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FACEOFF AT INTERFACE

Congressman Jack Fields (top) says he's ready for war over FCC Chairman Reed Hundt's alleged improprieties in obtaining concessions from broadcasters, while opposition leader Ed Markey (below) opts for peaceful persuasion while urging broadcaster trusteeship. The gavel-to-gavel report, including the record of Superpanel III, begins on page 4.



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Fast Track

Must Reading from
BROADCASTING & CABLE
October 2, 1995

TOP OF THE WEEK



Interface IX/Superpanel III Although network rivals Fox and ABC now are linked to major Hollywood studios, NBC doesn't think it has to follow suit, NBC President Bob Wright said at last week's Interface IX conference sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association. Wright and nine other top industry executives also discussed a wide range of industry trends, including consolidation; the prospects for digital TV and HDTV; the impact of easing broadcast ownership limits, and the entry of local telcos into the long-distance business. **Cover/Interface photos Dennis Brack/Black Star / 16**

War and peace In separate appearances at Interface IX, Representative Jack Fields declared war on "social engineering" at the FCC, and Representative Ed Markey offered the olive branch to broadcasters over children's TV. / 4

Simpson stalls season The O.J. Simpson trial's closing arguments cut into prime time network numbers last week. / 10

'Carnie' leads new talkers Warner Bros. Television's *Carnie* leads the pack in Nielsen's national household ratings for the fall season's new talk shows, followed by *Tempestt Bledsoe*. / 11

Tough talk from Quello FCC Commissioner Jim Quello charges that he was asked to support a Westinghouse/CBS agreement on children's programming before Westinghouse announced its commitment. / 23

BROADCASTING

'Late Show' looks for boost *The Late Show with David Letterman* will undergo some cosmetic enhancements, such as animation for the "Top 10" list, and cast changes, such as the return of comedian Chris Elliot. / 26

TCI in syndication Multimedia Entertainment is syndicating a new issues-oriented strip from TCI News. The show will debut simultaneously in syndication and on cable. / 28

'96 should be growth year The Television Bureau of Advertising forecasts growth in broadcast and cable advertising sales in 1996, based on Olympics and political advertising hitting in the same year. / 34

CABLE



Locals compete with cable operators Local municipalities and city-owned power companies are flocking to follow the lead of the 60 or so city-owned cable systems that operate around the country. / 42

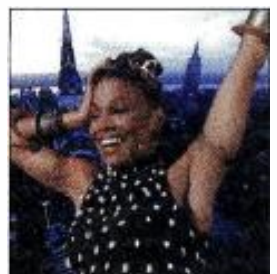
Most cable networks report continued declines in ratings and market shares for Major League Baseball games. But Cal Ripkin and the pennant races brought home some positive figures. / 44

Cable, post-O.J. Court TV, E! Entertainment Television and CNN will roll out new programs—including war crimes coverage from The Hague—to fill the schedule space freed by the end of O.J. Simpson's double-murder trial. / 46

TECHNOLOGY

Telstar 402, Part 2: No problem AT&T's Telstar 402 satellite soared to a successful launch, eclipsing the memory of its predecessor's failure. / 50

Hollywood Digital 'composited' live-action video of singer Janet Jackson with still shots of locations around the world to make her latest video, 'Runaway.' / 54



Telemedia Week

TCI to offer Internet access TCI's @Home and Netscape Communications will offer high-speed access to Internet services over cable. / 56

US West, Tele-TV talk programming US West is seeking video programming for its broadband network from Tele-TV, the joint venture of Bell Atlantic, Nynex and Pacific Telesis. / 57

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49/10

Saber rattling over kids TV

Fields threatens war over 'social engineering'; Markey urges peace; Quello, Hundt at odds

By Chris McConnell

What began as a social contract may require an armistice to finally resolve.

House Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex.) opened last week's Broadcasting & Cable Interface IX conference with an informal declaration of war on what he called "social engineering" at the FCC.

Referring to Westinghouse's announcement of plans to boost the amount of children's educational television on its stations, Fields said he is "gravely concerned" that the FCC is eliciting commitments on children's television from Disney and Westinghouse in exchange for approving their acquisitions of Capital Cities/ABC and CBS, respectively.

"It is not going to be tolerated," said Fields. "If some people want a war, then we can have a war."

Fields punctuated his remarks with praise for FCC Commissioner James Quello, who has responded to Westinghouse's commitment to increase children's programming with a warning to other broadcasters not to "sell out the First Amendment."

But Representative Ed Markey (D-Mass.), speaking later at the conference, called for a peaceful resolution to children's television and other issues: "The best answer to the episode is not name-calling or rancor."

Also passing the peace pipe was FCC Chairman Reed Hundt, who has been accused of orchestrating the Westinghouse kids deal. Hundt told BROADCASTING & CABLE it's time "for all to take a rhetorical cold shower." His remarks also included a response to Quello, who has suggested that Hundt brokered the Westinghouse kids deal.

"It's not right for one official to call another 'fatuous'; it's not right for one official to accuse another of 'legalized extortion'; it's not right for one official to accuse another of



The controversy over the FCC's social contract raged in Washington last week. The principal players (from top): Rep. Jack Fields, commissioners Jim Quello and Reed Hundt and Rep. Ed Markey

'greenmail,' " Hundt said.

Hundt maintains that content commitments such as those by Westinghouse are fair game in evaluating license transfer and waiver applications. But the chairman also says he struck no deal with Westinghouse on the programming pledge. Westinghouse also denies being forced to offer commitments.

While calling for an end to the rancor over the issue, Markey also said the debate over the V-chip and broadcast ownership provision of the pending telecommunications-reform legislation

could be resolved peacefully. "I believe that we can work out any disagreements," Markey said, conjuring visions of media representatives gathering with administration and Republican leaders in the White House Rose Garden for a bill-signing ceremony.

The administration and Congress are at odds over provisions in the legislation that would erase radio ownership caps. And broadcasters are opposing language that would require television sets

to come equipped with technology capable of blocking programs deemed violent or sexually explicit.

The calls for calm from Hundt and Markey followed a week of angry talk, particularly on the contentious kids TV issue.

During the past two weeks, the issue has attracted

interest from forces beyond the FCC, with Republican lawmakers on one side and administration officials on the other.

Both President Clinton and Commerce Department Assistant Secretary for Communications and Information Larry Irving have written letters to the FCC in support of minimum requirements on children's educational programming. Fields and Senate Commerce Committee Chairman Larry Pressler (R-S.D.) have countered with letters saying the FCC is imposing such requirements through its consideration of the Westinghouse and Disney deals rather than through its rulemaking.

Pressler and Fields voiced such worries after Westinghouse's Sept. 20 pledge to provide two weekly hours of children's educational programming during the 1996-97 season and three hours during the subsequent two seasons.

Quello turned up the rhetorical heat last week with a letter to Pressler accusing the Clinton administration of soliciting his support for a Westinghouse "social contract" on children's programming (see page 23).

In his letter, Quello cited a Sept. 19 call from Greg Simon, special assistant for telecommunications policy issues to

**EVER NOTICE HOW ONLY A FEW NETWORK
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WHILE SO MANY OTHERS JUST LAY THERE?**



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To predict future syndication success, just look at the past. If it works on ABC's TGIF or Fox, it works in syndication.



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Vice President Al Gore. Quello said Simon asked him to support a Westinghouse agreement on children's programming and also to phone the Vice President's office before issuing any

statements critical of Hundt. Simon has said he called Quello, but denies asking him to support any social contract.

This week begins a new round in the dispute, as commissioners turn to a

petition to deny Disney's \$18.5 billion acquisition of CapCities/ABC unless the company promises to increase the children's educational fare distributed by that network (see below). ■

Disney asked to pony up kids fare

By Chris McConnell

Don't expect Disney to follow Westinghouse on children's TV commitments, broadcasters say.

Several industry sources are speculating that the Center for Media Education (CME) and the United Church of Christ will face a tougher task winning any such pledges from Disney. The two groups last week asked the FCC to deny Disney's \$18.5 billion bid to acquire CapCities/ABC broadcast licenses unless Disney increases the amount of children's educational television that ABC is providing to affiliates. The petition also urges the network to air the programming after 7 a.m.

"What Disney has to do now is state how much educational programming it wants to provide the public," says Jeff Chester, CME's co-executive director.

Chester's group last month led a petition that asked the FCC to condition approval of Westinghouse's \$5.4 billion acquisition of CBS on children's programming commitments. Westinghouse responded with a promise to air two weekly hours during the 1996-97 season, and three hours during the subsequent two seasons.

"Disney can do much better than that," says Chester, although last week's petition does not specify a minimum amount of children's programming. Chester says the group wants Disney to offer its own plan on children's programming.

As evidence against the company's prior performance, the petition cites the children's programming fare on Disney-owned KCAL Los Angeles. The petitioners argue that most children's educational programming on the station airs before 7 a.m., "when only a tiny fraction of the child audience is watching television."

Disney responded last week with a statement listing several children's shows the company distributes. Disney said it will file a response within the required time, although a spokesman had no comment on what that reply will be. Disney has 10 days to respond to the petition (13 if it was served by mail).

Industry sources say Disney is still considering its response, but add that there is much resolve at the company against offering any "social contract" on programming. Some point to the protests that followed Westinghouse's announcement, while others cite differences between the Disney and West-

inghouse applications.

Disney is not requesting as many multiple ownership waivers from the FCC as Westinghouse. Onlookers also say Westinghouse is in a greater hurry to wrap up its purchase of CBS before any competitors can bid on the network. Disney, which is paying more than three times, is not under the same pressure, sources say.

Others also cite last week's reaction on Capitol Hill to the Westinghouse announcement: "It definitely eases the pressure," one onlooker says of the objections to the Westinghouse commitment raised by FCC Commissioner James Quello, Senator Larry Pressler and Representative Jack Fields. Another speculated that such objections would discourage Disney from offering programming commitments even if it wanted to: "It complicates it for them; it's a hot potato."

CME's Chester agrees that the issue has become politically contentious, but hopes that Disney will offer to increase children's programming on ABC nonetheless. "No matter what Quello and Fields might say, the public is going to be expecting Disney to do the right thing," Chester says. ■

Deal could get DBS slots for Primestar

On the brink of defeat a week ago, Primestar Partners now may be set to seize the coveted channels it needs to provide a high-power DBS service.

FCC commissioners last week had appeared ready to auction the disputed channels. Now sources expect commissioners to vote on a compromise plan that would give Primestar the channels in exchange for returning DBS frequencies the company holds at other orbital locations. The plan calls for Primestar later to make a payment to the government based on the per-channel revenue the FCC collects from an auction of channels at the 119 degrees west orbital slot.

The Primestar-backed plan has been circulating informally among commission offices for the past week, and sources say FCC Chairman Reed Hundt supports it.

Boosting Primestar's campaign for the channels was a 98-0 Senate vote on Friday (Sept. 29) to allow the

commission to consider alternatives to auctions in disposing of the disputed slots. Senators adopted an amendment sponsored by Hank Brown (R-Colo.) requiring the commission to auction the slots, but also permitting the commission to pursue another solution provided it yields more money for the U.S. Treasury.

Primestar's efforts to capture the channels date back to an April decision by the FCC's International Bureau to reclaim them from Advanced Communications Corp. The action spoiled a deal TCI subsidiary Tempo DBS had struck with Advanced to purchase 27 channels at the 110 degrees west slot for about \$45 million. Tempo had planned to then lease the channels to Primestar.

Under its new proposal, Primestar likely will pay more than \$45 million for the slots. But the company will not have to compete against any would-be bidders such as MCI, which had said it would bid for the channels. —CM

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HAVE ALREADY STRUCK GOLD.**

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Mr. Cooper**

WNYW **New York**
KTTV **Los Angeles**
WGN **Chicago**
WGBS **Philadelphia**
WSBK **Boston**
KTXA **Dallas**
WKBD **Detroit**
WDZL **Miami**
KWGN **Denver**
WJZY/WFVT **Charlotte**
WNOL **New Orleans**

**Living
Single**

WNYW **New York**
KTTV **Los Angeles**
WGN **Chicago**
WGBS **Philadelphia**
WSBK **Boston**
KTXA **Dallas**
WKBD **Detroit**
WDZL **Miami**
KWGN **Denver**
WBFF **Baltimore**
WJZY/WFVT **Charlotte**
WCGV **Milwaukee**
WRDC **Raleigh**
WTVZ **Norfolk**
WNOL **New Orleans**
WTO **Birmingham**



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O.J. closers upstage season openers

Network shares are down due to trial arguments on cable

By Steve Coe

After nearly a year of affecting the ratings for syndicated shows, the O.J. Simpson trial cut into the prime time network numbers last week as attorneys for both sides conducted closing arguments.

Last Wednesday night, the combined four-network Nielsen share was down 7 share points versus the previous Wednesday night, the first week of the new season. Showing the most erosion over the previous week were NBC and Fox, which lost 3 share points each. CBS was down 1 point, and ABC, which has won both Wednesdays of the new season, was flat. Cable was the big winner of the night, thanks to the trial, with its audience share jumping to a 32, 6 points higher than the 26 it averaged on Wednesday, Sept. 20. On Tuesday night, the four networks were down a combined 6 share points compared with the previous Tuesday night, and cable was up 5 share points.

Through last Thursday night, ABC was ahead for the season with a 12.4 rating and 20 share average in Nielsen national numbers. NBC was in a close second place with a 12.2/20, CBS was in third with a 9.5/16 and Fox was fourth

with a 7.6/12. However, among viewers 18-49, NBC leads with a 7.7 rating, followed by ABC's 7.3, Fox's 5.4 and CBS's 4.5.

The trial aside, with nearly two weeks played out in the new season, some distinct patterns are taking shape. Most notably, unless CBS's performance drastically changes for the better, the eye network will finish further in fourth place behind Fox among 18-49-year-old viewers than it did last year, and if the numbers hold up on Sunday night from the first week, NBC's move of *Mad About You* and *Hope & Gloria* to Sunday night may prove to be one of the more successful shifts of the season.

Network observers were suggesting that if the performances of CBS's Sunday comedies *Cybill* and *Almost Perfect* didn't improve in their second airing (last night, Oct. 1), the network would scrap that strategy and move *Murder, She Wrote* back to the Sunday 8-9 slot. On Sunday, Sept. 24, the network finished third on the night, and its performance among 18-49-year-olds was worse than it was with the older-skewing *Murder, She Wrote* in the time period last year. "I don't think *Cybill* and *Almost Perfect* will stay on Sunday night if *Mad About You* does strong numbers again," predicted Paul Schul-



If ratings for 'Cybill' don't improve, it could be one of the first shows of the season to be moved to a new night.

man, president, Paul Schulman Co.

NBC's *Mad About You* won the Sunday 8-8:30 slot with a 14.6/23, its lead-out, *Hope & Gloria*, dropped nearly 3 ratings points from its lead-in to finish second from 8:30-9. Overall, ABC won, followed by NBC, CBS and Fox.

CBS has made a number of moves in an attempt to improve its fortunes for the remainder of the season. Last week, the network signed a deal with Paramount Network Television for six episodes of a new comedy series. *The Cube*, from former *Cheers* writers/producers Dan Staley and Rob Long, will begin production next month and will be ready for midseason use.

Also, the network announced it would give its four new dramas—*Central Park West*, *New York News*, *Courthouse* and *American Gothic*—special airings on two movie nights in October to gain additional sampling.

All of the extra telecasts will be original episodes. On Sunday, Oct. 8, *Central Park West* will air at 9-10 p.m., followed by *New York News*. On Tuesday, Oct. 10, *Courthouse* will air at 9-10 p.m., followed by an episode of *American Gothic*. The dramas also will air in their regular time periods that week.

Central Park West may benefit the most from the double airing. CBS expected the soap's numbers to improve once Fox's stunting ended on Wednesday night and *Party of Five* debuted in the 9-10 slot against CPW. However, last Wednesday (Sept. 27) CBS's numbers were only slightly better against the premiere of *Party*, with CPW averaging a 6.2/10 for the hour. In its debut, *Party* pulled in a 6.9/11, finishing third in the time period. ■

'Frasier' sells in L.A., Chicago

Paramount Domestic Television found off-network homes for *Frasier* in Los Angeles and Chicago late last week.

In Chicago, a source familiar with the deal said *Frasier* sold to Fox O&O WFLD-TV for a whopping \$90,000 per week, slightly more than the \$85,000 per week the station reportedly paid last year for *Seinfeld*. In Los Angeles, Chris Craft-owned KCOP-TV also paid about \$90,000 per week, less than Paramount's \$100,000 floor price for the show in the number-two market.

Frasier, to bow in syndication in fall 1997, sold earlier this month to Tribune-owned WPIX New York for \$115,000 per week. With Paramount promising a minimum of 98 episodes, the combined license fees paid for *Frasier* in the top three markets work out to more than \$500,000 per episode. Paramount is offering a 169-week license term, to be extended by 39 weeks for each year the NBC hit runs past the 1997-98 season. —CL



'Carnie' leads new talkers

Rep study says genre could get post-O.J. boost

By Cynthia Littleton

National premiere-week ratings for most of the fall season's new talk shows had station reps and syndicators pondering the same question last week: What will the numbers look like when the O.J. Simpson trial siphon is shut off?

"Optimistically, we're looking at the possibility that all the shows will benefit," said Bill Carroll, vice president, director of programming, Katz Television Group. "Realistically, it's hard to tell from the [ratings] performances we've seen so far. It should give [new shows] a better opportunity to differentiate themselves."

Industry veterans caution that it's far too soon to pick winners and losers among the freshman class, but Warner Bros. Television's *Carnie* leads the pack in Nielsen's national household ratings.

Carnie, which got a jump on the competition by premiering Sept. 4, averaged a 2 rating during the week of Sept. 11, a slight increase from its first-week average of 1.9. The show's highest demo rating (1.6) was with women 18-34.

"No show starts out as strong as it becomes down the line, but *Carnie* has been just as dynamic as we expected,"

said Scott Carlin, executive vice president, Warner Bros. Domestic Television.

Ricki Lake, the hit that sparked the push toward younger-skewing talkers, earned a 1.9 national rating during its debut week in 1993.

Columbia TriStar Television's *Tempestt Bledsoe* was the second-highest-rated new talk strip with a 1.8, although the former *Cosby* kid has lost only an average 5% of her lead-in rating for the season-to-date, according to Nielsen's metered-market surveys. *Carnie* has averaged a 22% lead-in drop.

By the lead-in measure, however, Twentieth Television's *Gabrielle* is the early success story. The show, which earned a 1.6 national rating, has boosted its lead-in rating by an average 7%.

The new men of talk had a tougher time during premiere week. Genesis Entertainment's *Mark Walberg* earned a 1.4 national rating, although last week the show began to build on its lead-in in



It may be too soon to call, but 'Carnie' looks like the leader of the freshman class. 'Gabrielle' is coming on strong as well.



Dallas, Atlanta and other metered markets. Buena Vista Television's *Danny* trailed with a 1.3.

"It's going to be a slow build, but we feel we have a good show and people will find it," said Mort Marcus, president of Buena Vista Television.

Other newcomers struggling to gain a foothold included Rysher Entertainment's *George and Alana*, which garnered a 1.3 national rating in its first week, and Turner Program Services' *Lauren Hutton And...*, with a 0.8. ■

Weiswasser to run Disney/telco venture

ABC executive to lead telco programer

By Mark Berniker

The search for an executive to run Disney's venture with the telcos is over, and the winner is Steve Weiswasser.

He has been named chief executive officer of Americast, the joint venture between The Walt Disney Co., Bell-South Corp., SBC Communications Inc., Ameritech Corp. and GTE Corp.

Weiswasser has been president of Capital Cities/ABC Inc.'s multimedia group; it is not known who will replace him in the aftermath of Disney's merger with CapCities/ABC.

"We're going to create content, market it and send it over the state-of-the-art

distribution system from the telephone companies," says Weiswasser.

Americast's start-up funding from the five partners will be \$500 million during the next five years. The four telcos have 68 million customers in 33 states. The telcos' infrastructural investments are separate from this programming and marketing venture.

Weiswasser says he will begin developing a business plan and amassing a staff from the broadcasting, cable, licensing and new media fields.



"We're going to create content, market it and send it over the state-of-the-art distribution system from the telephone companies."

—Steve Weiswasser

Americast, to be based in Los Angeles, will assemble a national package of television programming and interactive services. Weiswasser emphasizes the local angle, however: "Television needs to be local, and the new services also need to be local."

Americast will begin rolling out services next year. ■

Ironing out the Time Warner/TBS details

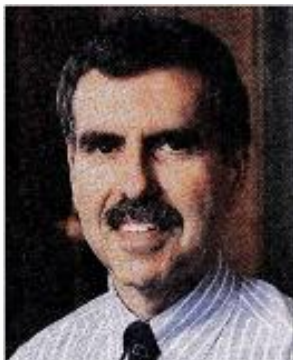
Big question is future of cable division

By Steve McClellan

Although Time Warner and Turner Broadcasting System announced their merger more than a week ago, negotiations continue on several fronts (including talks with US West) concerning the future of the joint venture Time Warner Entertainment (TWE). TW also continues talks with Comcast and Continental over their charges that Tele-Communications Inc. was given "preferential" 20-year carriage agreements for TBS program services as part of the package of inducements TCI received for approving the merger.

Time Warner Chairman/CEO Gerald Levin, sources inside the company say, has not ruled out giving up control of Time Warner Cable, the nation's second-largest cable system operator, to US West. The phone company owns slightly more than 25% of the cable company, which, with Home Box Office Inc. and the Warner Bros. Studio constitute the key businesses in the TWE venture. Time Warner owns the remaining just-under-75% of the venture.

US West has been vying for control of the cable operations since earlier this year when TW proposed restructuring the joint venture to recapture the venture's program and production assets. TW has resisted relinquishing control of the cable properties.



Levin hasn't ruled out giving up control of T-W Cable to US West (Chairman Richard McCormick, right), which would make US West the second biggest MSO in the country.

US West sued to block TW's merger with Turner on the grounds that it violates the joint-venture agreement, which prohibits TW from engaging in businesses that compete "directly or indirectly" with the businesses of TWE. Many of the TBS businesses do just that, including the New Line Cinema, Castle Rock and Hanna-Barbera production companies, and the basic cable networks TNT and Cartoon Network.

Although Levin says publicly that the US West suit is without merit, analysts and lawyers who have read it say, as one lawyer put it, that it is "not frivolous. This is not a case that any court would dismiss out of hand. It will force Time Warner to come up with some major concessions [in order] for the US West problem to go away. Otherwise, the merger could be in jeopardy." TW isn't expected to file a response to US West until later this week or next.

To decide whether to give up control of Time Warner Cable will be perhaps the toughest decision facing Levin in the coming months. "It puts him between a rock and a hard place," says a TW insider. "He wants to control the content and the distribution. But if it's a choice between saving the merger and keeping cable, he'll save the merger."

There are compelling financial incentives for Time Warner to give up control of the cable systems, analysts say. If the MSO were spun off into a joint venture

in which US West owned 51% or more, TW could also shift \$4 billion-\$5 billion of its \$17 billion debt load onto the cable venture. Analysts say such a move would give a big boost to Time Warner's stock, perhaps raising it \$30 per share almost immediately.

Time Warner management has been criticized for not boosting the value of the company's stock the past few years, and the merger with TBS compounds that problem in the short term. The merger terms call for TW to issue 178 million new shares of stock, which will dilute the value of the outstanding shares by roughly 40%.

"The whole focus of Levin's priorities and efforts now has to be on stock value," says Porter Bibb, an investment banker with Ladenberg Thalman & Co. "I do not think it would be a bad deal at all to let US West take the cable, or a controlling stake, and give Time Warner a managing contract. By shifting all that debt, it would give an immediate shot—he could make several billion in stock price appreciation."

