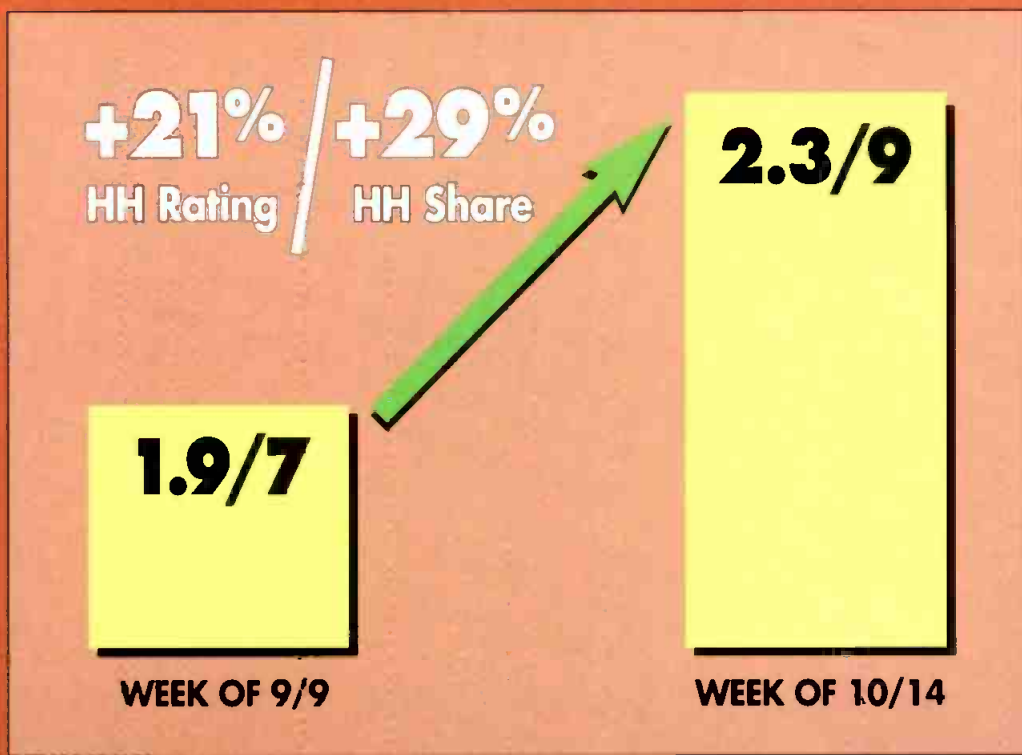




# GROWTH!



Source: NSI WRAP WTD AVG

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FRANCHISE  
STARTED WITH  
ONE THING IN  
COMMON...**

# Fast Track

Must Reading from

## Broadcasting & Cable

October 28, 1996

### TOP OF THE WEEK / 4

**Malone retakes the point** John Malone tells analysts last week his health is good and reassures analysts about the health of TCI. Speculation on both have taken their toll on TCI stock. / 4

**Sports networks in search of subscribers** The much ballyhooed battle between soon-to-launch rival sports news networks ESPNEWS and CNN-SI may take place on opposing satellite dishes, not cable systems. / 6

**Justice heightens antitrust scrutiny** The Justice Department has ordered American Radio Systems to shed three radio stations it owns or plans to own in Rochester, N.Y., limiting its market share to 40%. A deputy assistant attorney general says the newly deregulated industry will face "traditional antitrust principles." / 10

**Tauzin hopes to run Telcom subcommittee** When Democrat Billy Tauzin became Republican Billy Tauzin, he made sure he wouldn't give up his seniority toward assuming the chairmanship of the House Telecommunications Subcommittee. The cagey Cajun is profiled. / 20



Forget Atlanta or New York. The big World Series winner was Fox, which late last week looked well on its way to its first-ever weekly ratings win. / 14

### BROADCASTING / 59

**CBS considers dropping Saturday cartoons** Because of increasing costs and declining ratings, CBS is seriously considering dropping its Saturday animation line-up in favor of a mix of live-action kids programming, educational programming and sports. / 59

**MCA will focus on music** MCA, the music arm of Seagram Co. will focus more attention on music than on film, president Edgar Bronfman Jr. told analysts at a conference in Phoenix. / 60

**Merv gearing up for push** Merv Griffin Entertainment is gearing up for a big push on its TV side next year, with a slate of programs that includes an animal show hosted by Betty White, a detective show and a Jackie Mason special. / 60



Secret Communications' Frank Wood (l) introduces Michael Ferrel of new owner SFX to Secret employees. / 66

**Programers benefit from consolidation** Radio station managers looking for successful programming are making life easier for radio networks and program syndicators. / 73

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**ASkyB breaks ground, seeks partner** News Corp. and MCI Communications plan to broadcast 300 channels on their ASkyE uplink center, but they would like at least one more investor for the billion-dollar project. / 76

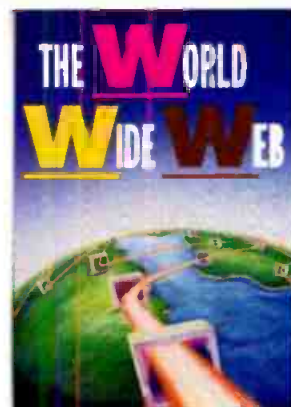


Preston Padden, Bert Roberts and Rupert Murdoch in attendance at the ASkyB uplink groundbreaking ceremony. / 76

**NYC-News Corp.-TW/Turner battle in court** Round two of the battle between Mayor Giuliani, News Corp. and TW/Turner for New York City's public access channels moves the fight to a courtroom this week. / 78

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**50 sites to see** Television, radio and cable networks, stations and shows are establishing their presence on the World Wide Web. BROADCASTING & CABLE picks 50 stops on the information and entertainment highway. / 30  
**Cover art by Dick Palulian**



**'Net gains?** The Internet is still growing, only more slowly. Those looking to capitalize on it will have to fight for their slice of the pie. Among the key battles brewing is the fight to be the bandwidth standard-bearer. Which will come out on top: analog or cable modems, ISDN or ADSL? / 34

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**Sony snags ASkyB contract** American Sky Broadcasting has chosen Sony for the \$50 million design and equipment contract at its \$130 million satellite uplink and operations facility in Arizona. / 89

**WavePhore, PBS using vertical blanking** WavePhore is joining PBS National Datacast to develop a data service with an amalgam of information providers. / 90

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# Malone retakes the point

TCI chief assures nervous analysts that his company is fundamentally solid

By Price Colman

## PHOENIX

It's kind of fun to be Darth Vader again," John Malone told analysts last week, trying to reassure them—in the face of his company's disappointing third-quarter results—that the force was still with him.

"Rumors that I have expired, or am terminally ill, or have lost interest in the cable company are substantially inaccurate," declared a smiling, relaxed Malone.

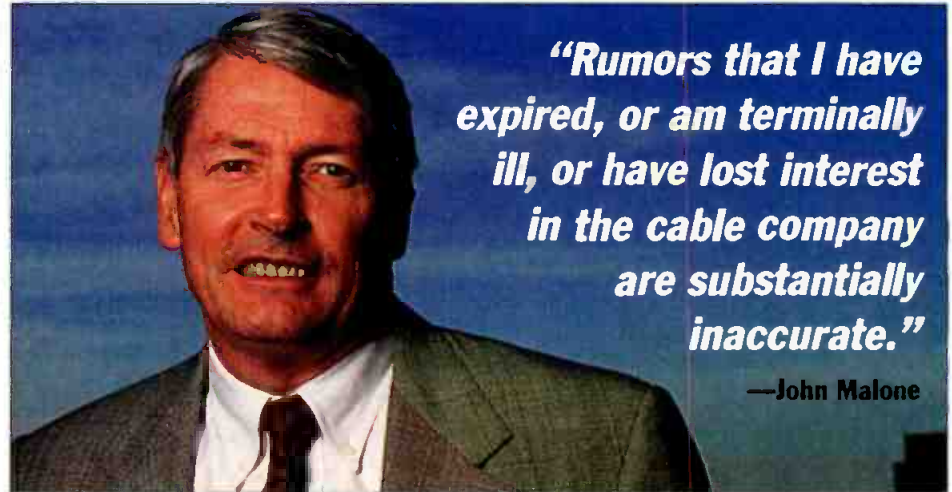
Speculation about health problems—for Malone and TCI alike—have taken their toll on the TCI stock (Nasdaq: TCOMA) over the past several months. It hit yet another 52-week low last Thursday at 11 5/8, but rebounded a half point on Friday.

Malone and TCI Communications President Brendan Clouston delivered the news unflinchingly, with no excuses: TCI's third-quarter results will reflect solid but unimpressive revenue growth, anemic cash-flow growth and a drop in subscribers (see box).

The financial preview, delivered at Bear Stearns's 10th annual Media & Communications Conference in Phoenix, came at roughly the same time that TCI headquarters in Englewood, Colo., was broadcasting it via press release.

What was reserved for the investment group alone was the message they'd been waiting to hear: Darth Vader, aka Malone, is back.

Malone wasn't officially on the



**"Rumors that I have expired, or am terminally ill, or have lost interest in the cable company are substantially inaccurate."**

—John Malone

schedule until the dinner keynote speech. His tag-teaming with Clouston in the afternoon session served two purposes: it reassured investors about TCI and, perhaps more important, about John Malone.

The Bear Stearns stage revealed the quintessential Malone, if somewhat grayer than the Malone of a few years back. Like the George Foreman of the cable world, the head of the nation's largest cable system demonstrated that he still packs a powerful punch when it comes to convincing skeptics about TCI's fundamental strength.

Characterizing the players in the DBS industry as the "seven dwarfs," Malone repeated the theme that Clouston had introduced—digital cable works will be a powerful weapon in freeing the cable industry from the perception that DBS is its Death Star.

"When we're free, like Gulliver and the Lilliputians, to use our muscle, we'll use our muscle," he said.

And in the first indication of how TCI will price its ALL TV digital cable service, Malone said that it will be less than \$20 a month as an add-on to basic cable service. ALL TV will provide 200-plus channels, including movies, special interest, music and pay per view.

For that price, "you'll have the equivalent of a satellite system and get signals on all your TV sets," Malone said. "We think it will be far superior to satellite in cost."

Malone also sought to dispel widespread concerns that TCI will have a tough time getting digital set-top boxes for what TCI is characterizing as an aggressive rollout of digital cable.

"We told [General Instrument] to build another production line exclu-

## TCI's third quarter by the numbers

TCI Communications' (TCIC) core cable business will report a 3.4% increase—up \$18 million, to \$548 million—over last year's \$530 million for the third quarter. That's well below the double-digit percentage growth analysts had projected. They have since revised the numbers downward, although estimates are still in the 6%-7% range.

Revenue growth should be about 10.3%, up \$129 million, to \$1.25 billion for the period. The number of subscribers dropped about 70,000 from the second quarter of this year, largely because of seasonal churn, company officials say. Those numbers discount the impact of the Viacom cable acquisition. Add that acquisition, and rev-

enue is expected to hit \$1.54 billion, up 22.6%, and cash flow will be up \$610 million, or 15.1%. On the subscriber side, the company is reporting year-to-year growth of about 1.5 million subscribers. TCI now has about 13.95 million subs.

TCIC overall, including Primestar by TCI, expects to report an approximately 25.8% increase in revenue, to \$1.65 billion, compared with last year's third quarter. Overall cash flow will be about \$591 million, less than the \$610 million from cable operations, because of expenses associated with the launch of the ALL TV digital cable service, telephony service and other costs. —PC



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sively for our use, to build these things in greater volume," Malone said.

Malone and Clouston acknowledged that third-quarter expenses took a higher-than-anticipated toll. Those expenses involved the integration of Viacom cable systems, the launch of @Home Network, telephone service, digital cable, construction of the automated SUMMITrak billing and customer service system and the \$160 million National Digital Television Center.

They also acknowledged that TCI's debt leverage—total debt divided by annualized operating cash flow—will bounce up to nearly 6:1. That's a significant increase from the 5.6:1 ratio for the second quarter. Once TCI's satellite business is spun off, along with a percentage of related debt, the ratio should drop to about 5.8:1.

But Malone, in his inimitable way, managed to put that in perspective and focus analysts' vision on the future.

"My guess is that the cable company will throw a substantial amount of cash against capital requirements next year," Malone said. During dinner remarks, he projected that TCI Communications parent TCI will have \$750 million—\$1 billion free cash flow—cash flow after taxes and interest—in 1997.

Malone said the reason he has been less visible of late is because he has been working with iMedia, a small

## See John Malone talk; see TCI's stock rise

**DENVER**—Few people can work a crowd like John Malone. He proved it again at Bear Stearns's Media & Communications conference last week. His easy manner, grasp of facts and classic Malone humor blending smart-aleckiness and irony gave skeptics reason to restore their faith—in TCI and Malone alike.

"Rupert called me the other day," Malone said. "'Is Ted crazy?' he asked. 'No more than usual,' I said. 'Now I don't mind being compared to Hitler,' Rupert said.... That's a very interesting statement."

The crowd was with him all the way, of course, laughing in the right places. "I'm starting to sound like Al Gore," Malone quipped at one point, referring to how digital cable offers MSOs and programmers a chance to help each other.

But it wasn't all jive and jokes. An attentive hush fell when Malone opened the door to DBS alliances with ASkyB and EchoStar. Or when he projected free cash flow of \$750 million—\$1 billion for TCI by the end of 1997. Throughout it all, there was the trademark Malone catchphrase, delivered in a low-key, casual manner: "We think that's kind of interesting."

In comedy, and in business, timing is everything. Malone's was impeccable on both counts. Although his conference showing was scheduled well in advance, it came at a time when the investment community was considering a TKO for TCI a real possibility. With Malone showing plenty of fight, it's clear the later rounds are still to come.

—PC

TCI-owned start-up, on compression technology capable of delivering compression ratios of 24:1 for such non-time sensitive material as movies and 10:1 for live feeds.

The iMedia technology is key to TCI's plans to launch a high-power satellite broadcasting service next year through Primestar, a partnership with other large cable operators. TCI/Prime-

star has only 11 satellite channels at its disposal.

But with iMedia's higher compression ratios, "we can deliver more than 150 channels," Malone said. "We have an exclusive, fairly long window of exploitation for the iMedia technology that won't be available to our competitors for a long time. We think it gives us a big edge."

# Sports nets in search of subs



*New cable services to debut with few MSOs on line*

By Jim McConville

## NEW YORK

**W**hat if there were a cable war and nobody came?

With few big-name MSOs on board, the much-ballyhooed battle between soon-to-launch rival sports news networks ESPNEWS and CNNSI may initially be the subscriber battle that nobody was hooked up to see.

As a result of severely limited cable space, it looks as though the two sports news channels will begin life as rivals on opposing satellite dishes rather than on cable systems.

ESPNEWS, with 24-hour breaking sports news, scores and video highlights, is first out of the box, launching this Friday, Nov. 1. ESPN officials won't disclose the service's carriage deals or the number of estimated subscribers until launch, but comments



sign by launch.

But Bodenheimer downplays the network's launch figures: "Everybody

made by ESPN officials last week hint that the rollout will be high on potential but low on subscribers.

At press time the names of MSOs that haven't signed to carry ESPNEWS or CNNSI reads like a who's who of major cable operators: Tele-Communications Inc., Time Warner Cable, Cox Communications, Continental Cablevision, Cablevision Systems, Comcast Corp. and Falcon Cable.

ESPN has signed DBS operator EchoStar, which reaches an estimated 215,000 customers, but not DIRECTV (2 million) or Primestar Partners (1.4 million).

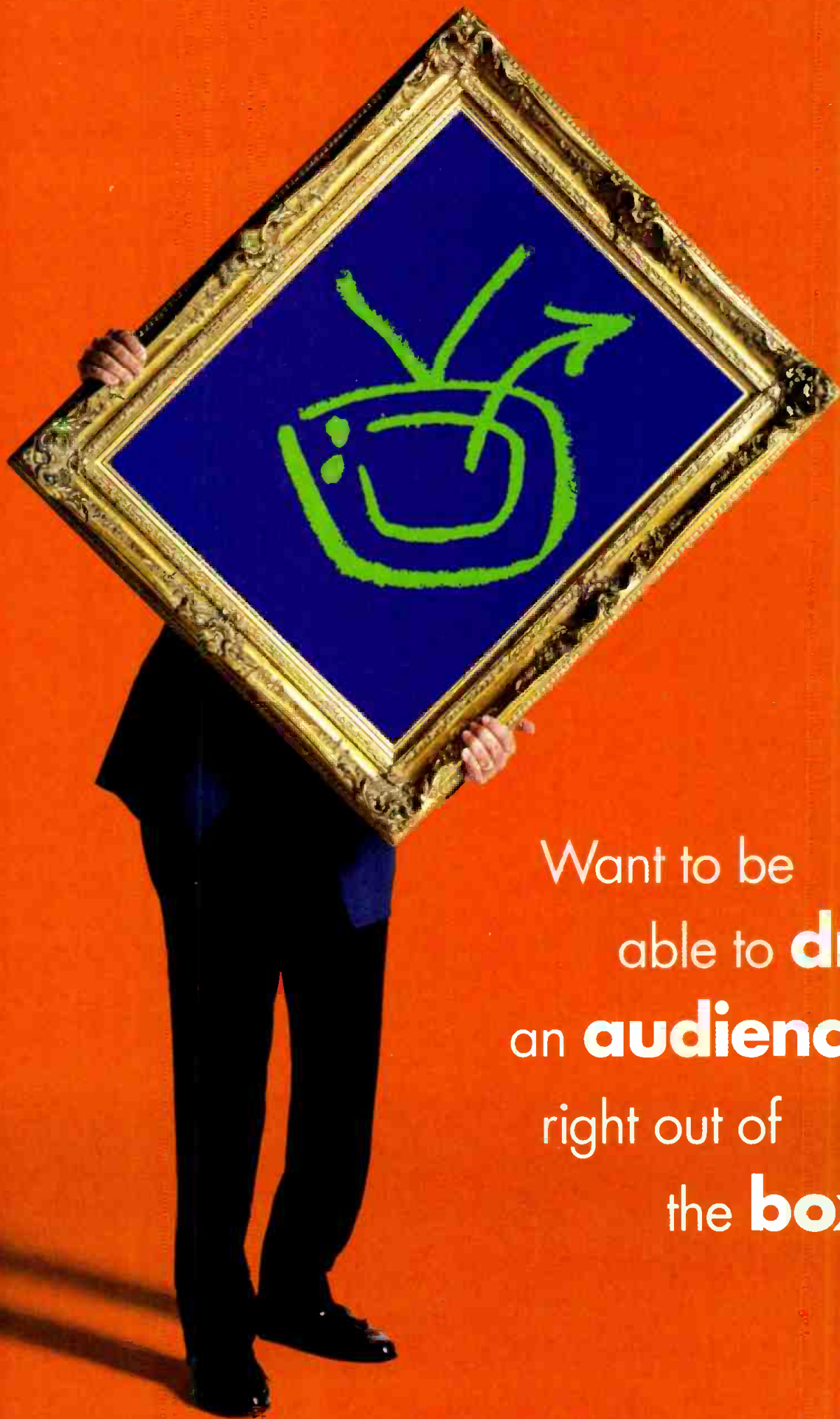
George Bodenheimer, ESPN executive vice president of sales and marketing, says ESPNEWS has several "prominent" distributors signed and is negotiating with others it hopes to

knows this is marathon, not a sprint."

CNNSI, the joint partnership of Turner-owned CNN and Time Warner's *Sports Illustrated* to launch Dec. 12, has signed Primestar Partners, which will reach 1.45 million DBS subscribers, and several C-band operators, which will give the network another 1 million subs.

Jim Walton, vice president, Turner Broadcasting, says CNNSI officials are talking with other DBS operators and may announce deals in the next few weeks, but he declined to discuss CNNSI's specific cable distribution plans. Unlike ESPNEWS, the service won't be aired on other Turner networks. "CNNSI is designed to be a 24-hour sports and information network," says a CNN spokesperson.





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# Justice tells ARS to sell stations

Radio station group must reduce share of ad revenues in Rochester to 42%; drop JSA

By Elizabeth A. Rathbun

## WASHINGTON

The Justice Department has lowered the revenue that a particular radio broadcaster can reap in a market—from about 50% in Cincinnati to 42% in Rochester, N.Y. And that number could go lower, depending on the city and the holdings, a department official indicates.

Although “a substantial amount of consolidation can occur without provoking a challenge,” some broadcasters may be in violation of antitrust laws even if they comply with the local ownership cap of eight stations per market, says David Turetsky, deputy assistant attorney general.

In cases such as that of American Radio Systems Corp. in Rochester, the cap—which also limits holdings to five of a kind, AM or FM—“may not be achievable,” Turetsky says.

Justice last Thursday ordered ARS to get rid of three radio stations it owns or is buying in Rochester, limiting the company to four FMs and 42% of the market’s radio revenue. As part of the settlement, ARS also must unwind the joint sales agreement under which it sells advertising for WNVE-FM Rochester.

In challenging JSAs for the first time, the department says it considered the issue separate from the acquisitions



*If broadcasters don't comply with Justice Department findings, "we'll use our powers to pursue them," says David Turetsky, deputy assistant attorney general.*

that would have given ARS 64% of the radio revenue in Rochester. Other JSAs across the country also are being scrutinized, Turetsky says.

The department’s actions and statements send a clear signal to broadcasters—radio and TV—that Justice is “going to apply traditional antitrust principles” to the newly deregulated industry, says Edward P. Henneberry, outside antitrust counsel for the National Asso-

ciation of Broadcasters. “There’s no question that they are intent on doing this.... They’re not going to go away.”

Justice sent its first signal in May, when the Walt Disney Co. sold one of two VHF TV stations in Los Angeles in order to secure antitrust approval of its merger with Capital Cities/ABC Inc. In August, Justice and Jacor Communications agreed that Jacor would sell an FM in Cincinnati to bring it to a roughly 50% share of the market’s radio revenue.

Justice pointedly did not make a decision about Jacor’s ownership of a TV station in the same market, which may open TV-radio crossownership for the entire industry. “We pursued what we thought was the antitrust violation,” Turetsky says.

In investigating ARS, Justice found that some advertisers use radio exclusively and would be shut out if ARS were to raise its ad rates.

As for market revenue, there’s no particular percentage Justice is aiming for, Turetsky says. Each market must be investigated separately. But asked if 40% seems like a low number, he says, “I don’t think so.”

And that applies to all industries, not just radio, Turetsky says.

After weeks of discussions with Justice, broadcasters for the most part have given up on entering into LMAs connected with larger deals. Last week, Justice re-emphasized that LMAs constitute an unacceptable form of ownership, at least during an antitrust-review waiting period.

While agreeing not to penalize companies with existing LMAs connected to a merger, Justice issued a warning about future deals. “If they don’t [comply], we’ll use our powers to pursue them,” Turetsky says.

“It was certainly welcome that the department doesn’t intend to seek civil penalties for past LMAs,” says Timothy J. O’Rourke, attorney for Cox Radio and Paxson Communications. But “there is a potential for harm” if the lengthy investigations continue, he says.

That should ease. “Over time, there’ll be less need for antitrust activity,” Turetsky promises. “We’re talking about tremendous change in a very short time here.” ■

## The Rochester chronology

**WASHINGTON**—To pacify the Justice Department, American Radio Systems Corp. will spin off two of the four stations it was planning to buy in Rochester, N.Y., plus sell an AM it already owns there. Separately, ARS must divest its joint sales agreement and option to buy WNVE-FM Rochester.

“We’re satisfied with the result,” ARS CFO Joe Winn says of the settlement reached with Justice. “We will be the number-one radio entity in Rochester.” But “we’re dissatisfied with the process, and we think [Justice] was completely wrong.” Should there be another situation where holding on to all its stations was more important, ARS would go to court, he says.

In February, ARS agreed to buy WHAM(AM)-WVOR-FM, WPXY-FM and WHTK-AM Rochester from Lincoln Group LP. ARS already owned WCMF-AM-FM and WRMM-FM there, giving it 64% of the market’s radio revenue. Also important to Justice was the fact that, including number-six-ranked WNVE-FM, ARS’s holdings would constitute six of the market’s top nine stations, according to Arbitron’s summer 1996 ratings.

Justice gave ARS six months to give up Rochester’s number-one station, WHAM(AM); the number-nine station, WVOR-FM, and low-rated WCMF(AM). That will leave ARS with three of the market’s top nine stations. ARS will be allowed to buy a fourth, currently unrated, FM—WAQB. —EAR

John Troha/Black Star

## FCC would count LMAs toward TV limits

**WASHINGTON**—The FCC this week plans to propose that future local marketing agreements (LMAs) count toward TV ownership limits.

Existing LMAs would be grandfathered unless determined to be anticompetitive by the commission. Current FCC attribution rules count radio LMAs as "owned" stations, but not TV LMAs.

The proposal to treat new TV LMAs the same as radio LMAs is part of three broadcast ownership rulemaking proceedings that FCC sources expect to be launched this week.

The proposal would allow common ownership of stations as long as their "designated market areas" and Grade A signals don't overlap. Current rules restrict common ownership of stations with overlapping Grade B signals. Grade B signals reach roughly 70 miles from a station's transmitter, while Grade A signals extend up to 45 miles.

The proposals also invite comment on whether the FCC should allow common ownership of TV stations within a market; how the FCC should treat applications to combine a TV station with several radio stations within a market, and how the commission should treat UHF stations in calculating a broadcaster's national audience reach. —CM

## Late-breaking news from the station-trading front

■ **Jacor Communications** has expanded its holdings in San Diego, acquiring KPOP(AM) and KGB-FM from Nationwide Communications, which had recently purchased them for \$50 million. In return, Jacor spins off its KSLX(FM) Scottsdale, Ariz., and KOPA(AM) Phoenix, which removes Jacor from the market, to Nationwide. With the new stations, Jacor would control nine outlets in San Diego, but the company plans to spin off KCQB(AM) there to stay within the eight-station limit. Jacor also entered a new market, Casper, Wyo., last week, by acquiring KTWO(AM), KMGW-FM and the Wyoming Radio Network from Clear Channel Communications. Meanwhile, Nationwide plans to spin off KSLX and KOPA to Sandusky Radio to complete the three-way swap. Nationwide still owns and operates KCEO(AM), KUPR(FM) and KFSD-FM, all San Diego.

■ **Univision** is acquiring KCSO(TV) Modesto/Sacramento, Calif., for more than \$40 million. Seller Chester Smith told a local newspaper that the Spanish-language broadcaster has been trying to buy the station for some time. The station currently carries Univision programming from 11 a.m. to 2 a.m., with the balance of time reserved for Christian shows.

■ **Capstar Broadcasting Partners** is acquiring five more stations in Florida. The Hicks, Muse, Tate & Furst radio investment group is buying WMYM(AM) and WLRQ-FM Cocoa from EZY Com Inc.; WHKR(FM) Rockledge from Roper Broadcasting Inc., and WMMB(AM) and WGGD-FM Melbourne from City Broadcasting Co. Capstar Chairman R. Steven Hicks said that these were the first of "a sizable number of [planned] add-on acquisitions."

■ Three TVs in Seattle/Tacoma are for sale. **Gaylor** has announced that it is ready to sell its CBS station KSTW, while Belo's acquisition of the Providence Journal Co., owner of KING-TV, is prompting it to spin off KIRO-TV. Dudley Communication Corp.'s KTZZ-TV also is reported to be on the market.

■ TV stations in Orlando; Portland, Ore., and Greenville, S.C., are also up for grabs. Atlanta-based **First Media Television LP** is exploring the possibility of selling CBS affiliate WCPX-TV Orlando and Fox stations KPDX(TV) Portland and WHNS(TV) Greenville.

■ **SFX Broadcasting Inc.** is adding WWYZ(FM) to its Hartford, Conn., holdings. The company is paying the Gilmore family \$25.25 million for the country station. SFX already owns or is buying three FMs and one AM in Hartford. —JS

# Clear Channel wants to buy VOA Europe

By Steve McClellan

## NEW YORK

**I**n what may be the first of several agreements to privatize U.S. government-sponsored broadcasting operations, a group of commercial broadcasters led by Clear Channel Communications and ABC is negotiating with the Voice of America to take control of VOA Europe, a satellite-delivered radio service heard in 64 countries.

Organizing the effort is Sherrill Taylor, a former CBS vice president and former chairman of the VOA's private sector advisory committee. Taylor will chair VOA Global, a new private company that will acquire VOA Europe.

Taylor says negotiations are entering

a "final phase" and that the parties hope to have a deal signed in the next 30-60 days. He also confirmed Clear Channel's involvement, but would not comment on whether ABC was involved: "We're putting together a small consortium, and we're looking for at least one other partner." ABC declined to comment.

VOA Director Geoffrey Cowen confirmed the talks but said they were not far enough along that he would be "remotely comfortable with a news story being written about it."

There is some urgency attached to the talks because funding for VOA Europe is set to expire at the first of the year. Government-sponsored broadcasting operations such as VOA and Radio Free Europe have been

exploring privatization for several years, as their tax-based budgets and grants have come under increased pressure from politicians looking for programs to cut.

Taylor says his group hopes to create a model privatization agreement that will be a win-win situation for taxpayers, the government operation involved and the private entities that will take control. One issue still on the table is the government's compensation for the radio service. Talks have focused on royalty payments for the first year that would equal 15% of gross billings. With a \$2 million budget, VOA Global expects to break even in year one, Taylor says, and has slotted \$20 million in advertising inventory. ■

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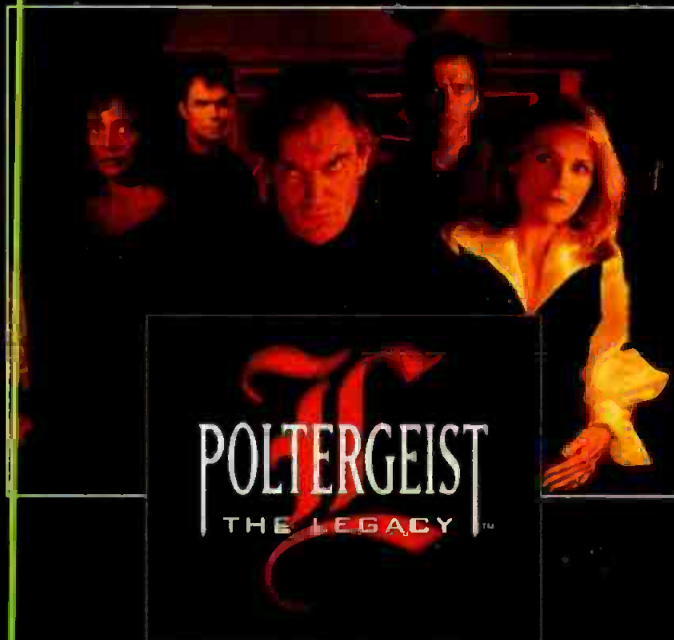
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# Fox hits Homer with 1996 World Series

Baseball delivers big ratings, promotional opportunities for network

By Lynette Rice  
**HOLLYWOOD**

**B**y game five of the World Series, Fox was well on its way to its first weekly win—not to mention the promise of more viewers for its most valuable prime time shows.

Fox Sports's telecast of game five earned a 20.0 Nielsen household rating/32 share, catapulting the network to its fifth consecutive nightly win last week. The network easily surpassed Thursday's Must See TV on NBC, which bowed out of the competition by stacking its lineup with reruns.

It was certainly a week of firsts for Fox, whose telecast of games two, three and four helped the network capture Monday, Tuesday and Wednesday nights for the first time. Through five games, Fox's World Series broadcast averaged a 17.0/28, significantly above Fox's seven-night prime time average of 6.1/10 (through Oct. 1, before post-season baseball).

The World Series also afforded Fox the rare chance to cross-promote its

prime time lineup, especially the much-ballyhooed *Millennium*, which debuted Friday, *The X-Files* and *The Simpsons*.

"For this kind of programing, you get a different kind of attention. These games are life or death for some people," said Tracy Dolgin, executive vice president for marketing, Fox Sports. "So for shows like *Millennium*, you're getting viewers who don't watch Fox that often. People who may not normally [watch Fox] now will really pay attention to the network."

At least 15 promotional spots for Fox shows aired during each of the broadcasts, including a 10-second original spot from *The Simpsons* that depicted a beer-holding Homer watching baseball on TV. The spot reminded viewers that *The Simpsons* was on hiatus while the World Series was airing on Fox, Dolgin said.

Other Fox shows got their share of plugs—if not with audio promos from the sportscasters, then with appearances by Fox stars in the stadiums.

It was Fox Chairman David Hill's



NY Yankees celebrate win in game 5

## WORLD SERIES FOX SCORE

Nielsen rating/share

Game one, Oct. 20: 15.7/26

Game two, Oct. 21: 14.0/23

Game three, Oct. 22: 17.5/28

Game four, Oct. 23: 17.9/32

Game five, Oct. 24: 20.0/32

idea to fly in stars like Scott Wolf (*Party of Five*), Brian Austin Green (*Beverly Hills, 90210*) and David Duchovny (*X-Files*) to the games and have the cameras flash to them periodically. Even Judd Hirsch, who appeared in 20th Century Fox's "Independence Day," and Dennis Franz, star of Twentieth Television's *NYPD Blue*, were captured at the games by Fox cameras.

So effective were the actors' appearances that Dolgin was stopped twice in the airport by Braves fans who saw *90210*'s Green flash his Yankee cap to the camera on Monday. ■

## Liss replaces Reiss at Buena Vista

The longtime general manager of ABC's New York flagship was promoted to the top of Disney's syndication unit last week following the resignation of veteran Disney executive Randy Reiss.

Walter Liss, who has run WABC-TV since 1987, has been named chairman of Buena Vista Television, where he will oversee Disney's syndication and pay-TV units. Station sources say there's no front-runner yet to replace Liss, who will move to Los Angeles.

Many view the move as the first step toward combining the management of Buena Vista Television and the ABC station group.

Reiss says his departure was prompted by the recent restructuring of ABC's and Disney's distribution operations, in which he lost oversight of Disney's international programming operations. Reiss also managed KCAL(TV) Los Angeles, which Disney was forced to sell this year



Walter Liss

in order to keep ABC's WABC-TV there.

"I gradually lost most of my job, and I didn't feel like syndication and pay TV was enough of a challenge," Reiss says. Michael Eisner, Disney chief executive, called Reiss a "talented executive who has helped pioneer modern syndication."

Reiss joined Disney as president of network television in 1987; three years later he was promoted to executive vice president of the studio. Insiders say he had hoped to be made head of ABC's TV group, but those duties belong to group president Lawrence Pollock and Bob Iger, president of ABC Inc.

Liss, who joined Capital Cities in 1971, takes over the helm of syndication at a time when the ABC station group is in need of new first-run franchises and Buena Vista Television is in need of successful new strips. In addition to years with CapCities/ABC, Liss served as president of Cox Broadcasting from 1983 to 1987. —CL



# 'Cybill' sees more defections

*Two executive producers, three co-executive producers, three writers and director have departed in past two months*

By Lynette Rice  
**HOLLYWOOD**

The prime time season may be five weeks old, but it's virtually a new episode on the set of CBS's *Cybill*, where at least nine executive producers and writers have left in the past two months.

Executive producer Jay Daniel departed earlier this season, and his successor, executive producer Howard Gould, left a short time later. Gould says of the ensuing exodus that it is unique "for any show to change over that much in the middle of the year."

At least three writers and a director, together with three co-executive producers, have joined Daniel and Gould

in leaving the Carsey-Werner production. Some of the departures are due to creative differences with Shepherd, a source close to the show says.

"She does have control of the show and has some very strong ideas," says former co-executive producer Russ Woody, who was set to join NBC's *The Jeff Foxworthy Show* today as a consulting producer.

A spokesperson for Carsey-Werner—certainly no stranger to high turnover, given the track record of ABC's *Roseanne* and *Grace Under Fire*—says that personnel changes are expected whenever a new executive producer comes on board. The production company has tapped *Roseanne* executive producer Bob Myer to succeed Gould and is now "moving on."

The first executive change on *Cybill* occurred not long after the show debuted Sept. 16. Daniel—the second executive producer on the show after creator Chuck Lorre was let go last season—reportedly was banned from the set. Daniel went on to sign a production deal with Brillstein-Grey.

Co-executive producer Gould had been promoted, if only for a short time, before deciding to walk away from his contract, later to join *Foxworthy* as executive producer. He said *Cybill*'s strict filming schedule and top-heavy manage-



While ratings for CBS's 'Cybill' are up, so is staff turnover.

ment gave him the impetus to leave.

"There were many active executive producers," said Gould. "There [were] many voices that needed to be heard and accommodated and less time to do it."

Changes behind the scenes have not adversely affected the show's ratings, which have improved in both households and key demographics from last year. *Cybill* is averaging a 12.6 Nielsen rating/19 share in households so far this season, up 26% from last year's 10.0/16.

*Cybill* also has shown significant improvement in adults 18-49 (7.4 vs. last year's 4.6) and women 25-54 (11.1 vs. last year's 6.7). ■

## HBO gets Matoian

One month after resigning from the top programming post at the Fox network, John Matoian has been tapped to run two HBO production units.

As president of HBO Pictures and HBO NYC Productions, Matoian fills the vacancy left last month by Robert Cooper, who was appointed president of Sony's TriStar Pictures.

Matoian spent two years as president of Fox Entertainment Group. Before joining Fox, he was a program development executive at CBS for eight years, concentrating on movies and miniseries.

"It is a dream situation," Matoian says of his new post. "Clearly, HBO has set the standard for original movie fare on TV."

HBO also announced the promotions of two senior executives, Richard Waltzer and Colin Callender, who now serve as executive vice presidents of HBO Pictures and HBO NYC, respectively. Waltzer and Callender will report to Matoian. —LR

## Hall leaving 'Single Guy'

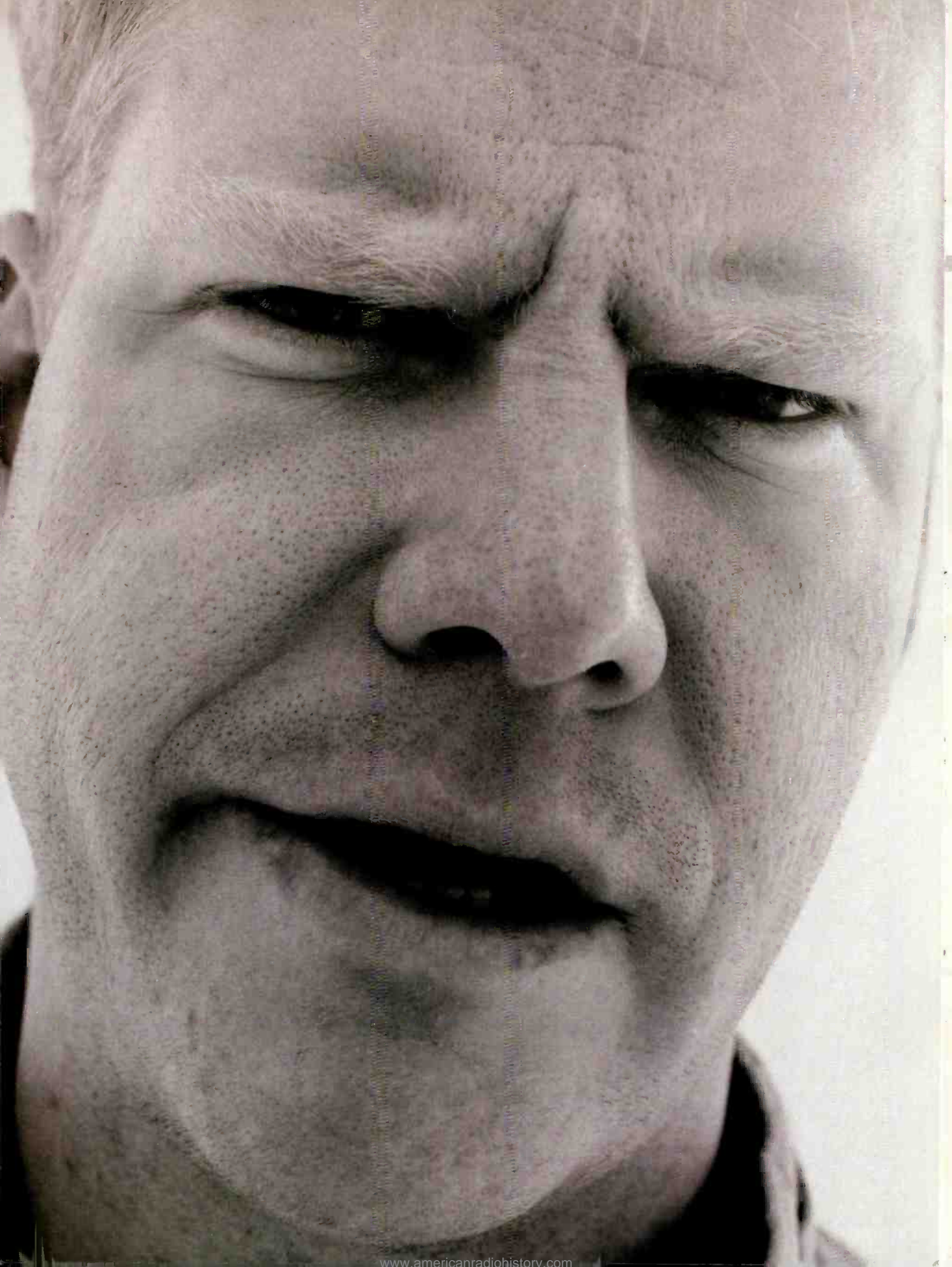
**HOLLYWOOD**—Another show producer, this time on NBC's *The Single Guy*, is expected to leave his post this season.

Brad Hall, creator and executive producer of the Thursday night series, reportedly will leave the sitcom at the end of its second season to begin work on a three-series development deal with CBS, a source close to the negotiations said last week. The deal, which involves a firm commitment for 13 episodes and is still being finalized, was brokered by Marty Adelstein of Endeavor.

Hall, a former comedian on *Saturday Night Live*, wrote for CBS's short-lived *Brooklyn Bridge*, which aired in 1991-93. CBS declined to comment on the deal. —LR



When 'Single Guy' ends its second season, it will lose its executive producer Brad Hall.



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## Broadcasters talk ATV with foes

By Chris McConnell

### WASHINGTON

**B**roadcasters say they will meet with their computer industry foes but that they still like the Grand Alliance digital TV standard as is.

Responding to FCC Commissioner Susan Ness's call last week for a cross-industry compromise on digital TV, broadcasters said the early meetings are already under way.

In her letter to computer industry representatives, broadcasters, set makers and filmmakers, Ness called on the groups to set a schedule of meetings by Oct. 30 and to report on the results by Nov. 25. Ness said she hoped the commission could wrap up the standard issue by mid-December.

"Preliminary discussions have been ongoing between broadcasters and other interested parties, looking toward a series of meetings beginning as early as next week," the Broadcasters Caucus—a group of broadcast organizations including the networks—said in response. "We are more than happy to meet with computer industry representatives," NAB President Eddie Fritts added.

But Fritts and the caucus also restated their support for the Grand Alliance digital broadcasting standard, and others voiced doubts about the prospects for resolving such long-standing technical disputes as the standard's inclusion of interlace scanning. Computer companies oppose the standard's inclusion of interlace scanning; broadcasters support it.

"I don't know what could happen here," said Gary Shapiro, president of the Consumer Electronics Manufacturers Association. Others predicted that the standard's supporters might agree to a sunset on the standard or its use of interlace scanning, but not to the technical changes sought by Microsoft and other companies.

"They're not going to be bullied," said one industry source. To that end, the NAB today is holding a rally for the Grand Alliance standard.

FCC Commissioner James Quello, meanwhile, last week restated his support for swift FCC action on the issue. Although he applauded Ness's timetable, Quello voiced opposition to FCC delay "beyond the end of this one last negotiation period." ■

## Closed Circuit

### DENVER

#### Intro exit

**T**ele-Communications Inc. programming arm Liberty Media will pull the plug on Intro TV Network Dec. 31, according to a Liberty Media executive. The network, which launched in September 1994 as TV! Network, was used as a testing ground for new and would-be networks. Poor carriage outside of TCI cable systems and pressure to find space for other cable networks led to the decision, the executive said. "With all the competition for channel space these days, we just had to make some tough decisions. It wasn't catching on, and we weren't able to sell it outside the company."

### WASHINGTON

#### Pressler campaign stop

**D**an Nelson, campaign treasurer for Senate Commerce Committee Chairman Larry Pressler, recently paid a visit to Young Broadcasting to complain about KELO-TV's coverage of the South Dakota race. Nelson asked that KELO-TV political reporter Vernon Brown be pulled from the beat, according to a source. Brown said he had no knowledge of the campaign's concerns, and he remains on the campaign trail. Pressler's campaign did not return calls. "We stand by our stories that were broadcast," said Jim Morgan, a spokesman for Young, which owns KELO-TV. "We offered the campaign the opportunity to respond to allegations regarding [Pressler's] campaign finances." The Pressler campaign also has had complaints about several newspapers in the state. He is refusing to talk to the editorial boards of the *Sioux Falls Argus Leader*, the *Brookings Daily Register* and the *Huron Daily Plainsman*.

#### Emmis deal in works

**R**adio owner Emmis Broadcasting is taking a beating from analysts for not buying stations despite deregulation's feeding frenzy.

"Investors are getting really tired of waiting for an acquisition. It's always imminent, but nothing ever happens," one analyst says. Indianapolis-based Emmis has been bidding for stations this year, but hasn't won—yet. Under pressure it may open its pockets and emerge with a deal in one of its Midwest markets this week, the analyst says.

### HOLLYWOOD

#### Web-minded WB

**W**arner Bros. Online is soliciting support from Web-minded TV stations for a new advertiser-supported Internet service that would interconnect stations' local Websites, according to station sources. The service would seek national advertisers, they say. Warner Bros. Online, which has aggressively exploited the Web to promote TV shows, declined comment on its latest initiative for cyberspace.

### NEW YORK

#### Home of the Braves

**T**ed Turner's Atlanta Braves are one of the hottest and most popular teams in baseball. Unfortunately for Turner and Time Warner, arch-rival Fox is in a position to block the team from appearing on WTBS once that station converts to a basic cable network. Time Warner wants to make the conversion so that it can earn millions more in fees that now go to a third-party satellite carrier. But analysts say the value of WTBS, at least to cable systems that carry it, would drop significantly without the Braves. The problem is that Fox, Liberty and ESPN are the only authorized national cable rightsholders for Major League Baseball in the current rights cycle. Fox parent News Corp. already has blocked a Time Warner program service from one of its international satellite platforms in retaliation for canceling its handshake agreement to carry Fox News Channel. Sources say only an FNC carriage deal would get Fox to free up the Braves for WTBS.

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# Cagey Cajun ready to take over

Democrat-turned-Republican Tauzin hopes to chair House Telcom Subcommittee

By Heather Fleming

Stumping through the swamps and bayous of Cajun-country Louisiana, Billy Tauzin sailed through previous House re-election bids as a Democrat, with an average 90% of the vote. This time around, he demonstrated his political dexterity by becoming the first to switch parties and run unopposed for re-election.

