4	

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

THE
FRANCHISE
IS

PARAMOUNT





A franchise is the image that defines a product. It's the player that makes a team.

It's the reputation you build over years and years. It is the essence of its genre.

And whether you find it in a logo or simply the shape of a bottle,

it is always the real thing.

The ultimate franchise is an idea

that can re-invent itself.

Over and over.

Each time pushing new boundaries,

boldly going where even it

has never gone before.

Always finding new worlds to explore.

And new generations of fans to amaze.



THE FRANCHISE IS
STAR TREK



A franchise can be as mysterious as a scent.

Rare.

Indescribable.

And yet completely unique.

It is a constant that never changes.

It defies trends.

And while it may be imitated, it can never be copied.

Or equaled.

Impossible to copy. That's the trademark

of a television franchise that for fifteen years

has set the standard for an entire genre.

A show that anchors key time periods.

Outperforms and outlasts all imitators.

And continues to grow.

A show that doesn't merely fill a schedule.

It makes one.

THE FRANCHISE IS
ENTERTAINMENT
TONIGHT





In baseball, the franchise can be a farm boy

with a swing as sweet as summer corn.

Or a guy who hasn't missed a game in fourteen years.

It can be the pinstripes on a jersey or a wall of pennants.

It can even be the sound of a familiar voice

cutting through the night to describe

a perfect pitch.

In reality television, the franchise is a show
that has practically redefined today's broadcast journalism.

Tough. Aggressive.

In touch with the real interests of real people.

A show that routinely breaks the biggest stories.

And, after five years, continues

to expand its reputation. And its audience.



**THE FRANCHISE IS
HARD COPY**

It's a man who can turn mere spectators

into an army.

It's a driver that can change

the way people think about clubs.

In a game as old as golf,

a new franchise

can virtually re-energize

the sport itself.

It's why companies rush

to sponsor tournaments.

It's a green jacket.

An international cup.

A senior tour that makes weekend duffers

dream of turning pro.



In the competitive world of talk,
the franchise is a host who brings class to the entire genre.

A personality with clout.

And the drive to make a difference.

A man with compassion. Style. And a presence

that actually enhances your station's image...

instead of tarnishing it.



THE FRANCHISE IS

MAURY

In cellular communications, the technology

has changed from analog to digital.

The equipment is lighter.

Smaller.



The sound quality is clearer.

Access is faster.

But the franchise is still the same.

Your voice.

And the power to make it heard.

In personality-driven television,
the franchise is a man who wears his past
and his success
with honor.

A man who stands above the pack,
earning respect, not just fame.

A listener.

An advisor. A motivator.

A guy who doesn't just bring people to the set.

He actually brings them together.



THE FRANCHISE IS
MONTEL



It's not just what we see in the lens,

it's what we see in our minds.

It's the technology of imagination.

An extension of ourselves.

And whether it's for a snapshot or a work of art,

the franchise isn't metal and glass.

It's vision.

Unexplained phenomena.

Paranormal events.

In a world of skeptics,

the franchise is an open mind.

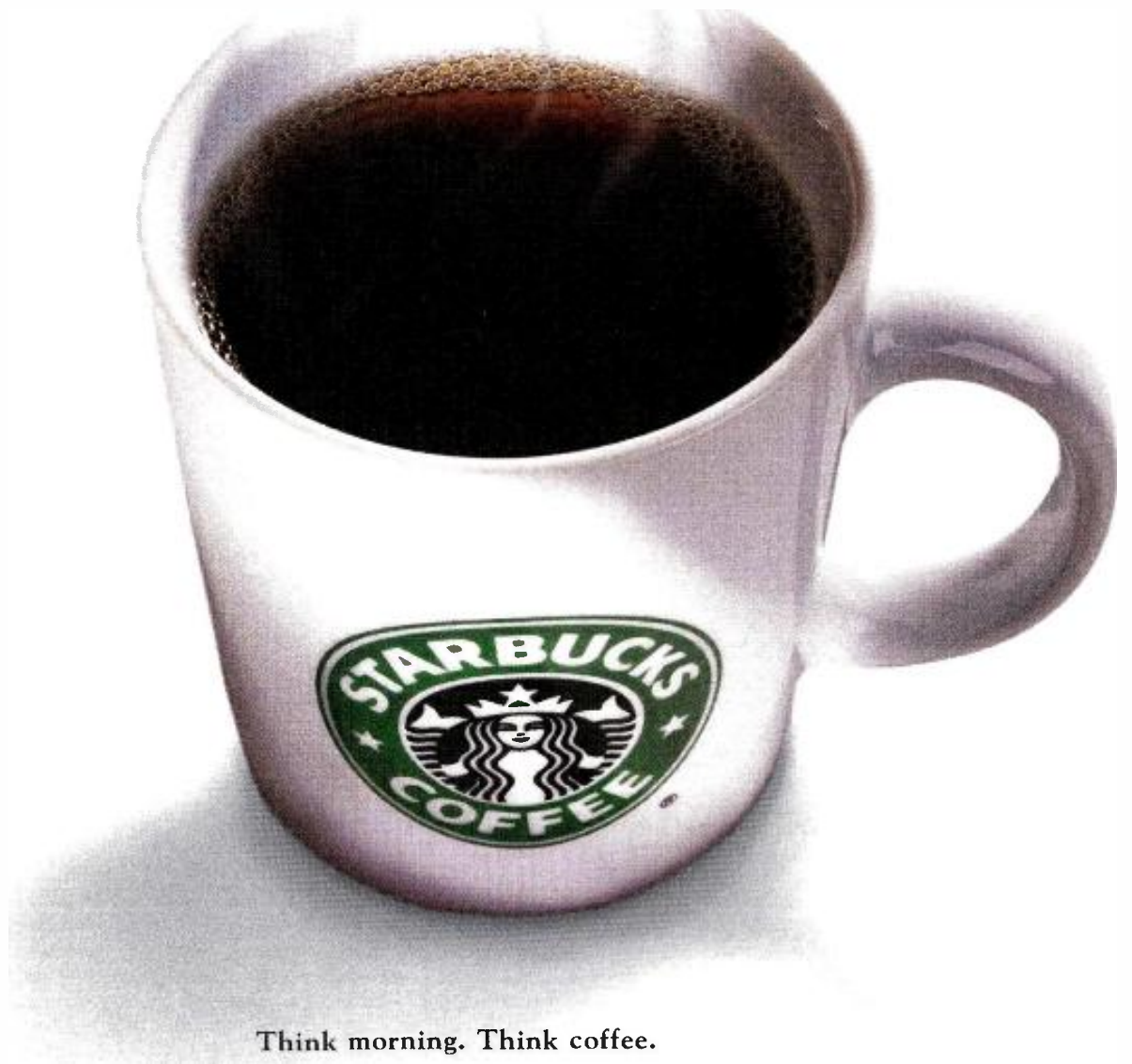
A willingness to look and listen.

To see the unseen.

A show that starts with the idea that anything is possible.

And speaks to an audience that couldn't agree more.





Think morning. Think coffee.

Add a little packaging. Change the blend. Think coffee. Think franchise.

It's not just a jolt of caffeine anymore.

It's cappuccino. Latté. Light or dark. Strong or mellow.

It's friendship. Conversation. A place to go.

Don't touch that dial.

This is a show people love.

Really love.

Great writing. Consistency.

And more Emmys than you can count.

Just listen.

You can almost hear the laughter.

Just watch. You can almost see

the next great franchise taking shape.



THE FRANCHISE IS
FRASIER

The face of a timepiece can be

a franchise in itself.

A unique statement of quality

and design.

Of tradition

and craftsmanship.

Or of innovation

and ingenuity.

Simple

or complicated.

In gold

or plastic.

It can tell the world you've arrived.

And that you did it on time.



In the future, the franchise will be

a show that takes a familiar idea

and transforms it.

A show that brings real life

to real lives.

Unscripted. Unfiltered.

A show that turns America's fascination with videotape

into television's first all-video magazine.



THE FRANCHISE WILL BE

REAL TV



It's a can of oil. Just oil. And yet it says confidence. Performance. And reliability.

Expressed not in words but in a color so familiar that it says more than words.

The franchise is a sleek racing machine. The checkered flag.

And you behind the wheel.

You see the car.

You want the car.

For young demos, the franchise is desire.

Action.

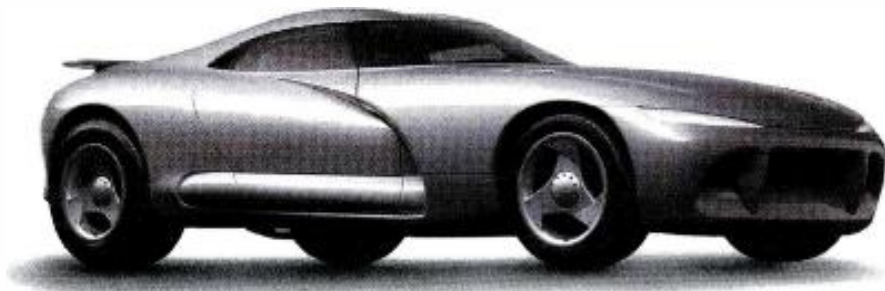
Romance.

And danger.

It's a show that promises to find its own road.

And tear it up. So listen closely.

That sound you hear is a 400 horsepower engine coming to life.

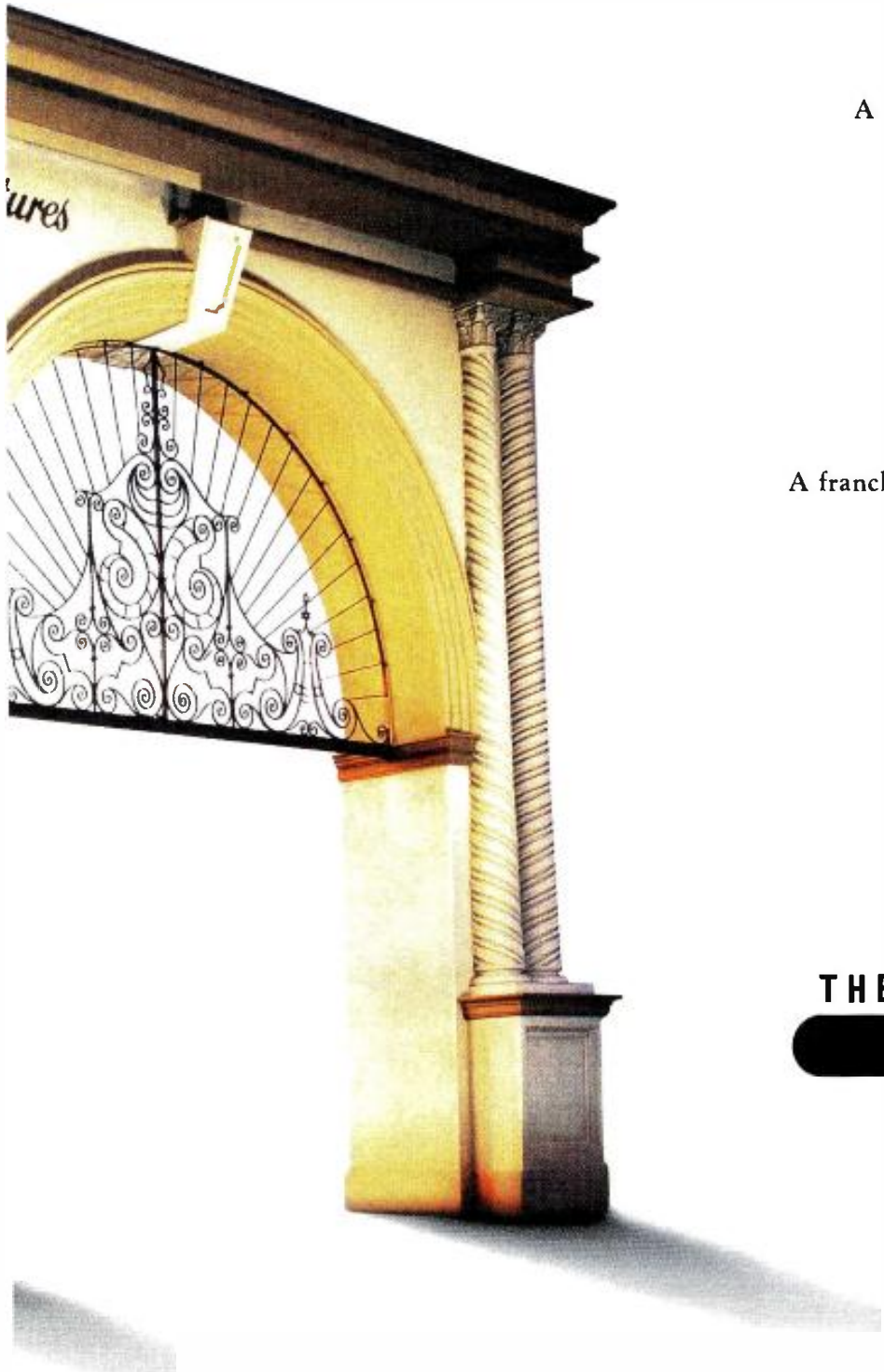


THE FRANCHISE WILL BE

V I P E R



Paramount Pictures



In television today,

the numbers that really matter don't come overnight.

They come over years.

A franchise is a show that lasts.

A personality that grows.

A clout that increases.

A franchise is what you get when you take

a good idea and nurture it.

Support it.

And enhance it.

**THE FRANCHISE IS
PARAMOUNT**



A VIACOM COMPANY

The heat is on in Chicago

'Arguably the most competitive radio market in the country right now'

Radio

By Donna Petrozzello

The new year is expected to bring a host of changes in Chicago morning drive for radio station programmers and personalities.

With ABC Radio Networks' syndicated morning host Tom Joyner moving from WGCI-FM to WVAZ(FM), Infinity Broadcasting's Howard Stern on WJJD(AM), and Jonathon Brandmeier's return to WLUP-FM, the hosts are pitted against each other to find and hold listeners. Also in January, CapCities/ABC will introduce its country format on WLS-FM, providing a competitor to Infinity's longtime country WUSN(FM).

WLUP-FM President/GM Larry Wert describes the situation: "Chicago is arguably the most competitive morning radio market in the country right now."

If Arbitron's latest summer survey and early fall returns continue through early 1996, WGN(AM) host Bob Collins will be the one to beat in morning drive. For a string of consecutive ratings books in recent years, Collins has ranked first in the market. He earned a 10.8 share in Arbitron's summer 1995 survey of weekday, 6-10 a.m. listening, and his share should be similar for fall.

WGN Vice President/General Manager Dan Fabian says Collins's brand of news coverage, humor, talk and music "epitomizes the essence of the radio station," which maintains a full-service format. "The mission of the station is to be an electronic mirror," says Collins. "We reflect what is happening in Chicago."

Ranking second in Arbitron's summer survey among weekday morning drive shows was morning news team John Hultman and Felicia Middlebrooks on all-news WBBM(AM), and third was Joyner. Ranked fourth was WRCX(FM)'s flamboyant morning host Matthew "Mancow" Muller, and fifth was WUSN's morning team of J.D. Spangler and Ray Stevens.

As Collins leads the market, hosts are expected to battle over the young end of the adults 25-54 demo, with heavy play for young male listeners. Stern, Brandmeier, Muller and veteran



Chicago morning drive competitors (clockwise from top left): WLUP-FM's Jonathon Brandmeier (r), shown with on-air guest Mr. Sulu (George Takei) of 'Star Trek'; WVAZ(FM)'s Tom Joyner, syndicated by ABC Radio Networks, and WGN(AM)'s Bob Collins.

Chicago morning host Steve Dahl on WMVP(AM) seem pitted against each other to capture young males.

WUSN General Manager Stephen Ennen predicts that "Brandmeier [will] lead a little bit" in that race, but he attributes Brandmeier's edge, in part, to being on the FM band, which is generally more popular with young adults. Ennen says that while "Stern has proven himself market after market, it may take a couple of years but he will be successful in Chicago."

For Brandmeier, the fall book is critical. Brandmeier, who insists that he ignores radio ratings wars and "does what is interesting and tries to have fun," was at the top of his game on WLUP-FM from 1983 to 1993 before moving to afternoon drive on the station. After briefly considering a move to Los Angeles with the potential for national syndication, Brandmeier was asked by WLUP-FM parent company Evergreen Media Corp. to resume his morning show; he accepted.

With ratings for the first and second phase of Arbitron's upcoming fall

report tallied, Brandmeier has moved WLUP-FM from a dismal standing last summer at 17th to seventh place.

According to Wert, Brandmeier's return to mornings "has given our entire station a lift," and he says station management

"is optimistic that [Brandmeier] will, in a very short time, be the number-one young-adult morning radio show in Chicago, a position he held for eight years."

"Competition forces every person to be better," Brandmeier says of the current Chicago morning lineup. "I know that at any given moment, if the audience doesn't like what they hear, they can go down the

dial or up the dial and find something they like. Whereas if you're the only game in town, you know you've got them."

Chicago insiders are equally curious about how Joyner will perform on Evergreen's WVAZ. After carving a sizable audience hosting mornings on Gannett Broadcasting's urban WGCI-FM for a decade, ABC announced it will move Joyner to WVAZ beginning Jan. 2. The move could shake WGCI-FM's strong morning ratings if Joyner's audience follows him.

In January, WGCI-FM President Marv Dyson will replace Joyner's slot with comedian Steve Harvey, who he hopes will be strong enough to hold the station's morning listeners.

Other Chicago radio insiders say Joyner's loyal audience was built over several years and they are likely to follow their host. "Joyner has been in the market long enough that he has a pretty strong following, and I think part of that following will go with him," Ennen says.

Chicago radio executives also will

watch Stern's ratings closely. He left Cox Broadcasting's WCKG(FM) in September to sign with Infinity's WJJD. With a blend of talk and nostalgia music, WJJD ranked 21st in morning-show ratings last summer before Stern took over, but early ratings returns for him show little change in the station's rank.

WJJD General Manager Harvey Pearlman says that "it's too soon to tell" what impact Stern's show is having on WJJD or the Chicago market.

Stern caused waves in Chicago last summer with lengthy diatribes against WRCX's Muller and unrelenting on-air attacks on Evergreen Media executives, the station's parent company. As one of Stern's targets, Wert says the impact of Stern's affiliation with WJJD "remains to be seen."

"Stern certainly generated some market response this summer during a time when he was in attack mode, and there is certainly an audience in the market for Howard Stern, but whether it will be a lucrative one in the long run remains to be seen," Wert says.

Others are interested in whether Stern and Muller will resume their flagrant on-air battles in the new year. Muller has impressed many in the market with his strong ratings after less than two years with WRCX. Muller, 28, gears his show to his "Generation X" peers with wacky stunts, a man-on-the-street reporter nicknamed "Turd," and relatively juvenile humor.

Muller contends that his appeal is to "regular guys," and he eschews radio stardom, at least for the moment. "I just want to have a radio show, and I want to be more the king of the people than the king of all media," Muller says, taking a swipe at Stern's self-imposed moniker. "I just think so many people in radio are elitists and they talk down to their audience."

There is also speculation about the type of morning show that country newcomer WLS-FM will introduce in January to counter WUSN's hold on country morning listeners. WLS-FM Program Director Gregg Lindahl has not yet named his on-air talent, and the station has played continuous Christmas music since late November, when it broke its simulcast from talk WLS(AM) and announced it would turn country in January.

Whatever WLS-FM dishes out, Ennen says, the competition will benefit the market, and "the country music audience will grow as a result." ■

Evergreen will operate five FM's in Chicago, for now

FCC grants six-month waiver, but passage of telecom bill would make issue moot

By Donna Petrozello

Scott Ginsburg is among those with high hopes that Congress will pass the telecommunications bill soon. If not, he will be forced to sell two of his five FM stations in Chicago by late March, and possibly one more by midyear.

Last week, the FCC granted Evergreen Media Corp., of which Ginsburg is chairman/CEO, a six-month waiver allowing it to temporarily operate five FM's in Chicago. The group also owns two AM's there. Under current law, an entity may own only two AM's and two FM's in a market. The bill lifts ownership caps completely.

In a decision filed Dec. 8, the FCC turned down Ginsburg's request for a 12-month waiver to operate his fifth FM in Chicago, WNUA, which Evergreen acquired from Pyramid Communications in a merger announced last July. Instead, the commission granted Evergreen a six-month waiver to operate the property.

In their decision, the commissioners noted that last March, Evergreen was granted a 12-month waiver to operate WVAZ(FM) and WEJM-AM-FM, both Chicago, which the group acquired from Broadcasting Partners Inc. That acquisition gave Evergreen control of four FM's in the market. Evergreen owned WMVP(AM), WLUP-FM and WRCX(FM) Chicago before purchasing Pyramid and the BPI-owned stations.

The commissioners said they turned down Evergreen's request for a second 12-month waiver "to reduce the competitive unfairness to other radio licensees." They also noted in their decision that "double temporary waivers," which cover overlapping time periods, are "disfavored." Evergreen's waiver will allow the group to operate five FM's in Chicago until the end of March.

The FCC also noted that it has "never before been asked to allow ownership of five FM stations in a market, and a deviation of that magnitude from the local cap may give the owner

an unfair competitive advantage in the local market."

It remains to be seen whether the FCC's decision in Evergreen's case will set a precedent. To date, no other groups have made a similar request of the commission. And the telecommunications bill may be passed before another group seeks such a waiver.

However, as prescribed by the FCC, Evergreen faces a March 29 deadline to



Scott Ginsburg

apply for transfers of ownership for two of its Chicago FM's and a six-month deadline to divest itself of a third Chicago FM after closing the Pyramid deal.

That deal is expected to be completed in January.

However, Ginsburg contends that none of those waivers will be needed if Congress adopts the telecommunications bill: "I think there will be a resolution to the telecom bill prior to us having to make a meaningful choice.... Jack Fields [chairman of the House Telecommunications Subcommittee] said he wants to retire and wants the telecom bill to be decided before he leaves. I expect the right result from this."

Ginsburg also argued with the FCC's contention that Evergreen has an unfair advantage in the market, saying that CapCities/ABC, Tribune Broadcasting and Westinghouse Broadcasting each have dual radio/TV holdings in Chicago and that Tribune also operates a daily newspaper in Chicago. "In light of holdings by other groups in the market, we don't have an unfair competitive position in Chicago," he said.

In its decision, the FCC also granted Evergreen a temporary 12-month waiver to operate WRFX-FM and WEDJ(FM) in Charlotte, N.C., which previously were owned by Pyramid. Evergreen already controls WPEG(FM) and WBAV-AM-FM in Charlotte. ■

New look for Arbitron winter book

Redesign will drop hour-by-hour share; may introduce reach and frequency estimates

By Donna Petrozzello

In an attempt to dissuade advertisers from posting their radio buys, members of the Arbitron Advisory Council have suggested dropping hour-by-hour listening shares in Arbitron's quarterly market survey reports and including data on reach and frequency estimates for individual stations.

The suggestion was raised at Arbitron's recent conference in Baltimore for radio industry consultants, at which Arbitron executives reviewed the redesigned market reports that will be sent to subscriber stations beginning with the winter 1996 survey.

Although the redesign will exclude hour-by-hour data, Arbitron still is debating whether to include a table outlining reach and frequency estimates for individual stations in upcoming books.

Changes in the report were received with mixed reviews. Some consultants contend that reach and frequency data will encourage less experienced advertisers to justify buying fewer commercial spots.

Others argue that reach and frequency estimates will provide an outline for advertisers to see how effective their

spots can be and will illustrate the difference between buying commercials on radio as opposed to television.

"This highlights the formula advertisers need to make radio work," said consultant Walter Sabo, president of Sabo Media of New York, who favors including reach and frequency estimates.

Most consultants, however, opposed omitting hour-by-hour listening shares from the survey books. Arbitron officials said that suggestion, along with others incorporated into the redesign, came from council members.

Steve Goldstein, executive vice president of Saga Communications and newly elected chairman of the council, said members consider reach and frequency data more useful for buyers, which he said are the survey books' target audience.

"The feeling on the council was that the book is a buyer's tool, not a programmer's tool, and the hour-by-hour data is a controversial item for buyers," Goldstein said. "The hour-by-hour data is essential for programmers, but it remains available in [Arbitron's] Maximiser reports and other services."