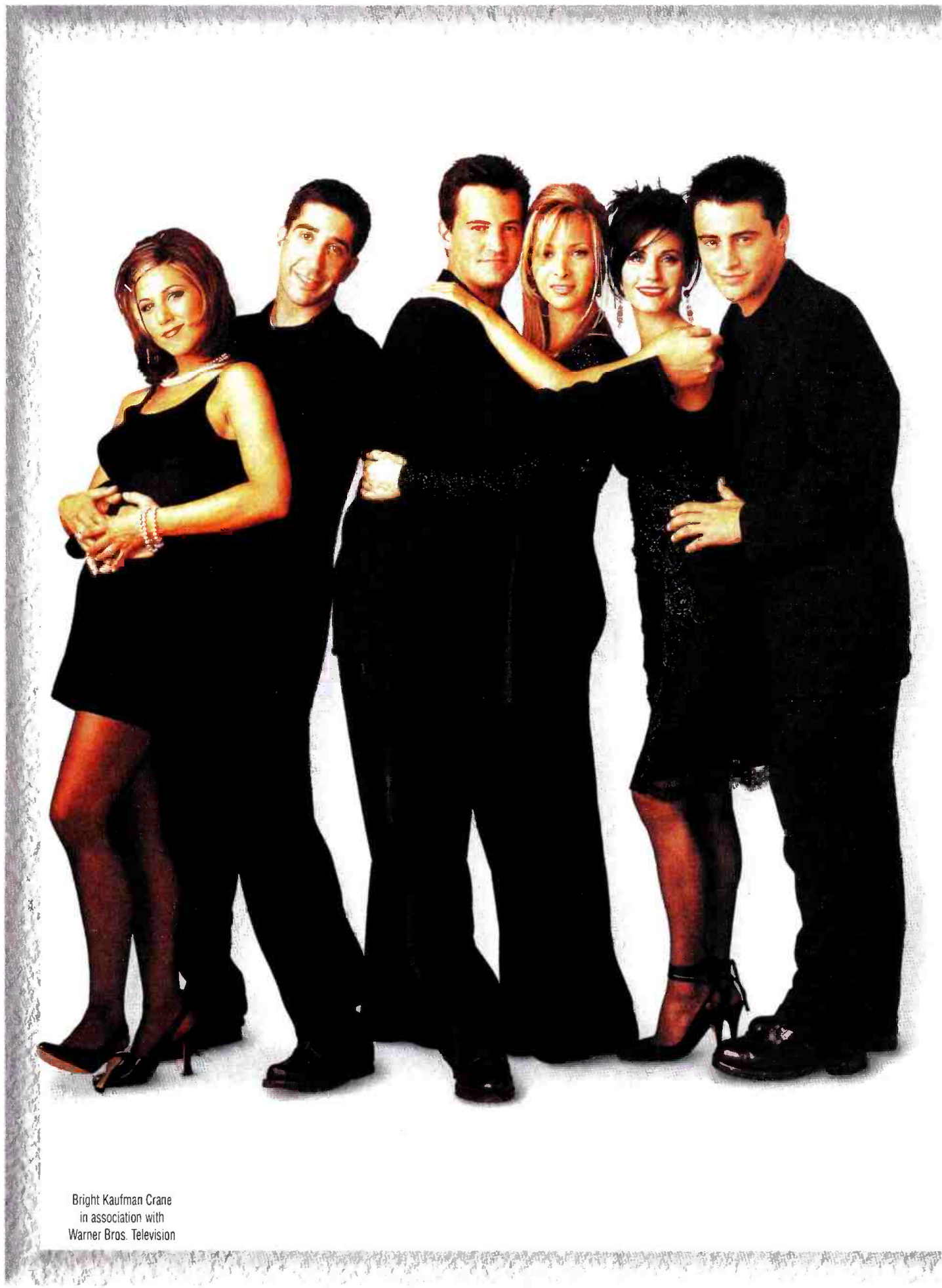
However, there are compelling political factors that Levin has to balance against the financial ones. If Time Warner no longer controls a major MSO, there is no reason for John Malone's Liberty Media to put its 8% stake in TW in a voting trust controlled by Levin. That, in turn, would give Malone greater freedom to acquire even more shares and possibly assume de facto control of the company with Ted Turner, who will become the single largest shareholder in Time Warner, post merger, with a 10% stake. ■

Rumor du jour: Viacom/CBS

Rumors spread through Wall Street last week that Viacom was considering a counterproposal to Westinghouse's bid for CBS. A source at Viacom would not rule out a bid, but said that a decision was not imminent. A source at CBS said "there's nothing that would indicate that anything is going on" with respect to a Viacom bid for the company.

Sources at Viacom and CBS said that the rumors, similar to ones circulating earlier this year, were triggered by the expiration of a special security, called variable common rights (VCRs), issued in connection with Viacom's acquisition of Blockbuster. The value of those rights was determined by the average price of Viacom's Class B shares during the month that ended Sept. 30. Viacom could not consider any major acquisition before that time for fear of depressing the stock price, which would have meant issuing more shares to pay for the VCRs. However, the company now is free to consider big-ticket acquisitions once again. —SM

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Superpanel III

Executive roundtable weighs consolidation, megamedia, telecom reform

By Harry A. Jessell

Vertical integration isn't all it's cracked up to be, says NBC President Bob Wright.

Although network rivals Fox and ABC now are linked to major Hollywood studios, NBC doesn't feel it has to follow suit, Wright said at last week's Interface IX conference sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association. Wright was one of 10 top industry executives constituting the conference's "Superpanel."

Now that FCC rules barring TV networks from engaging in programming production and back-end syndication are gone, Wright said, NBC can work directly with independent writers and producers.

"There is no particular reason an agency has to bring its talent to a studio to get its programming on the air," Wright said. What NBC must do is make itself the "most accessible and attractive place for talent to do business."

The wide-ranging panel discussion included talk of the ongoing industry consolidation, marked by the Westinghouse/CBS, Disney-CapCities/ABC and Time Warner/Turner mergers; the short-term ambitions of the companies; the prospects for digital TV and HDTV; the impact of more liberal broadcast ownership limits; entry of local telephone companies into the long-distance business, and wireless cable and cable entry into the local telephone business.

Reacting to Wright's comments, CBS President Peter Lund pointed out that the big networks now do little in-house program production, but he agreed there is no need for networks to hook up with a studio to produce programs "under one roof by one integrated company." CBS is set to be acquired by Westinghouse Electric, a company with



Stanley E. Hubbard II



Marcy Carsey

small production and distribution capability.

Independent producer Marcy Carsey of Carsey-Werner said she anticipates that the networks will assert themselves more in program production in the absence of the FCC prohibitions. "We just hope you don't get too good at it too fast."

Lund had no comment on

Westinghouse's promise to increase children's educational programming on CBS, except to say that CBS was "looking for the best programming to fulfill the promise.

There is no shortage of interested producers that would like to help fill the bill, including CBS News."

Westinghouse made the children's commitment to clear the way for FCC approval of its acquisition of CBS. Wright tweaked Lund about the so-called social contract, saying he had heard rumors that, as a condition of the merger approval, Westinghouse/CBS had agreed to "go black and white in 1997 and beyond."

Asked about the structural upheaval in the TV industry, Carsey said she hoped that when the "dust settles" there will be a place for diverse and "cutting-edge" programming that will bring people to the TV for things other than "computer games and pay per view."

The consolidation "could make it better," Carsey said. "It could be an opportunity for a creative revolution."

Comcast President Brian Roberts told Carsey that she shouldn't dismiss opportunities to produce computer-based video games and multimedia programming. But Carsey said she wasn't interested: "We are storytellers. We are incapable of hedging our bets."

Black Entertainment Television President Bob Johnson offered a thumbnail analysis of the Turner/Time Warner merger: Ted Turner had to ally with one of the two powerful companies that dominated his board, Time Warner and Tele-Communications Inc. Turner chose Time Warner and was fortunate that TCI gave its blessing.

Given the \$8 billion purchase price, Ted made the right

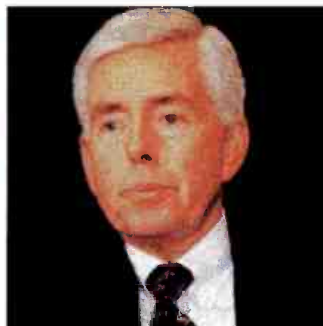
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Lowry Mays



Chase Carey



Peter Lund



Kay Koplovitz



Robert Wright

and other cable operators in Primestar, despite the FCC's current plan to force Primestar to bid for DBS channels in auction: "We definitely don't want to back out of that business."

Clear Channel Communications President Lowry Mays defended provisions of the telecommunications-reform legislation that would relax or repeal TV and radio ownership limits. Contrary to what critics of the provisions are saying, permitting one company to own more stations in a market will increase diversity, not lessen it, Mays said.

deal at the right time. Johnson said. And he should survive "the Machiavellian wars" within Time Warner if TCI President John Malone can keep everything in "equilibrium."

"It's a tough call," Johnson said, "but, bottom line, Ted makes out: He'll be very wealthy in Montana or very wealthy running Time Warner."

Bell Atlantic's Ray Smith boiled down his company's strategy into the "three Bs"—bonding, bundling, branding. Bell Atlantic must "bond" (merge, form partnerships and alliances) with other companies. "bundle" local, long-distance and wireless telephone services with video services, and offer it to consumers under a national "brand," he said.

Having just ordered 3 million digital set-top boxes, Bell Atlantic (with partners Nynex and PacTel) is prepared to roll out digital wireless cable service next year. With partners Airtouch and Nynex, it soon will announce its national brand



Brian Roberts

for their wireless telephone service. And if the President signs the pending telecommunications-reform bill into law this year, Bell Atlantic will race into the long-distance business outside its local telephone territory immediately and jump into the business within its telco market within a year.

In essence, Comcast seems to have the same strategy as Bell Atlantic. According to Roberts, the plan is to create a full package of nationally branded communications services, including cable TV; local, long-distance and wireless telephone service, and high-speed computer links. To make it happen, Comcast has entered a telephone joint venture with Sprint, TCI and Cox. And, Roberts said, Comcast is modifying its cable systems to enable them to provide telephone service either as a wholesaler or a retailer. To become the second facilities-based telephone company is "the logical next step."

Roberts also said that Comcast is committed to pursuing the DBS business through its partnership with TCI

It's "ridiculous" to suggest that one company would own all the stations in a community the size of San Antonio, where Clear Channel is headquartered, he continued. But if Clear Channel did own all 28 stations there, he said, "there would be more diversity because there wouldn't be four country stations. There would be only one."

"The consumer wants diversity of programming, not diversity of ownership," Mays said, quoting FCC Commissioner Andrew Barrett.

The broadcasters on the panel offered no consensus on HDTV. Although Fox is interested in the new high-resolution, widescreen service, Fox Television Chairman/CEO Chase Carey said that the network is more interested in using the additional digital spectrum the government may grant each TV station to broadcast multiple channels of standard-definition television.

Not wanting to prejudge the market demand, Carey said he opposes requiring stations to air a minimum amount of HDTV programming. The FCC is considering such a requirement as part of its digital TV proceeding.

Fox would develop additional programming for a multiple channel digital TV service, but its affiliates probably "would mix and match" services from a variety of networks, Carey said.

Wright said NBC is committed to giving HDTV a try in the marketplace and views standard-definition services as an "intermediate step. The important thing is that broadcasters secure the additional spectrum so they can explore all the possibilities, he said: "Broadcasters cannot afford to be left behind on visual quality."

Each of the panelists offered optimistic five-year goals and predictions. Stanley E. Hubbard II, president/COO of United States Satellite Broadcasting, said there is no end in sight to the rapid penetration that USSB and DIRECTV are making into the TV marketplace. The dish receivers are selling at a rate of 25,000 a week, he said. Asked to predict total penetration in five to 10 years, he said the low range is 10 mil-



Ray Smith



Bob Johnson

lion-15 million and the high range is 25 million-30 million. USA Networks President/CEO Kay Koplovitz said she's committed to making USA Network "bigger and better" by increasing its investment in original programming. Although most look to the battle between UPN and the WB Network to yield the "fifth network," she said, the next major network could be a cable network such as USA. Her company is rolling out a version of its Sci-Fi Channel in England and is interested in developing additional niche

services, she said.

To hear the panelists tell it, every company in every segment of the telecommunications business will be a winner in 2000. But it just isn't so, said BET's Johnson, whose own ambitions include launching a basic cable channel (The Jazz Channel) and pushing ahead in home shopping and PPV. With all the cable and broadcast networks chasing the same finite number of homes, Johnson said, "the end result is somebody's got to lose." ■



FCC collegiality: Commissioners Andrew Barrett and Susan Ness

Taking sides on V-chip

Irving, Barrett debate proposed in-set technology; Ness expresses concern over ownership dereg

By Chris McConnell

The Commerce Department's Larry Irving and FCC Commissioner Andrew Barrett tangled over the V-chip and other issues during last week's Interface IX conference.

Irving, assistant secretary for communications and information, praised the V-chip technology as a tool for empowering parents, while Barrett criticized it as a government intrusion.

Pending telecommunications legislation would require every TV set sold in the U.S. to come equipped with technology capable of blocking programing deemed violent or sexually explicit.

Irving said the measure will give parents an alternative to scanning programing guides for potentially objectionable material. He cited his own experience of switching on the television at about 8 one night to see a graphic depiction of heroin use.

Barrett countered that many children see such scenes in their own lives and that television is not to blame. Barrett

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Commerce's Larry Irving

also voiced discomfort with any government involvement in the issue. "I'm not sure the government ought to be the parent of America's children," Barrett said.

The two also differed on the impact of pending congressional proposals to

rewrite broadcast ownership rules. Irving decried the legislation's lack of radio ownership limits, while Barrett insisted that allowing concentration of ownership may allow broadcasters to offer more variety.

"I want diversity in terms of programing," said Barrett, adding that evidence so far has convinced him that multiple ownership helps such diversity.

Irving was more concerned about the consequences of too much deregulation of media ownership restrictions. "Under this bill, you could be the ayatollah of it all," he said.

Joining him in voicing worries was FCC Commissioner Susan Ness, who asked about the consequences of owning two television stations in a single market.

"What if they are the top two stations?" Ness asked. She also wondered what allowing new multiple- and crossownership combinations will achieve.

Barrett said he has no problems with easing broadcast/newspaper crossownership restrictions or allowing ownership of two television stations in larger markets such as Washington or Chicago. He also cited Fox as a contributor to television programing diversity.

"The programing all seems dumb and simple, but obviously sells," Barrett said. But he agreed with Irving in voicing concerns about a complete elimination of national caps on radio ownership limits.

Ness said that the commission needs to "carefully craft" its attribution rules while expanding ownership limits. She voiced particular skepticism at an existing rule that allows a company to hold a 49% voting stake in a broadcaster without having that station count as an "owned" unit as long as someone else holds more than a 50% voting stake. The rule assumes the minority shareholder will not exert control over the station. "Give me a break," Ness said. She also said that the current rules on equity and nonvoting stock investments pose a concern. ■

Face-off on the V-chip

NBC's Cotton says it would violate free speech; Minow says proposed device is no different from the remote control



NBC's Rick Cotton (l) debates the merits of the V-chip with Newton Minow.

By Christopher Stern

The V-chip won't work and it will violate broadcasters' rights to free speech, said NBC Senior Vice President Rick Cotton.

But former FCC chairman Newton Minow told the same audience that if the V-chip violates the First Amendment, so do the remote control and any parent who won't allow his children to watch a particular television program. Cotton and Minow debated the merits of V-chip proposals pending in Congress at the Broadcasting & Cable Interface IX conference last week in Washington.

In the V-chip proposals, now included in proposed telecommunications-

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reform legislation, every television set sold in the U.S. would have the ability to electronically block violent or sexually oriented programing.

Both House and Senate proposals would rely on the television industry to encode each program with a rating. The V-chip would read the rating code and determine if the television set had been programmed to block the show. The Senate proposal would require the TV industry to create a program rating system; the House proposal would make the rating system voluntary.

Although Minow backs the V-chip

legislation, he agreed with Cotton that the government should have no role in creating or implementing a rating system. Minow and others assume that once legislation is passed, the television industry will face overwhelming public pressure to impose a rating system on its own.

Minow was critical of the industry generally, saying that television could be a powerful educational tool but has become a medium from which children need to be protected. "Of course you have the right to do what you are doing. I'm only asking why you are doing it."

Cotton replied that broadcasters are being unfairly singled out for the amount of sex and violence on television. Network programing, he said, is "less violent than at any other time in recent history."

Cotton cited a study conducted by the University of California-Los Angeles that found few network programs rely on violence to attract viewers. The \$1.5 million study, sponsored by the four networks, also found that those programs relying on violent content most often are aimed at children.

Although broadcasters oppose the national rating system required for the V-chip, they do not oppose some type of program-blocking technology, said Cotton. The industry has set up a \$2 million trust fund to explore alternatives to the V-chip. The broadcaster-backed devices would require parents to know which programs they want to block out. In contrast, the V-chip would block out all programing with a particular rating code.

Cotton also noted that parents who allow their children to watch violent and sexually explicit programing will be the least likely to take advantage of the new technology. ■

Capital recognition

Donald West (l), editor of *BROADCASTING & CABLE*, and Republican Congressman Jack Fields (r), chairman of the House Telecommunications Subcommittee, were the recipients of honors from The Media Institute last week. The Washington-based communications think tank made the presentations at its annual Friends & Benefactors Dinner at the Four Seasons Hotel on Tuesday, Sept. 26. West was presented with the Institute's Freedom of Speech award for his defense of the Fifth Estate's right to full First Amendment freedoms; Fields, who took the lead in revamping telecommunications legislation, received the American Horizon award for "promoting the vitality and independence of American media and communications." The honorees are shown with Media Institute President Patrick Maines.



AT A GLANCE

What the analysts recommend: Mario Gabelli, chairman, Gabelli & Associates: "I'm looking at what smart guys are doing to make money." He cites TBS, Silver King Communications, Black Entertainment Television, Meredith and A.H. Belo. He also cites Pat Robertson, who is investing in Asia and Europe.

Barry Kaplan, VP, Goldman Sachs: Latin American companies are the ones to watch, especially Mexico-based media conglomerate Televisa.

David Londoner, managing director, Schroder, Wertheim & Co.: "Vertically integrated" companies get his support, particularly Disney/ABC. It's a good plan for distributors to own their own product, Londoner says.

John Reidy, managing director, Smith Barney: He favors companies with entrepreneurial leadership, citing Disney, News Corp., Time Warner and Viacom. Personalities are important, he says: "You've got to look at who's running the show."

Jessica Reif, managing director, Merrill Lynch: Tele-Communications International Inc. has 10 years' experience overseas, managers that have proved themselves both in the U.S. and abroad, and the added benefit of TCI technology.—EAR



Analysts Mario Gabelli, Barry Kaplan, David Londoner, John Reidy and Jessica Reif offer words of warning while BROADCASTING & CABLE's Don West moderates.

Despite boom, broadcasters should be ready for bust

Analysts say: Be prepared for cyclical nature of business

By Elizabeth Rathbun

Broadcasters should look for business outside the U.S. to cushion the blow from the coming economic downturn.

That was the advice of financial analysts who spoke at Interface IX, sponsored last Wednesday in Washington by BROADCASTING & CABLE and the Federal Communications Bar Association. Most of the panelists cautioned that the past year of galloping stock prices and high-priced station deals won't last forever. The electronic communications business is cyclical and will turn down again, they said.

"You've had quite a year," said John Reidy, managing director, Smith Barney, referring to the megamergers of groups such as Walt Disney Co.—Capital Cities/ABC and, most recently, Time Warner/Turner Broadcasting System.

The broadcasting business has "far exceeded anyone's expectations," agreed Barry Kaplan, vice president, Goldman Sachs. The fact that stocks are trading at premium prices indicates "a change in the way investors look at broadcast stocks," he said. Those issues now are seen as "generators of free cash flow" rather than just an "aggregation of assets."

But when compared with these heady

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days, "'96 may not be the big year that many of us expect," Kaplan said.

No future year may be able to compare, Reidy said. "This is just an exceptional economic period, which no one expected."

David Londoner, managing director, Schroder, Wertheim & Co., worries that high stock values will not exceed the breakup values of their companies: "I've never seen it [happen] in 20 years in the business.

The question to ask about the booming broadcasting market is, "When does it end?" Londoner said. And the question for cable, he said, is "When does it begin?" Some cable stocks are underperforming, he said.

However, "the clouds for cable are starting to lift after three to four years of doom and gloom," said Jessica Reif, managing director, Merrill Lynch.

The global marketplace provides great opportunities for broadcasters and cable companies looking for opportunities, said Mario Gabelli, chairman, Gabelli & Associates: "Globalism means news, it means sports, it means cartoons and animation.... You've got to stop thinking

[only] about the United States."

But "you can't just sell the U.S. product [overseas]," Reidy said. "There's a very segmented world market.... You've got to create more [programming] with a local orientation.... Except for *Baywatch*. That seems to work."

The analysts were buzzing about the planned \$7.5 billion merger of cable king Turner into Time Warner. Gabelli called Time Warner Chairman/CEO Gerald Levin's deal for TBS "absolutely brilliant."

"Time Warner has acquired some tremendous content and distribution assets" in Turner's cable networks, including CNN, TBS and the Cartoon Network. Reidy said. "It looks like a very good deal long term, [though in the] short term, probably a bit pricey."

Reidy said he was "shocked," however, when Ted Turner abandoned his earlier plans to buy a broadcast network: "Apparently he did a 180-degree turn." ■




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Maneuvering the TW/Turner deal

Companies strategize on moving merger through Washington

By Harry A. Jessell

A platoon of lawyers and lobbyists met at Time Warner headquarters in New York last Thursday with a single purpose: Plot the strategy for selling the Turner/Time Warner merger in Washington.

It may be a job as big as the merger itself, which will yield the nation's largest media company with combined annual revenue of nearly \$20 billion.

The campaign is to get under way this week with a planned visit to the FCC commissioners by Time Warner Chairman/CEO Gerald Levin, according to agency sources. Ted Turner will accompany Levin, if scheduling permits.

The lawyers must convince the Federal Trade Commission or the Justice Department that Time Warner/Turner will not become an anticompetitive force in the media business. And they must persuade the FCC that the deal falls within bounds of its various ownership limits.

Unlike other media mergers of the past year, either Justice or the FTC is expected to take a hard look at Turner/Time Warner, and particularly Tele-Communications Inc.'s role in the newly constituted corporation.

Tele-Communications Inc., the nation's largest cable operator and a minority shareholder in Turner, is to emerge with an 8% interest in the new company.

Critics already are alleging that the deal is really a merger of Time Warner, Turner and TCI. Together, the three serve 25 million cable subscribers and control more than two dozen cable networks.

The Consumer Federation of America and Consumers Union, in a letter to Anne Bingaman, assistant attorney general for antitrust, on the day the deal was announced (Sept. 22), charged that the TCI stake also may discourage competition between TCI and US West, a minority owner of Time Warner Entertainment, the cable system and programming unit.

"We fear that that programming clout and infrastructural dominance of a combined Time Warner, Turner, TCI and US West will thwart the development and expansion of widespread communications competition, lead to higher cable and telephone prices, and therefore must be restructured or blocked under our nation's pro-competition laws," CFA and CU say.

"Is this an acquisition of Turner by Time Warner, or could it be more fairly characterized as a joint venture of

"Is this an acquisition of Turner by Time Warner, or could it be more fairly characterized as a joint venture of Time Warner and TCI?"

Andy Schwartzman, of the Media Access Project

Time Warner and TCI?" asks Andy Schwartzman, of the Media Access Project, a Washington-based public interest law firm and a longtime critic of media concentration.

Time Warner and Turner think they have defused the TCI issue by placing the TCI stock in a nonvoting trust. According to Time Warner, that means TCI will not have a seat on the board and will not be able to vote its shares.

In addition to TCI, federal antitrust regulators will look at each of the businesses in which Time Warner/Turner are engaged and decide whether it will have undue market dominance in any of them. Those businesses range from cable programming to the making of cartoons and movies.

If the regulators find a problem, they could force the parties to restructure the deal or divest certain assets. They could simply try to block the merger in its entirety, although that is seen as a

remote possibility.

Under the Hart-Scott-Rodino law, the parties will trigger the antitrust review with their filings at the agencies. That's expected next month, and the FTC and Justice then will decide which will take the case.

Time Warner and TCI may have an easier time at the FCC than with the antitrust watchdogs. Time Warner must submit its acquisition of Turner's superstation WTBS(TV) Atlanta to the FCC for approval. The deal poses at least one problem.

The law prohibits common ownership of a TV station and cable system in the same market, and Time Warner already owns a cable system serving 60,000 subscribers in the Atlanta market. To remedy the problem, Time Warner sources say, the company is ready to sell the system within a reasonable time.

Time Warner is hoping that the FCC will not use the transfer process to evaluate the deal from a competitive standpoint or to insist on public interest concessions.