The same political savvy that cleared the way for his return to Washington without challenge netted him the Republicans' top slot on the House Telecommunications Subcommittee. If Republicans keep their majority, Tauzin will be chairman this January.

After serving on the subcommittee for more than a decade, Tauzin is a known friend of broadcasters. A staunch opponent of auctioning the digital TV spectrum, Tauzin plans hearings early in the session to address all facets of the transition. In 1983 he co-sponsored with former representative Tom Tauke (R-Iowa) legislation to deregulate radio and TV. The bill ultimately failed.

National Association of Broadcasters President Eddie Fritts profusely praises Tauzin's legislative abilities: "In his years in Congress he has gone out of his way to understand the issues involving every facet of telecommunications and, as a result, is knowledgeable on new technology and how it impacts legislative and regulatory policies."

He has crossed swords with the cable industry on several occasions. Tauzin says that after years of "watching as the old players of the cable industry and others made it very difficult for that industry to grow," he teamed with then-Representative Albert Gore (D-Tenn.) to push through the Satellite Home Viewer Act in 1984. It legitimized rural consumers' reception of cable programming via satellite.

He was a strong backer of the 1992 Cable Act and was the driving force behind the program-access amendment (see box, page 23). He also sided with



**"I have great fears about the way the FCC is now interpreting" the Telecommunications Act.**

**Rep. Billy Tauzin**

the local telephone companies in the Telecommunications Act of 1996.

Upset over the FCC's Interconnection Order, Tauzin says his first priority will be to oversee the FCC's implementation of the Telecommunications Act. "I have great fears about the way the FCC is now interpreting [the act]," Tauzin says. "When I read a 700-to-900-page regulation interpreting a part of the act, I get the impression the FCC can't get past this whole paradigm of regulation."

If the commission can't interpret the act properly, Tauzin says, the committee may have to look at restructuring the agency.

But Tauzin sees himself as neither friend nor enemy of any particular industry. "Anybody who wants an unfair advantage over other players doesn't find a friend in me," he says. Although he befriended the DBS and wireless cable industries in the program-access debate, he says that was

only because they were the "underdogs" that were "getting beaten down by dominant monopoly-type power."

National Cable Television Association President Decker Anstrom says the cable industry is "encouraged" by Tauzin's leadership because he has "consistently had a pro-competitive view [of the industry]. He's been very consistent throughout his whole career." Although Tauzin has not seen eye-to-eye with the cable industry in the past, Anstrom says Tauzin has "been very clear, ultimately, in terms of what position he has on something. That is all you can ask of a public official."

Whatever his agenda, Tauzin's coalition-building skills will be put to the test. His party-switching in August 1995 not only created waves among Democrats on the subcommittee and its parent Commerce Committee but also put him at odds with fellow Republican Michael Oxley (Ohio).

As part of the party-switching deal, House Speaker Newt Gingrich promised Tauzin that he could keep the seniority he had accumulated as a Democrat. What resulted was a struggle between Tauzin and Oxley, who would have been in line to chair the subcommittee if Tauzin had not switched. The issue was resolved by splitting the Telecommunications and Finance Subcommittee into two subcommittees and putting Tauzin at the head of telecommunications and Oxley at the helm of finance. Both now say there are no hard feelings.

Although Tauzin says "there was really no room anymore for conservative Democrats" and his party-switching made him "more intellectually honest," Democrats on the committee are less than pleased.

Telecommunications and Finance Subcommittee ranking member Edward Markey (D-Mass.) would say only that he and Tauzin could work together.

"I'm sure that Billy's happy in his new associations with Newt Gingrich,"



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*Opening remarks:* TOM ROGERS, President, NBC Cable and Executive Vice President, NBC, President, International Council

*Panel One: CONTENT: In a world of proliferating convergence, will Content still be king? (Mercury Ballroom, 9:00am)*

**MODERATORS:** JEFF GREENFIELD, ABC News Analyst, ELIZABETH GUIDER, Managing Editor, Variety

**PRODUCER:** BERNARD MACLEOD

**PANELISTS:**

- CHARLES L. ALLEN, Chairman, Granada Media Group (UK)
- HERBERT A. GRANATH, Chairman, Disney/ABC International (USA)
- KAY KOPLOVITZ, Founder/Chairman/CEO, USA Networks (USA)
- JAN MOJTO, Managing Director, Taurus Film /Kirch Gruppe (Germany)
- ROBERT W. PHILLIS, Deputy Director General, BBC (UK)
- IAN RITCHIE, COO, Channel 5 Broadcasting, Ltd. (UK)
- HELMUT THOMA, Managing Director, RTL (Germany)
- CURTIS VIEHRANZ, President, HEO International (USA)

*Panel Two: DISTRIBUTION: No longer a scarce commodity, will it drive Content and at what price? (Mercury Ballroom, 10:30am)*

**MODERATORS:** ELIZABETH GUIDER, Managing Editor, Variety plus "TO BE ANNOUNCED"

**PRODUCER:** BERNARD MACLEOD

**PANELISTS:**

- CHARLES F. DOLAN, Chairman, Cablevision Systems Corp. (USA)
- IRVING GOLDSTEIN, DG & CEO, Intelsat
- STANLEY HUBBARD, President/CEO, Hubbard Broadcasting Co. (USA)
- KIP MEEK, Director, Spectrum Strategy Consultants, Ltd., (UK)
- GEORGE WATERS, Director, Technical Department, EBU
- ALEXANDER ZILO, CEO, Orbit Communications (Saudi Arabia)

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- KEYNOTE SPEAKER:** DAVID STEEN, Commissioner, National Basketball Association

*Panel Three: FINANCING: Who will provide the capital as Content and Distribution converge? (Mercury Ballroom 2:30)*

**MODERATOR:** LOU DOBBS, Executive VP and Anchor, CNN

**PRODUCER:** PAUL LOEWENWARTER

**PANELISTS:**

- THOMAS DOOLEY, Deputy Chairman, Viacom Inc. (USA)
- RICHARD DUNN, Executive Director, News International Television (UK)
- STEVEN RATTNER, Managing Director, Lazard Freres & Co. (USA)
- JESSICA REIF, Managing Director, Merrill Lynch & Co. (USA)
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says Commerce Committee ranking member John Dingell (D-Mich.).

Tauzin says there are no hard feelings, but neither Dingell nor Markey offers a ringing endorsement of him or his party change.

Several industry and hill sources say Dingell was "livid" when Tauzin switched to the GOP. "Expecting it and being pleased about it are two different things," one lobbyist explained.

Representative Rick Boucher (D-Va.), another longtime member of the Telecommunications and Finance Subcommittee, says he has no hard feelings but was "continually amused by [Tauzin's] political dexterity and political flexibility."

"Observing his party-switching; his decision to run for Senate, then not run for Senate, and his contest with Oxley as the heir apparent to the Telecommunications Subcommittee chairmanship—it is all good theater," Boucher says.

Still, Tauzin says that one of his goals is to "build civility" in the House and on his subcommittee. "I want [the subcommittee] to be a civil place where we can have honest differences in opinion but where we try to resolve them in a fashion that we've always done in the past."

Several industry sources expect Tauzin's personal appeal and mastery of dealmaking will smooth things over.

"He knows how to make the legislative process work," says former colleague Tauke. "He knows how to compromise to get a result, and I would expect that any agenda he sets will be accomplished."

Even beyond the confines of the Commerce Committee, Tauzin has made a name for himself as a skilled legislator.

Earlier this year, as Deputy Republican Whip, Tauzin helped to round up votes for the only veto override of the Clinton administration—a securities-litigation-reform bill he co-sponsored.

Going to bat for his energy-producing district, Tauzin also went up against a coalition of environmentalists and the powerful House Budget Committee Chairman John Kasich (R-Ohio) on a bill for the government to provide

incentives for offshore deep-water oil drilling. After two failed attempts at pushing the bill through the House, Tauzin finally managed to tack it onto an Alaska export bill.

Tauzin's penchant for dealmaking was well known even when he was a young Democratic Louisiana House member, from 1972 to 1980. John

seat of Republican Dave Treen in 1980, who resigned after being elected governor. Tauzin also chaired the influential Natural Resources Committee.

Growing up in a middle-class family in the small rural town of Chackbay, Tauzin worked on an oil rig to put himself through college. He received a B.A. in 1964 from Nicholls State University in Thibodaux, La., and a law degree from Louisiana State University in 1967. He is married to the former Cecile Bergeron, who met Tauzin while working in his Washington office. He has five children from a previous marriage.

A young lawyer working in the district, longtime friend and current campaign treasurer Clifford Smith, says Tauzin's appearance on the political scene was "inevitable." His gregarious personality coupled with his interest in politics made him a perfect fit for the job, Smith says.

"When I first met Billy he was going to the local university and was starring in Shakespeare's 'Hamlet,'" recalls Ray Saadi, owner of KHOME-FM in Houma, La., and KTIB-AM Thibodaux. "I don't want to say he overacted, but the very next day they changed the marquee to read Shakespeare's 'Ham.' He hasn't changed a bit."

Known for his quick wit and Cajun joke-telling, Tauzin's fun-loving personality and enjoyment of campaigning have served him well. Although, Smith says, Tauzin "ran on a shoestring" in 1980, he has no fund-raising problems today.

Federal Election Commission documents as of Oct. 21 show that, although unopposed, Tauzin raised \$493,460 from political action committees (PACs) in the '95-'96 election cycle. Communications industry contributors include local telephone companies (\$23,500), the National Association of Broadcasters (\$7,500), the National Cable Television Association (\$7,499), Time Warner (\$3,000), Turner Broadcasting (\$2,000), Viacom (\$2,000), Comsat (\$1,500) and Hughes



***"He knows how to make the legislative process work, He knows how to compromise to get a result, and I would expect that any agenda he sets will be accomplished."***

***Former Rep. Tom Tauke***

Alario Jr., former speaker of the Louisiana State Legislature, recalls that Tauzin "showed leadership qualities early on. He always had a likeness about him that drew people to him." Tauzin had a talent, he said, for "bringing compromises on legislation."

Tauzin emerged as a chief floor leader for then-Governor Edwin Edwards, an important political ally when Tauzin sought the congressional



## Tauzin's tactics helped build wireless, DBS industries

Billy Tauzin's shining legislative moment came on July 23, 1992, when the House passed his program-access amendment over the opposition of the White House and key congressional Democrats.

The 338-68 "victory against the odds" not only proved Tauzin a shrewd legislative tactician but marked a watershed for the wireless cable and DBS industries. The amendment, which sunsets in 2002, requires cable-affiliated companies to make their programming available on a nondiscriminatory basis to competitors.

"The amendment made it possible to raise money on Wall Street because it guaranteed that our technology would have content to provide customers," says Andrew Kreig, vice president and general counsel of the Wireless Cable Association. "There were hidden obstacles within the programming companies and their corporate parents in which the corporate parents were making it clear they did not want programmers to serve competitors to the hard-wire core of the business."

Larry Sidman, a lawyer with Verner, Lipfert, Bernhard, McPherson & Hand, which represents DIRECTV, agrees. "The amendment is the lifeblood of the DBS and wireless cable industries," he says. "There is substantial question as to whether those industries would have been able to get off the ground, much less flourish without it."

But the path to victory was a long one, uncertain all the way to Congress's override of President George Bush's veto—the only one of his presidency.

With much dispute, Tauzin's amendment was accepted first by the Telecommunications and Finance Subcommittee, under the leadership of Representative

Edward Markey (D-Mass.). Full committee chairman John Dingell (D-Mich.) opposed the measure and had it stripped out in markup.

By all accounts, it was Tauzin's impassioned speech on the House floor that saved the amendment.

"When the bill hit the floor, the [thought was] we'd get beaten badly," says Tauzin. "It was one of those rare moments in congressional history where members actually listened to the debate and were swayed by the power of it. It was a fine moment and a victory no one expected."

Fellow Commerce Committee member Rick Boucher (D-Va.) agrees. "Debate on the floor was critical. The cable industry staunchly resisted and fought the amendment, even after the veto," he recalls. "It was the single biggest loss for the cable industry."

The circumstances also were unique, as one Washington lobbyist explains: "The merits of the argument were on the side of the satellites. For years the cable industry stifled any attempt to get programming. [The 1992 Cable Act] came about at the height of cable's unpopularity, and here was a competitive alternative."

Even cable companies recognize Tauzin's accomplishment in the program-access amendment. Bert Carp, vice president government affairs, Turner Broadcasting, says the "brilliance" of Tauzin's legislative tactics was in allowing the bill to be reported from committee without the amendment. When it got to the House floor with no provisions protecting rural areas, Tauzin was able to sell his measure as "the only game in town" for rural Americans. "In a funny way, his defeat in committee maneuvered a total victory." —HF

Electronics (\$1,500).

With a Cajun flair, his fund-raisers are no dry affairs. Every year on his birthday Tauzin throws a "Billy Bash," complete with Cajun-style food and bands for 200 to 300 of his supporters back home. He charges \$25 a ticket—although many are given away—and gears the party toward the "average Joe," Smith says. The event is duplicated in Washington at least once a year for staff, lobbyists and other supporters. He also holds an annual \$500-a-couple black-tie affair, known as the "Billy Club," in New Orleans.

His talent for fund-raising may come in handy if he makes another run for statewide office. His recent success may have paved the way.

After Tauzin joined the GOP, Democrats promised a fight to the end in his 1996 re-election bid, but they could not even recruit a candidate.

With about 60% of Tauzin's district registered Democrat, Tauzin still enjoys wide support on both sides of the aisle. But Kirk Cheramie, a Demo-

cratic state party official and former Tauzin supporter, says that many in the state are upset with Tauzin's switching. "For years he was a very conservative member of Congress, yet still ran under a Democratic party ticket—it was very politically convenient because Democrats wouldn't run anyone against an incumbent," says Cheramie. "He had the best of both worlds."

Tauzin toyed with the idea of running for retiring Democratic Senator Bennett Johnston's seat this year, but decided against it once he was assured the chairmanship of the Telecommunications Subcommittee.

In 1987 he ran for governor against his former mentor, Edwin Edwards, and ran up about a million-dollar debt that took nearly four years to pay, Smith says. Tauzin ran only after being assured by Edwards that Edwards would not, a Tauzin spokesperson says. He changed his mind and jumped into the race, causing hard feelings between the two for years. Neither won.

This year, Tauzin found himself in

the uncomfortable position of going against longtime friend Jimmy Hayes, a fellow congressional party-switcher. Although Tauzin helped Hayes to campaign and raised money for Hayes's U.S. Senate campaign, a week before the primary Tauzin endorsed Republican Woody Jenkins. It was a "difficult" decision for Tauzin, but in the end, a "strategic decision was made to endorse Jenkins," who was considered the only Republican with a shot at making it to the general election, a Tauzin spokesperson says.

For now, Tauzin's most important concern is the November election and control of the House. If Tauzin finds himself in the minority after the election, Representative Boucher speculated that he may switch back to the Democrats. "I look forward to working with him, whichever party he's in, and I wouldn't place bets on that," says Boucher. "Winston Churchill changed parties two times and was re-elected. Billy is at least as politically agile as Mr. Churchill." ■



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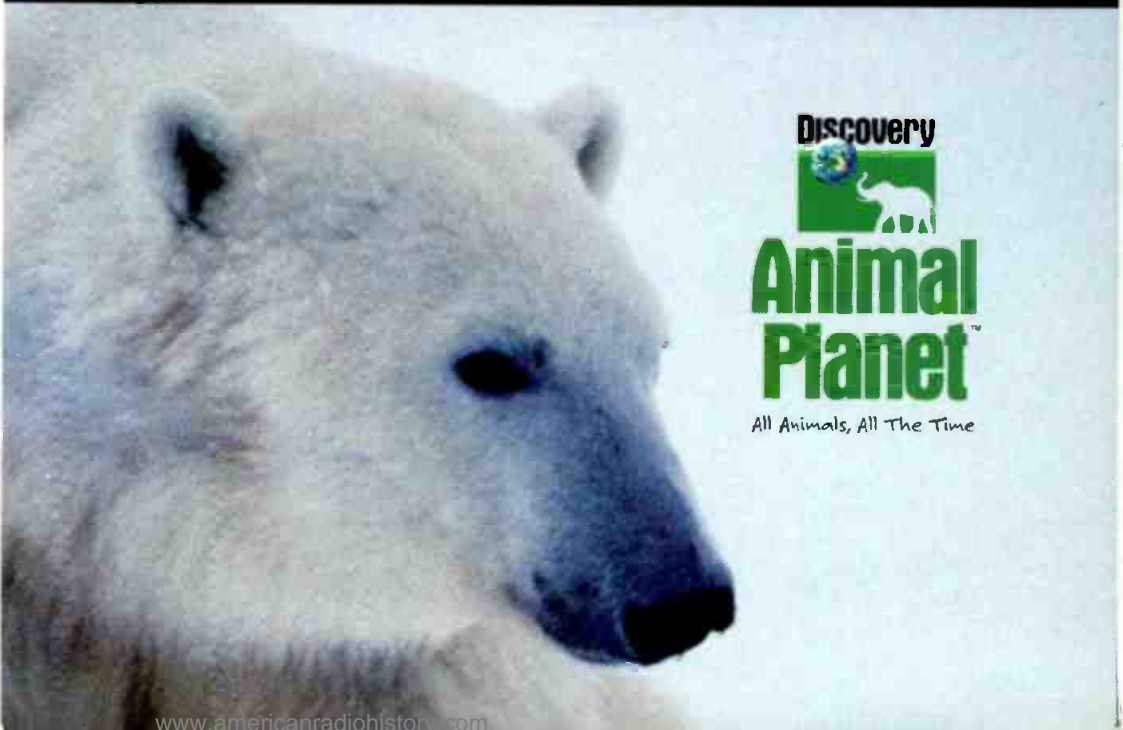


EXPLORE YOUR WORLD

**Discovery**  
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ADVENTURES for your mind™  
**TLC**  
The Learning Channel™

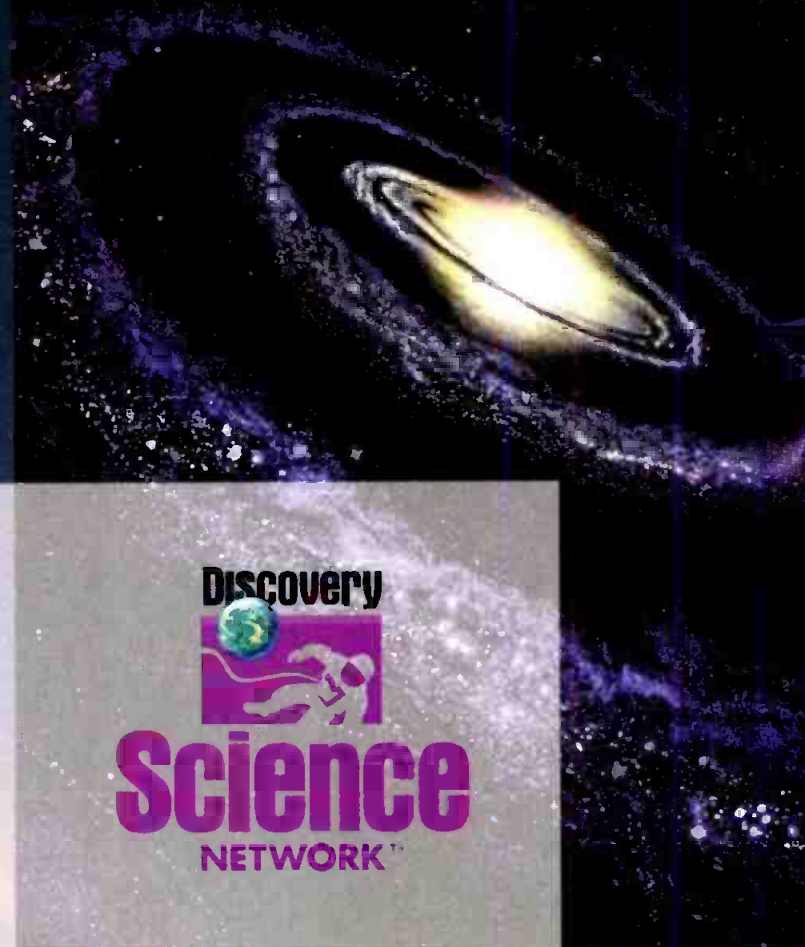


Discovery  
**Animal Planet**  
All Animals, All The Time

Total Research/© 1996 Equivox Study

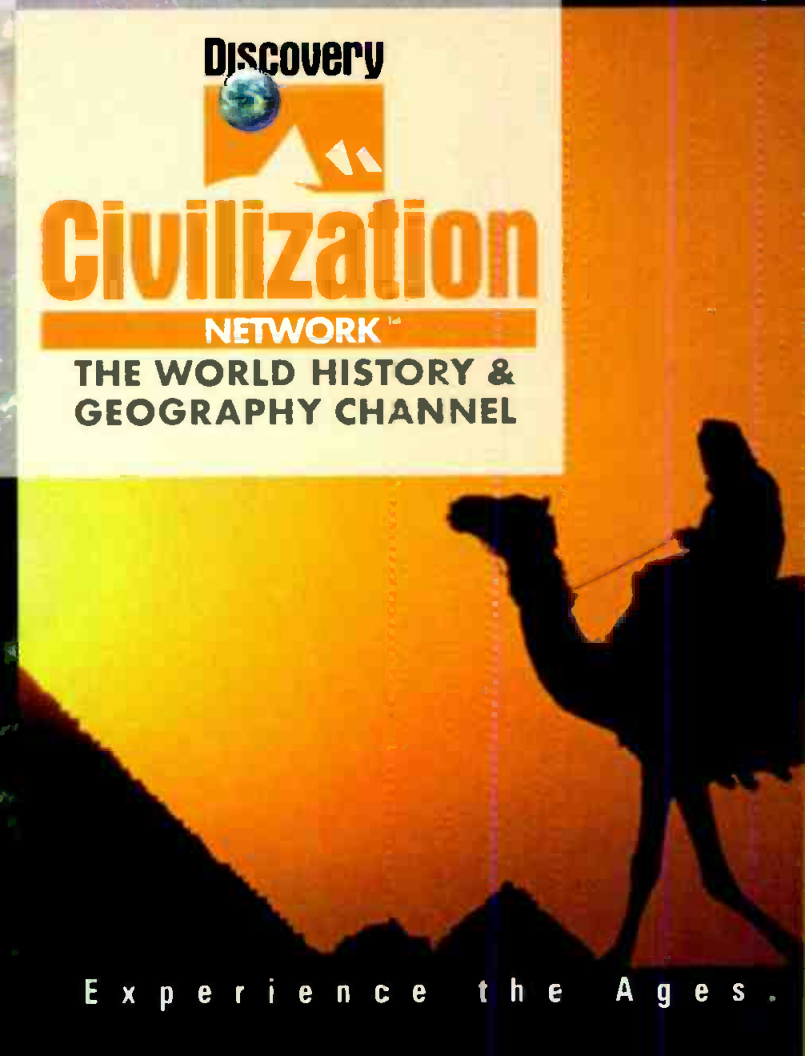
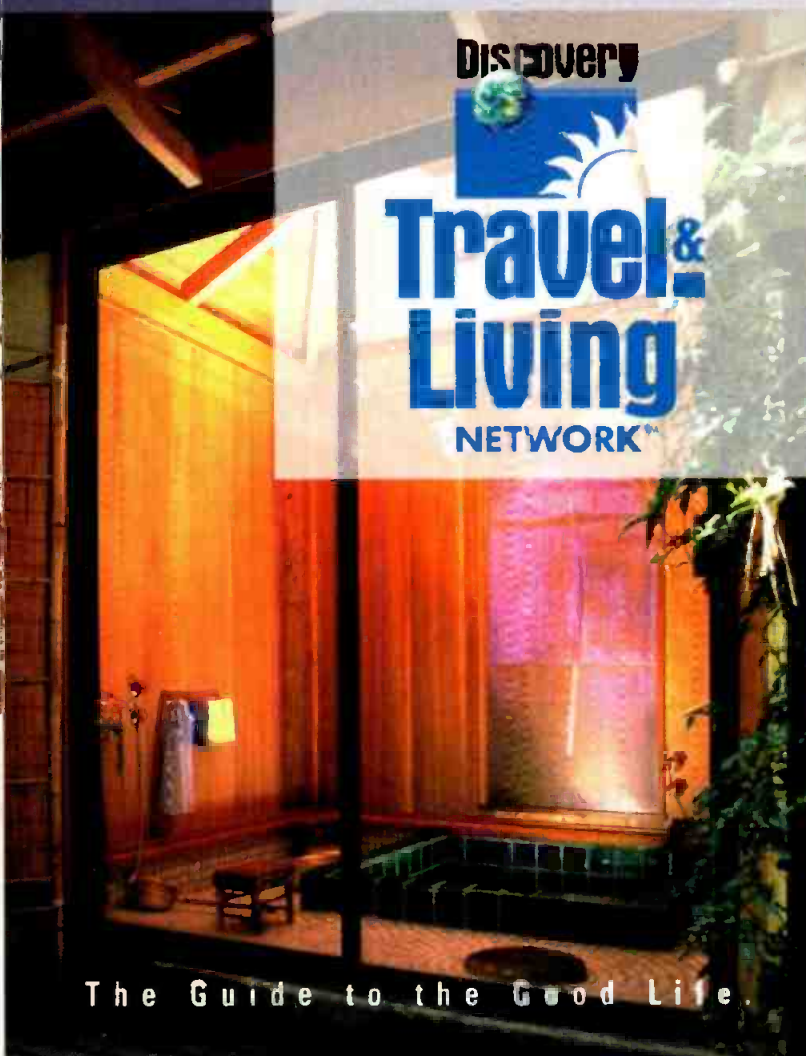
All Cool. All Kids.

Why Things Are.




Discovery  
  
**Kids**  
 CHANNEL™

Discovery  
  
**Science**  
 NETWORK™



Discovery  
  
**Travel & Living**  
 NETWORK™

Discovery  
  
**Civilization**  
 NETWORK™  
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 GEOGRAPHY CHANNEL

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when it's convenient for them to  
watch it. Your Choice TV has a  
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broad-based appeal—comedy,  
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sports specials, children's and  
family shows.



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to watch. No wonder operators,  
programmers and advertisers  
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their showcase.

The time shift has begun.  
Be a part of it.



For information on Your Choice TV, call Randy McCurdy at 301.657.1717 ext. 5998

# Digital Discovery Presents a New Era of Choice for America's Digital Cable Households

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	8pm	9pm	10pm
	<b>WILD DISCOVERY:</b> Scorpions <i>The tale behind the sting</i>	<b>MOVIE MAGIC:</b> Ghost Effects Makeup and computer special effects	<b>NEXT STEP:</b> High-tech search for extraterrestrial life
	<b>WONDERS OF WEATHER:</b> Fear of Flying <i>Floating through storms</i>	<b>PALEOWORLD:</b> Dinos in the Snow <i>Fossils discover- ed in Alaska</i>	<b>SCIENCE FRONTIERS</b> Alien Hand <i>A mysterious medical melody</i>
	<b>BUCK STAGHORN'S ANIMAL BITES</b> <i>Mother Nature's funniest home videos</i>	<b>WILD GUESS</b> <i>Game show- children test their animal knowl- edge</i>	<b>ANIMAL AGENDA:</b> Defenders of the Wild <i>Protecting Brazil's wildlife from poachers</i>
	<b>LEGENDS:</b> The Story of Werner von Braun	<b>COMPASS: The Mysterious Beauty of Ancient Greece</b>	<b>MIRROR ON TIME:</b> The Turbulent '60s
	<b>AMAZING TECHNOLOGY</b> Snowless Ski Jumps	<b>MODERN MEDICINE:</b> Laser Surgery	<b>HUMAN SCIENCE:</b> The Psychology of Love
	<b>GLOBAL DELIGHTS:</b> French Chef Yosgien Prepares Artichokes	<b>BACKROADS OF AMERICA:</b> Richmond Hill Inn	<b>ADVENTURES IN TRAVEL:</b> Trinidad Carnival
	<b>SWEET DREAMS:</b> Classic Fairy Tales	<b>JUNIOR PALEONTOLOGIST:</b> The Amazing T-Rex	<b>NERDS ARE US:</b> Teenagers Cash in on the Web

For Information on Discovery Channel, The Learning Channel, Animal Planet, Civilization Network, Science Network, Travel & Living Network or Kids Channel, call Bill Goodwyn at 301.986.0444 ext.5454.



# WORLD WIDE WEB

Established media are searching for the unique identity that is cyberspace

By Richard Tedesco

**B**roadcasting and cable are on the 'Net. The industry, which specializes in communication, is learning a new language for a new medium.

"New media, to paraphrase McLuhan, always look like the old media," says Emily Green, senior analyst for Forrester Research, Cambridge, Mass. "They have this internal handicap. It's very hard for TV people to see this as much different from television."



## NETWORKS

PAGES 38-40

**The Discovery Channel**

[www.discovery.com](http://www.discovery.com)

**Fox**

[www.foxnetwork.com](http://www.foxnetwork.com)

**Lifetime**

[www.lifetime.com](http://www.lifetime.com)

**MTV**

[www.mtv.com](http://www.mtv.com)

**PBS**

[www.pbs.com](http://www.pbs.com)

**Nick-At-Nite's TV Land**

[www.nick-at-nite.com](http://www.nick-at-nite.com)

**The Dominion**

[www.scifi.com](http://www.scifi.com)

**NBC**

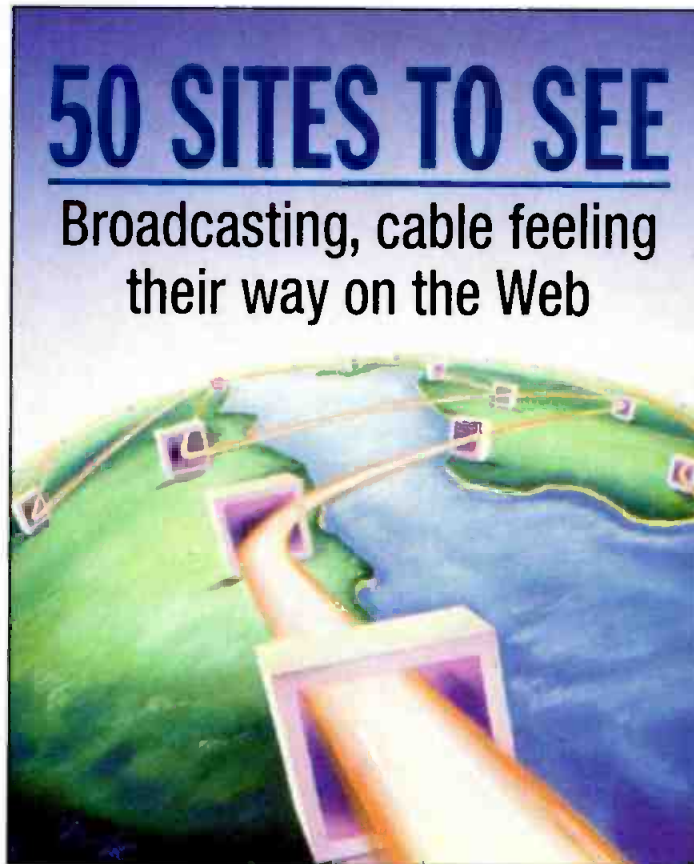
[www.nbc.com](http://www.nbc.com)

**The Golf Channel**

[www.the.golfchannel.com](http://www.the.golfchannel.com)

**Comedy Central**

[www.comcentral.com](http://www.comcentral.com)



## 50 SITES TO SEE

### Broadcasting, cable feeling their way on the Web

A look at the Web pages of broadcasters and cablecasters turns up many prosaic examples, supporting Green's view, but there are brilliant exceptions.

In this special report, we single out 50 quality sites—10 in each of five categories, networks, news & information, TV stations, TV programs and radio stations—for review.

■ ■ ■

"I think [broadcasting and cable are] slowly coming up the ramp," says media analyst Jim Rea. "My sense is that their first inclination is to look at it as a promotional tool that gives the user virtually nothing to come back to."

But there are some brilliant exceptions. Green cites the Discovery Channel's site

as one that embodies the potential of the Internet: compelling, original content that mirrors the cable network's on-air mission, but presents a unique experience in a new medium.

The best of what broadcasting and cable have created in cyberspace is content that translates a message to PC screens and serves their on-air audiences differently but still relates to viewer interests. Lifetime Television accomplishes that by offering material on health topics and personal issues pertinent to its public. "What we'd like to do is to create an information platform for women, to meet the needs of our audience," says Brian Donlon, vice president of public affairs. On Nov. 5, Lifetime



**NEWS & INFO**  
PAGES 42-44

**ESPN**  
[espnnet.sportzone.com](http://espnnet.sportzone.com)

**The Computer Network**  
[www.cnet.com](http://www.cnet.com)

**CNN**  
[www.cnn.com](http://www.cnn.com)

**E! Online**  
[www.eonline.com](http://www.eonline.com)

**MSNBC**  
[www.msnbc.com](http://www.msnbc.com)

**C-SPAN**  
[www.c-span.org](http://www.c-span.org)

**Court TV**  
[www.courtvtv.com](http://www.courtvtv.com)

**National Public Radio**  
[www.npr.org](http://www.npr.org)

**The Weather Channel**  
[www.weather.com](http://www.weather.com)

**Fox News**  
[www.foxnews.com](http://www.foxnews.com)

will debut an eight-part online drama, with RealAudio, called *The House of Dreams*, which will feature interactive elements.

NBC has created its own site, along with MSNBC, and plans to spin off more Websites as a programming strategy distinct from what it does on-air, according to Edmond Sanctis, executive vice president and senior producer, NBC Interactive Media. "It will be a portfolio. You don't want to be too expansive, but you want enough sites that cover all the categories and niches."



Sanctis says.

TV and radio stations around the country also are providing viewers and listeners with an online experience that expands stations' roles as information providers and community resources. KRON-TV's online content, drawn from the high-tech shows it produces with Discovery and the Jones Computer Network, is an exceptional example. WRAL-TV Raleigh, N.C., produces a less spectacular but equally appealing site replete with news content and community information.

New York's WCBS(AM) effectively takes its all-news mission to the Internet with up-to-the-minute news; the site also allows users to e-mail Mayor Rudy Giuliani and other politicians. On the higher-tech end of the radio spectrum there's KLBJ-FM in Austin, Tex., which features the CU-SeeME technology and a link to Local Licks, a show that focuses on Austin's renowned home-grown musical talent.

The grass-roots appeal of online content is vital in how quickly PC penetration vaults the Internet to mainstream-medium status. In a recent survey, New York-based Find/SVP and Jupiter Communications estimate that 14.7 million U.S. households are making Internet connections, a considerable leap from the 6.2 million households they estimate were making the link one year ago. Find/SVP and Jupiter say that home PCs now have a 37% penetration rate among telephone households, with 23% equipped with modems.

But even if the Internet becomes ubiquitous in the next decade, some observers doubt that programing on the Web will rival or supplant TV. "I don't see it serving the same function [as] TV or movies, because those media do very well on their own," says Robert Broadwater, managing director for Ver-



Click here for an audio-visual flashback of the Guide of '96

October 23, 1996

## TV STATIONS

**PAGES 46-48**

**KRON-TV San Francisco**  
[www.kron.com](http://www.kron.com)

**WCCO-TV Minneapolis**  
[www.wcco.com](http://www.wcco.com)

**KCPQ-TV Seattle**  
[www.kcpq.com](http://www.kcpq.com)

**WCVB-TV Boston**  
[www.wcvb.com](http://www.wcvb.com)

**WFLA-TV Tampa, Fla.**  
[www.wfla.com](http://www.wfla.com)

**KTTC-TV Rochester, Minn.**  
[www.kttc.com](http://www.kttc.com)

**KLAS-TV Las Vegas**  
[www.infi.net/vegas/online](http://www.infi.net/vegas/online)

**KPIX-FM-TV San Francisco**  
[www.kpix.com](http://www.kpix.com)

**WRAL-TV Raleigh, N.C.**  
[www.wral-tv.com](http://www.wral-tv.com)

**WFSB-TV Hartford, Conn.**  
[www.wfsb.com](http://www.wfsb.com)

nis, Suhler in New York. "And if there's one thing we know [from] the past 100 years, it's that [a medium] does not transmogrify itself."

In this case, it probably won't imitate well either, Broadwater says. "I would be highly skeptical if *Seinfeld* or the equivalent [were] threatened by anything on the Internet. One is a let-your-mind-flow medium, the other is not," he says, adding that current cyber-shows are "fundamentally horrible—duller than dirt after you get over the initial novelty."

The novelty doesn't wear off with media sites rich in information, such as those of CNN or PBS, which offer users an opportunity for a recap of material seen on their networks, such as documentaries or PBS's *News Hour*. At its best, Internet content that extends the

## INTERNET TV WAITING IN WINGS

It's still too early to tell whether consumers will make Internet TV the next must-have telemedia product. Will computer users want to surf the Internet with their TV sets, and will TV viewers feel compelled to switch from sitcoms to chat rooms?

WebTV appears to be the best poised of the companies developing the necessary set-top boxes and TV sets to register a significant blip on anyone's screen in the near future. It recently scored a coup with an agreement that made Microsoft one of its backers for an unspecified amount, with WebTV adopting Internet Explorer as its browser in future product releases ("Telemedia Week," Oct. 7).

Citicorp, VeriFone, Times Mirror and Lauder Partners joined Microsoft as Investors in WebTV, which has content alliances with Yahoo!, Excite, Spyglass, Concentric Networks and Thomas Dolby's Headspace.



WebTV hopes to bring the Internet into the nation's living rooms.

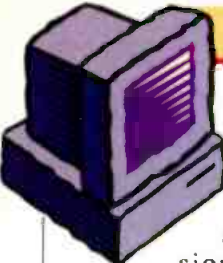
Meanwhile, Sony Electronics and Philips Consumer Electronics have shipped their own versions of WebTV set-top boxes, priced at \$329 and \$349, respectively. There is no word on how many units shipped or how many have been purchased, but WebTV doubtless hopes for a green Christmas.

Also in the running is ViewCall America, which has been conducting limited consumer trials in the Atlanta area and in Canada for the past several months. ViewCall struck a deal with Mitsubishi last month to make its On-TV Internet service the preferred service in 1 million DiamondWeb large-screen TVs to be manufactured beginning next summer.

ViewCall also has a deal in place with Yahoo! and is seeking to strike deals with other content providers to work with it via its WEBster TV-centric and \$300 set-top enabling hardware.

At the high end of the Internet TV scale, there's Gateway 2000's Destination PC/TV, equipped with 16 mb of DRAM, a Pentium 120 mhz processor, a CD-ROM drive, a 31-inch screen and a \$3,999 price tag. It's available at The Wiz stores on the East Coast and at CompUSA's stores across the country.

Foreign manufacturers are becoming particularly active in this area. Most recently, South Korea-based Daewoo Electronics licensed technology from Teknema Inc. to produce an Internet TV that would be exported to the U.S. in second quarter 1997. —RT



presence of an individual TV series provides another dimension of content:

David Letterman fans can peruse *The Late Show's* Top 10 lists since 1993, while *X-Files* addicts can examine case files of FBI agents Mulder and Scully from the series' inception.

The next dimension in Internet services is represented by PointCast, an intelligent newsgathering agent that permits users to customize the type of information to be accessed.

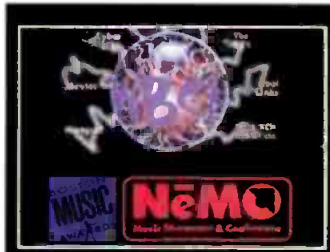
And now there's Web television, providing Internet access through TV set-top boxes or software in the

set. But Thom Kozik, president of MindShare Media, thinks the mediocre data this technology affords won't fly for long. "Second-wave consumers to the Web will have much higher expectations than [did] the first wave," Kozik says. "They're going to expect the experience to be very snappy and more responsive than they're going to see at 28.8 [kbps]."

Some pundits push television as the future telecommunications focal point, around which families will gather for a shared multimedia and

social experience. "It isn't going to happen that way," argues JoAn Couche, principal telecommunications analyst for Dataquest. "It's going to happen with communities of interest, and that will bring people together."

Communities of interest are already a phenomenon in cyberspace. The advent of the American Cybercast Network suggests that a Web-centric entertainment model may also be evolving. Those are two parts of the evolution as broadcasters and cablecasters experiment in cyberspace. ■



## RADIO STATIONS

PAGES 52-54

**WBCN-FM Boston**  
www.wbcn.com

**KISW-FM Seattle**  
http://www.kisw.com

**WGST-AM-FM Atlanta**  
www.wgst.com

**WRLT-FM Nashville**  
www.wrlt.com

**KLBJ-FM Austin, Tex.**  
www.lbj.com/fm/index

**KFOG(FM) San Francisco**  
www.kfog.com

**KKRZ(FM) Portland, Ore.**  
www.z100portland.com

**WCBS(AM) New York**  
www.newsradio88.com

**WQAM(AM) Miami**  
www.wqam.com

**WBZZ(FM) Pittsburgh**  
www.johnandave.com

## WEBSITE DESIGN 101

As the number of Internet users increases, many companies in the TV and radio industries realize the importance of establishing their own Web pages. But they shouldn't be too hasty, warns John Whitehead, technical director of WRAL-TV OnLine.

"Don't think of it as just an experiment that you can unleash on the Internet," he says. "Take it as seriously as anything you would produce [for TV or radio]. Make sure you have enough people, enough computers and hardware, and money, and don't expect that one person working on it part-time" will suffice.

Otherwise, Whitehead says, the site will look like many shoddy ones he has seen on the Internet with poor editing, out-of-date material and bad links.

The first thing that Schmidt Mead Media does before creating a site is to look at the client's target audience. "We find out what their needs and goals are," says company CEO Bradford Schmidt, "and examine how we can express what they are trying to convey on the Web."

It is key to know your market and your client, says Schmidt. "Work with them as closely as possible," he says. "Get inside their head and find out what they want to get across, and put that above everything else."



Matt Farber

Matt Farber, MTV senior vice president, programming/new business, says a TV Website also must offer something more than what a viewer can get from the network or a show. It is also paramount to keep the site fresh. "What makes a bad Website is static content," Farber says. "Or what's the point?"

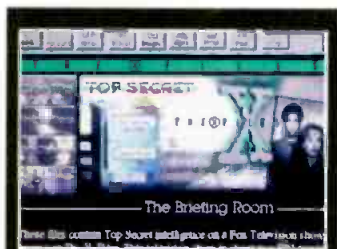
—MK



Bradford Schmidt

Designing a Website can also be tricky when you have a special target audience such as Scholastic Corp.'s sites, which are aimed at children. "You have to be very careful," says Eric Nissenbaum, a Web designer for Scholastic Productions. "You can't link to something unsafe like Pete's Porno Palace."

Another hazard of Web designing is getting caught up in the state-of-the-art Internet technology. "Have great visuals," says Nissenbaum, "but make sure images are downloadable to 14.4 or 28.8 modems."



## TV PROGRAMS

PAGES 50-51

### The X-Files

www.thex-files.com/  
index.htm

### Melrose Place

www.foxnetwork.com/  
melpindx.htm

### Fox After Breakfast

www.foxnetwork.com/  
foxab/index.htm

### The Magic School Bus

www.scholastic.com/  
magicschoolbus

### Inside the NFL

www.hbo.com/nfl

### The Real World V

www.mtv.com/tubescan/rw5

### The Late Show with David Letterman

www.cbs.com/lateshow

### Biography

www.biography.com

### Babylon 5

www.babylon5.com

### Days of Our Lives

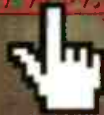
www.nbc.com/entertainment/  
shows/days/index.html

You caught a glimpse of David Koresh when he was on Frontline.  
You lived with him when he was online.



**PBS ONLINE**

<http://www.pbs.org>

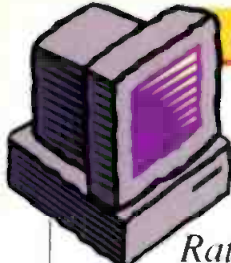


**PBS** has always provided in-depth and innovative television programming. **PBS Online** takes that concept and runs with it, expanding the boundaries of what is possible on the Internet. A couple of minutes with David Koresh becomes a 45 minute behind-the-scenes interview. A Gulf War documentary becomes a comprehensive study of the conflict: the battles, the weapons, the good guys and bad guys. Surf **PBS Online** today and you'll dig for an ancient mummy, get inside the Tailhook party, and circle the world in a hot air balloon. Tomorrow, you'll take a 3-D tour of an Egyptian pyramid, get news in-depth from The Online NewsHour, shop at shopPBS, and tap a world of resources for kids. No, there's never a dull moment on **PBS Online**. Which is why it's listed as a "hot-site" by the *Wall Street Journal*, *USA Today* and *Newsweek*. So, lock us up at <http://www.pbs.org>. Just be ready to stay a while.



**If PBS Doesn't Do It,  
Who Will?**





# The future is now for the Internet

*Rate of growth is slowing; high price holds back use of interactive capabilities, and future of cable modems looks 'grim'*

By Dan Trigoboff

Speculation abounds about the future of the Internet: Who will be key players, what technologies will prove determinative and will the 'Net be a major medium? There is no agreement on how many people have access, how much time is spent or the nature of usage. But many agree on this: The novelty is over, and the Internet—for business and pleasure—will be defined in the next few years. "Historically, it has proved to be very difficult for

new media to establish themselves," says a recent study from Yankelovich Partners. "Few targeted media have survived more than a few years of novelty and advertiser experimentation. "The online medium," Yankelovich concludes, "is approaching a critical juncture." Among the study's principal findings is that although Internet use continues to grow, the rate of growth is declining. If growth is no longer assured, investment must become more selective. Internet business already is more competitive as the field becomes crowded with Internet service providers (ISPs), transmission methods and even browsers.

"Every industry grows from a point where everyone can share in its growth to a point where everybody is fighting for market share," says Yankelovich researcher and analyst Dr. Walker Smith. "This is the real issue of Internet growth."

"Certain kinds of interactive capabilities are a little bit further down the line," Smith says. "Most cyber-citizens do not have the capabilities to enjoy these kinds of offerings. Most don't have [either] the interest or the computer sophistication."

It may be that the sophistication required breeds the lack of interest. The personal computer is a marvel of information and entertainment value. But the \$1,500-plus price has a somewhat undemocratic effect.