Goldstein said council members hope to encourage radio advertisers to

buy radio spots based on reach and frequency estimates for stations, not on listener share estimates as is traditionally done.

"We're trying to teach clients not to buy on a cost-per-point method but to buy on reach and frequency because reach and frequency is much more representative of the power of radio," Goldstein said.

Other changes Arbitron will include in its market survey reports beginning with winter 1996 are listener data for additional demographic groups, including teens ages 12-17, and data showing a four-book average for listener share.

The redesigned books also for the first time will include time-spent-listening estimates. Some consultants took issue with this change, saying the information could be misleading if used improperly.

In other news from the conference, Jim Peacock of Arbitron said the company in 1996 wants to improve the response rates of men 25-34, which is its "lowest responding demographic." Arbitron may increase the cash premium paid to households with men in that age group to encourage them to participate in listener surveys, Peacock said. ■

R I D I N G G A I N

Chairman, members elected to Arbitron council

Steve Goldstein, executive vice president, Saga Communications, was elected chairman of the Arbitron Advisory Council for 1996 earlier this month. Ron Rogers, president/GM of KVET-AM-FM and KASE(FM), all Austin, Tex., was elected vice chairman.

In addition, five station general managers were elected to serve as council members for three-year terms, beginning Jan. 1. They are: Terry Bond of WIKY-FM Evansville, Ind.; Don Howe of KBPI(FM) and KRFX(FM), both Denver; Chuck Morgan of KMGZ(FM) Lawton, Okla.; Robert Zuroweste, of KXKL(AM) Denver and KZDG(FM) Greeley, Colo., and David Lykes of

KLAT(AM) Houston and KLTN(FM) Port Arthur, Tex.

ABC Radio covers Bosnia on-site, launches 'Campaign Trail'

ABC Radio News is providing live, anchored coverage from Bosnia with four correspondents reporting daily from the war-torn country. ABC News reporters Greg Jarrett, Linda Albin, Bill Thomas and Chris Simon have provided reports for ABC Radio since mid-December on conditions in Bosnia.

In other news, ABC Radio Networks earlier this month launched *The Campaign Trail*, a weekly feature news program covering personalities and issues surrounding the

1996 presidential election.

Five regional networks honored for news coverage

The National Association of State Radio Networks recognized exceptional news coverage by several regional radio news networks at its sixth annual news directors meeting Dec. 4.

Networks honored included the Oklahoma News Network for "story of the year," the Texas State News Network for "best newscast," the Minnesota News Network for "best documentary/series," the Illinois Radio Network for "best political coverage" and the North Carolina News Network for "best feature" and "best sportscast."

—DP

FCC OKs Qwest buys in New Orleans, Atlanta

By Chris McConnell

Exercising an interim policy on station attribution rules, the FCC last week conditionally approved Qwest Broadcasting LLC's application to acquire TV stations in New Orleans and Atlanta.

Qwest is a limited liability corporation (LLC) whose members are Tribune Broadcasting and QuestCom, a group of minority investors that includes Quincy Jones, Sonia Gonzales Salzman, Geraldo Rivera, Willie Davis and Donald Cornelius.

Considering Qwest's application to acquire WNOL-TV New Orleans from Jones and WATL Atlanta from Fox Television Stations, the commission exercised an interim policy on attribution rules and set forth a test for applying the proposal on LLCs and minority ownership.

The pending station attribution proceeding proposes to treat LLC investments as attributable for determining station ownership unless an LLC investor certifies that it is not materially involved in managing media-related activities of the company.

Tribune made no such certification, but the commission also proposed not attributing such investments in cases where it would advance minority ownership of broadcast stations. Qwest sought such an attribution exception in its application.

To qualify for the attribution rule

exception, the commission said, controlling members of the LLC must be minorities and, second, that the interest of facilitating minority ownership outweighs concerns about the influence of companies seeking a nonattributable status in the station.

The commission found that the Qwest application met both requirements of the test, a decision that allows Tribune to remain a Qwest member without incurring an attribution for station ownership purposes. But the FCC conditioned its approval on the outcome of its attribution rulemaking. The commission also conditioned its approval on a requirement that there be no change in the Qwest LLC agreement unless approved in advance by the FCC.

Because Tribune already owns TV stations in both cities, the FCC's decision to approve the transfers involved a review of FCC crossinterest policies, which require evaluations of ties between media outlets to insure diversity. The commissioners again cited the minority ownership of the stations and the pending attribution proceeding in approving the deal.

Commissioner Susan Ness, meanwhile, issued a separate statement reluctantly concurring with the decision: "This case is another in a series which push the limits of our rules, perhaps to attain a marketplace advantage in contemplation of changes to our rules." She added that she looks forward to finalizing the commission's rules. ■

Century makes Arizona moves

Century Management Inc. is taking over three radio stations formerly owned by Resource Media Inc. and G.G. International. The deal was presented as "a new partnership" but actually is a merger, says Resource Media Chairman Steven Taslitz. He declines to disclose details.

The partnership, called New Century Arizona, last Monday took over Resource Media's KEDJ-FM Sun City, KHOT(FM) Globe and KGME(AM) Glendale/Phoenix, all Arizona.

Seattle-based Century Management already owns KJR-AM-FM and KUBE-FM Seattle with Ackerley Communications.

"We have had serious acquisition interests in the excellent Phoenix market and see a terrific opportunity with this group of stations," Century Management Chairman George Kriste said in a news release. Phoenix is the nation's 18th DMA. KEDJ-FM is ranked 15 among 20 stations in the market.

Reid Reker, former general manager of KSLX(FM) Scottsdale, Ariz., was named vice president/general manager of the three-station group. —EAR

Quaker State Broadcasting Corp.

has acquired the assets of

WCTX-FM

Harrisburg (Palmyra), PA

from

Clinton Broadcasting Co.

Jack Satterfield

(610) 520-4488

represented the buyer



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Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

This week:

TVs	□ \$3,600,000	□ 1
Combos	□ \$12,860,000	□ 3
FMs	□ \$17,559,500	□ 8
AMs	□ \$3,952,901	□ 11
Total	□ \$37,972,401	□ 23
So far in 1995:		
TVs	□ \$3,317,475,545	□ 132
Combos	□ \$2,472,751,971	□ 219
FMs	□ \$773,476,481	□ 358
AMs	□ \$101,166,747	□ 199
Total	□ \$6,690,328,650	□ 905

TV

KMVU(TV) Medford/Klamath Falls, Ore.

Price: \$3.6 million

Buyer: Alta Subordinated Debt Partners III LP, Boston (Brian W. McNeill, Timothy L. Dibble, Robert F. Benbow, managing general partners); has interest in KJR-AM-FM Seattle and is shareholder in OmniAmerica Group.

Seller: Brian W. Brady, Okemos, Mich. Brady is president/CEO/CFO of Northwest Broadcasting Inc. Northwest is general partner of Mountain Licenses LP, which owns KAYU(TV) Spokane, Wash.

Facilities: ch. 26, 28.5 kw visual, ant. 1,348 ft.

Affiliation: Fox

Broker: Amsterdam Pacific

COMBOS

WKSJ(AM) Prichard/Mobile, Ala.-

WKSJ-FM Mobile and WMYC(FM)

Mobile

Price: \$11 million

Buyer: Gardner Broadcasting Inc., Mobile (Wayne Gardner, president); no other broadcast interests

Seller: Pourtales Radio Partnership, Mobile (C.T. "Terry" Robinson, president); is selling KVOR(AM), KSPZ-FM, KVUU-FM and KTWK(AM) Colorado Springs; KZKX-FM and KTGL-FM Lincoln, Neb., and KEYF-AM-FM, KKZX-FM and KUDY(AM) Spokane and KTCR(AM)-KEGX-FM Tri-Cities, all Wash., to Triathlon Broadcasting Co. (see "KXKT(FM) and KRRK(FM)" item, below)

Facilities: AM: 1270 khz, 5 kw day, 103 w night; FM: 94.9 mhz, 1 kw,

ant. 1,555 ft.; WMYC: 96.1 mhz, 1 kw, ant. 1,342 ft.

Formats: AM: country; FM: contemporary country; WMYC: oldies

Broker: Blackburn & Co. Inc.

WCOH(AM) Newnan-WMKJ(FM) Newnan/Peachtree City, Ga.

Price: \$1.51 million (\$250,000 for AM; \$1.25 million for FM)

Buyer: Metro South Communications LLC, Atlanta (Michael D. Easterly, president/CEO/99% owner); no other broadcast interests

Seller: South Metro Broadcasting Co. Inc., Newnan (Dallas Tarkenton III, president/owner); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 96.7 mhz, 1 kw, ant. 545 ft.

Formats: AM: country; FM: adult contemporary

WKNI(AM) Lexington-WFIX(FM)

Rogersville, Ala.

Price: \$350,000

Buyer: Pulaski Broadcasting Inc., Pulaski, Tenn. (S. Hershel Lake, president/55% owner); also owns WKSR(AM)-WINJ(FM) Pulaski

Seller: Country Boy Communications Inc., Tusculumbia, Ala. (Eugene G. Hutchens, president). Hutchens is applying to build FM at Addison, Ala.

Facilities: AM: 620 khz, 5 kw day, 99 w night; FM: 93.9 mhz, 2.25 kw, ant. 531 ft.

Formats: AM: sports/talk; FM: classic rock

RADIO: FM

KXKT(FM) and KRRK(FM) Bennington/Omaha, Neb.

Price: \$10.825 million (\$8.125 million for KXKT; \$2.7 million for KRRK)

Buyer: Triathlon Broadcasting Co./Sillerman Cos., San Diego/N.Y. (Triathlon: Norman Feuer, president/CEO; Sillerman: Robert F.X. Sillerman, executive chairman); owns KXLK(FM), KRBB(FM), KFH (AM) and KQAM (AM) Wichita, Kan.; is buying KVOR(AM), KSPZ-FM, KVUU-FM and KTWK(AM) Colorado Springs, KZKX-FM and KTGL-FM Lincoln, Neb., KEYF-AM-FM, KKZX-FM and KUDY (AM) Spokane and KTCR(AM) and KEGX-FM Tri-Cities, all Wash., from Pourtales Radio Partnership (see "WKSJ-AM-FM and WMYC-FM" item, above), and has joint sales agreement and option to buy KEYN(FM) Wichita.

Seller: KXKT: Valley Broadcasting Inc., Boulder, Colo. (Bob Greenlee, president). Greenlee owns 50% of KXPK(FM) Denver; KRRK: 93.3 Inc., Omaha (Matt Markel, president); no other broadcast interests

Facilities: KXKT: 103.7 mhz, 100 kw, ant. 1,247 ft.; KRRK: 93.3 mhz, 6 kw, ant. 350 ft.

Formats: KXKT: country; KRRK: '90s AOR

Broker: Media Venture Partners

WJGG(FM) Lexington, Ky.

Price: \$3 million

Buyer: Newport Communications Corp., Newport, R.I. (James E. Champlin, president); also owns WLRS(FM) Louisville, Ky.

Seller: J.L. Givens Associates LP, Lexington (Jack Givens, principal); no other broadcast interests

Facilities: 104.5 mhz, 50 kw, ant. 500 ft.

Format: Undecided

Broker: Richard A. Forman (buyer); Henson Media (seller)

WWDX(FM) St. Johns/Lansing, Mich.

Price: \$1.375 million

Buyer: Regional Radio Corp., Holt, Mich. (Dennis Mockler, president); also owns WJXQ(FM) and WBHR(FM) Lansing, and WBYS(FM) Fort Wayne, Ind.

Seller: Landsmen Communications, Southfield, Mich. (Allan Wilson, president); no other broadcast interests

Facilities: 92.1 mhz, 6 kw, ant. 400 ft.

Format: Alternative/modern rock

KICR-FM Oakdale/Alexandria, La.

Price: \$1.3 million

Buyer: Champion Broadcasting Corp. (C.J. Jones, president/CEO); no other broadcast interests

Seller: B&D Communications Inc., Monroe, La. (Bob Hollady, president/owner); no other broadcast interests

Facilities: 98.7 mhz, 34 kw, ant. 1,053 ft.

Format: Country

Broker: Sunbelt Media Inc.

WMTO(FM) Port St. Joe, Fla.

Price: \$500,000

Buyer: Gary Siegel, Fern Park, Fla.; no other broadcast interests

Seller: Transportation Group International Inc., Orlando, Fla. (Tim O'Brien, principal). O'Brien owns WGNE(AM)-WFSY-FM Panama City and is buying WEBZ-FM Mexico Beach, all Fla.

Facilities: 93.5 mhz, 1.3 kw, ant. 659 ft.

Format: Jazz

KZPD(FM) Ash Grove, Mo.

Price: \$450,000

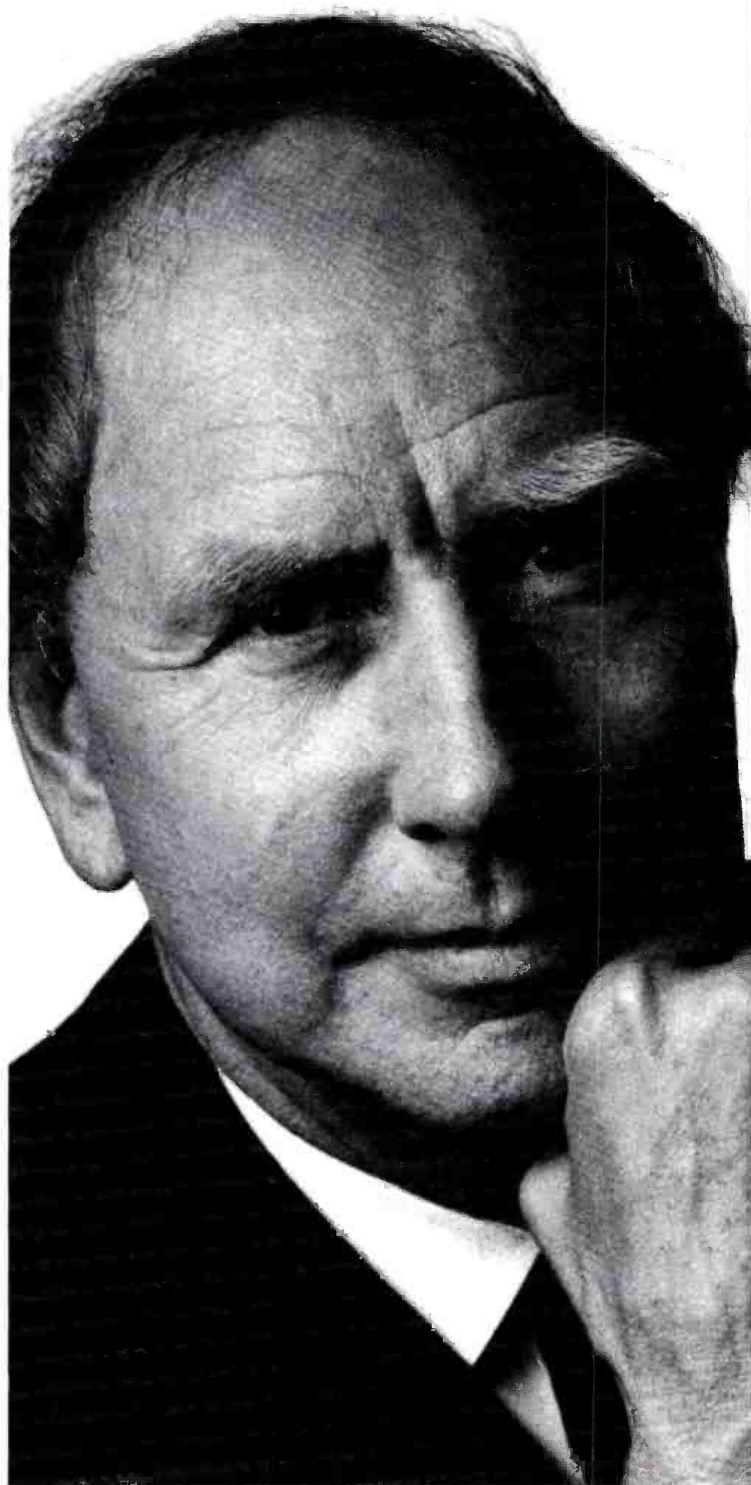
Buyer: Moon Song Communications, San Diego (Jerry and Linda Evans, co-owners); no other broadcast interests

Seller: Positive Dimension Communications and Development Co., Republic, Mo. (Leonard Smith, vice presi-

Continues on page 78

Cable

December 18, 1995



“Broadcasting & Cable has been, and will remain on my “A” reading list because it represents an excellent balance of news from Washington along with the critical developments in the telecommunications industry.”

Glen R. Jones
Chairman and CEO
Jones International, Ltd.

.....

**Broadcasting
& Cable**

EchoStar ready for blast-off, again

DBS company's hopes are riding on Dec. 20 launch

By Jim McConville

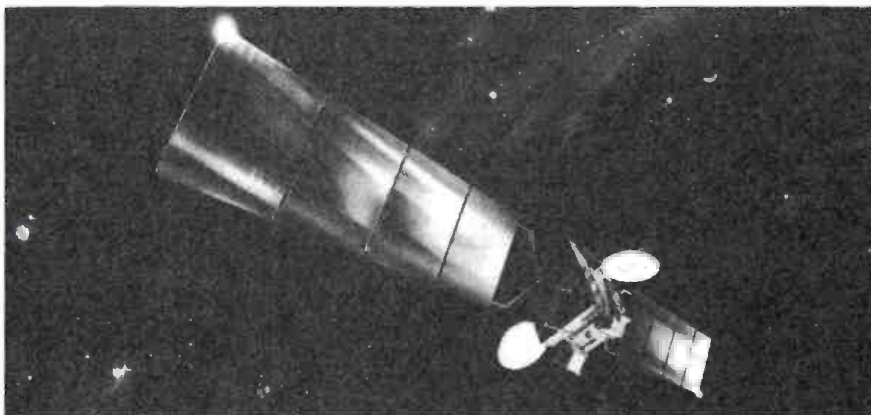
EchoStar says it is still on schedule for an early 1996 launch of its direct broadcasting satellite service and that its satellite launch from China is still on track for a Dec. 20 launch.

EchoStar finds itself stuck in the DBS equivalent of the proverbial rock and hard place. The company is under heavy pressure to get into a DBS market now almost two years old, while facing the high risk of launching with a less expensive but relatively unproved Chinese satellite company.

EchoStar, first slated to launch this fall, had to push back the date after the China Great Wall Industry Corp. suffered a setback with the explosion of its Apstar-2 satellite 50 seconds after launch (BROADCASTING & CABLE, Feb. 6).

DBS analyst Mickey Alpert says EchoStar's biggest risk right now is "not getting launched and having to make a decision to go on another launch. That would hurt them."

"The only success benchmark right now is the satellite going up," says Barbara Sullivan, vice president of marketing, EchoStar. "Everything that we have been able to control in-house is going well. The key variable is the satellite launch."



The launch outcome may determine whether EchoStar needs to again go into the public sector to raise funds.

EchoStar's initial public offering last June of 4 million shares netted approximately \$63.2 million, most of which will be eaten up by its two satellite launches. The company's 10-K financial statement released last September said EchoStar likely will have to raise "additional capital in the future."

EchoStar, says Sullivan, does have other options ready in case Great Wall faces new delays. On the plus side, China Great Wall last month successfully launched an AsiaStat satellite that has the same satellite configuration as EchoStarI, says Sullivan.

Once aloft, EchoStar plans to launch

its DBS program service, DISH Networks, in late February or early March. It will start by offering subscribers 70 channels—10 more than announced last summer. "As we get closer to launch, a lot more programming opportunities are becoming available," Sullivan says.

Its second satellite, EchoStarII, slated to launch next June, will boost EchoStar's capacity to 150-200 channels.

EchoStar has an optimistic first-year subscriber goal of 1 million households. It enters a market where existing players USSB and DIRECTV have signed a combined estimated 1.8 million subscribers since launching more than 18 months ago.

In contrast to USSB and DIRECTV, EchoStar will both sell and lease its

Liberty sells America One

As expected, TCI-owned Liberty Sports has sold its America One LPTV network as well as three other divisions. The sale was to The McMullen Group and represents Liberty's first major reorganizing step since its sports alliance with News Corp.'s Fox Sports last October. The price was not disclosed.

BROADCASTING & CABLE first learned of the impending America One sale at the Western Cable Show in Anaheim, Calif., last month (BROADCASTING & CABLE DAILY, Nov. 30).

The deal, expected to be completed Dec. 31, will give McMullen Liberty's America One Television, Prime Sports Interactive/Fantasy, Prime Sports Radio and the Women's Basketball Association (WBA). McMullen owns the New Jersey Devils National Hockey League franchise and is majority owner of the Houston Astros.

America One is the former Main Street Television, which Liberty bought out of bankruptcy last year, boosting its distribution by more than 6 million homes

since relaunching last February. It reaches 19 million households though 91 affiliates.

Prime Sports Interactive is a program-development division that produces programming for interactive technologies; Prime Sports Radio is a nationally syndicated 24-hour sports network, and the WBA is a professional league with eight teams that was acquired by Liberty in 1995.

During a conference call last week, Liberty Sports President Ed Frazier said the move will streamline Liberty's properties and tighten its operating budget as it prepares for its Fox partnership. "It wasn't an issue of needing the funds; it was more an issue of having too much on our plate at one time."

Frazier says the four divisions, all from the company's R&D portfolio, were operating in the red. "By definition, your R&D projects are typically not profitable in the development stage." He says Liberty's other sports assets aren't currently for sale: "Not at this time, but I certainly wouldn't rule it out." —JM

DBS hardware as well as sell DBS programming packages. EchoStar will distribute DBS direct to consumers with an 800 number and through TVRO satellite dealers and consumer electronics retailers. "We will give consumers every option: to buy it, lease it or finance it," says Sullivan.

The company's 18-inch dish and receiver box will be manufactured by EchoStar and Philips Electronics, which is to sell it under its Philips and Magnavox labels.

EchoStar will try to undersell DIRECTV and USSB by offering hardware at less than the current \$599 market price and will offer three programming packages, starting with a \$20 basic package that is to include at least one yet-to-be-named premium channel.

"It's going to be less expensive than

what's out there right now," says Sullivan. "We are not going to drive the market price down: yet in the same vein we are a low-cost value provider."

The Englewood, Colo.-based company also plans to offer a la carte programming at an unspecified price with a minimum 10 channels.

EchoStar's marketing campaign, to be rolled out at the SBCA show in Las Vegas next March, will take a price-and-branding approach. Sullivan says existing DBS providers have educated the public about DBS but haven't established strong branding. "We will offer strong branding coupled with price-point advantages."

To date EchoStar has signed Viacom premium and basic channels, including Showtime, The Movie Channel, MTV, VH1, Nickelodeon, USA Networks

and The Family Channel. It has signed programming deals with HBO, CNN, The Disney Channel, Turner Classic Movies, The Cartoon Network, ESPN, C-SPAN, Discovery Channel and The Learning Channel. The company also will deliver digital audio programming and data services.

EchoStar is now trying to add networks aimed at narrow niche markets. For instance, the company last month signed a carriage deal with EWTN: The International Catholic Network, which specializes in religious programming.

Like DIRECTV and USSB, EchoStar plans to cull subscribers from the cable industry's ranks, the estimated 11 million households without cable and 20.4 million with limited program capacity.

EchoStar will launch in the face of

H E A D L I N E S

Outdoor Life, Speedvision name executives

Outdoor Life and Speedvision, the outdoor sporting and motor sports channels, have named four executives to the two networks' management team. Becky Ruthven, formerly of the Weather Channel, has been named senior vice president of affiliate sales for both networks; Robert S. Scanlon, formerly of ESPN, has been named executive producer and vice president of production for Speedvision; John Lunghi, formerly with Turner Broadcasting, has been named vice president, national sales manager, Speedvision, and Rosanne Legano, formerly at the TV Food Network, has been named vice president and national sales manager, Outdoor Life. Outdoor Life launched last August; Speedvision is set to launch in January.