Time Warner also hopes that the TCI trust arrangement will keep TCI and Time Warner within bounds of FCC cable ownership restrictions. The national ownership cap limits cable operators to covering no more than 30% of all cable homes passed. The programming cap says a cable operator may not fill more than 40% of its system capacity with programming in which it has an interest.

Should the FCC find that TCI holds an attributable interest in Time Warner, or vice versa, the two companies would exceed the 30% national cap and possibly the 40% programming cap.

(The 30% cap is now in legal limbo. Following a challenge by Time Warner, a federal court found that the national ownership cap is unconstitutional. The FCC has stayed the rule, pending appeals.)

The Time Warner/Turner Washington team includes company lobbyists and lawyers from at least six law firms: Cravath, Swaine & Moore, Time Warner principal outside corporate and antitrust counsel; Willkie Farr & Gallagher, which represents TCI and Time Warner; Fleischman & Walsh, Time Warner's principal FCC firm; Jones Day Reavis & Pogue, TCI's antitrust counsel, and Mintz Levin Cohn Ferris Glovsky & Popeo and Skadden Arps Slate Meagher & Flom, representing Turner. ■

Quello levels charges over social contracts

Commissioner says Gore assistant Simon sought commitment on Westinghouse kids TV announcement; Simon denies it

By Chris McConnell

Simon says support social contracts. That's what FCC Commissioner James Quello is telling Congress. In a letter last week to Senate Commerce Committee Chairman Larry Pressler (R-S.D.), Quello said Greg Simon, special assistant for telecommunications policy issues to Vice President Al Gore, asked him to support an agreement on children's programming before Westinghouse announced its commitment to broadcast such programming. Simon has denied the charge.

Seeking to seal its \$5.4 billion acquisition of CBS, Westinghouse two weeks ago pledged to deliver two weekly hours of children's educational programming during the 1996-97 season, and three hours during the subsequent two seasons. Westinghouse has said its commitment was voluntary, but industry sources have said Hundt is using pending license transfer and waiver applications by Westinghouse and Disney to extract such commitments.

Joining in the skepticism have been Pressler and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), who wrote Hundt to voice concerns about the Westinghouse announcement. Pressler asked each commissioner to disclose any contact with Westinghouse or Disney representatives that involved discussion of social contracts.

Quello responded last week with a report of a Sept. 19 phone call from Simon. The commissioner says the Gore assistant asked him to support a Westinghouse agreement on children's programming as well as the imposition of such requirements on all broadcasters. Quello also said that Simon asked him to call the Vice President's office before making any public statement critical of the FCC chairman on the issue.

Simon has said that Quello's account is inaccurate. An aide in the Vice President's office said that Simon phoned Quello only to inform him of a letter from President Clinton expressing the administration's support of quantitative children's programming requirements.

Quello's letter also suggests direct involvement by Hundt in negotiating a

social contract with Westinghouse. The letter recounts a conversation between Quello staff and a Westinghouse representative during which the representative expressed concern about a Sept. 15 Quello press statement on social contracts. In his letter, Quello says the representative "expressed strong concern that Chairman Hundt...might become angry and back out of ongoing discussions. I presume this reference could only mean discussions of a social contract," Quello said.

Hundt, meanwhile, last week denied offering Westinghouse any quid pro quo on children's programming commitments. "If the Westinghouse commitment is a quid, they have received no quo from me," Hundt said in a letter to Fields.

But he also insisted that the FCC should evaluate such commitments in considering license transfer and waiver



Tough talk from Commissioner Quello

applications. "Requests for waivers of our rules require us to make a further public interest finding," Hundt said. "Westinghouse seeks waivers of more than one dozen multiple ownership rules." ■

License revocation sought over Stern remarks

Hispanic group says FCC should pull Greater Media's license for KLSX in wake of Selena comments

By Chris McConnell

The National Hispanic Media Coalition is not accepting Howard Stern's apology.

The group last week asked the FCC to yank the license of Greater Media's KLSX(FM) Los Angeles on indecency grounds. The coalition cites Stern's April comments about Selena Quintanilla Perez, the Grammy Award-winning singer who was shot and killed March 31.

Following the shooting, Stern played Selena's music with added gunshot sounds and made several comments about the singer that the coalition says went "far beyond the boundaries of



Howard Stern's Selena remarks angered Hispanics.

contemporary community standards."

"The time has come to shut the door on rampant indecency by putting all licensees on notice that they risk the ultimate penalty of the loss of their license," the coalition said in its filing. "The revocation of KLSX's license is the least that the FCC can do to restore some semblance of substance to the 'public interest' standard."

Stern later apologized for his remarks, although the coalition says his apology only made things worse. "It was not an apology," says Henry Barbosa, the coalition's vice chairman. Barbosa says Stern's apology—delivered in Spanish—was a sarcastic

response to complaints about his earlier comments.

The coalition's chairman, Alex Nogales, says the group would be satisfied if Stern were moved to a time outside the 6 a.m.-10 p.m. block during which the FCC forbids indecent broadcasting. A U.S. Court of Appeals in Washington upheld those "safe harbor" rules. However, the group would prefer an outright revocation, Nogales says.

Such revocations are rare. FCC officials say the commission has taken away licenses as a result of on-air com-

ments, although they are hard-pressed to recall any examples since the 1950s.

Charles Kelley, chief of the FCC's enforcement division, says that commission rules do not specify procedures for processing petitions to revoke a license. Although the rules require the FCC to address petitions to deny license renewals filed at the expiration of a broadcast license term, he says, they do not carry requirements concerning petitions to revoke a radio license.

"It's like a complaint," Kelley says of the petition, adding that such filings

are dealt with on a case-by-case basis.

Nogales says that more complaints are on the way—the coalition plans to oppose Infinity purchases of more radio stations.

(Last month Infinity announced a stock offering to finance more acquisitions.) "We're just going to get in their way every time they want to buy something," Nogales says.

Representatives from the station, Greater Media and Stern syndicator Infinity Broadcasting did not return calls. ■

Cable operators have new mechanisms for recovering costs. The FCC has developed a proposed form allowing operators to recover costs of significant upgrades "that provide benefits to subscribers of regulated cable services." With Form 1235, an operator seeking to raise rates to cover an upgrade need only submit the upgrade costs rather than all costs. To qualify for the rate increases, the operator must be undertaking an upgrade that requires added capital investment and will provide improved service to subscribers subjected to the rate increase. The FCC is inviting comment on the form.

In another action, the FCC also has adopted a rate-adjustment methodology that allows cable companies to adjust rates once a year to reflect inflation and changes in external costs and in the number of channels. The rules permit cable operators to "project reasonably" changes in their costs for the 12 months following the rate change. The commission hopes the new rule will eliminate delays in recovering costs.

The new rules, which are optional, also call for cable operators to file for the adjusted rates annually rather than quarterly, a practice the commission says confuses subscribers. The new rate-adjustment option also eliminates the current practice of reviewing the entire cable programming service tier (CPST) rate after receiving a complaint about CPST rates.

FCC Chairman Reed Hundt's plan to shut down FCC field offices was still awaiting a third vote last week. Hundt in August announced a plan to close nine field offices and three regional offices as part of an effort to cut the FCC staff by 10% next year. The commissioners—who must approve the closings—have been considering the plan in a proposal circulating among them. Commissioner James Quello has opposed the closings, and Commissioner Andrew Barrett has raised questions about the plan. Sources last week said Hundt and Commissioner Susan Ness had signed off on the closings so far.

The NCTA wants the FCC to reconsider its streamlined procedures for Section 214 applications. Telephone companies seeking to operate video systems must apply for the Section 214 waivers from the commission. The

FCC adopted the streamlined procedures this summer for telephone companies seeking to operate stand-alone cable systems. The streamlined procedures apply to telcos that have obtained injunctions barring the FCC from enforcing the telco-cable crossownership ban. In its petition for reconsideration, the NCTA said the commission should condition any streamlined 214 authorization on the presence of local competition and the availability of "reasonable interconnection terms." The NCTA also said that the commission should condition the streamlined procedures on the provision of pole attachments to competing cable operators.



Washington Watch

Edited By Chris Stern

The FCC is boosting security. Beginning Oct. 2, the commission will institute a series of security upgrades, including X-ray screening of all mail and packages, 24-hour closed-circuit television monitoring and 24-hour guard patrols. The "Level IV" security measures also call for all commission visitors to pass through a metal detector and run all briefcases and packages through an X-ray machine.

The FCC will consider AT&T's status as a "dominant" long distance carrier at its Oct. 12 open meeting, commission officials say. That regulatory status subjects AT&T to price caps. FCC officials say the commission will not be factoring in any AT&T projects to wire classrooms with communications technology in ruling on the dominant status. Despite the trend toward "social contracts" in the cable business, commission officials insist that no such deals are in the works for AT&T.

Time Warner Cable last week was pointing to some 500 supporting comments in its efforts to seal a "social contract" with the FCC. In reply comments to the commission, the cable operator cited comments from 227 governmental bodies and 201 schools and educators in support of the proposed contract. Announced in August, the proposed contract calls for Time Warner Cable to spend \$4 billion on domestic system upgrades during the next five years. The deal also calls for Time Warner to provide free service connections at one outlet in all the public schools passed by its cable television systems.

October 2, 1995

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| | K 2-11 | K 6-11 | B 2-11 |
|----------------------|---------------|---------------|---------------|
| POWER RANGERS | 6.3/27 | 7.7/32 | 8.3/34 |
| X-MEN | 6.2/24 | 6.9/26 | 8.3/33 |
| SPIDERMAN | 5.9/21 | 6.7/24 | 7.2/26 |
| THE TICK | 5.7/22 | 6.6/25 | 6.9/28 |
| EEKSTRAVAGANZA | 5.3/19 | 6.4/23 | 6.4/23 |
| LIFE WITH LOUIE | 5.0/21 | 6.2/25 | 6.9/29 |
| ALADDIN | 3.9/14 | 3.7/13 | 3.9/14 |



**SABAN'S
 MASKED RIDER
 PREMIERES
 AT #1**

***SATURDAY, SEPTEMBER 16**

| | K 2-11 | K 6-11 | B 6-11 | 9:00-9:30AM | K 2-11 | K 6-11 | B 6-11 |
|--------------------------|---------------|---------------|---------------|---------------------------|---------------|---------------|----------------|
| 8:30-9AM | | | | | | | |
| MASKED RIDER™ (I) | 4.8/23 | 5.5/27 | 8.3/37 | MASKED RIDER™ (II) | 6.4/25 | 7.2/28 | 11.2/40 |
| TIMON & PUMBAA | 4.5/22 | 3.9/18 | 2.9/13 | ALADDIN | 5.4/21 | 4.6/18 | 3.9/14 |
| FREE WILLY | 1.8/9 | 1.9/9 | 2.2/10 | GEORGE OF THE JUNGLE | 2.6/10 | 2.4/9 | 2.2/8 |
| SYLVESTER/TWEETY-WB | 1.3/6 | 1.1/5 | 1.2/5 | ANIMANIACS-WB | 1.9/8 | 1.9/7 | 1.6/6 |



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 *Source: Nielsen N11 9-9-95, 9:15-95.

'Late Show' looks for a boost

New animation, more stand-up, return of Chris Elliot among planned changes

By Steve Coe

In what he calls an ongoing effort to improve the product, Robert Morton, executive producer, *Late Show with David Letterman*, says the show will undergo some cosmetic enhancements and changes in sensibility.

Morton says the show will add new animation for its opening and "Top Ten" list as well as a slightly redesigned set and theme. "Every two or three years we have changed the opening, the music or any configuration of things," says Morton. "It's a matter of wanting to stay familiar but add elements that keep the show fresh."

One change that already has occurred is the placement of the "Top Ten" within the show. Last Monday, Sept. 25, the segment was moved from the first half-hour to the top of the second, a difference of about 12 minutes. "The move gives us a little energy boost at the start of the second half-hour and also comes at a time when viewers from [ABC's] *Nightline* are finished and looking around."

The other cosmetic changes—including the redesigned set, which

will be ready in February or March—will take place during the next six months.

Perhaps more significant than the physical tweaking of the show are the expected changes in the type of guest



It's time for a few changes, says 'Letterman' producer Robert Morton. Helping in that decision has been the growing strength of Jay Leno.

and performer and the way in which the late-night project is promoted.

In a nod to the kind of comedy the show featured while on NBC, comedian Chris Elliot is returning, and Morton may add other performers. "We want to get back to that type of comedy.

I also want to add more stand-up comedy. It was a franchise we had. When the best new comedians came up, they usually came on our show first, or second after *The Tonight Show*. It's not like we stopped doing it, but it's an important part of the show I want to nurture."

Morton also acknowledges that since its move to CBS, the show has gotten caught up in the pressure to book big stars and has moved away from the offbeat comedy that built it into a success—and that other shows are now doing on a regular basis. "It's not that we don't want the



big stars, but in the past we had such a strong identity by offering offbeat comedy. As the competition intensifies, there's more pressure to get Alec Baldwin or the big star. I think we put too much emphasis on that when we moved to CBS."

During the past six to eight months, NBC's *The Tonight Show with Jay Leno* has caught up with—and recently surpassed—*Letterman* in household numbers and narrowed the gap among viewers 18-49. That development has less to do with *Letterman*, however, than with CBS's prime time lineup and weakened distribution system.

As CBS prime time fortunes have sunk, so too have the numbers for *Letterman*. The network finishes in third place in households on most nights during the week and an even weaker third among the key demographic. Not only are the lead-in numbers significantly down, the impact of promotional spots airing in prime time for the late-night show is weakened. Viewers who watch CBS's prime time lineup

BBC targets U.S. kids

The BBC is creating a children's and family entertainment production unit in New York to target the North American market. Richard Siggelkow, co-creator of *Shining Time Station*, seen in the U.S. on PBS, has been named to run the division, reporting to Eve Krzyzanowski, who heads the BBC Worldwide Americas program production department. Siggelkow says that four half-hour series are in development. Furthest along is *Noddy*, a preschool project mixing live action, puppetry and animation, which will incorporate the *Noddy* animated shorts produced originally by the BBC for airing in the UK. Also in the works are a talk show for the preschool audience and a sci-fi series targeted to older kids and teens. In addition, Siggelkow reports that the new division will develop and produce long-form family entertainment features. No exhibitors have been lined up for any of the series, but Siggelkow is talking to various networks, including broadcast, cable and PBS. He also doesn't rule out syndication. "We're looking for all sorts of partnerships," including co-productions, he says. Siggelkow would not cite specific numbers, but estimates put the production costs for the two preschool projects in the \$250,000-per-episode range, while the sci-fi series probably will cost \$350,000 or more per episode. Siggelkow says the long-form budgets will be comparable to movie-of-the-week budgets (roughly \$3 million).

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are predominantly older and less inclined to stay up and watch a late-night show or—more specifically—the younger-skewing *Letterman*.

To that end, CBS is expected to change the way it slices the promotional pie. Instead of promoting heavily on its own schedule, more promotional weight will be thrown to spots on radio

and cable. "I spend about 70% of my time trying to work on ways to improve the lead-in through promos during the prime time lineup," Morton says. "We're looking to change the structure of the promotion by promoting more on cable and radio."

Despite the dismal lead-in numbers, Morton says his focus will be on

improving the show. "I can complain about the lead-in numbers until doomsday and it's not going to do any good. And it's not going to get any better this season," he acknowledges, adding that "we're committed to this network. It's my job to keep this show competitive, and we're paid a lot of money to keep it competitive." ■

TCI in syndication? 'Damn Right'

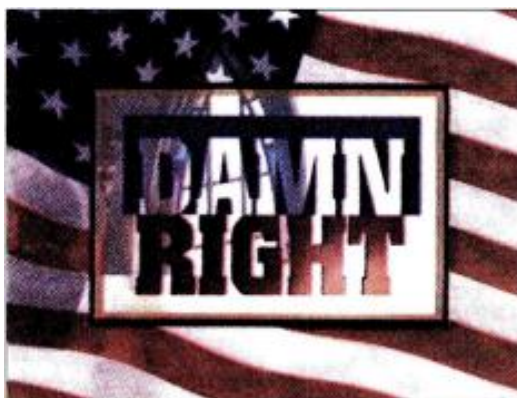
MSO has cleared public affairs show on 34 stations for simultaneous cable/broadcast air

By Cynthia Littleton

Tele-Communications Inc.'s first foray into the syndication marketplace begins this week with the premiere of *Damn Right*, an issues-oriented strip produced by the cable giant's fledgling public affairs programming unit, TCI News.

Multimedia Entertainment is distributing the half-hour call-in show, which bows Oct. 2 and will be carried on Multimedia's year-old cable channel, NewsTalk Television. PBS stations will also run a weekly half-hour version.

Sold on a straight barter split, *Damn Right* has been cleared in 34 markets, mostly with small independents, covering approximately 28% of the country. John Andrews, managing director of TCI News, calls the simultaneous cable/syndication launch of *Damn Right* an "experiment" to find the best ways to distribute TCI News produc-



tions to the widest audience.

"It's a learning experience for the company to see if we want to go further with syndication," Andrews says. "We tested *Damn Right* in January on TCI systems in New Jersey...but TCI wanted us to meet the marketplace test and not just air it for our own captive audience."

Hosted by David Asman, editorial features editor for the *Wall Street Journal*, each week of *Damn Right* will be devoted to one big issue, starting with a

critical look at tax rates in the United States.

Asman, who will be joined each week by editors from such magazines as *Spin*, *Spy* and *Ladies Home Journal*, hopes the humorous elements of the show will set it apart from the policy wonk pack. The issue of the week will be satirized by a comedy troupe dubbed the Damn Right Players and editorialized in an animated segment featuring the Mallard Fillmore character created by political cartoonist Bruce Tinsley.

"We're definitely aiming for a younger set than most talking-heads issues shows," says Asman. "Combining humor with discussions of policy is a very tricky, very delicate thing...but there is a wealth of material out there." ■

Network share average drops

CBS takes most of hit; Fox is only network to show share growth in premiere week

By Steve Coe

Viewership for the network premiere week (Sept. 18-24) was down 3 Nielsen share points versus the first week of the 1994-95 season, with the bulk of viewer loss attributed to lower numbers for CBS. The drop was the largest in year-to-year premiere week comparisons since at least the 1990-91 season.

For the first week of this season, won by ABC in households and among viewers 18-49, the four networks combined had a 69 share of the

Fox puts on the gloves

The Fox Network plans to revive the Saturday night fight on broadcast TV. Weekly broadcast bouts have not aired as a regular series since the early 1960s, but starting in January, Fox will televise a monthly boxing series, tentatively titled *Fox's Saturday Night Fights*.

Boxing promoter Don King has signed an agreement with Fox Network to co-produce the series, which will air the last Saturday of each month starting Jan. 27. The show, to be broadcast at 11 p.m.-midnight ET, will feature as many fights as can be fit in the hour, says a Fox spokesman. The program will preempt Fox's soon-to-be-launched regular Saturday night comedy Show *Mad TV*. A Fox spokesman says the network expects all Fox affiliate stations to air the boxing show. "It's a decision the affiliates make, but we will be sure to be conversing with them to make sure we get as much coverage as possible." The show is an outgrowth of King's deal with Showtime Entertainment Television and Fox to televise the Nov. 4 Mike Tyson-Buster Mathis Jr. heavyweight fight from Las Vegas (BROADCASTING & CABLE, Sept. 18).



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viewing audience. Total audience share for the four networks for premiere week 1994-95 was 72.1. Broken down by network, ABC averaged a 21 share, followed by NBC's 19, CBS's 16 and Fox's 13. Compared with last season's premiere week, CBS was down 3 share points, NBC 1, ABC was flat and Fox grew by 1 point. Fox was the only network to show growth in audience share, households and among viewers 18-49 versus last season's first week.

During the past five seasons, the year-to-year drop-off in audience share from the previous year has been an average 1 share point. An exception was the 1992-93 premiere week, which was 2.5 share points lower than the debut week of the 1991-92 season.

According to Preston Beckman,

senior vice president, program planning and scheduling, NBC Entertainment, a number of factors may have contributed to the three-point drop-off. "The drop-off this year seems to be exclusively from CBS. Every year there is increasing competition, and this year the other guys stretched out their premieres over a couple of weeks. If they [had] put them all in one week, it probably would have meant more share points."

Another factor that may have contributed to the four networks losing viewers during the premiere week is the emergence of the UPN and WB networks. "It's hard to tell if they were a factor," says Beckman. "It's not like those stations were dark before they had a network logo on the bottom of their screens." Beckman acknowledges that UPN probably

played a part in the erosion by virtue of its performance on Monday nights: "UPN's *Star Trek: Voyager* hour is significant, but I don't know if those stations [overall] are doing significantly different numbers than they were."

Despite a successful premiere week, which saw five NBC shows occupy the top five spots in viewers 18-49 for the week, NBC finished 1 share point below last year's numbers. Beckman says, however, that the network's numbers were weakened by a prime time baseball telecast on Friday night that averaged a 10 share. "If we had [had] our regular lineup in place we probably would have averaged six or seven more share points, and we probably would have been flat for the week [versus last year]." ■

Village Roadshow expands TV reach

Pitches cost savings of producing Down Under

By Cynthia Littleton

Village Roadshow Ltd., Australia's largest entertainment conglomerate, has expanded its TV production arm in an effort to export more programming and import more TV production.

Veteran American TV producer Jeffrey Hayes, the newly appointed president of Village Roadshow Pictures Television, says the company's greatest asset is its production-friendly location Down Under.

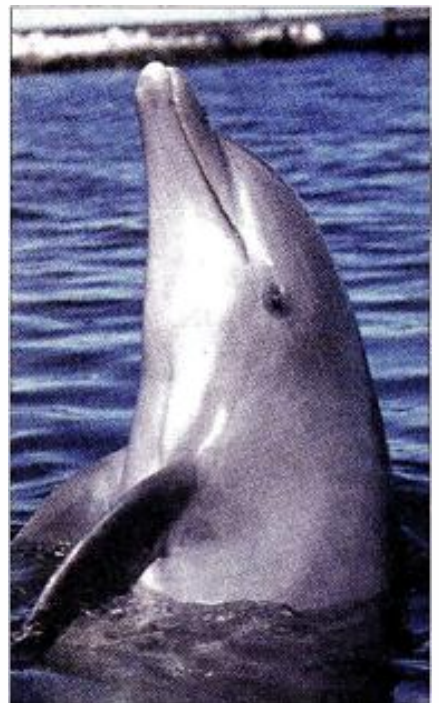
"You can get more bang for your buck here in terms of production values and what you finally end up putting on the screen," said Hayes, noting the savings reaped from the monetary exchange rate as well as the lower cost of construction materials, labor and location work.

In Queensland, where Village Roadshow and Warner Bros. are partners in the Warner Roadshow Studios, movie and TV production also has been fueled by local tax incentives, says Hayes.

VRPT's production slate at the Warner Roadshow facility already includes the new first-run series *Flipper*, a co-production with the Samuel Goldwyn Co., and the CBS miniseries *The Thorn Birds: The Missing Years*, co-produced by Mark and David Wolper and Warner Bros.

Other projects in the works are *Huey and the Beach Gods* ("Closed Circuit," Sept. 25), a first-run action weekly co-produced with ACI; *Saigon*, a miniseries for Showtime, and two four-hour miniseries for TNT: *20,000 Leagues Under the Sea* and *Fatal Shore*.

Forming a distribution operation is a long-term goal for VRPT, says Hayes, who previously held high-ranking posts at Paramount Domestic Television, Columbia Pictures Television and Aaron Spelling Productions. But for



VRPT's production slate includes 'Flipper,' a co-production with Samuel Goldwyn Co.

now the focus at VRPT is on producing programs with broad international appeal.