The most common way to connect to the Internet is through a computer modem. But far greater transmission speeds are available through

	DATA SPEED:		DESCRIPTION
	DOWNSTREAM	UPSTREAM	
<b>Modems: Dial-up</b>	Up to 56 kbps	Up to 33.6 kbps	Uses analog transmission via normal phone lines for less than 28/33 kbps; 55.6 kbps will enable digital transmission over existing phone lines
<b>Modems: Cable</b>	500 kbps to 30 mbps	99.6 kbps to 10 mbps	Connects via cable TV networks over fiber-based infrastructure; access will reach TV speed
<b>ISDN</b>	56-128 kbps	56-128 kbps	Connects via specially conditioned phone lines with a digital transmission; requires installed modems for networks and homes
<b>ADSL</b>	1.5-9 mbps	16-500 kbps	Connects via normal phone lines with a digital transmission; requires modem installation in telco networks and in homes
<b>Satellite</b>	400 kbps	N/A*	Wireless transmission; satellites beam programing and information directly to individual homes

\*Needs telco or cable modem for backpath transmission

Source: Jupiter Strategic Planning Services

other means such as cable modems, integrated services digital network (ISDN) and advanced digital subscriber line (ADSL).

Yet dial-up analog transmission modems likely will continue their domination for the next few years, until at least the turn of the century. Although they lack the performance advantage, they score in cost and comfort for users. All of the alternative-access means will make inroads, says a new study from Jupiter Communications, but "competing broadband solutions simply have too many technical and marketing barriers to allow a confident prediction of any one mass-market success in this decade."

"It looks grim for cable [modems]," says Jupiter President Gene DeRose. "We do not see the expertise, financial commitment or the resources" that will be necessary to win the access competition.

Simply put, ISDN is faster than the analog modem, but it costs more. Cable modems work with dazzling speed, but they will require billions in investment for infrastructure upgrading—to improve reliability and for two-way transmission. ADSL appears promising, but is not likely to be a significant factor in the next few years.

Barbara Tien of Farallon Communications, an Internet technology vendor that says it can double standard ISDN speed, concedes that "ISDN 'Net access may be more than someone is willing to pay for recreational purposes."

Analog modems have just reached a new speed of 56 kbps, although there likely are millions of modems in the marketplace working at maximum speeds of 33.6, 28.8 or 14.4 kbps.

DeRose thinks that this development will preserve the dominance of standard PC modems.



## HONORABLE MENTIONS

- Bravo**  
www.bravotv.com
- Food TV**  
www.foodtv.com
- WRC-TV Washington**  
www.nbc4dc.com
- JEC's Knowledge**  
www.meu.edu
- Showtime**  
www.showtimeonline.com
- Speedvision**  
www.speedvision.com
- Home Team Sports**  
www.htssports.com
- Arts & Entertainment Network**  
www.ae.com
- Ecology Channel**  
www.ecology.com
- WVIR-TV Charlottesville**  
www.wvirty.com



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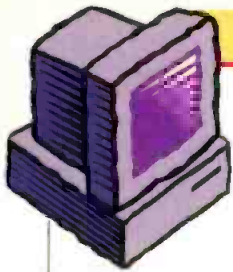
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# Internet business is a waiting game

*Profit remains an elusive goal of Websites*

By Richard Tedesco

**P**lenty of business is being done on the Internet, but if anyone is turning a profit on it, they're keeping the news to themselves.

For some direct marketers, the Internet may be like found money. And a recent report from New York-based Jupiter Communications put Internet ad revenue for the first half of 1996 at \$71.7 million, with revenue for the second quarter at \$46.4 million—an 83% increase from the previous quarter.

Broadcast and cable programmers' Websites are getting their share of that attention, but the watchword for all communications compa-

nies on the Web is "potential" that they hope pays off in the long run.

The most striking online success in the TV realm is ESPN's ESPNet SportsZone. Among the most consistently popular sites virtually since its inception, ESPN has drawn ad support from such mainstream marketers as Levi's, Pizza Hut and Saturn. Jupiter's AdSpend tracking service estimates ESPN's online ad revenue at more than \$2.4 million in the first half of the year.

Name recognition obviously brings traffic to ESPN's site, but to draw 21.8 million hits as it did on Oct. 3, something more is happening. ESPN rotates some 60,000 pages of content



SportsZone is a big draw

maintained online. "It's a combination: the content, the promotion and the brand name," says Tom Hagopian, general manager, ESPNet SportsZone. "We have some big guns with the 24-hour sports networks. But we feel

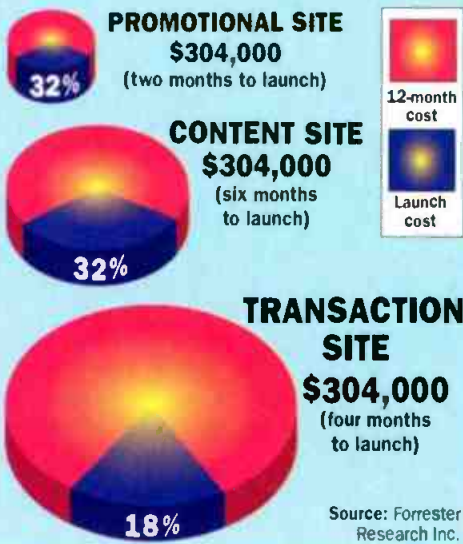
we deliver. We have the best [sports] content out there."

ESPN won't reveal how many people have signed up for the subscription portion of its Website (for \$4.95 per month they get high-profile sportswriters, analysis and injury reports). And while it won't say how much it's making from merchandise sold online, it does claim 12,000 subs for its online fantasy football game.

Another big media name, the *Wall Street Journal*, recently went to a paid subscription model and claims 30,000 subscribers for its electronic edition—40% of whom are paying \$49 annually as non-subscribers to the newspaper. (Paper subscribers pay \$29 for the inter-

## TOTAL WEBSITE COSTS

*Launch vs. ongoing*



## SITE COSTS SOAR AS WEB WEAVES SPELL

So you want to build a Website? Gone are the days when companies could pull a few thousand bucks from a contingency fund and slap something together online; not if you want to draw traffic beyond the odd, accidental surfer.

The reality of the marketplace is starting to register on Web wanna-be companies, according to Robert Clyatt, CEO of IO 360, which specializes in redesigns—most recently for Viacom New Media. "The naivete is evaporating," says Clyatt. "People got sites up with scraps of money the first time around. Now they realize they need real money behind it."

In fact, according to a recent study by Forrester Research, the going rate for a promotional site typically is \$98,000 to launch and \$206,000 to maintain for one year. That gets the content provider/product promoter about 250 HTML pages, interactive forms and e-mail.

The next step up is the sort of content site that companies such as ESPN and Discovery Communications created. The tab is just over \$1.3 million on average, anticipating a 10-person staff, a \$419,000 launch bill and \$893,000 for a one-year run with approximately 2,000 pages of content.

Finally, Forrester cites the transaction site as the Cadillac of the category, costing \$593,000 to get on the Web and almost \$2.8 million to keep it there for one year. It's the platform and marketing costs that make this type of site so expensive.

—RT

active *Journal*.) "It's still premature to call it an unqualified success. It's a substantial success now, but we're only a month in," says Neil Budde, editor of WSJ Interactive.

The timing, Budde says, was "a matter of getting the marketplace and the technology ready." And being the *Wall Street Journal* helped, as it pulled in advertisers from the print side.

ESPN's next leap will be one that other TV programmers will watch as closely as all content providers are watching the *Journal*. Preliminary discussions about testing Broadband ESPN SportsZone—with multimedia content—have with Time Warner and Tele-Communications Inc.

Meanwhile, the online advertising pie will continue to grow, according to Jupiter, which projects \$5 billion in online ad revenue by 2000. ■

## 'NET RATINGS ARE VERY RAW NUMBERS

The Internet ratings race is a tough one to call, but at least two companies are attempting to tackle the task in a comprehensive way.

PC Meter has moved to the fore in measuring household Internet usage by collecting data digitally with software installed in 10,000 PCs across the country. (The Port Washington, N.Y.-based company claims that the households constitute a demographically balanced sample that represents the U.S. population.)

Measuring Internet usage was a natural segue for Nielsen Media Research. It conducted its initial survey in August 1995, made follow-up phone interviews in April among 2,800 of the original 4,200 respondents of that CommerceNet/Nielsen study and found that 22%-24% of the U.S. population 16 or older had access to the Internet—a 50% jump over its previous estimate.

Nielsen's next CommerceNet survey will be conducted in November for an early 1997 release. The company will conduct its third home technical survey among 2,000 phone respondents in December to gauge PC penetration and Internet usage.

Based on a recurring hardware survey, PC Meter places household Internet access at just above 13 million. PC Meter now is working on a system to measure Internet use in offices, a reaction to dissatisfaction among some prominent Website programmers such as ESPN and CNN who think that a significant amount of their site usage occurs at work.

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**PC Meter promotes its measurement service on the Internet.**

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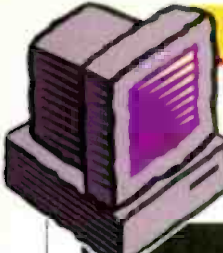
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**PR NEWSWIRE**



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# NETWORKS

K—KIDS ZONE  
VD—VIDEO  
CH—CHAT ROOMS

## The Discovery Channel—www.discovery.com



The Discovery Channel has one of the most refreshing sites on the Internet, with a minimum of program promotion and plenty of engaging material. Its Dead Inventor's Corner recently profiled Dr. William Higinbotham, the physicist who originated the Pong game on an oscilloscope, and Eadweard Mugbridge, the English photographer who pioneered studies of human and animal motion.

AD AU K VD CH

**Owner:** Discovery  
**Contact:** Susan Bluttman  
**e-mail:** sbluttma@discovery.com  
**Web designer:** John Lyle Sanford  
**e-mail:** jsanford@discovery.com

## Fox—www.foxnetwork.com



The Fox network site is heavily promotional. It has a neat Fox Kids area, however, and for devotees of Fox series there is good background material, particularly for *The X-Files* (see page 50). Fans of that series will find a rundown of plot summaries from each episode. The site also features a link to iGuide, an informative and entertaining site in its own right.

AD AU K VD CH

**Owner:** Fox  
**Contact:** Cindy Ronzoni  
**e-mail:** cindy@foxinc.com  
**Web designer:** in house  
**Phone:** (310) 369-3776

## Lifetime—www.lifetime.com



Lifetime provides a compendium of information that addresses its audience effectively. Users can access the latest information about breast cancer in its Health Times area, for example, or get tips on workouts in Sports and Fitness. A Parenting section includes advice from physicians and a well-written Dad's Diary, by a new father. Connections provides links for single people.

AD AU VD CH

**Owner:** Lifetime  
**Contact:** Brett Henne  
**e-mail:** lifetime4@aol.com  
**Web designer:** in-house  
**Phone:** (212) 424-7120

## MTV—www.mtv.com

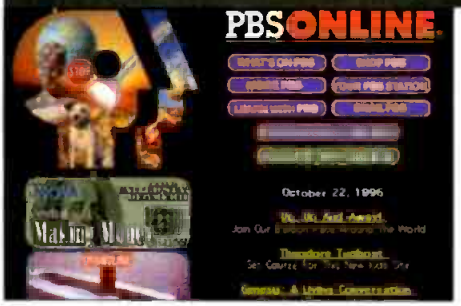


One would expect MTV to have a cool site, and it does. There's plenty of multimedia, reflecting features seen on the channel such as Top 20 and Buzz Clips. Sonic Stew features selected releases each month; Music Features profiles rock groups, with sound clips, and Bio-rhythms profiles individual artists. Music news and reviews are there, as are MTV stars Beavis and Butt-head.

AU VD CH

**Owner:** MTV  
**Contact:** Caroline Vincent  
**e-mail:** ctvincent@aol.com  
**Web designer:** in-house  
**Phone:** (212) 258-8458

## PBS—www.pbs.org



PBS gets high marks for a site that reflects the network's highbrow content. RealAudio clips and transcripts of *The NewsHour with Jim Lehrer* are there, as well as dueling ideologues Mark Shields and Paul Gigot. Excerpts from the most recent *Frontline* also can be viewed. But the best recent material comes from the *American Experience* documentary on Theodore Roosevelt.

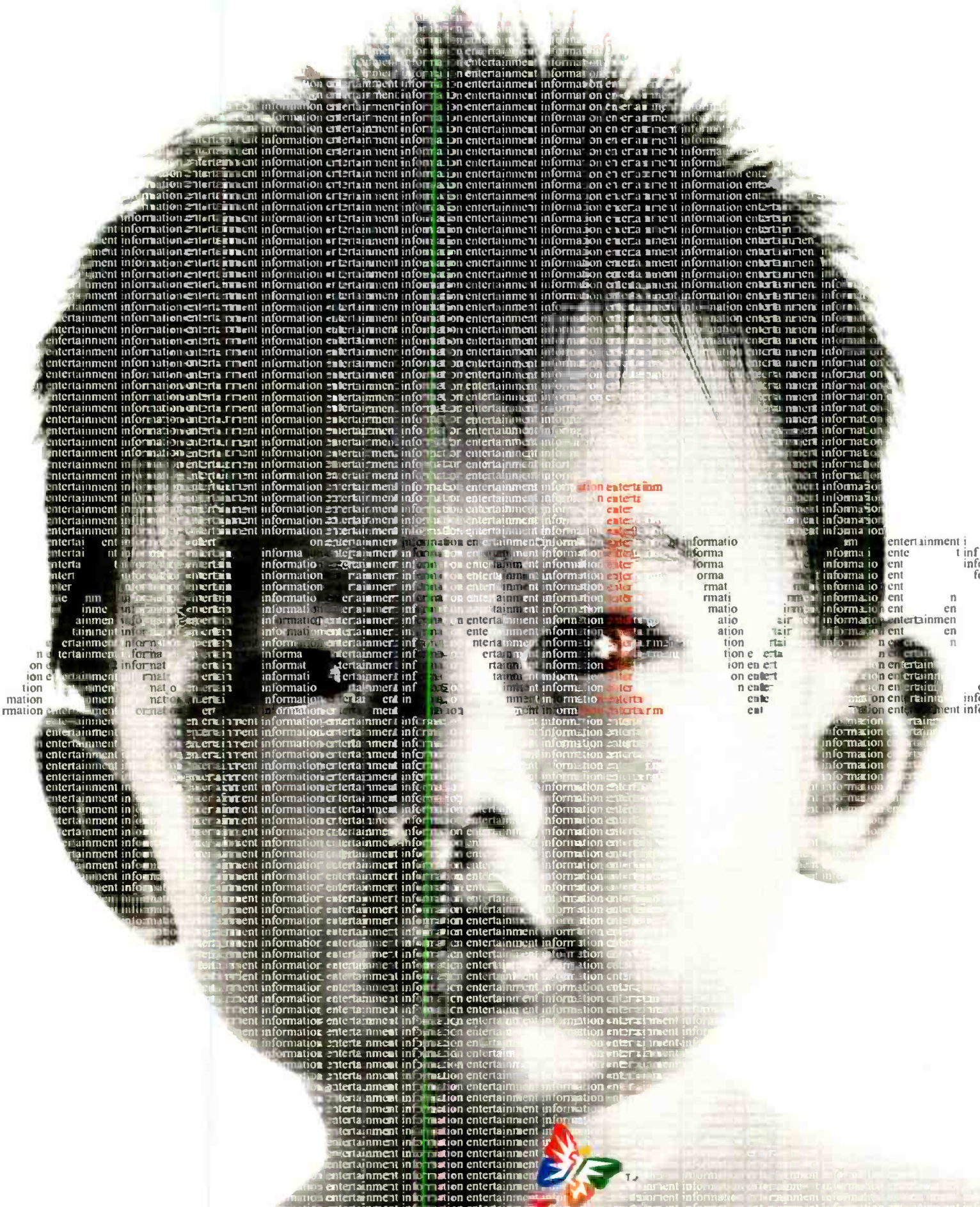
AU VD

**Owner:** PBS  
**Contact:** Cindy Johanson  
**e-mail:** cjohanson@pbs.org  
**Web designer:** in-house  
**Phone:** (703) 739-5145



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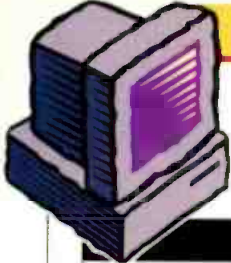


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# NETWORKS

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## Nick-At-Nite's TV Land—www.nick-at-nite.com

Nick at Nite's



Try your screen this size.

For eclectic TV nostalgia, Nick-At-Nite has a noteworthy site. Its 40 Years In a Blender features video, sound and images from Phil Silvers and Sonny & Cher to Hill Street Blues. In The Good, Weird and Wonderful, there are sound clips from The Two Eds (Sullivan and Mr. Ed). And in the Museum of TV & Radio Showcase, there are rare clips of James Dean in early TV dramas available for downloading.

AU VD

**Owner:** Nickelodeon  
**Contact:** Tory Johnson  
**e-mail:** toryb@aol.com  
**Web designer:** Runandgun Inc.  
**e-mail:** gardyy11@runandgun.com

## The Dominion—www.scifi.com



The Dominion is the Sci-Fi Channel site: Abandon reality, all ye who enter here. An assortment of material ranges from the phantasmagoric images in the Free Zone to the quirky comics in the Pulp section. But if one has a serious interest in the paranormal, there is an extensive list of links to such groups as the Alberta UFO Research Association in an area dubbed Orbit, which also has information on sci-fi societies.

AD AU VD CH

**Owner:** Sci-Fi  
**Contact:** Ellen Kaye  
**e-mail:** kaye@usanetworks.com  
**Web designer:** in-house  
**Phone:** (212) 408-9154

## NBC—www.nbc.com



NBC has the best of the lackluster online offerings of the Big Three networks. (ABC's presence on AOL is a good site, but this report focuses only on the Internet.) Sports has a big presence, including data on the Olympics, and there is educational content too, such as from NBC's excursion to the Galapagos Islands. Terraquest. There's also Dark Horse, an amusing game for frustrated politicians. And the site provides a link to MSNBC.

AD AU VD CH

**Owner:** NBC Interactive  
**Contact:** Pam Snook  
**Phone:** (212) 664-7179  
**Web designer:** Avalanche Systems  
**e-mail:** info@avsi.com

## The Golf Channel—www.thegolfchannel.com



The Golf Channel complements its cable programming with everything for the golfer online. The site has audio and video, but doesn't overdo graphics. It's also easy to use. There are statistics to satisfy the most inquisitive golf fan, as well as golf lessons, news, player profiles, tournament information, scores and chats with golf-playing movie stars.

AD AU VD CH

**Owner:** The Golf Channel  
**Contact:** Hillary Bressler  
**e-mail:** hbressle@tgcinc.com  
**Web designer:** in-house/Sportsline  
**Phone:** (407) 363-4653

## Comedy Central—www.comcentral.com



In a political season in need of comic relief, Comedy Central comes to the rescue on its Website. There's Bob Dole's Fall Season (get it?) and a limerick area, which invites submissions. There's a message from the Iraqi Tourism Bureau featuring Saddam Hussein in a bikini, and a quiz from Dr. Katz, the character on Comedy Central. And you can download clips from Mystery Science Theater and Kids in the Hall.

AD AU

**Owner:** Comedy Central  
**Contact:** Larry Lieberman  
**e-mail:** lieberman@comcentral.com  
**Web designer:** In-house  
**Phone:** (212) 767-8788

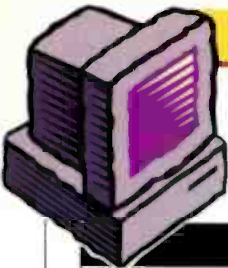
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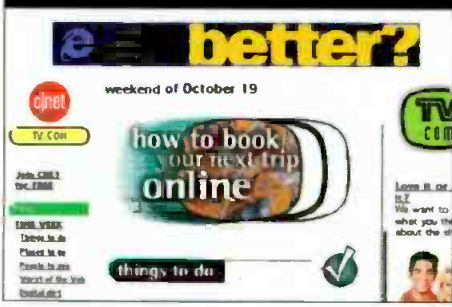
## ESPN—[espnnet.sportzone.com](http://espnnet.sportzone.com)



This sports network's Website, featuring a remarkable array of fresh and historical information that is continuously updated, reminds us that the word "fan" derives from "fanatic." It is packed with material to read, watch and hear. ESPN provides betting lines, presumably, for those who live in Nevada or Atlantic City.

SS AD AU VD CH  
**Owner:** ESPN, Starwave  
**Contact:** ESPN, Starwave  
**e-mail:** [info@starwave.com](mailto:info@starwave.com)  
**Web designer:** ESPN, Starwave  
**Phone:** Starwave, (206) 957-2000

## The Computer Network—[www.cnet.com](http://www.cnet.com)



Part of The Computer Network's web of information sites, this one offers news, gossip and interviews about television and music and movies. The site has strong links to other CNET pages and information all over the Web. Online hosts include former presidential son Ron Reagan. There are some online projects with E! Online.

AD AU VD  
**Owner:** CNET, Golden Gate Prod.  
**Contact:** Kevin Wendle  
**e-mail:** [support@cnet.com](mailto:support@cnet.com)  
**Web designer:** CNET, GGP  
**e-mail:** [support@cnet.com](mailto:support@cnet.com)

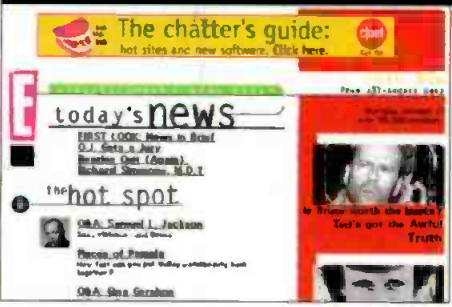
## CNN—[www.cnn.com](http://www.cnn.com)



This is a news site with coverage as diversified as CNN's cable service. Weather, sports, health, travel and entertainment are presented with appealing graphics and easy layout. Also included is a daily guide to CNN programming. Naturally, the site includes a focus on news and politics. Links include AllPolitics.com, CNNfn—CNN's impressive financial-news site—and Time Warner's omnibus Pathfinder.com.

AD AU VD CH  
**Owner:** CNN Interactive  
**Contact:** Harry Motro  
**e-mail:** [CNN.feedback.CNN.com](mailto:CNN.feedback.CNN.com)  
**Web designer:** Dennis Backus  
**e-mail:** [dennis.backus@tuymer.com](mailto:dennis.backus@tuymer.com)

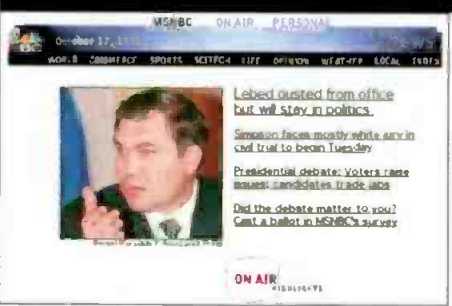
## E! Online—[www.eonline.com](http://www.eonline.com)



This is a fun site. Like the cable network, E! Online has an irreverent, in-your-face spirit offering a broad array of showbiz-related news. Major areas include movie news, O.J. news, TV news, music news, celebrity news and industry news. Features include the diary of Madonna's unborn baby and Pieces of Pamela, a cyberspace picture puzzle that permits the user to—literally—put the mercurial Pamela Anderson back together.

AD AU VD CH  
**Owner:** E! Entertainment TV  
**Contact:** Lew Harris  
**e-mail:** [lew@eonline.com](mailto:lew@eonline.com)  
**Web designer:** in-house  
**Phone:** (213) 954-2844

## MSNBC—[www.msnbc.com](http://www.msnbc.com)



MSNBC's Website, like the cable service itself, covers news of the world, commerce, science and technology, sports, weather and lifestyle, as well as opinions and local news. Its coverage of the Olympics reportedly was a big hit with users. News on the site is well supported by documentation, and the local angle is examined, using NBC staff worldwide. "We are the NBC News site," says Merrill Brown, editor in chief of MSNBC on Internet.

AD AU K VD CH  
**Owner:** Microsoft, NBC  
**Contact:** Merrill Brown  
**e-mail:** [features@msnbc.com](mailto:features@msnbc.com)  
**Web designer:** in-house  
**Phone:** (206) 882-8080

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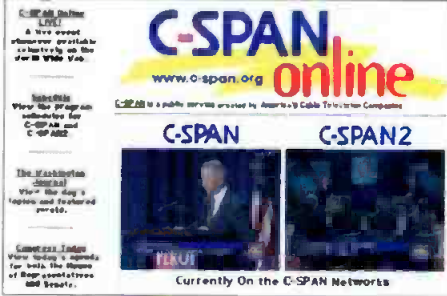
www.americanradiohistory.com

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# NEWS & INFO

K—KIDS ZONE  
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## C-SPAN—www.c-span.org



The site is indispensable for political junkies and offers up-to-date news from the campaign trail as well. Users may sift through archives of past C-SPAN programming, and the network's complete schedule is included. The site provides a daily Washington Journal and live coverage of congressional hearings and other events via its new Public Affairs Today page, with RealAudio sound.

AU K

**Owner:** C-SPAN  
**Contact:** Barkley Kern  
**e-mail:** viewer@c-span.org  
**Web designer:** in-house  
**Phone:** (202) 737-3220

## Court TV—www.courtstv.com



What the ESPN site is to sports fans, Court TV is to lawyers, students and court-watchers. O.J., the brothers Menendez and the Oklahoma City bombing cases are reported here, as is news of the Bosnia War Crimes Tribunal and other cases. Many documents and case summaries can be found, as well as legal advice and lawyer referrals. The site has its own search engine. The links are useful.

AD AU K CH

**Owner:** Court TV, American Lawyer Media  
**Contact:** Craig Matters  
**e-mail:** cmatte00@counsel.com  
**Web designer:** In-house  
**Phone:** (212) 973-2800

## National Public Radio—www.npr.org



This is a true radio site, offering lots of audio, if you have the RealAudio player (offered onsite): hourly news updates, story of the day, past NPR reports and entire presidential debates. The site also offers non-audio Science Friday for kids, and NPR programming information is there for anyone. Like National Public Radio, the site displays no advertising but will accept and identify sponsors.

AU K

**Owner:** National Public Radio  
**Contact:** Robert Holt  
**e-mail:** webmaster@npr.org  
**Web designer:** Husky Labs and NPR  
**e-mail:** Webmaster@butterfly.net

## The Weather Channel—www.weather.com

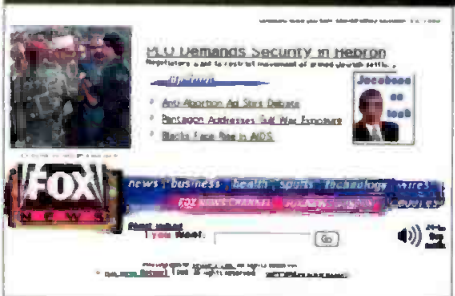


No surprises here; this one is about weather. Travelers can check the weather for their destination; others can learn what makes weather and how it is forecast. The site plans to offer a page about weather and health. It currently offers weather-related gardening tips and an informative look at fall foliage.

AD AU K VD CH

**Owner:** The Weather Channel  
**Contact:** Beth VanStory  
**e-mail:** vans9778@wpo.landmark.net  
**Web designer:** In-house  
**Phone:** (770) 434-6800

## Fox News—www.foxnews.com



This is a new site from a new news channel. It has a bold look, short introductory pages, and presents news "top-of-the-fold," above its on-screen masthead. Sections include news, business, technology, health and sports, and there are wire service reports from AP and Reuters. The site has its own internal search engine.

AU

**Owner:** Fox News/News Corp.  
**Contact:** Irena Briganti  
**e-mail:** foxnews.com  
**Web designer:** in-house  
**Phone:** (212) 301-3608



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email: [rdavidman@audionet.com](mailto:rdavidman@audionet.com)

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# TV STATIONS

K—KIDS ZONE

VD—VIDEO

CH—CHAT ROOMS

## KRON-TV San Francisco—www.kron.com

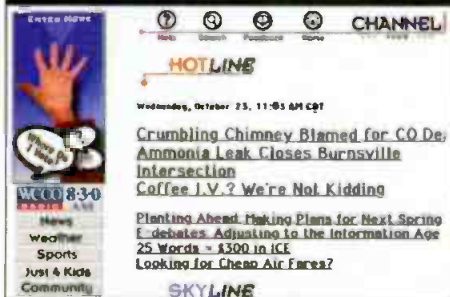


This site goes far beyond the usual TV Website fare to appeal to the Bay Area's Internet-savvy population. Besides detailing local news and community information, the site links to two high-tech TV shows produced by KRON-TV with Discovery Communications (nextstep) and the Jones Computer Network (New Media News). It makes heavy use of RealAudio clips. And there are areas for NFL fans, teens and kids.

AD AU K

**Owner:** Chronicle Broadcasting Co.  
**Contact:** Ervic Aquino  
**e-mail:** webmaster@kron.com  
**Web designer:** In-house  
**Phone:** (415)561-8963

## wcco-TV Minneapolis—www.wcco.com



Spare use of graphics gets you to the facts quickly on wcco-tv's Channel 4000 site. And the abbreviated home page ends with an invitation to type in a key word and cut to the quick. The site serves up local news briefs and a detailed weather forecast. Other features: a virtual tour of the Twin Cities, links to kids-friendly sites and info on the big convention in town.

AD AU K

**Owner:** CBS  
**Contact:** Jason Primuth  
**Phone:** Jason@wcco.com  
**Web designer:** Internet Broadcasting  
**Phone:** (612)896-9899

## KCPQ-TV Seattle—www.kcpq.com

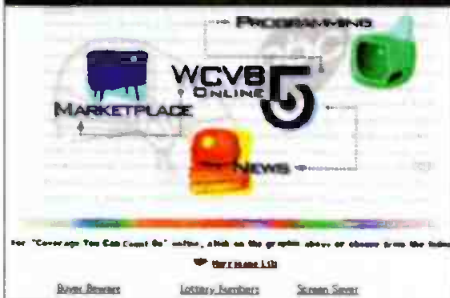


Kids come first on the KCPQ-TV Website, which offers games, jokes, news, video clips and information on freebies, discounts and community events. For adults, the Web page offers sports information as well as links to community organizations. And its Western Washington's Most Wanted has led to the capture of more than 150 criminals.

AD AU K

**Owner:** Kelly Television Co.  
**Contact:** Greg Sundberg  
**Phone:** (206) 621-1313  
**Web designer:** Free Range Media  
**e-mail:** www.freerange.com

## wcvb-TV Boston—www.wcvb.com

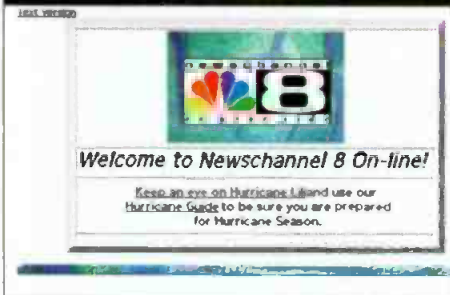


wcvb-tv's home page has it all. The Hearst station's site makes the most of its news operation and lists the day's top stories and weather, including satellite imagery and radar maps, and health, consumer, sports and financial news. The site has live video and audio capabilities for watching movie reviews or other features from the station's newscasts.

AU VD

**Owner:** Hearst Broadcasting  
**Contact:** Neil Ungerleider  
**e-mail:** NeilU@wcvb.com  
**Web designer:** Neil Ungerleider  
**Phone:** (617) 449-0400

## WFLA-TV Tampa, Fla.—www.wfla.com



In Florida, tracking hurricanes is easy, thanks to WFLA-TV's Website. It offers storm news, and its animated Doppler radar enables Tampa residents to watch a storm's progress. There's also a long list of links, including MSNBC, Tampa Tribune, local school systems and "quick eats," an on line ordering service. For health information, the site has a database of doctors.

AD

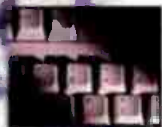
**Owner:** Media General  
**Contact:** Ken Pilcher  
**e-mail:** KPilcher@wfla.com  
**Web designer:** Ken Pilcher  
**Phone:** (813) 228-8888



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# TV STATIONS

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## KTTC-TV Rochester, Minn.—www.kttc.com

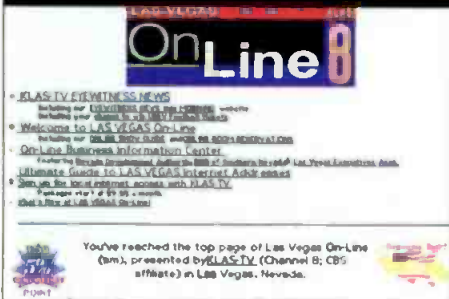


Everything you need to know about Rochester, Minn., is on KTTC-TV's Web page: Chamber of Commerce information, city services, business opportunities and community activities. There's even a link to the Mayo Clinic. KTTC-TV also offers links to NBC's home page and MSNBC. And this month, "KTTC for Kids" features "virtual pumpkins," which kids can carve over the Internet.

K

**Owner:** Quincy Newspapers Inc.  
**Contact:** Dave Ferber  
**e-mail:** kttc@kttc.com  
**Web designer:** Dave Ferber  
**Phone:** (507) 288-4444

## KLAS-TV Las Vegas—www.infi.net/vegas/online



KLAS-TV's goal is "to create the premier Las Vegas information source on the Internet." This site features The Ultimate Guide to major hotels and nightclubs, and who's playing where. Also available are transcripts from the station's latest newscast, while links take you to national news via CNN and other news sites. And it touts its own Internet-access service (\$24.95 a month of unlimited access).

AD AU

**Owner:** Landmark Communications  
**Contact:** Phil Pikelný  
**e-mail:** pikelný@vegas.infi.net  
**Web designer:** in-house  
**Phone:** (702) 792-8888

## KPIX-FM-TV San Francisco—www.kpix.com



KPIX-TV says that 20% of the world's Internet users live within range of its broadcast signal. Hoping to capitalize on that, KPIX-TV and its companion FM talker (95.7 mhz) have developed a sleek site with local news and information, and a special deal for software companies that advertise. They make available demonstration software, for prospective buyers to download.

AD AU K CH

**Owner:** CBS  
**Contact:** Carol Tweedle  
**e-mail:** tweedle@kpix.groupw.wec.com  
**Web designer:** David Meharg  
**e-mail:** meharg@kpix.groupw.wec.com

## WRAL-TV Raleigh, N.C.—www.wral-tv.com



WRAL-TV's site is about news—lots of it. The first thing you see is the latest local headlines. Then you'll find dozens of stories conveniently organized. Most come from AP, but some local news comes from WRAL-TV's newsroom. The site has other predictable features, such as community listings, but they are well done. With RealAudio software, you can listen in on newscasts.

AD AU VD

**Owner:** Capitol Broadcasting Co.  
**Contact:** John Conway  
**e-mail:** conway@wral-tv.com  
**Web designer:** John Whitehead  
**e-mail:** jfw@wral-tv.com

## WFSB-TV Hartford, Conn.—www.wfsb.com



WFSB-TV's site is far from the prettiest on the Web. But it's a solid performer with plenty of news and a first-rate weather area. Complementing the latest news are scripts of recent investigative reports and other features. The site is loaded with links to Hartford businesses, schools, government agencies and fun places. You can even find out where the fish are biting, on Joe's Connecticut Fishing Page.

AD AU K

**Owner:** Post-Newsweek Stations  
**Contact:** C.C. Boggian  
**e-mail:** ccb@wfsb.com  
**Web designer:** UNETZ Corp.  
**e-mail:** harlan@unet.net

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# TV PROGRAMS

K—KIDS ZONE  
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CH—CHAT ROOMS

## The X-Files—www.thex-files.com/index.htm



Fox staff spent what must have been an ungodly amount of time on this site. The home page opens with three links: Case Files, Fan Forum and What's New, in addition to other links to the network. The Case Files link is mind-boggling: It contains links to summaries of every X-Files episode ever made. The site also has bios of its characters, the actors, the show's creator and staff.

AD

Owner: Fox  
Contact: Cindy Ronzoni,  
e-mail: cindyr@foxinc.com  
Web designer: in-house  
Phone: (310) 369-3776

## Melrose Place—www.foxnetwork.com/melpindx.htm

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The *Melrose Place* home page offers visitors two links: The Ultimate Melrose Party and Melrose Magazine. In the Party link, you'll find ideas for activities with a *Melrose* spin, such as how to throw a *Melrose*-watching party. The Magazine offers a good fix for *Melrose* junkies, such as tips from character Sydney Andrews on how to get a job without really working.

AD

Owner: Fox  
Contact: Cindy Ronzoni,  
e-mail: cindyr@foxinc.com  
Web designer: in-house  
Phone: (310) 369-3776

## Fox After Breakfast—www.foxnetwork.com/foxab/index.htm

It's a real kick in the am.

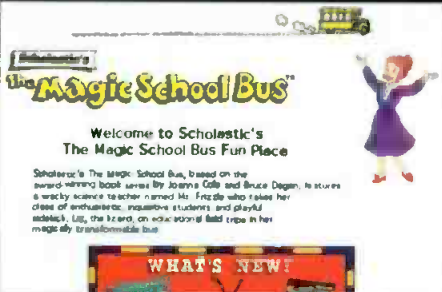


The spunky show has an equally spunky Website. With a click on the door, the user enters the apartment featured on the program. Inside, links are available to a chat room, e-mail to the show, a bulletin board, and an instant message function that allows users to interact with the show hosts on the air.

AD CH

Owner: Fox  
Contact: Cindy Ronzoni,  
e-mail: cindyr@foxinc.com  
Web designer: in-house  
Phone: (310) 369-3776

## The Magic School Bus—www.scholastic.com/magicschoolbus



The Website for this PBS children's show is a good way to introduce kids to the Internet. A synopsis of every program aired during the show's three TV seasons is available. Difficult words flash, and if clicked on, a dictionary is displayed. There is also a word game, a riddle, a drawing that can be printed and colored, and an art gallery featuring the drawings of kids who visit the site.

K

Owner: Scholastic Productions  
Contact: Eric Nissenbaum  
e-mail: eric@scholastic  
Web designer: in house  
Phone: (212) 343-7521

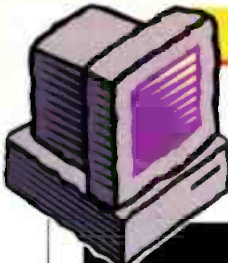
## Inside the NFL—www.hbo.com/nfl



*Inside the NFL* offers the NFL junkie a fix to bridge the gap between shows and games. The site offers a question-and-answer link allowing surfers and show hosts to chew the fat about the NFL. The Where Are They Now? link updates fans on former NFL players. The site also includes the show's weekly picks, plays of the week, the NFL schedule, a preview of the next show, and more.

AD

Owner: HBO  
Contact: Chris Donlay  
e-mail: cdonlay@homebox.com  
Web designer: Reset, Inc.  
Phone: (212) 929-2757



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CH—CHAT ROOMS

## The Real World V—www.mtv.com/tubescan/rw5

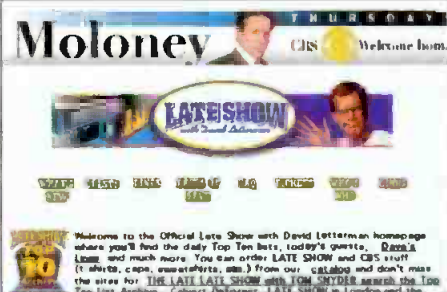


The MTV show that peeks into the real lives of seven young people living together allows an even closer look through its Website. There are links to the housemates' bios, as well as a link, Logger Row, that looks at the participants from the perspective of the show's staffers, who watch hours of tape to put together the program. You can even tour the house via the site.

AD AU VD

**Owner:** MTV  
**Contact:** Caroline Vincent  
**e-mail:** ctvince@aol.com  
**Web designer:** in-house  
**e-mail:** (212) 258-8458

## The Late Show with David Letterman—www.cbs.com/lateshow



Jay Leno may have the edge in the battle of the late-night talk shows, but David Letterman has a better Website. Letterman's Top 10 List from 1993 through the most recent show can be accessed, as well as the best lines from his monologues each week. There are bios of the staff, a list of guests for upcoming shows, and ticket information. The official Website also offers links to unofficial Letterman Websites.

**Owner:** CBS  
**Contact:** Bradford Schmidt  
**e-mail:** info@smmedia.com  
**Web designer:** Schmidt Mead Media  
**Phone:** (212) 252-7400

## Biography—www.biography.com



This site has its own search engine, which will locate brief biographies from its 15,000-name database. Links include Speak, in which users may chat about *Biography* subjects and other topics, and Read, which features a list of best-selling biographies and its own link to reviews of those books. A visitor can order videos of episodes and see what's coming up on the show.

AD K VD

**Owner:** A&E Television  
**Contact:** Todd Tarpley (A&E)  
**e-mail:** toddtarp@aol.com  
**Web designer:** InterActive8  
**e-mail:** info@interactive8.com

## Babylon 5—www.babylon5.com

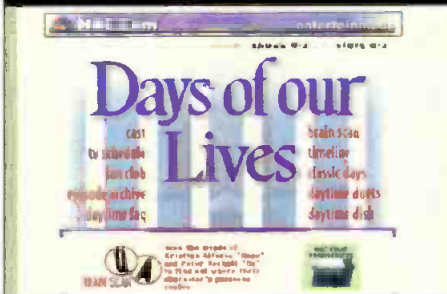


This futuristic-looking site has everything for the *Babylon 5* and sci-fi fan. The Image Center has sample pictures of people, hardware and highlights that make up the show's universe. The Stellarcom page has links to other sci-fi and space sites. The BABCOM communications center has a page for a chat area, frequently asked questions and a fan club. The site also offers video and audio clips of the show.

AD AU VD CH

**Owner:** Warner Bros. Online  
**Contact:** Rikk Galvan  
**e-mail:** rikkgalvan@aol.com  
**Web designer:** Warner Bros. Online  
**Phone:** (818) 977-3630

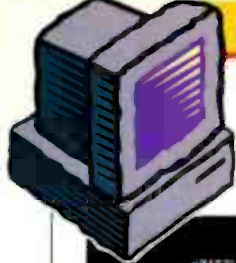
## Days of Our Lives—www.nbc.com/entertainment/shows/days/index.html



Even after the sun sets, *Days* can still be lived by fans through its Diamond Anniversary Website. The site's Classic Days page has a gallery of *Days* pictures stretching back through the show's 30-year history. Users also can participate in NBC Cyber Chats featuring actors from the show and an NBC host. If you haven't seen the show since the 1960s, the 30 Years of Our Lives time line will catch you up.

AU CH

**Owner:** NBC Interactive  
**Contact:** NBC Interactive/Avalanche  
**e-mail:** mike.mannarino@nbc.com  
**Web designer:** Mike Mannarino  
**Phone:** (818) 840-6600

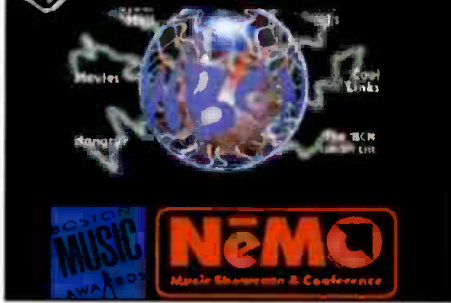


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# RADIO STATIONS

K—KIDS ZONE  
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## WBCN(FM) Boston—www.wbcn.com

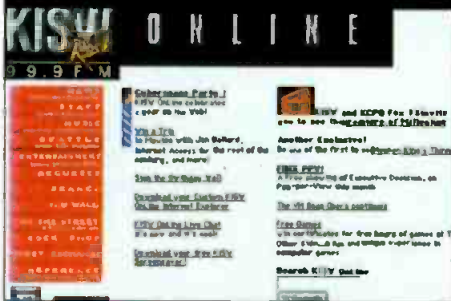


This hip rock Boston radio Website offers several useful links, including a Cyber Mall with lists of "cool deals" and "great jobs." Other areas in the site provide local movie listings, good places to dine in Beantown and the area's concert schedule. There is also the standard background on the DJs, the station's playlist and top 10 requested songs.

CH

**Owner:** WBCN  
**Contact:** Steve Strict  
**e-mail:** steve@wbcn.com  
**Web designer:** Steve Strict  
**Phone:** (617) 266-1111

## KISW-FM Seattle—http://www.kisw.com



You can get lost in this site. The home page has a long list of connections to the site's various departments, including Entertainment, News, Requests, Ticket Exchange and The Wall, where browsers can exchange messages. Each department is thorough and detailed. Among other sites is a listening room with a large selection of music to listen to via RealAudio.

AD AU CH

**Owner:** KISW  
**Contact:** Gus Swanson  
**e-mail:** gus@kisw.com  
**Web designer:** Hotlink Internet  
**e-mail:** webmaster@kisw.com

## WGST-AM-FM Atlanta—www.wgst.com



The first thing that appears on the home page for this Atlanta radio station is the three-day weather forecast. Below that is a creative graphic of a car radio with each button representing a different link from the site, including traffic, Comedy Corner, a program schedule and What's New. And for almost every Southern sports fan, there is a NASCAR link.

AD

**Owner:** WGST  
**Contact:** Arnold Katinsky  
**e-mail:** katinsky@wgst.com  
**Web designer:** Creative loafing Network  
**e-mail:** rodder.brown@creativeloafing.com

## WRLT-FM Nashville—www.wrlt.com

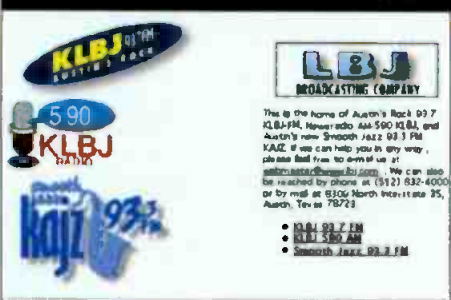


Radio Lightning, as the station likes to refer to itself, offers links to its favorite news sites such as CNN, USA Today and MSNBC, as well as links offering Nashville City information for out-of-town site visitors and the area's time, temperature and weather. If you want to know more about radio, its More Power link gives a history of the radio station and an explanation of how FM radio works.

AU

**Owner:** WRLT  
**Contact:** David Hall  
**e-mail:** dhall@wrlt.com  
**Web designer:** Alliance Marketing  
**e-mail:** jkelley@isdnet

## KLBJ-FM Austin, Tex.—www.lbj.com/fm/index.html



This site contains mainly sections devoted to the station's various shows such as the Local Licks link, which centers on a show featuring Austin-area artists. Local concert information is provided through its own search engine. The site also gets high-tech with its CU-SeeME capabilities, which allow listeners to view the studio and chat with DJs 24 hours a day.

SS AD AU VD CH

**Owner:** KLBJ  
**Contact:** Chuck Green  
**e-mail:** webmaster@lbj.com  
**Web designer:** Chuck Green  
**Phone:** (512) 452-7148

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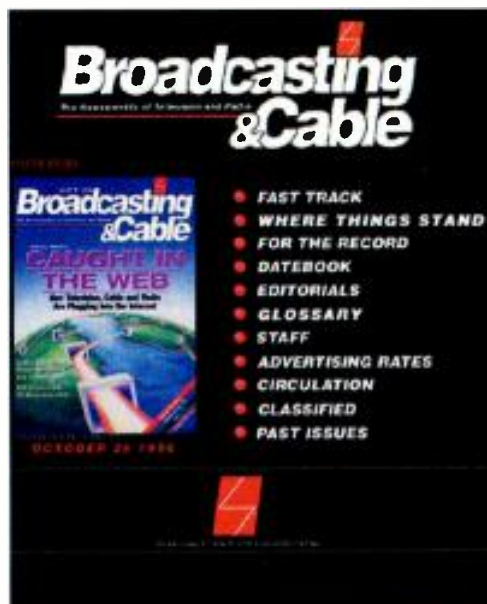
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Next time you're surfing the net, drop by [www.broadcastingcable.com](http://www.broadcastingcable.com), your link to the information superhighway.