TNN to add five series

The Nashville Network (TNN) will add five new series to its schedule next January: *The Road*, *Inside NASCAR*, *Motor Trend Television*, *Go Fish!* and *Back Road Adventures*. *The Road*, a formerly syndicated series produced by Tribune Entertainment, will air Monday at 8 p.m. with a repeat at midnight. TNN also will relaunch its *Inside Winston Cup* series as *Inside NASCAR*. It will feature a new look and an expanded

hour format and will air Saturday at 5 p.m. *Motor Trend Television*, a half-hour show based on the magazine, will air Sunday at 1 p.m. and repeat at 10 p.m. *Go Fish!*, a half-hour family fishing series will air Saturday at 9 a.m., and *Back Road Adventures*, a hunting and fishing series, will air Sunday at 7 p.m.

Branding deal

L.L. Knickerbocker Co. and Paxson Communications have signed a strategic deal to develop brands for sale through infomercials. Paxson will commit up to \$10 million in cash and TV airtime to the joint venture, which calls for it and L.L. Knickerbocker to co-develop brands to be tested and marketed through Paxson's infomercial TV network, inTV, as well as the Shop At Home TV network that Paxson is acquiring. The agreement also calls for the companies to exchange board-of-director seats. It's expected that Home Shopping Network creator and co-founder Bud Paxson will join the Knickerbocker board, while Knickerbocker Chairman/President Louis Knickerbocker will join Paxson's board.

C-Span takes long look at Ohio

C-Span's *Washington Journal* will feature a weeklong series of programs focusing on the eight U.S.

presidents who were natives of Ohio. Highlights will include tracing the historical significance of each president and looking for political parallels between presidential politics then and now. The series, which airs Dec. 10-16, consists of 45-minute segments featuring interviews and taped features.

Is it Newt or is it Memorex?

House Speaker Newt Gingrich (R-Ga.), who last week hosted his final live program on NET Political News-talk Network, will tape his answers to questions from call-in viewers in a new weekly NET series, *Ask the Speaker*.

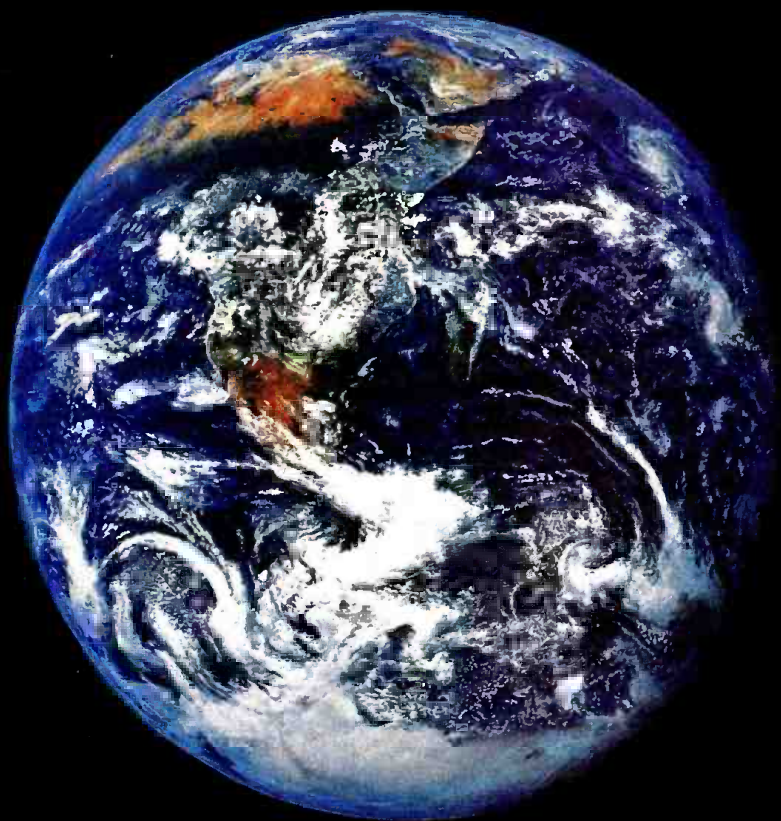
'Motor Trend' goes cable

Motor Trend Television, the weekly cable series based on the magazine of the same name, will debut next year on The Nashville Network. *MTTV*, produced by RTM Productions in association with Petersen Television Co., will report on more than 100 new import and domestic cars, trucks and utility vehicles in 1996.

ESPN2 on a sub roll

ESPN officials report that ESPN2 reached the 26.7 million-subscriber mark this month, meaning it has added 10.4 million households to its subscriber ranks in 1995, topping its 7.7 million-subscriber growth in 1994. ESPN2 launched Oct. 1, 1993.

**For business people
who run in this**



circle.

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another DBS provider with a specialized-niche strategy—Canada-based AlphaStar, also scheduled to enter the DBS market next year. AlphaStar, which plans to use—in addition to traditional distributors—a rather unusual door-to-door sales arrangement with Amway distributors, just signed a programming agreement with Playboy Entertainment to carry Playboy TV.

Meanwhile, rumors circulating that EchoStar is ready to line up a major business partner should be taken with a grain of salt, says Alpert, adding that EchoStar President Charles Ergen already has held talks with several telecommunications companies. "Ergen has talked to MCI; I'm sure that he's being courted by the RBOCs as well." ■

USSB makes first IPO

DBS program provider United States Satellite Broadcasting (USSB) last week announced its initial public offering with which the company hopes to generate close to \$200 million. The IPO, to be made available next January, will comprise 8.3 million shares of USSB Class A common stock, representing approximately 9% of the company's estimated \$2 billion-plus equity. Although par value of the stock has not been set, the proposed maximum offering price is \$24 per share.

USSB will use approximately \$80 million of its proceeds to cover marketing and promotional expenses during 1996. Other funds will be used for capital expenditures and to repay outstanding debt. USSB's offering prospectus shows that the company faces some hurdles, most notably increased competition, dependence on third-party programmers, government regulation and increasing operating losses. For fiscal 1995, USSB reported a net loss of \$67.2 million compared with a \$17.9 million loss in 1994. On the plus side: USSB's enormous equity, almost 1 million installed DBS subscribers and a two-year jump on the competition. —JM

Discovery takes brand-new approach

Adds four shows to help distinguish between Discovery Channel and TLC

By Jim McConville

Imitation may be the sincerest form of flattery, but in the case of the Discovery Networks, it also can mean a blurring of that all-important brand identity.

As a consequence, Discovery Communications will distinguish between daypart/early evening programming on co-owned networks Discovery Channel and The Learning Channel (TLC) next year by introducing original programming to give each network a signature identity.

The move, say Discovery executives, will help the networks steer clear of cannibalizing each other's programs.

"If you look at the daytime and early evening of both channels, there's a lot of similarity; there's a lot of 'how to' programming on both nets," says Chuck Gingold, senior vice president and gen-



eral manager, DCI Daytime Programming, who oversees day/early evening programming for the two networks.

Gingold expects a "clear differentiation" by fall 1996. "By the time we hit the air next year, what's on Discovery and TLC will not look the same anymore."

The strategy calls for Discovery Channel to stick to its core of practical "how to" educational and instructional shows, including cooking, decorating and home improvement.

Discovery Channel is producing two

original daytime series set to premiere next fall: *Interior Motives* and *Pet Cetera!*

Interior Motives, a home decorating and design series, will be produced in association with Weller Grossman Productions, Studio City, Calif. The program will be taped before a studio audience, which will participate in demonstrations and Q&A sessions.

Pet Cetera!, co-produced by Discovery and Four Point Productions, is a weekly series that examines ordinary and exotic pets.

TLC programming, meanwhile, will take a personal-lifestyle approach, with two original productions to be released next fall. Programming will consist of "lifestyle documentaries" that cover topics including travel, fashion, beauty and relationships.

"Instead of cooking shows, decorating shows and home improvement

Errata

Information for BBC World in the Nov. 27 list of new cable networks was incorrect. It will be a 24-hour news and information channel featuring news, current affairs, documentary and lifestyle programs produced by the BBC, which owns the channel. BBC World's phone number is 212-705-9440, and the launch date is to be announced.

shows, we've come up with daytime programs that are compatible with the nonfiction reality programming that is really the hallmark of both networks," says Gingold. "We have not strayed; we're just doing different programming."

Two new daytime TLC shows to

debut in fall 1996 are *Wedding Story* and *Dream Living*, both to be produced by TLC and new co-production partner Film Garden Entertainment Inc. of Studio City, Calif.

Wedding Story each week takes a "cinema verite" look at a different

wedding. *Dream Living*, hosted by Jody Daly, will examine uniquely designed and decorated American homes.

Gingold says Discovery will start airing consumer awareness spots for the shows in late summer. ■

TCI creates ad sales divisions

Nine new regional vice presidents named

By Jim McConville

Tele-Communications Inc. has reorganized its ad sales division under nine new regional advertising vice presidents. The company turned to in-house talent and its recently acquired subsidiary, Tele-Cable Corp., for some of those executives. All will report to Jerry Machovina, senior vice president, TCI Cable Management Corp. Four of the nine executives come from TeleCable, the MSO acquired by TCI earlier this year. The new vice presidents:

Judy Heady, former vice president of ad sales, TKR Cable, will oversee the North Atlantic division;

Jeff Carter, former TeleCable ad manager, will oversee the Mid-Eastern division;

Roger Weaver, former TCI ad manager, will oversee the South Atlantic division;

Chip Longfellow, former ad manager, TCI's Great Lakes region, will oversee the Mid-Northern division;

Sonja Farrand, former head of sales, TeleCable, Overland, Kan., will oversee the Mid-Central division;

Gerald Ferch, former regional ad manager, Adelphia Communications, will oversee the South Central division;

Derrick Matson, former general sales manager, Mountain Cable Advertising, will oversee the Rocky Mountain division;

Ken Weichert, former director of ad sales, Colony Communications Inc., will oversee the Southwest division, and

Penny Taylor, former general manager, Northwest Cable Advertising, Seattle, will oversee the Northwest division. ■

BET numbers up

BET Holdings, the parent company of Black Entertainment Television (BET), saw its fiscal first-quarter net income increase 25%, from \$4.6 million to \$5.8 million. For BET's fiscal first quarter ended Oct. 31, cash flow (operating income before taxes, depreciation and amortization) increased 27%, from \$8.7 million to \$11.1 million, mainly the result of a 17% increase in operating income reported by BET Cable Network and reduced operating losses reported by BET Action Pay-Per-View.

BET PPV reported a quarterly loss of \$131,000, compared with a \$630,000 loss for first-quarter fiscal 1995. First-quarter revenue from BET's Entertainment Group, which operates BET Cable Network and Action PPV, increased 21%, to \$31.6 million, mainly from increases in advertising and subscriber revenue from BET Network. "That was largely driven by increases in BET's national spot advertising as well as increases in infomercial advertising," says Bill Gordon, chief financial officer, BET. The primary contributor, he says, was strong advertising revenue, up 20% in the first quarter. Gordon says BET quarterly results were in line with the company's expectations: "We're generally in line with the street estimates." BET's subscriber rate per customer inched up from 10 cents to 11 cents per customer. —JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Dec. 4-10, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHS. (000)	Rating Cable U.S.
1. <i>NFL Regular Season</i>	ESPN	Sun 8:00p	7,091	10.5 7.4
2. <i>NFL Prime Time</i>	ESPN	Sun 7:00p	3,236	4.8 3.4
3. <i>NFL SportsCenter</i>	ESPN	Sun 11:11p	3,183	4.7 3.3
4. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,677	4.0 2.8
5. <i>Movie: 'Diamonds Are Forever'</i>	TBS	Sat 8:05p	2,344	3.5 2.4
6. <i>Rugrats</i>	NICK	Sun 10:00a	2,288	3.5 2.4
7. <i>Movie: 'Ebbie'</i>	LIFE	Mon 8:00p	2,282	3.6 2.4
8. <i>Movie: 'Goldfinger'</i>	TBS	Sat 10:40p	2,265	3.4 2.4
9. <i>NBA Regular Season</i>	TBS	Wed 7:58p	2,261	3.4 2.4
10. <i>Rugrats</i>	NICK	Sat 7:30p	2,238	3.4 2.3
11. <i>America's Funniest Videos</i>	TBS	Thu 7:35p	2,231	3.3 2.3
12. <i>NFL Gameday Sunday</i>	ESPN	Sun 11:30a	2,190	3.2 2.3
13. <i>Rugrats</i>	NICK	Tue 6:30p	2,181	3.4 2.3
14. <i>Movie: 'Fried Green Tomatoes'</i>	USA	Thu 8:00p	2,149	3.2 2.2
15. <i>Rugrats</i>	NICK	Sat 8:30a	2,146	3.3 2.2

Following are the top five pay cable programs for the week of Dec. 4-10, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Richie Rich'</i>	HBO	Sat 8:00p	4,088	16.9 4.3
2. <i>Movie: 'The Specialist'</i>	HBO	Sun 8:00p	2,534	10.5 2.6
3. <i>Movie: 'Interview with the Vampire'</i>	HBO	Tue 8:00p	2,425	10.0 2.5
4. <i>Movie: 'Interview with the Vampire'</i>	HBO	Sun 10:00p	2,374	9.8 2.5
5. <i>Taxicab Confessions 2</i>	HBO	Sat 11:45p	2,294	9.5 2.4

Changing Hands

Continued from page 70

dent); no other broadcast interests
Facilities: 104.1 mhz, 3 kw, ant. 194 ft.
Format: Easy listening
Broker: R.E. Meador & Associates

KWDQ(FM) Woodward, Okla.

Price: \$109,500

Buyers: Sherre D. House (50% owner) and Bryan L. and Barbara R. Billings (after sale 50% owners), Woodward. House is buying KWFY-FM and has option to purchase KSIW(AM), both Woodward

Seller: Rick Lee Carnahan, Woodward (before sale 66 2/3% owner; after sale 0% owner); no other broadcast interests

Facilities: 102.3 mhz, 2.3 kw, ant. 355 ft.
Format: Classic rock

AM

KNUS(AM) Denver

Price: \$1.2 million

Buyer: Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president/co-owner); also owns KFIA(AM) Carmichael, KGER(AM) Long Beach, KDAR(FM) Oxnard, KPRZ(AM) Poway/San Marcos, KAVC(FM) Rosamond and KKLA(AM) San Bernardino, all Calif.; KRKS(AM) Denver-KRKS(FM) Boulder, Colo.; WYLL(FM) Des Plaines, Ill.; WEZE(AM) Boston; WWDJ(AM) Hackensack, N.J.; WMCA(AM) New York; WTJY(FM) Johnstown and WRFD(AM) Worthington/Columbus, Ohio; KDBX (FM) Banks and KPQD-AM-FM Portland, Ore.; WFIL(AM) and WZZD(AM) Philadelphia; WPIT(AM)-WORD(FM) Pittsburgh; KKHT(FM) Conroe, KDFX(AM) Dallas, KENR(AM) Houston and KSLR (AM) San Antonio, all Tex.; WAVA(FM) Arlington, Va./Washington, and KGNW (AM) Burien, Wash./Seattle and KLFE (AM) Seattle. Salem also owns syndicator Salem Radio Network, Dallas, and is buying KGBS(AM) Dallas. Atsinger also co-owns KKLA(FM) Los Angeles and KFAX(AM) San Francisco, and KGFT(FM) Pueblo, Colo., and has interests in WAVA.

Seller: Mile High Broadcasting Corp., Englewood, Colo. (Paul Stebbins, owner); no other broadcast interests

Facilities: 710 khz, 5 kw

Format: News, talk

Broker: McCoy Broadcast Brokerage

KFRE(AM) Fresno, Calif.

Price: \$1.025 million

Buyer: Henry J. Pappas, Visalia, Calif.; owns KMPH(TV) Visalia KMPH-FM Hanford, and KPWB(TV) Sacramento, all Calif.; KREN(TV) Reno, and KPTM(TV) Omaha, and has CPs for

TV at ch. 44, Sioux City, Iowa, and WMMF-TV Fond du Lac, Wis.

Seller: EBE Communications LP, West Palm Beach, Fla. (Ralph C. Guild, president); owns KFRE(AM)-KNAX(FM) Fresno, Calif. Guild owns KRBT(FM) Fresno and WXTG-AM-FM Charleston and WSSP(FM) Goose Creek, S.C.

Facilities: 940 khz, 50 kw

Format: Country

KLAR(AM) Laredo, Tex.

Price: \$450,000

Buyer: Faith and Power Communications Inc., Laredo (co-owners Hector Patino, president/treasurer and Sandra Patino, VP/secretary); no other broadcast interests

Seller: Crystal Media Inc., Laredo (Molly Gomez, president); no other broadcast interests

Facilities: 1300 khz, 1 kw d, 500 w n

Format: Tejano

VVVI(AM) Charlotte Amalie, St.

Thomas, Virgin Islands

Price: \$250,000

Buyer: Knight Communications of the Virgin Islands Inc., St. Thomas (Randolph H. Knight, president/33.3% owner). Randolph Knight also is 6.4% owner of WCQL-FM York Center, Me.; WTAG(AM)-WSRS(FM) Worcester, Mass.; WGIR-AM-FM Manchester and WTMN(AM)-WHEB(FM) Portsmouth, N.H., and WEZF(FM) Burlington, Vt.

Seller: Thousand Islands Corp., Charlotte Amalie (Robert E. Noble, president); no other broadcast interests

Facilities: 1000 khz, 5 kw day, 1 kw night

Format: Adult contemporary, news

WSAT(AM) Salisbury, N.C.

Price: \$225,000

Buyer: WSAT Inc., Salisbury (Charles H. Welch, president/owner); no other broadcast interests

Seller: Mid-Carolina Broadcasting Inc., Salisbury (Harry L. Welch Sr., president); no other broadcast interests

Facilities: 1280 khz, 1 kw

Format: Oldies, sports

KHND(AM) Harvey, N.D.

Price: \$200,000

Buyer: Two Rivers Broadcasting Inc., Valley City, N.D. (Janice M. Ingstad, president/90% owner); also owns KQDJ(AM)-KYNU(FM) Jamestown, KDAK (AM) Carrington and KDRQ(AM) Wishek, all N.D.; has approval to build FM at Wishek, and is applying to build FM at Carrington, N.D. Ingstad with husband, Robert E., owns KNFX(AM) Austin, Minn.

Seller: Prairie Communications Inc., Harvey (Todd Lewis, president); no other broadcast interests

Facilities: 1470 khz, 1 kw day, 160 w night

Format: Country

WION(AM) Ionia, Mich.

Price: \$200,000

Buyer: Rhoden Enterprises Inc., Ada, Mich. (Louis D. Rhoden II, president/owner); no other broadcast interests

Seller: MacPherson Broadcasting Inc., Ionia (Phyllis MacPherson, president); no other broadcast interests

Facilities: 1430 khz, 5 kw day, 330 w night

Format: Country

KOKL(AM) Okmulgee, Okla.

Price: \$174,901 (assumption of liabilities)

Buyer: James R. Brewer, Okmulgee; no other broadcast interests

Seller: Jack G. Brewer (brother of buyer), Chickasha, Okla.; no other broadcast interests

Facilities: 1240 khz, 1 kw

Format: Country, gospel

WEYZ(AM) North East/Erie, Pa.

Price: \$125,000

Buyer: Corry Communications Corp., Corry, Pa. (William W. Hammond III, president/33.3% owner); owns wwcb (AM) Corry

Seller: Heart Broadcasting Inc., Erie, Pa. (Christopher J. Hagerty, president); owns WFLP(AM) Erie

Facilities: 1530 khz, 1 kw

Format: News/talk

WJRV(AM) Loretto/Ebensburg, Pa.

Price: \$75,000

Buyer: Allegheny Broadcasting Corp., Punxsutawney, Pa. (James A. Mistick Jr., president); no other broadcast interests

Seller: Stevens Broadcasting Co Inc., Loretto, Pa. (Thomas P. Cox, owner); no other broadcast interests

Facilities: 1400 khz, 1 kw

Format: Adult contemporary

Broker: Ray H. Rosenblum

WLLI(AM) Lynchburg, Va.

Price: \$28,000

Buyer: Hubbard's Advertising Agency Inc., Lynchburg (Glover D. Gilliam, secretary/treasurer/51% owner); no other broadcast interests

Seller: LYH Broadcasting LC, Richmond, Va. (Charles E. Coreth, manager); is buying WGOL-FM Lynchburg

Facilities: 930 khz, 5 kw d, 49 w night

Format: News/talk, sports

Amplification

The broker for KESQ-TV Palm Springs, Calif. ("Changing Hands," Dec. 4) was LaRue Media Brokers.

Technology

December 18, 1995

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CNNfn creates 'virtual newsroom'

'inter.face' to provide instant access via computers, fiber link

By Glen Dickson

For the launch of its financial network, CNNfn, CNN has developed a way to get leading financial players on camera without sending out a camera crew and ENG truck or asking guests to interrupt their business day to drop by CNNfn's Manhattan studios.

Instead, CNNfn is incorporating computer technology from Intel and fiber capacity from MFS Datanet to create "inter.face," a real-time video link that will allow CNNfn journalists to interview financial experts live on camera from their place of work.

"It gives us the ability to get reaction to breaking financial news immediately," says Bill Tucker, vice president, CNN Business News.

The inter.face system involves setting up a mini-studio at participating sites. It

comprises a Compaq computer running customized Intel Pro-Share videoconferencing software, a small Canon videoconferencing camera and a Sony lavalier mike to be worn by the guest. An IFB connection will bring the CNNfn program audio back to the guest.

"We'll have an earpiece for the return, and we'll use a very small Videssence desktop lamp for lighting on that end," says Kevin Ivey, CNN's production director of strategic planning. "The idea is to keep it as low maintenance and easy to use as possible."

Ivey says that each mini-studio costs roughly \$7,000. CNNfn has confirmed arrangements with Lehman Brothers, Merrill Lynch and Ernst & Young, and eventually hopes to outfit more than 100 sites.

Although the SVGA input from the inter.face camera is encoded at a rate of 6 megabits per second, Ivey says

the audio is uncompressed. The digital data stream from the Compaq terminal is sent via a 10-baseT Ethernet connection to the building's fiber-optic hub, then is fed back via DS-3 fiber lines to CNNfn's newsroom. The large bandwidth of the DS-3 allows CNNfn to send control data to the camera, allowing for remote pan-and-tilt adjustments.

On the receiving end, CNNfn has four terminals dedicated to inter.face transmission. The SVGA signals from the camera are decoded and converted to NTSC format, then are sent to a BTS Venus digital router for air and an Avid Media Server (an SGI Challenge with Avid software) for storage. The combination of the Media Server and News-Cutter nonlinear editors enables producers to easily incorporate clips and soundbites from the inter.face interviews in later shows, says Tucker.

Since MFS Datanet already has run fiber to a number of financial institutions for business data and transaction services, the company was a logical choice as a fiber provider to CNNfn. MFS Datanet also will provide fiber for incoming feeds outside inter.face, says Bob Barbour, MFS director of marketing services.

Although neither Barbour nor CNNfn executives will disclose the financial terms of MFS's package deal for CNNfn, Barbour says that MFS's use of ATM (asynchronous transfer mode) fiber transport makes economic sense for the new network.

ATM is based on transporting finite data packets over fiber. The millisecond delay allows the fiber operator to juggle customers along the same pipe as opposed to having the fiber dedicated to one customer (as with SONET).

"Full-motion video takes up a lot of bandwidth, and bandwidth is very expensive," says Barbour. "We get economies of scale by interleaving our customers [over our fiber]. The promise of ATM is economical voice, video and data over one network."

According to Tucker, CNNfn producers were satisfied with the picture quality of inter.face in testing and are eager to exploit it come the network's Dec. 29 launch. "The goal is to integrate it into our programing and make it a normal part of the day," he says.

CNNfn is considering installing inter.face sites in Boston and Chicago and hopes to incorporate inter.face material with its World Wide Web site in the future, Tucker says. ■

Cable and Caltrans combat L.A. traffic

To relieve freeway congestion in Los Angeles, state agency Caltrans and public access channel L.A. Cityview 35 have combined to deliver traffic updates to cable viewers. The service, Freeway Vision, relies on computer-generated reports, that are converted to the NTSC format with an RGB Spectrum scan converter.