"We want to make shows for the U.S. marketplace, whether as a partner or sole producer," says Hayes. "But TV is an international business now. You don't have to be in the U.S. market to be successful in the TV business." ■

| NSS POCKETPIECE | |
|---|-------------|
| (Nielsen's top ranked syndicated shows for the week ending Sept. 17. Numbers represent average audience/stations;% coverage.) | |
| 1. NFL on TNT '95 | 10.6/5/70 |
| 1. Wheel of Fortune | 10.6/228/98 |
| 3. Jeopardy! | 8.9/224/99 |
| 4. Home Improvement | 7.7/218/97 |
| 5. Oprah Winfrey Show | 6.9/237/99 |
| 6. Entertainment Tonight | 6.1/169/93 |
| 7. The Simpsons | 5.5/157/91 |
| 8. Hercules: Legendary Jour | 5.4/216/97 |
| 9. Inside Edition | 5.1/169/93 |
| 10. Fresh Prince of Bel-Air | 5.0/150/87 |
| 11. Home Improvement-wknd | 4.9/186/88 |
| 11. Star Trek: Deep Space Nine | 4.9/233/98 |
| 13. Wheel of Fortune-wknd | 4.8/164/71 |
| 14. Hard Copy | 4.7/169/81 |
| 15. Rosanne | 4.6/163/89 |

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SYNDICATION MARKETPLACE

Betting on Oprah

Wall Street is betting that Oprah Winfrey will renew her top-rated King World talker



for at least one more year. Winfrey, who has until Oct. 6 to inform King World of her decision, has the option of renewing her show on a yearly basis through 2000. Since Winfrey is a significant shareholder in King World, Merrill Lynch analysts predict the shrewd businesswoman will renew for at least one more year, if only to keep King World's stock price from sinking. Winfrey has options for 1.5 million King World shares, 1 million of which are exercisable at \$25 and the rest at \$35.

Prosecutorial programing

Prosecuting attorneys are the focus of a new reality syndication project in the works from Genesis Entertainment and Mark Massari, executive producer of Genesis' *Real Stories of the Highway Patrol*. *The Prosecutors*, targeted as a strip for fall 1996, will mix courtroom footage and dramatizations to portray the public and private lives of the nation's prosecutors. Massari says the concept, inspired by the public's fascination with O.J. Simpson prosecutor Marcia Clark and her colleagues, has gotten a warm response from stations. Meanwhile, Massari says there will be some changes made on *Real Stories* in coming weeks: "We're going to make the show more unpredictable."

DIC lassos Tex

The likeness of legendary animator Fred "Tex" Avery will be featured in a series of cartoon shorts produced by DIC Entertainment. The package of 195 seven-minute shorts, compiled in half-hour segments, will be offered at MIPCOM next month for syndication in fall 1996. *Tex Avery Theater* will be done in the same classic cartoon style that the late animator pioneered at Warner Bros., where he helped create Bugs Bunny and Daffy Duck, and MGM, where he gave

birth to Droopy dog. DIC Entertainment President Andy Heyward says that he began his career working for Avery at Hanna-Barbera.

'Land's' beginning

Land's End, Buena Vista Television's new first-run action hour with former *Hunter* star Fred Dryer, got off to a solid start, with its two-hour premiere episode garnering an average 4.5 rating and 8 share in Nielsen's overnight metered markets. In mostly prime time slots, the series about an ex-L.A. cop who heads south to Cabo San Lucas, Mexico, boosted its year-ago time period rating by an average 33%. Even going up against the Sept. 22 season premiere of Fox's *X-Files*, *Land's End* did a 7/11 for New York's WWOR-TV and a 5.3/9 for L.A.'s KCOP.

Active action block

Active Entertainment and Atlantis Films are hoping to gain an edge with Generation X-ers on weekends with a two-hour programing block dubbed The Ledge. The block will consist of two action hours aimed at the MTV crowd. *Otaku Patrol Group* chronicles the adventures of "techno-punks" who cruise the streets of San Francisco looking for fun and adventure with the aid of high-tech gadgets. *Underground* tells the story of a 19-year-old fugitive on the run from villains who framed him for the murder of his father. The partners will produce 22 episodes of each series, with the weekend block targeted for a fall 1996 launch. Active will distribute domestically, Atlantis internationally.

CNBC/GGP retrospective

CNBC and San Francisco-based production house GGP will co-produce *A Year in Review: The Images of 1995*, a one-hour special for cable and syndication hosted by WNBC-TV news anchor Chuck Scarborough. The special, offered in syndication on a straight barter basis from Dec. 22 through Jan. 7, will mark the third consecutive year that CNBC and GGP have collaborated on a year-end retrospective. *A Year in Review* has been cleared in 70% of the country, including NBC affiliates in New York, San Francisco, Atlanta and Detroit. —CL

Networks look to Campaign '96

Elections will come earlier, cost more and include Fox as a player

By Steve McClellan

With the distraction of the O.J. Simpson case almost behind them, network news executives are plotting strategies for coverage of campaign '96, which in some respects will be fundamentally different from the strategies used four years ago.

It will be a more expensive campaign to cover and there will be one more network player, Fox, although the extent of the network's coverage remains to be decided.

One major difference: With more states vying for the limelight for their primaries, many contests are being moved up, so the process of nominating a republican candidate may be completed by the end of March 1996.

About two-thirds of the states will hold their primaries in March, accounting for the nomination of 72% of the Republican delegates, according to Hal Bruno, political coverage director for ABC News. "The front loading of the primaries has forced us to be moving much sooner than we did in the past. It also raises the possibility that the general election campaign could start as early as April of next year."

"We don't quite know what it will do, but it is speeding up everything, and the dynamics of covering all those primaries in so short a time span is different," says David Bohrman, executive producer, special event coverage for NBC News.

Bohrman says that the dynamics also will change from a campaign management standpoint, with March becoming in effect a monthlong national primary. The change might force candidates into national advertising campaigns during the primaries to get their messages out, he says.

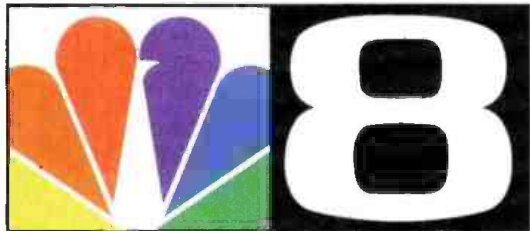
The cost of covering the 1996 campaigns, particularly the Republican and Democratic national conventions next

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August, will increase significantly. Network news sources say that, collectively, they may spend \$10 million-\$15 million more to cover the conventions because they are only one week apart and there won't be enough time to break down the facilities at the Repub-

lican convention in San Diego and ship them to Chicago for the Democratic convention. Thus, each network has to build at least two full sets of convention coverage facilities.

And possibly three. The final night of Republican convention activities in

San Diego probably will be held at a separate venue—Jack Murphy Stadium—thus requiring the networks to set up separate coverage facilities.

"The political parties have mastered the art of staging conventions that are grossly insufficient for the number of

PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 18-24

| Week 1 | abc | CBS | NBC | FOX | U/PIN |
|-------------------------|--|---|--|---|------------------------------|
| | 14.9/23 | 14.3/22 | 12.0/18 | 7.7/12 | 4.6/7 |
| MONDAY | 8:00 67. The Marshal 8.0/13 | 23. The Nanny 13.4/22 | 54. Fresh Prince 9.4/15 | 58. Melrose Place 9.1/14 | 87. Star Trek: Voyager 5.7/9 |
| | 9:30 9. NFL Monday Night Football—Pittsburgh Steelers vs. Miami Dolphins 17.1/29 | 20. Can't Hurry Love* 13.6/21 | 50. In the House 9.6/15 | 85. Partners 6.0/9 | 95. Nowhere Man 3.6/5 |
| | | 8. Murphy Brown 18.0/26 | 24. NBC Monday Night at the Movies—Danielle Steel's 'Zoya' 13.2/20 | 84. Ned and Stacey 6.3/9 | |
| | | 22. If Not for You* 13.5/20 | | | |
| | 10:30 20. Chicago Hope 13.6/22 | | | | |
| TUESDAY | 8:00 13. Roseanne 15.5/26 | 9.0/15 | 12.2/20 | 4.2/7 | 2.2/3 |
| | 8:30 11. Hudson Street* 15.9/25 | 60. John Grisham's The Client* 8.9/14 | 33. Wings 11.9/20 | 93. Fox Tuesday Night Movie—Divas 4.2/7 | 101. Deadly Games 2.3/4 |
| | 9:00 5. Home Imprvmt 20.3/31 | | 40. Newsradio 11.2/18 | | 102. Live Shot 2.1/3 |
| | 9:30 7. Coach 18.6/29 | 58. CBS Tuesday Movie—Her Deadly Rival 9.1/15 | 12. Frasier 15.6/24 | | |
| | 10:00 13. Murder One* 15.5/26 | | 41. Pursuit of Hap* 11.0/17 | | |
| 10:30 | | 35. Dateline NBC 11.7/20 | | | |
| WEDNESDAY | 8:00 25. Ellen 12.9/22 | 7.4/12 | 10.4/17 | 10.5/17 | 2.5/4 |
| | 8:30 39. Drew Carey 11.3/18 | 67. Bless This House 8.0/14 | 77. seaQuest 2032* 7.4/12 | 44. Beverly Hills, 90210 10.8/18 | 97. Sister, Sister 2.6/4 |
| | 9:00 10. Grace Under Fire 16.5/26 | 46. Dave's World 10.4/17 | 41. Dateline NBC 11.0/17 | 47. Melrose Place 10.3/16 | 97. The Parent 'Hood 2.6/4 |
| | 9:30 18. Naked Truth 14.3/23 | 85. Central Park West 6.0/9 | 26. Law & Order 12.8/22 | | 99. The Wayans Bros. 2.5/4 |
| | 10:00 28. PrimeTime Live 12.3/21 | 80. Courthouse 7.0/12 | | | 99. Unhap Ever After 2.4/4 |
| 10:30 | | | | | |
| THURSDAY | 8:00 7.3/12 | 8.3/13 | 22.6/36 | 7.6/12 | |
| | 8:30 74. Charlie Grace 7.6/12 | 55. Murder, She Wrote 9.3/15 | 3. Friends 20.5/33 | 78. Living Single 7.2/12 | |
| | 9:00 82. The Monroes 6.8/10 | | 6. The Single Guy* 19.2/30 | 80. The Crew 7.0/11 | |
| | 9:30 75. Day One 7.5/12 | 70. Too Hot to Skate 7.8/12 | 2. Seinfeld 24.6/37 | 67. New York Undercover 8.0/12 | |
| | 10:00 | | 3. Caroline/City* 20.5/32 | | |
| 10:30 | | 1. ER 25.3/41 | | | |
| FRIDAY | 8:00 12.8/23 | 8.2/15 | 5.1/9 | 0.0/18 | |
| | 8:30 32. Family Matters 12.0/23 | 79. Dweebs* 7.1/14 | | 70. Strange Luck 7.8/15 | |
| | 9:00 35. Boy Meets World 11.7/22 | 82. Bonnie Hunt* 6.8/13 | 88. NBC Baseball Night 5.2/10 | 28. The X-Files 12.3/22 | |
| | 9:30 30. Step by Step 12.2/22 | 65. Picket Fences 8.1/14 | | | |
| | 10:00 33. Hangin' w/Mr. C 11.9/21 | 51. American Gothic* 9.5/17 | | | |
| 10:30 17. 20/20 14.4/26 | | | | | |
| SATURDAY | 8:00 8.3/15 | 10.1/19 | 9.9/18 | 4.8/9 | |
| | 8:30 70. Jeff Foxworthy 7.8/15 | 57. Dr. Quinn, Medicine Woman 9.2/18 | 41. JAG* 11.0/21 | 88. Martin 5.2/10 | |
| | 9:00 70. Maybe This Time 7.8/15 | 61. Touched by an Angel 8.6/16 | | 94. Preston Episodes 3.8/7 | |
| | 9:30 63. Saturday Night at the Movies—The Great Mom Swap 8.5/16 | 27. Walker, Texas Ranger 12.7/24 | 75. Sisters 7.5/14 | 90. Cops 5.1/9 | |
| | 10:00 | | | 91. Amer Most Wntd 5.0/9 | |
| 10:30 | | | | | |
| SUNDAY | 7:00 12.7/20 | 10.9/18 | 9.6/15 | 9.3/15 | 1.6/2 |
| | 7:30 55. Am Fun Home Vid 9.3/17 | 19. 60 Minutes 13.8/24 | 91. Brotherly Love 5.0/9 | 51. Space: Above & Beyond* 9.5/15 | 105. Pinky & Brain 1.7/3 |
| | 8:00 31. Am Fun Home Vid 12.1/20 | 49. Cybill 9.8/15 | 96. Minor Adj'ments 2.8/5 | | 103. Sister, Sister 2.0/3 |
| | 8:30 38. Lois & Clark 11.4/18 | 65. Almost Perfect 8.1/12 | 15. Mad About You 14.6/23 | | 104. Kirk Cameron 1.9/3 |
| | 9:00 16. ABC Sunday Night Movie—Lethal Weapon 3 14.5/24 | 45. CBS Sunday Movie—Whose Daughter Is She? 10.5/17 | 35. Hope & Gloria 11.7/18 | | 106. Simon 1.5/2 |
| 10:00 | | 48. NBC Sunday Movie—The Unspoken Truth 10.0/16 | | 51. The Simpsons 9.5/14 | |
| 10:30 | | | | 61. Married w/Chld 8.6/13 | |
| WEEK AVG | 12.4/21 | 9.9/16 | 11.6/19 | 7.9/13 | UPN: 3.4/5; WB: 2.0/3 |
| STD AVG | 12.4/21 | 9.9/16 | 11.6/19 | 7.9/13 | UPN: 3.4/5; WB: 2.0/3 |

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

people they want to have in there, let alone the people we want to have in our work spaces," says Lane Venardos, vice president, CBS News. "And now they have moved to the next level of staging conventions back to back, so we can't build a television station in San Diego—which is in effect what we do—cover the convention, pack it up and move it to Chicago. You can't do that in a week."

Meanwhile, Fox wants to break into the national network news scene in a big way, using Campaign '96 as its entry point. But the cost of playing in the big leagues of network news coverage isn't cheap. Network sources say Fox would have to spend a minimum \$20 million to cover the campaign at the network level.

"We have some big decisions to make," acknowledges Emily Rooney, who recently was appointed to oversee Fox's 1996 political campaign coverage. Fox has told Republican and Democratic campaign organizers it wants to be credentialed as a network, which would entitle it to more space and better positioning at the conventions.

But organizers have told Fox it would have to become a full-fledged member of the White House network pool and provide on-air coverage "comparable" to that of the other networks. The second proviso is more subject to interpretation, because how any network covers the convention will depend significantly on how events unfold before then.

As to participation in the pool, network sources say it is expensive but that the bigger issue is probably "how deep editorially they are prepared to go," as NBC's Bohman puts it. "They've already hired some first-rate people, but it's a huge leap up to be a full pool member. Is Fox at the level where its news division is prepared to coordinate, staff and manage a presidential visit or event?"

Rooney says it's a fair question, but just one of many with which network executives are grappling as they shape election coverage plans. "We've got to do this one step at a time," she says. "We want to service the affiliates first. We'll have a couple of correspondents dedicated to the campaigns in a very traditional way. And underneath that, we hope to have a less traditional fledgling political unit sort of bubbling along doing things that we stash away for a couple of network specials that we intend to air.... When it comes to the actual conventions and election night,

"The front loading of the primaries has forced us to be moving much sooner than we did in the past."

Hal Bruno, ABC News

we hope to be in full business by then."

But, for this campaign anyway, it won't be business like the Big Three. "No matter what we do in four or six

months time, we won't have the resources the other networks have."

But Fox hopes to do some things for its affiliates that the other networks don't do. One example: Establish a Washington national desk that any affiliate could throw to for updates on primary nights. "We hope to have teams in the field with full remote systems set up on primary nights so if a station in New York or Kentucky wants to throw to a couple of correspondents in the field they could do that through our national desk in Washington," says Rooney. ■

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TVB sees ad growth in '96

Broadcast TV ad growth expected to be in high single digits, cable even higher

By Steve McClellan

Bolstered by the Olympics and political advertising that will total nearly \$1.2 billion, the Television Bureau of Advertising predicts high-single-digit advertising sales growth for broadcast television in 1996. For cable, TVB predicts growth of 12%-14%, due largely to the proliferation of new cable networks.

At a meeting in San Francisco two weeks ago, the TVB board of directors approved official projections that forecast network advertising will rise 9%-11% for the year. Both spot and local television advertising are predicted to climb 7%-9%, said Harold Simpson, the TVB's vice president of research, who assembled the projections. Barter syndication advertising is expected to rise 8%-10%.

Simpson said the projections follow

an analysis of data supplied by CMR's MediaWatch service, the Columbine JDS pacing report and TVB's own data, with input from stations, rep firms, economists and a host of Wall Street analysts.

Two key issues could affect the projections, said Simpson. The first is whether car manufacturers and dealers will continue to spend aggressively, despite forecasts that car sales in 1996 will be flat compared with 1995. And second, the number of political candidates who enter the fray for the 1996 presidential elections will affect total political spending.

A TVB poll of automakers revealed that some expect to have flat budgets, and others expect modest gains. "While the automotive outlook is a mixed bag, it certainly is not a gloom-and-doom scenario," TVB concludes. Simpson also noted that in the last recession,

domestic car dealers pulled back on advertising and lost market share to the Japanese auto dealers, who did not pull back. Simpson expects "mid- to high-single-digit" growth in the automotive category for 1996. By comparison, for the first half of 1995 the automakers showed an 18% boost in ad spending.

TVB projects a record \$500 million in political spending for 1996, with \$400 million going to spot and local and \$100 million going to network. In 1994 political spending totaled a then-record \$350 million in spot and local TV advertising.

Meanwhile, Simpson said that 1995 spot and local TV spending will each total about 5% higher than last year, at the low end of earlier 5%-7% growth projections. That would put the spot total for 1995 at just over \$6.91 billion and the local TV total at about \$6.63 billion. ■

Freedom rings for West Palm Beach TV

Company makes first station buy in nine years

By Elizabeth Rathbun

Freedom Communications Inc. is buying its first TV station in nearly a decade, having won a private auction for WPEC West Palm Beach/Fort Pierce, Fla.

Alan Bell, president of Freedom's broadcast division, calls the deal, which is pending FCC approval, the "largest single transaction in the history of Freedom Communications." He declines to say how much Freedom paid for the station, its sixth, but sources say it went for \$120 million or perhaps more.

Also reportedly in the running for WPEC were Tribune Broadcasting Co., Hearst Broadcasting Group, Meredith Corp., Young Broadcasting Inc., LIN Broadcasting Corp., New York Times Co. and Providence Journal Broadcasting Corp.

The heavy hitters apparently were attracted by the fact that WPEC (ch. 12) is one of only two VHF channels in the market and, says Bell, "the last of the individually owned VHF channels in a top-50 market." (West Palm Beach is the nation's 45th DMA.) The station has been a CBS affiliate since 1989.

NBC is on ch. 5, while Fox is on ch. 29 and ABC has ch. 25 in nearby Tequesta.

Photo Electronics Corp. has owned WPEC since 1973, when it paid \$3.535 million for the station. Both Photo Electronics and Irvine, Calif.-based Freedom are privately owned companies.

Freedom started looking to buy more stations about a year ago, and has made several unsuccessful bids, Bell says. The company has adopted an acquisition strategy under President/CEO James N. Rosse, who joined Freedom in 1992. "We need a better balance in our portfolio, which is top-heavy with newspapers," Bell says. Freedom owns 25 daily and 34 weekly newspapers and several business magazines. "Over the long haul, it's healthier not to have everything tied up in one form of communications."

Although Freedom's "eyes are wide open" for more stations to buy, it won't be necessary to go public to capitalize this or future buys, Bell says. Freedom is debt-free and has "enormous untapped resources," he says. "We make a lot of money."



Alan Bell (l) is buying TVs for Freedom Communications; Dan Sullivan gets a namesake company.

Freedom's last buy was CBS affiliate WRGB(TV) Schenectady/Albany N.Y., in 1986, for which it paid \$56 million. The company also owns WLNE(TV) New Bedford, Mass./Providence, R.I. (ABC); KTVL(TV) Medford, Ore. (CBS); WTVC(TV) Chattanooga (ABC), and KFDM-TV Beaumont, Tex. (CBS). Freedom also owns a regional 24-hour cable news service—Orange County (Calif.) NewsChannel.

Sullivan to head Sullivan

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dent/COO J. Daniel Sullivan will take over the new company, which is the fruit of ABRY's \$500 million-plus purchase of Act III's eight TV stations in June. Sullivan will be president/CEO of the new company when the deal closes.

While at Clear Channel, Sullivan in-

creased revenue by 45% between 1989 and '95, and grew cash flow by more than 80% a year, said Royce Yudkoff, president of Boston-based ABRY. Clear Channel Communications Inc., headed by Lowry Mays, owns nine TV and 35 radio stations.

Act III was owned by Norman Lear;

all eight of its stations are Fox affiliates. ABRY also owns WNUV-TV Baltimore and KSMO-TV Kansas City, Mo.

Possible joint ventures between Sullivan and Clear Channel are being examined, according to ABRY. Sullivan has headed San Antonio-based Clear Channel Television since 1988. ■

TV

KNDO(TV) Yakima and KNDU(TV) Richland/Yakima, Wash.

Price: \$13 million

Buyer: Federal Broadcasting Co., Bloomfield Hills, Mich. (Dale G. Rands, president); also owns KTVO(TV) Kirksville, Mo.; WCFT-TV Tuscaloosa, Ala.; WSTM-TV Syracuse, N.Y.; WDAM-TV Hattiesburg, Miss., and WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Mich.

Seller: Farragut Communications Inc., Yakima (Marvin L. Shapiro, president); no other broadcast interests

Facilities: KNDO: ch. 23, 501 kw visual, 61 kw aural, ant. 961 m.; KNDU: ch 25, 661 kw visual, 66.1 kw aural, ant. 1,348 ft.

Affiliations: Both NBC

COMBOS

KWWX(AM) Wenatchee and KWWW-FM Quincy, Wash.

Price: \$600,000

Buyer: Fisher Broadcasting Inc., Seattle (Patrick M. Scott, president/CEO); also owns KYSN-FM East Wenatchee, KXAA-FM Rock Island, and KOMO-TV-AM, KVI(AM) and KPLZ-FM Seattle, all Wash.; KATU(TV) Portland, Ore.; and KRKX-FM-KYYA(FM)-KBLG(AM) Billings, KAAR-FM-KQUY(FM)-KXTL(AM) Butte, KDXT-FM-KGRZ(AM) Missoula and KAAK-FM-KXGF(AM) Great Falls, all Mont.

Seller: Sans Inc., Wenatchee, (Kent Phillips, president); owns KZPH(FM) Cashmere, Wash.

Facilities: AM: 1340 khz, 1 kw; FM: 96.7 mhz, 440 w, ant. 1,079 ft.

Formats: AM: Spanish; FM: CHR

RADIO: FM

WNTC(FM) Chandler, Ind.

Price: \$860,000

Buyer: South Central Communications Corp., Evansville, Ind. (John D. Engelbrecht, president/owner); also owns WIKY(FM)-WJPS(AM) Evansville

Seller: WNTC Inc., Evansville (Michelle Hulse, president); no other broadcast interests

Facilities: 93.5 mhz, 3 kw, ant. 328 ft.

Format: Adult contemporary

Changing Hands

The week's tabulation of station sales

Proposed station trades

By dollar volume and number of sales

This week:

TVs □ **\$13,000,000** □ **1**

Combos □ **\$600,000** □ **1**

FMs □ **\$2,087,100** □ **7**

AMs □ **\$250,000** □ **2**

Total □ **\$15,937,000** □ **11**

So far in 1995:

TVs □ **\$2,710,512,000** □ **103**

Combos □ **\$1,328,608,810** □ **162**

FMs □ **\$511,604,561** □ **280**

AMs □ **\$78,617,754** □ **143**

Total □ **\$4,653,816,025** □ **687**

KNLA(FM) White Rock, N.M.

Price: \$845,000

Buyer: L.A. Broadcasting Corp., Los Alamos, N.M. (John W. Sichler, president); no other broadcast interests

Seller: Torjaq Radio Inc., Los Alamos (Dean K. Burns, president). Burns also is selling KRSN(AM) Los Alamos to L.A. Broadcasting

Facilities: 101.1 mhz, 3 kw, ant. 53 ft.

Format: Oldies

KERP(FM) Pueblo, Colo.

Price: \$165,000

Buyer: Public Broadcasting of Colorado Inc., Denver (Max Wycisk, president); also owns KCFR(FM) Denver, KPRN(FM) Grand Junction and KPFE(FM) Vail, Colo.

Seller: Colorado Broadcasting Foundation Inc., Pueblo; no other broadcast interests

Facilities: 91.9 mhz, 600 w, ant. 472 ft.

Format: Christian, education

KPMX(FM) Sterling, Colo.

Price: \$150,000

Buyer: Phil Adams, Sterling; no other broadcast interests

Seller: BBG Enterprises Inc., Sterling (Russell Silvey, president); no other broadcast interests

Facilities: 105.5 mhz, 3 kw, ant. 300 ft.