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# RADIO STATIONS

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## KFOG(FM) San Francisco/San Jose—www.kfog.com



At first glance, this site doesn't look as though it contains much information, but it does have much to offer through two of its main links, What's New and What's On. There's Tech Talk for Dummies, for those who are adjusting to online lingo, and Take Part, which encourages community volunteering. The site is updated regularly with new graphics and pictures.

AD

**Owner:** Aspen Media  
**Contact:** Rick Romano  
**e-mail:** rick@aspenmedia.com  
**Web designer:** Aspen Media  
**e-mail:** (415) 434-1999 x320

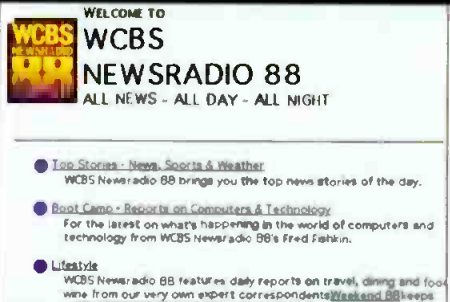
## KKRZ(FM) Portland, Ore.—www.z100portland.com



It's easy to get tangled in this site's Web. In addition to links to artists, events, concerts and news, there's a page that lists job openings at the station and a DJ Lounge with pictures of, and interviews with, each of the station's DJs. And if you're looking for a mate, the station will set you up through its Desperate and Dateless link.

**Owner:** KKRZ  
**Contact:** Jenci Bergen  
**e-mail:** jbergen@emarket.com  
**Web designer:** eMarketing Inc.  
**Phone:** (503) 626-7804

## WCBS(AM) New York—www.newsradio88.com



This informative news radio link leads off with Top Stories, followed by news, sports and weather. Boot Camp provides computer and technology news, and Lifestyle features daily reports on travel, dining, food and wine. The user may address questions, via e-mail, to New York City Mayor Rudolph Giuliani, New York Governor George Pataki and New Jersey Governor Christine Todd Whitman.

AU

**Owner:** CBS  
**Contact:** Bradford Schmidt  
**e-mail:** info@smmedia.com  
**Web designer:** Schmidt Mead Media  
**Phone:** (212) 252-7400

## WQAM(AM) Miami—www.wqam.com



The main area of this sports radio station site is a sports discussion forum where browsers can "vent" opinions. The forums are divided by topic. The site also features links for news, sports, jobs and other entertaining sites. The browser can register with the site to receive e-mail each time the page is updated.

AD AU VD

**Owner:** WQAM  
**Contact:** George Corso  
**e-mail:** gcorso@wkis.com  
**Web designer:** In-House  
**e-mail:** (954) 431-6200

## WBZZ(FM) Pittsburgh—www.johndave.com



The John and Dave morning show site is updated every day with the team's silly antics, such as a montage of photos showing a contestant drinking as many coffee creamers as possible in one minute. There are pages for weather, news, sports and concerts, as well as a section boasting about the ratings for the show. A downloadable screen saver is available as well.

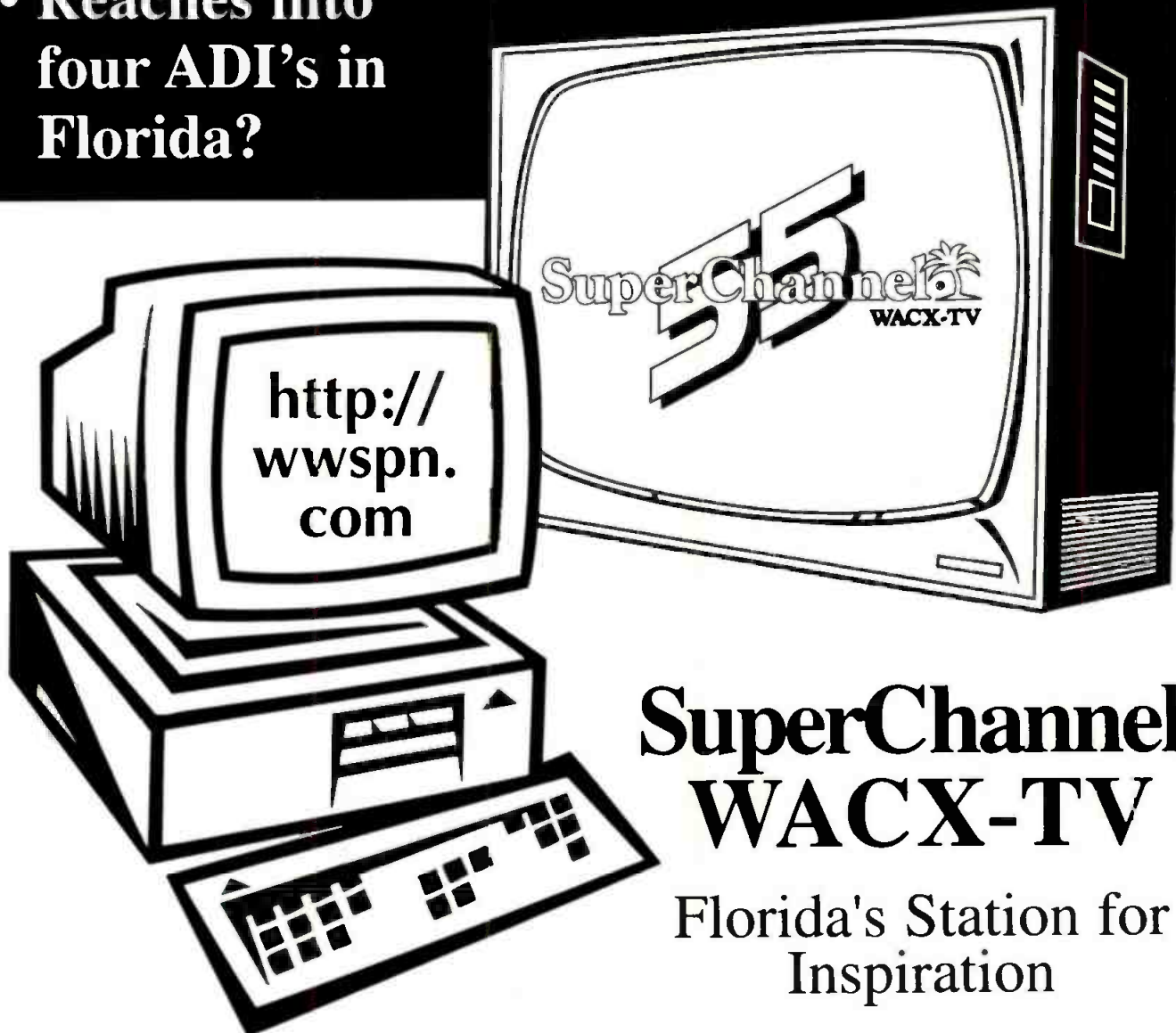
CH

**Owner:** EZ Communications  
**Contact:** Bubba  
**e-mail:** johndave94@aol.com  
**Web designer:** Chuck the Movie Guy  
**e-mail:** chuckthemovieguy@msn.com



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1177 Avenue of the Americas, 31st Fl  
New York, NY 10036  
Lynn Kearney - Web-Site Contact  
George Babick - Ad Sales Contact

Phone: (212) 398-8836  
Fax: (212) 736-7716 - L. Kearney  
(212) 398-9312 - G. Babick

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<http://www.Eonline.com>

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[S.FREY@B&C.CAHNERS.COM](mailto:S.FREY@B&C.CAHNERS.COM)

# Website Listings

## TV WEEK Interactive

TV WEEK INTERACTIVE  
435 N. Michigan Avenue, Suite 1500  
Chicago, IL 60611  
Jim Donahue

Phone: 800-245-6536  
Fax: 312-222-8620

E-mail: [tms@tribune.com](mailto:tms@tribune.com)  
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Universal City, CA 91608  
Holly Leff, Vice President Pay TV

Phone: 818-777-2753  
Fax: 818-866-5622

E-mail: [haleff@mca.com](mailto:haleff@mca.com)  
<http://www.mca.com/PPV/>

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1200 Ashwood Parkway  
Atlanta, GA 30338  
Adam Brown

Phone: 888-WHATS UP  
Fax: 770-671-0110

E-mail: [sales@whatsup.com](mailto:sales@whatsup.com)  
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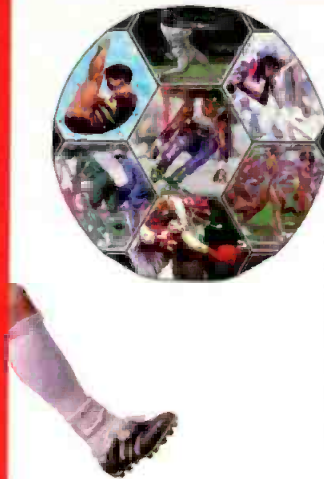


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# PC-TV: threat or promise?

By Cynthia Littleton

**A** slew of new consumer electronics products set to hit retail stores this fall is designed to bring about the long-promised convergence of the PC and TV.

The threat of increased competition for ad dollars and eyeballs concerns some broadcasters, while others see the online revolution as the next generation of broadcasting.

The PC-TVs and \$300-\$400 set-top boxes due to arrive on store shelves during the next few months are designed to turn the TV screen into a monitor for Internet browsing with a wireless remote and a wireless keyboard.

"People will be checking their e-mail during the commercial breaks in *Friends*," says Jim Moloshok, senior vice president of Warner Bros. Online. "It's going to bring the Internet to a population that can't afford computers."

The Electronic Industries Association optimistically predicts that PC-TVs—such as the \$3,000-\$4,800 big-screen models from South Dakota-based Gateway 2000—will penetrate the marketplace faster than did compact discs and VCRs, reaching 17% of consumers over the next five years.

"What we're really trying to do [on the Internet] is get our customers to spend more time with us," says Phil Pikelny, new business development manager for CBS affiliate KLAS(TV) Las Vegas, one of the first stations to launch a Website, in late 1994.

"If we can get viewers to log on to our traffic report before they leave work, and if we can offer buyers a packaged, multimedia advertising platform, then we're definitely using the Internet for the right purpose," Pikelny says.

Sinclair Broadcast Group is taking a different approach with its Supercast PC data service, which feeds a customized package of Websites into viewers' home computers via a signal embedded in the vertical blanking interval. Silver King Communications is understood to be developing a transactional online component tied to the relaunch next year of a dozen major-market UHF stations that now carry HSN. ■

# Broadcasting

October 28, 1996

## CBS might drop Saturday cartoons

*But network insists it will honor kids' programing commitment*

By Steve McClellan

**I**ncreasing competition and costs of animation programing, as well as declining ratings and profits, have CBS seriously considering getting out of the Saturday morning animation business.

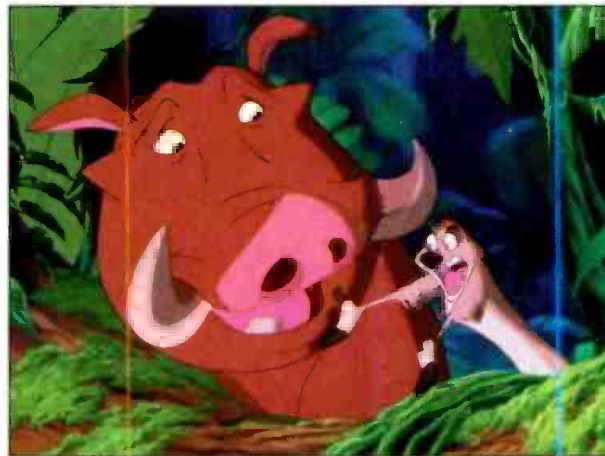
Sources say that no decision has been made, but a number of scenarios are being explored—including scrapping all or most of the Saturday animation lineup in favor of a mix of live-action children's educational programing, news and sports.

The network declined to comment on its ongoing re-evaluation of Saturday mornings, but sources stressed that regardless of whether the daypart is reformatted, CBS will honor its commitment to three weekly hours of children's educational programing. A recent development deal with Children's Television Workshop is designed to help fulfill that commitment.

It's also possible that CBS will keep the same basic Saturday morning formula. Sources say some executives are pressing the network to stay with it, arguing that with the right shows—and some aggressive cross-promotion—the kids daypart can be lucrative. One idea being explored, well-placed sources say, is the possibility of CBS's Eyemark Entertainment unit acquiring a syndicator that specializes in children's programs.

That could give CBS a daily platform to cross-promote Saturday morning children's programs, as ABC and co-owned Buena Vista now do. Disney-produced *Gargoyles*, for example, airs on ABC on Saturdays and daily in Buena Vista's Disney Afternoon animation block. Fox similarly cross-promotes its Saturday morning and weekday afternoon cartoon blocks.

Meanwhile, CBS News President Andrew Heyward confirmed last week that the news division has made a presentation to the network about a news program for children for Saturday morn-



*'The Lion King's Timon & Pumbaa' is one of the shows CBS may drop from its Saturday morning lineup.*

ing. No decision yet, he said, although he expects one in about a month.

CBS's Saturday kids lineup has suffered ratings and revenue drops in the past couple of years. CBS sold about \$45 million in advertising in the kids upfront market earlier this year, roughly 10% off the previous year's mark. New competi-

tion, from sources such as The WB, has taken its toll. The WB's kids advertising just about doubled this year, to \$43 million.

At the same time, animation costs continue to climb. The cost of a high-quality animated half-hour episode may run \$400,000, according to one producer. Five years ago, the producer said, the high-end for a half-hour episode was closer to \$300,000.

Live-action half-hours can be done for less, sources say—perhaps for as little as \$250,000 per half-hour. Thus, CBS mulls its options. "There's lot of discussion, but no answers yet," says a CBS insider. "We think we have at least a couple of really good kids shows, but there is a debate about the best way to showcase them." ■

### Big Four neck-and-neck in fifth

Baseball and presidential politics kept the Big Four networks within 2 share points of each other during week five of the 1996-97 season.

NBC still claimed the lion's share of the audience with its 10.5 Nielsen rating/18 share in households, but second place saw a new winner. ABC finished the week of Oct. 14-21 with a 9.7/16 in total households, thanks to wins on Monday, Tuesday and Friday. ABC also remains number two in the adults 18-49 demo.

Prime time baseball telecasts combined with strong showings for *The X-Files* and *Sliders* propelled Fox to its highest weekly household rating ever, with a 9.6/16—number three in total households behind ABC and number one in all key male demographics.

For the third week in a row, *X-Files* ruled the 9-10 p.m. time period on Friday, not to mention nabbing all of the key adult demographics and households. Baseball also was very, very good to Fox, helping it to win Wednesday (11.6/19) and Sunday (14.1/23).

CBS won yet another Saturday, but saw its ranking drop to fourth during week five, with a 9.4/16. *Cosby* (12.4/20) and *Pearl* (11.1/17) on Monday and *The Nanny* (9.9/17) on Wednesday continued to overshadow the competition; *Early Edition* (10.4/19) continued as the highest-rated new show this season in households.

UPN and The WB tied the week, with a 3.1/5.

—LR

# MCA: More music, fewer movies

*Bronfman says studio is focusing on music division; says TV ads won't stop*

By Price Colman

**T**he Seagram Co. intends to rock the U.S. music market but will narrow its focus on filmed entertainment, president Edgar Bronfman Jr. told analysts at Bear Stearns' 10th Annual Media & Communications Conference in Phoenix last week.

Bronfman also said the company has no plans to stop advertising its products on TV.

The music division of Seagram subsidiary MCA Inc. will have six albums in the Top 15 this week, Bronfman said, and the division itself will move up the charts from third place to second in U.S. music markets.

Bronfman also predicted that the division's record arm will increase its market share, now about 8% of the domestic market, by 50%-100% by the end of 1997.

"Where MCA is invested is in the domestic music market," he said. "We made the decision when we bought into the company that music would be a major focus.... Most of the people from Time Warner's domestic music business are now running MCA's music division."

As to Seagram's approximately 10% interest in Time Warner, Bronfman characterized Seagram as a "seller" under the right circumstances.

"We would like to see Time Warner stock higher than it is," he said. "I suspect there are a number of people in this room who share that view. I think Time Warner management understands that in a way they never have before."

Meanwhile, Seagram has repurchased about 7.5 million shares of its stock over the past few months in an effort to increase shareholder value, Bronfman said.

Earlier, MCA Chairman and President Frank Biondi said that MCA intends to take capital from its filmed entertainment division and use it to help grow the music and amusements arms.

"We have said we will produce fewer movies," Bronfman reiterated. "Others have said they will produce fewer movies. I think that will take some of the air out of inflated [movie production] costs."

In addition to making fewer movies, MCA plans to spread costs among additional investors and focus on more "event-type" movies, such as the "Jurassic Park" sequel, "The Lost World," due in theaters next year. Bronfman acknowledged that such movies entail greater risks, in part because their higher production, marketing and promotions budgets mean it takes longer to recoup investment. The flip side, he said, is higher rewards.

While Bronfman characterized the music business as a global business, he said that as popular as U.S.-produced films are around the world, they're still an export and not a global business. He said MCA intends to make the U.S. film business a global industry.

Biondi told analysts that theme parks are MCA's number-two priority and that the company has as much as \$5 billion—including equity and debt financing—"in the pipeline" for parks

in Orlando, Fla., and Osaka, Japan.

In an apparent effort to counter perceptions that Seagram-MCA missed a prime chance to edge out Westinghouse in acquiring CBS, Bronfman quoted investing guru Warren Buffett: "Beware of companies with a strategy. They often spend too much pursuing it."

He acknowledged that television distribution for products from MCA's filmed entertainment division "is a good thing for a reasonable price." But he added that MCA's TV entertainment division now makes about \$50 million a year, and "I don't think it makes sense to spend \$5 billion, \$6 billion, \$7 billion to protect \$50 million."

Seagram has no plans to discontinue advertising "spirit products"—read liquor—on television, Bronfman said, adding that Seagram has advocated responsibility and restraint regarding liquor since the 1920s. ■

## Merv on the move

*MGE developing detective drama and animal show*

By Cynthia Littleton

**M**erv Griffin Entertainment is gearing up for a big push on the TV side next year with a development slate that includes a new detective drama from the creators of *Columbo* and an animal show hosted by Betty White.

Also in the works are two ABC specials and a Jackie Mason special for PBS and the BBC. MGE is about to begin production on a half-dozen TV projects, two feature films and live entertainment events.

Griffin, the '70s talk-TV fixture who went on to hit the jackpot by developing *Wheel of Fortune* and *Jeopardy!*, formed MGE last fall with his longtime friend and producer, Ernie Chambers. Last week, the company increased its staff to nine by adding two vice presidents to oversee programming and creative affairs.

Roger Lefkowitz formerly was president of entertainment at DIC and an executive with LBS Communications. Peter R. Marino most recently served

as executive vice president, programming, for Twentieth Television.

Griffin says MGE's new team is ready to build "the diversified entertainment company I have always dreamed of."

MGE's drama series are being shopped to syndication and cable. Network TV production is too risky for a small, independent production firm that can't afford to deficit-finance a minimum six hours with no assurance of securing a full-season order, Chambers says.

The new series from *Columbo* masterminds William Link and William Levenson is based on a real-life married couple who work in law enforcement in Boston. The other drama is an action hour, *Legend of Excalibur*, from Tom Blomquist, a former producer on CBS's *Walker, Texas Ranger*.

The Betty White show is like "Entertainment Tonight for animals," says Chambers. White will visit acting animals on movie and TV sets and the pets of celebrities. ■

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## IRTS Newsmaker Luncheon celebrates 53rd year

This year's International Radio & Television Society Foundation Newsmaker Luncheon was held at New York's Waldorf-Astoria Hotel on Oct. 18. The luncheons date from 1943 and always feature the FCC chairman. This year's guests (l-r):

**Front row:** Tom Burchill, Petry Media Corp.; Raif D'Amico, CBS Radio Representatives; Ralph Guild, Interep Radio Store; Tom Olson, Katz Media Group; Don Robinson, Seltel; Peter Ryan, Righter & Parsons; Kay Koplovitz, USA Networks; Steven Brill, Court TV; Judith McHale, Discovery Communications; Ward Quaal, The Ward L. Quaal Co.; Gerry Byrne, *Variety*.

**Second row:** Tom Rogers, NBC; Al Sikes, Hearst Corp.; Bob Iger, ABC; Peggy Conlon, BROADCASTING & CABLE; Peter Lund, CBS; Reed Hundt, FCC chairman; Steve Weiswasser, Americast; Bill Blackwell, Jefferson-Pilot; Don Cornwell, Granite Broadcasting Corp.; Mel Karmazin, Infinity Broadcasting Corp./Westwood One; Bob Sillerman, SFX Broadcasting/Sillerman Cos.; Frank Osborn, Osborn Communications; Ron Davenport, Urban Radio Networks.

**Third row:** Edward Bleier, Warner Bros.; Maurie Webster, Center for Radio Information; Jim Greenwald, Katz Media Group; Betty Hudson, Reader's Digest Association; Jim Rosenfield, Veronis Suhler & Associates; Jerry Feniger, Station Representatives Association; Ave Butensky, Television Bureau of Advertising; David Bartlett, Radio-Television News Directors Association; Sandy Josephson, New York Market Radio Broadcasters Association; Lynne Grasz, BDA International.

# NATPE ready to break bank in Vegas

*Expects record turnout despite merger-induced farewell to some old friends*

By Cynthia Littleton

**B**y the trade show gauge, television is a growing business. Exhibition space for syndication's annual program bazaar in January is expected to cover more than 400,000 square feet, topping the record set by last year's conference in Las Vegas. NATPE President Bruce Johansen said last week.

Highlights of the four-day (Jan. 13-16) sales marathon in New Orleans will include a Q&A with Ted Turner and an entertainment industry forecast for 1997 from leading Wall Street analysts.

Media mergers have cost NATPE a few high-profile members, such as News Corp.'s newly acquired New World/Genesis Distribution. MGM has

opted out of the convention this time around to pursue a different sales strategy. But most other members are on the grow, with notable year-to-year increases in floor space reserved by independents Carsey-Werner Co. and All American Television.

Growth is also being fueled by newcomers to the NATPE tent—international buyers, new media firms and advertising agencies. European companies are leading the charge in the international pavilion, but first-time exhibitors this year also include the Egyptian Radio & TV Union and Television Azteca. Overall, exhibition space reserved by international companies is running 20% ahead of the same period last year.

New themed pavilions for sports programming and the New York Festival

programming awards have been added to the existing lineup of international, new media, cable, independent productions, locations and animation pavilions.

For the first time, NATPE is renting hotel suites to companies that want to conduct business at NATPE without mounting an open exhibit. The list includes DreamWorks Television, which is preparing to launch its first strip, the offbeat game show *Majority Rules*.

Johansen announced the list of heavy-hitters for an expanded program of panel sessions and workshops during the conference, but organizers have yet to settle on a moderator for the Q&A bout with Turner.

"We're trying to find someone who doesn't work for him," he quipped. ■



# Must see, Latino style

NBC has nine of top 21 shows among Hispanic households, Fox second

By Lynette Rice

**M**ust See TV appears to be must-see in Latino households as well. The fourth annual Report on Latino Viewing of Network TV by BBDO New York shows that NBC carried nine of Latino households' top 21 shows, followed by seven on Fox and five on ABC.

CBS, for the second year in a row, saw none of its shows crack the top 20 among Latino viewers.

Among the shows with great crossover appeal to Latinos: *Friends*, *Caroline in the City*, *Single Guy*, *Roseanne* and *Home Improvement*.

"I can only speculate as to why there

is such a significant increase in crossover programs and NBC's domination of the Latino top 20," says Doug Alligood, BBDO senior vice president and author of the study. "The shows that have been added to the list since last year are all part of NBC's 'Must See TV' Thursday night lineup. So I can't help but think that it's the enormous popularity of those shows that may be affecting the Latino viewer's selection."

The survey—based on Nielsen Hispanic Television Index ratings for November 1995 and February and March 1996 plus a special tabulation of the Nielsen Television Index based on the same months—showed 10

crossover programs, compared with the previous year's four.

Shows with Latino stars remain popular with Latino households but don't insure a spot in the top 20, the survey revealed. *NYPD Blue*, which stars Jimmy Smits, ranked only 25th, while *Chicago Hope* with Hector Elizondo ranked 63rd. *The John Larroquette Show* with Liz Torres was 72nd.

Latinos 12-17 follow shows like *New York Undercover*, *Living Single* and *Hangin' with Mr. Cooper*, while Latinos 18-24, 18-34 and 18-49 are more likely to tune in *Beverly Hills, 90210* and *Melrose Place*, the survey said. *Touched by an Angel* and *Walker, Texas Ranger* appeal to Latinos 50-plus.

"It may not be much of a surprise if we see a similar increase in crossover programs in the next Report on Black TV Viewing," Alligood says. "However, that may also be the result of tuning in to see what all the fuss is about." ■

## SYNDICATION MARKETPLACE

### Talk togetherness

Just call it the sisterhood of talk show hosts: Rosie O'Donnell has pledged to be one of the first guests on Naomi Judd's upcoming daytime talk show from Rysher Entertainment. During an appearance on O'Donnell's show last week, Judd joked that she may be forced to take drastic measures to prevent her show from being scheduled against O'Donnell or another friend, Oprah Winfrey. "I hate competition," the former country music star said. "They can't put us all in the same time slot or I'll have to bomb the stations."

### Taking wraps off 'Mummies'

*Mummies*, a new animated offering from DIC Entertainment and movie producer Ivan Reitman, has been cleared by Claster Television for launch next fall in more than 88% of the country. The strip chronicles the adventures of five Egyptian mummies who come back to life as crime-fighters in modern-day San Francisco. Claster is offering the series on a straight barter basis (2 1/2 minutes national, 3 1/2 minutes local in the second and fourth quarters; 3 minutes national and 3 local in the first and third quarters). DIC

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 13. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.2/21.5/94
2. Home Improvement	8.7/224/96
3. Jeopardy!	8.6/211/94
4. Oprah Winfrey Show	7.7/236/99
5. Seinfeld	7.3/200/94
6. Entertainment Tonight	6.0/179/93
7. Hercules, Journeys of	5.8/219/97
8. Star Trek: Deep Space Nine	5.6/237/97
9. Simpsons	5.4/200/94
10. Xena: Warrior Princess	5.3/213/96
11. Home Improvement-wknd	5.1/206/90
12. NFL on TNT '96	5.0/3/72
13. Inside Edition	4.9/143/89
14. Live w/Regis & Kathie Lee	4.3/241/99
15. Baywatch	4.2/211/93
15. Mad About You	4.2/187/92
15. Montel Williams Show	4.2/187/94

and Reitman's Northern Lights Entertainment will produce 52 half-hour episodes of the action/comedy/adventure series. Toy giant Hasbro is planning a major line of new products tied to *Mummies*.

### 'Bananas' in Penney's PJs

B1 and B2 are going out mall-storming. The banana-shaped stars of Sachs Family Entertainment's live-action children's series *Bananas in Pajamas* are taking a live musical revue on the road to JCPenney stores across the country. The tour also

includes a sweepstakes promotion underwritten by United Airlines.

### Short subjects

Disney's FCC-friendly children's weekly *Sing Me a Story with Belle* will showcase more than a dozen classic Disney short subjects this season. Among the highlights is the rarely seen 1938 animated adaptation of the Eugene Field poem "Wynken, Blynken and Nod," plus Mickey Mouse and Silly Symphonies cartoons from the early 1930s.

### Herculean contest

MCA is mounting a monstrous interactive November sweeps promotion for *Hercules: The Legendary Journeys* that also encourages fans to check out the show's World Wide Web site. From Oct. 14 through Nov. 4, the closing credits of the campy action-hour give viewers a secret password with which to enter a sweepstakes through the Internet or regular mail. The grand-prize winner wins a trip to Hollywood to be "digitized" by the special-effects wizards at Universal Studios, a year's supply of M&Ms and home videos of vintage Universal horror flicks from the 1930s and '40s.—CL



### CBS gets Grammys

CBS has signed a new five-year agreement with the National Academy of Recording Arts & Sciences to keep the annual Grammy Awards on the network through 2002. Ellen DeGeneres will host the 39th annual awards on Feb. 26 at Madison Square Garden, the first time the ceremony has been held there. Spoofing the publicity that her ABC show, *Ellen*, has generated lately, DeGeneres said, "I am very proud to announce I will be coming out to New York to host the Grammys."

### 'Cybill' assemblage

Although the stage at the Oct. 19 television festival in Los Angeles wasn't nearly as full as the program promised,

the cast and crew of CBS's *Cybill* gave no hint of personnel troubles on the show. Among those missing from the stage were Christine Baranski, who was at home in New York, and Howard Gould, who recently became the third executive producer in two years to leave the show. Gould and co-executive producer Russ Woody reportedly left over creative differences with star *Cybill* Shepherd. Producer Marcy Carsey told the packed house that "We love *Cybill*.... She's forthright, sane, stable.... *Cybill* is *Cybill*." Shepherd, who said she doesn't miss working with Bruce Willis, added that she "learned a lot on *Moonlighting*. I'm calmer now." When one of the actors referred to Gould, Shepherd said: "Howard who?"

### Nielsen adds metered markets

Nielsen Media Research will start metered service in five new markets during the next nine months, including 34th-ranked Columbus, Ohio, where meters were turned on Oct. 1. In November, the meters will be turned on in 36th-ranked Salt Lake City, while 41st-ranked New Orleans will become metered effective January 1997. Memphis (42) and Nashville (33) will follow in May and July, respectively. The five additional markets will bring the total of locally metered Nielsen Station Index markets to 38, covering 59% of U.S. TV households. Nielsen said the first clients signing on in Nashville were WZTV-TV (Fox); WUXP-TV (UPN), and WNAB-TV (WB).

### 'Ink' makes mark

The premiere of CBS's much-anticipated *Ink* managed to make its mark despite heavy competition from the World Series on the East Coast and ABC *Monday Night Football* on the West—not to mention an 11th-hour threat of preemption in Los Angeles because of massive coastal wildfires. The DreamWorks comedy marking the return of Ted Danson to prime time garnered an 11.9 Nielsen rating/18 share in households, building on *Cosby's* 11.1/17. Overall, CBS earned a 12.1/19 for the night, giving it a second-place finish behind Fox's World Series—driven 15.2/24. ABC came in third on Monday, with a 10.0/16; NBC finished fourth, with a 9.7/15.

### Series shifts

*Melrose Place* and the special *When*

*Disasters Strike*, which were preempted Oct. 21 for game two of the World Series on Fox, will air on Oct. 28. *Melrose* also will air for two hours on Nov. 11. Other changes prompted by the World Series include moving *Wow! The Most Awesome Acts on Earth II* from Oct. 28 to Nov. 25. TV's *All-Time Funniest Holidays*, previously announced for Nov. 25, will be rescheduled. The schedule for Nov. 18 remains as previously announced, with *Melrose* leading the night at 8, followed by *Close Call: Cheating Death* at 9.

### Life with 'Father'

ABC has added "Father of the Bride" to its November sweeps lineup. The motion picture with Steve Martin and Kimberly Williams, who also stars in the network's Saturday night drama *Relativity*, will air Nov. 9.

### SpyGaze development

SpyGaze Pictures has announced its movie projects in development for CBS and ABC: *Sight Unseen* (CBS), starring Marilu Henner, about a psychic who sees a series of murders; *After All These Years* (CBS), about two high-school sweethearts who reunite after 40 years; *A Stolen Life* (ABC), about a 20-year-old woman who learns that she was baby-snatched by her mother and, in a similar vein, *The Bridget Schaffer Story*, about a nurse who kidnaps a baby from a hospital.

### Kids shuffle

The WB has made some changes to its Kids' WB! lineup on Saturday. The new strategy, billed as Big Kids Go First...On Kids' WB!, includes moving shows *Freakazoid* and *Earthworm Jim* to 8 and 8:30 a.m., respectively, to bring in older viewers, while *Superman* and *Road Rovers* air at 9 and 9:30. The changes were set to coincide with the debut of *Waynehead*, from executive producer Damon Wayans, at 10 a.m. Oct. 19. "With our new schedule, instead of every network in the kids business competing for exactly the same audience at exactly the same time, our 'Big Kids Go First' strategy will, we [think], bring more kids to the set at the start of the Saturday morning schedule," said Jamie Kellner, CEO of The WB. After *Waynehead*, the schedule is as follows: *Pinky and the Brain*, 10:30; *Steven Spielberg Presents Animaniacs*, 11, and *The Sylvester and Tweety Mysteries*, 11:30. —LR

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Oct. 14-20

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOMES  
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 5	abc	CBS	NBC	FOX	U-PIN	WB
	15.2/24	11.2/17	11.3/17	7.1/11	3.1/5	2.6/4
<b>MONDAY</b>	8:00 69. Dangerous Minds 7.0/11	14. Cosby 12.4/20	45. Jeff Foxworthy 8.7/14	69. MLB National League Championship Game 5—Atlanta Braves vs. St. Louis Cardinals 7.0/12	94. In the House 3.6/6	110. 7th Heaven 2.4/4
	8:30 3. NFL Monday Night Football—San Francisco 49ers vs. Green Bay Packers 18.9/33	21. Pearl 11.1/17	53. Mr. Rhodes 8.4/13		97. Mal & Eddie 3.5/5	
	9:00 23. Murphy Brown 11.0/16	23. Cybill 11.0/16	12. NBC Monday Night Movie—A Kiss So Deadly 12.7/19		103. Sparks 2.9/4	106. Savannah 2.7/4
	9:30 28. Chicago Hope 10.7/17				108. Goode Byrd 2.6/4	
	10:00					
	10:30					
<b>TUESDAY</b>	13.8/23	9.4/16	9.4/16	5.7/9	2.7/4	
	8:00 17. Roseanne 11.3/19	51. Promised Land 8.5/14	38. Mad About You 9.6/16	82. Fox Tuesday Night Movie—Coneheads 5.7/9	94. Moesha 3.6/6	
	8:30 29. Life's Work 10.6/17	49. CBS Tuesday Movie—Every Woman's Dream 9.8/16	43. Smthg So Right 8.8/14		109. Homeboys 2.5/4	
	9:00 8. Home Imprvmt 15.6/25		30. Frasier 10.5/17		110. The Burning Zone 2.4/4	
	9:30 10. Spin City 13.8/22		26. Caroline in/City 10.9/17			
	10:00 6. NYPD Blue 15.7/27		64. Dateline NBC 8.3/14			
	10:30					
<b>WEDNESDAY</b>	9.1/15	8.4/14	6.3/11	11.6/19	3.5/6	3.8/6
	8:00 45. Ellen 8.7/15	33. The Nanny 9.9/17	78. Wings 6.1/10	15. MLB National League Championship Game 6—St. Louis Cardinals vs. Atlanta Braves 1.9/19	100. The Sentinel 3.2/5	98. Sister, Sister 3.3/6
	8:30 17. Drew Carey 11.3/18	49. Almost Perfect 8.6/14	90. Ross Perot 3.9/6		98. Nick Freno 3.3/5	
	9:00	Presidential Debate			93. Star Trek: Voyager 3.7/6	89. Wayans Br 4.2/7
	9:30				87. Jamie Foxx 4.5/7	
	10:00					
	10:30 66. Debate Analysis 7.3/12	73. Campaign '96 6.4/11	71. Decision '96 6.5/11			
<b>THURSDAY</b>	5.8/9	8.0/13	18.9/30	10.8/18		
	8:00 80. High Incident 6.0/10	51. Diagnosis Murder 8.5/14	5. Friends 16.1/26	20. MLB National League Championship Game 7—St. Louis Cardinals vs. Atlanta Braves 1.2/18		
	8:30 71. Murder One 6.5/10	63. Moloney 7.5/12	9. The Single Guy 14.8/23			
	9:00 85. Turning Point 4.9/8	57. 48 Hours 8.0/13	2. Seinfeld 20.4/31			
	9:30		4. Suddenly Susan 17.0/26			
	10:00		1. ER 22.7/37			
	10:30					
<b>FRIDAY</b>	10.4/19	6.9/13	8.4/16	8.8/16		
	8:00 40. Family Matters 9.2/18	61. Dave's World 7.6/15	61. Unsolved Mysteries 7.6/14	74. Sliders 3.3/12		
	8:30 34. Boy Meets World 9.8/18	74. Ev Loves Raymd 6.3/12	32. Dateline NBC 10.3/18	17. The X-Files 11.3/20		
	9:00 38. Sabrina/Witch 9.6/17	78. Mr. & Mrs. Smith 6.1/11	66. Homicide: Life on the Street 7.3/14			
	9:30 45. Clueless 8.7/15	60. Nash Bridges 7.7/14				
	10:00 13. 20/20 12.6/24					
	10:30					
<b>SATURDAY</b>	5.7/11	10.6/20	7.0/13	3.6/7		
	8:00 84. Second Noah 5.4/10	34. Dr. Quinn, Medicine Woman 9.8/18	82. Dark Skies 5.7/11	55. Fox Movie Special—Weekend at Bernie's 2 3.6/7		
	8:30 81. Coach 5.9/11	31. Early Edition 10.4/19	63. The Pretender 7.5/14			
	9:00 86. Common Law 4.7/9	16. Walker, Texas Ranger 11.8/22	59. Profiler 7.8/14			
	9:30 74. Relativity 6.3/12					
	10:00					
	10:30					
<b>SUNDAY</b>	8.0/13	10.4/17	9.8/16	14.1/23		3.1/5
	7:00 90. Perot '96 3.9/7	11. 60 Minutes 13.0/22	(nr) NFL Game 2 16.0/30	49. World Series Pregame 8.6/16		103. Kirk 2.9/5
	7:30 74. Am Fun Hm Vid 6.3/10	23. Touched by an Angel 11.0/17	65. Dateline NBC 7.4/12			105. Brotherly Lv 2.8/5
	8:00 54. Lois & Clark 8.3/13	42. CBS Sunday Movie—Blue Rodeo 8.9/14	21. 3rd Rock fr/Sun 11.1/17	6. World Series Game 1—Atlanta Braves vs. New York Yankees 15.7/25		100. Prnt 'Hood 3.2/5
	8:30		34. Boston Common 9.8/15			102. Steve Harvey 3.0/5
	9:00 54. ABC Sunday Night Movie—Talk to Me 8.3/13		40. NBC Sunday Night Movie—Danielle Steel's 'The Ring,' Part 1 9.2/15			92. Unhap Ev Af 3.8/6
	9:30					106. Life w/Roger 2.7/4
	10:00					
	10:30					
<b>WEEK AVG</b>	9.7/16	9.4/16	10.5/18	9.6/16	3.1/5	3.1/5
<b>STD AVG</b>	9.9/17	10.4/17	11.1/19	7.3/12	3.4/5	2.8/4

# It's no Secret: Private companies fold in face of deregulation

*Station group couldn't grow, so it had to go*

By Elizabeth A. Rathbun

**T**he beginning of the end of Secret Communications LP came in July 1995, when Evergreen Media Corp. outbid Secret for Pyramid Communications Inc.'s 12 radio stations.

Looking back, that was Secret's last chance to buy another company that would equip it to survive radio's consolidation wars, Secret President Frank E. Wood says.

The end came on Oct. 21, when Secret publicly announced the sale of its nine remaining radio stations in Pittsburgh, Cleveland and Indianapolis to SFX Broadcasting Inc. (B&C, Oct. 14). At \$300 million cash, the deal (which requires FCC approval) is the sixth-largest this year involving AM and FM stations.

A look at SFX's purchase of Secret provides insight into the real world of deregulation. Group owners and radio brokers agree that the battle call of deregulation has been: Get bigger or get out. With no national ownership caps



*Meet the new boss: Frank Wood introduces Michael Ferrel in Pittsburgh.*

since February, relatively small, private companies such as Secret are the likeliest targets for takeover by public companies. The public companies are fueled by a money supply that is getting only bigger as investors flock to radio. With Secret, for example, SFX now owns 86 radio stations in 24 cities.

### 'An obvious target'

"We were an obvious target," Wood

says. Secret lacked access to public dollars that would have allowed it to participate in the multimillion-dollar deals that now are standard. "We couldn't grow," Wood says. "We weren't threatened in any of our markets, but we [didn't] see ways to make [bids for stations at] 15 or 16 [times cash-flow multiples]—and the public companies can." SFX's price for Secret amounts to about 17 times trailing cash flow as of August.

Nor could Secret go public. That takes annual cash flow of at least \$50 million, Wood says, but Secret's cash flow still is less than that.

So one by one, private radio groups such as Secret are going the way of the dinosaur. A partial list of private companies that have been swallowed by public firms includes River City Broadcasting, Commodore Media, Regent Communications, OmniAmerica Group, Noble Broadcast Group, Granum Holdings, Colfax Communications and NewCity Communications.

But don't cry for Secret, Argentina. Wood and his investors will walk away with a hefty profit on their two-year-old investment. At least one investor is said to be tallying a 50% after-tax return; Wood says he never needs to work again.

"We certainly paid for waterfront property," SFX Executive Chairman Robert F.X. Sillerman says. But in time, the deal should come in on par or even below the cost of other transactions, he says.

Although Cincinnati-based Secret

## At a glance

A busy year of deal-making has culminated in the sale of all of Secret Communications LP's radio stations. The following charts the course of Secret's holdings since the beginning of 1996:

**Beginning of year:** Owns KMJI(AM) Sacramento-KSFM (FM) Woodland/Sacramento, Calif.; KALC(FM) and KIMN (FM) Denver; WNDE(AM)-WRZX(FM) and WFBQ(FM) Indianapolis; WJLB(FM) and WMXD(FM) Detroit; WWWE(AM)-WLTF(FM) Cleveland, and WDVE(FM) Pittsburgh; buying WWKS-FM (later WDX-FM) Beaver Falls/Pittsburgh, Pa.

**Jan. 22:** Swaps KALC and KIMN Denver to Chancellor Broadcasting Co. for KTBZ-FM Lake Jackson/Houston, Tex. Value: \$27 million.

**Feb. 26:** Acquires Sheridan Broadcasting Corp.'s WAMO-FM Pittsburgh plus \$10 million like-kind property in exchange for WDX Beaver Falls/Pittsburgh plus \$10 million.

**April 29:** Trades KMJI-KSFM Woodland/Sacramento to American Radio Systems Corp. for ARS's WQRS(FM) Detroit and WFLN-FM Philadelphia plus \$20 million.

**July 1:** Buys WDSY-FM and WNRO(FM) (later WJJJ) Pittsburgh from Entertainment Communications Inc. for \$20 million; as part of deal, trades rights to buy KTBZ-FM (acquired Jan. 22) to Nationwide Communications Inc.

**Aug. 19:** Sells WQRS and WFLN-FM Philadelphia (both acquired April 29) and WJLB and WMXD Detroit to Evergreen Media Corp. for \$237.75 million.

**Oct. 15:** Sells the last of its stations—WNDE-WRZX and WFBQ Indianapolis; WDSY-FM and WJJJ (both acquired July 1), WDVE and WDX-FM Pittsburgh and WTAM(AM) (formerly WWWE)-WLTF(FM) Cleveland—to SFX Broadcasting Inc. for \$300 million cash.

Note: Dates are when item first appeared in "Changing Hands."

Source: BROADCASTING & CABLE

was busy making deals before its acquisition by SFX (see box), most of its activity was confined to sales and swaps aimed at consolidating its holdings in its stronghold, Pittsburgh.

But its investors wanted Secret to grow or take advantage of the record high prices, Wood says. What they did not want was to stand still. So when Evergreen and Secret met again in August, it was a different story. This time, Evergreen approached Secret about buying its major-market stations. The deal was done for \$237.75 million. "Having decided [to do] that, it was likely the rest of [the stations] were going to go," Wood says. "We ran out of chips."

Several potential buyers indicated their interest in a station here or a station there. But Secret's attitude was "we do not have to sell anything...unless the money is so attractive we might as well take our gain and go home," says William J. Steding of Star Media Group Inc.

In conversations with Sillerman, it became clear that SFX would buy Secret's stations as a group for cash, Steding says. Another advantage of such a deal was that the three markets involved were new to SFX, thus avoiding anti-trust complications.

Wood, Steding, Sillerman and Michael G. Ferrel, SFX acting president, met in New York to iron out the deal. "It was as easy a negotiation [as] I've ever done," Wood says. It took just three weeks to outline the deal in broad terms, and it was completed over "dinner and a bottle of Opus One" wine, Wood says.

The public announcement was no surprise. Wood had visited each of his radio stations a week earlier to tell employees that a deal was in the works. But Wood returned to the three cities on Oct. 15, the day of the announcement, to deliver the news in person. He was accompanied by Ferrel and this reporter.

#### Public company, blunt talk

At each meeting with station managers, Ferrel was met with polite—if pointed—silence, along with a few questions about benefits. The tension was especially high in Cleveland, where WTAM(AM)-WLTF(FM) already had been dubbed "trade bait" because of its stand-alone status and roller-coaster ratings.

"Welcome to radio in the '90s," Ferrel told the managers there. He couldn't guarantee that the stations wouldn't be sold again. "Every asset in the SFX portfolio is in play," he said. "I wish I could make a promise to you, but I can't."

While extolling the benefits of being part of a large public company, Ferrel warned the local managers that they will be accountable for their economic projections. "In a public company, you share everything with the world and, most important, you build expectations," he said. Analyst reviews are especially important: they can directly affect SFX's stock price, he said.

Although Secret's stations will be part of a huge company,



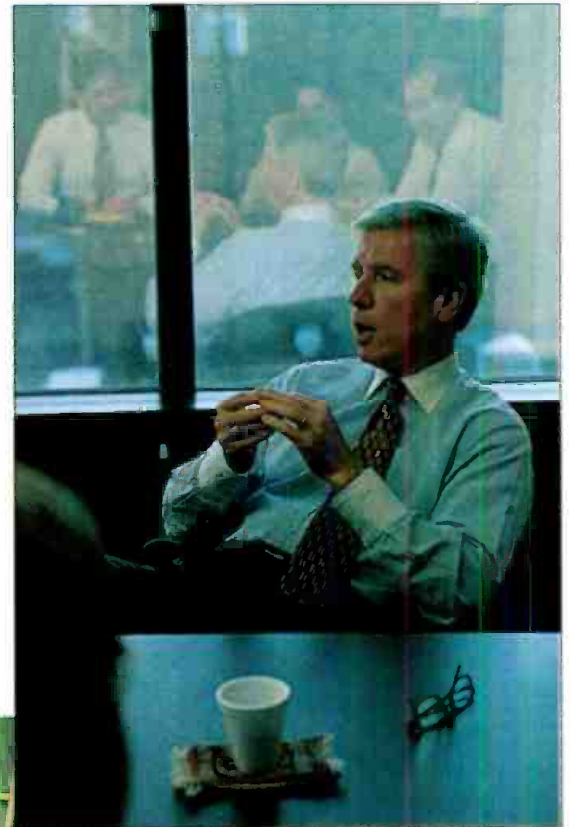
SFX's Ferrel (above) discusses his plans for WQVE (FM) and WQDX(FM) Pittsburgh as Wood (gesturing, left) and staffers listen.

control will be decentralized. Six regional managers, including one in the Midwest, will be named to report to Ferrel in New York. "I don't want to layer it with levels of bureaucracy," Ferrel said. "This is not a CBS. You don't have to fit into our holes."