The updates are created at the Caltrans Traffic Management Center, the computerized brain of the Los Angeles-area freeway system. The center receives information from sensors embedded in the pavement in more than 750 miles of the freeways. Inside the facility, high-resolution (1,280 x 1,024 pixels) computer monitors display a color graphic map of the freeway system, with current freeway speeds represented by colored lights.

Caltrans feeds this computer-generated map to the RGB/Videolink 1600U video scan converter to convert it to broadcast standard video. The map is then broadcast over Cityview 35, which is carried to 500,000 homes. Freeway Vision is available on every cable system in the City of Los Angeles at no extra charge, allowing commuters to check the status of the freeways and select the best routes before departure. —GD



Post on the Road gets moving

Mobile post-production unit brings nonlinear editing to clients

By Glen Dickson

Although starting a post-production facility and specializing in nonlinear editing isn't a radically new idea, putting it on four wheels is.

That is the concept behind Post on the Road, a customized Airstream trailer that offers both nonlinear and tape-based editing. From their experience in producing documentaries on aviation, Post on the Road owners and designers Bruce Pearson and Paul Havis saw a market opportunity in bringing the post-production facility to the client, instead of the other way around.

"We were doing remote work all over the world," says Pearson. "While new technology has made field production a lot easier, for post-production you still have to go back to a facility. It's not very convenient."

Two years of work and \$150,000 later, they have a fully functional mobile editing facility based on the Immix VideoCube nonlinear system



Inside Post on the Road's mobile production unit

with three hours of storage, which Pearson likes for its real-time rendering. "It doesn't break the continuity of the creative process," he says.

The trailer also can handle traditional tape editing on Betacam SP, Hi-8, S-VHS and 3/4-inch VTRs. All mastering is done on Betacam SP. The unit includes a 16-channel Mackie audio console, a dedicated animation Mac running Elastic Reality software, an announce booth and a client screening lounge.

Havis maintains that the price of mobile post-production is competitive with that of permanent facilities. "The first full day on location usually runs about one-third more than you'd pay for a day at a regular online facility," he says. "But subsequent days cost less and approximate the day rate the fixed facility would charge." ■

Satellite footprints

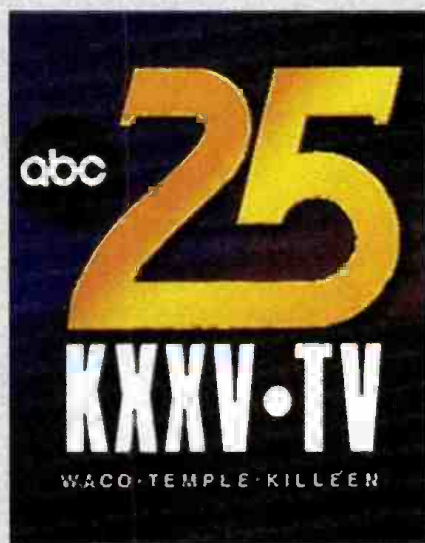
Global Access Telecommunications has contracted with PanAmSat to provide a variety of occasional-use broadcast services over PanAmSat's global satellite system. Under the bulk-buy agreement, Global Access will be leasing transponder capacity on the PAS-1, PAS-2, PAS-3 and PAS-4 satellites. The terms of the contract allow Global Access to begin service on Jan. 1, 1996, and offer Ku- and C-band satellite time, both digital and analog, with options for multiple carriers per channel (MCPC) and single carrier per channel (SCPC). In a concurrent move to bolster its international satellite transmission business, Global Access has opened new sales offices in the UK and Singapore. The company counts the BBC, ESPN, STAR-TV, Fuji Television and Nippon Television among its international clients.

Orion Atlantic LP, the 41% owned affiliate of Orion Network Systems, has been awarded a multimillion-dollar, five-year contract from NTL Ltd. for satellite transponder services to distribute programming to cable operators throughout the UK via the Orion 1 satellite. London's Channel One, the 24-hour, 7-days-a-week news and entertainment channel, will be transmitted via Orion 1 directly to cable operators throughout the UK from a new, NTL-owned digital video satellite facility located in Central London beginning next February.

British Telecom has completed a 16-meter C-band earth station in Martlesham, UK, that will allow broadcasters to access PanAmSat's PAS-4 satellite, which provides coverage of Africa, Asia, Europe, India and the Middle East. The two companies have entered into a marketing arrangement to attract broadcast customers to use both BT's earth station facilities and PanAmSat's satellite capacity. "Having been the first service provider to offer European access to PAS-1, the Martlesham teleport completes the jigsaw with access to PAS-4," says John Swingewood, general manager of BT Broadcast Services. "Direct access to PAS-4 allows European and American broadcasters an easy entry to some of the fastest-growing TV markets in the world, such as India."

Doordarshan, India's national broadcaster, will be the first customer to use the new BT earth station. Its signals will be relayed via the PAS-4 Indian Ocean Region satellite from India to Martlesham and then transmitted via the PAS-1 Atlantic Ocean Region satellite to the U.S. —GD

New look in Waco



EGAD! (Electronics Graphics and Design) of Dallas used 3-D animation and digitally composited backgrounds in designing and producing a custom on-air look for kxxv, the ABC affiliate in Waco, Tex. "The market, which has been graphically sleepy, has received a wake-up call," says kxxv News Director Tom Pratt. The new look is based on the news theme and is being used for all news opens, promotional graphics and station identifications. —GD

Cutting Edge

By Glen Dickson

ESPN has purchased a dozen BTS CCD cameras with long-range TriaXL cable for its new mobile sports truck. The TriaXL cable allows the cameras, eight BTS LDK 10 studio models and four LDK 10P companion units, to be hardwired to the truck (without repeaters) at distances of up to 1.5 miles. The cameras also feature BTS's proprietary FT (frame transfer) no-smear CCD imaging technology and Dynamic Pixel Management, which enables camera operators to select either 4:3 or 16:9 aspect ratios at the push of a button.

Canon Broadcast has introduced the IS-20B Image Stabilizer Adapter, designed to be front-mounted on Canon's J20aX8B and H20aX6 ENG zoom lenses. The IS-20B adapter incorporates Canon's Vari-Angle

Prism technology to combat shaking and vibration commonly associated with shooting from a moving vehicle, shooting on the run, shaky hands or high winds. (Vari-Angle technology changes the angle of the prism according to the angle of vibration of the axis of light in the lens.) Other features of the IS-20B include a panning switch to minimize image fluctuation at the end of panning; a vibration characteristic selector to select between low- and high-frequency mode, and an auto-lock mechanism.

CableSoft and General Instrument have entered

into a non-exclusive agreement to jointly market turnkey software applications for interactive television. CableSoft develops software for interactive TV applications that run on GI's advanced analog CFT 2200 set-top boxes—locally branded services such as interactive classified advertising, interactive yellow pages and Local-Works, CableSoft's interactive community directories. The applications operate as "virtual channels," using the vertical blanking interval for data transport. "The CableSoft product suite offers a significant potential revenue stream to systems using



Canon's new image stabilizer adapter

the 2200," says Dan Moloney, VP/GM of GI's analog network systems business unit.

Graham-Patten Systems has signed a contract with Matsushita to supply 51 D/ESAM Series digital edit suite mixers for use during next summer's Olympics. The order comprises 10 D/ESAM 400 systems as well as 41 of the new, compact-format D/ESAM 200 digital edit suite audio mixers. As the official broadcast supplier for the 1996 Atlanta games, Matsushita will oversee the installation and operation of the systems. "The D/ESAM system will be used in a

number of edit suites located throughout the International Broadcast Center, as well as in a number of suites that will be made available for foreign broadcasters," says Graham-Patten founder Mike Patten.



Otari's Status console

Gemstar International, maker of the VCR Plus+ instant programing system, has entered into an agreement with tape duplicator Technicolor Video Services to manufacture and market Gemstar's Index Plus+ feature for prerecorded videotapes. Index Plus+ will provide users with an on-screen directory of all programs contained on a tape, allow-

ing viewers to scan through different segments in an exercise video or instantly find their favorite scene in a movie. The user can select a program by cursor, and the VCR automatically will fast-forward or

rewind to the start of the selected program and play. Major VCR brands that have licensed the technology include JVC, Hitachi, Panasonic, RCA, Proscan, GE, Zenith, Sony, Mitsubishi, Sanyo, Sharp, LG Electronics and Orion.

Robert Berke Sound, a post-production facility in San Francisco that handles work for TBS, PBS and the Disney Channel, has installed the new Otari Status digitally controlled console as part of a complete redesign of its Studio B. The console features 48 dual-input modules, moving fader

automation and the ability to store and recall all input module parameters. "This is one of the cleanest and quietest consoles we've ever heard," says studio owner Robert Berke. "Also, the ability to recall console parameters has been an incredible time-saver."

Warner Bros. has purchased Ampex DST data storage libraries for its feature animation and imaging technology divisions. The DST 410 1.2 terabyte automated cartridge systems will be used to store and retrieve digitally scanned film frames and computer-generated images, and will provide online storage via servers attached to large networks of workstations performing animation, compositing and graphics tasks.

German media groups MMBG and the Kirch Group have ended their struggle over the decoder standard for the introduction of digital television in Germany. The Kirch Group has agreed to work jointly with the MMBG (a consortium formed by Deutsche Telekom, Bertelsmann, CLT, RTL, ARD, ZDF and Canal+) to develop a standard decoder system for receiving digital TV signals. The cable-oriented Veba electronics concern also has pledged to join the MMBG alliance.

Telemedia

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Week[®]

Video On Demand

Good demand for BA's VOD test

Customers in suburban D.C. system buying movies well above average rate

By Harry A. Jessell

Bell Atlantic's video-on-demand trial in suburban Washington is delivering three times the buy rate of conventional PPV services, according to the Philadelphia-based Baby Bell.

The monthly buy rate for the average movie offered via cable PPV is 2.7%, and "we are getting take rates three or four times that," says Stu Johnson, chairman/CEO, Bell Atlantic Video Services.

The numbers from the Stargazer trial are "very encouraging," he says. "They're better than expected and better than our business model."

Bell Atlantic had expected

to do only slightly better than PPV in its business plan, Johnson says: "We are very conservative with our projections."

According to Johnson, the results give Bell Atlantic confidence that it can build switched video networks and turn them into profitable businesses.

Bell Atlantic is conducting its VOD trial over conventional copper telephone lines, using digital compression and ADSL (asymmetric digital subscriber line) transmission technology. The trial involves 1,000 homes and will expand to twice that number next year. About 75% of those now in the trial subscribe to cable.



At any given time, trial participants may choose from 625-650 movies, classic TV shows, informational "videos" and cartoons. Prices range from \$4.49 for the most popular movies to 49 cents for a 20-minute cartoon.

In all, Stargazer offers consumers 42,000 minutes of

video, 25% of which is replaced with new material each month.

As a stand-alone service, VOD makes little economic sense, Johnson concedes. "If you were to build this just to sell movies, you would never sell movies."

But coupled with broadcast and cable programming and possibly other interactive TV services, Johnson says, VOD makes the full-service network economical. Other interactive services with potential include home shopping, video games, gaming and video phones, he says.

Bell Atlantic once thought that VOD could support rollout of an ADSL-based service, says spokesman Larry Plumb, but it gave up on that idea two years ago.

Results of the ADSL trial's home shopping were far less positive than those of the VOD service. The system proved too unwieldy, says Plumb. Subscribers had to use a telephone to order products, and it took too long to call up items, he says. The trial participants said it was "easier to turn pages in a real catalogue."

On the other hand, the results indicate that home shopping is still viable on a switched video network, where users could order on-screen and rapidly move through electronic catalogues, Plumb says.

T.M.

Telco/Cable

BellSouth gets cable in Florida

Telco awarded franchise for new golf resort

By Harry A. Jessell

BellSouth has picked up its third cable franchise, the rights to serve roughly 7,200 homes in the soon-to-be-built golf resort of St. Johns, Fla., between Jacksonville and St. Augustine.

BellSouth is planning two parallel networks—a fiber network for telephony and a hybrid fiber/coax network for video, says BellSouth spokesman Kevin Doyle. The fiber eventually may be upgraded for switched video service, he says.

St. Johns developers are cooperating with the PGA Tour to make the community a golfing mecca with courses and a golfing hall of

fame, Doyle says.

The FCC two weeks ago approved BellSouth's plan to build the same parallel networks on Daniel Island, S.C., which was annexed by Charleston five years ago. The planned community will comprise some 7,000 homes, says Doyle.

The FCC dismissed the opposition of Comcast, which holds the franchise for the rest of Charleston. But the agency conditioned its grant on BellSouth's adhering to rules barring subsidizing new ventures with telephone ratepayer revenue.

BellSouth also holds the franchise for Vestavia Hills, Ala., a Birmingham suburb of more

Continues on page 84

Video On Demand

WB beefing up online activity



By Harry A. Jessell

Forget made-for-TV movies. Warner Bros. is now talking made-for-online programing.

Starting in January, Warner Bros. will roll out several new sites on America Online, according to Jim Moloshok, senior VP, Warner Bros. Online.

Warner Bros. will be contributing newly created original and promotional sites to AOL (and upgrading existing promotional sites) as part of a new one-year deal with the Washington-based online service, which counts more than four million subscribers.

Neither Warner Bros. nor AOL would say how much AOL is paying Warner Bros. for the content, but sources put the number well over \$1 million.

According to Moloshok, the services will be supported by the AOL licensing payments as well as by advertising. Warner Bros. Online will be actively selling "space" at the NATPE convention in Las Vegas next month.

Warner Bros.'s deal with AOL is nonexclusive, Molo-

shok says. It may duplicate the services on the Internet, but probably not that of other commercial online services such as Prodigy and CompuServe.

First out of the box will be the Warner Bros. virtual studio, an online representation of its Hollywood lot that will serve as a gateway to its other online sites. The studio also will contain a shop for buying Warner Bros.-branded items, Moloshok says.

That will be followed in short order by an online club, which will attempt to draw together AOL subscribers with common interest or usage patterns into a cybercommunity, says Moloshok, declining to provide any details. "The club will be a little off-kilter, a little bizarre."

Creating a sense of community among users is at the heart of all the services Warner Bros. is developing, Moloshok says. For instance, Warner Bros. wants its *Babylon 5* area to be a home not only for fans of the syndicated show, but for those of sci-fi TV in general. The site will have links to other sites based on other shows, he says. **TW**

BELLSOUTH

Continued from page 83

than 7,000 homes. Unlike St. Johns and Daniel Island, Vestavia Hills already is served by a cable operator, Tele-Communications Inc.

BellSouth plans to "overlay" its existing telephone network in Vestavia with a fiber/coax system. The telco is not asking for FCC permission to build, hoping that legal or legislative action eventually will make it unnecessary.

BellSouth also is completing construction on an interactive TV network in Chamblee, Ga., outside Atlanta. BellSouth has no franchise for the system, opting to build it under the FCC's video dialtone rules. Those rules free telcos of local franchises and regulation, but require it to make a portion of system capacity to third-party programers on a common carrier basis.

Offering video on demand and other interactive services, the Chamblee system will debut next year, says Doyle. **TW**

Video On Demand

Anticipation (and deposits) high for PCS

By Chris McConnell

This month's planned auction of PCS entrepreneurs' spectrum has taken in more than \$700 million in upfront payments.

The oft-delayed "C-block" auction is scheduled to get under way today (Dec. 18) with 254 bidders vying for 493 PCS licenses. The companies have deposited some \$768 million in upfront payments, the most the FCC says it has ever collected.

Bidding in this auction is restricted to companies that—with affiliates—had gross revenue of less than \$125 million during each of the past two years and have total assets below \$500 million. Bidders include Black Entertainment Television President/CEO Robert Johnson, who will be bidding on the PCS spectrum through two companies: B&P PCS Inc. and R&S PCS Inc.

Larger companies are backing some bidders, but none has a controlling interest in the bidders, FCC officials say. Larger companies backing bidders—through investments, loans or resale agreements—include Westinghouse, Sony, MCI and Bell Canada.

Bidders say they are encouraged by the upfront results: "I think it's an indication that a lot of people are optimistic," says Janice Obuchowski, executive vice president of Solana Beach, Calif.-based NextWave Personal Communications Inc. "I think it's extremely encouraging," says Carl Artman, president of Little Chute, Wis.-based Wireless PCS Inc.

Their optimism follows a series of auction setbacks that began with last summer's *Adarand* Supreme Court decision, which forced the FCC to strip women- and minority-bidding preferences from the auction procedures.

This fall, commission lawyers have fought a series of court battles against cellular provider Radiofone's challenges to the auction rules. After an appeals court decision had stayed the auction, commission lawyers sought, and won, a decision by Supreme Court Justice John Paul Stevens to reverse the stay.

Bidding in the auction will continue until the commission receives no new bids on any of the licenses. **TW**

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Take charge General Manager wanted for South East Market affiliate. Must have aggressive sales background and possess leadership, management and marketing skills. Equal Opportunity Employer. Send confidential resume to Box 00634.

Station Manager for new Spanish FM in Northwest. Bottom-line oriented. Sales and promotion experience a must. Compensation based on performance. Unlimited potential, high-growth market. Fax resume to 201-847-0932.

Sales Manager. Due to a promotion, WHBC AM-FM is seeking a top notch Sales Manager. These two market leaders offer a unique opportunity to build a proven winner. Previous media/management experience a plus. Resumes to: WHBC, PO Box 9917, Canton, OH 44711. Equal Opportunity Employer.

General Manager: Group operator looking for hands-on manager with strong background in sales, programming and computers to run midsize Texas market. If you have strong desire to win and are ready to take on the challenge then you may be the person we are looking for. Send your resume, philosophy, accomplishments, goals and salary history to Box 00623 EOE.

HELP WANTED SALES

Sales Manager. 100,000 watt country FM seeks Sales Manager with substantial experience in selling radio in mid-size and small markets. Station reaches 200,000 people in 16 county area in western Iowa. Attractive incentive based compensation package. Send resume to: Attn: General Manager, KSOM/96.5 FM, 413 Chestnut Street, Atlantic, IA 50022. KSOM is an Equal Opportunity Employer.

Four decade broadcasting/marketing company seeks travel-salesman. Advance against commission. Resume, background/picture, first letter. John Gilmore, President, Community Club Awards (CCA), P.O. Box 151, Westport, CT 06881. Tel: 203-226-3377.

Experienced, driven and empathetic Account Executive wanted for growing 4 station combo in Northeast Pennsylvania. Blue chip account list. Salary, commission, benefits, profit sharing, and opportunity for advancement available. Fax resume and cover letter now to GSM (717) 346-6038 or mail to: GSM, Shamrock Communications, 149 Penn Avenue, Scranton, PA 18503. EOE.

HELP WANTED TECHNICAL

Chief Engineer. Growing Christian radio group in midwest. Must have solid references, current AM/FM broadcast technology. Satellite experience big plus. Must be professional with documented project management skills. Limited travel required. Based in Kansas City. Permanent position with solid company having 30 year history of success in quality Christian broadcasting. Fax resume to Personnel Dept., Bott Radio Network, 913-642-1319. Or send to 10550 Barkley, Suite 110, Overland Park, KS 66212. Equal Opportunity Employer.

HELP WANTED NEWS

News Director/Production Assistant - Are you a go getter with at least 5 years experience in radio? Come home to a great award winning home-town news team. #1 in the state 3 of 4 past years!! Send resume, tape, photo to Jim Hepler, WQLV-FM, P.O. Box 158, 234 Union Street, Millersburg, PA 17061.

HELP WANTED PROGRAMMING

On-Air Program Director for South Bend's leading station, sunny 101.5, WNSN-FM. P.D. or assistant P.D. experience required. Must be skilled at music scheduling (selector) and music and strategic research. Strong people and promotional skills helpful. Excellent compensation, benefits, and bonus plan. Send tape and resume to: Human Resources, WSBT/WNSN Radio, 300 West Jefferson Boulevard, South Bend, IN 46601. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking General Manager/Sales Manager position in small to medium market with possible buyout interest. Ambitious. Conscientious. Top biller. Top references. Call Ted 914-357-4861.

General Manager/Station Manager/Consultant. Specializing in news/talk radio. Start up or reformatting. Hire and train local personnel as hosts and investigative reporters. Teach selling with or without ratings. Enjoy ratings increase in first book. Any challenging market considered. Call "Bob" 702-647-7865.

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Available: Professional announcer for production and on air. Adult formats. Southeastern states. 7 years with the Voice of America, government budget cutting casualty. Alex 513-777-8423.

TELEVISION

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National Sales Manager to clear a Network of Independent stations to carry FIVE NEW WEEKLY DRAMATIC SERIES, and One Talk Show. All series are in \$750,000 budget range, and are READY NOW. Former Hostess of PM MAGAZINE hosts Talk Show. Series are produced with top talent including Emmy Award Winner.

Contact AMERICANA NOW. (Before the holidays.) You must be available for interview in Washington, D.C. area by January 2nd. EOE. FAX to: 703-642-0931.

No phone calls accepted.
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Local Sales Manager - WTLH TV, FOX 49, Tallahassee, Florida is looking for Local Sales Manager to lead local sales effort to a new plateau. Candidates should have proven ability in new business development, special events and sales promotions. Must have strong leadership, interpersonal, organizational and computer skills. Growing station in beautiful, growing market being purchased by growing group of FOX affiliate owner. Send resume or fax with salary requirements to Frank Watson, General Manager, WTLH-TV, 1203 Governors Square Boulevard, Suite 501, Tallahassee, FL 32308. Fax 904-942-7907. WTLH, Inc. is an Equal Opportunity Employer.

General Sales Manager. Seeking an individual to lead, direct, and motivate our sales staff in a highly competitive and changing marketplace. Must have a proven track record showing success in inventory control and new business development. Strong organizational and people skills a must. Candidates should have a strong work ethic, be creative and highly energetic. Must have 3-5 years experience in a sales management position. Send resume and cover letter to Personnel Coordinator, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No phone calls, please. EOE.

General Managers. Growing network affiliated group is seeking experienced General Managers. Must have two to three years of management experience. Sales knowledge a must, team oriented, creative, thinking outside the envelope, computer literate and experience with budgets and forecasting. Opportunity to grow within and participate with equity. Please respond to Box 00645 EOE.

General Management: KOIN-TV, a Lee Enterprises' station and CBS affiliate in Portland, Oregon, is seeking a General Manager. Previous General Manager experience preferred. Send resume to Gary Schmedding, Vice President-Broadcast, Lee Enterprises, 215 North Main, Davenport, IA 52801. No phone calls please. EEO Employer.

Business Manager Qwest Broadcasting is seeking a CPA with a minimum of 3 years experience in financial management for "hands on" administration of the business office of WATL-TV, Atlanta. Working knowledge of BIAS software preferred, television accounting required. Send resume with salary history to Personnel Director WATL TV 36, One Monroe Place, Atlanta, GA 30324. EOE.

HELP WANTED SALES

WHP-TV, the exclusive CBS affiliate in beautiful Harrisburg, PA, is now a Clear Channel Communications, Inc. property. We are seeking an experienced Account Executive to sell an enhanced television commitment. You will have the privilege of selling an LMA with WLYH-TV, the market's new UPN affiliate. The ideal candidate should have at least 2 years experience including a proven new-business track record which includes Event Marketing, Sports and Promotions. Also vital are a complete knowledge of Nielsen Ratings Service along with excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join one of the broadcasting industry's hottest companies in a hypergrowth market position. Send cover letter and resume to: Human Resources, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

United Television Sales, Inc. is looking for a Marketing Sales Person. The individual selected will be responsible for new business development. Must be familiar with vendor and Co-op advertising and promotional tie-ins. Sales calls will be made beyond the Agency/Buyer level to Planners, Account Executives, Product Managers, Manufacturers, Chain Store and Supermarket executives, etc...We want an energetic, creative self starter with a minimum of four years sales experience. Please contact Don Gorman at: United Television Sales, Inc. 125 West 55th Street, New York, New York 10019. Phone:(212)424-6862 Fax:(212)424-6899.