Format: Adult contemporary

Construction permit for WJMR(FM) Peshtigo, Wis.

Price: \$32,100

Buyer: Good Neighbor Broadcasting Inc., Menominee, Mich. (William Sauve, president/70% owner); also owns WAGN(AM)-WHYB(FM) Menominee

Seller: Janet M. Callow, Menominee; no other broadcast interests

Facilities: 96.1 mhz, 3 kw, ant. 230 ft.

WRVZ(FM) Pocatillo, W.Va.

Price: \$25,000

Buyer: Robert Bennis, Confluence, Pa.

Seller: Roger F. Weigle, Manassas, Va.; is 33.3% owner of WLTP(AM) Parkersburg, W.Va.

Facilities: 98.7 mhz, 3 kw, ant. 100 m.

Format: Not on air

WZJN(FM) Jackson, N.H.

Price: \$10,000

Buyer: Stephen E. Powell, N. Conway, N.H.; 45% owner of WZPK-FM-WMOU-AM Berlin, N.H.

Seller: Jackson Radio Partnership, Jackson, N.H. (William Zelif, president); no other broadcast interests

Facilities: 99.5 mhz, 465 w, ant. 833 ft.

Format: Not on air

RADIO: AM

WFAI(AM) Fayetteville, N.C.

Price: \$175,000

Buyer: Colonial Radio Group Inc., Hummelstown, Pa. (Susan J. Miller, president/owner); no other broadcast interests

Seller: Cumberland A&A Corp., Fayetteville (Gardner H. Altman Sr., president); no other broadcast interests

Facilities: 1230 khz, 1 kw

Format: News/talk

Broker: Hadden & Associates

KTOP(AM)-KMAJ(AM) Topeka, Kan.

Price: \$75,000

Buyer: Midland Broadcasters Inc., Topeka (Frederick P. Reynolds Jr., president/70% owner); also owns KMAJ-FM-KDVV(FM) Topeka

Seller: FR Corp., Topeka; no other broadcast interests

Facilities: KTOP: 1490 khz, 1 kw; KMAJ: 1440 khz, 5 kw day, 1 kw night

Format: KTOP: memory music;

KMAJ: news/talk, sports

ABC drops Hightower show

Network cites poor ratings; San Francisco's Bernie Ward will fill slot

Radio

By Donna Petrozello

As predicted by station affiliates, ABC Radio Networks dropped weekend political talk show host Jim Hightower and replaced him with KGO(AM) San Francisco host Bernie Ward late last month.

Although the network announced that Ward would take over starting Nov. 11, he actually started on Sept. 23, according to ABC officials who stifled Hightower's show seven weeks early. Frank



Bernie Ward and Jim Hightower

Raphael, vice president of programming for ABC Radio Networks, said poor ratings for Hightower, a self-described populist, "were the single, exclusive and only reason the show has gone away."

However, Hightower show associate Rae Briggs contends that ABC abruptly canceled Hightower after deprecatory remarks he made about Disney Inc. officials after the merger of Disney and CapCities/ABC in early August.

According to Briggs, Hightower said the radio network was "being run by Mickey Mouse" and then lashed out about "high salaries" paid to Disney executives. Briggs said Hightower also criticized Walt Disney's alleged involvement with "blacklisting" in the entertainment industry under Senator Joseph McCarthy. "I think there was something unpalatable about our message."

In a press release—which promises



Clinton on dereg

On Westwood One Entertainment's recent radio special hosted by Larry King, President Clinton told a worldwide audience that he does not support eliminating radio and television station ownership caps in local markets.

Asked by King if he favors complete deregulation in the proposed telecommunications bill, the President said, "I'm against it. I think the local concentration provisions ought to be changed before [Congress] send[s] the bill to me." Clinton argued that if the ownership caps were abolished, one company might control the television stations, radio stations and newspapers in a single market. "I think that's too much," Clinton said.

King's radio special, dubbed a "town meeting" with the President, was the first of six "super specials" planned by Westwood One, company officials say, although they are tight-lipped about guests for upcoming segments. Listeners asked questions of Clinton by phone, fax and e-mail via America Online. Hundreds of radio stations broadcast the 60-minute special. —DP

that Hightower will continue his radio career with a different syndicator—Hightower associate Betsy Moon wrote that when ABC merged with Disney, "ABC's commitment [to Hightower] vanished. Apparently, Mickey Mouse is no populist." Moon wrote. "The question is whether a show that stands up to corporate power and invites listeners to fight back against the abuses of that power can find a home on America's airwaves."

Raphael also said that he ended Hightower's show prematurely out of fear over what Hightower might say on the air in the weeks before his departure.

"Almost any radio operator anywhere will tell you that after they tell a talent their contract is being ended, you lose all control over what that talent might say on the air," Raphael said. "It's just too scary. What am I going to tell him if he says things that are inappropriate, that

he's fired? I'd already done that."

In addition, Briggs contends that ABC did not put the marketing muscle behind the show to make it successful. "We can't help feeling we were perhaps set up," she said. "They launched our little boat and then walked away."

But Raphael argues that Hightower's "show never drew the ratings a national show needs to succeed." Raphael said ABC put "more of a marketing push" behind Hightower when his show launched in May 1994, but despite that, ABC's other weekend radio shows earn better ratings.

Ward, a three-year-veteran show host on ABC's owned and operated news/talk KGO, has covered politics for KGO and has served as chief legislative assistant to Representative Barbara Boxer and as an adviser to former vice president Walter Mondale. ■

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NAB reports decline in radio station sales

Radio station trading dropped 10% in the first half of 1995 over the same period last year, according to a report released by the National Association of Broadcasters.

Based on data collected by Hoffman-Schutz Media Capital, the NAB reported that the total dollar volume of station sales dipped from \$1.1 billion in early 1994 to \$995 million in the first half of 1995. The NAB noted, however, that station prices were an average 35% higher in the first six months of 1995 compared with average pricing levels for 1993.

The NAB also reported that the majority of station sales to group owners to create duopolies took place in small markets. About 20% occurred in markets ranked 51-100, 11% in those ranked 26-50 and 13% in markets 1-25.

Jewelry, auto expected to advertise big

Retailers in the jewelry, optical goods

and camera industries are expected to increase their use of radio advertising by more than 80% by the end of 1995 compared with their use of the medium last year, say researchers for Interep Radio Store.

In a survey predicting radio ad revenue trends for the remainder of 1995, Interep pointed to eight industries that it anticipates will advertise more on radio in 1995 than in 1994.

Those industries, in order of most significant radio usage, are jewelry, optical goods and camera retailers; automotive equipment manufacturers and dealers; business and consumer services; computers and office equipment retailers; publishing and media companies; drug companies; general retailers, and entertainment and amusement companies.

Duopoly up 45% in 1995

A survey conducted by BIA Publications shows that the number of major-market radio stations in duopoly ownership as of Sept. 14 was 45% greater than the number of duopolies last March.

Specifically, the report found that of the 1,296 radio stations in markets ranked 1-50, 343 stations were in duopolies in March compared with 497 as of September. In addition, BIA found that the number of stations operated through a local managing agreement increased from 48 to 69 between March and September.

Talk radio audience 60% male, 38% Republican, favor Rush

The latest demographic survey of talk radio listeners nationwide shows 92% of the audience are registered voters, 39% have a college degree, 30% have family income of at least \$60,000 and 27% are over 60, according to a survey by Adams Research Inc.

Adams's survey was released in preparation for its Oct. 3 launch of *Talk Daily*, a fax news bulletin monitoring what talk show hosts and their callers discuss daily.

The survey also found EMI Media's syndicated show host Rush Limbaugh to be the nation's most listened to talk radio host with 37% of the talk radio audience. Westwood One Entertainment's G. Gordon Liddy ranked as second most listened to, claiming 10% of the audience, and WABC(AM) New York host Bob Grant tied with Westwood One's Tom Leykis for third place, each claiming 3% of the audience.

Also rated among the top nine most listened to talk radio hosts were Michael Jackson, Ken Hamblin, Chuck Harder, Oliver North and Michael Reagan, the report stated.

Singing his praises

Nomo-mania, stirred up by rookie Los Angeles Dodgers pitcher Hideo Nomo, has been immortalized in a song by two employees of Shamrock's KZLA-FM Los Angeles.

Sung to the tune of Harry Belafonte's calypso classic "Day-O," "The Hideo Nomo Song" has sold 20,000 copies in Japan and was released domestically by the music arm of All American Communications last week.

Emmett Jones, known to KZLA-FM's listeners as DJ John Murphy (who left the station last month), wrote the tribute; Cookie Brown, a secretary at the station, sang it.

RAB cultivates next generation



The Radio Advertising Bureau's first career training workshop in Dallas last month attracted 700 area residents, more than 40% of whom were minorities interested in radio careers.

RAB President Gary Fries called the workshop "one of the first proac-

tive steps of radio" to help radio stations recruit minority job candidates and meet minority staffing levels and equal employment opportunity guidelines established for radio stations by the FCC.

"In many cases, the intent of the station was to definitely upgrade their compliance with EEO regulations, but they were having difficulty finding the candidates," Fries said. "We recognized a need to assist the radio industry in recruiting and retaining good people."

"This is a community-wide effort to not only comply with the rules of the commission but also take the initiative to try to find good, potential candidates that have a chance for a very good career in the radio industry," Fries said.

The RAB is planning to host similar workshops in other cities around the country and has established a database, accessible to station managers, of job candidates.

—DP

Cable

October 2, 1995



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Cable's new competition: Cities

More municipalities, power companies, look to follow lead of city-owned systems

By Rich Brown

Cable system operators may have to add local municipalities to the growing list of competitors that already includes wireless cable, direct broadcast satellite and the telcos.

Several local municipalities and city-owned power companies are looking to follow the lead of 60 or so city-owned cable systems (see chart) that operate around the country. William Ray, who operates a city-run system in Kentucky on behalf of Glasgow Electric, says that hundreds of cities have visited his system to study the feasibility of launching systems of their own.

Ray says Glasgow's system has provided a competitive environment that has prompted improvements from competing local cable operator Scripps Howard, which lowered its monthly basic rate from \$14.25 to \$5.95 and rebuilt its system when Glasgow launched its own system six years ago. Today, basic subscribers have a choice of two monthly subscription rates—\$12.50 for the Scripps Howard service and \$13.50 for the Glasgow service—and each has about 2,600 subscribers.

"The objective was for the government to step in and provide something the private sector would not provide, and that would be competition," says Ray.

One city that plans to launch a cable system of its own is Cedar Falls, Iowa,

William Ray, who operates a city-run system in Kentucky, says hundreds of cities have visited his system to study the feasibility of launching systems of their own.

which is nearing completion of a fiber-optic system that will debut in February 1996. Doris Kelley of Cedar Falls Utilities, which will run the system, says the city is interested not only in cable TV but also in energy conservation and other applications that will be possible through the system. She says she has received calls from several city-owned power companies that want to launch operations of their own.

But local municipalities looking to duplicate the success of existing city-owned systems could have problems, says James Salter of Monroe Water, Light and Gas Commission in Georgia.

Monroe's cable system, which launched in 1972, is one of the oldest city-owned systems in the country. It offers 53 channels of basic service at \$14 a month, which Salter says is the lowest rate in the state. The cable system is able to keep costs down, says

Salter, because it uses crossover crews that work for both the electric company and the cable company. (Cable TV represents 7% of the total revenue and 60% of the customer-service time spent on Monroe's five co-owned public utilities.) The cable system serves roughly 4,800 of the total area population of 15,000 and has 98% penetration.

Salter says that although the Monroe system had time to build, cities looking to launch cable systems today are likely to face prohibitive start-up costs and serious competition from the nation's top multiple system cable operators. Nevertheless, like the management at other city-run cable systems, Salter says he regularly hears from local municipalities looking to launch cable systems of their own.



One city that has survived a recent launch is Morganton, N.C., a small town that made national headlines in 1992 with its fierce battle against previous franchiseholder Tele-Communications Inc. Residents of the town ousted the giant MSO and built a city-owned system called COMPAS (City of Morganton Public Antenna System).

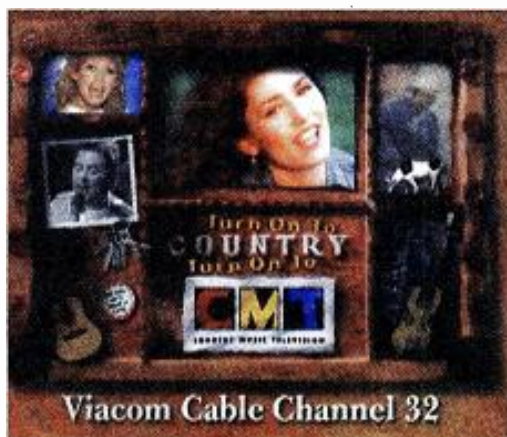
"It's better than we ever expected," says Tom Peeler, a former reporter for WMNC(AM) Morganton, who was chosen by the town to serve as manager of the cable system. The city built its system by borrowing \$4 million from the bank and \$4 million from the local electric company, which is also owned by the city.

"We're looking at a longer period on the return," says Peeler. "Most private sector businesses base their business on a five-year payoff. We're using a 15-year model."

A primary goal for the system, says

CMT turns on new image

CMT: Country Music Television soon will roll out a new look for the network emphasizing the theme "Genuine American Original" and featuring the tag line "Turn On to Country, Turn On to CMT." CMT has added more than 5.3 million U.S. cable subscriber households in the past year and now reaches more than 30 million subscribers nationally. More than 500 cable systems have launched CMT since last September, representing a 21% boost.



CMT's new image campaign

Peeler, has been to provide service to any customer who requests it, regardless of the number of homes on a particular block. He says the system is already at 4,500 subscribers—the count that TCI had when it was forced to leave town—and is expected to expand to about 6,000 subscribers by the end of June 1996. Penetration is 87%, and the total area population is more than 15,000.

"The city is running it more like a utility than a luxury; if you want service, you should have it," says Peeler. He says the Morganton system charges \$19 a month for basic service and offers 45 basic channels, eight premium channels and two pay-per-view channels; the old TCI system provided 24 basic channels, four premium and no PPV.

Michigan utility company Wyandotte Municipal Service is able to keep down the costs of its cable operation by sharing expenses and personnel with other co-owned utilities, says Lisa Brendle, superintendent of finance and informational systems. The system charges \$16 a month for 50 channels of basic service, which she says is \$5 less than the average cable bill in neighboring communities. The town has hired only 10 full-time employees to work exclusively on the cable system. By keeping overhead costs down, Brendle says, it took roughly six years of operation before the system began operating in the black.

"I don't think a private company could have come in and done what we did," says Brendle. Approximately 10,000 of the 33,000 homes in Wyandotte subscribe to the city-owned system, which has been in operation since 1983.

Executives at the municipally owned cable systems say they receive the same treatment and terms from cable programmers that are given to privately owned cable systems. But one area that could use improvement is the tie between municipally owned cable systems and Washington, according to Peeler.

"The professional organizations, the cable associations—state and national—are dominated by the private sector companies, and I think they feel a little uncomfortable toward the municipally owned systems," says Peeler. "We're kind of behind the curve on the information coming out of Washington because we don't have a trade association."

MUNICIPALLY OWNED CABLE TELEVISION SYSTEMS

| System/City | Subs | Channels | Basic Monthly Rate |
|---|--------|----------|--------------------|
| Lincoln Cable TV/Lincoln, Ala. | 1,166 | 30 | \$18.50 |
| Opp Cablevision/Opp, Ala. | 3,471 | 48 | \$14 |
| Riviera Utilities/Foley, Ala. | 4,741 | 32 | \$11.75 |
| Angoon Cable Vision/Angoon, Alaska | 95 | 14 | \$54.50 |
| City of Kake/Kake, Alaska | 150 | 23 | \$42 |
| City of Klana/Klana, Alaska | 85 | NA | \$30 |
| City of Kotlik/Kotlik, Alaska | 57 | 6 | \$35 |
| Conway Corp./Conway, Ark. | 12,486 | 30 | \$10.95 |
| Lockesburg Cablevision/Lockesburg, Ark. | 326 | 25 | \$18 |
| Paragould City Cable/Paragould, Ark. | 4,025 | 59 | \$12.50 |
| San Bruno Municipal Cable TV/San Bruno, Ca. | 11,450 | 60 | \$19.55 |
| Center Municipal Cable System/Center, Colo. | 658 | 22 | \$8.00 |
| Copper Mountain Metropolitan District Cable TV/ Copper Mountain, Colo. | 863 | 26 | \$26.50 |
| City of Newberry/Newberry, Fla. | 597 | 23 | \$11 |
| Valparaiso Communications/Valparaiso, Fla. | 1,620 | 49 | \$12.50 |
| Covington Cable TV/Covington, Ga. | 7,469 | 34 | \$15 |
| Monroe Water, Light and Gas Commission/Monroe, Ga. | 4,621 | 37 | \$10-15 |
| Cable TV Corp. of Dayton/Dayton, Iowa | 260 | 19 | \$14.50 |
| Community Cable Television/Sanborn, Iowa | 516 | 27 | \$11 |
| Coon Rapids Cable System/Coon Rapids, Iowa | 454 | 23 | \$14 |
| Hartley Municipal Cable System/Hartley, Iowa | 728 | 25 | \$13 |
| Lenox Municipal Cablevision/Lenox, Iowa | 560 | 18 | \$13 |
| Manilla Municipal Cable/Manilla, Iowa | 327 | 19 | \$12 |
| Manning Municipal Cable Board/Manning, Iowa | 594 | 25 | \$12.50 |
| Primghar Municipal Cable TV/Primghar, Iowa | 369 | 26 | \$11.50 |
| Wall Lake Municipal Cable/Wall Lake, Iowa | 265 | 15 | \$12 |
| Altamont Cable System/Altamont, Kan. | 356 | 31 | \$18.50 |
| Baxter Cablevision/Baxter Springs, Kan. | 1,344 | 16 | \$11.95 |
| City of Cawker City/Cawker City, Kan. | 265 | 26 | \$10 |
| Columbus Cablevision/Columbus, Kan. | 1,104 | 17 | \$15 |
| Courtland Cable TV/Courtland, Kan. | 145 | 20 | \$13 |
| Bardstown Cable TV/Bardstown, Ky. | 4,957 | 35 | \$13-14.75 |
| Frankfort Electric & Water Plant Board/Frankfort, Ky. | 16,400 | 42 | \$12.20 |
| City of Glasgow/Glasgow, Ky. | 2,500 | 50 | \$13.50 |
| Williamstown Cable TV/Williamstown, Ky. | 855 | 27 | \$14.95 |
| Easton Cable TV/Easton, Md. | 4,500 | 45 | \$9.95 |
| Shrewsbury's Community Cablevision/Shrewsbury, Mass. | 9,300 | 61 | \$17.20 |
| City of Crystal Falls/Crystal Falls, Mich. | 865 | 16 | \$8 |
| Lowell Cable TV/Lowell, Mich. | 2,000 | 35 | \$18.95 |
| Negaunee Cable Television System/Negaunee, Mich. | 1,466 | 32 | \$11.50 |
| Norway CATV/Norway, Mich. | 1,640 | 34 | \$6.75 |
| Wyandotte Municipal Service/Wyandotte, Mich. | 9,950 | 52 | \$16 |
| Bagley City Cable TV/Bagley, Minn. | 562 | 21 | \$11 |
| Coleraine Cable Communications System/Coleraine, Minn. | 351 | 42 | \$15 |
| Fosston Cable TV/Fosston, Minn. | 605 | 21 | \$9 |
| Jackson Municipal TV System/Jackson, Minn. | 1,584 | 28 | \$5 |
| City of Marble/Marble, Minn. | 370 | 22 | \$11.50 |
| Westbrook Cable TV/Westbrook, Minn. | 340 | 24 | \$13.95 |
| Windom Cable Communications System/Windom, Minn. | 1,600 | 28 | \$15.95 |
| Newburg Cable TV System/Newburg, Mo. | 250 | 13 | \$8.50 |
| Unionville Cable/Unionville, Mo. | 1,008 | 20 | \$12 |
| City of Cascade Locks CATV/Cascade Locks, Ore. | 103 | 18 | \$14.50 |
| Town of Lexington/Lexington, Ore. | 100 | 9 | \$7 |
| New Wilmington Borough Cable TV/New Wilmington, Pa. | 535 | 23 | \$6 |
| Pitcairn Community Antenna System/Pitcairn, Pa. | 1,604 | 32 | \$12 |
| Beresford Cablevision/Beresford, S.D. | 726 | 30 | \$8.95 |
| North Bonneville Community Cable TV/North Bonneville, Wash. | 176 | 15 | \$13 |
| Sumas TV Cable System/Sumas, Wash. | 339 | 21 | \$11 |
| Philippi Communications System/Philippi, W.Va. | 1,549 | 36 | \$20 |
| Oconto Falls Cable TV/Oconto Falls, Wis. | 814 | 26 | \$13.50 |
| Two Creeks Cable TV/Two Rivers, Wis. | 152 | 30 | free |
| Balroll Cable System/Balroll, Wyo. | 68 | 14 | \$26.85 |

Source: American Public Power Association, 109

Baseball season sends mixed signals

Ratings down for many, but pennant races fuel some growth

By Jim McConville

The 1995 season has been a mixed bag for cable networks broadcasting Major League Baseball games, with most reporting continued declines in overall ratings and market share for games carried since the July All-Star Game break. But pennant races and the Cal Ripken story powered some to positive figures.

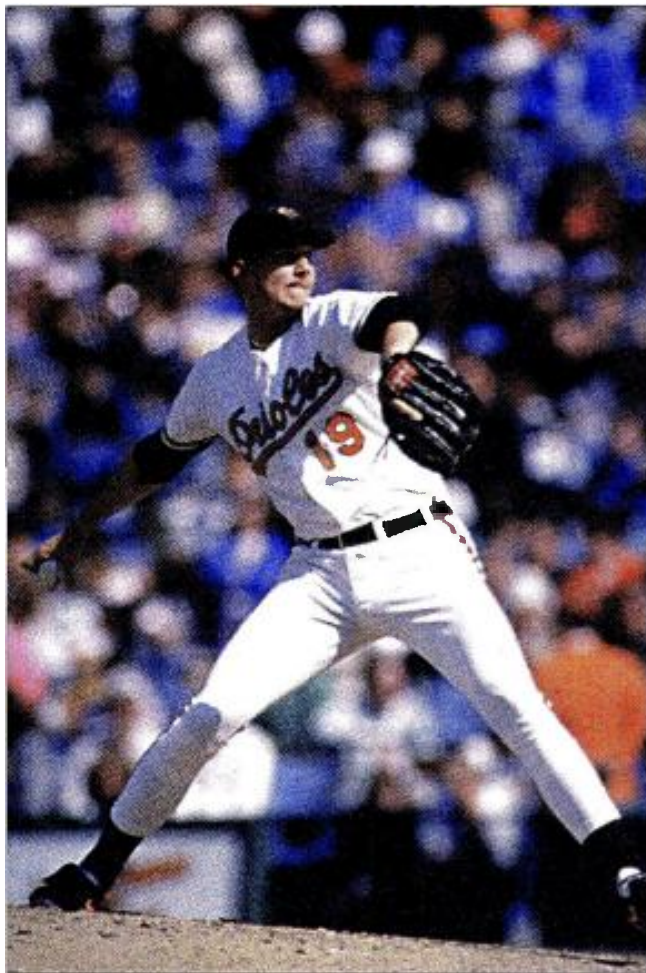
In fact, a handful of teams caught up in pennant races posted Nielsen ratings equal to or better than those of last year. But in general, owners of MLB TV rights continued to feel the scorn of fans who showed their anger over last year's baseball strike by staying away from both ballparks and TV sets this season.

The Baseball Network (TBN), the partnership between NBC, ABC and MLB, saw its Nielsen ratings drop from an average 7.1 for only four telecasts in 1994 to a 5.8 for 11 telecasts this season.

ESPN's average 1.9 rating for games telecast July through September was up 19% compared with its 1.6 rating for the first half of the season (all ratings are Nielsen metered market). However, ESPN's 1.7 overall rating was down 11% compared with 1.9 for last year's strike-shortened season.

"These numbers aren't devastating by any means," says Steve Risser, vice president of programming, ESPN. "They're actually somewhat encouraging in that the television audience hasn't fallen off quite as much as the owners have seen at the gate. In certain cities they've had significant loss of attendance."