Secret station staffers said they nevertheless will miss Wood's casual style. But he leaves a legacy: the potato cannon. This homemade device uses PVC tubing and hair spray to propel a potato (or an apple, in a pinch) faster and farther than seems possible.

Ferrel, although he loosened up as the day went on, seemed more comfortable with "corporate speak." Wood couldn't help teasing him about it: When Ferrel called a tax loss "a tax event," Wood interrupted to call it "a tax enema."

In Indianapolis, staffers were concerned about rumors that SFX would



immediately sell the stations there to Emmis Broadcasting. According to general manager Chris Wheat, word was that "this was just going to be a formality, and tomorrow we would be spun off."

While Wood said he had talked about selling to Emmis Chairman Jeff Smulyan, "there isn't a chance in hell [that] Jeff could take over these stations," he said. If Emmis did, it would control 60% of the market's radio revenue, well over the Justice Department's apparent 50% cap.

Ferrel called the Indianapolis stations a "cornerstone" of Secret. In fact, SFX hopes to add to its holdings in Indianapolis and Pittsburgh, where Secret stations top the ratings. Ferrel said.

The tension still was too high for Wood, who left the room and reappeared a few minutes later with his arms full of light beer. "Lighten up!" he yelled. "This is just the radio business. This is the way it is."

And they did lighten up. Ferrel was officially sworn in when he was invited to fire the legendary potato cannon into the empty field adjoining WFBQ(FM). He did so with a broad grin. ■

# Changing Hands

The week's tabulation of station sales

## TV

### WNDS(TV) Derry, N.H./Boston

**Price:** \$18 million

**Buyer:** Ramcast Corp., New York (Rachamim Anatian, chairman/92.5% owner); is buying KCNS-TV San Francisco and WRAY(TV) Wilson/Raleigh, N.C.

**Seller:** CTV of Derry Inc., Derry (Gerald Q. Nash, chairman)

**Facilities:** Ch. 50, 4,790 kw visual, 479 kw aural, ant. 699 ft.

**Affiliation:** Independent

### WHRC(TV) Norwell, Mass./Boston

**Price:** \$15 million

**Buyer:** Christian Network Inc., Clearwater, Fla. (James L. West, chairman; seller Lowell W. Paxson, co-founder/backer); for holdings, see "Changing Hands," Aug. 26

**Seller:** Massachusetts Redevelopment LLC, Enumclaw, Wash. (Michael L. Parker, president. Parker owns 36% of WTVE(TV) Reading, Pa.

**Facilities:** Ch. 46, 2,938 kw visual, 294 kw aural, ant. 314 ft.

## Proposed station trades

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

### THIS WEEK:

TVs  $\square$  \$33,190,800  $\square$  3

Combos  $\square$  \$120,400,000  $\square$  4

FMs  $\square$  \$172,423,000  $\square$  7

AMs  $\square$  \$6,450,000  $\square$  2

Total  $\square$  \$332,463,800  $\square$  16

### SO FAR IN 1996:

TVs  $\square$  \$8,512,371,645  $\square$  85

Combos  $\square$  \$11,344,287,229  $\square$  285

FMs  $\square$  \$2,378,025,623  $\square$  339

AMs  $\square$  \$177,776,644  $\square$  193

Total  $\square$  \$22,412,461,141  $\square$  902

### SAME PERIOD IN 1995:

TVs  $\square$  \$2,999,275,545  $\square$  113

Combos  $\square$  \$1,964,129,810  $\square$  180

FMs  $\square$  \$706,360,130  $\square$  318

AMs  $\square$  \$81,499,404  $\square$  160

Total  $\square$  \$5,776,772,789  $\square$  769

Source: BROADCASTING & CABLE

**Affiliation:** Not on air

### WLIB(TV) Bloomington/Indianapolis, Ind.

**Price:** \$190,800 (stock exchange)

**Buyer:** Dr. David C. McCarus, Lutherville, Md.

**Seller:** David D., Frederick G., J. Duncan and Robert E. Smith (each 25% owner), Baltimore. Smiths, who also own Sinclair Broadcast Group Inc., will exchange 609 Class A shares in WLIB into 609 Class B (nonvoting) shares. Class B shares are convertible into voting stock. Sinclair owns/is buying WTTV(TV) Bloomington/Indianapolis and satellite WTK(TV) Kokomo/Indianapolis; WTTQ(TV) (LMA with WABM-TV) Birmingham and WDBB(TV) Tuscaloosa, Ala.; KBLA-AM Santa Monica/Los Angeles and KOVR(TV) Stockton/Sacramento, Calif.; WYZZ(TV) Peoria, Ill.; KDSM-TV Des Moines, Iowa; WDKY-TV Lexington, Ky.; KMEZ(FM) Belle Chasse/New Orleans, La., and WWL-AM, WLMG-FM and WSMB(AM) New Orleans; WBFF(TV) (LMA with WNUV-TV) Baltimore; WSMH(TV) Flint, Mich.; KSMO-TV Kansas City, KDNL-TV St. Louis, WVRV(FM) Wilmore, Ky./East St. Louis and KPNT(FM) St. Genevieve/St. Louis, all Mo.; WBEN(AM), WWKB(AM), WKSE-FM, WMJQ-FM, WGR(AM) and WWWS(AM), all Buffalo, N.Y.; WFLV(TV) (LMA with WRDC-TV) Raleigh/Durham, N.C.; WSTR-TV Cincinnati and WTTE(TV)\* and WSYX(TV) Columbus, Ohio; KOCB-TV Oklahoma City; WPGH-TV (LMA with WPTT-TV) Pittsburgh and WKRZ-FM, WGGY-FM, WILK(AM), WGBI(AM) and WWSH-FM all Wilkes-Barre/Scranton, Pa.; WLOS(TV) and WFBC-TV\*, WFBC-AM-FM, WORD(AM) and WSPA-AM-FM, all

Greenville, S.C.; WRVR-FM, WJCE(AM)-WOGY-FM Memphis and WLAC-AM-FM and WJCE-FM Nashville; KABB-TV and KRRT-TV\* San Antonio, Tex.; WCGV-TV (LMA with WTV-TV) Milwaukee; WTVZ-TV Norfolk, Va.; is buying WLP(AM) (formerly WXPX) West Hazelton/Wilkes-Barre and WWFH(FM) (formerly WQEQ) Freeland/Wilkes-Barre, Pa.; is selling KZSS(AM)-KZRR-FM Albuquerque and KLSK(FM) Santa Fe/Albuquerque, N.M.; has LMA with WILT(AM) Mt. Pocono, Pa.; has applied to build TVs in Tuscaloosa, Ala.; Boulder City, Nev.; Portland, Ore.; Geistow and Hollidaysburg, Pa., and Virginia Beach, Va. David Smith also owns 18.75% of WTTA (TV) St. Petersburg, Fla. \*Being sold to Sinclair LMA partner Glencairn Ltd.

**Facilities:** Ch. 63, 2,000 kw visual, 200 kw aural, ant. 1,053 ft.

**Affiliation:** Infomall TV Network

## COMBOS

### KOGO(AM)-KKLQ-FM, KCBQ(AM) and KIOZ(FM), all San Diego

**Value:** \$72 million

**Buyer:** Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns KHTS-FM San Diego and XETRA-AM-FM Tijuana, Mexico/San Diego; is acquiring KSDO(AM)-KCLX-FM San Diego, KIIS(AM)-KFMC(FM) Los Angeles and WDAE(AM)-WUSA-FM Tampa (see "Big Deal" box); is selling KSEG-FM and KRXQ-FM Sacramento, Calif. (see item, below). For other holdings, see "Changing Hands," Oct. 21.

**Seller:** Par Broadcasting Co., San Diego (Steve Jacobs, president)

**Facilities:** KOGO: 600 khz, 5 kw; KKLQ-FM: 106.5 mhz, 7.4 kw, ant. 1,074 ft.; KCBQ: 1170 khz, 50 kw day, 1.5 kw night; KIOZ: 102.1 mhz, 10 kw, ant. 980 ft.

**Formats:** KOGO: news/talk; KKLQ-FM: CHR; KCBQ: hits of the '50s and early '60s; KIOZ: AOR

**Broker:** Kalil & Co.

### KFAB(AM)-KGOR(FM) Omaha

**Price:** \$39 million (includes Muzak franchise for Omaha and Lincoln, Neb.)

**Buyer:** Triathlon Broadcasting Co., San Diego (Norman Feuer, president/26.52% owner; Robert F.X. Sillerman, backer); owns KXKT(FM) Glenwood, Iowa/Omaha and KTNP(FM) (formerly KRRK) Bennington/Omaha; KXLK-FM Haysville/Wichita, KFH(AM), KQAM(AM) and KRBB(FM) Wichita, both Kan., and KZKX(FM) Seward/Lincoln and KTGL(FM) Beatrice/Lincoln; is buying WKSJ(AM) Pritchard and WMYC-FM Mobile, Ala.; KMKV(FM) Benton/Little Rock and KSSN (FM) Little Rock, Ark.; KVOR(AM)-KSPZ-

# CLOSED:

KRST-FM

&

KRZY-AM

Albuquerque, NM

and

KRZY-FM

Santa Fe, NM

from

Crescent

Communications L.P.

to

Citadel  
Communications  
Corp.

for

\$23,000,000

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FM and KTWK(AM) Colorado Springs and KVUU-FM Pueblo/Colorado Springs, Colo.; KZSN(AM) Wichita—KZSN-FM Hutchinson/ Wichita; KIBZ(FM) and KKNB(FM) Lincoln; KEYF-FM Cheney/Spokane, KEYF(AM), KUDY(AM)-KKZX (FM), KAOQ(AM)-KISC(FM) and KNFR(AM) Spokane and KTCR(AM) Kennewick—KEGX(FM) Richland and KALE(AM)-KIOK (FM) Richland, all Wash.; has option to buy KEYN (FM) Wichita; has JSAs with KNJY(FM) and KCDA(FM) Spokane  
**Seller:** American Radio Systems Corp., Boston (Steven B. Dodge, president); owns or is buying KKDJ(FM), KMJ(AM)-KSKS(FM), KNAX-FM, KRBT-FM, KOQO-AM-FM Fresno, KKSJ(AM)-KBAY (FM), KSJO(FM) and KUFX(FM) San Jose/ San Francisco and KRAK-FM, KHTK(AM)-KNCI(FM), KXOA(AM), KQPT(FM), KCTC(AM)-KYM(AM), KSSJ-FM and KMJI(AM)-KSFM (FM) Sacramento, all Calif.; WZMX(FM), WRCH-FM, WTIC-AM-FM Hartford, Conn.; WIRK-FM, WKGR-FM, WBZT(AM), WEAT-AM-FM, WOLL-FM and WPBZ-FM West Palm Beach, Fla.; WMMX(FM), WOCT(FM), WBMD(AM)-WQSR-FM and WBGR(AM), all Baltimore; WRKO(AM)-WBMX(FM), WEEI (AM), WEGQ-FM, WWTM(AM)-WAAF(FM) Boston; KBEQ-AM-FM (Kan.) and KFKF-FM (Mo.) Kansas City; KFNS(AM)-KEZK-FM, KSD-AM-FM and KYKY(FM) St. Louis;

## Big deal

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

■ Exchange of Jacor Communications Inc.'s WTSP-TV St. Petersburg/Tampa, Fla., for Gannett Co. Inc.'s KIIS(AM)-KFMC(FM) Los Angeles, KSDO(AM)-KCLX-FM San Diego and WDAE(AM)-WUSA-FM Tampa. Value to be determined.

WSOC-FM Charlotte and WTDR(FM) Statesville/Charlotte, N.C.; KMZQ-FM, KMXB-FM, KXNO(AM)-KLUC-FM, KVEG(AM), KFB(AM), all Las Vegas; WYRK-FM, WJYE-FM, WECK(AM), WSJZ-FM, WBLK-FM Buffalo and WCMF-FM, WCMF(AM) (formerly WRMM), WRMM-FM, WHAM(AM)-WVOR-FM, WPXY-FM, WHTK(AM), WNVE-FM (under joint sales agreement) Rochester, N.Y.; WMMX-FM, WTUE-FM, WONE (AM), WBTT(FM) and WLQT(FM) and (under LMA) WXEG-FM and WDOL-FM, all Dayton, Ohio; KDBX(FM), KBBT(AM)-KUFO (FM), KUPL-FM, KKJZ(FM) Portland, Ore.; WBZZ(FM) and WZPT(FM) Pittsburgh and WIOQ(FM) and WUSL(FM) Philadelphia; KJCE(AM)-KKMJ-FM, KAMX(FM) (formerly

KPTY) Austin, Tex., and KRPM(AM) (formerly KING), KYCW(FM), KMPS-AM-FM and KZOK-FM Seattle and KBKS(FM) (formerly KCIN) Tacoma/Seattle, Wash.; is selling KXOA-FM Sacramento (see below) and WNEZ(AM) New Britain/Hartford. Note: ARS acquired Omaha stations in March.

**Facilities:** AM: 1110 khz, 50 kw; FM: 99.9 mhz, 115 kw, ant. 1,230 ft.

**Formats:** AM: news/talk; FM: oldies

**Broker:** Media Venture Partners (seller)

### KGTO(AM)-KRAV-FM Tulsa, Okla.

**Price:** \$5.5 million

**Buyer:** Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, executive VP—radio; Cox Enterprises Inc., owner); is buying KGTO(AM)-KRAV-FM, KRMG(AM)-KWEN(FM) and KJSR(FM) Tulsa, Okla.; KFI(AM)-KOST-FM Los Angeles, KACE-FM Inglewood/Los Angeles and KTVU(TV) Oakland, Calif.; WFLC-FM and WHQT-FM Miami and WFTV(TV) Orlando and wsun (AM)-WCOF-FM St. Petersburg/Tampa and WWRM-FM Tampa, Fla.; WSB-TV-AM-FM Atlanta; wxnu(FM) Valley Station/Louisville, WRVI-FM (formerly WAJE-FM) New Albany, Ind./Louisville and WRKA (FM) St. Matthews/Louisville, Ky.; WHEN (AM)-WWHT(FM) (formerly WHEN) Syracuse, N.Y.; wsoc-TV Charlotte, N.C.; WHIO-TV-AM-WHKO-FM Dayton, Ohio; WPXI(TV) Pittsburgh; KFOX(TV) El Paso; is acquiring WHTQ(FM), WHOO(AM) and WMMO(FM) Orlando in exchange for WCKG(FM) Elmwood Park/Chicago and WYSY-FM Aurora/Chicago; is buying WZZK-AM-FM and WODL-FM Birmingham, Ala.; WEZN-FM Bridgeport, Conn.; WCFB (FM) Daytona Beach, WDBO(AM)-WWKA-FM and WZKD(AM) Orlando and WFNS (AM) Plant City/Tampa, all Fla.; WJZF-FM La Grange/Atlanta; WBBS(FM) Fulton/Syracuse and WSYR(AM)-WYYY(FM) Syracuse, N.Y., and KCJZ(FM) Terrell Hills/San Antonio and KKYX(AM)-KCY (FM) San Antonio, Tex.; is selling WIOD (AM) Miami; has LMAs with WCNN(AM) Atlanta and WUPL(TV) New Orleans. Cox also owns Rysher Entertainment.

**Seller:** Kravis Co., Tulsa (George R. Kravis II, president); no other broadcast interests

**Facilities:** AM: 1050 khz, 1 kw day, 22 kw night; FM: 96.5 mhz, 96 kw, ant. 1,329 ft.

**Formats:** AM: adult standards; FM: hot AC

**Broker:** Star Media Group

### KYLT(AM)-KZOQ-FM Missoula, Mont.

**Price:** \$3.9 million

**Buyer:** Fisher Broadcasting Inc., Seattle (Patrick M. Scott, president; Fisher Cos. Inc., 97% owner); owns KGRZ

## CITADEL COMMUNICATIONS

has acquired

### KRZY-AM/KRST-FM

Albuquerque, New Mexico

### KOLT-FM

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from

## CRESCENT COMMUNICATIONS

for

# \$23,000,000

The undersigned acted as broker in this transaction and assisted in the negotiations.



# Kalil & Co., Inc.

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(AM)-KGGL(FM) (formerly KDXT) Missoula, KBLG(AM)-KRKX-FM-KYYA(FM) Billings, KXTL(AM)-KAAR-FM-KQUY(FM) Butte and KMSL(AM)-KQDI-FM and KXGF(AM)-KAAK-FM Great Falls, all Mont.; KATU(TV) and KWJJ-AM-FM Portland, Ore.; and KYSN-FM East Wenatchee, KXAA-FM Rock Island, KOMO-TV-AM, KVI(AM) and KPLZ-FM Seattle and KWWW(AM) Wenatchee-KWWW-FM Quincy, all Wash.

**Seller:** JS Marketing & Communications Inc., Missoula (Jeff M. Smith Jr., principal); no other broadcast interests

**Facilities:** AM: 1340 khz, 1 kw; FM: 100.1 mhz, 3 kw, ant. -300 ft.

**Format:** AM: oldies; FM: AOR

**RADIO: FM**

**KSEG(FM) and KRXQ-FM Sacramento, Calif.**

**Price:** \$45 million

**Buyer:** Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); is buying KXOA-FM Sacramento (see item, below). For other holdings, see "Changing Hands," Oct. 21.

**Seller:** Jacor Communications Inc.; is buying KOGO(AM), KCBQ(AM), KIOZ-FM and KKLO-FM San Diego (see item, above)

**Facilities:** KSEG: 96.9 mhz, 50 kw, ant. 500 ft.; KRXQ-FM: 93.7 mhz, 25 kw, ant. 328 ft.

**Formats:** KSEG: classic rock; KRXQ-FM: AOR

**Broker:** Kalil & Co.

**WKES-FM St. Petersburg, Fla.**

**Price:** \$35.323 million

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); Paxson Communications Corp., West Palm Beach (Lowell W. "Bud" Paxson, chairman/owner); is selling WFCT-TV Bradenton/Tampa/St. Petersburg; owns KWBK-TV Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and KZKI-TV San Bernardino/Los Angeles, all Calif.; KUBD-TV Denver; WPBF-TV Tequesta/Palm Beach, WFTL(AM) Fort Lauderdale/Miami, WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach/Miami, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WPLA(FM) Callahan/Jacksonville, WFSJ-FM St. Augustine/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WMGF(FM) Mt. Dora, WJRR(FM) Cocoa Beach/Orlando, WWNZ(AM) Orlando, WGNF(AM)-WFSY(FM) Panama City, WWZN(AM) Pine Hills, WHNZ(AM) Pinellas Park/Tampa and WHPT(FM) Sarasota, all Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT-TV Merrimack, N.H./Boston; WCEE(TV) Mount Vernon, Ill./St. Louis; WOOD(TV) Amsterdam/Albany, N.Y. and WHAI-TV Bridgeport,

Conn./New York; WAKC-TV Akron/Cleveland and WTJC(TV) Springfield/Dayton, all Ohio; WTGI-TV Wilmington, Del./Philadelphia; WPTN(AM)-WGSQ(FM) Cookeville, Tenn.; KTFH-TV Conroe/Houston, Tex.; WYVN(TV) Martinsburg, W.Va., and Infomall Television Network; 49% of WACC(AM) Hialeah/Miami; is buying WNAL-TV Gadsden/Birmingham, Ala.; CP for KAJW-TV Tolleson/Phoenix; KVUT(TV) Little Rock, Ark.; KCMY(TV) Sacramento, Calif.; WIOD(AM) Miami, WSRF(AM)-WSHE-FM Fort Lauderdale/Miami, WDIZ(FM) Orlando and WTKS(FM) Cocoa Beach/Orlando; WTKX-FM and WOWW-FM Pensacola/Panama City, WPAP-FM and WPBH(FM) Port St. Joe/ Panama City, WEBZ(FM) Mexico Beach/Panama City; WNLS(AM)-WTNT(FM) Tallahassee, WSNI(FM) Thomasville, Ga./Tallahassee and WTPS(FM) and WXSX(FM) Quincy/Tallahassee; and WPVJ-FM Ponte Vedra Beach/Jacksonville, all Fla.; KXLI-TV St. Cloud/Minneapolis/St. Paul; WAAP(TV) Burlington/Winston-Salem, N.C., KGLB-TV Okmulgee/Tulsa, Okla.; KNMZ-TV Oklahoma City, and WHUB-AM-FM Cookeville, Tenn.; 50% of WJSN-TV San Juan, P.R., and WOST-TV Block Island/Providence, R.I.; is selling WTWS(TV) New London/Hartford,

Conn.; and KMNZ-TV Oklahoma City; has LMA with WIRB(TV) Melbourne/Orlando; has TBAs with WHBI-TV Lake Worth, WCTD(TV) Miami and WTVX-TV West Palm Beach, all Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio; KOOG-TV Ogden/Salt Lake City; KBCB(TV) Bellingham/Seattle, and WHKE(TV) Kenosha/Milwaukee, Wis.

**Seller:** Moody Bible Institute of Chicago, Chicago (Joseph M. Stowell, president); for holdings, see "Changing Hands," July 15

**Facilities:** 101.5 mhz, 100 kw, ant. 1,358 ft.

**Format:** Religion

**KEWS(FM) (formerly KSNN) Arlington/Dallas, Tex.**

**Price:** \$32.1 million and KDFX(AM) Dallas

**Buyer:** Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president/50% owner); 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,

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Ill.; WEZE(AM) Boston; WWDJ(AM) Hackensack, N.J.; WMCA(AM) New York; WTJY(FM) Johnstown and WRFD(AM) Worthington/Columbus, Ohio; KPQD-AM-FM Portland, Ore.; WFIL(AM) and WZZD(AM) Philadelphia; WPIT(AM)-WORD(FM) Pittsburgh; KKHT(FM) Conroe, KENR(AM) Houston and KSLR(AM) San Antonio, all Tex.; is buying KOOL(AM) Phoenix; KGFT(FM) Pueblo and KIKX-FM Manitou Springs, Colo.; WHK-AM Cleveland, and KEGE(AM) Minneapolis/St. Paul; has time brokerage agreement with WHLO (AM) Akron and WTOF(FM) Canton, Ohio. Atsinger owns KBIQ(FM) Manitou Springs, Colo.; 50% of KFAX(AM) San Francisco and 40% of KKLA(FM) Los Angeles; has interest in WAVA(FM) Arlington, Va./Washington

**Seller:** Infinity Broadcasting Corp., New York (Mel Karmazin, president); is being bought by CBS Radio, which is swapping KTXQ(FM) and KRRW(FM) Dallas/Fort Worth for WHFS(FM) Annapolis, Md./Baltimore/Washington, and swapping KKRW-FM Houston for KRLD-AM Dallas/Fort Worth and Texas State Network. Infinity is divesting KDMM(AM) Dallas. Together the companies will own KVIL(FM), KLUV(FM)\*, KRBV-FM\* and KHVN(AM)-KOAI(FM), all Dallas/Fort Worth; KNX(AM)-KCBS-FM, KFVB(AM)-KTWV(FM), KROQ-FM\* and KRTH-FM\* Los Angeles and KCBS(AM)-KRQR(FM), KPIX-AM-FM, KOME-FM\*, KFRC-AM-FM\* and KYCY(FM)\* San Francisco; WOYK-AM-FM\* Tampa, Fla.; WZGC-FM\* and WAOK(AM)-WVEE(FM)\* Atlanta; WBBM-AM-FM, WMAQ(AM), WXRT-FM, WUSN-FM\*, WJJD(AM)-WJMK-FM\* and WCKG(FM)\*, all Chicago; WBZ(AM), WODS(FM)\*, WBCN-FM\*, WZLX-FM\*, WBOS(FM)\* and WOAZ-FM\*, all Boston; WWJ(AM)-WYST(FM), WLLZ(FM), WYCD(FM)\*, WOMC-FM\* and WXYT-AM\*, all Detroit; WCCO(AM) and WLTE(FM) Minneapolis; KMOX(AM) and KLOU(FM) St. Louis; WCBS-AM-FM, WINS(AM)-WNEW(FM), WFAN (AM)\* and WZRC(AM)-WXRK-FM\*, all New York; WGMP(AM)-WOGL-FM, KYW(AM)-WMMR(FM), WIP(AM) and WYSP-FM\* Philadelphia and KDKA(AM) Pittsburgh; KXYZ(AM)\*, KILT-AM-FM and KIKK-AM-FM Houston, and WARW(FM), WJFK(AM)-WLIF-FM\*, WPGC-AM-FM\*, WJFK-FM\* and WCAO(AM)-WXYV(FM)\*, all Washington/Baltimore; is selling WSCR (AM) and WYSY(FM)\* Chicago; KYCW-FM\* Seattle; is swapping WHOO(AM)-WHTQ(FM)\* and WMMO(FM)\* Orlando, Fla., for WCKQ(FM) Elmwood Park/Chicago

\*Currently owned by Infinity  
**Facilities:** KEWS: 94.9 mhz, 100 kw, ant. 1,699 ft.; KDFX: 1190 khz, 50 kw day, 5 kw night  
**Formats:** KEWS: country; KDFX: news/talk  
**Broker:** Gary Stevens & Co.

**KXOA-FM Sacramento, Calif.**

**Price:** \$27.5 million  
**Buyer:** Entertainment Communications Inc., Bala-Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); is buying KSEG-FM and KRXQ-FM Sacramento (see item, above).  
**Seller:** American Radio Systems Corp.; owns/is buying KRAK-FM, KHTK(AM)-KNCI(FM), KXOA(AM), KQPT(FM), KCTC(AM)-KYMx(FM), KSSJ-FM and KMJI(AM)-KSFm(FM) Sacramento; is selling KFAB(AM)-KGOR(FM) Omaha (see item, above)  
**Facilities:** 107.9 mhz, 50 kw, ant. 403 ft.  
**Format:** Rock 'n' roll oldies

**KQKS-FM Longmont/Denver, Colo.**

**Price:** \$15 million  
**Buyer:** Jefferson-Pilot Communications Co., Greensboro, N.C. (William E. Blackwell, president; Jefferson-Pilot Corp., owner); owns KYGO-AM-FM, KKFN(AM) and KHHT-FM, all Denver (for other holdings, see "Changing Hands," July 22)  
**Seller:** Western Cities Broadcasting Inc., Montecito, Calif. (Richard C. Phalen, president); no other broadcast interests  
**Facilities:** 104.3 mhz, 50.3 kw, ant. 1,204 ft.  
**Format:** Rhythmic CHR  
**Broker:** Blackburn & Co.

**WBHR(FM) and WJXQ(FM) Jackson/Lansing and WWDX(FM) St. Johns/Lansing, Mich.**

**Price:** \$15 million  
**Buyer:** 62nd Street Broadcasting (Charles McLavy, Gregory Capogna, principals). McLavy owns WMJK(FM) Saginaw, WKQZ(FM) Midland/Saginaw and WMJK(FM) Pinconning/Saginaw, all Mich.  
**Seller:** Regional Radio Corp., Holt, Mich. (Myron Patten, chairman); no other broadcast interests  
**Facilities:** WBHR: 94.1 mhz, 40 kw, ant. 551 ft.; WJXQ: 106.1 mhz., 50 kw, ant. 489 ft.; WWDX: 92.1 mhz, 6 kw, 400 ft.  
**Formats:** WBHR: country; WJXQ: AOR; WWDX: alternative modern rock  
**Broker:** Richard A. Foreman Associates Inc.

**WEMG-FM Crete, Ill.**

**Price:** \$2.5 million

**Errata**

The holdings of Pinnacle Broadcasting Co. were reported incorrectly in the Oct. 7 "Changing Hands." Pinnacle owns WDUR(AM)-WFXC(FM) Durham and WDLX(AM)-WERO(FM) Washington, N.C.

**Buyer:** Flinn Broadcasting Corp., Memphis (George S. Flinn Jr., president/owner); owns KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark.; WCCL(TV) New Orleans, and WFBI (TV) and WHBO(AM) Memphis and WNWZ(AM) Germantown, Tenn.; has TBA with WAVN(AM) Southaven, Miss. Flinn has applied to build TVs at Tallahassee, Fla.; Kailua, Hawaii; Jackson, Miss.; Norman, Okla.; Tazewell, Tenn., and Virginia Beach, Va.; is 50% owner of company applying to build TV at Destin, Fla.; Gosnell, Ark.; Des Moines and Newton, Iowa; Minden, La.; Arcade, N.Y.; Greenville, N.C.; Provo, Utah, and Spokane, Wash. Flinn also owns 25% of CP for KDEN(TV) Longmont, Colo.; is building FMs at Maumelle, Ark., and Sun Valley, Nev.; has applied to build FMs at Selma, Ala.; Cambria, Calif.; Grenada and Tunica, Miss.; Sun Valley, Nev., and Forest Acres, S.C.  
**Seller:** Eugene Crane, Chicago (trustee in bankruptcy of Word of Faith)  
**Facilities:** 102.3 mhz, 3 kw, ant. 299 ft.  
**Format:** Gospel

**RADIO: AM**

**WAUR(AM) Sandwich/Aurora/Chicago, Ill.**

**Price:** \$3.9 million (includes \$500,000 noncomplete agreement)  
**Buyer:** Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/13.2% owner); for holdings, see "Changing Hands," July 15. Dahl is 55% owner of Community Airwaves Corp., which owns KHNR(AM) Honolulu, KNUI-AM-FM Kahaui and KNUO-FM Paauilo, Hawaii; KQHT-FM Crookston and KLGR-AM-FM Redwood Falls, Minn.; KRRZ(AM)-KZPR-FM and KIZZ-FM Minot, N.D., and KAAA(AM)-KQAA-FM Aberdeen and KBHB(AM)-KRCS-FM Sturgis, S.D.; is buying KMVI-AM-FM Wailuku/Pukalani, Maui, Hawaii, and CP for FM at Bismarck, N.D.

**Seller:** Nelson Broadcasting Inc., Plano, Ill. (Larry Nelson, president). Nelson and wife, Pam, own WSPY-FM Plano and WSQR(AM) Sycamore, Ill.

**Facilities:** 930 khz, 2.5 kw day, 2.2 kw night

**Format:** Oldies

**WACC(AM) Hialeah/Miami, Fla.**

**Price:** \$2.55 million  
**Buyer:** Radio Peace Catholic Broadcasting Inc., Miami (Rev. Federico Cq Capdepon, president)  
**Seller:** New Interamerican Broadcasting Inc., Miami (Adib Eden, president)  
**Facilities:** 830 khz, 1 kw  
**Format:** Spanish  
**Broker:** Herbert M. Levin (seller)  
 —Compiled by Elizabeth A. Rathbun

# Consolidation a boon for programmers

*As groups grow larger, they are turning to networks and syndicators for proven formats*

## Radio

By Donna Petrozzello

**T**he business of affiliate marketing has become easier for radio networks and program syndicators whose products increasingly are being sought by station managers looking for shows with staying power.

Cost seems to be one factor feeding the demand for syndication. For groups with large investments in new stations, syndicated and network shows that are proven money-makers seem less risky for programmers eager to do nothing that will threaten their bottom line.

"Stations are depending more on programming that delivers ratings," says Gordon Peil, senior vice president of affiliate relations for Westwood One Entertainment. "These groups have spent millions on these stations, and they have to go with talent that has established itself and will make them money."

"The opportunities for network programming in the scheme of consolidation have increased dramatically," says Darryl Brown, senior vice president of affiliate marketing for ABC Radio Networks.

For expanding station groups, the significance of making a profit has spilled over into the management realm. Some groups have eliminated the need for individual station managers by consolidating clusters of stations under one market or regional general manager.

David Baronfeld, manager of KHOW (AM) and KBCO (AM), both Denver, lost his job earlier this year after Jacor Communications took over Noble Broadcasting. Jacor operates eight stations in Denver with three managers.

Lee Larsen, general manager of Jacor's KOA (AM) Denver, has since added KHOW and KBCO to his responsibilities. Larsen says Jacor's efforts to find "efficiencies" in running eight stations in the market "precipitated" Baronfeld's exit.

The job held by Howard Freedman, vice president of programming and operations at XETRA (AM) Tijuana, Mex./San Diego, was eliminated after Jacor pur-

chased XETRA-AM-FM from Noble. "As we grow and restructure our operations, this happens," says Mike Glickenhau, executive vice president/GM of XETRA-AM-FM and KHTS (FM) San Diego. Yet, Glickenhau says he expects the restructuring to result in a net increase in jobs at Jacor, particularly in sales and business development.

In Hartford, Conn., American Radio Systems employs Suzanne McDonald as VP/GM of the group's three FMs and two AMs there. Two managers, Gary Zenobi and Paul Douglas, both of WTIC-AM-FM, have left their posts since ARS consolidated in the market.

Other examples include West Palm Beach, Fla., where ARS operates seven stations with a market manager and a general manager, and Toledo, Ohio, where Jacor runs five stations with two managers.

John Gehron, ARS co-chief operating officer, supports installing strong local managers to run group clusters. The company "tries to have as many decisions made locally as possible," Gehron says.

Elsewhere in the industry, large groups, including ARS and SFX Broadcasting, have added a new level of regional group managers to oversee regional clusters of stations in several markets.

As a result, syndicators increasingly are pitching their products to one man-

ager who may influence programming at five stations, rather than meeting with five separate managers. Depending on the product, syndicators say the change can work to either their benefit or their disadvantage.

Dan Forth, president of Sony Corp.'s SW Networks, says that increasing layoffs within stations' in-house sound production and promotion departments have helped him sign affiliates to his array of network programming services.

Clustering also has helped SW sign stations to its 24-hour "Classic FM" format, Forth says, which groups have installed on new acquisitions in markets when they want a diverse format that attracts adults 25-54.

"Groups are trying to figure out what to do on their third or fourth station in a market, and they want to fill it with a niche format," Forth says. "It has opened up a window for Classic FM."

Glickenhau agrees that owning multiple stations in a market frees programmers to experiment with diverse formats. "The whole idea of consolidation and forming superduopolies is to encourage more distinct programming," he says. "Programmers are encouraged to be more creative and take risks when they have eight or nine stations in a market."

Peil says syndicators' efforts to land affiliates should be eased as groups concentrate stations under market managers. Westwood One recently signed comedian Doug "The Greaseman" Tracht to Paxson Communications' WPVJ (FM) Jacksonville, Fla., and Peil contends that if the host is successful there, other Paxson stations are likely to take notice: "Word travels fast. If the Greaseman does well in Jacksonville, the rest of the Paxson organization will find out. Some of the ideas we proselytize to one guy can be spread faster."

Bob Dunn, executive vice president

## 'Real' renewal

ABC Radio Networks clinches the deal to continue syndicating Owens Broadcasting's 24-hour "Real Country" format during the National Association of Broadcasters' Radio Show in Los Angeles earlier this month. Pictured (l-r) are Robert Hall, senior vice president, programming, ABC Radio Networks; David Kantor, president, ABC Radio Networks; Michael Owens, chief operating officer, Owens Broadcasting, and Dave Nicholson, general manager, Real Country.



of affiliate relations for Westwood One Radio Networks, adds that winning over a manager of several stations operated by a large group can help incorporate his products into that company's overall programming strategy: "In situations where you have individual managers overseeing multiple stations, we have a chance to become part of a larger overall strategy for the entire market rather than for just one station."

Brown agrees, saying that "once you get a regional manager to understand how a network can help his bottom line, you have a coup."

Gehron says another result of consolidation is that station groups may strike programming alliances—some of them exclusive—with networks and syndicators: "Alliances are one direction the business might go in."

Gehron says ARS signed the Dr. Laura Schlessinger talk show to WTIC (AM) Hartford, Conn., and after the show performed well, ARS regional managers praised it to the company's station managers in Fresno, Calif.; Las Vegas; Boston, and West Palm Beach. Each of them then bought the show.

On the flip side, if a program performs poorly, a syndicator may have a more difficult time selling it to a co-owned station. Geoffrey Rich, president of Radio Today Entertainment syndication: "If you are a hit, you can influence more stations now. But when you burn a bridge, it's like burning an eight-lane superhighway." ■

## Cigar Dave is smokin'

Show finds listeners, advertisers eager to light up

By Donna Petrozzello

Some call him "the general." Others describe him as a cigar smoker's best friend. But David Zeplowitz, host of *Smoke This*, a two-hour radio show that covers everything you wanted to know about cigars—and more—answers to "Cigar Dave."

A media broker with Crisler Capital Co. during the week and a former radio station owner, Zeplowitz commands the attention of cigar lovers tuned in to 30 stations nationwide (including KFI [AM] Los Angeles) each Saturday.

Launched in July 1995 and released for national syndication last December, *Smoke This* has become so popular that some affiliates are sold out of commercial time during the show until next year. Others have tripled or quadrupled their rates for weekend clearances during the show and have kept a strong client base for it. Zeplowitz says: "This is the first time I've had a waiting list for advertisers since I've been in radio."

Zeplowitz attributes advertisers' love affair with *Smoke This* to its ability to deliver an as-yet-untapped radio audience to cigar companies, manufacturers



Cigar Dave Zeplowitz

of cigar-related merchandise and restaurant advertisers that cater to cigar lovers. Most of those advertisers are new to radio advertising, he says.

The show also has developed a dedicated listenership. Zeplowitz says his show provides listeners with the escape and relaxing atmosphere they might find

with a good cigar along with a chance to connect with other stogie lovers.

"Cigars are like fine wine," Zeplowitz contends. "It is a hobby that people are passionate about, and in this fast-paced world you can kick back on a Saturday and listen to the show and smoke a cigar."

Even Cigar Dave finds the magnitude of the show's popularity a little overwhelming: "If you had told me one year ago when we launched that we'd be on in 30 markets, I'd never have believed it."

From its humble beginnings as a programming brainstorm over an after-lunch cigar Zeplowitz shared with WSUN(AM) St. Petersburg, Fla., general manager Todd Leiser, the show has gained prominence with cigar aficionados around the world.

As Cigar Dave, Zeplowitz has traveled to cigar-heavy countries such as the Dominican Republic, where he toured manufacturers and brought back stories for his radio audience.

Cigar Dave is preparing to visit Spain where, at the invitation of the Spanish government, he will speak to cigar manufacturers about cigar smoking, cigar clubs and cigar production around the world. Next, it's on to the Canary Islands, a recent hot spot for cigar production, to do research.

As the show's influence expands, Zeplowitz seems more committed. He plans to invite cigar-smoking celebrities, including Cybill Shepherd, to share their passion for a good stogie with his listeners. He also is considering other hobby-related topics that might translate into radio shows, but declines to be specific.

Zeplowitz says he can't wait until Saturdays for his live, noon-2 p.m. ET broadcast from his converted radio studio/humidor at WSUN. "This show is the world's largest cigar club that meets over the airwaves." ■

## RIDING GAIN

### News/talk sweeps metro audience

The majority of news/talk listeners live in the nation's top 25 metro areas and news/talk dominates audience share in those metros, according to a recent survey by The Interop Radio Store. Interop researchers found that 44% of adults 18 and older, or 35 million people, listen to news/talk formats at least once a week. In addition, news/talk formats claimed 16.6% of audience share on average among listeners 12 and older in the nation's top 25 metros.

### New York ad revenue up 15%

Combined local and national radio advertising revenue increased by 15.4% in September, according to a market survey by independent accountants and the New York Market Radio Broadcasters Association. September's gains follow increases of 11.6% in August and 16.3% in July. Also in September, local ad revenue increased 15.2%, to \$34.1 million, and national ad revenue rose by 13.8%, to \$7.8 million, according to NYMRAD. For the first three quarters of 1996, NYMRAD reported local revenue totaled \$281.4 million and national revenues totaled \$56.2 million. —DP



MJI Broadcasting of New York carried live, weekday morning coverage of the 1996 Country Music Association Awards, held Sept. 30–Oct. 2 at the Opryland Hotel and Museum in Nashville. Pictured at the event (l-r): CMA Awards Executive Director Ed Benson, country music artist Michelle Wright and MJI President Josh Feigenbaum.

## Viacom, MCA deal/not a deal

*Apparent agreement falls through; parties say: 'See you in court'*

By Jim McConville

**V**iacom and MCA said late last Friday that they had failed to come to terms on a deal to settle their long-running dispute over their joint ownership of USA Network and Sci-Fi Channel.

Early in the week, highly placed sources at Viacom and MCA said the companies had agreed to sign off on a deal in which Viacom would have paid MCA an estimated \$1.45 billion and given up its 50% stake in the Sci-Fi Channel in exchange for MCA's 50% stake in USA (Viacom already owns the other 50%).

Industry analysts estimate the total value of USA Networks at \$3 billion-\$4 billion.

Chancery Court Vice Chancellor Myron Steele last Monday postponed the Wilmington, Del., trial for two days so that the companies could meet privately to reach an agreement. But apparently not all the details of their deal had been worked out.

Last Wednesday, Viacom and MCA had asked the court to extend the court recess through today (Monday, Oct. 28).

With the talks now broken off, the two sides are again expected to meet in court starting today.

What follows is the deal that wasn't, or at least isn't yet.

The settlement effectively would have dissolved the 15-year partnership and allowed each company to launch its own cable networks. One inside source, however, said the two sides might decide not to legally dissolve the partnership for capital gains tax purposes, even though joint ownership of USA and Sci-Fi Channel would end.

Under the deal, USA Networks' founder and chair, Kay Koplovitz, would have continued to run USA.

The question then would have been



how Viacom would incorporate the other half of USA and whether it would fold the network into its MTV Networks cable group, which includes MTV, VH1 and Nickelodeon. Launched in 1980, USA Network has 67 million basic cable subscribers.

Industry analysts say USA Network, which has been run as an independent operation, could increase its estimated cash flow from \$165 million to about \$215 million by next year if it raised ad rates and were combined with MTV Networks.

The deal also would have changed USA's executive reporting structure. Under the current arrangement, Koplovitz reports directly to MCA TV Group Chairman Greg Meidel and Paramount TV Group Chairman Kerry McCluggage.

MCA would also have had to decide what part of its company would oversee the Sci-Fi Channel. The network, launched in 1992, boasts 30 million-plus subscribers.

Industry observers say that MCA parent Seagram may decide to use its Viacom monies along with the estimated \$2.2 billion it holds in Time Warner stock to acquire a larger cable property.

In reaction to news early in the week of the possible settlement, Viacom stock last Tuesday dropped 62.5 cents, to \$33.13, while Seagram stock jumped

\$1.12, to \$36.75 a share.

Reports of the possible deal didn't affect Viacom's debt rating. Standard & Poor's last week reaffirmed Viacom's double-B-plus senior and double-B-minus subordinated debt ratings, saying full ownership of USA represents a "modest positive" for its business profile.

Regarding the court action, MCA filed suit first, alleging that Viacom's ownership of competing networks MTV, VH1 and TV Land violates their 1981 agreement barring the companies from starting new cable television channels outside their jointly held USA Network.

Viacom countersued, charging that MCA has acted to harm USA Network's financial performance. It also claims that MCA reneged on an agreement in which both parties would waive certain contractual rights to let Viacom launch TV Land and to let Seagram hire former Viacom President Frank Biondi to run MCA.

Seagram asked the court to force Viacom to sell either its MTV Networks Inc., the Viacom unit that operates competing basic cable networks, or its 50% share in USA Networks.

MCA contends that owning those networks should have triggered a contract provision forcing Viacom to sell its half of USA Networks to MCA at a price to be determined independently, or to buy MCA out.

Viacom claims that MCA was trying to use whatever leverage it could to force Viacom to sell its share of USA Networks at less than its market value.

Viacom gained its USA Networks stake through its 1994 acquisition of Paramount Communications. MCA bought a one-third stake in USA in 1981 that was increased to 50% six years later, when the third partner, Time Warner, sold out to both Paramount and MCA. Seagram purchased MCA last year. ■

# ASkyB breaks ground, seeks partner

*Looking for a little more help to defray costs*

By Price Colman

**N**ews Corp. and MCI Communications intend to have their ASkyB uplink center broadcasting 300 channels by Nov. 1, 1997, but they'd like to have at least one more partner to help out on the \$1.5 billion–\$2 billion investment.

At the groundbreaking last week for ASkyB's uplink operation in Gilbert, Ariz., News Corp. Chairman Rupert Murdoch and MCI Chairman Bert Roberts acknowledged that they're open to additional partners or investors.

"I suspect you'll see this entity, as MCI has done in other things, take on partners who complement what we have to do," said Roberts.

Murdoch later echoed Roberts's statement, saying the list of potential partners encompasses "all sorts of people," including cable television firms and other telephone companies.

Neither Roberts nor Murdoch would elaborate on potential partners. But cable giant Tele-Communications Inc. remains at the top of some analysts' short list.

"The best option is John Malone," said Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "Who else has satellites?"

ASkyB's need for birds has been a key factor in leading Kersch and other industry observers to focus on the potential of a TCI/News Corp./MCI alliance. TCI has two fully built satellites but no high-power DBS license. As recently as June, TCI officials acknowledged that they were talking with News Corp. Since then, however, TCI has publicly pinned its hopes on winning U.S. and Canadian government approvals for joining the Telesat Canada venture and launching DBS service to the U.S. via a Canadian license.

Preston Padden, chairman of ASkyB, said that ASkyB has four satellites under construction contracts—two from Loral and two from Hughes.

But satellites capable of delivering digital DBS typically take at least two years to build, giving ASkyB little



*Shown at the ASkyB uplink groundbreaking are: Preston Padden, chairman, ASkyB; Bert Roberts, chairman, MCI, and Rupert Murdoch, News Corp. chairman.*

breathing room, even if it had ordered the birds when its \$682.5 million offer won the DBS license-bidding battle in January.

Although ASkyB could pay a premium to have a satellite ready on time, it must still schedule a launch and test the technology before rolling out a full-blown DBS service in just over a year.

Along with TCI, other potential partners that would have quick access to a technologically advanced satellite include satellite builders Loral, Lockheed Martin and Hughes. In addition, DBS competitor EchoStar Communications has one satellite scheduled to be completed next year. But Hughes is a principal in the DIRECTV DBS service, and EchoStar has its own DISH network. That means that short of a merger or acquisition, Hughes and EchoStar are probably not high on ASkyB's partnership list.

By opening the door to the possibility of new partners, Murdoch and Roberts have sparked speculation that the News Corp./MCI alliance may have developed stress fractures. But the two executives' comments at the groundbreaking suggest that money, rather than philosophical differences, is the likely source of that stress.