Account Executive: Cable advertising sales. Do these questions describe you? Do you have the talent to be in the top 1% of your profession? Do you have the natural ability to get people like you? Can you be forceful and persistent when you know what is right for the customer? Are you a disciplined person who always sees things through to perfection? Are you at your best when faced with resistance? Do you always live up to your commitments? Do you have a burning desire to be the best at what you do? If so, we'd like to hear from you! ChicagoLand Television News (CLTV), a member of the Tribune Company, has an opportunity for a talented individual to join us as part of one of the top multi-media companies. Successful media sales experience is the only prerequisite. Ad agency background also considered. We offer management that appreciates and rewards performance; the opportunity to express your creativity; the chance to join a company with integrity and a mission to help businesses through effective cable advertising. Send your resume to Human Resources, CLTV, 2000 York, Suite 114, Oak Brook, IL 60521; or fax to 708-571-0489. No phone calls please. We are an equal opportunity employer.

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Midwest affiliate searching for Traffic Manager. Must be proficient in all aspects of traffic. Send resume, salary requirements by January 5. Women and minorities encouraged to apply. Submit to: Tom Combs, WLFV-TV, P.O. Box 2618, West Lafayette, IN 47906. EOE.

General Sales Manager: Aggressive Texas NBC affiliate is seeking a General Sales Manager with a minimum of two years of management experience. Must be team-oriented, creative and experienced with budgets and forecasting. Please respond to Box 00635 EOE.

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Contracts Administrator/Application Engineer. Odetics Broadcast is seeking individual with 3+ years experience working in a technical sales department preparing proposals for computer based process control systems or similar products. Experience in the television broadcast industry either as a user or as a supplier of broadcast equipment is desirable. Position requires working with field sales team, customers and design engineers to prepare proposals and supporting documentation for tape and digital disk on-air presentation systems. Good communication and writing skills and working knowledge of computer software for letter writing and proposal spreadsheet organization and presentation are essential. Odetics' Broadcast Division is the leader in broadcast television On-Air Presentation Systems. Odetics, Inc., a public company listed on the Nasdaq stock exchange has been listed twice as "One of the 100 Best Companies in America to Work For." Please send resumes to: Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802. EOE. MF/H/V.

HELP WANTED MARKETING

Help Wanted Marketing. Great opportunity for experienced pro to join management team of established dominant affiliate in South Central Region. We need an "in-house agency" who can build a plan and fulfill it. Can you analyze research and develop strategic direction? If you have the creative drive and are good with multimedia we need you. Reply to Box 00643 EOE.

General Marketing Manager: Cleveland, Ohio LMA (CBS affiliate and market leading independent) seeks a creative leader to oversee staff of marketing/promotion specialists in the areas of advertising, publicity, on-air promotion, sales promotion, special events and graphic design. Not for the weak of heart...need someone with vision who can not only develop but take concept through creation. Experience in all aspects of station promotion and aggressive execution a must. Send resume and tape to Tom Greisdorn, GM, WOIO/WUAB, 1717 East 12th Street, Cleveland, OH 44114. EOE.

HELP WANTED TECHNICAL

Staff Level Position: with strong background in broadcast video, audio and facility construction. A national radio and TV network is expanding its technical staff. Travel required. Fax resume and salary history to Jack Valinski, National Operations Manager, Metro Networks at 713-840-7039. Equal Opportunity Employer.

Maintenance Engineer wanted for KTUL-TV an ABC affiliate in Tulsa, Oklahoma, a great place to work and live. Primary responsibilities include installation and maintenance of video, audio and computer equipment. Two years technical schooling in electronics, computer science. Minimum of two years maintenance experience in television broadcasting. Betacam experience preferred. Send resume to Personnel Office, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

Maintenance Engineer. West Texas, CBS affiliate, seeks a Maintenance Engineer. FCC or SBE license preferred. Knowledge of Sony BVU and VP 3/4-inch tape systems, proficiency in trouble-shooting, and repair of broadcast equipment a plus. Degree and/or prior experience helpful. Send resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

The NBC News Bureau in Washington, D.C. is seeking the following positions:

NETWORK OPERATIONS MANAGER. The ideal candidate will have a breadth of television experience exceeding 10 years including engineering maintenance, studio, engineering and field operations. Demonstrates technical supervision of production including studio operations, field/remote show production, associated maintenance, supervision of the operation and maintenance of satellite uplink trucks, flyaway packs, microwave trucks and microwave/telecommunications equipment. The candidate will also have supervisory experience in a union environment and network television. Experience in network television is preferred.

TECHNICIAN. The ideal candidate must function in a dual role in maintenance and operational areas including corrective and preventive maintenance on broadcast equipment, provide engineering coordination and assistance to news and production clients. The candidate must have 5 years experience in computerized edit systems, EJ field and videotape (MII and BETA), remotes, studios, transmission, microwave, satellite and fiber, in addition to broad-based maintenance skills. Video and editing a plus. The candidate must have excellent interpersonal, communications and leadership skills. Experience in broadcast industry preferred.

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Milwaukee Public Television (WMVS/WMTV), top 30 PBS affiliate, has immediate openings for the above mentioned positions.

The candidate selected for the TV Engineer position will perform a variety of complex and specialized duties of a technical nature involving the operation and maintenance of television broadcast and transmission equipment.

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Call (414) 297-7770 for an application and complete job description. The deadline for the TV Engineer is Friday, December 29, 1995. The deadline for the Assistant Manager, TV Engineering Operations is Friday, January 12, 1996. Please indicate on the application the source of your referral for the position. Resumes and letters of application will not be accepted in lieu of a completed application.

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Lubbock CBS affiliate, is looking for an Assistant Chief Engineer. RF and VHF transmitter experience essential, along with a background in production, news and studio maintenance. Computer hardware/software skills a must. At least four years experience in commercial television maintenance. FCC license required or SBE certification. Send cover letter, resume, and salary history to: KLBK-TV 13, Attn: Chief Engineer, 7400 South University, Lubbock, TX 79423. EOE.

Lubbock CBS affiliate, is looking for a Maintenance Engineer. VHF transmitter experience preferred, along with a background in production, news and studio maintenance. Computer hardware/software skills a must. At least one year experience in commercial television maintenance preferred. FCC license or SBE certification. Send cover letter, resume, and salary history to: KLBK-TV 13, Attn: Chief Engineer, 7400 South University, Lubbock, TX 79423. EOE.

Chief Engineer. Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required. EOE. Submit resume to: Jerry Bannerman, Station Manager/Operations, WYZZ-TV, 2714 East Lincoln Street, Bloomington, IL 61761 or fax to 309/663-6943.

Field Service Engineer: Odetics, Inc. manufacturer of Broadcast Cart Machines, is looking for a Field Service Engineer. Responsibilities include installation and training of our cart machine products at the customers location. Position requires strong background in digital and analog electronics, solid mechanical aptitude, experience with PC AT type computer control systems and proven experience in the use and repair of broadcast quality video tape recorders. Position requires heavy travel, both domestic and international. If you meet the above qualifications and want to work in a dynamic working environment, please send your resume to: Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802. EOE. M/F/V/H.

Director/Technical Director. All news cable station in Northeast is seeking Directors/Technical Directors to direct newscasts, supervise studio and control room operations and function as Technical Director. The ideal candidates will have over one year experience in directing live newscasts, technical directing and other programs. Please send resume and salary history to: Box 00646 EOE.

Chief Engineer: Channel One, the award winning news program delivered daily via satellite to 12,000 secondary schools, is seeking a Chief Engineer for our production facility in Los Angeles. Candidate will be responsible for the technical maintenance of the production facility, including overseeing preventative maintenance strategy and supervising the engineering staff. Candidate must have a minimum of 7 years of experience in technical maintenance and design, be able to perform in a hands-on manner as needed, and be a team player. Ability to assist in long term facility planning by keeping pace with industry trends and new technology a must. Channel One offers an excellent compensation and benefits package. Please fax cover letter and resume to: Patrick Murphy @ (213)871-5613. No phone calls, please.

Chief Engineer: WAND TV is accepting applications for the position of Chief Engineer. Responsibilities will include the management of operations and maintenance technicians of an ABC affiliate. Will ensure compliance with Broadcast standards, FCC, FAA and EBS regulations. The correct candidate should have 3 to 5 years experience as Chief or Assistant Chief Engineer. Strong studio maintenance and computer experience is needed. Send resume to: Thomas Vaughan, WAND TV, 904 Southside Drive, Decatur, IL 62521. EOE.

Chief Engineer: WOJ is seeking a hands on broadcast engineer to lead our experienced staff. Successful candidates will have strong transmitter, microwave, satellite, ENG, and computer experience. Also looking for the ability to effectively manage the maintenance of our dual studio operations. Associate degree or equivalent experience in broadcast engineering required. Resume to: Director of Broadcast Operations, Communications Building, ISU, Ames, IA 50011. EOE.

Chief Engineer: Growing, aggressive FOX television group has immediate opening for "hands on" Chief for its Scranton, PA affiliate. Qualified individual will possess proven leadership ability, demonstrated technical ability in both studio and transmitter design and maintenance, and be a team player. Send resume and salary history to Lee Carpenter, Corporate Chief Engineer, Pegasus Broadcast Television, P.O. Box 10888, Jackson, Mississippi 39289. EOE.

Chief Engineer: KBSI-TV has an immediate opening for a "hands on" Chief Engineer. The successful candidate should be proficient in UHF transmitter operation and maintenance along with a strong studio equipment maintenance background. Must be self motivated and possess strong communication skills. Send resumes to: Joe Mazza, VP/GM, KBSI-TV, 806 Enterprise Street, Cape Girardeau, MO 63703. (314) 334-1223. Or fax to (314) 334-1208. EEO. M/F.

Broadcast Maintenance Engineer: Minimum 3 years in broadcast/video maintenance or 5 years in PC/Mac Networking environments. FCC/SBE/MSCE certification, LAN/WAN, router and automation experiences are desirable. Provide technical support to broadcast and IS systems. Additional responsibilities of live E.N.G., production remote setups, plant wiring, and documentation using VidCad. Organized self starter with demonstrated good work habits, and good written communication skills. Fax resumes to (619)237-6353 or mail to Engineering Resumes, KGTV-10, P.O. Box 85347, San Diego, CA 92186-5347.

Assistant Chief Engineer with strong UHF transmitter experience needed for growing FOX station. The successful candidate will be self motivated, team player, excellent studio maintenance and communication skills. Beta SP, 1" and 3/4" experience preferred. Computer literacy a plus. Send resume and salary history to: Tom Theilman, Chief Engineer, KMSS-TV/KSHV-TV, P.O. Box 30033, Shreveport, La. 71130. Please no phone calls. E.O.E.

Assistant Chief Engineer: Primary responsibilities include installation and maintenance of video, audio, and computer equipment at growing midwest NBC affiliate. Experience in television broadcast and previous experience with RF equipment, U-matic/Sony 1", Beta/SVHS is helpful. Must be energetic, and capable to trouble shoot technical problems throughout facility. We offer the latest test equipment, good salary and benefits. Send resume to Box 00641 EOE.

**YOUR AD
COULD BE
HERE!**

To place an ad in Broadcasting & Cable
Classified section, call Antoinette Fasulo
TEL: 212-337-7073
FAX: 212-206-8327

AFASULO@BC.CAHNERS.COM

Assistant Chief Engineer, \$26,600.00 per year, 40 hours, p.w. Duties: Maintain, operate and troubleshoot the UHF 60 KW TV transmitter, satellite systems, TV camera, VTR, VCR, Master Control equipment, audio and video test equipment. Coordinate, operate and maintain TV broadcasting; Establish procedures for operation and maintenance of transmitter equipments; Train technicians to ensure proper signal emission; Troubleshoot the UHF 60 KW TV transmitter, satellite system, master control equipment etc; Develop plan and prepare schematic drawings designed to modify and improve existing transmitter equipments. Maintain awareness of new technologies in the electronic broadcasting industry; forecast accurate system required using existing models and by developing new models. Qualifications and Experience Required: M.S. in Electronics, and two years experience. Should have knowledge of electronic systems analysis; signal analysis; microwave technology and image communication as evidence by 3 credit hours of coursework. Send resume to: MS State Employment Service, P.O. Box 524, 225 Loshier Street, Hernando, MS 38632-0524. Place of Employment: Byhalia, MS. Job Order No. MS2740993.

HELP WANTED NEWS

Wanted: A reporter who can also be a back-up anchor, and has plenty of experience doing both. Tapes and resumes to Don Decker, News Director, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204.

WYFF-TV the Pulitzer Station in Greenville, SC is expanding to morning weekends. We are searching for a producer, an anchor/reporter, and a photographer. College degree and at least one year of experience required. Tapes/resumes to Human Resources Manager, P.O. Box 788, Greenville, SC 29602. EOE.

WBRE-TV(NBC 49th DMA) 28 Eyewitness News is looking for an Executive Producer. This is the number three position in the newsroom. The candidate should have prior line producing and/or assignment editor experience. You will oversee the content of all newscasts, supervise line producers and special series and projects. You may have to lend a hand line producing from time to time. Please send a tape of your most recent show (3/4", 1/2" or Beta) and resume ASAP to: Mr. Micah Johnson, News Director, WBRE-TV, 62 S. Franklin Street, Wilkes-Barre, PA 18773. EOE.

TV Photojournalists/Video Editors. NPPA award-winning staff in Top 25 Midwest market is expanding again. We are looking for 2 sharpshooting, award-winning photojournalists. Successful candidates will be willing to travel, fly frequently in our news chopper, enterprise and produce stories on their own. 5 years experience preferred. Must be able to shoot and edit under daily deadline pressure. If you think you're good, prove it to us. We are looking for the best. Send resumes and tapes to: Bob Weinzierl, Chief Photographer, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204. Women and minorities encouraged to apply.

Sports Director: Do you love local sports, want to set the pace when it comes to sports coverage, and have a proven track record? If so send a non-returnable VHS tape and resume to Ms. Arles Hendershott, WIFR-TV, 2523 North Meridian Road, Rockford, Illinois 61101. EOE.

Sports Anchor. This active sports market, home of the Kentucky Wildcats, demands an anchor with a working knowledge of all sports. But we want more than a traditional sportscast. If you have a unique vision for sports, aggressiveness, intelligence, and humor, and if you're willing to develop sources and stories, write well, and create entertaining packages, let us hear from you. Resume and tape to: Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE.

Reuters Financial Television. Reuters, the world news and financial information group, launched a unique television news service for financial markets in Asia and the United States earlier this year, following its successful introduction in Europe in 1994. Reuters Financial Television Asia, produced in Tokyo, is seeking qualified professionals for the following positions: 1) Reporter/Producer. Familiarity with financial markets necessary. 2) Technical Director/Vision Mixer. Knowledge of Grass Valley switchers/DVE's and robotic camera operation required. Directing experience helpful. 3) Graphics Operators. Quantel Paint and Picture Box experience. Significant television experience, particularly with live events/news coverage, required for all positions. Japanese language skills highly desirable but not required. Flexibility and competence in multi-skilling a significant advantage. Please send/fax resumes to: Managing Editor, Reuters Financial Television Asia, 5/F Shuwa Kamiyacho Building, 4-3-13 Toranomon, Minato-ku, Tokyo 105 Japan. Fax (813) 3432-7693.

Reporters: Georgia regional newscast seeks two Reporters/Photographers. College degree and previous reporting experience required. Experience in Georgia - Alabama region a plus. One position has backup anchor duties. 3/4" or VHS tape and resume to: Martha Smith, Business Manager, WTVM-TV, P.O. Box 1848, Columbus, GA 31902.

Reporter: KREM-TV, a King Broadcasting Company station and a division of Providence Journal Broadcasting in Spokane, Washington is seeking an experienced and aggressive General Assignment Reporter. Must be enterprising, and generate stories that make a difference to our viewers. Must have 2-3 years newsroom reporting experience with excellent writing skills. If you are always fighting for the lead story, and live reporting is one of your best attributes, KREM is interested in hearing from you. Send letter of introduction, resume and non-returnable tape to Human Resources Director, #95R34, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an Equal Opportunity Employer. M/F/D/V.

Reporter. Top 50 ABC affiliate seeks reporter with minimum 5 years broadcast experience. Strong story telling skills using copy and video required. College degree preferred. If you meet the high standards required to work for this topnotch market leader, send cover letter, resume and tape ASAP to: Michele Brown, HR #516, WHAS-TV, 320 West Chestnut Street, Louisville, KY 40202. EOE. M/F/D/V.

Photographer. Regional news network is looking for photogs for Stamford, CT, New Jersey and Hudson Valley bureaus. Shoot Hi-8 edit to Beta. Send tape and resume to: Kathy Gazda-News Director, RNN-TV, 721 Broadway, Kingston, NY 12401.

Reporter at A.H. Belo's KOTV, honored by the RTNDA as having the best newscast in Texas and Oklahoma. The ideal candidate is great at writing and photojournalistic storytelling, communicating on-camera, managing a beat and enterprising stories, managing time and working well with the desk and producers. Must have four-year degree and at least one year fulltime TV reporting experience. Send resume, tape and references to KOTV, P.O. Box 6, Tulsa, OK 74101. Att: Robert Cohen. No phone calls please. EOE M/F.

Producer/Director. Midwest medium market news leader seeks a take charge director for newscasts and other projects. Two years experience directing newscasts required. Experience with Chyron Max/Infinit and Liberty Paint systems a plus. Send resume, salary requirements, and non-returnable tape with cue track to Personnel Administrator-40, WTOL-TV, 730 North Summit, Toledo, OH 43604. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

Producer, Vermont ETV. Writer/Producer sought to research, write, and produce federally funded television series on public policy issues in Vermont; series to include documentaries, magazine segments, and discussion shows. Requires five years broadcast experience in documentary, magazine and/or news production. Familiarity with Vermont issues a plus. This is a grant funded 12 month contract position. Apply in writing to Vermont ETV, Personnel Office, 88 Ethan Allen Avenue, Colchester, VT 05446. No phone calls please; do not send tapes at this time. Vermont ETV is an Equal Opportunity Employer.

Primary Anchors needed to take our new NBC newscast to immediate market acceptance. We'll provide superb technology, a respectable news philosophy, and surround you with solid journalists. In return, we expect candidates to possess credible anchor experience and a "lead-by-example" attitude. The lifestyle in this Top-70 market is enviable. If you'd like to join us next spring send letter, resume, references and 3/4" or VHS tape to: Anchor Search, WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307. At this time Anchor candidates only, and no phone calls please. WGBA is an Equal Opportunity Employer.

Newscast Producer: News leader on California's Central and South Coast needs a strong, dynamic, and creative newscast producer who understands issues. Must have excellent news judgement and great writing and production skills. Good communication and organizational skills are also necessary. If you have two or three years line producing experience, send a resume and a non-returnable 3/4" tape to Sandra McKeller/News Director/M, KSBY6, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

News Promotion Producer - Top 40 Granite Broadcasting Station seeks Creative Teaser. If you have exceptional writing, producing and editing skills and you're driven by the desire to be #1, let's talk. Only news lovers with at least 2 years experience need apply. Send tape and resume to: Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008. For inquiries only, e-mail: davidcom@wwmt.iserv.net. EOE.

News Startup. FOX affiliate KOKH-TV, Oklahoma City, now hiring staff to build for Spring '96 debut of 9pm newscast. Positions both on/off-air. EP will be the #2 manager with vision and leadership qualities to win in one of the U.S.'s most competitive news markets. Also: Chief Photographer (Avid non-linear editing skills a plus), newsroom administrative/research assistant, director/TD, producers, reporters, photographers with medium/small market experience a must. Tape/resumes to: J.J. Davis, Media and Marketing Incorporated, 600 North Pearl Street, Suite 400, Box 200, Dallas, Texas 75201. Minorities and women encouraged to apply. EOE.

News Producer: KREM-TV, a King Broadcasting Company station and a division of Providence Journal Broadcasting in Spokane, Washington is seeking an experienced News Producer to join our outstanding team. Must have strong broadcast news writing skills with the ability to produce compelling newscasts. Requires a minimum of 2 years experience. Send your best work along with an aircheck of your last newscast, resume and news philosophy to Human Resources Director, #95R30, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an Equal Opportunity Employer. M/F/D/V.

News Director WUTR-TV is looking for the right individual to lead our news team to the next level. Candidate should have a minimum of five years news experience. Management experience a plus to lead small market team of professionals with a large agenda. Send tape and resume to Paul R. Kennedy, V.P./G.M., P.O. Box 20, Utica, NY 13503. EOE. No phone calls please.

News Anchor/Reporter: KREM-TV, a King Broadcasting Company station and a division of Providence Journal Broadcasting in Spokane, Washington is seeking an experienced News Anchor/Reporter to anchor our weekday morning and noon newscasts. Must have at least 2-3 years anchoring/reporting experience. Send letter of introduction, resume and non-returnable tape to Human Resources Director, #95R35, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an Equal Opportunity Employer. M/F/D/V.

TV News General Assignment Reporter. We're looking for a great story teller. You have three years experience in TV news, strong writing/presentation skills and love "going live". Send resume and non returnable tape. Reply to Box 00644 EOE.

Executive Producer. Alabama's number one news organization is looking for an Executive Producer capable of managing three prime newscasts a day and supervising a staff of twelve producers. Successful applicant will be a good writer and teacher and have good organizational and people skills. Knowledge of Newstar computer system is a plus. Send resume, non-returnable tape, critique and a brief news philosophy to Peggy Carpenter, News Director, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

Executive Producer. Top 15 Midwest major network affiliate is looking for creative and driven E.P. to manage look and production of newscasts. Our content side is fine. We need production to match. Must have a good eye for building lead stories and newscasts. Must be a good team player and manager of people. Send resume/tape to Box 00639 EOE.

HEALTH NEWS PRODUCER

WSB-TV, Georgia's news leader seeks a full-time person to produce health news reports for our medical reporter and on air local doctor. Special project producing and health and medical experience a plus.

Please send resume and tape to:

*John Woodin
News Director
WSB Television
1601 West Peachtree Street
Atlanta, GA 30309*

We are an Affirmative Action, Equal Opportunity Employer. M/F. ADA.



CONSUMER PRODUCER/REPORTER

WSB-TV, Georgia's news leader, seeks a full-time Consumer Producer to produce stories for the SPM newscast, special assignment reports, and also report on air occasionally.

Please send resume and reporting examples to:

*John Woodin
News Director
WSB Television
1601 West Peachtree Street, NE
Atlanta, Georgia 30309*

We are an Affirmative Action, Equal Opportunity Employer. M/F. ADA.



Prima Donnas Need Not Apply.

Pretty image promos are great. Sweeps mini-series spots? Love 'em. But if you can't write news topicals, you'll never make it here. We're #1 in late news, and we want to keep it that way. We know we can't do it without a killer news topical promo writer-producer. One who's a team player. Who reads the paper. Checks the facts. Knows what's promotable. Can edit under fire. Understands network tie-in potential. Someone who knows how important grinding these babies out night after night is to the success of the station. Someone who isn't itching to be making "art" for their reel, but IS itching to motivate viewers to stay around for the best late newscast in town.

We're the NBC affiliate in America's Finest City. Awarded the Emmy for Outstanding News Station 5 years in a row. Two NPPA Photographers of the Year. We appreciate excellence. If you think you have what it takes to make it here, rush your tape to:

Ronn Kilby, Promotion Manager, KNSD-TV, P.O. Box 719739, San Diego, CA 92171-9739

KNSD-TV/New World Communications of San Diego is an equal opportunity employer. No phone calls, please



Anchor: WOI-TV, ABC in Des Moines, is looking for a lead news anchor who can grow with us into the next century. We want an experienced news professional ready to make a long term commitment. Rush resume and VHS tape to: Steve Tuttle, News Director, 300 East Locust, Des Moines, IA 50309. No phone calls. EOE.