Since the All-Star break, Turner Broadcasting System has seen its ratings average on Atlanta Braves telecasts climb 19%, to a 2.0 rating, compared with a 1.7 at the beginning of the season, but still off slightly when compared with its 2.2 rating for last year.



Ratings losers included KTXH-TV, which saw its ratings of Houston Astros games slip a full ratings point, from a 7.0/14 to a 6.0/11, says KTXH-TV General Manager Mike Dunlop.

In the Midwest, Sports Channel Chicago saw its ratings for Chicago White Sox games drop an average of 30%-40% over last year, which Sports Channel attributed to the team's losing record and fan reaction to the strike.

In Florida, WBFS-TV reported that its Florida Marlins games ratings were down 1 share point, registering a 4.3/8 this year compared with a 5.3/10 share in 1994. The Marlins' last-place finish and the strike were blamed for the drop.

On the upside, the Cleveland Indians, Seattle Mariners, Cincinnati Reds and California Angels Nielsen ratings

and share improved substantially in the second half.

The Cleveland Indians, boasting the best record in baseball, averaged an 8.4 rating in July compared with an 8.1 for the same period last year.

Cable networks covering teams caught in divisional or wild-card-spot pennant races—New York Yankees, Seattle Mariners and California Angels—all posted strong ratings over last year.

MSG Network's telecasts of the New York Yankees—a team fighting for a post-season wild-card spot—posted an overall 1.96 rating through September, a 9% jump over its 1.79 rating for 1994.

Prime Sports West, which doesn't release figures for California Angels telecasts, reports tripling its ratings from July to September compared with last year. The Angels, in first place most of the year, were battling for a postseason berth.

And the Baltimore Orioles, with Cal Ripkin's run at Lou Gehrig's all-time consecutive game streak, saw Home Team Sports (HTS) post a September average rating of 9.1 as Ripkin zeroed in on the record books. But HTS's 4.9 overall rating for 1995 fell short of its 5.2 for last year. HTS officials say the strike and the Orioles' poor record are to blame.

Prime Sports Northwest's telecasts of the Seattle Mariners, another team in the thick of a pennant race, averaged an 8 rating during the second half of the year compared with a 6 rating overall last year, says Clayton Packard, general manager for Prime Sports Northwest. Prime's Mariners rating reached an 11 in September as the team went down to the wire in a fight for the American League Western division crown with the Angels. ■

Sports Channel signs deal

Sports Channel of New York and a group of New Jersey cable operators have signed a deal to offer basic cable carriage of the National Hockey League's New Jersey Devils home opener on Oct. 7. The game, to be cleared to roughly 1.5 million households in central and northern N.J., will include pregame coverage on the Sports Channel's Sports Authority *Game Time* at 12:30 p.m., followed by Stanley Cup banner-raising ceremonies (the Devils were last year's champions) and the Devil's opener against the Florida Panthers at 1 p.m.

Discovery signs advertisers for 'China Season'

Discovery Network has signed ad deals with Chrysler Plymouth, Hewlett-Packard and Merrill Lynch to advertise during the first year of Discovery's *China Season* series, which is airing on Discovery in the U.S. and on The People's Republic of China's main broadcaster, China Central Television. *China Season* consists of 36 hours of Chinese history and culture airing over three weeks.

Court TV to air Nuremberg trial

As a prelude to its coverage of the International Criminal Tribunal from the former Yugoslavia in The Hague, Court TV will broadcast 15 hours of film coverage of the 1945-46 Nuremberg trials held after World War II to try Nazi war criminals. The coverage, to include live commentary from Court TV's anchors, will air during the week of Nov. 13 at 5-8 p.m. and again on Court TV's *Prime Time Justice* at 8-10. Court TV's live coverage of the International Criminal Tribunal in The Hague is scheduled to begin Nov. 20.

USSB to air PPV events

DSS program provider USSB will air two Showtime Event Television (SET) matchups on consecutive weekends. On Sept. 30, USSB will air the Taco Bell One-on-One Basketball Championship between NBA superstars Hakeem Olajuwon and Shaquille O'Neal at 9 p.m. On Oct. 7, USSB will carry the "World Combat Championship," a martial arts championship. The PPV price for each event is \$19.95

if ordered by interactive DSS remote control; orders by phone cost \$24.95.

Sega expansion

Shaw Communications and Rogers Cablesystems Ltd. have formed a joint venture to distribute the Sega Channel in Canada. At least 10% of the channel will be Canadian content, and the new company plans to spend more than \$1 million on the development of more Canadian games. This marks the first international expansion for the Sega Channel, which is owned by Sega of America, TCI and Time Warner Entertainment.



Family Channel seal

International Family Entertainment, parent of the Family Channel, will launch a "Family Channel Seal of Quality" campaign to brand quality family entertainment products on the channel. Products awarded the network's excellence seal will appear every Friday in the Life section of *USA Today* beginning Oct. 6. A description and graphic of each product will appear in the guide. Products include theatrical releases, television programming, video and computer games, online services, CD-ROMs, books, videos and music.

Dealing in Vegas

Top wireless cable operator American Telecasting is buying a \$9 million stake in Superchannels of Las Vegas. Colorado Springs-based AT has bought a 58% interest in the Las Vegas operator in exchange for cash

and notes. Publicly traded AT, which serves 152,600 subscribers nationally, adds 4,200 customers to its subscriber base as a result of the deal.

Florida flurry

Clearwater, Fla.-based wireless cable operator VTV Videowave Television added 1,000 installations in August. A subsidiary of Le Groupe Videotron of Montreal, the wireless company serves 7,000 subscribers and expects to reach 10,000 subscribers in the Tampa Bay market by the end of the year.

Rysher on a roll

Among series recently licensed to cable by Rysher Entertainment Domestic Cable Sales: 88 episodes of *Lifestyles with Robin Leach* to E! Entertainment; 40 episodes of reality series *Heart of Courage*, starring Alex Trebek, to the Inspirational Network; seven Bing Crosby variety specials to the Nostalgia Network; six documentary specials, *Giants of the 20th Century*, to The Learning Channel.

Book report

USA Networks VP of Research Tim Brooks and collaborator Earle Marsh have released the sixth edition of their source book, "The Complete Directory to Prime Time Network and Cable TV Shows, 1946-Present." The latest edition of the Ballantine book includes extensive original cable listings for the first time.

Time for Our Time

Aimed at aging baby boomers, new would-be cable network Our Time Television will launch via a time leasing agreement on the Faith and Values Channel (F&V) today. Our Time Television, two-part, two hour talk program targeted at 49-65 year old demographic, will air through nesting arrangement with F&V starting Oct. 2.

AIDS Day

New York-based not-for-profit cable industry organization Cable Positive is planning a nationwide World AIDS Day programming campaign for Dec. 1. Cable networks and cable system operators will be urged to air public service announcements, schedule AIDS-related programming and make AIDS the subject of original programming for the day or include the topic in talk and news shows.

Cable programs for post-O.J.

Court TV, CNN, E! ready new fare

By Jim McConville

After nearly nine months of record ratings from coverage of the O.J. Simpson trial, CNN, Court TV and E! Entertainment Television are preparing to cope with an O.J.-less TV universe.

During the trial, E! Entertainment Television's ratings quadrupled its total day ratings, at one point jumping tenfold by scoring a 3.3 Nielsen rating compared with its .3 daytime average. Court TV, which doesn't release specific numbers, reports having reached record ratings and audience share during its coverage.

Court TV, E! Entertainment Television and CNN plan to roll out new programs to fill the schedule space freed up with the end of the trial, expected to finish closing arguments this week.

Perhaps the most obvious byproduct of the trial is a new daytime program from CNN, *Burden of Proof*, to be hosted by Greta Van Susteren and Roger Cossack, CNN's legal analysts during the trial. The show, which will examine the ramifications of top national stories and legal issues, will air weekdays at 12:30-1 p.m.

CNN also plans to roll out a daily evening newscast, *CNN Worldview*, to focus on international news. And to try to hang on to the audience that has grown accustomed to tuning in at noon to catch the opening of the West Coast-based Simpson trial, the network is launching *CNN Today*, a two-hour midday (1-3 p.m.) program of news, sports, weather, and live interviews anchored by Lou Waters and Bobbie Battista.

Starting in November, Court TV plans to air live coverage of the UN War Crimes Tribunal from The Hague in Amsterdam. Proceedings will cover the trial of Dusko Tadic, a Bosnian Serb charged by the United Nations with war crimes and breaches of the Geneva Convention (see "Headendings," page 45). Court TV has coordinated with the court to receive a live feed with simultaneous English translation.

As a prelude to its tribunal coverage, Court TV will air 15 hours of 1945-46 film footage from the post-World War II Nuremberg trials. The program will

air at 5-8 p.m. the week of Nov. 13 and again on *Prime Time Justice* at 8-10 p.m.

Court TV also plans to add three new prime time programs to its schedule and expand its current program *Instant Justice*. The half-hour programs will supplement Court TV's daytime trial coverage.

Instant Justice will air Monday-Thursday at 9:30 p.m. starting Oct. 9. The program is to be expanded to four nights a week from its current weekly slotting.

New Court TV programs will include *Supreme Court Watch*, scheduled to air Monday at 10:30 p.m. beginning Oct. 2. When the Supreme Court is not in session, Court TV will air *Appeals* in that time slot. The program will focus on the appeals process in the nation's highest state courts.

Legal Survival Guide, to air Friday at 10 p.m. beginning in November, is a weekly consumer law program that will feature audience call-ins.

E! Entertainment Television plans to fill its Simpson trial schedule hole with existing programming and two yet-to-be-named original weekly half-hour shows to begin airing in November. One show will be expanded to a daily show in January.

"We didn't come up with a specific post-O.J. strategy," says Fran Shea, senior vice president, E! Entertainment Television. "We have a vision for the network and a plan. The O.J. trial was a real opportunity for ratings, so we went to it. But we had a schedule before O.J. And the only thing it's done is probably slowed down the airing of a lot of original E! programming development."

E! also plans to continue its gavel-to-gavel coverage of the O.J. Simpson trial. Beginning the next weekday after the conclusion of closing arguments, E! will air an hour show daily at 4 p.m. Anchored by Kathleen Sullivan, the show will provide an overview of the trial and on-air viewer interaction with Sullivan via phone, fax and e-mail. ■

Cable's summer of major league clustering

MSOs wheel and deal to concentrate holdings in key markets

By Jim McConville

Cable operators this past summer started a new round of system swapping and selling, designed, say experts, to position themselves for new competition by building critical subscriber mass in key markets.

The deals likely will continue through 1996, say cable officials. The overriding trend: big MSOs swapping smaller systems to build clusters—thus saving cash for cable rebuilds—and smaller, second-tier cable companies using available cash to buy systems.

"There is a tremendous amount of activity. The battle lines are still being drawn," says Tom MacCrory, cable broker for Michaels Communications. "Until we see how it all comes out,

you'll see lots of deals into next year."

Last month, Time Warner and Jones Intercable swapped three systems at almost the same time that TCI and Cox were signing a deal to trade systems representing roughly 600,000 customers. Jones traded its affiliate systems in Wisconsin, Hawaii and Ohio totaling 77,500 subscribers, while Time Warner gave up its Savannah, Ga., system with 66,300 customers.

Another cluster swap called for Cox to trade its East Providence, R.I., cable system with 15,500 subscribers to Susquehanna Cable for its 24,500 subscriber system in Williamsport, Pa.

Given the huge capital demands of major MSOs, MacCrory says swapping is the only practical way to strate-

gically strengthen their business. "It's a little more attractive for some of these bigger MSOs to save their cash for rebuilding systems and continue their clustering through trading," he says. "They would like to buy, but they don't have the liquidity right now."

Meanwhile, second-tier cable companies, unfettered by large debt, have been able to buy smaller systems.

"The second-tier buyers are trying to [build] a subscriber base; they're taking advantage of their ability to buy without a lot of competition from big MSOs right now," says MacCrory. "Look at how quickly the Marcus Group and Charter Communications have been able to build their companies. They've had access to cable and they have gone on to make some extremely attractive acquisitions."

St. Louis-based Charter Communications in June agreed to acquire two cable systems from United Video, adding 44,000 subscribers in Missouri and Massachusetts. The deal is expected to be completed this month. The company also bought CableSouth Inc., a 29,000-sub system in northern Alabama.

Among last summer's megadeals:

- Time Warner purchased cable systems in the Pacific Northwest, acquiring KBLCOM Inc.—Houston Industries' cable unit—in a stock transaction valued at roughly \$2.4 billion and picking up KBLCOM's 700,000 subscribers in Texas, California and Oregon.

- TCI reached an agreement with Viacom to buy cable systems in the Pacific Northwest totaling 1.2 million subscribers for \$2.25 billion. The two-step deal had Viacom spin off its cable business and shift \$1.7 billion of that debt to a new company. TCI then purchased shares of the newly-created company for \$350 million.

- TCI purchased systems with 330,000 subscribers in Mexico, Hawaii and California from Chronicle Publishing for \$580 million in stock.

- In August, Time Warner and Cox Communications sold three smaller cable systems to the Washington Post Co. for \$120 million in cash.

MacCrory says Time Warner and Jones are likely candidates for further cable swapping. Jones, which recently sold its share in a jointly held Tampa, Fla., cable system, will be especially active. "They're in the process of rapidly liquidating a lot of their partnerships," he says. ■

WORLDWIRE

USA Networks International will launch a European version of the Sci-Fi Channel in the UK, Scandinavia and the Benelux countries on Nov. 1. In the UK, the channel will be available in 87% of cable homes.

Japan's public broadcaster **NHK** has started beaming its signal from PanAmSat's PAS-4 Indian Ocean Region satellite. NHK already broadcasts on PAS-1 and PAS-2.

Solomon International Enterprises has opened an office in Australia and appointed Tony Cornish as general manager. He will oversee all sales, distribution and promotion of Solomon International Pacific's TV and theatrical catalogues in the Pacific Rim and Southeast Asia.

European pay-TV group **FilmNet** has boosted its reach in Poland by signing carriage agreements with 29 Polish cable operators, giving the channel access to 300,000 of Poland's 1.5 million cable homes. FilmNet also will launch on cable in Hungary, the Czech Republic and Slovakia during the next two months. The service will begin a rollout to 94,000 homes in the Czech Republic on Sept. 25, followed by 40,000 homes in Hungary and 31,000 homes in Slovakia beginning in November. Time Warner's HBO was hoping to launch a cable service in Poland later this year, but that service has been postponed until early 1996, according to HBO.

Scandinavian Broadcasting System (SBS) and Hungarian production company **MTM Communications** have formed a joint venture to bid for a national terrestrial commercial channel in Hungary. SBS will take a 49% stake, while MTM and other local partners will hold the remaining 51% share.

Jose Luis Dominguez, the entrepreneur who earlier this year was rumored to be bidding for Spain's Tele 5 with Rupert Murdoch, has bought 85% of publishing group Grupo 16 and again announced plans to invest in television. He claims to be negotiating with Tele 5 to "create a multimedia group that also would be present in cable television." —MA

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Sept. 11-17, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

| Program | Network | Time (ET) | HHs. (000) | Rating Cable U.S. |
|----------------------------------|---------|------------|------------|-------------------|
| 1. <i>NFL Football</i> | TNT | Sun 8:00p | 5,086 | 7.8 5.3 |
| 2. <i>Rugrats</i> | NICK | Sun 10:00a | 2,678 | 4.2 2.8 |
| 3. <i>News Update</i> | CNN | Tue 4:53p | 2,555 | 3.8 2.7 |
| 4. <i>O.J. Simpson Trial</i> | CNN | Tue 4:30p | 2,499 | 3.8 2.6 |
| 5. <i>O.J. Simpson Trial</i> | CNN | Mon 5:30p | 2,491 | 3.7 2.6 |
| 6. <i>O.J. Simpson Trial</i> | CNN | Wed 5:00p | 2,375 | 3.6 2.5 |
| 7. <i>O.J. Simpson Trial</i> | CNN | Tue 5:08p | 2,372 | 3.6 2.5 |
| 8. <i>News Update</i> | CNN | Tue 5:00p | 2,368 | 3.6 2.5 |
| 9. <i>Aaahh!!! Real Monsters</i> | NICK | Sun 10:30a | 2,308 | 3.6 2.4 |
| 10. <i>O.J. Simpson Trial</i> | CNN | Wed 6:00p | 2,293 | 3.4 2.4 |
| 11. <i>O.J. Simpson Trial</i> | CNN | Mon 5:20p | 2,260 | 3.4 2.4 |
| 12. <i>O.J. Simpson Trial</i> | CNN | Tue 2:00p | 2,235 | 3.4 2.3 |
| 13. <i>O.J. Simpson Trial</i> | CNN | Wed 5:30p | 2,226 | 3.3 2.3 |
| 14. <i>Rugrats</i> | NICK | Wed 6:30p | 2,223 | 3.5 2.3 |
| 15. <i>NFL Prime Time</i> | ESPN | Sun 7:00p | 2,213 | 3.3 2.3 |

Following are the top five pay cable programs for the week of Sept. 11-17, ranked by households tuning in. Source: Nielsen Media Research.

| | | | | |
|---------------------------------|-----|-----------|-------|----------|
| 1. <i>Movie: 'Milk Money'</i> | HBO | Sat 8:00p | 3,004 | 12.9 3.1 |
| 2. <i>Movie: 'True Lies'</i> | HBO | Fri 9:41p | 2,307 | 9.9 2.4 |
| 3. <i>Movie: 'Mi Vida Loca'</i> | HBO | Sun 8:00p | 2,111 | 9.0 2.2 |
| 4. <i>Movie: 'Timecop'</i> | HBO | Tue 8:00p | 1,841 | 7.9 1.9 |
| 5. <i>Movie: 'Timecop'</i> | HBO | Sun 9:45p | 1,768 | 7.6 1.8 |

Broadcasting & Cable

*Fifth
Annual
Hall of
Fame
Awards*

*The New York Marriott Marquis
Monday, November 6, 1995*

*Master of Ceremonies
Sam Donaldson - ABC News*

Honorees

Steven Bochco

Paul Harvey

Sid Caesar

Peter Jennings

Imogene Coca

Geraldine Laybourne

Don Cornelius

James Quello

John DeWitt

Sumner Redstone

John Rigas

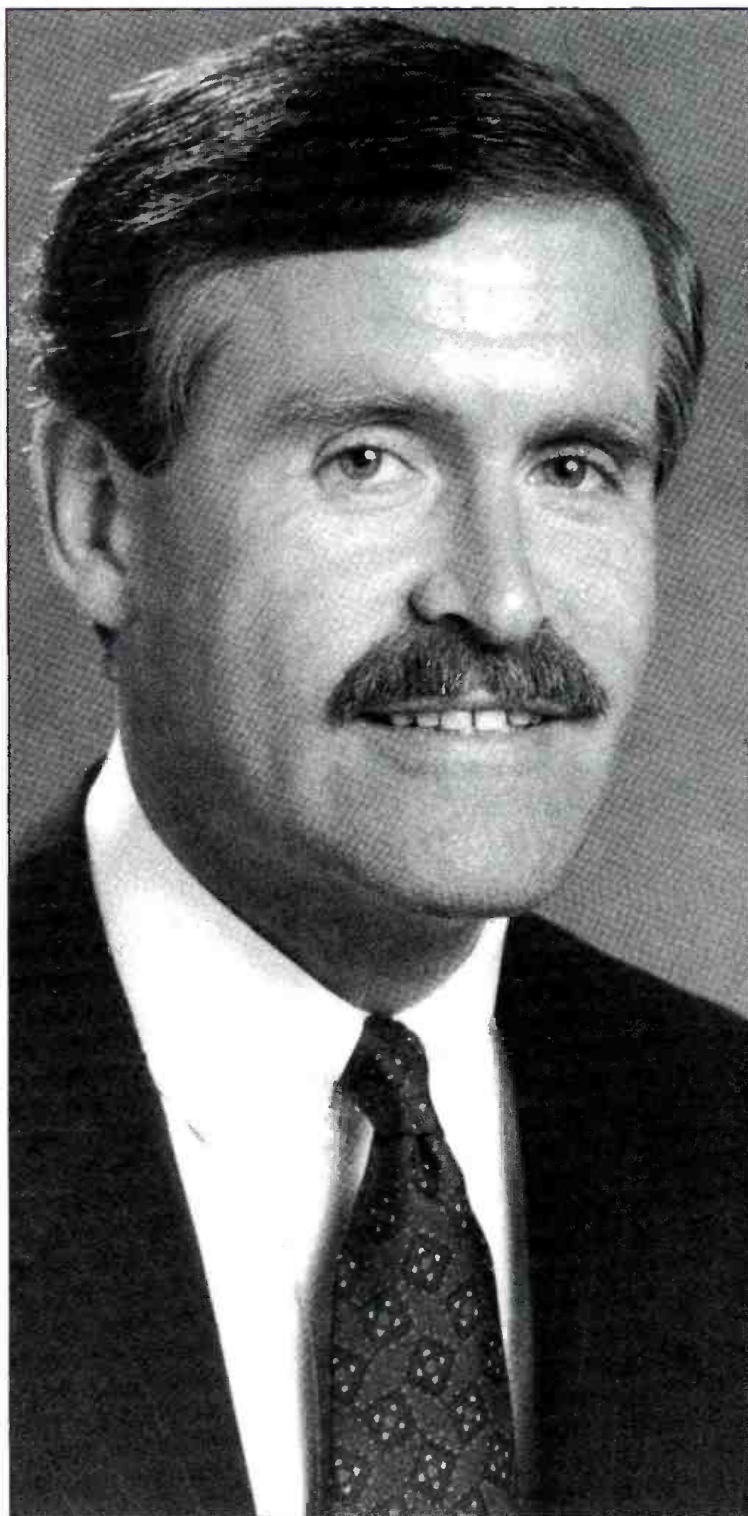
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Smooth sailing for Telstar 402R / 50
Satellite war erupts at FCC over North American slots / 52

Technology

October 2, 1995



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Telstar 402, part 2: No problem

Successful launch for AT&T bird should ease C-band crunch

By Glen Dickson

AT&T's Telstar 402R satellite soared to a successful launch on Saturday, Sept. 23, eclipsing the painful memory of its predecessor's failure and providing some much-needed relief to the C-band capacity crunch. The satellite is scheduled to be in service Dec. 1, and transponder space is sold out.

"It's absolutely terrific for the industry," says Harley Shuler, Keystone Communications sales vice president. "It needs the capacity."

Lift-off took place at the Ariane-space Space Center in Kourou, French Guiana, at 8:06 p.m. ET, on an Ariane 42L rocket equipped with two liquid-propellant strap-on boosters. The 402R launch was the eighth successful mission this year for launch contractor Ariane-space.

The 402's failure in reaching geostation last fall (*BROADCASTING & CABLE*, Sept. 12, 1994) led to an out-of-court settlement between AT&T and satellite builder Lockheed Martin in May 1995. Around the same time, Ariane-space



agreed to a new priority launch date to get the 402R up by December.

Ariane-space Chairman/CEO Charles Bigot was proud of his company's five-month turnaround: "This achievement illustrates the solidarity that we emphasize in our relations with all users of space applications."

The launch did encounter some problems before lift-off, however, which postponed takeoff from the orig-

inal date, Sept. 22.

"There was an electronic component problem with the 'black box,' the central processing unit," says Jan Baskin, an AT&T spokesperson. "They were able to replace the box and launch exactly as they would have on Friday."

According to Baskin, the design flaw in the Telstar 402's pyrovalve that resulted in that bird's loss has been corrected by Lockheed Martin, and so far "it's all systems go" for the 402R.

The replacement satellite offers 24 C-band and 24 Ku-band transponders, with a design life of 13 years. Located over the Galapagos Islands, it will provide direct television broadcasting, telecommunications and VSAT transmission services for the U.S., Puerto Rico and the Virgin Islands.

"I'm euphoric that it went up," says Global Access President/CEO Jack Morse. "As bad as the C-band crunch is, it won't get any worse than if this had failed. So far, the reports seem to be that everything is fine coming back from the satellite. My fingers are crossed, and I hope it hits the on-air date of Dec. 1." ■

DIRECTV targets Japan for DBS

Plans to develop 50-channel service with Japanese partners

By Chris McConnell

DIRECTV is taking its act to Japan. Hughes Communications last week said it is forming a "planning company" to establish a 50-channel version of the DBS service in Japan. Partnering with Hughes are Culture Convenience Club Ltd., Space Communications Corp. and Dai Nippon Printing Co.