MCI and News Corp. partnered in May 1995, with MCI committing to invest \$2 billion in the venture that

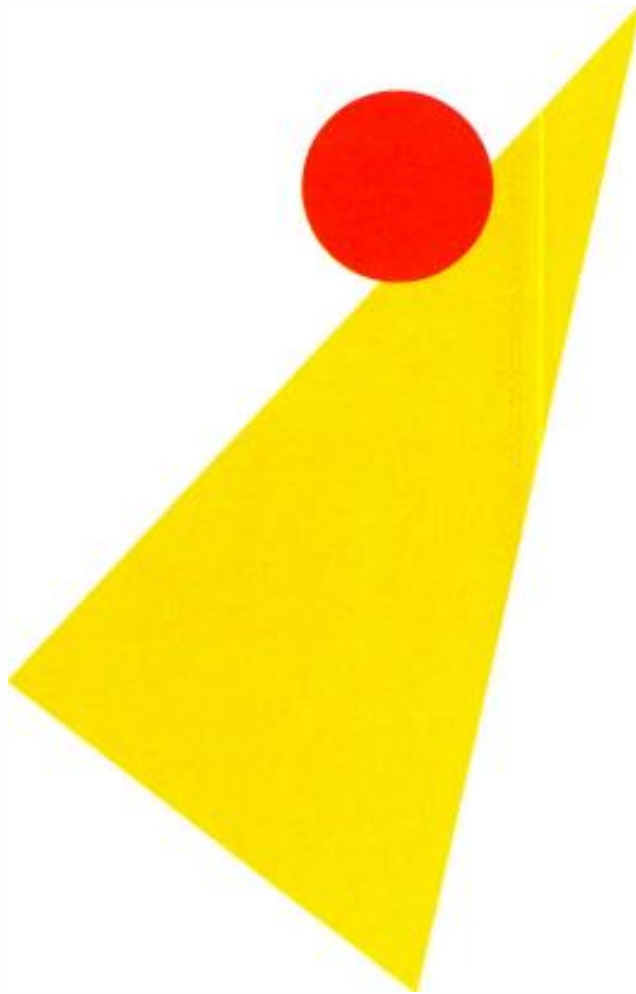
now includes American Sky Broadcasting (ASkyB) and SkyMCI. ASkyB is developing digital DBS entertainment and data delivery services for consumers; SkyMCI is targeting businesses.

In exchange for that investment, MCI received 13% of News Corp. stock and Roberts gained a seat on the Australia-based media giant's board. So far, MCI has poured about \$1.35 billion into the partnership. Analysts estimate that the ASkyB venture alone could cost as much as \$2 billion, meaning that MCI's portion of the 50-50 partnership could easily exceed its original \$2 billion commitment.

MCI in January was the winning bidder in the FCC's controversial auction of the remaining DBS license in the 110-degree west longitude orbital slot. A satellite in that slot can beam signals to all of the continental U.S. as well as Alaska and Hawaii. TCI had hoped to obtain the license at private sale for \$5 million from a Virginia bidder unable to create a DBS business. The FCC, partly at the urging of Senator John McCain (R-Ariz.), decided instead to auction the license.

TCI and EchoStar competed with MCI in the bidding. EchoStar finished second at \$650 million, while TCI dropped out after bidding \$297.7 million. ■

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\* (Source: Beta research, May 1996)

# NYC-TW/Turner-News Corp. battle goes to court

*Hearings begin to determine fate of two cable channels*

By Jim McConville

**T**he second round in the battle between Time Warner Cable and News Corp. gets under way this week with court hearings in Time Warner's challenge to New York City's attempt to force it to carry News Corp.'s Fox News Channel (FNC).

Time Warner seeks to block the mayor's office from turning over two of the city's five "Crosswalks" public access channels to Rupert Murdoch's FNC and the Bloomberg Television Network.

The city contends that Time Warner, which recently merged with Turner Broadcasting System (TBS), refuses to carry the networks to protect Turner-owned CNN from competition.

The hearing, originally scheduled for Wednesday, Oct. 23, was pushed to this week.

Fox, meanwhile, has filed a \$2 billion lawsuit against Time Warner, contending that it broke its oral contract to carry FNC and that it has entered into an illegal agreement with TBS to deny FNC access on its New York City cable system.

Launched on Oct. 7 with an estimated 16 million subscribers, FNC is not available to Manhattan's estimated 1.1 million subscribers.

News Corp. officials will argue that to prevent CNN from facing competition from FNC, Time Warner Vice Chairman Ted Turner persuaded Time Warner not to carry FNC after the Time Warner/TBS merger had been given a Federal Trade Commission blessing. Time Warner/Turner satisfied an FTC requirement to add another news channel by choosing NBC- and Microsoft-owned MSNBC.

But in a sworn deposition before New York City lawyers, Turner said last week that he did not try to influence Time Warner's decision to choose between MSNBC and FNC.

In his testimony, Turner said he recommended that Time Warner carry MSNBC in some markets and FNC in others.

Time Warner President Richard Par-

sons scoffed at News Corp. officials' assertion that Time Warner chose MSNBC over FNC because it was the weaker of the two networks. Parsons called the idea "laughable," citing NBC's and Microsoft's financial resources and MSNBC's 24 million cable subscribers at launch.

Meanwhile, Mayor Rudolph Giuliani has been cleared by a city panel



## TIME WARNER

of conflict-of-interest charges regarding his wife's employment with a Fox station. He will continue his post on the city's Franchise Concession Review Committee.

Manhattan Borough President Ruth Messinger had asked the city's Conflict of Interest Board to decide whether Giuliani should stay on the committee, given that his wife, Donna Hanover Giuliani, works as a reporter for News Corp.-owned local Fox Channel 5 WNYW-TV.

The franchise review committee is studying the Time Warner/Turner merge to examine whether it has created a change in control of the city's cable system. If the committee determines that a change has occurred, it could seek revision of Time Warner's cable franchise agreement with the city, or refuse to renew it.

Giuliani's deputy chief of operations, Randy Mastro, testified last week that the city turned down Time Warner Cable's request last July that the city waive its right to review the company's cable franchise, saying the city had concerns about the impact of the Time Warner merger.

Giuliani stepped into the cable battle after FNC launched on Oct. 7 without carriage in New York City. He maintained that FNC will give city cable subscribers more choice and warned that the city could lose an estimated 1,400



*Mayor Giuliani was cleared by a city panel of conflict-of-interest charges*

jobs if News Corp. were to decide to move its headquarters elsewhere.

Fox increased the voltage on its anti-Time Warner campaign by running full page ads in the *Wall Street Journal* and *New York Times*—and even hired an airplane to fly over Yankee Stadium on Oct. 22 (during the second game of the World Series) with a banner that read "Hey Ted [Turner], be brave. Don't censor the FNC."

While waiting for the hearing, Giuliani and Ted Turner's wife, actress Jane Fonda, got into a tabloid sparring match over whether Giuliani interceded for News Corp. as payback for political favors from Rupert Murdoch and because of his wife's part-time job with the local Fox affiliate. ■



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# UK cable in race to consolidate

*C&W, Nynex, Bell Canada merging; Bell Cablemedia buying Videotron*

By Debra Johnson

Just as Nynex CableComms reported a positive cash flow for the first time, a rash of cable consolidation hit the UK. On Oct. 22, Cable & Wireless Communications, Nynex CableComms and Bell Canada agreed to merge their UK cable operations, and Bell Cablemedia, the UK's third-largest MSO, agreed to buy fellow MSO Videotron reportedly for an estimated £1.3 billion (\$2 billion).

The new entity, Cable & Wireless Communications, will be the UK's largest cable operator, with about 6 million franchise homes. The deal pushes TeleWest—currently the UK's largest MSO, with 3.56 million homes—into second place. TeleWest and Nynex officially called off merger talks in early October after more than a year of negotiations.

The proposed merger, which is contingent on the Videotron deal, will offer serious competition to British Telecom. The new company will be able to offer local, national, international, data and mobile telecommunications, multichannel television and

Internet services all under one roof. Cable & Wireless is a Bell Cablemedia shareholder and owner of UK telco Mercury Communications, a BT rival.

As part of the Videotron acquisition, Bell Cablemedia will pay \$607 million in cash for Groupe Videotron's 56% stake in Videotron, eventually increasing that stake to 82%. Bell Cablemedia will then make an offer to buy all Videotron's public and employee shares for \$19.75 cash per Videotron American Depositary Share.

More than 7 million of the UK's 23 million TV homes now have access to cable services. This year the industry has added more than 2 million new homes and an additional 22 operating franchises, at an investment of more than £2 billion (\$3.2 billion). But high construction costs and disappointing sales—only 22% of homes passed in the UK subscribe to cable TV—have been propelling the cable industry toward consolidation. In fact, Richard Brown, Cable & Wireless chief executive, is not ruling out further international alliances.

Just one week before the merger, both Don Cruickshank, director general of telecom regulator OFTEL, and Ian Taylor, the UK's minister for science and technology, came out supporting strategic cooperation. Speaking at the UK's European Cable Communications '96 conference (Oct. 15-17), Cruickshank said: "Cooperating, if it strengthens the effectiveness of the cable brand, will serve to strengthen competition in the UK market—as long as that cooperation stays within the usual framework of competition law."

The UK's broadcast regulator, the Independent Television Commission (ITC), already has approved the deal, which will give Cable and Wireless Communications control of more than one-third of UK franchise homes. The ITC had been imposing a 25% ceiling of franchised cable homes, but with this deal the ITC effectively has abandoned that limit.

Cable & Wireless Communications will be floated on the London and New York stock exchanges next year. The post-offer shareholder structure will be: Cable & Wireless (52.6%), Nynex (18.5%) and Bell Canada International (14.2%). The remaining 14.7% will be publicly held.

Nynex CableComms reported a positive cash flow of £2.2 million for third quarter 1996, up from a negative £10.5 million for the same period last year. Total revenue increased 91% to £109 million, for the first nine months of this year compared with £57 million in 1995. During the quarter, 16,018 new basic cable TV subscribers were added, raising the total to 242,867. Penetration increased to 19.7%, the pay-to-basic ratio grew to 204%, from 179%, and the churn rate was 30.3%.

In a move designed to increase penetration and reduce churn, Nynex will begin offering new "bundled" cable TV and telephony packages in November. The packages, which will include SportsView (£27.99) and MovieView (£27.99), are priced to compete with BSkyB and British Telecom. Stand-alone telephony and cable TV services will still be available. ■

## Cablevision taps FedEx exec



Cablevision Systems Corp. has named former Federal Express executive Robert P. May to the newly created post of chief operating officer, where he will be responsible for overseeing all three of the company's operating divisions.

May, who will report to Cablevision CEO James L. Dolan, will oversee the company's Cable Television Operations, Digital Services and Rainbow Programming Holdings Inc., the company's programming subsidiary.

Before joining Cablevision, May was president of Towne Air Freight in South Bend, Ind. May, who worked for Memphis-based Federal Express for 20 years, was responsible for creating its Business Logistics Service Co. and, in the early '80s, helped to develop the Federal Express overnight letter.

Dolan says May's top priority will be to see that Cablevision's operating divisions work together. "He'll play an important role in the integration of Cablevision's operating areas at a time when we are poised to enter new businesses and meet new challenges." —JM



### Tarnofsky heads Lifetime programming

Lifetime Television has tapped Dawn Tarnofsky as its senior vice president, programming and production, to oversee the network's programming schedule and production. Before joining Lifetime she was senior vice president, creative affairs, for Fox Television, where she developed new Fox series *Millennium* and new ABC series *Relativity*. Tarnofsky will be based in New York and will report to Lifetime CEO Doug McCormick.

### Sony, Discovery launch retail store

Discovery Communications will open a Discovery Channel retail store at the Sony Electronics retail entertainment center now being built at Yerba Buena Gardens in San Francisco. The store will feature Discovery retail products and themed-demonstration displays built around Discovery's three cable channels: Discovery Channel, The Learning Channel and Animal Planet.

Discovery will also open its first 25,000 square foot "Discovery Channel Destination" store at the new MCI Center in Washington D.C. The three-floor store, nearly ten times larger than its current mall-based Discovery Channel store, will debut with the opening of the MCI Center this fall.

### Sundance Channel adds executives

Independent film network the Sundance Channel has added four executives to its programming department roster. The new executives, each of whom reports to Sundance Channel Executive Vice President Dalton Delan: Judith Tolkow, vice president, programming; Nancy Larsen, senior producer, programming; Vincent Steves,

production manager, and John Leone, production assistant.

### Post-Newsweek adds Missouri cluster

Post-Newsweek's cable unit has acquired a cable system in Branson, Mo., from Rural Missouri Cable TV Inc. The 11,000-subscriber system is positioned near Post-Newsweek's cable system in Joplin, Mo., and a Springfield, Mo., cable system that Post-Newsweek plans to acquire from Tele-Communications Inc. (TCI) in a separate deal.

### Family Channel election special

The Family Channel has scheduled a "Three Stooges" special as part of the network's Election Day counterprogramming. Titled "Poke the Vote," it will feature Salute the Stooges, a two-hour block at 11 p.m.-1 a.m. FAM's daytime schedule will feature a "president of Stooze TV" election hosted by *Laugh-In* alumnus Gary Owens. Viewers can vote for their favorite stooze through an 800 number or FAM's Website.

### ESPN2 simulcast

ESPN will simulcast six-minute ESPNEWS cut-ins on ESPN2 during breaks in its regularly scheduled coverage of NHL hockey games and college basketball games.



### MTV adding game show

MTV plans to launch *Idiot Savants*, a daily game show that will test contestants' knowledge quotient on worthless, inane subject matter. The show, to air Monday-Friday at 7 p.m., starts Dec. 9. MTV has agreed to produce 65 episodes of the show, which will be filmed at its New York studio.

### MSNBC to add Roker history show

All-news network MSNBC will add *Remember This?*, a news quiz show hosted by NBC weatherman Al Roker that starts Oct. 25. The 30-minute program, which tests viewers' memory of

historic events, will air weekly on Friday, Saturday and Sunday at 7:30 p.m.

### Primestar adding TV Land and Comedy Central

DBS operator Primestar Partners will add cable networks Comedy Central and Nick at Nite's TV Land to its basic programming package



effective Nov. 5. The additions are the first of the 50 new channels Primestar says it will add by early 1997 as it switches to its GE-2 satellite.

### IFC to air documentary special

The Independent Film Channel will air 20 Docs in 20 Days, a salute to documentary filmmakers that will run Nov. 1-20. Hosted by filmmaker Michael Moore, the festival will air an independent documentary each night at 8. The first will be "Roger and Me," Moore's 1989 documentary about auto industry life in Flint, Mich.

### HSN numbers up

Home Shopping Network reported unexpectedly high earnings from its core electronic retailing business for the third quarter, ended Sept. 30. The St. Petersburg, Fla.-based company reported a net income of \$7.06 million compared with a \$17.7 million loss for the same period the previous year. Sales also increased 7.7%, to \$234.3 million, from \$217.6 million for 1995's third quarter. Electronic retailing revenue was up 11.5%, to \$206.9 million, compared with \$185.5 million as a result of increased sales from television. HSN's positive results are attributed to layoffs, lower retail prices and the sale of its mail-order catalogue and infomercial businesses.

### AHN signs deal with TCI

America's Health Network (AHN) has reached an affiliation agreement with Tele-Communications Inc. that will secure a place for AHN on the digital tier service that TCI plans to roll out next year in Connecticut, California and Illinois.—JM, MK

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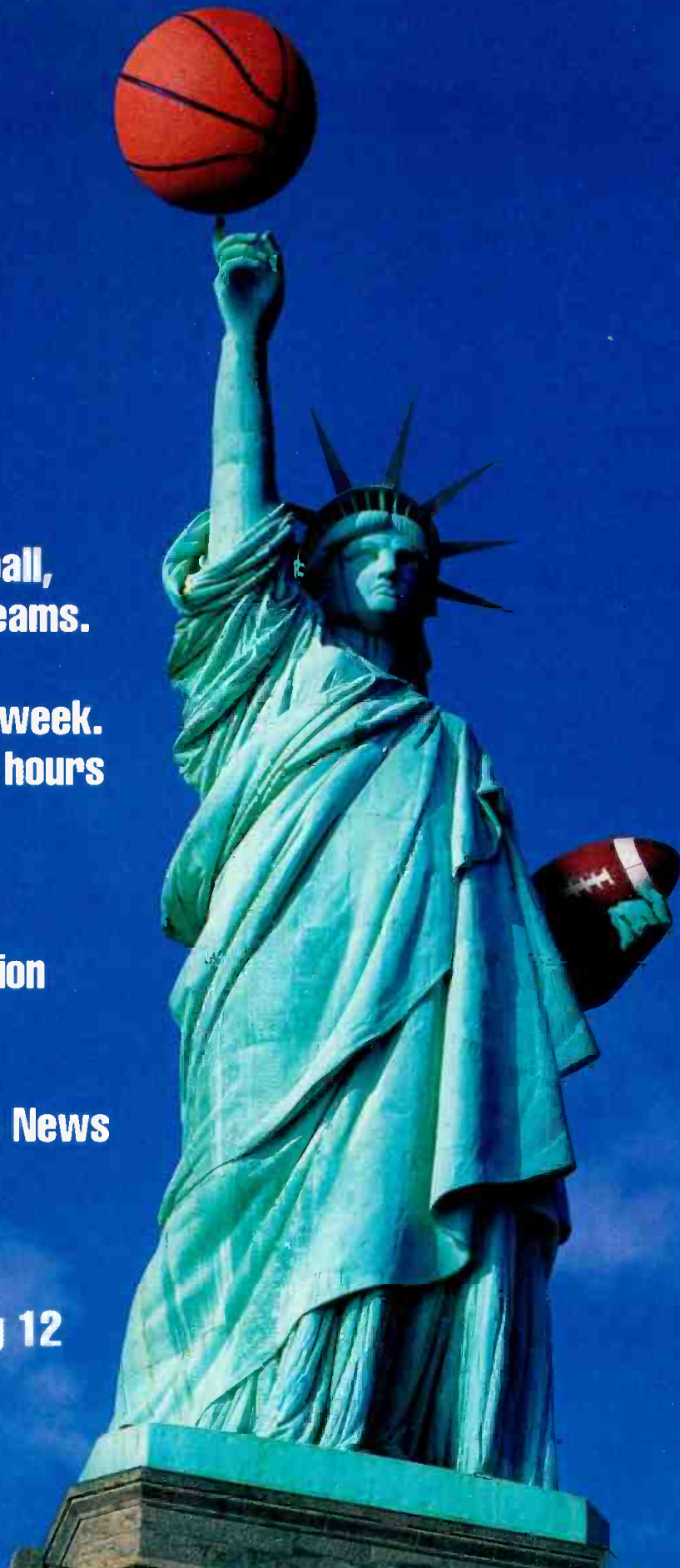
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## Sky to launch in Brazil

Sky Entertainment Latin America, backed by Globo, News Corp. and TCI International, will launch with 30 channels in Brazil on Oct. 29, two months after the launch of rival service Galaxy Latin America's DIRECTV, backed by Hughes, Brazil's TVA, Multivision and Venezuela's Cisneros group. The channel lineup will include movie channel Telecine, a joint venture with Fox, Paramount, Universal and MGM, and Globo News, which launched earlier this month. Sky aims to offer 40 services, including a pay-per-view channel, by the end of November.

## Golf Channel takes swing at Japan



The Golf Channel's first foray outside the U.S. is in Asia. PanAmSat's PAS-2 satellite began beaming the channel to Japan on Oct. 1. PAS-2 now transmits more

than 20 channels, including Country Music Television, BBC Worldwide and Bloomberg Television, throughout the Asia Pacific region.

## Premiere PPV move

German pay-TV service Premiere, which is trying to launch a pay-per-view service early next year, is negotiating with the German Soccer Association for pay-per-view rights. Viewers will be expected to pay DM10-DM20 (\$6.50-\$13) to watch the most sought-after matches.

## Hughes looks for Indian DTH partner

DIRECTV owner Hughes Electronics is understood to be talking with Indian conglomerate Tata about joining DIRECTV's proposed Indian digital DTH venture. DIRECTV had been courting India's Modi Enterprises and apparently is still interested in taking a stake in the DIRECTV service. Indian state broadcaster Doordarshan and Malaysia's Measat Broadcast Networks plan to launch their joint-venture DTH platform in first quarter 1997.

## DT hits 16.4 million subs

At the end of September, Germany's telco Deutsche Telekom had connected 16.4 million cable TV homes, an increase of almost 200,000 since the end of June, bringing the total to 6.5 million cable subs. The total number of homes passed rose to 24.7 million in September from 24.2 million in June. According to TV Strategy Group research, 57% of the 1,000 respondents polled would not spend more money on new media services and a worrisome 89% "definitely would not" buy a digital decoder for DM1,000 (\$650) on top of a monthly subscription charge to receive digital services. Some 94% of homes spend an average DM36 (\$23) per month for TV and radio.



## MGM does PPV deal in Japan

MGM/UA has agreed to license pay-per-view rights to first-run films such as "Species" and "Get Shorty" from the MGM library to Japan's PPV provider Perfect Choice. Perfect Choice launched on digital platform PerfecTV on Oct. 1.

## Murdoch movies on Sky TV

Independent Newspapers Ltd., 49.5% owned by Rupert Murdoch's News Ltd., is eyeing a significant stake in New Zealand's only pay-TV service, Sky TV. The pay service is 51% controlled by HKP Partnership, backed by Time Warner, TCI, Bell Atlantic and Ameritech. Local shareholders include public broadcaster TVNZ (16.3%), Heatley Jarvis (15.9%), Todd Corp. (8.8%) and Tappenden Holdings (7.5%).

## Upsurge predicted for Brazilian pay

Development bank BNDES forecasts that Brazil's pay-TV market will double in size every three years. Brazil now has 1.7 million cable subscribers, with concentration as high as 40% in Santos. Rival services NetSat (associated with Globo, Multicanal and RBS) and TVA (Abril, Falcon Cable and ABC) have invested \$440 million and \$200 million, respectively, in cable TV since 1992.

## BSkyB settles cable dispute

UK pay-TV operator BSkyB has proposed changes to the controversial charges it bills cable operators for carriage of its satellite channels. Sky is offering cable operators the option to take as little as 80% of Sky's total channel package, but charges will rise 1.25% for every percentage point that the package carried falls short of 100%. The system applies only to channels owned by Sky; other channels in its DTH package, owned by third parties, negotiate their own cable deals. TeleWest and Nynex, the UK's two biggest cable operators, are not affected by the changes.

## Playboy finds playmate for Latin launch

Playboy Enterprises and Venezuela's Cisneros TV Group will launch two Latin channels: Playboy TV Latin America and AdultVision Latin America. The Cisneros group will control 81% of the venture; Playboy has the option to increase its stake



from 19% to 30%. The channels will be offered on GLA's DIRECTV digital platform.

—By Debra Johnson & Nicole McCormick



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# TCI takes stake in LodgeNet



*Will invest \$40 million in DTH service to apartments*

By Jim McConville

**T**ele-Communications Inc. will invest approximately \$40 million in hotel telecommunications company LodgeNet Entertainment in a joint venture to provide direct-to-home service to apartment buildings.

TCI Satellite Entertainment Inc., TCI's direct broadcast satellite division, will pay \$5.4 million in cash and provide an estimated \$34.6 million in financing for LodgeNet.

In exchange for its cash, TCI gets 4.99% ownership of LodgeNet's ResNet Communications Inc., a division set up this year to install and operate private cable TV systems in apartment complexes.

TCI also will advance ResNet \$34.6 million during the next five years toward the purchase of Ku-band satellite receiver equipment. In exchange, TCI will receive an additional 36.9% interest in ResNet. ResNet will also get long-term access to TCI's direct broadcast satellite signals nationwide.

TCI has the option to purchase an additional 13% of ResNet, exercisable after three years.

LodgeNet will use its broadband local area network (LAN) technology to convert an apartment building's existing wiring into a two-way network. A LodgeNet official says the company will provide DBS and interactive TV terminals in apartments for about \$575 per unit.

TCI isn't the first DBS operator to go after the apartment complex or hotel markets. Competitors Sony and DIRECTV already are pursuing installation of DBS systems in multiple-dwelling units. Two weeks ago, AlphaStar Television signed a deal with hotel TV service provider SkyLink America to provide DBS signals to all 800 of SkyLink's hotel properties in the U.S. ■

## Errata

TV Food Network's senior VP of programming, Sue Huffman, was misidentified in an Oct. 21 story about the cable channel.



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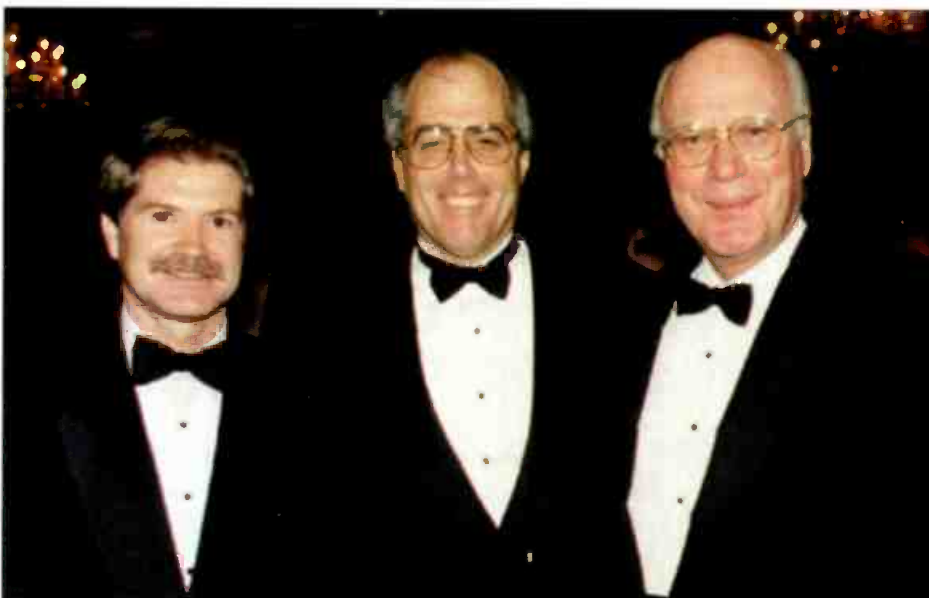
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## Media Institute salutes John Hendricks, Patrick Leahy

Discovery Communications Inc. Chairman and CEO John Hendricks last week received the Media Institute's American Horizon Award for his industry "leadership and innovation" at a black-tie dinner in Washington Oct. 22. Pictured with Hendricks: Institute President Patrick Maines (center) and Senator Patrick Leahy (D-Vt.), who received the Institute's Freedom of Speech Award for leading the fight against efforts to regulate indecency on the Internet.



# Sassa to head Marvel

*Former Turner executive  
takes over reins at  
Perelman-controlled unit*

By Jim McConville

**F**ormer Turner Entertainment Group president Scott Sassa has been named chairman and CEO of Marvel Entertainment Group, the comic-book and trading-card company controlled by financier Ron Perelman.

Sassa was also named to the new position of president and chief operating officer of parent company MacAndrews & Forbes Holding Co., which owns 81% of Marvel. Sassa, who resigned in September as president of the TBS unit that oversees New Line Cinema and Castle Rock movie studios, now faces a daunting challenge in trying to revive financially faltering Marvel, whose stock value has fallen 67% during the past 12 months.

Earlier this month, the company disclosed that it expects to report a loss in both the third and the fourth quarters because of weak sales. In his new post, Sassa will be in charge of moving the company into new businesses as it completes its sale of New World Communications to Rupert Murdoch-owned News Corp. for approximately \$3 billion in stock and assumed debt. Sassa also will help Marvel to develop its comic-book characters into a movie and TV studio and will oversee the company's joint venture with Planet Hollywood International to open a chain of comic book-themed restaurants.

Sassa replaces longtime Perelman associate William Bevins, who ran New World before its sale to News Corp. Bevins remains a director of the company. Sassa takes the title of Marvel chairman from Perelman, who remains a director of Marvel. In his seven-year stint with TBS, Sassa oversaw the launching of seven cable networks. Since 1992 he has overseen programming for TBS, TNT and the Cartoon Network. ■

50

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Oct. 14-20, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating		
				Cable	U.S.	Share
1. NFL/Seattle @ Kansas City	TNT	Thu 7:58p	3,308	4.8	3.4	7.5
2. Rugrats	NICK	Thu 7:30p	2,862	4.2	3.0	7.2
3. Rugrats	NICK	Sun 10:00a	2,625	3.8	2.7	11.6
3. Movie: "Back to the Future"	TBS	Sun 10:35a	2,657	3.8	2.7	11.2
5. Tiny Toons Adventures	NICK	Sat 9:30a	2,518	3.7	2.6	11.9
6. Tiny Toons Adventures	NICK	Sat 9:00a	2,430	3.6	2.5	12.0
6. Doug	NICK	Thu 7:00p	2,423	3.6	2.5	6.6
6. Rugrats	NICK	Wed 7:30p	2,457	3.6	2.5	6.2
6. Rugrats	NICK	Tue 7:30p	2,441	3.6	2.5	6.2
6. Rugrats	NICK	Mon 7:30p	2,435	3.6	2.5	5.8
11. Jim Henson's Muppet Babies	NICK	Sat 10:00a	2,400	3.5	2.5	11.3
11. Movie: "In a Child's Name Part 2"	LIFE	Sun 5:00p	2,337	3.5	2.4	6.7
13. Hey Arnold	NICK	Wed 8:00p	2,351	3.4	2.4	5.5
13. Doug	NICK	Wed 7:00p	2,333	3.4	2.4	6.4
13. World Champ. Wrestling	TNT	Mon 8:00p	2,345	3.4	2.4	5.4
13. Movie: "Back to the Future"	TBS	Sat 8:05p	2,402	3.4	2.5	6.1
17. Rugrats	NICK	Fri 7:30p	2,283	3.3	2.4	6.5
17. NASCAR/AC Delco 400	TNN	Sun 12:30p	2,248	3.3	2.3	7.5
19. Jim Henson's Muppet Babies	NICK	Sat 10:30a	2,192	3.2	2.2	10.1
19. Rugrats	NICK	Sat 8:30a	2,164	3.2	2.2	11.8
19. Secret World of Alex Mack	NICK	Thu 8:00p	2,157	3.2	2.2	4.9
19. Hey Arnold	NICK	Mon 8:00p	2,178	3.2	2.2	4.9
23. Aaahh!!! Real Monsters	NICK	Sun 10:30a	2,096	3.1	2.2	9.0
23. Tiny Toons Adventures	NICK	Wed 6:30p	2,104	3.1	2.2	6.3
23. World Champ. Wrestling	TNT	Mon 9:00p	2,117	3.1	2.2	4.4
26. Movie: "We the Jury"	USA	Wed 8:59p	2,067	3.0	2.1	4.5
26. Rocko's Modern Life	NICK	Sun 11:30a	2,029	3.0	2.1	8.3
26. The Ren & Stimpy Show	NICK	Sun 11:00a	2,037	3.0	2.1	8.5
26. Rugrats	NICK	Sat 7:30p	2,070	3.0	2.1	5.8
26. Secret World of Alex Mac	NICK	Tue 8:00p	2,029	3.0	2.1	4.8
31. Kenan & Kel	NICK	Sat 8:00p	1,998	2.9	2.0	5.3
31. Clarissa Explains It All	NICK	Wed 6:00p	1,985	2.9	2.0	6.2
31. Doug	NICK	Tue 7:00p	1,972	2.9	2.0	5.4
31. Doug	NICK	Mon 7:00p	1,984	2.9	2.0	5.2
31. Movie: "Road House"	TNT	Wed 8:00p	2,006	2.9	2.0	4.5
31. 96 Presidential Debate Wrap Up	CNN	Wed 10:32p	2,040	2.9	2.1	4.4
31. 96 Presidential Debate - SD	CNN	Wed 9:00p	2,026	2.9	2.1	4.3
38. Aaahh!!! Real Monsters	NICK	Sun 7:30p	1,896	2.8	2.0	4.3
38. My Brother and Me	NICK	Sun 7:00p	1,907	2.8	2.0	4.7
38. Rocko's Modern Life	NICK	Fri 5:30p	1,939	2.8	2.0	6.9
38. Rocko's Modern Life	NICK	Mon 5:30p	1,880	2.8	2.0	6.4
38. Movie: "The Great Outdoors"	TBS	Sun 3:05p	1,953	2.8	2.0	6.0
43. Doug	NICK	Fri 7:00p	1,865	2.7	1.9	5.5
43. Tiny Toons Adventures	NICK	Thu 6:30p	1,867	2.7	1.9	5.5
43. Rocko's Modern Life	NICK	Wed 5:30p	1,863	2.7	1.9	6.7
43. Tiny Toons Adventures	NICK	Tue 6:30p	1,837	2.7	1.9	5.5
43. Clarissa Explains It All	NICK	Mon 6:00p	1,856	2.7	1.9	5.6
43. CFA/Northwestern @ Wisconsin	ESPN	Sat 12:30p	1,898	2.7	2.0	7.5
49. Jamie Foxx Show	WGNC	Wed 9:30p	1,040	2.6	1.1	3.7
49. Kenan & Kel	NICK	Sun 6:30p	1,774	2.6	1.8	4.6

Sources: Nielsen Media Research, Turner Research

# Western Cable Unwrapped

*Broadcasting & Cable's* special Western Cable Show issue and show dailies give you the highest visibility at one of the industry's hottest shows. And this year we are providing a special seasonal promotion that will make your top prospects feel like the holidays have arrived early.



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- *December 9 weekly issue will offer our normal distribution of 40,000, plus in-room and convention floor bonus distribution of an additional 15,000 for a total of 55,000 copies*
- *Bonus distribution in-room and on the convention floor of all three Western dailies (15,000 copies)*
- *50% off advertising in the Pre- or Post-show issues (Dec. 2 and 16)*



## Issue Date

Dec. 9

Dec. 11

Dec. 12

Dec. 13

Closing date for all issues is Nov. 29.

All materials due December 2.

## Size

Regular Magazine Size

Tabloid

Tabloid

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# Technology

October 28, 1996

## Sony snags ASkyB

*\$50 million contract has it designing and outfitting Arizona facility*

By Glen Dickson

**A**merican Sky Broadcasting has chosen Sony to design and equip its \$130 million satellite uplink and operations facility in Gilbert, Ariz., which will begin originating 300 channels of programming on Nov. 1, 1997.

Under the contract, worth an estimated \$50 million, Sony will outfit ASkyB's 100,000-square-

foot broadcast center with a full range of digital video storage and playback equipment based on Sony's MPEG-2 4:2:2 Profile at Main Level compression standard.

"Sony is uniquely qualified to provide the advanced video technology and integration that a project of this magnitude demands," says Richard Slenker, ASkyB senior vice president/chief technology officer.

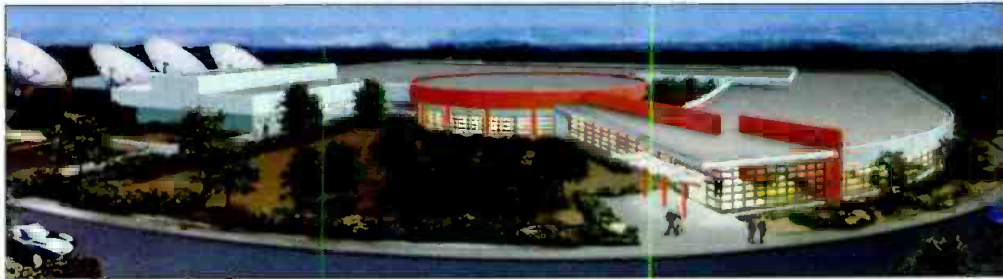
All of ASkyB's long-form movie playback will come off a network of 75 video file servers linked by Sony's SDDI (serial digital data interface) networking protocol. The servers, which will have an aggregate storage capacity of 500-600 hours, will be connected to Sony Flexicarts stocked with Betacam SX tapes.

Betacam SX will be ASkyB's house tape format and will be used to digitally master and archive all of the DBS service's material. But the ASkyB server architecture isn't just a cache system, says Peter Lude, Sony vice president of automation and transmission systems: "It's a full server playout system with offline storage on Betacam SX. It's all

based on hierarchical memory software—if the movie doesn't exist in the file server, then it will be loaded from the Betacam SX tape in the Flexicart."

SDDI networking will allow Betacam SX material to be transferred to the

timeplexing gear produced by Digi-Media Vision (DMV): conditional-access technology will be supplied by News Datacom. DMV and News Datacom are part of News Digital Systems, a News Corp. subsidiary.



*An architect's rendering of ASkyB's proposed operations center outside Phoenix.*

servers four times faster than real time, and the system will have enough bandwidth to play material from any server on any output channel, Lude says.

Interstitial material also will play directly off the servers, with spots and promos stored offline in a Sony LMS robotic tape system. ASkyB's spot library will be able to store 7,000 individual spots. Playback will be directed by Sony's BZA-8100 multichannel automation software, which will control all 300 output channels.

"The software is the key thing we're bringing to this," says Lude. "Automation is complicated enough for five or 10 channels, much less 300. This software will do all the thinking for you—operators simply enter schedules and it will store a movie in RAID [storage] in at least two places."

The Sony software also will link to ASkyB's electronic program guide, conditional access, subscriber management and entitlement management functions.

ASkyB's transmission will be handled by DVB-compliant (MPEG-2 4:2:0) compression and statistical mul-

tiplexing gear produced by Digi-Media Vision (DMV): conditional-access technology will be supplied by News Datacom. DMV and News Datacom are part of News Digital Systems, a News Corp. subsidiary.

"DMV's compression technology is extremely crucial to ASkyB's transmission plan," says Lude, adding that Sony and DMV have done extensive testing to insure

there won't be any concatenation problems between Sony's 4:2:2 compression and the DVB standard's 4:2:0 scheme. The DVB format will be used not only to play movies and cable network programming for ASkyB but also for the "turnaround" of local broadcast stations for retransmission on ASkyB.

Copyright and FCC issues aside, Lude doesn't see any "insurmountable technical obstacles" to ASkyB's ambitious turnaround plan. The News Corp./MCI venture is exploring using a combination of satellite capacity and DS-3 fiber backhauls to get the local feeds back to Gilbert for retransmission.

Sony has assigned 150 employees to the ASkyB project and plans to complete the final system design in early January. All the components of the facility will be constructed first in Sony's Systems Integration facility in San Jose, Calif., where testing and training will be conducted. The equipment will be moved to Gilbert in May, with on-air testing to begin once ASkyB's Loral satellite is launched and ready for service. ■

# WavePhore, PBS using vertical blanking

*Information, data service via PCs set for first-quarter debut*

By Richard Tedesco

**W**avePhore Inc. is joining with PBS National Datacast Inc. to develop an as-yet-untitled data service with an amalgam of information providers. It hopes to launch the service in first quarter 1997.

The new service will use the vertical blanking interval (VBI) of the 250 PBS member stations to transmit data, with PBS National Datacast providing the necessary data bridges and managing the network. (PBS stations reach 99% of all U.S. TV households.) The PBS entity, which has had the infrastructure in place for several years, will draw management fees and share in the revenue that WavePhore realizes.

Just what WavePhore will charge to deliver the service's still-undefined

content is uncertain. But David Deeds, WavePhore CEO, is high on its potential: "This gives WavePhore the most pervasive data delivery system in the country."

WavePhore developed the data receivers used in PCs to help enable the Intericast data service from Intel Corp. and content providers led by NBC. The company now provides real-time business news to business users with its Newscast service. It also provides business-to-business broadcast services for Dow Jones, Reuters, the Associated Press and other information companies and is talking with those companies about its new consumer venture, according to Deeds.

The deal is the second that PBS National Datacast has established to use the VBIs of PBS stations. Star-

Sight Telecast holds rights to transmit content for its electronic program guide service on one VBI line, and WavePhore now holds two lines.

Both companies have options for more lines, which have a throughput rate of 12.5 kbps with error correction. Jacqueline Weiss, PBS Datacast CEO, says the lines are becoming hot items, with companies looking to cash in on the increasing consumer demand for data fueled by the Internet. PBS expects gradual penetration of the Intericast technology in consumer PCs to spark interest as well.

"The more end users that are capable of receiving data over the VBI, the more attractive our network is to other content providers," says Weiss, adding that 10 lines can be activated for each station's VBI.

Deeds is intentionally vague about plans to develop WavePhore's consumer data network, saying that it could begin with transmissions directed solely to clients of particular companies.

WavePhore recently received an implicit business endorsement from Intel, which purchased 500,000 shares of the Phoenix firm. ■

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# Fox tackles 'clean feed' problem for World Series

*Links digital trucks to weed out branded graphics*

By Glen Dickson

**F**ox Sports broadcasts are distinctive in their heavy use of branded graphics, such as the "Fox Box" for NFL and Major League Baseball games and the "brick effect" for baseball replays,

which incorporates a Fox logo. But as part of its rights deal for the World Series, Fox is obligated to provide a "clean feed" for MLB's international rightsholders.

Providing a logo-free international feed was a technical challenge, says Fox's Jerry Gepner, senior vice president of field operations. "Traditionally, we would ask the technical director to use additional outboard downstream keyers," says Gepner. "All switchers



*Interior and exterior shots of the LIN Productions digital production truck used by Fox in its World Series coverage*



can provide you with a clean output—but as the graphic load gets heavier, it gets very complex, and it can have an impact on production. If it takes an individual an extra second and a half [to punch a downstream keyer], then that could hurt your replay ability."

So Fox used an innovative digital switching architecture to generate a logo-free international feed of its World Series broadcasts from Atlanta, linking two Sony digital switchers in

separate production trucks. The two digital trucks were tied together by 66 SDI (serial digital interface) cables, each 150 feet long.

The main Sony DVS-7000 switcher in DX2, a National Mobile Television digital truck, was connected to another

"slave" DVS-7000 switcher without a control panel, located in LIN Productions' digital truck. The master switcher sent a duplicate set of frames, minus the graphic keys, into the slave switcher, then Fox used the output of the second switcher for the international feed.

"It doesn't impact the production at all in terms of what they do creatively, and it still provides a feed without branded graphics per our obligation to the international broadcasters," says

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Gepner. "It's a much easier situation than having to restrict everything to the downstream process."

In fact, Fox can't get rid of all of its branded graphics by simply using downstream keyers—the "brick effect" graphic for replays is keyed in the upstream. So Fox's international feeds from Yankee Stadium, produced with analog trucks, were only 95% clean, says Gepner. He adds that the slightly dirty international feed from New York was still accepted by MLB: "They know it's functionally the best we can do [with an analog truck]."

According to Steve DiFranco, Sony director of production/post-production marketing, Fox first dropped DX2 off at Sony's systems integration facility in San Jose, Calif., in September to test Sony's "slaved switching" idea. "We did a full baseball game testing application and went through every contingency and every possible failsafe," says DiFranco.

Sony also figured out a way to automatically key up the Major League Baseball logo from the slave switcher, inserting it in place of the Fox logo in certain graphics. "As the technical

director is calling up Fox logos all over the place, they can simultaneously be calling up MLB logos in the other truck," DiFranco says.

DiFranco thinks that, down the road, that kind of flexibility will be a big selling point for digital switching equipment, particularly for sports production. "Domestically, producers are putting more demands on programs and creating more branded shows," he says. "But there's also the business issue of wanting to sell it in Germany, where they want the feed to be as clean as possible."

## Cutting Edge

By Glen Dickson

**DiviCom** has signed a technology agreement with **Zenith Electronics** to help Zenith develop set-top boxes for the Americast telco programming venture. The DiviCom/Zenith design will draw from DiviCom's experience in software and chip integration

installation this week of a major data visualization system for Nasdaq. Called "Market Site," the 100-cube videowall is designed to give Nasdaq a tangible, physical presence within New York for news stand-ups, business reports and public display, says Imtech President Thomas Apple. Located at Nasdaq's

tions. Lucent Technologies will supply its TrueWave fiber cable to the multi-ring SONET-based network, which will interconnect nearly 100 cities, encompass more than 13,000 route miles and provide coast-to-coast SONET connectivity.

**The Travel Channel** and **The Travel Channel Online** have selected **Magellan Geographix** to provide digital maps of the world. The respective cable and Internet services have each subscribed to Magellan's MGExplorer online digital map library to give viewers up-to-date, cartographically accurate maps. The MGExplorer subscription includes access to the MGDigitalAtlas Map Collection, which features more than 700 vector maps from all over the world with 15 to 50 layers of customizable data, including such details as regions, cities, rivers and ports.

**VTE Mobile Television** Production, Torrance, Calif., has purchased two more Canon Digi-Super 70X lenses and five additional J55X Super lenses, adding to its stock of more than



VTE Mobile Television is buying two more Canon Digi-Super 70X lenses for sports production.

100 Canon lenses. VTE uses the J55X and 70X units for coverage of NFL football, NBA basketball and Major League Baseball, including exclusive coverage of the Colorado Rockies.

**Global Access** is leasing a 36 mhz C-band Global Beam transponder on Intelsat 703 at 57 degrees east. The Vyvx subsidiary will split the transponder into four digital channels, dedicating two MCPC channels for occasional-use feeds for news, sports and entertainment; one channel for a full-time lease to Satellite Information Services to broadcast horse racing, and one for digital satellite newsgathering (DSNG). NTL will provide the UK ground services to the transponder, including connections from central London and transmission via its 13-meter uplink at NTL headquarters in Crawley Court, Winchester.



Imtech President Thomas Apple stands in front of 'Market Site,' a current Imtech project for Nasdaq.

to create a set-top box that can interface to four different networks: hybrid fiber/coax (HFC), switched digital video (SDV), DBS and MMDS. Zenith signed a \$1 billion deal last August to supply 3 million set-tops to Americast, comprising telco partners Ameritech, BellSouth, GTE, SBC Communications and SNET along with The Walt Disney Co.

**Imtech**, which provides videowalls for the broadcast industry, begins

downtown Manhattan headquarters at 33 White Hall St., the huge videowall will be driven by the processing power of 40 dual-Pentium PCs and "massive control software," Apple says. The official launch of Market Site is scheduled for January or February.

**Frontier Corp.** and **Qwest Communications** are joining to build a \$2 billion fiber-optic network that will deliver voice, data and multimedia communica-

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News Director needed for a small market station where news really matters. PBP and/or sales not necessary but could be a plus. T&R: Randy Tanner, WTHD, 206 South High Street, LaGrange, IN 46761. E-Mail: WTHD@TLN.NET

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For immediate consideration, please forward your resume, including salary requirements, to: Human Resources, CBS Telenovelas, Job Code BC, 2290 W. 8th Avenue, Hialeah, FL, USA 33010. FAX: 305-889-7212 in the USA. An equal opportunity employer.



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**Local Account Executive.** WRGT-TV has an immediate opening for an experienced salesperson with a proven track record in news business development to join our sales team. This is an excellent career opportunity for a highly motivated individual to join a growing, progressive company. Send resume and letter of interest to: Account Executive, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE. M/F.