Bureau Chief. WBRC-TV in Birmingham, Alabama seeks an aggressive Bureau Chief to work in their Montgomery Bureau to cover the Alabama State Legislature. Candidate should have a minimum of three years reporting experience and a knowledge of government and politics. Responsibilities include operating bureau, uncovering and reporting daily news stories. The candidate must exhibit skills as both a live and on tape story teller. Applicants must hold high ethical standards. The ability to operate ENG cameras and editing gear is a must. Send resume, non-returnable tape and news philosophy to: Peggy Carpenter, News Director, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

HELP WANTED PROMOTION

Promotions Director. Successful candidate must be able to promote all aspects of commercial TV station. Direct and hands-on experience in writing, shooting, and editing of audio and video sources. Must be a forward thinker, creative with flair, energetic with superb organizational skills and have demonstrated positive results involving civic organizations, media outlets and the viewing public. Should have BA degree and 2 to 3 years of commercial TV experience and knowledge of editing equipment. Please send resume to LaTanya Swinney, KMID-TV, P.O. Box 60230, Midland, TX 79711. EOE.

Promotion Producer. Are you a creative superstar, with hands-on editing skills, who can produce award-winning, eye-catching, water-cooler talking, totally phenomenal campaigns for on-air, print and radio? Do you possess brilliant writing and anal-retentive organizational skills? Can you crank out promos like butta? If you have a minimum of 3 years broadcast promotion experience then this independent/WB affiliate in the 16th market wants you to send your salary requirements, resume and reel to: Promotion Supervisor, WDZL-Channel 39, 2055 Lee Street, Hollywood, FL 33020. No phone. EOE.

Are you the Pied Piper of promotion? Can you play a tune that motivates viewers to tune into our station? Top-rated network affiliate with strong news line-up in small Southern market wants promotion/creative services manager to provide the spark that sets us on fire! Previous promotion experience required/supervisory experience preferred. Creative support team, non-linear edit system and other tools at your disposal. Please send promotion philosophy and resume. Reply to Box 00642 EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Accounting Manager. Responsible for supervising accounting department, preparing financial reports, providing software/hardware support, and able to work closely with auditors. B.S. in Accounting or related field, 3 to 4 years accounting and 1 to 2 years supervisory experience required. EOE/M/F. Respond to: WFAA Television, Steve Kennett, 606 Young Street, Dallas, TX 75202.

HELP WANTED PRODUCTION

Videotape Editor. The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly skilled Videotape Editor. The successful candidate will possess the following qualifications: experience with Inffinit!, Grass Valley 200 and D-2 equipment and experience as a videotape editor at a major production or broadcast facility. Experience designing DVE generated effects and good computer skills a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Forward completed application and resume tape to: CBN Employment, 977 Centerville Turnpike, Virginia Beach, Virginia 23463-0001.

VP National Productions. PTV station that brought you "Yanni" and "John Tesh" seeks entrepreneur to create and market similar projects. In-depth knowledge of TV programming, production, distribution, sales, and negotiation necessary. Working knowledge of entertainment law and financing desirable. Five years experience in senior management and superior communication skills essential. Send resume to WEDU Human Resources Department by January 12th. WEDU HR, P.O. Box 4033, Tampa, Florida 33677. Equal Opportunity Employer.

Production Manager: WOI-TV, the ABC affiliate in Des Moines/Ames, IA is seeking to fill the following position. We seek an experienced television production person. Responsible for oversight of all program and commercial production. Staff supervision includes director, production assistants, and master control operators. Position requires excellent communication, scheduling and budgetary skills. Ideal candidate will have 3-5 years live news production experience, broad knowledge of studio equipment, and 2 years minimum supervisory experience. Send resume and salary requirements to: Director of Broadcast Operations, Communications Building, ISU, Ames, IA 50011. EOE.

Broadcast/Print Designer. Award winning design and promotion staff in major market, state of the art digital broadcast facility seeks motivated, hard working addition to our team. A subsidiary of the A.H. Belo Corporation, we offer a comprehensive benefits package, competitive salary structure and the chance to work with high-end Quantel, Silicon Graphics and Macintosh platforms in a fast paced agency environment. Please send non-returnable resume, reel and/or print samples to: Art Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77027. Equal Opportunity Employer.

Executive Producer/Development

Hearst Broadcasting Productions, an operating unit of the Hearst Corporation, has an immediate opening for an aggressive and creative development executive. Candidates should have a proven track record with the conceptualization and marketing of program ideas, national experience in broadcast and cable programming/production along with an understanding of new media.

Send your resume to:
Human Resources
Hearst Broadcasting Productions
5TV Place
Needham, MA 02194
We are an equal opportunity employer.

Hearst Broadcasting Productions

Graphic Artist/Designer: We're looking for a top notch, experienced Graphic Artist to work in a place that an artist will love! You'll have freedom to work on graphics and 3D animation for news, promotion, and commercial production. If you're a small person in a big department or a big person in a small department and want to be #1, we have the job waiting for you. You'll work on the Grass Valley Graphics Factory HALO System. (We have a lot of computers, so computer experience is helpful too.) If you want a chance to work for a great company with great benefits, send a resume and demo tape to: Human Resources Director, KFVS12, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer. A pre-employment drug screen is required.

Electronic Field Production Specialist. Talented individual to conceive and create TV commercials for local advertisers. Requires experience in EFP techniques as well as studio camera and BetaCam operation. Lighting skills a plus. Resume and tape to: Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE.

Commercial Production Director Wanted - Strong production background needed to create great commercials for small market TV in Southwest. Hands on experience with Ampex AVC Switcher and ADO. Experience with Avid Media Composer preferred. Salary \$18,000 to \$20,000 depending on experience. Resume to Box 00640 EOE. Women and minorities encouraged.

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

or Fax 212.206.8327 for BROADCASTING & CABLE'S

new, special CABLE CLASSIFIED DISPLAY AD RATES!

SITUATIONS WANTED INTERVIEWER

Unique interviewer reveals contradictions in politicians thinking and also their true character in emotionally intense but polite interview. Send for explosive demo of high profile guests. 202-833-3634.

SITUATIONS WANTED HOST

Talk Show Host, television/radio after appearing on over 300 talk shows, and spotlighted in the Wall Street Journal and on entertainment and news shows, see why Bill LiBlick will deliver for you. Bill LiBlick is outrageous, political, compassionate, humorous, and speaks up for the common man. He has the mouth that roars. Call (718) 671-1455 or write P.O. Box 404, Bronx, New York 10475.

SITUATIONS WANTED TECHNICAL

30+ Years Experience in all phases of television broadcasting, sng, eng, studio, transmitter, strong rf background. Presently employed and wanting to relocate. If you have an opening please call (910)868-4101.

PROGRAMMING SERVICES



Nationa Weather Network

"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash/barter rates. A virtual moneymaker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.

Have you ever seen a U.S. Congressman steal a signed release and tear it up on camera? Or, cuss and threaten to throw the interviewer out the window? Or, a Press Secretary steal the videotape and try to steal the release? Why do they panic and go bananas? Because they have been nailed by the logic of questions that raise T.V. interviewing to new intellectual and emotional levels. See for yourself. Send for explosive demo of high profile guests. The Bottom Line 202-833-3634.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

SITUATIONS WANTED MANAGEMENT

Small Market Pro seeks new challenge. Currently GM of growing UPN/WB affiliate. 10+ years management experience at all levels including start-ups. Looking for General or Station Management position at small to medium size market. Reply to Box 00621.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHNERS.COM

CABLE

HELP WANTED PROGRAMMING

Director of Current Programming. Responsible for directing Current Programming staff in shaping high quality documentary and magazine shows. Creative oversight of in/out-of-house production units including supervising rundowns, scripts, and fine cuts. Extensive long-form producing/writing and personnel management experience mandatory. Journalistic ethics, maintaining series quality, ability to work with pictures and scripts should all be second nature. Potential applicants whose experience is limited to short form news stories or radio should not apply for this position. Send resume to The Travel Channel, 2690 Cumberland Parkway, Atlanta, GA 30339, Open Positions. No phone calls. EOE. M/ F/H/V.

HELP WANTED TECHNICAL

TECHNICAL DIRECTOR

Turner Production in Atlanta is seeking an experienced Technical Director. Major league sports experience is a necessity. Candidate must be very experienced in both studio and remote operations with GVC 300 and Abekas A53D, 2 channel. GVC 3000, Abekas A57 and Ampex ADO 3000 experience a plus.

Please forward resume, references and salary requirements to:

Bud Wendling, Supervisor/Directors
Turner Production
1050 Techwood Drive NW
Atlanta, GA 30318
E-Mail: Bud.Wendling@turner.com

No phone calls, please.

HELP WANTED MARKETING

Writer/Producer/Director: Top five cable network is expanding our Creative Services staff handling marketing and sales demos, promos and on-air educational features. Looking for individual with marketing savvy. Must be a superior writer with strong creative execution. Able to translate customer goals into high quality productions appropriate to our brand. Minimum three years experience encompassing all aspects of pre-production, directing and post. Send tape and resume to Creative Services Manager, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339 or fax 770-801-2522. EOE.

HELP WANTED PRODUCTION

Senior Producer: National cable network is seeking an experienced producer to oversee the startup and ongoing production of three new teen-oriented programs. Candidates must have 8-10 years TV experience, serious journalism background, including strong reporting and writing skills, as well as ability to oversee production. Experience in covering legal issues or legal background and experience in children's programming desired. Please, no spot-news producers. Send resume to Court TV, 600 3rd Avenue, NY, NY 10016, Attn: Human Resources.

HELP WANTED PERSONALITY & TALENT

TRAVELERS WANTED

Banyan Productions, in association with Discovery Networks, is searching for on-air television personalities to host an upcoming travel series for The Discovery Channel. The ideal candidate will be East Coast based, 28-35 years old, outgoing, adventurous, and available for 6 months of extensive international travel as of January '96. Prior television experience helpful.

If you're up to the challenge, we want to bear from you...today! Send your non-returnable Beta or VHS tape and resume to:

Banyan Productions
225 Arch Street
Philadelphia, PA 19106
Attn: Rosina Canabuate

No phone calls, please. EOE.



SEMINARS

One of a kind seminar. "How To Start Your Own Cable Network" presented by Sheldon Altfield, founder of the Silent Network. Saturday, January 6. 9-4. For information call 310-826-1531.

ALLIED FIELDS

HELP WANTED SALES

Newspapers are America's No. 1 advertising medium. Why settle for #2, when #1 is a resume away? CWO&O, the leading edge in newspaper advertising sales representation, seeks a well organized, creative sales assistant who thrives in a busy, fast-paced environment. Computer skills, including Microsoft Word, and college degree required. Powerpoint and Excel a plus. Please mail or fax resume with cover letter to: 235 Montgomery Street, Suite 765, San Francisco, CA 94104. Fax: (415) 981-2730. CWO&O is an Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED INSTRUCTION

UNLV, exciting Senior Media position available. Associate Professor of Telecommunications and Coordinator of the Telecommunications Area, 12-month contract, Greenspun School of Communication, University of Nevada, Las Vegas. Ph.D. and established record of scholarship, ability to teach undergraduate and graduate courses in both broadcast production and theory required, professional experience in broadcast production, interests in emerging media technologies, and experience with administration and budgets helpful. This person will provide leadership and direction to the Telecommunication Area of the School of Communication, plan media equipment purchases and installation, oversee curriculum development, and supervise production activities. Salary will be nationally competitive. The University: UNLV is a dynamic and growing urban institution with a deep appreciation of the balance between the importance of undergraduate education and a strong commitment to scholarly research, artistic creation, and graduate education. UNLV has an enrollment of more than 20,000 students and is surrounded by a progressive community of more than one million. Las Vegas is a major and growing urban area which offers diverse cultural and recreational activities, has a vibrant economy, excellent schools and social services, lots of sunshine, entertainment, natural beauty, and a high quality of life. The School: The Greenspun School of Communication is a major independent academic unit of UNLV with substantial external funding that enrolls more than 600 undergraduate and 50 graduate majors. Undergraduate programs of study are offered in Telecommunications, Advertising, Public Relations, Broadcast and Print Journalism, Interpersonal and Organizational Communication, Rhetoric, and ESL. The School offers a comprehensive M.A. program and is planning the development of a Ph.D. program. The School has about 68 full and part-time faculty, fully equipped video production studios, strong relations with local media, a well-established media studios curriculum, and responsibility for programming on its own major metropolitan cable television channel (UNLV-TV, Channel 4). The Application: Applications must be received by February 15, 1996. The application should consist of a letter of application detailing qualifications for this position an up-to-date curriculum vita, and the names, addresses, and phone numbers of at least three references. Please address applications to: Dr. Gary L. Kreps, Executive Director, Greenspun School of Communication, UNLV, 4505 Maryland Parkway, Box 455007, Las Vegas, Nevada 89154-5007. For questions about the position contact Dr. Kreps at (702) 895-3030, Fax: (702) 895-4805, e-mail: GKreps@Nevada.Edu. UNLV is an AA/EEO.

NOTICE:

**Due to the holidays,
the closing date for
the January 1, 1996
issue is Friday
December 22, 1995**

**ASSISTANT to FULL PROFESSOR
Communication and The Arts**

Due to retirements, growth and an institutional commitment to the establishment of the School of Communication and The Arts, Marist College invites applications for tenure track faculty positions to begin Fall 1996 in the following areas: Advertising (account management) teaching to include: Principles of Advertising, Retail and Promotion, Direct-Response, and Advertising Research. Journalism (multimedia) teaching to include: Introduction to Journalism, Advanced Journalism, Desk-Top Publishing and Editing for World Wide Web Sites, and Readings in Journalism. Public Relations & Organizational Communication teaching to include: Organizational Communication, Public Opinion, Public Relations, PR Case Studies, and Advanced PR Writing. Multimedia and one or more of the following areas of study: advertising, journalism, media management, media production, public relations, or the effects of new technology. Multimedia faculty will be important participants in the planning and development of one or more new interdisciplinary graduate and undergraduate degrees in the area of multimedia and new technology. Faculty will develop courses in multimedia tools and technology, interactive multimedia design, digital audio & video editing, among others, which will complement courses in digital and traditional media currently being offered.

The faculty in Communication and The Arts are in the process of launching the drive to become a School of Communication and The Arts.

Mission: The School of Communication and the Arts prepares students to live and work within the emerging, technologically driven, global, communication revolution of the 21st century. The School provides an interdisciplinary, multimedia approach to the study of Communication and The Arts, and through its core courses and special programs educates students in the liberal arts tradition. Students are immersed in the hands-on practice of their chosen professional field of study at the same time that they explore the theories and models that inform that practice. The School prepares them to shape a complex world of cultural diversity and changing technologies. In addition, the School aims to develop a sense of ethical responsibility in the practice of Communication and The Arts so the students may more fully realize their potential as individuals and members of the community.

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About Marist College: Situated on the banks of the Hudson River, Marist College is a private, four year liberal arts institution enrolling 3200 full time undergraduate level students. Marist prides itself on a dedicated faculty, committed to our students and to excellence in teaching. The Communication program is housed in the Lowell Thomas Communication Center. The Center includes five classrooms with computer and television access, two television studios, two radio broadcast production rooms, a media presentation facility, print journalism rooms with film processing areas, and faculty offices. Marist has a \$16 million networked computer technology base developed through a joint study with IBM Corporation. The network links every part of the campus and provides all students and faculty with access to the Internet. Marist has created an Electronic Library Reserve Room as part of the second phase of the IBM joint study. Check our home page at: <http://www.marist.edu>.

Application Process: Review of resumes will begin immediately, however resumes will continue to be accepted until the position is filled. Please submit a letter of application indicating the position to which you are applying, curriculum vitae, a statement of teaching philosophy, and the names, addresses and phone numbers of at least three professional references to: Dr. Guy E. Lometti, Dean, Communication and The Arts, MPO Box 905, Marist College, Poughkeepsie, NY 12601.

Marist College is committed to the principle of diversity. The College is particularly interested in receiving applications from women and members of ethnic minorities. Marist College is an Equal Opportunity/Affirmative Action Employer.

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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.

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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.

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For the Record

"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; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Dermott, Ark. (BAL-941202EA)—KXSA Radio Inc. for KGPL(AM) 1110 khz: voluntary assignment of license to Great Rivers Vocational Technical School. *Dec. 5*

Granted

Tucson (BAL-950830E1)—Radio Pantera Inc. for KTZR(AM) 1450 khz: involuntary assignment of license to Hassey Communications Group Inc. (receiver). *Dec. 5*

Urbana, Ill. (BAPLH-951109GG)—Tak Communications Inc. DIP for WKIO(FM) 92.5 mhz: involuntary transfer of control to Tak Communications LLC. *Dec. 5*

Standish, Mich. (BALH-951108GE)—Cameron Communications Inc. for WSTD(FM) 96.9 mhz: involuntary assignment of license to Agri-Valley Communications Inc. (receiver). *Dec. 4*

Accepted for filing:

Moreno Valley, Calif. (BTC-951113EK)—KHPY Hispanic Radio Inc. for KHPY(AM) 1530 khz: involuntary transfer of control to Earl Capel (receiver). *Nov. 29*

NEW STATIONS

Dismissed

South Sioux City, Neb. (BPH-930308ME)—Flagship Communications LP for FM on 107.1 mhz, ERP 6 kw, ant. 100 m. *Dec. 5*

Menomonie, Wis. (BPED-940330MA)—WHA Radio for educational FM on 90.5 mhz, ERP 2.5 kw, ant. 247 m. *Dec. 4*

Granted

Houston, Ark. (BPH-950206MU)—Ubik Corp. for FM on 92.1 mhz, ERP 6 kw, ant. 80 m. *Dec. 1*

Wenatchee, Wash. (BPED-930607MC)—Growing Christian Foundation for noncommercial educational FM on 89.9 mhz, ERP 6 kw, ant. 372.5 m. *Dec. 5*

Filed/accepted for filing

Anchorage (BPH-951113ML)—Christian Broadcasting Inc. (Jerry L. Prevo, president, 6401 E. Northern Lights Blvd., Ste. 201, Anchorage, AK 99504) for FM at 93.7 mhz, ERP 27 kw, ant. 202 m., 3.3 km NE of Seward Hwy as it crosses Potter Creek, near Anchorage. CBI owns KATB(FM) Anchorage. *Nov. 13*

Pago Pago, American Samoa (BPH-951120ML)—South Seas Broadcasting (Larry G. Fuss, owner, P.O. Box 1787, Cleveland, MS 38732) for FM at 93.1 mhz, ERP .5 kw, ant. .99 m., existing tower at Breakers Point, at mouth of Pago Pago Harbor. Fuss is 51% owner of Delta Radio Inc., which owns WDSK(AM) and WDTL-FM Cleveland and WOHT(FM) Drew, Miss.; has applied for FMs at Greenville and Grenada, Miss.; and is a 49% owner of KEGT(FM) Lake Village, Ark. Fuss also has interest in an application for FM at Tunica, Miss. *Nov. 20*

Merced, Calif. (BPH-951108MI)—Clock Broadcasting Co. Inc. (Mike Sturtevant, president, 1620 N. Carpenter Rd., No. D-41, Modesto, CA 95351) for FM at 94.1 mhz, ERP 3 kw, ant. 100 m., 5272 Childs Ave. *Nov. 8*

Susanville, Calif.—Sierra Broadcasting Corp. (Rodney P. Chambers, president/34% owner, 3015 Johnstonville Rd., Susanville, CA 96130) for FM at 96.5 mhz, ERP 2.3 kw, ant. 332.4 m., Antelope Peak, 8.3 km SW of Susanville. SBC owns KSUE(AM)-KJDX(FM) Susanville.

Susanville, Calif. (BPH-951108ND)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for FM at 96.3 mhz, ERP 25 kw, ant. 100 m., Section 14, Township 30 N, Range 12 E of Lassen Co., 6.8 km NE of Susanville. Sunbelt owns KIVI(TV) Pocatello and KIVI(TV) Twin Falls, Idaho; KIVI(TV) Jackson, Wyo.; KYMA-TV Yuma, Ariz./El Centro, Calif.; KVBC-TV Las Vegas and KRNVT-TV and KRNVT-FM Reno, Nev., and is building TVs on ch. 10, Elko, and ch. 7, Winnemucca, Nev. *Nov. 8*

Frankenmuth, Mich. (BPH-951122MD)—Connoisseur Communications of Flint LP (Jeffrey D. Warshaw, president/owner of Connoisseur Inc. [99% owner of the applicant], 8 Dawn Dr., Westport, CT 06880) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., off SR 15, 2.6 km WNW of Vassar. CCF owns WFDF(AM) and W0ZZ(FM) Flint, Mich. The partners of CCF have interests in KJOC(AM) Davenport and KVOB(FM) Muscatine, Iowa; WXLN(FM) Moline, Ill.; WBBW(AM), WBBG(FM), WRTK(AM) and WHOT-FM, all Youngstown, Ohio. Warshaw is 21.69% owner of KPPC(AM). *Nov. 22*

Frankenmuth, Mich. (BPH-951122MP)—Martin Doorn and George Clark (642 Grand River, Port Huron, MI 48060) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., SW corner of Murphy Lake Rd. and SR (M-15), Millington, Tuscola Co. Doorn is 48.48% owner of WGRF-FM Port Huron. *Nov. 22*

Frankenmuth, Mich. (BPH-951124MC)—WIXC Limited Partnership (Geary S. Morrill, 408 S. Jackson St., Bay City, MI 48708) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., 3.2 km NW of Millington on Swaffer Rd. *Nov. 24*

Frankenmuth, Mich. (BPH-951122MA)—Jonathan R. and Vicky L. Yinger (503 Wood St., Fenton, MI 48430) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., M15 and Sunset Dr. Yingers co-own 50% of WLDM(AM) Charlotte and WTAC(AM) Flint, Mich. Jonathan Yinger also owns 50% of WLQV(AM) Detroit, and WLYV(AM) Fort Wayne, Ind. *Nov. 22*

La Monte, Mo. (BPH-951108NA)—New Wave Broadcasting LLC (3205 W. Main, Sedalia, MO 65302-0422) for FM at 97.1 mhz, ERP 25 kw, ant. 100 m., .5 mile W of Fowler Rd. *Nov. 8*

Macon, Mo. (BPH-951108NB)—Kanza Inc. (Michael L. Carter, president/40% owner, 102 N. Mason, Carrollton, MO 64633) for FM at 99.9 mhz, ERP 4.4, ant. 117 m., 13.3 km NE of Macon. *Nov. 8*

St. Joseph, Mo. (BPED-951129MA)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP 50 kw, ant. 150 m., A Hwy S of St. Joseph to O Hwy, E 1.3 km, 1,200 ft. S of hwy. Association owns WAFR(FM) Tupelo, WOST(AM)-(FM) Forest and WDFX(FM) Cleveland, all Miss; and KCFN(FM) Wichita and KBVZ(FM) Topeka, Kan. *Nov. 29*

Billings, Mont. (BPH-951113MH)—Paul Lucci (314 W. Olney Rd., Norfolk, VA 23507) for FM at 96.3 mhz, ERP 90.5 kw, ant. 312 m., 4.11 km S of I-90 and N. Arrow Creek Rd.

BY THE NUMBERS

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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 95.4 million.