The companies did not say when they hope to launch a service or what satellite they will use to deliver direct-to-home programming. A Hughes spokesman said the planning group will study those issues and others during the next six months. At the end of the study period, the group will form an operating company to implement the DBS business plan.

Hughes will own 42.5% of the Japan venture, with music/video rental franchiser Culture Convenience Club also holding 42.5%. Japanese satellite operator Space Communications Corp. will hold a 10% stake, while Dai Nippon Printing Co. will have 5%.

In addition to studying satellite capacity, the planning group will conduct research on Japan's TV market, where there are some 43 million TV households. The companies said DIRECTV Japan's distribution system will comply with Japanese standards and regulations.

The planning group also said that it will examine transmitting and receiving formats and will work with Japan's Ministry of Posts and Telecommunications to establish a programming strategy.

Programming to Japan will be the key

to success, says DBS industry consultant Michael Alpert: "They have to recognize that each market is different."

Satellite industry analyst Tim Logue says that Hughes—which is building satellites for Space Communications Corp. and Japan's JSAT—has some experience in Japan. But he adds that a Japan DBS venture might need to look beyond the island nation for subscribers.

"That's not a big enough market for them," Logue says, adding that direct-to-home satellite ventures in Japan have managed to collect about 3 million subscribers after a decade of operation.

The Japan venture follows Hughes's plan to launch a Latin American version of DIRECTV. Galaxy Latin America hopes to deliver 144 channels to Latin American countries next year. ■



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Satellite war breaks out at FCC

Carriers in fight over North American slots

By Chris McConnell

Satellite carriers have launched a new battle over domestic orbital slots. In a series of FCC filings last week, Hughes, AT&T and GE Americom asked FCC officials to deny applications for new satellite orbital assignments over North America. AT&T asked the FCC to deny orbital slot applications by Hughes and GE Americom; GE Americom asked the commission to dismiss an application by Orion Network Systems, and Hughes asked the FCC to deny or dismiss applications by GE Americom, Orion and AT&T.

The comments follow a series of filings for new orbital slots submitted earlier this year by the three existing carriers and three other companies.

"Six applicants have applied for 13 expansion satellites to be located at 10 new C-band locations and 11 new Ku-band locations," Hughes said in its comments. "But...many of those applications flatly contravene well-established commission rules."

One FCC rule cited by Hughes limits to one the number of additional orbital slots existing operators can receive at a time. AT&T and GE Americom each asked the commission for multiple slots. "In the absence of appropriate waivers, there plainly is no basis for granting applications that violate these requirements," Hughes said.

AT&T countered, saying that Hughes and GE Americom already control "the vast preponderance of domestic orbital slots." The company, which is competing with Hughes for an assignment at 129 degrees west, maintained that granting the slot to AT&T would enhance domestic competition. "If the commission grants the current requests of Hughes and GE Americom for additional orbital positions, their predominant control of U.S. domestic satellite slots will be even greater." AT&T said.

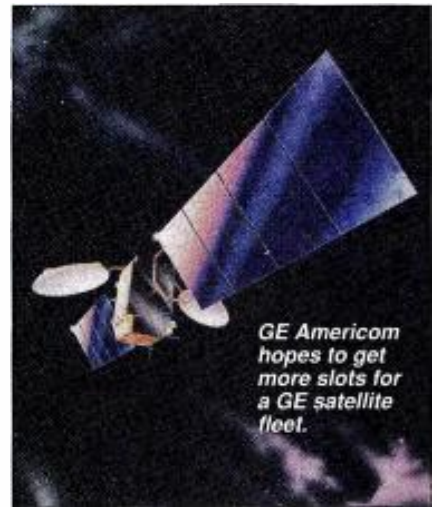
The company made the same case in opposing applications by GE Americom for the orbital slots at 93 and 83 degrees, where AT&T also is seeking

assignments.

Supporting AT&T's argument was international carrier PanAmSat, which in late-filed comments also asked the commission to deny applications by Hughes and GE Americom. PanAmSat echoed AT&T's concerns about the number of orbital slots occupied by Hughes and GE Americom.

"Providing either of these companies with additional domestic orbital locations will exacerbate the over-concentration of the domestic market," PanAmSat said. The company asked the commission to preserve the slots for future competitors.

In opposing GE Americom's applications, AT&T also cited financial qualification rules. The company maintained that GE Americom has not submitted sufficient information on how it will finance costs of the GE-5 and GE-



6 satellites.

GE Americom used the same argument in asking the FCC to dismiss Orion's application to launch a satellite to 127 degrees, a slot where GE Americom also hopes to place a satellite. "Orion does not even explain the cost of its proposed system, let alone demonstrate due diligence in obtaining the necessary financial support," GE Americom said.

Joining the company in asking the commission to dismiss the Orion applications was Hughes. ■

HD Vision takes the long view

Production house is high on HDTV, and has been

By Glen Dickson

While the FCC ponders future frequency allocation for HDTV and a new government-funded joint venture seeks to build an experimental HDTV station at the David Sarnoff Research Center, a Texas production company has been working exclusively in high definition for almost a decade.

"When I saw the pictures nine years ago, a light goes on in your head, and you see what the future's going to be," says Randall Dark, president of Irving, Tex.-based HD Vision. "The pictures are absolutely breathtaking, and that's the only thing I wanted to work in."

HD Vision recently used the new JVC KH-100 HDTV camera in its cov-

erage of the United Nations 50th anniversary festivities for client Pacific Bell. PacBell transmitted coverage of the events in both HDTV and SDTV formats from HD Vision's 52-foot HD production truck to broadcasters in Canada, France and Japan.

"Out of the back of my truck, you had the option of going out in pure high definition, whether fiber or satellite, or Muse. I don't have a Muse decoder there, but we use the Alcatel system," says Dark. "At the same time, we can do a line down conversion for NTSC feeds, and we can upconvert roll-in footage from Beta."

Dark bought the KH-100, which JVC is marketing as an affordable entry into HDTV production, last spring. Its \$62,000 price certainly

puts it in the range of digital 4x3 EFP cameras. Dark says the 3-chip camera's all-up (with lens) weight of roughly 15 pounds makes it feasible for ENG use.

"The first time I got it I did an ENG shoot at the NBA All-Star Fan Jam in Dallas," says Dark. "I put it on using a UPS [uninterruptible power supply] battery system, and zipped around on the floor of the convention center, doing ENG-type shooting...as ENG as high definition is. It's not quite the same as using a Beta camera."

The main drawback to HDTV cameras for on-the-move use is that they require a VTR—a JVC W-VHS unit, in this case—and the power to run it. Dark says that fortunately the KH-100's lens is quite light. The camera also can be used with a wide variety of lenses other than a 40x1 HD-specific lens.

Besides the JVC gear, Dark uses Sony HDC-500 cameras for high-end use and also records in the Uni-High format. According to him, the trend in HDTV production gear is making his job easier.

"I started with the old, first-generation [Sony] HDC-100 cameras, which were big and heavy and tube-based, and the big one-inch analog VTRs that were the size of refrigerators," he says. "So in the HD world, the equipment—price-wise and size-wise—has come down dramatically."

HD Vision is one of three high-definition production facilities in the U.S., along with Rebo Studios, run by Barry Rebo in New York, and the Sony HD Center in Culver City, Calif. "The competition right now is very slim," Dark admits. "But I suspect that will change dramatically in the new year."

He is understandably excited about the new joint venture of American companies, subsidized by the National Institute of Standards and Technology (BROADCASTING & CABLE, Sept. 25), to build a working HDTV station.

"It's just a matter of time," he says. "I've been talking to a number of TV stations, and no matter what you hear or read or what the computer companies are saying and advocating, the bottom line is we're going to eventually see high-definition broadcasting.... We're going to have a bigger, better picture. Whether it's called advanced

television or high definition is irrelevant."

Dark still prefers to call it high-definition "narrowcasting," because of the limited coverage HDTV transmission will have when first introduced. But he sees the new format's appeal spreading rapidly once audiences get a chance to see it.

"The consumer wants bigger, better, sharper, brighter," he says. "If you look at the evolution of film, if you look at the evolution of computers, it's all going in that direction. Why would television go the opposite way?"

Dark thinks that HDTV sports may have the biggest influence on consumers. He points out that the 16x9 aspect ratio perfectly suits the rectangular playing surfaces of football, basketball, hockey and soccer: "To frame a two-shot or a three-shot in high definition gives you so much more than conventional NTSC. A 4x3 frame is very confining. For example, soccer is going to be a huge high-definition product—you want to see the field, see the play developing, and this aspect ratio is perfectly suited for it."



JVC's KH-100U

For now, HD Vision is keeping busy. The company recently completed a series of documentaries for the Japanese network NHK, a longtime client, and shot a Gypsy Kings concert for PBS. Dark is looking forward to the Atlanta Olympics, where he'll be recording the action for undisclosed clients. Although he's done a lot of corporate work in the U.S. for clients including PacBell, Alcatel, Texas Instruments and EMC², he's still waiting for the widespread exposure of HDTV.

"What I find very entertaining is that the consumer has never seen high definition," Dark says. "It's been written about, talked about and debated, but where has the consumer had the opportunity to even see it? Nowhere." ■

DAVIC releases first standards

Group's action will facilitate content across technologies from CD-ROM, interactive TV, Internet and online

By Toby Scott

The Digital Audio-Visual Council (DAVIC) has dealt a blow to proprietary multimedia technologies with the release of its first set of standards. Its joint meeting with the Interactive Media Association last month in Los Angeles saw many of the remaining standards questions answered, signaling its general adoption, with some reservations, by the creative community. The DAVIC committee's goal is to create network standards for multimedia developers to share applications worldwide without rewriting them many times over—a potential boon to the creative community.

The group, which represents more than 300 companies, published DAVIC 1.0 (its first set of specifications) after the Los Angeles meeting and is racing to tackle a new set of tasks, all central to the dominant trends in multimedia: the Internet, online services and digital transmission of TV.

Among the beneficiaries of the DAVIC standards so far has been the European DVB (digital video broadcasting) approach to transmission, which is included as a subset of the DAVIC standards. Companies that already have developed DVB-compliant technology—which includes MPEG-2 compression—have a clear advantage over those who have been slow to realize its impact. Overall, the DAVIC standards will make it easier for a content holder to reach worldwide markets and maximize the return on content across technologies, from CD-ROM and interactive TV to the Internet and online services.

The group already has set standards for different technologies, including how set-tops will talk to a cable or telephone network and ultimately to a video server, how different kinds of networks (hybrid fiber/coaxial, fiber-

to-the-curb and satellite, for example) will transmit data, and a common interface linking software to hardware for set-tops. DAVIC's efforts don't necessarily spell the end of proprietary technologies, which still will be marketed and even adopted in specific industries, but it does make it unlikely that future interactive networks will be split like today's analog TV systems (NTSC in North America and Japan, PAL in Western Europe and SECAM in Eastern Europe and elsewhere).

Nevertheless, technology such as General Instrument's DigiCipher II, which is not DVB compliant, may find adherents in specific sectors, such as the U.S. cable community, because it addresses that industry's cost constraints. ■

Tech Emmys hit Big Apple

The National Academy of Television Arts and Sciences will present its 1994 Technical Achievement and Scientific Development Emmy Awards in New York on Thursday, Oct. 12. The black-tie event, which recognizes the technological innovations and engineering achievements that support outstanding television production, will be held in the Imperial Ballroom of the Sheraton Hotel and Towers on Seventh Avenue and 53rd Street, with a reception at 6:30 and dinner to follow. The honorees include:

Leitch Corp.—For pioneering development of SCH [subcarrier and horizontal frequency] phasing monitor technology.

Panasonic (Matsushita) Inc. and Sony Electronics Inc.—For pioneering development in half-inch component digital videotape recording technology.

DIRECTV and Primestar—For pioneering development of direct-to-home digital satellite broadcasting.

The European Broadcasting Union and Audio Engineering Society—For standardization of a serial digital audio transmission system. ■

Compositing takes Janet Jackson 'round the world

Hollywood Digital creates locations for video

By Glen Dickson

For the latest Janet Jackson video, "Runaway," the concept was to film the singer in more than 20 locations: running across the arms of the statue of Christ in Rio de Janeiro, sitting atop the Easter Island monuments, leaning on the Tower of Pisa, and falling into the skyline of New York City. But instead of wasting inordinate dollars on location costs and stunt crews, veteran music video director Marcus Nispel elected to spend money on post-production instead—and significantly less at that.

In fact, Jackson and her production team never had to leave the Van Nuys, Calif., airport. Los Angeles-based post-production house Hollywood Digital achieved the look Nispel wanted with digital video effects, creating the backgrounds by compositing live action video of the singer with still shots of the locations.

To mix the 3-D film footage with two-dimensional photographs, Hollywood Digital effects compositor Craig Price and his team relied on the Quantel Henry and a Discreet Logic Flame running on a Silicon Graphics Onyx workstation. The Henry's and the Flame's proprietary software for chroma keys also allowed Price to incorporate green-screen technology.

"Most of the backgrounds for Janet were stills," says Price. "What we did, which was a somewhat unorthodox way of working, was to take the stills and cut them apart so that we could then put [in] some movement to make them feel more like live-action backgrounds."

Price says that meeting the video's creative requirements through compositing slashed production costs to an estimated one-fourth of what travel and location costs would have amounted to. He also says that creating the background in post offered tremendous artistic freedom: "What made it easy for us is that we could basically put her into any situation we liked by shooting a green screen."

Although the green-screen work was



Janet Jackson flies above New York thanks to Hollywood Digital.

shot in a hangar at the airport, the bulk of the video was filmed outside to take advantage of natural light. "Most of those sets, like the top of the Brooklyn Bridge, the top of the Tower of Pisa—anything that she is obviously really in contact with—was built as a half-set, or as small a piece of the set as we could get away with, and shot out on the tarmac of the airport," says Price.

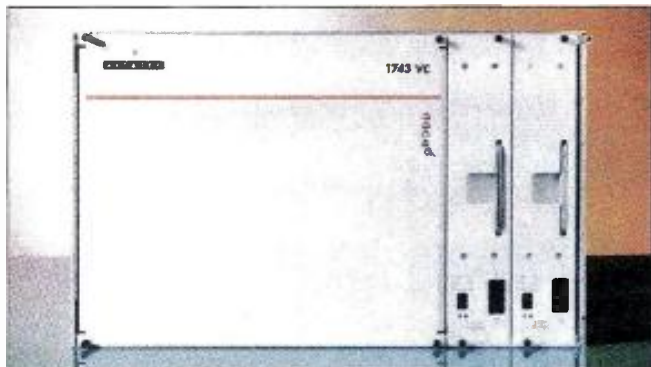
The production was shot in two and a half days, according to Price. Post-production then took two weeks, with two compositors putting in 16-hour days. Preparation time also was extensive. "We spent three or four weeks beforehand researching backgrounds, getting stills together, and developing the script," says Price. "It was by no means locked in stone by the time we started compositing; it was very much an ongoing development. We didn't have a locked cut because we found things more exciting, or changing, as we put it together. There wasn't a locked cut until three days before we finished."

Although the use of digital compositing made the "Runaway" concept feasible, Price is quick to point out that it still isn't inexpensive: "Compositing at this level is very expensive, and there aren't that many people who can afford it."

Price says that in addition to the work for Jackson, he's done compositing for Elton John and Dr. Dre this year. "That gives you an idea of the kind of people who can afford it." ■

Cutting Edge

By Glen Dickson



Alcatel's 1743 VC video codec (above), designed to work in conjunction with a DS3 telephone network to transport component video between production workstations, has been updated for release 2.0. The codec now features up to four encoders or decoders per shelf, bidirectional DS3, 4:2:2 serial digital component video interface, and two transparent AES/EBU stereo audio channels or four 20 khz analog channels. A Discrete Cosine Transform (DCT)-based algorithm allows the 1743 VC to process the high-bit rate CCIR 601 digital video format into a 45 Mb/s stream for transport across the telephony network.

GTE Telephone Operations will be demonstrating videoconferencing applications over its nationwide Asynchronous Transfer Mode (ATM) network this month. The applications are made possible by an agreement with MPR Teltech Ltd. of Vancouver, Canada, which is providing GTE's eight Technology Solution Centers with WAVE, an ATM-based video platform that can service up to eight sites simultaneously. MPR bills

WAVE as a modular, turnkey solution that provides video and audio quality comparable to broadcast television, without the motion impairments and time delays characteristic of earlier videoconferencing systems. Key components include terminal equipment, inter-networking gateways, a broadband multisite server and a video service manager. According to MPR, WAVE isn't limited to ATM networks—the inter-networking gateways will enable users to call other sites through ISDN, DS3 or analog networks.

Atrex Inc., a full-service cable television contractor in Orange Park, Fla., has signed a multiyear, \$10 million contract for an electronic upgrade of Scripps Howard Cable in Sacramento, Calif. Atrex will rebuild the entire 4,000-mile system during the next three years. "This 4,000-mile rebuild will mean a great deal for Scripps Howard subscribers in the Sacramento area," says Atrex President/CEO David Brafford. "A rebuild of this kind is necessary not only to improve cable reception today but to prepare the system for the developing technologies facing all of

cable television." According to Atrex's schedule, the network will offer a bandwidth of 450-550 mhz by December 1996, 550-750 mhz by January 1997 and a final capability of 1 ghz by the time the upgrade is completed.

KQED(TV), the PBS station in San Francisco, has purchased nine Panasonic D-3 VTRs to replace aging one-inch equipment. The station is using the seven AJ-D350 studio recorders for all on-air satellite

products. Under the agreement, Motorola will sell up to 220,000 CableComm subscriber units, plus associated infrastructure, to TCI during the first year of a five-year agreement; the rollout of cable-based telephony will begin with Chicago-area residents in early 1996. The CableComm products are currently installed in TCI's Arlington Heights, Ill., cable network as part of a technical trial for the Sprint Telecommunications Venture.



recordings and playbacks of PBS feeds, with plans to record and edit the next season of KQED's studio shows on D-3. Two AJ-D320 portable D-3 recorders are being used in the field, chiefly for local documentaries, as well as for national assignments as insert pieces for the *MacNeil/Lehrer NewsHour*. The equipment is replacing Sony 1-inch for in-house use and Betacam for field acquisition, says KQED's Lee Young, manager of engineering facilities.

TCI Telephony Services has taken a big step toward delivering voice services over its existing cable network by signing a multiyear agreement with Motorola Multimedia Group to purchase Motorola's CableComm multimedia

Bose Corp.'s Companion satellite surround system is the first surround sound system for DBS users. In one box, the Companion contains all the audio equipment necessary to turn an existing satellite receiver into a home theater system, including Bose Acoustimass loudspeakers and proprietary Videostage circuitry for accurate decoding of all program material, including Dolby. The Companion is designed to be integrated with an RCA DSS or Primestar satellite receiver, via Bose's system controller. The compact control provides connections and switching facilities for up to six component sources: four audio/video, including "S" video, and two additional dedicated audio inputs.

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

The Internet

TCI's @Home teams with Netscape for Internet access

Upgraded cable plant to be used to offer PC-based services

By Mark Berniker

The cable industry took a step closer last week to getting into the business of delivering personal computer-based Internet services to its subscribers.

Netscape Communications has signed a partnership agreement with @Home to offer Internet services accessed over cable, in competition with similar services offered via telephone lines.

@Home, a joint venture of TCI Technology Ventures and Kleiner Perkins Caufield & Byers, said it will license Netscape's client and server software to be the backbone of a high-speed Internet service sent via cable to personal computers.

@Home and Netscape plan

to develop a customized version of Netscape's popular Navigator client software that will allow for local content and advertising, as well as electronic commerce over cable's connection to the Internet.

But before cable subscribers gain access to the Internet from @Home or any other provider, cable modems need to drop in price and become more widely available. "The biggest issue is the delivery of cable modems," says Larry Carleton, @Home's senior vice president, cable operations.

"The question becomes how fast [suppliers] can manufacture and make the cable modems commercially avail-



able." Carleton adds.

Cable executives estimate that transmission of Internet services over cable will be more than 500 times faster than what's available over conventional telephone lines. In initial testing, however, there have been some technical problems with the return path.

Carleton says @Home will roll out to a limited number of homes in early 1996, and he expects the cable Internet service to roll out to a large number of cable subs by the third or fourth quarter.

TCI Technology Ventures issued a major—several hundred thousand units—request for proposals (RFP) for cable modems earlier this year. Sources close to the deal say that the leading vendors are Motorola, Zenith, Intel, Northern Telecom, Hewlett-Packard and LanCity.

Carleton says @Home is conducting focus groups on pricing the services, and he expects that consumers who subscribe will be billed separately from their monthly cable bill.

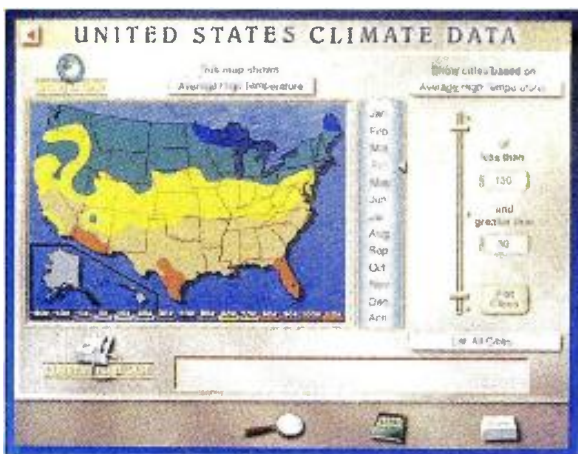
"It will be up to the cable operators to choose which cable modem manufacturer they want for their system," says Carleton.

It's unclear, however, whether cable operators are willing both to invest in the modernization of their head-ends and to deploy expensive cable modems to their subscribers.

TCI Technology Ventures has an equity investment in Netscape Communications—worth \$4 million when the stock recently debuted on the Nasdaq stock exchange. TCI's investment in Netscape now is worth more than \$46 million.

TCI Technology Ventures also owns 20% of The Microsoft Network, which is expected to be linked eventually to @Home.

TM



CD-ROM Weather on Internet

Everything Weather, the new CD-ROM from The Weather Channel, can be previewed on the cable channel's Internet site at <http://www.weather.com/weather>. The CD-ROM, with extensive weather information, will be available within a few weeks. The software title is being distributed by the Bureau of Electronic Publishing, with the Windows version released first and a Macintosh version expected later this year.—MB

Interactive

Computer players spur interactive television developments

Microware, PowerTV, Oracle form alliances

By Mark Berniker

A number of computer companies are breathing air into the struggling interactive television business.

Before interactive TV services arrive in the marketplace software programmers and TV producers will need a stable environment in which to work. Several companies are taking steps to create a framework to generate these still hypothetical services.

Last week, Microware released DAVID 2.0, a real-time operating system for interactive television that will allow developers to author an interactive software applica-

tion once, store it on a video server, send it across a network and then run it on a set-top box in the home.

On the heels of the release, Apple says it will port its QuickTime and QuickDraw technologies to Microware's new version of its operating system. Northern Telecom and Motorola also say they will support Microware's operating system for interactive TV.

In a related development, PowerTV announced version 1.0 of its operating system for set-top boxes. PowerTV says its OS is an open-architecture solution for interactive TV that it will license to any vendor.

PowerTV's operating sys-



tem is based on 32-bit architecture and is being supported by its authoring-tool partners Oracle, Scala and Sybase. (Scientific-Atlanta is PowerTV's parent company.)

Meanwhile, Oracle announced a deal with Hitachi Ltd. to develop an interactive TV system that will link video-server systems with set-top boxes connected to TV sets to offer video on demand, home shopping and other interactive services.

Under the pact, Oracle and Hitachi will bundle hardware,

software and interactive TV services into an integrated package for network providers. The companies say they will begin shipping the new system by the end of next year.

The Oracle-Hitachi interactive system will compete with similar systems being developed by Microsoft and Sony.

Although several computer companies are working on various pieces of the interactive TV puzzle, the piece that's missing is compelling programming that will drive consumer demand. **TMI**

Broadband Networks

US West looking at Tele-TV, other programmers

Tension with Time Warner forces telco to go elsewhere for content

By Mark Berniker

US West is talking with Tele-TV, the joint venture of Bell Atlantic, Nynex and Pacific Telesis, about gaining access to video programming for US West's broadband network.

But first, the telco is trying to iron out a deal with Time Warner, which is skating on thin ice in the aftermath of the announcement of Time Warner's \$8 billion merger with Turner Broadcasting System.