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**HELP WANTED TECHNICAL**

**WSFA (TV) Engineer:** Dominant VHF NBC affiliate South Central Alabama with a strong emphasis on TV News, is looking for a studio/transmitter engineer with a minimum of 5 years experience troubleshooting and maintaining Ampex D2 spot player, one inch VTRs. AVC 33 production switcher. Sony Beta SP, Digital Graphix Halo systems, WSI weather graphics, etc. Experience with Harris Plantinum transmitter a plus. Send resume to Chief Engineer, WSFA; PO Box 251200; Montgomery, AL 36125-1200. EOE.

**Video Technicians:** Troy, Michigan-based MVP Communications has an immediate full-time opening for a video technician. Candidates should have 3-5 years experience. Knowledge of all EFP situations. Single/Multi-cam, satellite up/down links, shading, timing, waveform, vectorscopes, and audio assist. Teleprompter, T.D., projectionist equipment maintenance experience a plus. MVP team members are required to be extremely flexible, operating in many diverse production areas. Frequent travel. Competitive salary and benefits. MVP with offices in Chicago and L.A., offers an excellent opportunity to grow with a rapidly expanding full-service production company involved in broadcast, corporate, industrial video productions and staging and multi-media presentations. Send or fax to: Blair H. Somberg, Production Manager, MVP Communications, Inc., 1075 Rankin Street, Troy, MI 48083. Fax: 810-588-1899. No phone calls please. EOE.

**Supervisor, TV Engineering Operations.** Milwaukee Public Television (WMVS/WMVT), top 30 PBS affiliate, has an immediate opening for a qualified individual to supervise part-time engineering and student personnel for engineering operations; perform a variety of tasks related to the scheduling of stations' productions personnel; coordinate facilities scheduling; prepare the stations' daily production ad air operations schedules; recommend standard operating procedures for TV Engineering Operations; and maintain the video tape library. The successful candidate has an Associate degree in television plus three (3) years of progressively responsible professional level occupational experience in television air/production operations; *supervisory experience is desirable*; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities. Call (414)297-7770 for an application and complete job description. The deadline for the Supervisor, TV Engineering Operations is Tuesday, November 19, 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. Milwaukee Area Technical College, 700 West State Street, Milwaukee, WI 53233. MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans with Disabilities Act.

**Maintenance Technician.** WPLG, a Post-Newsweek station, has an immediate opening for an experienced Maintenance Technician in Miami, Florida. Responsible for installation, maintenance and troubleshooting of videotape, switching, microwave and terminal equipment. FCC license and/or SBE certification desirable. Send resume to Nancy Bowser, WPLG, 3900 Biscayne Boulevard, Miami, FL 33137.

**Maintenance Engineer.** Full-time position for individual with experience in broadcast television including trouble-shooting and repair of studio audio/video equipment, transmitters and computer systems. FCC license/SBE certification preferred. Resumes to: Chief Engineer, UPN20/WDC, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo or Sandra Frey  
**TEL: 212.337.7073 • 212.337.6941 • FAX: 212.206.8327**  
**INTERNET:AFASULO@B&C.CAHNERS.COM • INTERNET:S.FREY@B&C.CAHNERS.COM**

**Lubbock CBS affiliate** is looking for an Assistant Chief Engineer. RF and VHF transmitter experience is essential, along with a background in production, news, and studio maintenance. Computer hardware/software skills a must. At least four (4) years experience in commercial television maintenance. FCC license required. Send cover letter, resume and salary history to Chief Engineer, KLBK-TV, 7400 South University Avenue, Lubbock, Texas 79423. Fax: 806-748-2250. KLBK-TV encourages minority employment and training and is an Equal Opportunity Employer. Pre-employment drug testing is required.

**Hands-on, experienced television Studio Engineer** to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail: jkautz@wcbi.com

**Gulflink Communications, Inc.** now has openings for two Engineer/Operator positions for Ku- and C-band transportable operations. Position requires a good working knowledge of NTSC video and audio and basic RF transmission skills. The ability to work on your own initiative is imperative. Positions require significant travel. Class B commercial driver's license required. We offer an excellent salary, health and disability insurance, 401K and an exciting work environment. Fax resume to Morris Verlander @ 504-751-8860 or mail to P.O. Box 40344, Baton Rouge, LA 70835. Drug free workplace. EOE.

**Engineering Manager:** VHF UPN affiliate with aggressive news operation and modern studio facility seeks experienced candidate to assist chief engineer. Position requires skills in management, operations, maintenance and inter-department relations. VHF transmitter experience a must. Send resume to Chief Engineer, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. KMSP-TV is an equal opportunity employer.

**Engineering Manager for KSHB-TV (NBC)** and our sister KMCI-TV (Ind) in Kansas City. We need a creative individual to lead us into the next technical generation, and help us get more than a leg up on our competition. Candidates must have at least 5 years experience in TV Operations/Engineering, know how to formulate and manage budgets, and be able to motivate people, set and achieve station goals. Send resume to: C.M. English, VP/GM, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. EOE.

**Engineer/RF Engineer.** CBS News, New York, has a unique opportunity for an experienced RF Engineer. Primary responsibilities are to install, operate and maintain fixed and portable RF communication systems, and microwave and satellite equipment to provide broadcast video, audio and data transmission. Candidate must be able to travel to remote locations to set up communications and transmission wherever breaking news occurs worldwide. Maintenance experience is required. Please send resume to: Director, Technical Operations Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.

**Engineer.** Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume' to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, of fax them to 847-803-8089, to the attention of V. Schwantje.

**Chief Engineer.** KETA-TV, Oklahoma City, is seeking a hands on leader with a strong maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. Please send your resume and salary history to the Personnel Department, Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City, Oklahoma 73113. AA/EEO.

**Broadcast/Video Engineers:** ASC, headquartered in Burbank, CA is looking for experienced engineers who are looking for a challenging, fast paced environment working with the newest broadcast technology. Participate in development and support of the successful VR video server. Travel to customer locations for on-site customer support, systems integration, and installation. Participate in trade shows. In-house, contribute to product development, testing, and telephone support. A minimum of 5 years experience that has provided a thorough understanding of broadcast systems is required. Resume and salary requirements to ASC-BCE, 3816 Burbank Boulevard, Burbank, CA 91505 or fax 818-842-8945.

**Assistant Chief Engineer:** Immediate opening at top FOX Affiliate Stereo TV station. Applicant must have strong maintenance background, management skills, be computer literate, and have a desire to grow into a Chief Engineer position. Preferred experience on Sony "1 and Betacam. BVE-9100 and 2000 editor, Betacart. Sony cameras, Ampex ADO, Chyron Scribe and Maxine, Grass Valley switchers, and Harris UHF transmitter. Must have FCC General Class License and/or SBE Certification. Send resume to: Chief Engineer, WUHF-TV, 360 East Avenue, Rochester, NY 14604 or Fax at 716-546-4774. EOE.

**Assistant Chief Engineer.** Independent UHF station needs experienced person to maintain transmitter, microwave systems and studio equipment. FCC General License required. Please send resume to KTZZ-TV, Personnel Department, 945 Dexter Avenue North, Seattle, WA 98109. Fax (206)281-0207. EOE.

**HELP WANTED NEWS**

**PRODUCER/REPORTER**

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the N.Y. Metro area, however some travel may be required. Send resume and non-returnable tape to **Ben at; University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304.**

**WRITER/PRODUCERS**

**WRITER/PRODUCER** -- If you understand hard news. If you can crank out product and still drive the message home. If you can write and have an eye for great graphics . . . let us take a look at your tape. WSOC-TV needs a writer/producer in its Creative Services Department. Must have 2-3 years news promotion producing experience. WSOC is a top-rated ABC affiliate in the 28th market and owned by COX. Send resume and demo to: Bonnie Barclay, Creative Services Director

**TOPICAL NEWS PROMOTION PRODUCER**

-- WSOC-TV is looking for a strong tease writer with a promotional background and a nose for News. This person will work in the News Department, directly with the News staff on daily promotional opportunities including sweeps promos and proof of performance spots. If you're a go-getter, then please send tape, resume and writing samples of your work to: Deb Halpern, Executive Producer

**WSOC-TV**  
1901 N. Tryon Street  
Charlotte, NC 28206



**Weekend Anchor/Reporter:** KMSP-TV, UPN-9. Mpls.-St. Paul, has openings for a weekend news anchor/reporter. We're the fastest-growing news operation in the market. We've added two new newscasts this year and hired 40 new people. You can join us if you have strong reporting and on-air skills. Non-returnable tapes and resumes to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. KMSP-TV is an equal opportunity employer.

**Producer.** WYFF-TV, a Pulitzer Station, is searching for an aggressive, high-energy, creative Producer who understands pacing, graphic, teasing, live and demographics. We have all the tools. One to three years experience and college degree. Tapes and resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 20609. WYFF-TV is an Equal Opportunity Employer.

**Weather Anchor.** Binghamton, NY's #1 station is looking for a Weather Anchor. Need energetic person to be part of two-hour morning show. We are CBS affiliate with strong community commitment. Meteorology degree preferred. We offer 401(k) profit-sharing and outstanding benefits. Send non-returnable tape to: Steve Koegel, News Director, WBNG-TV12, PO Box 12, Johnson City, NY 13790-0012. A service of Gateway Communications, Inc. EOE.

**WFTX-TV in the Ft. Myers/Naples market** is seeking a Producer for it's 10:00 pm A.P. award winning newscast. College degree and two years experience preferred. The successful candidate will be a leader and Foxified. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**WDSI-TV** is in search of an experienced News Photographer to shoot ENG for the News at 10pm on FOX 61 in Chattanooga, Tennessee. Candidate should have a minimum of two years experience in news gathering photography. Deadline is November 22, 1996. Please send resume to Mr. James C. Wright, WDSI-TV FOX 61, 1101 East Main Street, Chattanooga, Tennessee 37408. EOE/MF.

**Videographer/Editor.** Top 50 ABC affiliate and market leader, WHAS-11 is seeking a dynamic Videographer/Editor with excellent visual, composition and story telling skills. Two years experience preferred. Background in live truck operations a plus. Send cover letter, resume and tape to: Cindy Vaughan, Human Resources Administrator, WHAS-TV, #615, PO Box 1100, Louisville, KY 40201. No phone calls please. EOE. M/F/D/V.

**Univision:** El Grupo de Estaciones de Univision busca reproductores, productores, fotógrafos, y editores con experiencia. Las psicoiones de reporteros y productores requieren excelente conocimiento del Espanol hablado y escrito. conocimiento del Espanol es tambien preferente para otras posiciones. Envie video y curriculum vitae a Univision, PO Box 45073, Los Angeles, CA 90045-5073. EOE.

**Top 50 Big 3** is looking for a creative, aggressive News leader who can leverage resources and develop a winning team of news people. If you can motivate and coach, relentlessly pursue the best on-air product without automatically throwing money at it, lead with a strong news vision, take charge of our young staff to provide and create exciting, relevant TV news, then you should respond to this. Are you a leader, visionary, trainer? Can you bring the best out of people? Please send us resumes, tapes, whatever you think will convince us to Box 00970 EOE.

**Sports Anchor/Reporter.** Do you understand the art of storytelling? Do you tell stories through pictures and people, not officials? We're looking for a Weekend Sports Anchor who will report on sports issues three days a week. You will back up the most experienced sports director in this market. We cover two NCAA Division Two Colleges and 45 high schools. You should have one year of on-air, broadcast experience. You must be able to shoot, write, edit and produce sports stories. You should be flexible, willing to work long hours and willing to sign a contract. Send tape, resume, references and your philosophy in covering sports to: Ted Burton, News Director, KSN-TV, PO Box 1393, Joplin, MO 64802. Calls and faxes are welcome.

**Reporter.** Great story-teller with an eye for the human angle needed for FOX station in one of America's most livable cities. Must be able to do it all. If you can work fast, create memorable TV, and think outside the box, we want you. Terrific opportunity with a growing news operation. Tape and resume to KPTM FOX 42, Attention: Personnel, 4625 Farnam Street, Omaha, NE 68132. No calls. EOE.

**Anchor.** Medium market Florida station seeks Weekend Anchor/Reporter. Three years television experience required, college degree preferred. We are an Equal Opportunity Employer. Reply to Box 00950 EOE.

**Reporter KSN-TV, NBC,** in Joplin, MO is seeking an aggressive, enterprising Reporter to join the most respected news team in this market. You must tell stories through people, not officials. We need lead story ideas every day. If you have the drive, we may have the job for you. Send 3/4 or VHS tape to: Ted Burton, News Director, KSN-TV, PO Box Cleveland, Joplin, MO 64802.

**Producer, Morning Newscast.** We have a top-rated morning show (90 minutes M-F). If you can give our viewers what they need to start their day, you're our person! Hint: it takes the right mix of news, *live* elements, traffic and weather. EOE. Send tape, resume and news producing philosophy to Box 00968 EOE.

**Photographer/Live Truck Operator:** TV news Photojournalist with 3-4 years experience. NPPA standards, live truck experience a must and a great attitude. Send resume and tape to: Scott Livingston, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

**Northern NJ Production company** has several openings for Writers/Producers. Broadcast journalism experience preferred. Excellent news judgement, writing and computer skills needed. Must be able to work with clients, crews and supervisors on deadline. High energy and willingness to travel important. Email resumes to Cammy Bourcier at cbourcier@dwtv.com or fax to 201-445-8352.

**Newscast Production Assistant:** The ideal candidate has experience working with 3/4 inch VTR's, cameras, audio boards and electronic graphics. Experience in a live news environment a strong plus. It is a full time position. You must be able to work a flexible schedule that could include evenings and weekends. Send resume to News Production Supervisor, KSBY-6/M. 467 Hill Street, San Luis Obispo, CA 93405. EOE.

**News and Weather Anchor/Reporter (WSFA).** Are you a morning person? A weather person? Do you fit the "best all around" mold? We're looking for someone with vitality and versatility to co-anchor and provide weather on our morning show and handle weather duties and interviews at noon. 1-2 years minimum experience. Training toward an NWA seal is a plus, as are live experience and some producing skills. Rush your cover letter, resume, and tape (VHS ok) to: Lucy Himstedt Riley, News Director, WSFA, 12 East Delano Avenue, Montgomery, AL 36105 EOE.

**News Director.** Top 20 Independent is seeking an exceptional News Director to create and lead a start-up newscast in a strong local news market. Candidate must have 3-5 years major market experience, excellent management skills and strong interpersonal and motivational skills. Candidate will be responsible for starting a news department from the ground floor up, developing and executing the station's news program. Send resume/salary history to Box 00964 EOE.

**Meteorologist.** On-air broadcast meteorologist for dominate upper midwest NBC affiliate. Experience and AMS Seal preferred. WSI Weather Producer and WSR-100 Radar. This position is full-time and may include some reporting assignments. Send tape and resume to Executive Secretary, P.O. Box 47, Eau Claire, WI 54702. Equal Opportunity Employer.

**News Producer:** Norfolk, Virginia's ABC affiliate has immediate openings for two newscast producers. We're looking for people who want to grow with a great newsroom and a great company. If you're the best producer in your shop, we want to hear from you yesterday. Requirements include producing fresh, concise and accurate newscasts while maximizing all sources of news information and production techniques. Supervises reporters in their assignments. Responsible for timing and controlling the flow of the newscast during air time and must direct and control on-air reporters as well as make decisions during the newscasts and solve problems to maintain the quality of the product. Must be able to coordinate breaking stories and provide research and background materials for reporters. College degree in journalism or equivalent experience required. Minimum three years producing newscasts at a commercial television station required. BASYS computer knowledge a plus. Please submit non-returnable VHS tape and apply in person or send resume and tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510 or at our Hampton Bureau located at 774 Settlers Landing Road, Hampton, Virginia 23669. EOE. No phone calls.

**Meteorologist.** Come join a top rated NBC affiliate on the Louisiana Gulf Coast. We are accepting applications for a Meteorologist. Our Storm-center is well equipped, including our own Dopplar radar. Send resume, tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**Managing Editor:** Tribune Regional Programming has an immediate opening for a Managing Editor. This position is responsible for our synergy efforts in maintaining positive relationships between Chicago Tribune editorial staff and CLTV News, WGN TV, WGN Radio, and other broadcasting business units; attending daily editorial meetings to enhance and track coverage of news events; developing and producing news and feature stories for airing; keeping News Department managers and employees informed of activities at the bureau; providing guidance and input to print reporters regarding on-air appearances; and coordinating on-camera appearances by outside guests. Candidates must have previous experience in a professional editorial position for a newspaper or television news department; excellent written and verbal communications skills; outstanding interpersonal skills; ability to interact with all levels of internal and external clients. Some weekends/late nights required. Send resume with salary requirements to CLTV News, 2000 York, Oak Brook, IL 60521, or fax 630-571-0489, attn HR.

**KCOY Santa Maria,** the CBS affiliate for the beautiful central coast of California, has an immediate opening for a primary Anchor to complement our female anchors on the 5, 6 and 11pm newscasts. We're looking for someone with at least two years experience as an anchor at a commercial TV station, good communication, writing and community relation skills, the desire to do what it takes to be the best and the willingness to make a commitment. Send resume and non-returnable tape to Personnel Director, KCOY, 1211 West McCoy Lane, Santa Maria, CA 93455.

**Executive Producer - Morning Show.** Ready for the challenge-and opportunity-of a lifetime? FOX Affiliate of the Year needs a dynamic EP to help build America's most watchable morning show. Entertainment, news, weather and plenty of personality must be part of the mix. Only visionaries with great people skills and previous EP or line producing experience need apply. Tape, resume and a one-page description of your vision for the perfect morning show to KPTM FOX 42, Attention: Personnel, 4625 Farnam Street, Omaha, NE 68132. No calls. EOE.

**Assignment Editor.** KNTV, the ABC affiliate in San Jose, California, has an immediate opening for a News Assignment Editor. Applicants must have at least two years experience working on a TV news assignment desk. This position requires excellent organizational, logistical and people skills. Must work effectively with reporters, photographers and producers under newsroom and deadline pressures. We're looking for a creative idea person who's aggressive on news coverage. A working knowledge of San Jose, the San Francisco Bay Area and California issues is desirable. Send resume and cover letter to: Terry McElhatton, News Director, c/o Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110. EOE.

**Assignment Editor:** KAAL-TV, a small market ABC affiliate in Austin, Minnesota is looking for an Assignment Editor with the "right stuff." You will run the news desk and coordinate special projects. Send resume, references, brief philosophy of desk operations and non-returnable 3/4 or VHS tape which shows a newscast with your story content to: KAAL-TV, Dean Adams, News Director, 1701 10th Place NE, Austin, MN 55912. KAAL-TV is an Equal Opportunity Employer.

**Anchor/Reporter:** Two years experience in reporting and on the anchor desk. Capable of dealing with live breaking news situations. Must have excellent writing skills and be able to tell a story in a comfortable manner. Send resume and non-returnable tape to K. Ashley, KFOR-TV, PO Box 14068, Oklahoma City, OK 73113. EOE.

**Anchor.** Alabama Public Television seeks an Anchor/Coordinating Correspondent for nightly, statewide program modeled after PBS' NewsHour. Applicant must have reporting experience and be informed about Alabama. Send tape featuring on-air reporting and anchoring in an in-depth, discussion format by November 1 to: News Director, Alabama Public Television, 1255 Madison Avenue, Dept. B, Montgomery, AL 36107.

**HELP WANTED PROMOTION**



Want to live in NYC?

Want to promote a national talk show? We need someone who thrives on deadlines, has excellent writing skills and is visually creative. Please send tape and resume to:

Gayle Allen  
**KING WORLD PRODUCTIONS**  
 402 East 76th Street  
 New York, NY 10021  
*No phone calls, please.*

**Aggressive Southwest CBS Affiliate** looking for Promotions Director. Must be hands-on, extremely creative, and ready to hit the ground running with a great attitude and creative on-air spots. Understanding of audience flow, demographics, and the use of Network and syndicator co-op is desired. News promotion experience is a must. Please send resume to Box 00974, and we will contact you. All inquiries will be kept confidential. We are an equal opportunity employer. Minorities and females are encouraged to apply.

**Promotion Writer/Producer:** Top 10 ABC affiliate seeking strong promotion writer/producer with 3-5 years news promotion experience. State-of-the-art production facility including digital suite, Henry, Hal AVID and more. Send reel and resume to: Jim Glass, WFAA-TV, 606 Young Street, Dallas, TX 75202. EOE/M-F.

**HELP WANTED RESEARCH**

**RESEARCH MANAGER**

**A Programming Opportunity of a Lifetime**

As Research Manager for MCA/Universal you'll be involved in and oversee many projects that help develop TV programming strategy for the company. Television Research is an area that contributes to sales, development and marketing and is essential to all programming decisions. The ideal candidate will have 3-4 years research experience at either a syndicator, TV station, or rep firm. You should have knowledge of all local and national Nielsen systems, excellent writing skills and the ability to oversee presentations from start to finish. This position will be involved in all areas of Universal's programming including network, syndication, cable and international. MCA offers a competitive salary and benefits package and is an Equal Opportunity Employer.

Send or Fax Resume and Cover Letter to;

**Senior Vice President of Research**  
**MCA TV**  
**100 Universal City Plaza - 8th Floor**  
**Universal City, CA 91608**  
**Fax (818) 866-5041**  
*No Phone Calls Please.*

**HELP WANTED PRODUCTION**

**TV Producer.** "AM Live" the top rated news/tabloid oriented morning talk show seeks creative producer with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long shot news-making guest, and the persistence to make it happen. Writing, videotape editing and computer skills a must. Forward a complete resume with salary requirements, show ideas and a non-returnable video tape of previous work (no calls) to Charles Bradley, Director of Programming and Operations, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**GRAPHIC ARTIST**

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

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

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



**Equal Opportunity Employer**

**Manager of Production.** New Hampshire Public Television. New Hampshire Public Television is currently seeking a Manager of Production to oversee and coordinate all projects and staff of the NHPTV Production Department. The position supervises all aspects of program production including grantwriting, research and development, productions, co-production arrangements, broadcast and non-broadcast distribution of all programs locally produced. Supervises department staff including producers, directors, on-air talent, production manager, reporters, associate producers and freelance. Administers and monitors budgets and timeline for assigned projects. Oversees legal files including contracts and releases. Qualifications: Bachelor's degree or equivalent combination of education and experience; five years experience producing/directing and demonstrated supervisory ability. Competitive salary and benefits. Send salary history, resume and reel to: NHPTV, c/o Search Committee, PO Box 1100, Durham, NH 03824-1100. Resumes will be accepted until the position is filled. New Hampshire Public Television is located on the seacoast 60 miles north of Boston. UNH is an AA/EEO Employer. Hiring is contingent upon eligibility to work in the U.S.

**Commercial Producer-WUNI-TV 27,** Boston's Un-ivision affiliate, seeks a full-time, bilingual Producer/Director. We're looking for a creative, energetic team player who has a thorough understanding of commercial production and is capable of dazzling promotional strategies. Applicant must have commercial shooting and editing experience and live production experience (2 years). Spanish fluency and translation skills a must. College degree preferred. Send resume with salary history and demo reel to: WUNI-TV 27, 33 Fourth Avenue, Needham, MA 02194; Attn: M. Godin. No phone calls please. EOE.

**Infini/Graphics Operator.** The Operations Department of NBC O&O, has an opening for an experienced Chyron Infini Graphics Operator. Duties will include operation of the Chyron Infini, Chyron Max and Accom Access graphics systems for daily live newscasts. We are looking for a person who has the desire and ability to create great effects, train others in good Infini Ethernet Network with other graphics systems. Applicants must have three to five years experience with Character Generator operation (Chyron Infini family) and comprehensive knowledge of transform and multi-effects generation. The successful applicant will work with the latest Infini hardware and software, including Transform II, Macintosh Make Master, Mac Flipbook and Chyron Font Convert for Macintosh. Send resume to: Ira Lilly, WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. EOE. Drug screening.

**Graphic Artist:** WCBD-TV is looking for a Creative Graphic Artist with the imagination and talent to translate ideas into art. Candidate must be able to create graphics for news, and commercial production. Working knowledge of computer graphics, ArtStar, Macintosh, and Chyron is a plus. Send resume and non-returnable tape to WCBD-TV, P.O. Box 879, Charleston, SC 29402. M/F. EOE. Final applicants drug screened.

**Art Director.** KJRH-Channel 2 (Scripps Howard station) is seeking an innovative and energetic Art Director to join our team! Candidate must be able to develop, maintain, design, and supervise all on-air, animation, and print projects. Excellent design skills and knowledge of latest equipment including Silicon Graphics, Mac, and Quantel Paintbox a plus! Minimum 3 years broadcast, design, and animation experience. Send resume and tape to Lori Doudican, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls please. KJRH is an Equal Opportunity Employer.

**TV Art Director.** Louisville, Kentucky. Work with Paintbox, Macintosh, Avid, Infini. Ideal candidate demonstrates technical, creative, organization and communication skills. Emphasis on news and promotion. Call me. (502)893-3671 Ext. 350.

**HELP WANTED PROGRAMMING**

TV 30 in a vibrant, rapidly expanding Northern Illinois market is looking for a TV Producer/Editor. If you have TV production experience and are looking to advance in your career, TV 30 has a unique employment opportunity for the right person. Send resume to TV 30, Pam Nelson, 1 Broadcast Center, Plano, IL 60545. EOE.

**Local Program Producer.** So you want to make television shows? WPWR, Chicago's United Paramount Affiliate, is looking for a strong individual to fill a newly created position of Local Program Producer. Individual will be responsible for overseeing local production including developing new programming while overseeing present productions. This self-motivated individual must be creative, have 3-5 years production experience, strong knowledge of equipment and is a team player. Interested parties should send resume and tape to: Tom Feie, Program Manager, WPWR, 2151 North Elston, Chicago, Illinois 60614. Please, no calls. EOE.

**TV STATION SERVICES**

**News Directors.** Need small/medium market talent? I produce their demos--plenty to choose. Coaching, consulting. Affordable. Career Videos. 847-272-2917.

**PROGRAMMING SERVICES**



**National Weather Network**  
Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and vary simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

**RESUME TAPES**

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**VIDEO SERVICES**

Los Angeles: Experienced ENG and EFP crews. New SP Betacam packages. Spooner Productions, INC. 800-776-6637.

In Washington, D.C. Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

**SITUATIONS WANTED MANAGEMENT**

General Manager. Network O&O experience. 10+ years as GM. Specialize in turnarounds. Strong suits - Sales, Finance and Negotiations. 1-800-988-6533.

**CABLE**

**HELP WANTED MANAGEMENT**

**EXECUTIVE PRODUCER  
LIVE SPORTS EVENTS**

**A Live Opportunity**

SportsChannel Chicago has a unique opportunity for an Executive Producer of Event Production with extensive experience in live events.

Primary responsibility will be to view live events from both a creative and management perspective, and ensure that the service is presenting itself in a tasteful, imaginative manner. This will involve developing/implementing plans and strategies for produced events; acting as creator and behind-the-scenes producer, overseeing content and quality of events; utilizing production facilities and supervising/training/scheduling producers and directors to maximize potential; establishing and ensuring adherence to budgets; and working with talent to ensure best possible professional on-air look.

Qualifications include 6-8 years of directing sports events, a thorough knowledge of sports and their live presentation on tv, budgeting/record keeping skills and the proven ability to teach, train, motivate and manage people.

In return, we offer a salary commensurate with your experience, a generous benefits package and a unique opportunity to have significant impact on a highly successful operation. For confidential consideration, please send your resume, indicating salary history and requirements, to: SportsChannel Chicago, Att: EP, 820 West Madison, Oak Park, IL 60302. We are an equal opportunity employer. No phone calls, please.



**General Manager-Cable TV:** Catholic Archdiocese (San Antonio) seeks qualified GM for cable TV station (CTSA). Varied locally produced plus distributed programming - 24 hours, 7 days a week. Candidate must be self-starter with 3-5 years experience in broadcast/cable administration, operations, fund raising, and commitment to Catholic teachings. Growth opportunity. Send resume (no phone calls accepted) and 3 professional references to: Search Committee, CTSA, 2718 W. Woodlawn, San Antonio, TX 78228. Deadline for applications is November 15.

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**HELP WANTED NEWS**

**New Photographer/Editor:** CBS TeleNoticias hiring two full-time news photographer/editors with at least 4 to 7 years of ENG experience, positions available are in our New York and Washington D.C. bureaus. Ability to shoot and edit in a fast paced news environment meeting strict deadlines. Willing to travel on short notice, team player. Knowledge of current Latin American affairs. Must be bilingual (ENG, SPAN.) All qualified candidates must submit resume and non-returnable demo reel to: CBS TeleNoticias, c/o Robert Albino, Operations Manager, 2470 West Eighth Avenue, Hialeah, FL 33010. EOE.

**Bureau Chief.** We need a seasoned Reporter/Manager for Saipan. US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**HELP WANTED TECHNICAL**

**Software Support Specialist:** CBS TeleNoticias has an opening in The Systems Support Department for a Software Support Specialist at our Miami based facilities. This position requires experience in broadcasting, electronic newsroom systems, LAN Data communications, and integration of various external systems into the electronic newsroom facilities. 3-5 years experience in a Novell or Windows NT Networking environment. Able to interface various systems into newsroom electronic system. Will play a key roll in the integration of digital non-linear editing and automated playback facilities into the newsroom newsmaker system. Resumes may be sent to: CBS TeleNoticias, c/o Mike Bock, Director of Operations and Engineering, 2470 West Eighth Avenue, Hialeah, FL 33010. EOE.

**HELP WANTED MEDIA RELATIONS**

**Senior Manager/Program Publicity:** The Learning Channel seeks media relations professional to oversee and implement program publicity efforts, including management of small staff, agencies and consultants. Candidate should have at least five years experience in managing and implementing creative public relations campaigns and possess excellent writing and oral communications skills. Team player attitude a must. Location: Bethesda, MD. Fax resume to VP/Communications, Discovery Networks U.S., (301) 986-4826. No phone calls. EOE.

**HELP WANTED SALES**

**RARE OPPORTUNITY  
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Become a Cable System Affiliate and air children's award-winning, non-violent educational programming. Children's Cable Network (CCN) is seeking experienced sales oriented individuals who want to earn a six figure income. Home based with fantastic growth potential. Exclusive territories and training provided. Investment of \$35k - \$125k required. Partial financing available! Call Now!!! 1-888-868-4226

**Tropical booming Pacific Rim location.** Direct Sales Manager with 5 years experience. Highly motivated, aggressive professional needed. Long term opportunity. Excellent wage, incentive and benefit package. Provide resume and compensation history. Contact: Ric Novak, Tropic Isles Cable TV Corp., 530 West O'Brien Drive, Agana, Guam 96910 or fax (671)477-7341.

**Tropical booming Pacific Rim location.** Advertising Sales Manager with 5 years experience. Highly motivated, aggressive professional with proven track record. Long term opportunity. Excellent wage incentive and benefit package. Provide resume and compensation history. Contact: Ric Novak, Tropic Isles Cable TV Corp., 530 W. O'Brien Drive, Agana, Guam 96910 or fax (671)477-7341.

**HELP WANTED MISCELLANEOUS**

**CNN**  
is launching a new 24 hour  
Spanish language network  
in March 1997

Looking for Director/TD's with experience, a Video Production Supervisor with editing and management experience, Master Control operators with experience as master control operator and preferably some live control room/news production experience. Video Editors with edit experience (non-linear a plus), and Technical Assistants for control room production. All applicants must be fluent, if not native, Spanish speakers with good English proficiency. Director, Video Production Supervisor and Video Editors especially must be up to date on international news events (especially Latin American). Many exciting opportunities for positive, energetic and motivated people to help in the expansion to a 24 hour Spanish language network using state of the art non-linear and digital technology.

Send Resume and Tape to:

**CNN** CNN EnEspañol  
1 CNN Center  
EN ESPAÑOL - Atlanta, GA 30348

**HELP WANTED RESEARCH**

**Research Manager:** TNN: The Nashville Network part of the Gaylor Entertainment family has an immediate opening for an experienced research professional. This individual will design, develop and analyze research to be used in making programming strategy decisions. Qualified candidates will have a degree in computer science or a related field, a minimum of three years research experience, thorough understanding of statistical analysis and methodologies and a thorough working knowledge of personal computer and multiple database and spreadsheet applications. Please send resume and cover letter including salary history to: Communications Group HR Attn: PS, 2806 Opryland Drive, Nashville, TN 37214, or fax information to 615-896-5750. EOE.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**University of Illinois at Urbana-Champaign --** Assistant professor on the tenure-track. Full-time for the academic year, beginning August 21, 1997. Salary: \$40,000. Required: Significant professional television news reporting or producing experience; minimum of Master's degree. Preferred: Significant professional radio news experience in addition to television experience; teaching experience. The Department of Journalism at the University of Illinois in Urbana-Champaign has a proud tradition in its focus on public affairs journalism. The successful candidate for this position will be teaching courses in beginning and advanced radio and television journalism in a new teaching studio to highly selective students at one of America's great public universities. Women and minority applicants are strongly encouraged. Please send full details on qualifications, VHS videotape that need not be returned, and names and phone numbers of three references to: Brian K. Johnson, Chair, Search Committee, Department of Journalism, University of Illinois, 199 Gregory Hall, 810 S. Wright St., Urbana, IL 61801; (217)333-2103. To ensure full consideration, applications must be received by Feb. 3, 1997. The University of Illinois is an Affirmative Action and Equal Opportunity Employer.

**Northeastern University's School of Journalism** seeks a full-time, tenure-track assistant professor for Fall 1997. The principal teaching emphasis will be in the areas of television and radio journalism, but candidates must also be able to teach basic print newswriting courses. We are particularly interested in candidates who can help integrate new technologies into our curriculum. Requirements include a minimum of five years full-time professional news media experience, a master's degree, and demonstrated competence in video and audio production. Creative production/research is expected. Send letter outlining career goals, curriculum, vitae, names of three references, and supporting material to Search committee, Northeastern University, School of Journalism, Box BC, 102 Lake Hall, Boston, MA 02115. Application deadline is December 15, 1996. Northeastern University is an Equal Opportunity/Affirmative Action Title IX Employer. Northeastern embraces the wealth of diversity represented in our community and seeks to enhance it at all levels. Minorities and women are strongly encouraged to apply.

**Doctoral Assistantships:** The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communications theory and research with a concentration in broadcasting, journalism, P.R., advertising, information sciences, or speech communication. M.S. degree and GRE required. Program requires 2-3 years in coursework, plus dissertation. Teaching assistantships possible. Application for fall 1997 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

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**(212) 206-8327**

**University of Illinois. College of Communications, Department of Journalism.** Head, Department of Journalism. Responsibilities: The head is responsible for administering a department of 16 full-time and several adjunct faculty with an enrollment of 175 undergraduates and 25 master's candidates. He or she will manage all aspects of departmental affairs, including budget. The department has undergraduate and graduate programs in both news-editorial and broadcast journalism and is committed to an emphasis on public affairs reporting. The head is expected to engage in research and writing in areas of her or his expertise. The head will lead departmental efforts to relate positively to the journalism and academic communities at the state and national levels. The head will have an opportunity to provide innovative leadership in defining the future direction of the department's programs. The head also will work closely with the dean of the college and other department heads in developing and implementing college policy. Qualifications: Candidates should have exemplary professional experience; be receptive to the distinctive nature of academic life. They should have distinguished records of academic and/or professional achievement and administrative capability. They should have solid, well-rounded education, a passion for public affairs journalism, and abilities to lead, to motivate and to listen to their colleagues. They should have appreciation and knowledge of broadcast and print media in their many forms and variations. We seek candidates who will embrace our commitment to a rigorous curriculum rooted in a solid liberal arts tradition with complementary skills course offerings. Nature of appointment: full professor, but possible associate professor; full time; position available August 21, 1997; salary is competitive and commensurate with experience. To apply: Applications received prior to the deadline of December 9, 1996 will receive full consideration. Inquiries and applications should be addressed to: Professor William E. Berry, Chair, Journalism, Search Committee, Room 119 Gregory Hall, 810 South Wright St., Mail Code-462, Urbana, IL 61801-3611, (217) 333-0128. AA/EO employer.

**HELP WANTED TECHNICAL**

**Technical Specialist - Media Production & Technology Department - Essex County College,** a prominent urban community college in northern New Jersey has an immediate opening for a technical specialist. The ideal candidate will assist in the development, production and scheduling of media and television programming. Responsibilities include assisting with the programming of our educational access channel. Producing special programs and facilitating requests for audio-visual equipment throughout the college. An associate's degree is required. Previous experience with a media production and technology department is desirable. For immediate consideration, please forward your resume with salary requirements to: Essex County College, Human Resources Department, 303 University Avenue, Newark, NJ 07102. An equal opportunity/affirmative action employer.

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## NEW STATIONS

### Filed/Accepted for filing

**Coolidge, Ariz.** (BPET-960923KF)—Community Television Educators Inc. (Marcus D. Lamb, president, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 43, ERP 5,000 kw visual, ant. 554 m., 3.86 km S of Hunt Hwy and Recker Rd. CTE has applied for TVs in Phoenix; Hot Springs, Ark., and Santa Fe, N.M. Directors of CTE also own KMPX-TV Decatur, Tex. *Sept. 23*

**Phoenix** (BPET-960923KI)—Community Television Educators Inc. (Marcus D. Lamb, president, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 39, ERP 1,065 kw visual, ant. 942 m., 3.2 km NE of Ocotillo Rd., Estrella Mtn. CTE has applied for TVs in Coolidge, Ariz.; Hot Springs, Ark., and Santa Fe, N.M. Directors of CTE also own KMPX-TV Decatur, Tex. *Sept. 23*

**Hot Springs, Ark.** (BPET-961001KG)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 20, ERP 2,570 kw, ant. 412 m., Hwy 401, S of 385. Broadcasting for the Challenged has applied for TVs in Tulsa, Okla., and Senatobia, Miss. Flinn owns WFBI(TV) and WHBO(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo.; has applied for

FMs in Tunica and Grenada, Miss.; Virginia Beach, Va.; Forest Acres, S.C., and Sun Valley, Nev., and has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C., and Newton and Des Moines, Iowa. *Oct. 1*

**Hot Springs, Ark.** (BPET-960923KH)—Community Television Educators Inc. (Marcus D. Lamb, president, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 20, ERP 5,000 kw, ant. 259 m., intersection of SH 35 and Croxton Rd. CTE has applied for TVs in Phoenix and Coolidge, Ariz., and Santa Fe, N.M. Directors of CTE also own KMPX-TV Decatur, Tex. *Sept. 23*

**Senatobia, Miss.** (BPET-961001KI)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 34, ERP 1,100 kw, ant. 195 m., 3.2 km E of Coldwater, Miss. Broadcasting for the Challenged has applied for TVs in Hot Springs, Ark., and Tulsa, Okla. Flinn owns WFBI(TV) and WHBO(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo., has applied for FMs in Tunica and Grenada, Miss.; Virginia Beach, Va.; Forest Acres, S.C., and Sun Valley, Nev., and has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C., and Newton and Des Moines, Iowa. *Oct. 1*

**Santa Fe, N.M.** (BPET-960923KE)—Community Television Educators Inc. (Marcus D. Lamb, president, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 9, ERP 63 kw visual, ant. 1,249 m., end of SH 536. CTE has applied for TVs in Hot Springs, Ark., and Phoenix and Coolidge, Ariz. Directors of CTE also own KMPX-TV Decatur, Tex. *Sept. 23*

**Tulsa, Okla.** (BPET-961001KH)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 63, ERP 1,550 kw, ant. 321 m., S of Muskogee Hwy. Broadcasting for the Challenged has applied for TVs in Hot Springs, Ark., and Senatobia, Miss. Flinn owns WFBI(TV) and WHBO(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo.; has applied for FMs in Tunica and Grenada, Miss.; Virginia Beach, Va.; Forest Acres, S.C., and Sun Valley, Nev., and has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C., and Newton and Des Moines, Iowa. *Oct. 1*

**Forest Acres, S.C.** (BPH-960913MD)—J.R. McClure (185 Commerce Ctr., Greenville, SC 29615) for FM at 94.3 mhz, ERP 6 kw, ant. 100 m., N side of Atlas Rd., Sims, S.C. McClure owns radios in Augusta, Ga., and Odessa, Tex. *Sept. 13*

**Forest Acres, S.C.** (BPH-960911MC)—Atlantic Broadcasting Co. Inc. (Harold T. Miller Jr, president/18.2% owner, P.O. Box 103000, Florence, SC 29501-3000) for FM at 94.3 mhz, ERP 3.7 kw, ant. 129 m., 6011 Shakespeare Rd., Columbia, S.C. Atlantic owns FMs in Florence, Cheraw, Scranton, Bucksport, Darlington and Mullins, all S.C., and an AM in Florence, and has CPs for FMs in Kingstree, S.C., and Ocean Isle Beach, N.C. *Sept. 11*

**Forest Acres, S.C.** (BPH-960912ML)—Forest Acres Broadcasting (Todd P. Robinson, owner, 2321 Devonshire Rd., Ann Arbor, MI 48104) for FM at 94.3 mhz, ERP 6 kw, ant. 26.4 m., 3.3 km NW of intersection of rtes 77 and 768 near Columbia, S.C. Robinson has applied for FMs in Mesquite, Nev.; Nashville, N.C.; Tunica, Miss.; Harrisburg, Ark., and Evansville, Ind., and TVs in Muskogee, Okla.; Sioux City, Iowa, and Hutchinson, Kan. *Sept. 12*

**Forest Acres, S.C.** (BPH-960923MH)—William K. Durst and Olin M. Randolph (931 Kingswood Dr., Columbia, SC 29205) for FM at 94.3 mhz, ERP 6 kw, ant. 40.7 m., 6027 Devine St., Columbia, S.C. Durst owns 50% of WBLR(AM) Batesburg and WKMG(AM) Newberry, S.C. *Sept. 23*

**Forest Acres, S.C.** (BPH-960911MF)—Exosphere Broadcasting LLC (Clifford N. Burnstein and Peter D. Mensch, co-presidents/owners, c/o The Corporation Trust Co., 1209 Orange St., Wilmington, DE 19801) for FM at 94.3 mhz, ERP 3.3 kw, ant. 135 m., 1201 Main St., Columbia, S.C. Burnstein and Mensch own KSTT-FM Los Osos/Baywood Park, KRAB(FM) Greenacres, KFRR(FM) Woodlake, KSLY-FM San Luis Obispo, KXXX-FM Delano, KSEA(FM) Greenfield, KJFX(FM)-KYNO(AM) Fresno and KXFM-FM Santa Maria, all Calif., and have applied for FM in Vancouver, Wash. *Sept. 11*

**Forest Acres, S.C.** (BPH-960912MI) George S. Flinn Jr. (188 South Bellevue, Ste. 222,

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

Memphis, TN 38104) for FM at 94.3 mhz, ERP 6 kw, ant. 69 m., Shop Rd. extension, .8 km NW of Pineview Rd., Columbia, S.C. Flinn owns WFB(TV) and WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo.; has applied for FMs in Tunica and Grenada, Miss.; Virginia Beach, Va., and Sun Valley, Nev., has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C.; Newton and Des Moines, Iowa, and interest in applications for TVs in Phoenix and Coolidge, Ariz.; Hot Springs, Ark., and Santa Fe, N.M. *July 18*

**Forest Acres, S.C.** (BPH-960912MS)—D&S Partnership (Robert H. Deutsch, 50% owner, 9503 Ewing Dr., Bethesda, MD 20817) for FM at 94.3 mhz, ERP 5.5 kw, ant. 100 m., 1.4 km W of junction of Hwy 321 and Glenn Rd., Gaston, S.C. *Sept. 12*

**Forest Acres, S.C.** (BPH-960912MO)—Benchmark Radio Acquisition Fund V LP (Bruce R. Spector and Joseph L. Mathias IV, general partners, 111 S. Calvert St., Ste. 2850, Baltimore, MD 21202) for FM at 94.3 mhz, ERP 5.5 kw, ant. 104 m., 3 km SSE of intersection of Grevais St. and Two Notch Rd., Columbia, S.C. Applicant's parent company, Benchmark Communications, owns WDSO-FM, WDOV-AM and WSRV-FM all Dover/Wilmington, Del.; WWFG-FM and WOSC-FM Salisbury/Ocean City, Md.; WCOS-AM-FM, WHKZ-FM and WVOG-AM, all Columbia, and WESC-AM-FM and WFNQ-FM Greenville/Spartanburg, all S.C.; WLEE-AM Richmond, WUSO-FM, WNTW-AM and WFOQ-FM Winchester and WROV-AM-FM and WYYD-FM Roanoke/Lynchburg, all Va.; is buying KRMD-AM-FM Shreveport, La.; WOAD(AM) and WKXI(AM)-WJMI(FM) Jackson and WKXI-FM Magee/Jackson, Miss.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WSCQ-FM Columbia and WJMZ-FM Anderson/Greenville, S.C., is selling WTAR-AM-WLTY-FM Norfolk, WKOC-FM Chesapeake/Norfolk, WVGO-FM Richmond and WLEE-FM Williamsburg/ Richmond, all Va., and has option to buy WLNI-FM Lynchburg. *Sept. 12*

**Forest Acres, S.C.** (BPH-960911MD)—Whole Hog Enterprises LLC (104 Willdin Rd., Columbia, SC 29223) for FM at 94.3 mhz, ERP 2.3 kw, ant. 125 m., Cushman Dr., Columbia. *Sept. 11*

**Forest Acres, S.C.** (BPH-960912MN)—Clear Channel Radio Licenses Inc. (L. Lowry Mays, president, 200 Concord Plaza, Ste. 600, San Antonio, TX 78216) for FM at 94.3 mhz, ERP 2.4 kw, ant. 134 m., 1201 Main St., Columbia, S.C. Clear Channel owns or is buying WPMI(TV) Mobile, Ala./Pensacola, Fla.; KTTU-TV Tucson, Ariz.; KLRT(TV) Little Rock (LMA with KASN-TV Pine Bluff/Little Rock), KMJX(FM) Conway/Little Rock and KODK(FM) Jacksonville/Little Rock, all Ark.; KTNQ(AM)-KLVE(FM) Los Angeles; WAVZ(AM)-WXCJ(FM) and WELI(AM) New Haven, Conn.; WAWS(TV) Jacksonville, WHYI-FM and WBGG-FM Fort Lauderdale/Miami, WRTO(FM) Goulds/Miami, WAQI(AM) and WQBA-AM-FM Miami and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; WOPA(AM) Chicago; KSAS-TV Wichita, Kan.; WHAS(AM)-WAMZ(FM), WWKY(AM)-WTFX(FM), WHKW-AM and intellectual rights to WHKW-FM, all Louisville, Ky.; WQUE-AM-FM and