Sources: FCC, Nielsen, Paul Kagan Associates

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13 weeks - \$85 per insertion

at KHMT(TV) site. Lucci has applied to buy CP for WDKA-TV Paducah, Ky., and to build FMs at Rapid City, S.D., and Exmore, Va. Nov. 13

Billings, Mont. (BPH-951113ME)—William R. Reier Jr. (401 N. 31st St., Billings, MT 51101) for FM at 96.3 mhz, ERP 100 kw, ant. 146 m., 3.2 km E of Billings on Coburn Rd. Reier has applied to build FM at Bozeman. Nov. 13

Billings, Mont. (BPH-951113MF)—Sunbrook Communications Inc. (Larry P. Roberts, president, 7922 E. Woodview Dr., Spokane, WA 99212) for FM at 96.3 mhz, ERP 100 kw, ant. 212 m., Sacrifice Cliff, 4.7 km SE of post office. Sunbrook owns KBLG(AM)-KRKX-FM-KYYA-FM Billings, KGRZ(AM)-KDXT-FM Missoula, KXGF(AM)-KAAK-FM Great Falls and KXTL(AM)-KAAR(AM)-KQUY-FM Butte, all Mont., and KYSN(AM) East Wenatchee and KXAA(AM) Rock Island, Wash. Parent Fisher Broadcasting Inc. owns KATU(TV) Portland, Ore., and KOMO-TV-AM, KVI(AM)-KPLZ-FM, all Seattle. Nov. 13

Lincoln, Neb. (BPCT-951107KG)—Walnut Creek Telecasting (Allison Hill Robinson/Jon E. Robinson, general partners, 2321 Devonshire Rd., Ann Arbor, MI 48104) for TV at ch. 41, ERP 1,590 kw, ant. 350 m., 1.5 km S of IS 80 near Goehner. Nov. 7

Fair Bluff, N.C. (BPH-951107MC)—S.O.S. Broadcasting (Lynn Martin, owner, 1300 N. 17th St., 11th Floor, Rosslyn, VA 22209) for FM at 105.3 mhz, ERP 6 kw, ant. 100 m., Rte. 1356, .8 km W of Rte. 1355. Nov. 7

Wauseon, Ohio (BPH-951109MD)—Mid-western Broadcasting Co. Inc. (Lewis W. Dickey, Jr., president/99.7% owner, 2965 Pickle Rd., Oregon, OH 43616) for FM at 96.9 mhz, ERP 3 kw, ant. 100 m., 2.4 km W of intersection of SRs 2 and 108. MBC owns wwwm(AM) Toledo—wwwm-FM Sylvania, Ohio, and is 79% owner of WALR(FM) Athens and WCNN(AM) N. Atlanta, Ga. Nov. 9

Wauseon, Ohio (BPH-951109MI)—Nobco Inc. (Max E. Smith Sr., president, 303 1/2 N. Defiance St., Archbold, OH 43502) for FM at 96.9 mhz, ERP 2.2 kw, ant. 116 m., 3.9 km WNW of Wauseon. Nobco owns WMTR-FM Archbold. Nov. 9

Wauseon, Ohio (BPH-951108MD)—X L Group Inc. (Randall E. Tanner, president/42% owner, 412 N. Wayne St., Angola, IN 46703) for FM at 96.9 mhz, ERP 3 kw, ant. 100 m., N side of Rte. F, .25 E of Rte. 18, 5.7 km WNW of Wauseon. Nov. 8

Wauseon, Ohio (BPH-951108MN)—Christian Faith Broadcast Inc. (Shelby Gilliam, president/owner, 3809 Maple Ave., Castalia, OH 44824) for FM at 96.9 mhz, ERP 3 kw, ant. 100 m., .34 km S of Rte. H, .36 km E of Rte. 17. CFB also owns WLLA-TV Kalamazoo, Mich., and WGN-FM Castalia and WGN-TV Sandusky, Ohio, and has applied to build FM at Athens, Ohio. Nov. 8

Wauseon, Ohio (BPH-951108ML)—Buddy Carr and Carolyn J. Carr (711 Briarwood Cir., Perrysburg, OH 43551) for FM at 96.9 mhz, ERP 3 kw, ant. 100 m., 1 km N of Rte. 2, 150 km W of Rte. 109, 2.4 km NW of Delta. Nov. 8

Wauseon, Ohio (BPH-951108MW)—Lena-wee Broadcasting Co. (Julie M. Koehn, president/owner, PO Box 687, Adrian, MI 49221) for FM at 96.9 mhz, ERP 3 kw, ant. 100 m., 1.3 km NNW of Wauseon. LBC

owns WLEN(FM) Adrian, Mich. Nov. 8

Klamath Falls, Ore. (BPH-950925MC)—Sandra Ann Falk (PO Box 1136, Klamath Falls, OR 97601) for FM at 104.7 mhz, ERP 100 kw, ant. 107 m., KAGO(AM/FM) transmitter site, 2 km SW of Klamath Falls city. Sept. 25

Merrill, Ore. (BPH-951109MH)—Terry A. Cowan (PO Box 7408, Bend, OR 97708) for FM at 105.7 mhz, ERP .122, ant. 657 m., on KOTI-TV tower, Stukel Mtn., Klamath Falls, Ore. Cowan owns KNLR(FM) Bend, Ore., and has applied to build FM at Klamath Falls. Nov. 9

Seaside, Ore. (BPH-951108ME)—Dave's Broadcasting Co. (David Heick, Randy Stemper and Debbie Stemper, general partners, PO Box 1258, Astoria, OR 97103) for FM at 98.1 mhz, ERP .6 kw, ant. 53 m., Hilltop Communications site, 4.6 km S of Seaside. Nov. 8

Mansfield, Pa. (BRH-951108MA)—Farm & Home Broadcasting Co. (Cary H. Simpson, president/joint 77.6% owner [with Betty F. Simpson], 9 S. Main St., Coudersport, PA 16915) for FM at 92.3 mhz, ERP .80 kw, ant. 196 m., 3.5 km ESE of Tioga. F&H owns WFRM-AM-FM Coudersport, WNB-T-AM-FM Wellsboro and WGRM(FM), all Pa. Cary Simpson owns WKBI-AM-FM St Marys, WTRN(AM)-WGMR(FM) Tyrone and WVFC(AM) McConnellsburg, all Pa. Nov. 8

Gregory, Tex. (BPN-951108MR)—BK Radio (Bryan King/James S. Bumpous, co-owners, 1809 Lightsey Rd., Austin, TX 78704) for FM at 104.5 mhz, ERP 3 kw, ant. 91 m., near Ave. B and 8th St., Ingleside, Tex. BK Radio has CP for FM at Ingleside. Nov. 8

Gregory, Tex. (BPH-951108MM)—Reding Broadcasting Co. Inc. (L.W. Reding, president/owner, PO Box 39955, San Antonio, TX 78218-6955) for FM at 104.5 mhz, ERP 6 kw, ant. 100 m., N end of Port Authority Rd., 1 km N of US 181 and Center North Beach, Corpus Christi. Company owns KBOP(AM)-KBUC-FM Pleasanton, Tex., and has applied to build FM at Jourdanon, Tex. Nov. 8

Gregory, Tex. (BPH-951109ML)—Humberto Lopez (115 West Avenue D, Robstown, TX 78380) for FM at 104.5 mhz, ERP 6 kw, ant. 100 m., at the intersection of Sunset Rd. and SH 181, Gregory. Lopez owns KHMC(FM) Goliad and 51% of KMIO(FM) Robstown and KINE(AM) Kingsville, all Texas. He has applied to build FMs at Benavides, Dilley, Jourdanon and George West, all Tex. Nov. 9

Gregory, Tex. (BPN-951108MZ)—6701 Amsterdam Inc. (Joni Wiley, president/owner, 2300 Grayson Dr., No. 1913, Grapevine, TX 76051) for FM at 95.5 mhz, ERP 6 kw, ant. 100 m., North Bank Terminal, Ingleside. Nov. 8

Bristol, Va. (BPED-951108NC)—Virginia Tech Foundation Inc. (Clifford A. Cutchins III, chairman, 312 Burruss Hall, Virginia Tech, Blacksburg, VA 24061) for educational FM at 90.7 mhz, ERP .12 kw, ant. 108.2 m., .3 km S of intersection of 24th St. and Windsor Ave., Bristol, Tenn. VTF owns WVTF(FM) Roanoke, WVTV(FM) Charlottesville and WVTR(FM) Marion, all Va. Nov. 8

Emporia, Va. (BPH-951109MJ)—Jeffrey Lee Stone (6113 Windsor Dr., Fredericksburg, VA 22404) for FM at 99.5 mhz, ERP 2 kw, ant. 123 m., 3 mi. SW of Emporia, .45

mi. SE of Rte. 627. Nov. 9

Emporia, Va. (BPH-951108MP)—Main-Quad Communications Inc. (Daniel Berman, president/50% owner, PO Box 910, Roanoke Rapids, NC 27870) for FM at 99.5 mhz, ERP 3 kw, ant. 100 m., 3 km SW of Emporia, 85 km SE of SR 627. MainQuad owns WPTM(FM) Roanoke Rapids and WSMY(AM) Weldon, N.C., and has applied to build FM at Nashville, N.C. Nov. 8

Emporia, Va. (BPH-951107MD)—William Parker Meacham (9604 Dove Hollow Ln., Glen Allen, VA 23060) for FM at 99.5 mhz, ERP 6 kw, ant. 100 m., intersection of Quarry and Carpenter rds., 6 mi. SSW of Emporia. Nov. 7

Emporia, Va. (BPH-951108MS)—Sinclair Communications (J. David Sinclair, president/12.52% owner, 500 Dominion Tower, 999 Waterside Dr., Norfolk, VA 23510) for FM at 99.5 mhz, ERP 1.92 kw, ant. 123 m., 4.8 km SW of Emporia, .76 km SE of intersection of rtes. 627 and 650. Sinclair owns WGCV(AM)-WPLZ-FM Petersburg, WNIS(AM) Norfolk, WCDX(FM) Mechanicsville and WROX-FM Cape Charles, all Va., and KGSR(FM) Bastrop and KROX(FM) Giddings, Tex. Nov. 8

Exmore, Va. (BPH-951109MC)—Be-More Broadcasting Co. (A. Wray Fitch III, owner, 6139 Franklin Park Rd., McLean, VA 22101) for FM at 106.1 mhz, ERP 255 kw, ant. 93 m., 1.5 mi. NE of Jamestown. Fitch owns 40% of WYHH-FM North Windham, Maine, and 30% of company that has applied to build FM at Ettrick, Va. Nov. 9

Exmore, Va. (BPH-951108MJ)—Paul Lucci (314 W. Olney Rd., Norfolk, VA 23507) for FM at 106.1 mhz, ERP 25 kw, ant. 100 m., SR 183, 8 km W of Exmore. Lucci has applied to buy CP for WDKA-TV Paducah, Ky., and to build FMs at Rapid City, S.D., and Billings, Mont. Nov. 8

Sheridan, Wyo. (BPCT-951120KF)—Eastern Broadcasting Corp. (Roger A. Neuhoff, president/80% owner, 14155 U.S. 1, No. 300, Juno Beach, FL 33408) for TV at ch. 7, ERP 153 kw, ant. 355 m., Red Grade Hill, 23 km SW of Sheridan. Eastern Broadcasting owns KODE-TV Joplin, Miss.; KAAL-TV Austin, Minn., and KTWO-TV Casper and KKTU(TV) Cheyenne, Wyo. Nov. 20

FACILITIES CHANGES

Accepted for filing

Saucier, Miss. (951102IB)—American Family Association for FM at 91.7 mhz: change ERP to 78 kw, TL. Nov. 21

Gladstone, Mo. (BMP-951103AB)—Michael Gliner for KGGN(AM) 890 khz: reduce power to 960 w, change ant. system. Nov. 21

Jamestown, N.Y. (BMPCT-951102KG)—Jamestown TV Associates for WTJA(TV) ch. 26: change ERP to 5,000 kw visual, ant. to 463 m., TL to 9030 Center Rd., Arkwright. Nov. 21

Collinsville, Okla. (BMPH-950824ID)—BSB Communications for KQSY(FM) 101.5 mhz: change ERP to 6.2 kw, ant. to 200 m., TL to SE of intersection of E. 126th St. and N. 161st St., city of license from Nowata, Okla., to Collinsville, ant. support structure height, main studio location, class to C3. Nov. 24

More pioneers

EDITOR: I read with eagerness—and, alas, astonishment—your impressive Nov. 6 cover story titled “75 Years of Pioneers.”

You referred to my dad, Leonard H. Goldenson, as “the last survivor” in the brief write-up on page 92. This year, on Dec. 7, he celebrated his 90th birthday. Unfortunately, his accomplishments were seriously understated. As an example, it was not just that he “brought Walt Disney and his Disneyland to ABC”—the deal he struck also saved Walt Disney and Disneyland. Furthermore, he did not just bring Warner Bros. to ABC—he was solely responsible for convincing the studios to enter the world of production for the “enemy”: television.—*Loreen Arbus, Loreen Arbus Productions Inc., Los Angeles*

EDITOR: This is in reference to an article titled “75 Years of Pioneers” in the Nov. 6 issue.

Apparently you have not heard of or know of Jackie Gleason, *The Cavalcade of Stars* and Dr. Allen B. DuMont, all of the DuMont Television Network. The Network was always classified as the “third” network, although it pioneered in a lot of television programming.

I know that history is in the eye of the beholder, but in this case, an important segment of that history went unmentioned.—*Don Russell, general manager, Connecticut Public Television & Radio*

EDITOR'S NOTE: *The DuMont Network,*

which began in 1946, was built on DuMont's two TV stations—WABD New York and WDTV Pittsburgh—and two on the West Coast owned by Paramount Pictures. It failed in 1955, a victim of the FCC's freeze on new stations from 1948 to 1952, a low-budget program schedule, and ABC's merger with United Paramount Theaters. Its owned stations were reorganized as Metromedia.

Support staff

EDITOR: Dick Wiley was very kind to single me out among the many who participated in the Advisory Committee on Advanced Television Service project (BROADCASTING & CABLE, Dec. 4). However, in the interest of fairness and accuracy, I should not want to foster an impression that my services were provided pro bono.

My extensive participation in the work of ACATS, from its inception (and ATSC from its inception) has been supported all the way by the Association for Maximum Service Television Inc. MSTV should receive the credit for its willingness to support the work of an independent consulting engineer for so many years in the interest of bringing an improved terrestrial broadcasting system to the United States.—*Jules Cohen, P.E., consulting engineer, Washington*

Online opportunity

EDITOR: As manager of the Electronic Industries Association's Radio Data System (RDS) program, I read with particular interest your article in the Nov. 27 issue titled “Smart-Radio targets PC users.”

As mentioned by Gary Shapiro,

your FM broadcaster readers in top-25 markets are eligible for this program at absolutely no out-of-pocket cost. Program participants receive all necessary hardware and software to go online almost immediately with RDS. In exchange, they simply commit to run RDS and promote it to their listeners.

Any top-25-market FM broadcaster interested in the EIA's RDS program can contact me at 212-986-6668 for more information.—*Steve Hill, manager, account services, Roher Public Relations, New York*

Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics. Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal, please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

Gold coast

Continued from page 44

Pitino. In addition, Chicago Bulls star Scottie Pippen has signed on as the character's national spokesman.

Magellan T. Bear, geared to younger children, is being pitched to air on PBS. The show, which will feature puppetry similar to the Henson characters, takes a soft educational approach in teaching geography to young viewers.

Papish and Garfinkle acknowledge that children's programming is fueling the company's efforts to branch into scripted adult programming such as *The Beef*. Gold Coast's next move will be into the currently popular hour syndi-

cated dramas. The company also has set up a feature film division and will produce a low-budget theatrical in 1996.

Controlling costs is imperative for any small independent, and Papish and Garfinkle say the company's production services foundation provides them with an advantage. “One of the things that gives us an edge is that we own our facility; therefore, we can put more money onto the screen. We had a thriving business set up, then we got into creating programming rather than the other way around,” says Garfinkle, who estimates that Gold Coast saves 25%-30% in production costs on a series by producing it themselves.

“When we have a project, because of our facilities we can show a tape rather

than a treatment,” says Papish. “That's what we did with *The Beef*. We also wound up going over our budget for editing by 12 to 15 hours. Editing costs can go up to \$500 an hour. If we were an independent without a facility, we would have had to shut down.”

With five series for sale, the company will be well represented at the upcoming NATPE convention. In addition to *The Beef*, *Hoop Hopper*, *A.J.'s Time Travelers* and *Martial Masters*, Litton Syndications will be selling Gold Coast's *J. Barry Ferguson's Style*, a half-hour how-to program focusing on the garden, kitchen and home. The host, the former gardening expert on ABC's *Good Morning America*, is “our answer to Martha Stewart,” says Papish. ■

Datebook

JANUARY 1996

- Jan. 8-10**—**Society of Cable Television Engineers** conference on emerging technologies. San Francisco Hilton, San Francisco. Contact: (610) 363-6888.
- Jan. 11**—"Emergency Alert Systems," **Society of Cable Television Engineers** satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.
- Jan. 14**—**Caucus for Producers, Writers & Directors** annual awards dinner. Peninsula Hotel, Los Angeles. Contact: David Levy, (818) 843-7572.
- Jan. 14-16**—**Interactive Services Association** annual strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4959.
- Jan. 15-16**—"Introduction to Telephony," **Society of Cable Television Engineers** regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6888.
- Jan. 17-19**—"Introduction to Fiber Optics," **Society of Cable Television Engineers** regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6888.
- Jan. 18**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Jan. 18**—**Federal Communications Bar Association** luncheon featuring John Curley. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Jan. 18**—Issues '96 workshop for journalists, presented by the **Poynter Institute for Media Studies** and the **University of Texas at Austin, Texas**. Lyndon Baines Johnson Presidential Library, Austin, Tex. Contact: (813) 821-9494.
- Jan. 19**—**The New York Festivals 1995** International Television Programming and Promotion Awards presentation. Sheraton New York Hotel & Tower, New York City. Contact: Anne White, (914) 238-4481.
- Jan. 21-22**—23rd annual **Association of Independent Television Stations Inc. (INTV)** convention. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.
- Jan. 22-23**—"Telecommunications Competition and Deregulation," conference presented by **American Conference Institute**. Regency Hotel, New York City. Contact: (416) 926-8200.
- Jan. 22-25**—32nd annual **National Association of Television Programming Executives (NATPE)** program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.
- Jan. 23-27**—South Pacific Region Satellite & Cable Show, presented by **SPACE Pacific Limited**. University of Auckland Tamaki Campus, New Zealand. Contact: 64-9-406-0651.
- Jan. 24**—**Nebraska Broadcasters Association** annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Jan. 25-26**—4th annual "Communications and Media Finance" conference, presented by the **Institute for International Research**. New York Helmsley Hotel, New York City. Contact: (800) 999-3123.
- Jan. 29-30**—**Midwest Broadcasters & Telecommunications** conference and trade show. Radisson Hotel South, Minneapolis. Contact: (612) 926-8123.
- Jan. 31**—**Hollywood Radio and Television Society** newsmaker luncheon, with featured speaker Bill Gates. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Jan. 31**—3rd annual **Federal Communications Bar Association** public policy forum. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

FEBRUARY 1996

- Feb. 3-5**—2nd annual Wireless Cable Technical Symposium, presented by **Wireless Cable Association International**. San Antonio Marriott and Riverwalk Hotel, San Antonio, Tex. Contact: (202) 452-7823.

- Feb. 3-6**—53rd annual **National Religious Broadcasters** convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.
- Feb. 5-6**—Radio Group Head Fly-In, hosted by the **National Association of Broadcasters**. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.
- Feb. 6**—**West Virginia Broadcasters Association** sales seminar. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.
- Feb. 6-9**—Satellite '96, 15th annual international conference and exhibition, presented by **Phillips Business Information Inc.** Hyatt Regency Crystal City, Arlington, Va. Contact: (800) 777-5006.
- Feb. 7**—**West Virginia Broadcasters Association** sales seminar. Ramada Inn, Morgantown, W.Va. Contact: (304) 744-2143.
- Feb. 8**—"Inside FCC Form Processing," **Society of Cable Television Engineers** satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.
- Feb. 9**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Feb. 9-15**—36th annual **Monte Carlo Television Festival**. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.
- Feb. 12-13**—"Introduction to Telephony," **Society of Cable Television Engineers** regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.
- February 12-15**—**International Engineering Consortium** Western Communications Forum. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.
- Feb. 14-16**—**Broadcast Cable Credit Association** seminar. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.
- Feb. 14-16**—"Marketing Strategies for Cable TV Companies," conference presented by **Global Business Research Ltd.** Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.
- Feb. 14-16**—"Introduction to Fiber Optics," **Society of Cable Television Engineers** regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.
- Feb. 15**—"DBS: The Five Burning Questions," seminar presented by **The Carmel Group**. Warner Center Marriott, Woodland Hills, Calif. Contact: (408) 626-6222.
- Feb. 15-17**—**Oklahoma Association of Broadcasters** winter convention. Oklahoma City. Contact: (405) 848-0771.
- Feb. 15-18**—**Radio Advertising Bureau** marketing leadership conference. Wyndham Anatole Hotel, Dallas. Contact: (214) 753-6700.
- Feb. 21-22**—"Convergence: Partners in Progress," course presented by **Women in Cable & Telecommunications**. Lake San Marcos Resort, San Diego. Contact: Molly Coyle, (312) 634-2353.
- Feb. 21-23**—Texas Show '96, presented by the **Texas Cable TV Association**. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.
- Feb. 22**—**Federal Communications Bar Association** luncheon featuring Robert Iger. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Feb. 22-25**—**R&R Talk Radio Seminar**. Grand Hyatt Hotel, Washington. Contact: (310) 553-4330.
- Feb. 26-28**—Great Lakes Broadcasting Conference and Expo, presented by the **Michigan Association of Broadcasters**. Lansing Center, Lansing, Mich. Contact: Karole White, (517) 484-7444.

MARCH 1996

- March 1-3**—55th annual **Intercollegiate Broadcasting System** international convention of educational broadcasters. Roosevelt Hotel, New York City. Contact: Fritz Kass, (914) 565-0003.
- March 7**—"Satellite Imagery and the News Media," conference presented by **American Uni-**

- versity School of Communication**. American University, Washington. Contact: (202) 885-2037.
- March 7-8**—"Telco 101: Cable Meets Telephony," course presented by **Women in Cable & Telecommunications**. Continental Cablevision offices, Pompano Beach, Fla. Contact: Molly Coyle, (312) 634-2353.
- March 13-15**—**NIMA International** spring meeting/product distribution day. Stouffer Mayflower Hotel, Washington. Contact: David Savage, (202) 962-8342.
- March 14**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- March 14**—**Federal Communications Bar Association** luncheon featuring Richard Notebaert. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- March 14-15**—"Telco 101: Cable Meets Telephony," course presented by **Women in Cable & Telecommunications**. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.
- March 14-15**—Cable television law 1996 seminar presented by the **Practising Law Institute**. PLI Training Center, New York City. Contact: Christine Garcia, (212) 824-5700.
- March 17**—**West Virginia Broadcasters Association** spring meeting. Holiday Inn, Martinsburg, W.Va. Contact: (304) 744-2143.

APRIL 1996

- April 12-15**—**Broadcast Education Association** 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimlenko, (202) 429-5354.
- April 15-16**—**Television Bureau of Advertising** sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.
- April 15-18**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.
- April 28-May 1**—Cable '96, **National Cable Television Association** annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

MAY 1996

- May 19-22**—36th annual **Broadcast Cable Financial Management Association/Broadcast Cable Credit Association** conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

JUNE 1996

- June 19-22**—Promax & BDA '95 conference & exposition, presented by **Promax International** and **BDA International**. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

OCTOBER 1996

- Oct. 9-12**—World Media Expo, comprising the **National Association of Broadcasters Radio Show** (contact: [800] 342-2460); **Radio Television News Directors Association** international conference (contact: Rick Osmani, [202] 467-5200); **Society of Broadcast Engineers** annual conference (contact: John Poray, [317] 253-1640), and **Society of Motion Picture and Television Engineers** 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

DECEMBER 1996

- Dec. 11-13**—The Western Show, presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

The sky's the limit for FCC's Harris

While the rest of the country read the shocking news in October 1957 that Russia had launched the first man-made satellite, six-year-old Scott Harris sat in a darkened New York City planetarium, one of the few who heard first-hand Sputnik's steady beep as it sped by thousands of miles overhead.

"I remember that as clearly as if it were yesterday," said Harris in his FCC corner office last week. But when it comes to satellites these days, he is much more than a passive listener. As the FCC's International Bureau chief, he is responsible for coordinating the nation's domestic and international satellite policy.

Harris made headlines in April, when he ordered Advanced Communications to forfeit the DBS channels it had been planning to sell for \$40 million. Harris ruled that Advanced had done nothing with the channels for 10 years and therefore did not have the right to profit from the sale of the licenses.

Harris's decision to reclaim the spectrum was a blow to Primestar Partners, the channels' buyer, which had been counting on the channels to enter the DBS business. Primestar is owned by a consortium of cable companies that now operates a medium-power satellite programming service.