WYLD-AM-FM New Orleans; WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.; WFTC(TV) Minneapolis; KLSQ(AM) Laughlin and KOWA(AM) Las Vegas, Nev.; WXXA-TV Albany, WGLI(AM) Babylon, WPAT(AM) Paterson, N.J./New York and WADO(AM) New York, all N.Y.; WMYK(FM) Moyock, N.C.; WERE(AM)-WNCX(FM) and WENZ-FM Cleveland; KOKI-TV, KOAS-FM, KAKC(AM)-KMOD-FM and KQLL(AM) Tulsa, KOLL-FM Owasso/Tulsa and KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City, all Okla.; WHP(TV) Harrisburg and WRAW(AM)-WRFY-FM Reading, Pa.; WPRI-TV Providence/ New Bedford, R.I.; WPTY-TV (LMA with WLMT-TV), KWAM(AM)-KJMS(FM), WDIA(AM)-WHRK-FM, WREC(AM)-WEGR-FM and WRXQ-FM, all Memphis; KPEZ(FM) Austin, KFON(AM) Austin-KEYI-FM San Marcos/Austin, KICI(AM) Denton-KICI-FM Corsicana/Dallas-Fort Worth, KMRT(AM)-KDZR-FM Dallas-Fort Worth, KESS(AM) Fort Worth/Dallas, KCVT-FM (formerly KMRT-FM) Granbury, KHEY-AM-FM and KPRR(FM) El Paso, KMJQ(FM), KBXX(FM) and KPRC(AM) Houston, KSEV(AM) Tomball/Houston and WOAI(AM)-KAJA(FM), KTKR(AM) and KOXT(FM) San Antonio, all Tex., and WTVR-AM-FM, WRVA(AM)-WRVQ(FM) and WRVH(AM)-WRXL(FM), all Richmond, Va.; has LMAs with options to buy WQOK(FM) S. Boston, Va./Raleigh and WNND-FM Fuquay-Varina/Raleigh, N.C., and KJOJ-AM-FM Freeport/Houston; has joint management/programming agreement with WNAC-TV Providence; has joint sales agreements with WOWI-FM and WJCD(FM) Norfolk and WSVY-AM-FM Portsmouth, Va.; has applied for TV in Hoisington, Kan., and is selling WGPL(AM) (formerly WSVY) Portsmouth, Va. Clear Channel also is majority owner of Radio Enterprises Inc., which owns WZRQ(FM) Ballston Spa/Schenectady/Albany and is buying WQBK-AM-FM Rensselaer/Albany and WQBJ(FM) Cobleskill/Albany, all N.Y. Tichenor Media Systems Inc. has merged into Clear Channel's Heftel Broadcasting Corp. Tichenor owns WIND(AM)-WOJO(FM) Evanston/Chicago; KBNA-AM-FM and KAMA(AM) El Paso, KGBT(AM)-KIWW-FM Harlingen, KLAT(AM) Houston, KLTN(FM) Port Arthur, KMPQ(AM) Rosenberg/Richmond, KCOR(AM), KROM-FM and KXTN-AM-FM San Antonio and KMIA(FM) Winnie, all Tex., and 26% of KUNO(AM)-KSAB-FM Corpus Christi, Tex.; is buying KSOL(FM) San Mateo/San Francisco and KYLZ(FM) Santa Cruz, Calif., and KMIA(FM) Jasper (moving to Winnie) and KQXX(FM) McAllen, Tex.; has time brokerage agreements with KLTO-FM Rosenberg/Richmond and KRTX-FM Galveston, Tex. *Sept. 12*

**Forest Acres, S.C.** (BPH-960912MR)—Forest Acres Communications Inc. (Alfred C. Liggins III, president/owner, 813 Maryland Ave., N.E., Washington, DC 20002) for FM at 94.3 mhz, ERP 5.5 kw, ant. 100 m., 1.4 km W of junction of Hwy 321 and Glenn Rd., Gaston, S.C. Liggins owns WHTA(FM) Fayetteville, Ga., has interest in WOL(AM) and WKYS(FM) Washington; WMMJ(FM) Bethesda and WOLB(AM), WERQ-FM and WWIN(AM) Baltimore and WWIN(FM) Glen Burnie, Md., and FM in Roswell, Ga. *Sept. 12*

### FACILITIES CHANGES

#### Accepted for filing

McArthur, Ohio (BPED-960830IE)—Jac-Vin

Religious Broadcasters Inc. for WJTD(FM) 98.7 mhz: change from noncommercial to commercial. *Aug. 30*

**Nowata, Okla.** (BPH-960906IH)—KRIG Inc. for KRIG-FM 104.9 mhz: upgrade class to C3. *Sept. 6*

**Depoe Bay, Ore.** (BMPH-960910IA)—Ginna Jones for FM at 105.5 mhz: upgrade class to C3. *Sept. 10*

**Harrisburg, Pa.** (BPH-960821IC)—Quaker Broadcasting Inc. for WWKL(FM) 94.9 mhz: change ERP, ant., TL. *Aug. 21*

**Hot Springs, S.D.** (BMPH-960823ID)—Mount Rushmore Broadcasting Inc. for KZMX-FM 96.7 mhz: change class to C2. *Aug. 23*

**Lebanon, Tenn.** (960911AA)—Radio Nashville Inc. for WQQQ(AM) 1600 khz: change community of license, night power, TL, studio location, ant. system. *Sept. 11*

**Austin, Tex.** (BMPH-960821IH)—Amaturo Group of Texas Ltd. for KKMJ-FM 95.5 mhz: change ant., ant. supporting-structure height. *Aug. 21*

**Fredericksburg, Tex.** (BPH-960910IB)—October Communications Group Inc. for KONO-FM 101.1 mhz: change city of license. *Sept. 10*

**Pittsburg, Tex.** (BPH-960830IB)—Camp-Titus Radio Co. Inc. for KXAL-FM 103.1 mhz: change ERP, TL. *Aug. 30*

**San Antonio, Tex.** (BP-960903AA)—Clear Channel Radio Licenses Inc. for WOAI(AM) 1200 khz: make changes in ant. system. *Sept. 3*

**Ogden, Utah** (960827AA)—KLO Broadcasting Co. for KLO(AM) 1430 khz: change power, TL, ant. system. *Aug. 27*

**Farmville, Va.** (BP-960826AA)—Colonial Broadcasting Co. Inc. for WFLO(AM) 870 khz: change ant. system. *Aug. 26*

**Woodstock, Va.** (BPH-960812IC)—Ruarch Associates LP for WAZR(FM) 93.7 mhz: change structure height, ant., ERP. *Aug. 12*

**Walla Walla, Wash.** (BPH-960828IE)—KHSS Inc. for KHSS(FM) 100.9 mhz: change class. *Aug. 28*

**Pocatalico, W.Va.** (BMPH-960821ID)—Weigle Broadcasting Corp. for WRVZ(FM) 98.7 mhz: change ERP, main studio location. *Aug. 21*

**Chetek, Wis.** (BMPH-960820IA)—Chetek Broadcasting Co. for WXXD(FM) 106.7 mhz: change ERP, ant., TL. *Aug. 20*

**Eau Claire, Wis.** (BPH-960828IB)—Americus Communication #1 LP for WBIZ-FM 100.7 mhz: change ERP, ant., TL, ant. supporting-structure height. *Aug. 28*

**Evanston, Wyo.** (BPH-960828ID)—Evanston Broadcasting Co. Inc. for KOTB(FM) 106.3 mhz: change ERP, frequency, class. *Aug. 30*

**Jackson, Wyo.** (BP-960819AD)—Chaparral Broadcasting Inc. for KSGT(AM) 1340 khz: change ant. system. *Aug. 19*

—Compiled by Jessica Sandin

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# Datebook

## THIS WEEK

**Through Oct. 29**—**North Carolina Association of Broadcasters** annual convention and political debate. Grove Park Inn, Asheville, N.C. Contact: (919) 821-7300.

**Through Oct. 29**—**Canadian Association of Broadcasters** annual convention. Edmonton Convention Center, Edmonton, Alberta. Contact: Christine Jack, (613) 233-4035.

**Through Oct. 30**—**Southern Educational Communications Association** annual conference. Hyatt Regency Westshore, Tampa, Fla. Contact: Norma Gay, (803) 799-5517.

**Oct. 28-29**—"Global Digital Television Strategies '96," conference presented by the **Institute for International Research**. Kensington Hilton, London. Contact: +44171 915 5055.

**Oct. 28-Nov. 8**—**Museum of Television & Radio** second annual Radio Festival. New York City. Contact: Chris Catanese, (212) 621-6735.

**Oct. 29**—1996 Co-op and DMA Marketing Conference, presented by **CTAM**. Washington Hilton and Towers, Washington. Contact: M.C. Anvil, (703) 549-4200.

**Oct. 29-30**—Second annual conference on television in Central and Eastern Europe, presented by **Kagan World Media**. Hotel Bristol, Warsaw. Contact: (408) 624-1536.

**Oct. 29-31**—42nd annual broadcasters clinic and Upper Midwest Regional Society of Broadcast Engineers current technology conference and exhibition, presented by the **Wisconsin Broadcasters Association**. Ramada Capital Conference Center, Madison, Wis. Contact: Don Borchert, (608) 837-3462.

**Oct. 30**—11th annual Bayliss Media Roast honoring FCC Commissioner Jim Quello, presented by the **John Bayliss Broadcast Foundation**. Waldorf-Astoria, New York. Contact: Kit Franke, (408) 624-1536.

**Oct. 31-Nov. 2**—**Ohio Association of Broadcasters** fall convention. Hyatt on Capitol Square, Columbus, Ohio. Contact: Dale Bring, (614) 228-4052.

## NOVEMBER

**Nov. 6-7**—"Managing Change in an Evolving Industry," course presented by **Women in Cable & Telecommunications**. Penn State Great Valley Campus, Philadelphia. Contact: Molly Coyle, (312) 634-2353.

**Nov. 7**—10th annual **Achievement in Radio Awards**. Downtown Marriott, Kansas City, Mo. Contact: Deanne Jepson, (816) 561-0175.

**Nov. 7**—Local sales advertising conference presented by the Chicago chapter of **Women in Cable & Telecommunications**. Suparossa's, Chicago. Contact: Katie Elenz, (708) 524-9455.

**Nov. 7-8**—"Cable 101: Past, Present and Future," course presented by **Women in Cable & Telecommunications**. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.

**Nov. 7-10**—National Conference of Student Electronic Media, presented by the **National Association of College Broadcasters**, Providence, R.I. Contact: Kristine Hendrickson, (401) 863-2225

**Nov. 8**—31st annual Gabriel Awards banquet and presentation, presented by **Unda-USA**. Wyndham Northwest, Itasca, Ill. Contact: Sue West, (513) 229-2303.

**Nov. 8-11**—101st **Audio Engineering Society** convention. Los Angeles Convention Center, Los Angeles. Contact: (212) 661-8528.

**Nov. 9**—10th annual **Achievement in Radio Awards**. Signature Grand Hotel, Miami. Contact: Sandra Lundgren, (954) 485-4718.

**Nov. 11**—**Broadcasting & Cable** 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

**Nov. 12**—10th annual **Achievement in Radio Awards**. Adam's Mark Hotel, Philadelphia. Contact: Bonnie Laserna, (610) 341-6050.

**Nov. 13**—HRTS Newsmaker Luncheon featuring

women showrunners, presented by the **Hollywood Radio and TV Society**. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**Nov. 14**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the **Electronic Commerce Committee**. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

**Nov. 14**—10th annual **Achievement in Radio Awards**. Grand Hotel, Atlanta. Contact: Wanda Privat, (404) 350-9800.

**Nov. 14-15**—"Winning with Conflict Resolution and Negotiation," course presented by **Women in Cable & Telecommunications**. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.

**Nov. 15**—**IRTS Foundation** newsmaker luncheon featuring Bob Callahan, Steven Dinetz, Scott Ginsburg and Bob Sillerman. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 667-6650.

**Nov. 15**—18th annual CableACE Awards presentation (non-televized categories), presented by the **National Academy of Cable Programming**. The Ebell Club, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

**Nov. 16**—18th annual CableACE Awards presentation (televized categories), presented by the **National Academy of Cable Programming**. The Wiltern Theater, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

**Nov. 16**—"Kids' TV: Around the World in a Day," screening presented by the **American Center for Children's Television**. School of the Art Institute, Chicago. Contact: David Kleeman, (847) 390-6499.

**Nov. 17-19**—**National Association of Broadcasters** European radio operations seminar. Rome, Italy. Contact: (800) 342-2460.

**Nov. 18**—**Federal Communications Bar Association** Northern California chapter luncheon featuring Susan Ness. San Francisco Marriott, San Francisco. Contact: Paula Friedman, (202) 736-8640.

## DECEMBER

**Dec. 11-13**—The Western Show, presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

## JANUARY 1997

**Jan. 13-16**—**National Association of Television Programming Executives** 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

## MARCH 1997

**March 16-18**—Cable '97, **National Cable Television Association** annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

## APRIL 1997

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

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

## JUNE 1997

**June 4-7**—PROMAX & BDA '97 conference & exposition, presented by **PROMAX International** and **BDA International**. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

**June 12-17**—**20th Montreux International Television Symposium and Technical Exhibition**, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

Major Meeting dates in red

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## OpenMike

<http://www.broadcastingcable.com>

### Alternative view of Grand Alternative

EDITOR: The distortion in your Oct. 21 story of the "Grand Alternative" wasn't just in the pictures. The Gary Demos advanced TV system is no system at all. It is a computer simulation with unproven claims as to the cost and complexity. Unlike the Grand Alliance system, it is incomplete, unbuilt, untested and unverified.

What Mr. Demos would "optimize" for is not, as he says, "low-cost receivers" but a computer, which is as expensive as it is, in part, because it must handle over 200 computer display standards. Why should all consumers be forced to pay for a computer-ready, computer-priced TV receiver, even if they simply want TV or substantially less functionality? Contrary to his claims, decoding programming in all the formats in the Grand Alliance system does not require "big bucks for a high-definition set."

Consumers would get those programs, including the ones transmitted in HDTV—albeit displayed in the resolution for which a given set is built—by choosing the device at the price they want: a converter box for an NTSC set, or a new all-digital receiver for SDTV, or a full HDTV display for home theater.

What Mr. Demos doesn't claim, of course, is channel efficiency, because his play for HDTV would also use up to 20% more of the 6 mhz channel to send his layering software—capacity stolen from video, audio and data services. Not surprisingly, this approach was rejected by the world's experts—including computer experts—who designed and agreed on the MPEG-2 coding standards.

There is nothing new, revolutionary or more practical in this alternative. To paraphrase your editorial position in April about the FCC Advisory Committee's recommended standard: Now is the time, this is the answer, just do it.—Peter Fannon, chairman, Citizens for HDTV Coalition, Washington

## TV's first star and favorite uncle

Is it true that Milton Berle was responsible for selling more TV sets than any ad campaign?"

"Sure. His show was so bad I sold my set to my brother-in-law, my cousin sold his to my sister, my mother hocked hers at the pawnshop...."

All joking aside, there's little debate among historians about Berle's legacy. In a tribute to Berle, *M\*A\*S\*H* co-creator Larry Gelbart helped put that legacy into context: "In a fairer world, Berle would have received a royalty on every TV set ever sold. It was the enjoyment he supplied that helped create the demand. He was more than Uncle Miltie. He was, in fact, the founding father—our George Washington in drag."

Berle's TV star rose June 8, 1948, when *Texaco Star Theater* premiered on NBC. He hosted the first live broadcast of the vaudeville-style revue, rotating with Henny Youngman, Morey Amsterdam and others for a short time until it became clear to the sponsor that viewers wanted to spend Tuesday nights with Uncle Miltie.

"Berle was the first comedian to bring all his talents to television and make it work," says Sid Caesar, who brought his own considerable talent to the medium. "He was the first to prove you could put on a show week after week and make it work."

Berle was the first inductee to the Television Hall of Fame in 1984, and tonight (Oct. 28) he becomes the first recipient of a lifetime achievement award from the New York Television Academy. Berle says testimonial dinners always make him think about his mother, Sandra.

"She was the backbone of my career," Berle says. "She forged me and she worked on me like a son of a gun. Everyplace I ever appeared—whether it was vaudeville, theaters, nightclubs or TV—she was in the audience being a one-woman flack for me. I can still hear her tremendous big laugh on the kinescopes."

Born in New York City in 1908, Milton Berlinger was barely out of diapers when he broke into show business as the model for Buster Brown. He went to Hollywood in 1914, appearing in more than 50 silent movies with, among others, Charlie Chaplin and Mary Pickford. Berle was just eight years old when he realized he was the primary breadwinner for a family of six.

Berle's father had chronic heart trouble. His mother worked as a policewoman and



*"One of the biggest thrills I ever got was having my picture and story on the cover of Time and Newsweek in the same week in 1949. That was the first time that ever happened for a comedian. When I hit, I just busted right through."*

### Milton Berle

Born July 12, 1908, New York; TV career highlights: *Texaco Star Theater*, NBC, 1948-53; *The Buick Berle Show*, NBC, 1953-55; *The Milton Berle Show*, NBC, 1954-56; *Milton Berle Starring in the Kraft Music Hall*, NBC, 1958-59; *Jackpot Bowl Starring Milton Berle*, NBC, 1959-61; *The Milton Berle Show*, ABC, 1966-67; numerous guest roles; m: Lorna Shaw, 1991; children from previous marriage: Vicki, 51; William, 36.

department store detective when she wasn't shepherding her youngest son to auditions and performances.

"I once told her she was working too hard at the department store trying to catch shoplifters," Berle recalls. "She said, 'That's okay, I've just gotten a transfer to the piano department.'"

Mrs. Berle's Spartan work ethic was passed on to her son. Berle wrote, directed and produced almost everything in which he appeared. And he's been a meticulous archivist, collecting more than 425 kinescopes and dozens of other film documents, including a clip of his performance on an experimental TV broadcast in 1929.

"His dedication to his work was like a form of self-immolation," says Arnold Stang, better known to some as Francis the stagehand, who worked with Berle on radio and TV. "When we rehearsed, he was always running into the control room, fixing the cameras, telling the orchestra how to do the music. He worked around the clock. He seemed to derive nourishment from the accomplishments of the show."

Mr. Television made his name in comedy, yet Berle singles out his "straight" roles in live TV dramas as some of his best work. He made dozens of appearances on such series as *Four Star Playhouse* and *Philco TV Playhouse*.

One of Berle's proudest moments in broadcasting came in May 1949, when he hosted the first telethon—a benefit for the Damon Runyon Cancer Fund—and was on the air for 24 hours.

After Berle spent three seasons at the top of the Nielsen rankings with *Texaco Star Theater*, NBC signed him to a lifetime contract at a six-figure yearly salary. But by the late 1950s, Berle's star on television began to fade. He eventually negotiated a lower annual stipend from NBC in exchange for the right to work for other networks.

Berle hosted a short-lived variety show on ABC in 1966, and he has never stopped making guest appearances on everything from *F Troop* to *Beverly Hills, 90210*.

At 88, Berle is nostalgic about his 80-plus years in show business: "One of the biggest thrills I ever got was having my picture and story on the cover of *Time* and *Newsweek* in the same week [May 16] in 1949. That was the first time that ever happened for a comedian. When I hit, I just busted right through." —CL

# Fates & Fortunes

## BROADCAST TV

Appointments at WFXT(TV) Boston: **Steven Danehy**, anchor/reporter, WGGB-TV Springfield, Mass., joins as general assignment reporter; **Rosalind Jordan**, general assignment reporter, WITI-TV Milwaukee, joins in same capacity; **Tom Manning**, news director, WTIC-TV Hartford, Conn., joins as news photographer; **David Cole**, local sales manager, named national sales manager.

**Susan Briner**, account executive, Parris Communications Inc., joins WDAF-TV Kansas City, Mo., as sales production manager.

**Bob Romine**, GM/GSM, KXMB-TV Bismarck, N.D., joins KHQA-TV Quincy, Ill., as general sales manager.

Appointments at WUSA(TV) Washington: **Robert Sullivan**, VP/GM, named president/GM; **Pamela Baratta**, LSM, named general sales manager; **Michael Miller**, NSM, named local sales manager; **Joel Vilmenay** joins as national sales manager.

**Dona Cooper**, VP, series and long form, Scripps Howard Productions, joins ABC Daytime Programming, New York, as senior VP.

**Courtney Ellinger**, senior news producer, WTOM-TV Traverse City, Mich., joins WJBK-TV Detroit as writer.

**Nancy Stephens**, national sales manager, WCGV-TV Milwaukee, named general/local sales manager.

Appointments at *Access Hollywood*, Los Angeles: **Steve Ligeran**, executive in charge of production, Entertainment Tonight, joins as coordinating producer; **Joni Jordan**, videotape coordinator, Paramount Domestic Television, joins as associate producer.

**Robert Geha**, writer/reporter, CNN Headline News, Washington, joins KKTU(TV) Cheyenne, Wyo., as news bureau chief.

**Bart Swenson**, morning executive producer, KARE(TV) Minneapolis, joins WTLV(TV) Jacksonville, Fla., as assistant news director.

Appointments at *The Gordon Elliott Show*, New York: **Jamie Schaefer**, producer, named senior producer; **Mary Pelloni**, associate producer, named producer; **Lisa Tucker**, producer, joins in same capacity; **Lori Dolney-Levine**, senior producer, *Biggers & Summers*,

joins as producer.

**Dave Bender**, primary weather anchor, KXTV(TV) Sacramento, Calif., joins KOVR(TV) Stockton/Sacramento in same capacity.

**Howard Bolter**, head, In-House Production Group, joins Silver King Communications Inc., Los Angeles, as senior VP, production, broadcast division.

**Joe Carriere**, VP, corporate sales, Gray Communications Systems Inc., Lexington, Ky., named VP, television, Albany, Ga.

**John Misner**, local sales manager, KARE(TV) Minneapolis, joins WXIA-TV Atlanta as general sales manager.

**Scott Brady**, marketing director, WKRN-TV Nashville, joins WDAF-TV Kansas City, Mo., as creative services director.

Appointments at KAKE-TV Wichita, Kan.: **D.R. Oswald**, president/GM, WOWT(TV) Omaha, joins in same capacity; **Steve South**, VP/director, sales, KAKE and Kansas Television Network, named VP/station manager.

**Paul Trelstad**, president/GM, KTHV(TV) Little Rock, Ark., joins WKYC-TV Cleveland in same capacity.

**Tom Stringfellow**, weekend news anchor, WTGS(TV) Hardeeville, S.C./Savannah, Ga., named weekday news anchor.

**Carlos Barba**, president/GM, WNJU(TV) Linden, N.J., joins WAPA-TV San Juan, P.R., in same capacity.

## PROGRAMING



Banagan

**Robert Banagan**, studio producer, Fox Sports Productions, Hollywood, named VP, news, Fox Sports Net there.

**Carl Cameron**, political director, WMUR-TV Manchester, N.H., joins Fox Television Network. His current assignment

is to cover the presidential election. After the election Cameron will become Capitol Hill correspondent for Fox, Washington.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Harry Forbes**, associate director, program press relations, New York, named director; **Carrie Johnson**, manager, program information

and special projects, Alexandria, named director, special events and program promotion; **Anne Zangara**, associate creative director, Alexandria, named design director; **Donna Williams**, assistant director, program press relations, New York, named associate director; **Dara Goldberg**, communications and public relations associate, named associate director, corporate communications.



Monroe



DiNoto

Appointments at Fox Kids Network, Beverly Hills: **Carol Monroe**, senior VP, Hearst Animation Productions, joins as senior VP, program services; **Karen DiNoto**, VP, programing and development, Fox Kids, named VP, development and creative affairs.

**Carrie Parker**, licensing manager, Scholastic Productions Inc., joins The itty bitsy Entertainment Co., New York, as marketing manager, children's entertainment.



Padnos

Appointments at Marvel Entertainment Group Inc.: **Sandra Wildman Padnos**, president, Padnos Ink entertainment-public relations firm, joins as executive VP, communications, Los Angeles;

**Michael Dresner**, VP, international television, National Basketball Association, New York, joins as executive VP, corporate development, New York office.

**Judith Merians**, VP, business and legal affairs, Saban Entertainment, Los Angeles, moves to Saban International in same capacity.

**Denise Hall**, TV program manager, WSRE(TV) Pensacola and WFSU-TV/WFSG(TV) Tallahassee, both Florida, named director, programing, Florida

Public Broadcasting Service, Tallahassee.

**John Campagnolo**, division manager, Carsey-Werner Distribution, joins ITC Entertainment Group, Los Angeles, as VP, Western region, domestic television.

## RADIO

**Sarah Buckley-Frakes**, account executive, Christal Radio, San Francisco, named sales manager.

Appointments at National Public Radio, Washington: **Jackie Nixon**, associate director, audience research, named director, strategic planning and audience research; **John Sutton**, director, audience research, named director, cultural programming services and on-air fund-raising; **Cathy Roines**, acting assistant VP, human resources, named director, individual and organizational development.

**Tony Burke**, retail advertising manager, *Washington Times* newspaper, Washington, joins Shadow Broadcast Services there as GSM.

**Kimberly Morgan**, marketing director, KYNG(FM) and KEWS(FM) Dallas, named national promotion director, Radio Disney, ABC Radio Networks, there.

**Jan Shay**, general sales manager, KFBK(AM)/KGBY(FM) Sacramento, Calif., joins Paxson Communications' WMGF(FM)/WWNZ(AM) Orlando, Fla., in same capacity.

**Jeanne Fisher**, network program director, West Virginia Public Radio, Charleston, joins WXXI-FM Rochester, N.Y., as VP, radio, WXXI Public Broadcasting Council.

**Lee Garen**, morning news anchor/editor, South Carolina News Network, named station operations manager/morning announcer, WHLC(FM) Highlands, N.C.

**Matt Hudson**, VP, The Eagle Group, Denver, named executive VP.

**Zina Murray**, radio marketing specialist, The Interep Radio Store, Chicago, named VP/radio marketing specialist.

**Ed Bruno**, account executive, McGavren Guild Radio, Seattle, named director, sales/regional manager, San Francisco. Appointments at SW Networks, New York: **Rich Vestuto**, coordinating producer, *Personal Notes*, takes on additional responsibilities as director, adult programming; **John Loscalzo**, managing editor, Billboard Rock Airplay Monitor, joins as director, Rock programming.

## CABLE

Appointments at Showtime Networks Inc.: **William Scott**, human resources manager, BPI Communications, joins Los Angeles office as director, human resources and administration, West Coast; **Jackie Joachim**, manager, consumer public relations, named director, consumer public relations, movies.



Wells

**Claude Wells**, VP, affiliate relations, Central region, Court TV, joins Odyssey, New York, as senior VP, affiliate relations.

**Cynthia Ahlstrom**, on-site manager, Showtime Satellite Networks,

Salt Lake City, named director, telemarketing.

**Karen Allyn**, managing editor, *Cable News 21*, Montgomery Community Television Inc., Rockville, Md., named news director.

Appointments at MuchMusic USA, New York: **Juliette Powell**, host, *Bouge de la*, Musique Plus, joins as host, *Electric Circus*, and VJ for the music channel; **Joseph Leonard**, regional director, Northeast, named marketing director.



Farley



Bartley

Appointments at Bravo International, Woodbury, N.Y.: **Andrew Farley**, senior VP, business growth and development, named senior VP/GM; **Peter Bartley**, consultant, joins as VP, international development; **Karen Marshall**, marketing supervisor, named manager, programming and scheduling; **Evelyn Cruise**, sales administrator, MuchMusic, joins as marketing supervisor, Latin American service.

**Lin Harris**, GM, advertising sales, Kansas, Multimedia Cablevision Inc., Wichita, named VP, advertising sales and programming.

**Rick Belden**, GM, TCI Cablevision of Cape Cod., named business operations manager, TCI of Northern New Jersey, Oakland, N.J.

**Nathalie Neuman**, French representative, ABC Cable and International Broadcast Group, Paris, joins ESPN International there as director, European ventures.

Appointments at E! Entertainment Television, Los Angeles: **Wendy Zenchyshyn**, director, worldwide marketing, products and sales services, Merisel Inc., joins as regional director, Northwest; **Dan Hoskins**, account supervisor, named manager, international development.

Appointments at MSNBC, New York: **Cameron Blanchard**, marketing communications assistant, National Basketball Assn., joins as senior publicist; **Erica Proto**, media coordinator, CNBC, joins as publicist.



Gerber

**David Gerber**, producer/director, WQED(TV) Pittsburgh, joins as director, production, Animal Planet, Discovery Networks Inc., Bethesda, Md.

**Steve Clapp**, group brand director, The Paddington

Corp., joins The Weather Channel, Atlanta, as VP, strategic marketing.

Appointments at Request Television, Denver: **Gary Hahn** joins as VP, on-air promotions; **Tom Chiappetta**, director, marketing, pay per view, World Wrestling Federation, joins as director, marketing; **Chris Temple**, transactional products manager, Jones Intercable, Tucson, Ariz., joins as marketing manager.

Appointments at Outdoor Life and Speedvision, Stamford, Conn.: **Patrick Dodd**, regional director, affiliate relations, NBC Cable Networks, joins as VP, affiliate sales, West; **Pamela Jensen**, VP, sales and marketing, IntroNet, joins as VP, affiliate sales, Central region.

## MULTIMEDIA

Appointments at Cable Plus, Bellevue, Wash.: **Matthew Schiltz**, president/co-founder, StatSci, joins as president/COO; **Robert McCambridge**, treasurer/VP, corporate development, Control Data Corp., joins as CFO.



**Daniel Roth**, VP, strategic planning, Western International Media Corp., Los Angeles, named executive VP/chief strategic officer.

**Rich Everitt**, main anchor, 6 and 11 p.m. newscasts, WYOU(TV) Scranton, Pa., joins Regional News Network, Kingston, N.Y., as anchor, 6, 7, 9 and 10 p.m. newscasts.

**Kaye Howe**, president, Western State College, joins International University College, Englewood, Colo., in same capacity.

**Anne Leirer**, VP, sales, Mediacopy, joins MTM Worldwide Distribution, Studio City, Calif., as director, worldwide operations.



Jenkins

Appointments at International Family Entertainment Inc.: **Tracy Jenkins**, director, product management, marketing, Jones Intercable Inc., joins as director, affiliate sales and relations, Rocky

Mountain region, Denver; **Brian Janks**, account executive, Detroit, named manager.

**Alan Edwards**, director, operations, Orlando, Metro Networks, named regional director, Orlando, Nashville, Memphis and Louisville.

**Lynn Nicklaus**, event marketing manager, Cox Enterprises, Atlanta, named director, sales development.



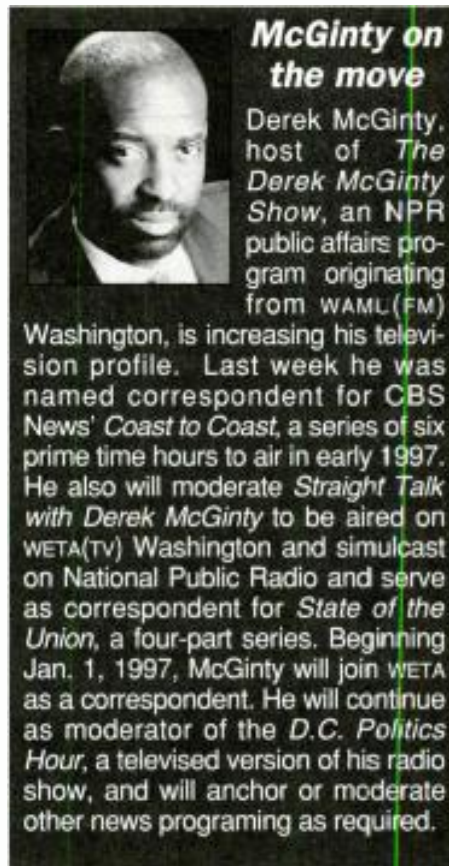
Glass

**Elisabeth Flynn Glass**, VP, program acquisitions, Encore Media Corp., Englewood, Colo., named senior VP, program acquisitions, Encore Entertainment Group there.

**Elliot Gerson**, executive VP, United HealthCare Corp., joins ETC w/tci (education, training and communications subsidiary of TCI Technology Ventures Inc.), Washington, as president/COO.

## ALLIED FIELDS

**Robert Baskerville**, director, production, studio and field operations, Cinetel Studios, Knoxville, Tenn., named VP.



## McGinty on the move

Derek McGinty, host of *The Derek McGinty Show*, an NPR public affairs program originating from WAML(FM)

Washington, is increasing his television profile. Last week he was named correspondent for CBS News' *Coast to Coast*, a series of six prime time hours to air in early 1997. He also will moderate *Straight Talk with Derek McGinty* to be aired on WETA(TV) Washington and simulcast on National Public Radio and serve as correspondent for *State of the Union*, a four-part series. Beginning Jan. 1, 1997, McGinty will join WETA as a correspondent. He will continue as moderator of the *D.C. Politics Hour*, a televised version of his radio show, and will anchor or moderate other news programming as required.

Appointments at MCA Inc.'s Universal Studios Consumer Products Group, Universal City, Calif.: **Connie Rush**, manager, product development, named director; **Ruth Waldorf** named creative resource manager/communications liaison; **Vince Lodato** named art director, product development; **Christina George** named manager, promotions; **Trisha Chaves**, coordinator, named manager, specialty licensing and animation art.

**John Walter**, chairman/CEO, R.R. Donnelley, elected president/CEO of AT&T and a member of the company's board, effective Nov. 1.

**Brian Steel**, executive VP/CFO, Tele-TV, named COO/CFO and executive VP of On Command Corp.

**C. Zoph Potts**, owner/operator, WDLX(FM)/WRRF(AM) Washington, N.C., joins Snowden Associates, media brokerage firm, Greenville, N.C.

## TECHNOLOGY

**George Stromeyer**, European GM, polyswitch division, Raychem Corp., joins Scientific-Atlanta, Buenos Aires, Argentina, as VP/managing director.

**Ed Engberg**, VP/business manager, Asia Pacific, Accom Inc., joins Pinnacle Systems, Sunnyvale, Calif., as business manager, storage products group.

**Jim Longstreth**, broadcast sales manager,

Midwest, Eastern and Central regions, Quantel Inc., Darien, Conn., named VP, sales.

**Randy Tritz**, operations/sales manager, Midwest Visual Equipment Co., joins Extron Electronics, Anaheim, Calif., as sales manager.

Appointments at COMSAT Laboratories, Bethesda, Md.: **John Evans**, head, named chief technical officer; **Benjamin Pontano**, VP, network technology division, and acting VP, communications technology division, named acting president; **Joe Duda**, director, corporate development, named VP, finance; **Paul Pizzani**, VP, finance and business planning, COMSAT International Ventures, named treasurer of the COMSAT Corp.; **Marjorie Holman**, group controller, COMSAT RSI, Dulles, Va., named VP, finance.

## DEATH



Guzewicz

**Henry J. Guzewicz**, 82, pioneering tower company executive and broadcast station owner, died in Philadelphia Oct. 19 from complications following surgery. Guzewicz was chairman of

Stainless Enterprises and Stainless Broadcasting. After receiving a degree in chemical engineering from Tufts University and serving in Africa, Europe and the Pacific during World War II, Guzewicz founded Stainless Enterprise with his brother Walter and partner Richard Eberle in 1947. Stainless grew to become a leading radio and TV tower company—laying claim to parentage of half the TV towers in the U.S. The company's early edge was using tubular steel instead of traditional angle iron to cut wind resistance and allow it to build the tall TV towers (2,000 feet) that became its trademark. Stainless has designed, fabricated and erected more than 7,000 towers in 83 countries. It bought WICZ-TV Binghamton, N.Y., its first station, in 1970 and KTVZ(TV) Bend, Ore., in 1986. The company bought and sold stations in Carbondale and Williamsport, both Pennsylvania. Guzewicz is survived by his wife, Eleanore, and four children.

—Compiled by Denise Smith  
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# In Brief

## TV stations airing the Seagram distilled spirits commercials could hear from the FCC this week.

Sources say Chief of Staff Blair Levin plans to write to the stations to request a tape of the spots being shown, as well as information on when and how often the stations are airing them.

## Sinclair Broadcast Group stock dropped \$9.75 last week

on the news that the company's pro forma broadcast cash flow would fall 4%-5% in the third quarter of the year, compared with 1995. Sinclair's price fell from \$43.75 on Oct. 18 to close Friday at \$34. The TV and radio owner may cancel plans to sell up to \$200 million of new common stock and likely will postpone the sale of \$200 million of preferred stock, Bloomberg Business News says. The decline was blamed partly on lower ad revenue after TV affiliate sales in Birmingham, Ala., and Raleigh, N.C.

**ABC has made a 13-episode order** for a Universal Television show based on the feature film "Timecop," starring Jean-Claude Van Damme. The dramatic series is set for the 1997-98 season and



ABC's Sam Donaldson and Judd Rose will bring personal experience to their work in a special 'PrimeTime Live' on cancer, at 10 p.m. Wednesday (Oct. 30). Donaldson is battling melanoma, and Rose is recovering from a brain tumor. Both major presidential candidates will be featured. President Clinton, shown here with Donaldson, will discuss his mother's death from cancer; Republican Bob Dole will talk about his past battle with prostate cancer.

will be executive-produced by Lawrence Gordon ("Die Hard") and Robert Singer (*Lois & Clark: The New Adventures of Superman*); the pilot will be written by the film's screenwriter, Mark Verheiden. Mike Richardson, president of Dark Horse Comics, will be co-executive producer.

**America Online has struck a deal with Brandon Tartikoff** through its AOL Greenhouse unit to produce hybrid projects for simultaneous distribution online, on TV and as books. The first effort planned is *Beggars and*

*Choosers*, a serial drama about the back-room politics at a flagging TV network. Scott Zakarin and Troy Blotnick, creators of cyber-soap *The Spot*, will be executive producers on the show, intended to debut online next spring.

Signaling its intent to move forward as an independent company, **King World Productions has tapped two veteran lawyers to manage administration, investments and acquisitions.** Michael Spiessbach, formerly with Johnson & Johnson and Merrill Lynch, has been named

president of King World Ventures, the newly formed unit where he'll spearhead KW's long-term investment and acquisition strategy. Robert Madden, who has headed his own entertainment law firm for the past decade, has been named senior VP, administration. Spiessbach will be based in New Jersey, Madden in Los Angeles.

## A satellite truck and a news van belonging to UPN affiliate WTOG(tv) Tampa, Fla., were set ablaze

last Thursday night in downtown St. Petersburg amid rioting sparked by the fatal police shooting of a black motorist earlier in the day. A cameraman who was trapped inside the truck before it was set on fire suffered cuts and bruises in the disturbance involving several hundred people, WTOG officials said. The rioting went on past midnight, prompting ABC affiliate WFTS(tv) to preempt network programming at 10 p.m. for live coverage.

**Representative Ed Markey (D-Mass.), in a letter to PBS President Ervin Duggan, urged the network not to accept "commercial promotions" to precede**

## Talking technology

Some big names gathered last week to meet with analysts at Bear Stearns's 10th Annual Media & Communications Conference in Phoenix. What follows are a few highlights from their appearances.

DVD (digital video disk, aka digital versatile disk) may be a big buzz in the entertainment and digital media industries, but "it remains to be seen whether the DVD format will appeal to consumers," said Seagram boss Edgar Bronfman Jr.

Media and entertainment wunderkind Barry Diller said that many of the media sector's frenzied efforts to capitalize on emerging technologies, such as personal computers, digital information and communications, miss the point: "It's time to separate science fiction from science fact. Established media companies are trying to manage

the complexities of this convergence by imposing their own business models."

Thomas A. Jermoluk, chairman of @Home Network, said his service is making a "100% conversion from beta into paying customers" in its primary launch sites in Fremont and Sunnyvale, Calif. The service is conducting beta tests in Baltimore; Sarasota, Fla., and Orange County, Calif., in addition to the already disclosed Hartford, Conn., and Arlington Heights, Ill. Jermoluk predicted that @Home will have hundreds of thousands of paying customers by the end of 1997 and will be into the millions by the end of the next year. The service also has affiliate agreements with cable MSOs encompassing 40 million homes, and hopes to enroll 10%-20% of those subscribers as customers in the next five years, Jermoluk said. —PC

its *Wishbone* children's show. Markey's comments were sparked by a *Washington Post* story last week that reported PBS was doing just that. "I am very concerned that such increased commercialization would lead to a deterioration of the quality of children's programming... and undermine the integrity of public broadcasting," Markey wrote. PBS, however, denied that it was studying the reported \$1 million proposal by Frito-Lay Co. to underwrite the show with its Chee-tos brand snacks. PBS spokesman Stu Kantor says the network has not been formally approached with a proposal by either Frito-Lay or [*Wishbone* producer] Lyrick.

**The FCC levied a \$10,000 fine against KTBY(TV)** Anchorage for breaking the commission's rule limiting the amount of commercial time shown during children's programming. The violations stem from a promotion for National Bank of Alaska by program hosts during the *Fox 4 Kids* program and a Pizza Hut ad for "Goofie Wear" during the *Goof Troop* show. Both incidents were in February 1993.

**Rather than load up on movies or specials, UPN is rolling out the stars in its regular series during the November sweeps.** Pam Grier will appear on *Sparks* Nov. 4, followed by a host of jazz, R&B and hip-hop greats on a two-part *Moesha* Nov. 5. Sports star Bo Jackson will

## New bird boosts EchoStar capacity

EchoStar will expand its DBS programming by roughly 40 channels next month using space on its now-deployed second satellite.

EchoStar2, launched last September, will boost EchoStar's DISH program capacity from 80 to 160 channels. The company has plans to use just over 40 of the 80 new slots, says EchoStar President Carl Vogel.

EchoStar plans to add 20 regional sports networks and expand its PPV capacity from six to 20 channels. New basic networks to be added include Discovery Channel's Animal Planet, C-SPAN2, ESPNEWS, Black Entertainment Television, the Game Show Channel, National Empowerment Television, Fox Sports Regional Network and WSBK-TV Boston, a UPN affiliate. Premium services will include Flix and the Sundance Channel.

The company will offer two new basic packages: America's Top 40 (40 basic networks for \$19.95 a month) and America's Top 50 (which adds more basic channels plus DISH CD, its 30-channel audio feed, for \$24.99).

In December EchoStar will add another eight channels, which are earmarked for Dominion Video Satellite, the Naples, Fla., satellite company that has leased one full EchoStar transponder to transmit its block of family and religious programming.

The expansion won't include local broadcast signals, which would put EchoStar on par with cable operators. "Our plan for local TV will come with EchoStar3, which launches a year from now," says Vogel.

—JM

star in *The Sentinel* on Nov. 6, and Richard Pryor makes a special appearance as Eddie's father on *Malcolm & Eddie* Nov. 11. Tom Arnold shows up on *Malcolm & Eddie* Nov. 18, followed by an appearance by Sally Kirkland on *Goode Behavior*. And on Nov. 27, John DeLancie will reprise his role as Q on *Star Trek: Voyager*, trying to convince Captain Janeway to bear his child.

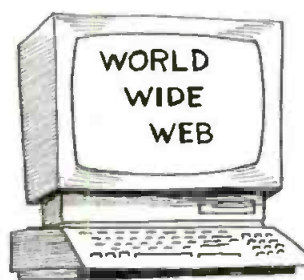
**U.S. West Media Group reported healthy earnings from its cable and wireless divisions** for the third quarter ended Sept. 30. Revenue was up 15%, to \$694 million, from \$604 million for the previous year's third quarter. Revenue from the wireless division increased 28%, to \$315 million, compared with \$246 million for the same period in 1995. This was spurred by a 43%

subscriber growth, to \$1.7 million customers. The cable division also experienced 7% revenue growth, to \$60 million from \$56 million. The company's directory operations revenue was up 8.2%, to \$316 million from \$292 million.

**Paramount Television Group has signed a long-term renewal of its first-look production agreement with Leeza Gibbons Enterprises**, producer of NBC's daytime talk show strip *Leeza*. The deal

calls for LGE and Paramount to produce at least five prime time specials over the next two years. LGE has specials and other projects in the works for cable's Nashville Network and Lifetime. Under president Donna Harris, LGE also is developing prime time series and TV movies.

**The price for KKLZ(FM) Las Vegas**, which is being bought by Apogee Communications ("In Brief," Oct. 21), is \$13 million. Seller is Max Media Properties.



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Incorporating The Fifth Estate TELEVISION Broadcasting

## Week's worth

It's too soon to say that there's a rapprochement in sight between the broadcasting and computer industries on the subject of a digital standard. But there has been movement since last week, when this page urged both sides to work toward the middle.

Most conspicuously, FCC Commissioner Susan Ness seized the initiative to encourage negotiations. She has asked the parties to come up with a schedule of meetings by Oct. 30 and with mutually satisfactory resolutions by Nov. 25. In her best of possible worlds there would be a recommended solution by Thanksgiving.

The Ness letter got the industries in gear, and even began to flush out eventual bargaining positions. The most radical change, from the broadcasting perspective, could call for a retreat from an across-the-board, government-mandated standard to a standard that would, in important parts, be private-sector initiated. The advantage for broadcasters would be in not having to incorporate computer industry demands or be held back by computer industry-generated delays. As witness after witness testifies, the U.S. advantage in advanced television abroad is rapidly being eroded by FCC inaction.

Susan Ness has figured that out. Would that the opinion were unanimous on the eighth floor.

## Time out

The news-channel battle between Turner/Time Warner and Fox is a high-stakes contest among media giants. With 1.1 million cable households in New York City on the table, it is a contest that deserves the attention it's attracting—attention that's been diverted by the gamesmanship involved.

First there was the always outspoken Ted Turner's comparison of Rupert Murdoch to Adolf Hitler. Then there was Murdoch's *New York Post* dropping the TV listing for CNN—

only to return it several days later, saying it had been an oversight. Then Fox, which is covering the World Series, forswore any footage of Atlanta Braves owner Ted Turner or wife Jane Fonda during the games, while showing New York Yankees owner George Steinbrenner. In this case, Fox conceded that it was excluding the Turner footage on purpose and eventually relented after the move drew national attention.

In a way it was a return (or a throwback) to another era, when such news moguls as Hearst and Pulitzer used their domains as personal fiefdoms. Today's media are much more polite and corporate, if equally motivated by competition and the bottom line. We're torn between enjoying the honesty of it all and being appalled by the obviousness of it all. Honesty, of course, remains the best policy.

## A damn site better

In this issue we recognize and salute the strong links between the new electronic media and the more established versions we've been covering for 65 years. We commend to readers of all media persuasions the "BROADCASTING & CABLE's 50 Cool Websites" feature that begins on page 30.

Convergence may have been a lot slower in getting here than was once forecast, but it will nevertheless arrive. The current jockeying for position between the broadcasting and computer worlds over a digital TV standard is only one example of the urgent business that brings those technologies together.

The sites selected for this week's report were chosen for their attractive graphics, ease of use, organization, broad appeal, narrow appeal, useful information and links. Does attitude count? Certainly. Some sites had lots of attitude, like the irreverent E! Online. But even sites like C-SPAN's and the Weather Channel's—which attach to somber business—were fun to visit.

Were the selections subjective? Totally. Did we miss some good ones? Probably. Will we revisit the field? Absolutely.

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