The company, which has invested \$1 billion in DBS, appealed the decision to the full FCC. After months of contentious lobbying by interested parties, the FCC voted in October to uphold Harris's decision.

"As a legal matter, I did not think it was a hard question," Harris says. "We took a look at what the law was; we took a look at what the facts were. And if you took what the commission said when it established its rules, this was an easy case."

But even if Harris had been reversed, he was confident that at the very least he had moved the process forward. He hopes that one of the hallmarks of his tenure at the FCC is a renewed efficiency in decisionmaking: "The most important thing for the commission to do is to take the tough decisions and decide them and get them over with. The worst thing anyone can do is to fail to decide. If you make the wrong decision, at least it can be corrected at some time."

In many ways, Harris is typical of FCC Chairman Reed Hundt's appointees. He has Ivy League credentials and put in 17 years at Williams & Connolly, one of Washington's top-drawer law firms.



"The most important thing for the commission to do is to take the tough decisions and decide them and get them over with."

Scott Blake Harris

Chief, FCC International Bureau, Washington; b. June 18, 1951, New York; AB, Brown University, 1973; JD, Harvard Law School, 1976; Clerk for Judge Gerhard A. Gesell, 1976-77, Washington; partner, Williams & Connolly, Washington, 1977-93; chief counsel for export administration, U.S. Department of Commerce, 1993-94; director, FCC's Office of International Communications, May-October, 1994; current position since October 1994; m. Barbara Straughn, Aug. 5, 1978; children: Colin, 5; Margot, 2.

Hundt says, "I never did anything smarter in my professional life than ask Scott to head the International Bureau. He built it into the finest international telecom policy group in the world, bar none. It is a sword against closed markets and a shield for American consumers against monopoly abuse."

Harris began his legal career as a litigator but eventually moved into international law. By his own admission, his congenial personality lends itself more to the regulatory arena than to the courtroom: "The people who I thought were the best litigators love conflict for conflict's sake. What I like, as a personal matter, is to see where people's interests coincide and come up with something that accomplishes everybody's goals."

The International Bureau did not exist before Harris arrived at the FCC. Before its establishment, satellite issues were handled in five different offices. By consolidating them into a single bureau, Harris has been able to work through several of the license application backlogs that have plagued the commission.

Most recently, the International Bureau eliminated its 1,700-license backlog in satellite earth stations. More than a dozen of the pending applications had been on file for eight years, says Harris. The average processing time for an application had been 385 days, he says. That's changed: "As of [last] week the backlog is gone. The average processing time for applications is 60 days, and by Jan. 1 the average time will be 50 days."

In April, Harris won praise from the industry for his proposal to eliminate regulatory barriers between the international and domestic satellite businesses. The plan would eliminate limits on domestic services provided by international satellite companies. It also eliminates restrictions on domestic services moving into the international arena.

Harris has been a vociferous proponent of breaking down international barriers to American products. He also thinks that the world is heading with irreversible momentum toward more open markets.

"These market barriers are a relic of the past. Whatever governments do, these barriers are going to be torn down by the technology. We are going to have so many ways to deliver programming and so much bandwidth capacity, these barriers are going to fall of their own weight." —CSS

Fates & Fortunes

BROADCAST TV



Kathy Clements-Hill, station manager, KXTV(TV) Sacramento, Calif., named VP/GM.

Scott Steiner, account executive, KSAZ-TV Phoenix, named local sales manager.

Clements-Hill

Karen Borta, anchor/reporter, WTVT(TV) Tampa, Fla., joins KTVT(TV) Dallas/Fort Worth in same capacity.

Thomas Cochran, national sales manager, KOVR(TV) Stockton, Calif., joins KXTV(TV) Sacramento, Calif., as LSM.

Steven Crum, engineering supervisor, WKRC-TV Cincinnati, joins WUPW(TV) Toledo, Ohio, as chief engineer.

Tom Sweat, regional sales manager, WSPA-TV Spartanburg, S.C., named national sales manager.

Brian Jones, VP/station manager, KTVT(TV) Dallas/Fort Worth, named VP/GM.

Kristi Otzen, reporter, KEYC-TV Mankato, Minn., named anchor/producer, 10 p.m. weekday newscasts.



Kukla

John Kukla, on-air director, The Cartoon Network, Atlanta, joins WAGA-TV there as creative services director.

Vineeta Sawkar, reporter, WOWT(TV) Omaha, joins KSTP-TV St. Paul

in same capacity.

Carlos Granda, reporter/weekend anchor, WFOR-TV Miami, joins KCBS-TV Los Angeles as reporter.

Norman Allen, publicist, The Shakespeare Theatre, Washington, joins WETA-TV there as publicist, cultural programming.

Appointments at *WGN Morning News*, WGN-TV Chicago: **Bill Weir**, sports anchor/reporter, WLUK-TV Green Bay, Wis., joins as sports reporter; **Todd Woolman**, executive producer, *WGN News at Nine*, named senior executive producer; **Allison Hunter**, producer, WOIO(TV) Shak-

er Heights, Ohio, joins as supervising producer; **Jennifer Marnowski**, weekend producer, KMSP-TV Minneapolis, joins as associate producer.

Appointments at Ellis Communications' stations: **Michael Brunette**, GM, KSFY-TV Sioux Falls, S.D., joins WTNZ(TV) Knoxville, Tenn., as VP/GM; **Joe Foretich**, GSM, WHLT(TV) Hattiesburg, Miss., named station manager; **Randall Cleland**, GM, WHLT(TV) Hattiesburg, joins KSFY-TV Sioux Falls as VP/GM.

David Bird, chief engineer, WFTC-TV Minneapolis, named station manager.



King

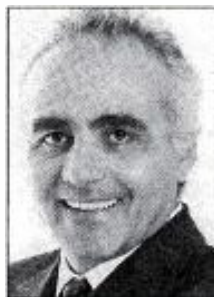
John King, VP, finance and administration, Vermont ETV (statewide public broadcasting service), Colchester, Vt., named senior VP/COO.

Doug Spero, news consultant, Norman Hecht

Research Co., joins WHSV-TV Harrisonburg, Va., as news director.

Teri Lane, director, marketing, KDNL-TV St. Louis, joins 78 Inc., Washington, as director, audience development.

PROGRAMMING



Jacobs

Appointments at King World, New York: **Marc Rosenzweig**, director, prime time programs, CNBC, joins as VP, programming and production, East Coast; **Paul Amos**, executive VP, Fox News, Wash-

ington, joins as VP, studio operations; **Bob Jacobs**, consultant, joins as president, domestic television sales.

Ralph Gabbard, president/COO, broadcast group, Gray Communications Systems Inc., Lexington, Ky., named president of the company.

Jeff Matloff, legal consultant, TriStar Pictures, joins Rysher Entertainment, Los Angeles, as VP, theatrical business and legal affairs.

Donna Brett, sales director, Scandinavia

and Benelux, Warner Bros. International Television Distribution, London, named VP, European regional sales there.



Turell

Brad Turell, senior VP, publicity and national promotions, Savoy Pictures, joins The WB Television Network, Burbank, Calif., as head, publicity.

Steve Byrnes, co-host/producer-reporter, *Darrell*

Waltrips's Racing Weekly, World Sports Enterprises, Charlotte, N.C., adds coordinating producer, *Win*, to his responsibilities.

Shelley Welsch, president, Apropos Productions Inc., St. Louis, joins Koplak Communications Inc. there as director, program development.



Danaher-Dorr

Appointments at Citadel Entertainment, Los Angeles: **Karen Danaher-Dorr**, senior VP, motion pictures and miniseries, New World Entertainment, joins in same capacity; **Judy Ranan**, VP, devel-

opment and production, named senior VP; **Ira Pincus**, manager, development, named director.

RADIO

Appointments at WVAE(FM) Cincinnati: **Tori Turner**, on-air personality/program director, WIZF(FM) Erlanger, Ky., joins as afternoon drive announcer; **Frank Johnson**, on-air personality, WKQQ(FM) Lexington, Ky., joins as morning drive announcer.

Pat Hughes, radio play-by-play announcer, Milwaukee Brewers, joins WGN Radio, Chicago, as Chicago Cubs play-by-play announcer.

Appointments at Western Kentucky University's public broadcasting service, Bowling Green: **David Wilkinson**, interim director, public television, named director, public broadcasting and education television services; **Jane Moore**, station manager, WKYU-FM

Bowling Green, WDCL-FM Somerset WKPB(FM) Henderson and WKUE(FM) Elizabethtown, all Kentucky, named assistant director, public broadcasting/radio; **Jerry Barnaby**, senior producer/director/writer, named interim assistant director, public broadcasting/television.

Donald Boyles, VP/GM, WWNC(AM)/WKSF(FM) Asheville, N.C., named senior VP, WOLZ(FM) Fort Myers, WKII(AM) Solana, WEEJ(FM) Port Charlotte and WDRR-FM San Carlos Park, all Florida.

Anne Estep, local sales manager, WGKX(FM) Memphis, named GSM.

Jeff Nixx, manager/on-air host, KEEZ-FM Mankato, Minn., assumes additional responsibilities as music director.

Mike Shannon, GM, WRFW-FM and WRWA(AM) Reading, Pa., named senior VP, sales, US Radio (owner).

Bill Thomas, public radio consultant, joins Nebraska Public Radio, Lincoln, as assistant network manager/program director.

CABLE



Shapiro

Appointments at Sunshine Network, Orlando, Fla.: **Marty Shapiro**, NSM, Madison Square Garden, New York, joins as director, local advertising sales; **Bob Grant**, manager, national ad

sales, and **Dana Stites**, programing manager, named directors.

Appointments at The Cartoon Network, Atlanta: **Bee Murphy**, independent animator/designer/illustrator, London, joins as on-air designer; **Tom Alexander**, account supervisor, Frankel & Co., Chicago, joins as manager, promotions.

L. Reed Manville, consultant, Los Angeles, joins Falcon International Communications there as VP, business development.

David Zaslav, senior VP, CNBC/America's Talking, Fort Lee, N.J., joins NBC Cable, New York, as executive VP, cable distribution and domestic business development.

Steve Rockabrand, VP, pay television and ancillary markets, Paramount Pictures, joins TVN Entertainment Corp., Burbank, Calif., as senior VP, program-

Four new members join The Caucus

Producers **Bud Grant** (former president, CBS Entertainment) and **John Cosgrove**, co-producer, *Unsolved Mysteries*, with producer-directors **Jack Haley Jr.** and **Walter Grauman** join six incumbents in serving two-year terms on the steering committee of The Caucus for Producers, Writers and Directors.

ing and new business development.

Peter Connolly, marketing director, IKEA, joins CNBC and America's Talking, Fort Lee, N.J., as VP, marketing.

Appointments at News 12 New Jersey, Edison: **Donna Lukenbill**, director, advertising, Sammons Cable Advertising, joins as sales director; **Rick Young** joins as director, marketing and promotion.

James Held, president/CEO, Adrienne Vittadini Inc., joins Home Shopping Network, Clearwater, Fla., as president/CEO.

Joyce Taylor, CEO, United Artists Programming, joins Discovery Communications Inc., Bethesda, Md., as managing director, Discovery Communications-Europe, London.

Appointments at Lifetime Television, New York: **Peggy Allen**, VP, program development, named VP, original programming and production; **Sheri Singer**, VP, long-form programming, named VP, movies and drama series.

SATELLITE/WIRELESS



Necessary

Steve Necessary, president, products group, ANTEC, joins ScientificAtlanta, Atlanta, as VP/GM, analog subscriber systems.

Appointments at Showtime Satellite Networks, New York: **Denise Gobin-Ramsarran**, senior supervisor, financial business operations, named Northeastern sales manager, retail direct-to-home; **Cheryl Sperting** joins as Southeast RSM.

Appointments at Group W Satellite Communications, Stamford, Conn.:

Cheryl Daly, VP, public relations, named senior VP; **Linda Ruggieri**, staff director, science and technology, Nynex, White Plains, N.Y., joins as director, communications.



Frederick Landman, *Daly* president/COO, and **Reverge Anselmo**, regional VP, Latin America, PanAmSat Corp., Greenwich, Conn., named CEO and a member of the board of directors, respectively.

ASSOCIATIONS

Rick Osmanski, manager, conferences and meetings, National Association of Regional Councils, Washington, joins RTNDA there as director, conventions and meetings.

Appointments at CTAM, Alexandria, Va.: **Dana Lee Beales**, director, finance and administration, Opticians Association of America, joins as VP, finance and administration; **Bonnie Boyle**, manager, sales and affiliate marketing, SportsChannel New York, joins as director, marketing.

DEATHS

Warren Matts, 77, broadcaster, died of cardiac arrest Dec. 6 at Arlington Hospital in Virginia. Known professionally as Matthew Warren, Matts began his broadcasting career with the State Department during World War II and later became a disk jockey in Albuquerque, N.M. From the 1940s to 1960 Matts worked for Dumont TV (operator of channel 5) and was director, news and public affairs, at WMAL-TV Washington. As "Cactus Matt," he hosted a country music program on WTTG(TV) Washington. In later years he worked for RKO General and Voice of America. Matts is survived by his wife, Dorothy; three children, and two grandchildren.

Harrison Reid, 53, died of AIDS complications Dec. 8 in Los Angeles. Reid was director, pay TV sales, for MCA/Universal Home Video during the '80s. From 1991 until his retirement he was an associate/casting director at Thomas Dale Marketing in New York. Reid is survived by his son, Harry; his parents, and a brother.

—Compiled by Denise Smith
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Ameritech, the Baby Bell with the cable strategy, won another cable franchise—its eighth—to serve Southgate, Mich., a Detroit suburb of 10,000 homes already served by Comcast. Ameritech has franchises for six other Michigan communities and a Chicago suburb. In addition, it has permission to build a system in Columbus, Ohio. The company says it will spend \$3.4 million to build a two-way, 90-channel system. It affirmed its cable-franchising strategy last week by surrendering year-old FCC approvals to build systems under video dialtone regulations, which obviates local franchises but requires the telco to make system capacity available to others on a common-carrier basis.

Jim and Stephanie Graziano, who founded animation studio Graz Entertainment, **have joined DreamWorks SKG** to head the new studio's television animation production. The couple, who produced such shows as *X-Men* and *The Tick* while at Graz, will report directly to Gary Krisel, former president of TV animation at Disney, after he becomes head of TV animation at DreamWorks on Jan. 1. Although the husband-and-wife team will be based at DreamWorks, Graz will remain in operation until its production commitments are fulfilled.

Cablevision Systems is spending \$300 million to construct a new fiber-optic network in northeast Ohio for subsidiary Cablevision of Ohio. The 750 mhz system initially will provide 77 analog channels and will serve as a future platform for telephony, Internet access, multiplexing and two-way interactive communications.

Capital Cities/ABC Chairman Tom Murphy, USA Networks Chairwoman Kay Koplovitz and the National Geographic Society will be honored for their contributions to the TV industry next month at the 1996 NATPE Conference. Murphy will receive the Lifetime Achievement Award. Koplovitz is the first woman honored with the Chairman's Award for her pioneering role in the cable industry. The National Geographic Society will receive the Educational Foundation Award.

The FCC will hold an en banc

hearing Jan. 31 on spectrum policy. Topics will include future spectrum demand, technology trends and spectrum allocation proposals.

Al Sikes, former FCC chairman and now president of Hearst New Media and Technology, **urged the federal government not to renege on promises to set a standard for advanced TV** and to temporarily provide broadcasters with a second channel so they can make a smooth transition to advanced TV. If the government opts to auction the second channel, he said in a Media Institute luncheon speech in Washington, it will have broken its promises. Those promises, made by a unanimous FCC in 1992 while he was chairman, induced the industry to invest millions of dollars in advanced TV, Sikes said.

The FCC last week proposed setting rules governing the interconnection arrangements between local exchange carrier and wireless services such as PCS. The rules are aimed at promoting the development of wireless services that compete with the wire-line services.

On-air talent has been set for NBC's new daytime news infotainment series *Real Life*. Ken Taylor, former anchor/reporter at WNBC(TV) New York, will co-host the five-day-a-week show with Lu Hanessian. Lisa Petrillo, entertainment reporter, WPLG(TV) Miami, was named Miami-based entertainment and lifestyle reporter, and Kim Adams, morning and noon anchor, KXAS-TV Dallas, will be Chicago-based correspondent. *Real Life*, produced at

Stand-up chairman



FCC Chairman Reed Hundt entertained some 1,000 lawyers and their guests at the Federal Communications Bar Association's annual dinner by poking fun at his spectrum-auctioning policies. In a videotaped parody of the Joe Isuzu commercials, an unctuous Hundt expounded on the high-minded benefits of the auctions—speedy introduction of innovative services and jobs—while subtitles told the real story (above).

Borrowing from John Belushi in a brief monologue, Hundt pondered self-improvement. He could, he said, "be a leader, show some guts, tell the truth.... Nah." And in reference to the controversy over Westinghouse's public interest commitments in connection with its CBS merger, Hundt said that Westinghouse Chairman Michael Jordan offered to supply three hours of kids jokes for the monologue. "This is a fact: He volunteered it."
—HAJ

Sunbeam Television Corp.'s WHDH-TV Boston, will debut in March.

Cassara tops Paramount Station Group



The Paramount/Viacom station group was renamed the Paramount Station Group last week as the four stations Viacom owned before its 1994 merger with Paramount Communications were put under the direction of PSG President Anthony Cassara.

Cassara has signed a multiyear agreement to head the nation's seventh-largest station group. The 12-station group covers 18.4% of the country with eight outlets in the top 16 markets. Cassara, who serves on the UPN affiliate board, also will oversee the group's expansion efforts.

Pat Brady, longtime president of the Viacom group, has resigned. Cassara, who joined Paramount's TV station division in 1993, had been president of Golden West Television.

—CL

WASHINGTON

New Year's resolution

FCC officials say Disney's application to acquire CapCities/ABC could make the Jan. 18 open-meeting agenda, although they are offering no promises. Last week the item had not reached commission offices, and internal FCC policies require it to do so three weeks before the meeting. Commissioners could still waive that rule, however, as they did in last month's decision to approve Westinghouse's acquisition of CBS.

NEW YORK

Pondering the fit

Among the issues still to be sorted out concerning the NBC/Microsoft news venture is how affiliates with regional cable news services (most linked to retransmission contracts) will interact with the new channel. Sources say one group of South Florida affiliates dropped plans to develop a regional news channel in light of the venture. Others have already spent millions putting new channels in place, including KRON-TV San Francisco's Bay Area News Channel and the Providence Journal/King Broadcasting's NorthWest Cable News. The latter launches today in three states with 1.8 million subscribers. John Hayes, vice president in charge of Providence Journal's television division, says the company's commitment to its own cable service is "unwavering." As to the NBC venture, he says it remains to be seen how the company's three NBC affiliates in Seattle, Boise and Portland participate in the new service.

DBS distress

DIRECTV and USSB would not comment on reports that their common DBS encryption system had been broken by signal pirates. But a DIRECTV spokeswoman conceded that DIRECTV is conducting an investigation "to

determine what type of antisecurity measures are out there," says Linda Brill, DIRECTV VP, communications.

U.S. Customs last month seized a shipment of 113 circuit boards believed to be pirate DIRECTV/USSB decoders at the U.S./Canadian border near Blaine, Wash. A Customs spokeswoman said the cards are being analyzed at the U.S. Customs Lab in San Francisco and that some have been handed over to DIRECTV for inspection. The DIRECTV spokeswoman would not say whether the company had received the cards.

Bouncing back

Former Madison Square Garden president Bob Gutkowski is launching a sports and entertainment company, "The Marquee Group," which will provide event marketing, agenting and producing all in one package. Marquee CEO Gutkowski, who was edged out of MSG after ITT and Cablevision Systems took over last year, and his partners will hold a press conference at the Reebok Sports Club in New York next Wednesday to lay out the group's plans.

HOLLYWOOD

Pen pals

George Hamilton and Alana Stewart will be popping up in the *National Enquirer* every week next year. The co-hosts of Rysher Entertainment's *George and Alana* morning show will co-author a regular advice column for the *Enquirer* starting with its Jan. 2 issue. Rysher hopes the exposure among the tabloid's 20 million devoted readers—many of whom fall into *George and Alana's* targeted 25-54 female demographic—will translate into a share point or two for the low-rated strip. The *Enquirer* is promising to deliver a "whole new concept" in ink-based advice-dispensing by having Hamilton and Stewart pen separate responses to

queries on life, love and, undoubtedly, tanning techniques.

Nets get together

With nearly all the network affiliates gathered every year for the NATPE convention (this year in Las Vegas), the networks are taking advantage of that opportunity to meet with their stations. Fox and CBS will hold meetings Saturday, Jan. 21, with ABC hosting a cocktail party that night in honor of the network's daytime schedule. That evening, UPN also will hold a cocktail reception and dinner for its affiliates. NBC executives will meet with their affiliates on the morning of the 22nd, and The WB will hold a breakfast gathering on the 24th.

Friendly gathering

Following the major deal Warner Bros. Domestic Television Distribution concluded last week with Tribune Broadcasting—for the off-net syndication of *Friends* (see story, page 16)—the studio wants to continue that momentum at the NATPE convention by trying to arrange an appearance by the entire cast of the comedy. With each cast member's dance card filled with requests for personal appearances and work outside the series, the Las Vegas odds could be long on assembling the entire crew.



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Oxymorons running the asylum

The cold in Buffalo last week was nothing compared with the chill in Washington as the V-chip language emerged from the House/Senate conference committee on the telecommunications-reform bill. Here is the offending passage:

"The cable and broadcast industries [have] one year to voluntarily develop ratings for video programing containing violence, sex and other indecent materials and to agree voluntarily to broadcast signals containing such ratings."

Agree voluntarily? That's the first oxymoron, if not the first unconstitutionality. Here's the next shoe:

"If the industry fails to come up with an acceptable plan, the FCC must develop guidelines for rating programs based on recommendations from an advisory committee that is fairly balanced politically. Once a program is rated, the broadcasters must transmit the signal of the rating."

If the legislators think that language will safeguard the V-chip from court challenges, they're living in a fool's paradise. The V-chip is an order. Sticking the word voluntary in front of it a couple of times does nothing to change that. If anything, it trains an embarrassing spotlight on how ludicrous is this exercise.

As if that weren't enough, broadcast, cable, satellite syndication and other distributors are being "encouraged" to pony up dollars to help TV manufacturers cover the costs of the V-chip technology. With some "modifications" still to be made to that technology-development-fund language, that "encourage" could become another of those voluntary orders.

Broadcasters have a strong case to make in the expedited judicial review that Congress is asking on the V-chip's constitutionality. Justice may be blind, but it's not that dumb.

The cable industry, in a burst of political opportunism,

endorsed the V-chip. If ever we needed a united front; it's only the First Amendment that's at stake.

Cable's call

Having abdicated the First Amendment on the V-chip, the cable industry is being empowered as a First Amendment player by the new telecommunications bill. Sort of. Among the compromises coming out of the House/Senate conference last week was one freeing cable operators to take control of their own programing destinies, at least in regard to public access and leased channels. The move makes official what the FCC and a U.S. appeals court already have concluded: That cable operators should have some editorial control over obscenity, indecency or nudity carried by those channels. In the past, operators had to stand by as common carriers of whatever trash was dumped on an access channel, tarnished by association with offensive programing but powerless to respond beyond a shrug of the shoulders and a fingertip at Washington.

That's the good news. The bad news is that cable will have to enter an arena of decision-making that's going to be one pain in the headend after another. It's one thing having to explain or defend your own programing judgments; it's another to be responsible for somebody else's.

The peacock preens—What a week for NBC. It now has committed \$5 billion to coverage of six of the next seven Olympics during the next 13 years. Trumping its own ace, NBC two days later announced a pact with Microsoft to partner in a new information and news network. (At last, Bill Gates in our corner.) It does indeed look like GE is prepared to stay in the television business. All well and good. NBC's news, along with ABC's announcement that it is going after an all-news channel and Westinghouse's takeover of CBS, is part and parcel of a resurging network television business. We don't know if it's a trickle-up or a trickle-down effect, but it's welcome.

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