Late last week, US West filed a suit against Time



Warner that aims to block the merger on the grounds that the deal violates a noncompete clause in US West's pact with Time Warner. Time Warner officials say the suit is "without merit."

US West-Time Warner talks are being described as "frosty," and the telco is looking elsewhere for partners to provide cable and broadband programming and services.

"There have been discussions between man-

agers of Tele-TV and US West regarding programming and technology issues," says Monie Begley Feurey, a Tele-TV spokeswoman. Tele-TV plans not only to license programming but also to produce shows that likely would compete with a combined Time Warner/Turner entity.

US West is leaving the door open to work out its differences with Time Warner, but

it remains unclear why the telco is suing if it wants to continue a relationship with the company.

US West also is talking with a number of other content providers that could supply programming for its evolving 14-state broadband network. The telco's distribution network could be an ideal fit with Tele-TV Media, which under current law can offer video programming only outside the service areas of the three telco partners. US West could provide an outlet through some type of licensing arrangement.

Legislation pending in Congress, however, could change whether the telcos will be able to control both the content and the conduit within and outside their service areas. **TMI**

Radio on the Web, Part 3

Radio stations around the country have taken to the Internet, offering cyber-surfers a look at their disk jockeys, playlists, promotions, and local news and information.

In the Sept. 18 and 25 issues, Telemedia Week began publishing the World Wide Web addresses (by city and state) of the more than 200 commercial stations that have posted home pages to attract listeners and advertisers. We finish the list here.

KBBT(AM) Portland, Ore.
<http://www.europa.com/thebeat/>

KGON(FM) Portland, Ore.
<http://www.teleport.com/~kgon>

KUFO(FM) Portland, Ore.
<http://www.europa.com/kufo>

WFLN-FM Philadelphia
<http://beethoven.com/wfln/>

WPLY(FM) Philadelphia
<http://www.y100.com/>

WYSP(FM) Philadelphia
<http://jdbshow.com/>

WGOW(AM)-WOGT(FM)-WSKZ(FM) Chattanooga
<http://www.chattanooga.net/RADIO/index.html>

WJCW(AM) Johnson City, Tenn.
<http://www.tricon.net/Comm/terg/terg2.html>

WKIN(AM)-WKOS(FM)-WQUT(FM) Johnson City, Tenn.
<http://www.tricon.net/comm/terg/terg2.html>

WHBQ(AM) Memphis
<http://memphis.accessus.net/~flinn/56.html>

WNWZ(AM) Memphis
<http://memphis.accessus.net/~flinn/1430.html>

WKDF(FM) Nashville
<http://www.edge.net/kdf/>

KULF(FM) Brenham, Tex.
<http://www.phoenix.net/~kulf/>

KDGE(FM) Dallas
<http://www.iadfw.net/kdge/index1.html>

KLIF(AM) Dallas
<http://www.pic.net/klif/index.html>



KTCK(AM) Dallas
<http://www.pic.net:80/ticket/>

KVIL-FM Dallas
<http://www.pic.net/kvil/>

KYNG(FM) Dallas
<http://www.iadfw.net/kyng/>

KZPS(FM) Dallas

<http://www.iadfw.net/kzps/index.html>

KPLX(FM) Fort Worth
<http://www.pic.net/kplx/index.html>

KTXQ(FM) Fort Worth
<http://www.pic.net/q102/index.html>

KCWM(AM) Hondo, Tex.
<http://www.cri.com/~rdcole/kcwm.html>

KHMX(FM) Houston
<http://www.khmx.com>

KKRW(FM) Houston
<http://www.kkrw.com/>

KRBE-FM Houston
<http://www.neosoft.com/KRBE/>

KRTS(FM)-KRTK(FM) Houston
<http://www.cybersim.com/krts/>

KTBZ(FM) Houston
<http://www.thebuzz.com/>

KFMX-FM Lubbock, Tex.
<http://tommy.onramp.net/kfm.html>

KZEP-FM San Antonio
<http://www.txdirect.net/kzep/>

WOAI(AM) San Antonio
<http://woai.texas.net/>

KBZN(FM) Salt Lake City
<http://www.intele.net/breeze/index.html>

WEXP-FM Burlington, Vt.
<http://together.net/~ccb/wexp.htm>



WRVA(AM) Richmond, Va.
<http://www.infi.net/wrva/>

WRVQ(FM) Richmond, Va.
<http://www.infi.net/~allenk/index.html>

KCLX(AM)-KZZL(FM) Colfax, Wash.
<http://www.moscow.com/resources/jhart/kzzl.html>

KONA-AM-FM Kennewick, Wash.
<http://oneworld.owt.com:80/kona/>

KRAO(FM) Pullman, Wash.
<http://www.moscow.com/resources/jhart/krao.html>

Sources for the directory include the stations and several online WWW directories, including that of MIT (<http://www.mit.edu:8001/activities/wmbr/otherstations.html>).

Stations with sites not listed are invited to send their addresses to Telemedia Week's Mark Berniker: M.Berniker@B&C.cahners.com (Internet) or 212-337-7028 (fax).

KIRO-AM-FM Seattle
<http://www.halcyon.com/cathxd/buzz/buzz.html>

KJR-FM Seattle
http://www.halyco.com/normg/kjr_fm.htm

KMPS-FM Seattle
<http://www.kmps.com/>

KNWX(AM) Seattle
<http://www.hakcyon.com/kiro/hello.html/knwx>

KOMO(AM) Seattle
<http://www.useattle.uspan.com/komo/>

KVI(AM) Seattle
<http://www.fishcomm.com/fishcomm/kvi/kvihome.html>

KYCW(FM) Seattle
<http://nwlink.com/~yngcntry/kycw.html>



KEEM(FM) Spokane
<http://www.wvc.edu/staff/depts/pir/keeh/keeh.html>

WCHS(AM) Charleston, W.Va.
<http://www.citynet.net/wchs.html>

WWVA(AM) Wheeling, W.Va.
<http://nether.net/~mikel/am/1170.html>

WCLO(AM) Janesville, Wis.
<http://pages.prodigy.com/WI/welowjvl/wclo.html>

WJVL(FM) Janesville, Wis.
<http://pages.prodigy.com/WI/wclowjvl/wjvl.html>

WKTI(FM) Milwaukee
<http://www.execpc.com/wkti/>

WLUM-FM Milwaukee
<http://www.newrock.com/newrock/main.html>

'Trek,' 'ET' going online

Microsoft and Paramount Digital Entertainment are developing online areas for Viacom's *Star Trek* properties and Paramount's *Entertainment Tonight* on The Microsoft Network (MSN). The online areas, expected to be up and running by January, will give MSN subscribers access to extensive information about the shows and will allow fans to chat.—MB

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Proven GSM. Visionary nineties group, 1995 Crystal Award recipient, is seeking exceptional sales leader for Majic105, its Class C3 Upgrade in the picturesque, growing New River Valley, Virginia market, (150,000 TSA). Decentralized management structure with strong local programming philosophy. Advancement track to station management. If you can build a top-ranked team, we will support you. Forward credentials to D. Roederer, NR Media, P.O. Box 3788, Radford, VA 24143. EOE.

GM - Growth oriented N.E. group seeks GM for new powerhouse FM. Tough market--lots of competition. Right candidate will be career not job oriented with ability to hire, train and motivate. Write to Box 00555 EOE.

General Manager/Sales Manager needed for leading FM station in small Ohio market. We have been the dominant station for the last several years. If you eat and sleep the radio business, know how to lead by example, have a strong desire to win and are known for ideas, we want to hear from you; paper shufflers and 9 to 5'ers need not apply. This station was built on the philosophy, just because we're in a small market, it doesn't mean we have to sound or act small time! The competition is on satellite, we're Hot AC, live and local. The person we will most likely hire may be a successful sales manager or top billing rep in a competitive small market. You will carry an established list and be responsible for new business development, in addition to leading and training our staff of professionals. This station is debt free and the right person could be rewarded with equity. We are looking for a solid individual to grow with our group. Tell me why you love radio, what you've accomplished in your career and what your goals are; references are required. Send your resume to Debbie Young, Human Resources Director, WZOO-FM, P.O. Box 102, Ashtabula, Ohio 44005-0102; no calls please. Equal Opportunity Employer.

Wanted Sales Manager. WFRN of Progressive Broadcasting System - one of Christian Radio's top spot billers is looking for a General Sales Manager who can lead successful properties with a winning sales team in place. Must have proven track record as a successful leader. WFRN FM is a flag ship station along with: regional AM, Kokomo FM and Kids Radio. Send resume to WFRN, Box 307, Elkhart, IN 46515. Attn: Ed Moore 800-993-0501.

Zimmer Radio Group seeking GSM to take #1 FM station to the next level. Must have great coaching, training and leadership skills and a solid broadcast sales background. Rare opening with the Midwest's fastest growing Radio Group. Major growth planned with deregulation. Great benefits and compensation plan. Apply in confidence to John Zimmer, P.O. Box 1610, Cape Girardeau, Missouri 63702 or fax to 314-875-2439. EOE. M/F.

General Sales Manager. Connoisseur Communications' Flint Properties, WDZZ/WFDF, are looking for a dynamic, energetic leader to take these successful stations to the next level. This is an opportunity to join a growing group. The successful candidate will have a track record of developing news business, hitting budgets, and creating results for clients. You will be given the tools to win! If you're a tireless worker, intolerable of excuses, and have a passion for radio, then send your resume today to: Roger Moorman, General Manager, WDZZ/WFDF, 120 East First Street, Suite 1830, Flint, MI 48502. Minority applicants encouraged. EOE.

Wanted: General Manager/General Sales Manager. A career and lifestyle position wrapped up in one for AM/FM combo situated in a serenely beautiful New England small college town market. If you are looking for big city life, this is not it. But if skiing, boating, beautiful scenery and diverse cultural opportunities sounds appealing, we would like to hear from you. Combo offers a marketing and sales challenge with great income potential for strong sales results; requiring strong, experienced hands-on general sales management with expertise with live and technology-driven formats. Please supply complete results-oriented professional (including salary) history. All replies confidential. Reply to Box 00560 EOE.

HELP WANTED SALES

Sales/Manager Corporate Underwriting. WNYC Foundation currently seeks a Manager for our Corporate Underwriting Department. Requirements include experience selling public or commercial radio to local, regional, and/or national accounts; working knowledge of broadcast research tools. Experience dealing with media executives and an entrepreneurial drive are a +. A college degree is preferred. Salary + commission. Send resume to: WNYC, HR Dept. 13-CU, 1 Centre Street, 26th Floor, NYC 10007. EOE. M/F/D/V.

Account Manager, KOOL 96.7 "The Best and Most Oldies" area's #1 radio station located in Stamford, CT is looking for #1 Account Manager. Flexible compensation. Fax to VP Sales (203)359-9907.

Att: Vendor/co-op/new business development directors. Connoisseur Communications is looking for a super-achiever for one of its medium-sized Mid-Western markets. Prior experience is required. Please mail resumes to: Connoisseur Communications Corp., 136 Main Street, Westport, CT 06880, or fax to: 203-227-2373.

Sales Manager and Promotion Director. Beautiful Napa Valley, California, 45 miles from San Francisco. 65% sales work, 20% administration 15% promotion. Only AM and FM in market of 150,000. Resume to: Tom Young, Broadcast Park, 1124 Foster Road, Napa, CA 94558.

HELP WANTED TECHNICAL

STC Technician. NPR seeks a technician for its System Technical Center (STC). Candidate must have strong experience in audio broadcast and transmission operations, computer I/O literacy, audio performance measurement and RF performance measurement. Remote transmission operations (including transportable uplink deployment) is strongly preferred. STC operates 24 hours a day, 7 days a week. The position will require shift work, with some travel. Candidate must have a valid driver's license and a clean driving record. The position will be a full time temporary appointment for 1 year with an option to be extended. Send cover letter and resume to: National Public Radio, Human Resources Dept. - 720bc, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTF, 185 South Washington Street, Tiffin, OH 44883. EOE.

HELP WANTED PROMOTION

Publicist - "The World" - WGBH, Boston. Public Radio International's "The World" seeks an energetic, highly motivated individual with exceptional writing skills to work with PRI and a national promotions agency to implement a national promotion campaign for the roll out of PRI's "The World," including promotional materials, press releases and media events as well as marketing activities to stations, including a quarterly newsletter. The qualified candidate, based in Boston, will have extensive national promotion experience as a publicist or account executive and knowledge of the public radio system. Applicants should be capable of turning program content into imaginative publicity for "The World," writing creative feature stories, pithy press releases and related promotional materials for listeners and stations. Ability to work in a team and write on deadline and quick turnaround is critical. A degree in Journalism, Communication Arts, Marketing, or related field and 7-10 years experience is required. Computer competency, (preferably Macintosh) is vital and international experience is desirable. Salary low to mid 40's (depending on qualifications) plus excellent benefits package. Send cover letter and resume along with press clippings, writing samples or previous promotion activities, and names and telephone numbers of three (3) professional references to: WGBH Educational Foundation, Human Resources Dept. (96-0035), 125 Western Avenue, Boston, MA 02134. Applications must be received by Wednesday, October 11, 1995. WGBH is an Equal Opportunity Employer.

HELP WANTED HOSTS

Host/Producer - "The World" - WGBH, Boston, PRI, WGBH and the BBC World Service will soon be launching their new global radio news program "The World" and the search is on for a host. The program intends to tackle a global agenda in a fresh and imaginative way, dealing with the big stories of the day as well as trying to tease out international issues that will resonate with a U.S. audience. It will be fast-paced, conversational and will work within a very broad spectrum of formats and production styles. The ideal person will be lively, imaginative, energetic, articulate, clever, prepared to take risks, versatile, journalistically sound and inquisitive. It would also be helpful if they had some international experience or exposure to other cultures as they will be a vital piece in the process of linking the American public radio listener with the happenings of the rest of the world. They will have to be prepared to challenge conventional wisdom, tackle issues head on (often in live interviews) and move smoothly, within one program, from the latest crisis in Bosnia to Vietnamese hip-hop or the relationships between condoms and fishing in Papua New Guinea. They should be equally comfortable moderating live link-ups, for example, between newspaper editors in South Africa, Argentina, Taiwan and Washington about the decision to publish the Unabomber's manifesto. Above all, it is important that all candidates should be prepared to "muck in with the rest of the production crew" and function as an integral part of the team. No phone calls please. Send resume and sample tape to: WGBH Educational Foundation, Human Resources Dept. (96-0034), 125 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Lawyer-Operations Chief. Age 40. Fordham Law. Business Masters Columbia University. Formerly Chief Counsel and Operations Chief NYC radio station 10 years. Total FCC experience, also hands on broadcast, labor and union experience. Prefer Tri-State location and PA. Highest personal and professional references. This applicant is an unusual package. A highly capable attorney who can run an entire radio operation. Call 1-718-549-6344 or write Box 00561.

Seeking General Manager/Sales Manager position in small to medium market. Aggressive. Top biller. Conscientious. Great references. Call Ted 914-357-4861, 914-357-9425.

General Manager-- Recent sale makes me available immediately. Small/medium markets. Great hands-on management record. Relocation OK. Ed 1-800-827-2483.

SITUATIONS WANTED ANNOUNCER

I'm interested in working weekends, evenings, or part time as a radio talk show host - jock, or news anchor in small to large market. Also eventual Account Executive. 1-5 hours of N.Y. Ted 914-357-4861, 914-357-9425.

LEASED PROGRAMMING

Leased Time Programs Friday nights/Saturday Block Programming for lease on Rockland County N.Y. Radio station and nationwide via satellite. (212)769-1925/ 1-800-628-TALK.

TELEVISION

HELP WANTED MANAGEMENT



#1 rated and historically renowned WSB-TV, (Atlanta, ABC affiliate, mkt. #10) is looking for an Art Director. Someone to become a part of our creative team and to lead creative people. Must have strong design, illustration, marketing, and management skills. Prefer at least 5 years television or cable design experience. Send us a tape that knocks our socks off...SOON!

SEND TAPES TO:
KYLE JONES
CREATIVE SERVICES
1601 W. PEACHTREE ST., N.E.
ATLANTA, GEORGIA 30309



National Sales Manager: WFTV, Orlando, FL (ABC) News leader in 22nd market. We are owned by Cox Broadcasting, one of the premiere companies in the industry. Seeking individual who wants to share in excitement of working in a high profile growth market. National experience preferred. Previous NSM promoted to GSM of newly purchased Cox property. Resume to: Louis Supowitz, P.O. Box 999, Orlando, FL 32802-0999. EOE.

Sales Director: News 12, the country's first regional 24-hour news operation is expanding! Following the success of our other 24-hour News12 operations in Long Island, Connecticut and Westchester, we are launching a 24-hour news channel to serve more than a million homes in the Garden State. This unprecedented growth has created an opportunity for sales professional. Experience managing cable and broadcasting sales organizations, and the ability to sell local news creatively are essential. We offer a competitive salary and a generous benefits package. For consideration, please send your resume and salary requirements to: PO Box 999-NJ4, Woodbury, NY 11797. We are an Equal Opportunity Employer.

President and General Manager Position Announcement. The Duluth-Superior Area Educational Television Corporation (DSAETC) seeks applications for the position of President and General Manager. DSAETC is the community licensee of a CPB qualified regional public television station (WDSE/Channel 8 in Duluth, Minnesota). All operations are controlled from DSAETC's telecommunications center, known as the Sax Brothers Memorial Communications Center, located on the campus of the University of Minnesota, in Duluth. The President and General Manager reports to a board of directors and as CEO is responsible for leading, directing and evaluating overall planning and management of the administrative, programmatic, educational, technical, development and external relations activities. The functions and responsibilities of the position require that the successful candidate have a minimum of: a Bachelor's Degree in communications, education or a position related academic or technical discipline with an advanced degree preferred; multiple years of successful and relevant senior management experience; demonstrated experience in financial management; exceptional oral, written, analytical, planning and interpersonal skills; telecommunications experience; the ability to work with a board of directors, staff and volunteers to pursue a strategic direction of meeting critical educational, public service and community objectives; and the intellectual and administrative versatility necessary for successful senior leadership. Public broadcasting experience is a plus. Applications must include: (1) a narrative letter describing how the applicant's training and experience directly relate to the outlined job responsibilities; (2) a detailed professional resume; and (3) the names, addresses and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Competitive salary commensurate with qualifications, training and experience. Applications should be directed to: Search Committee, WDSE-TV, Channel 8, 1202 East University Circle, Duluth, MN 55811-2420. DSAETC is an Equal Opportunity/Affirmative Action Employer.

General Manager: New Catholic cable/satellite TV station in New Orleans seeks General Manager. Must have experience in all facets of management, especially programming and promotion. References required. Send salary requirements and resume in confidence to: Personnel Director, WLAE-TV, 2929 South Carrollton Avenue, New Orleans, LA 70118.

Local Sales Manager. KARE 11, Gannet owned NBC affiliate has an immediate opening for a Local Sales Manager. The successful candidate should have at least 4 years of broadcast sales experience and a minimum of 2 years of broadcast sales management experience. Strong interpersonal skills, ability to motivate in a team environment, detail oriented with organizational and creative skills are required. Knowledge of qualitative research and basic computer skills are preferred (TV Scan, Windows, Lotus). Responsibilities include: Direct management of local sales staff, working with General Sales Manager and National Sales Manager on inventory management and rates. Will also work with Sales Promotion Manager and marketing department on station projects. Must be able to prepare budgets and forecasts for monthly billing and expenses. Qualified candidates can send their resume to: Jerry Ness, General Sales Manager, 8811 Olson Memorial Highway, Minneapolis, MN 55427. (No phone calls please.) (We are an Equal Opportunity Employer and are committed to a diverse workforce.)

HELP WANTED SALES

Local Sales Manager KDVR • DENVER

KDVR Channel 31, a Fox owned and operated station in a fast growing market, offers an excellent opportunity for an aggressive person to lead our nine person local sales team in attaining revenue goals and expanding market revenue through development of new business. Ideal candidate should possess exceptional communication and organization skills, ability to motivate others and proven leadership capability. At least three years sales experience, college degree preferred. Knowledge of sales research and marketing a must.

Send resumes to:

KDVR FOX 31
Department: LSM
501 Wazee St.
Denver, CO 80204
No phone calls. EEO M/F

Account Executive. We are expanding our staff. We will have an opening for an entry level Sales and Marketing Executive. We are looking for an aggressive, self-motivated and imaginative sales person who wants to learn television sales and marketing and grow. Successful candidate must be able to work within a team framework with a strong desire to win. Previous sales experience preferred. Please send resume to: Howard Zeiden KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE M/F.

Account Executive KDVR-TV FOX 31 has an opening for an enthusiastic individual as an Account Executive on our sales team. Selected candidate will be responsible for servicing direct clients, mid-sized agencies and developing new business. Two-three years of television advertising sales experience. Must possess strong presentation, negotiating, organizational and communication skills. Knowledge of research tools. Send resumes to: KDVR FOX 31, Dept: AE, 501 Wazee Street, Denver, CO 80204. No phone calls. EOE.

National Sales Manager - KFVS-TV, the 76th market leader is seeking an individual with a proven track record to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control and must also have the ability to develop non-traditional revenue. KFVS is an Equal Opportunity Employer. Applicants will be asked to complete a standard application prior to consideration. A pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

Account Executive for an ABC affiliate in Myrtle Beach, SC. Minimum of two years sales experience. Top list. Computer skills - BMP, Marshall Marketing, Word, Excel. Benefits package. Contact Frank Moore, Local Sales Manager. 803-665-1515. EOE/MF.

Regional Account Executive. KFMB-TV is seeking an experienced Sales and Marketing Executive to handle a regional list. Minimum 5 years television sales experience preferred (Rep and Local). Knowledge of computer based research tools a plus. Successful candidate will be an over achiever, team player and have a strong desire to win. Please send resume to: Howard Zeiden, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE. M/F.

National Sales Manager. We're looking for the best! WZDX-TV, Huntsville's hot FOX affiliate is seeking an experienced National Sales Manager. If you are goal oriented, understand how to motivate reps to sell and buyers to buy, and want to grow, we may have the challenge you're looking for. Must have thorough understanding of ratings, strong presentation skills, and proven track record. Computer skills and Columbine knowledge a plus. Send resume and cover letter to: Rolfe Grover, General Sales Manager. WZDX-TV, 1309 North Memorial Parkway, Huntsville, Alabama 35801. EOE.

TV Sales AE for CBS affiliate in nation's most livable city--Seattle. Five years major or medium market sales experience preferred, along with college degree. Public speaking and good writing skills a must. Please submit resume to Karen Aliabadi, Human Resource Manager, KSTW, 2033 Sixth Avenue, Suite 727, Seattle, WA 98121. KSTW is an Equal Opportunity Employer.

Account Executive. WPXI-TV, Pittsburgh has an immediate opening for an individual with a proven track record in television sales. We need a high energy pro-active individual with a strong work ethic, tenacity and creativity. A minimum of three years television sales experience is required, and a college degree is preferred. Send resumes to: Local Sales Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE. No calls please!

New World Television is seeking two Commercial Operations Managers. Must have a minimum of 5 years experience on the Columbine/JDS BIAS Traffic System. At least two years as Assistant Traffic Manager or Traffic Manager. DEC VAX system management experience helpful. Familiarity with pacsings, base rate, SMS a plus. Must have excellent verbal and written communication skills. Must be detail oriented, with good organizational skills. Ability to relocate a must. Please send resume to: Michael Draman, New World Television, 3200 Windy Hill Road, Suite 1100-W, Atlanta, GA 30339. No phone calls please. New World Television is an Equal Opportunity Employer.

HELP WANTED MARKETING

Marketing Director: WESH-TV (NBC), a Pulitzer Broadcasting Company station, in Orlando, FL is looking for a smart, aggressive and creative thinker who understands that winning is the most fun of all. The on-air and off-air promotion game is played at a very high level in this sophisticated metered market...experienced pros are encouraged to apply. If you are committed to being among the very best, join us at one of the very best broadcasting facilities located in one of the very best places to live. Rush resume and non-returnable 3/4" tape to Jeffrey H. Lee, Vice President, General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls!! An Equal Opportunity Employer.

Manager, Special Projects. Leading New York-based independent television production company seeks self-starter for varied marketing/distribution tasks. Responsibilities include financial analysis, tape/materials traffic and day-to-day management of on-line, merchandising and venue operations. Requirements: 1-2 years entertainment experience, ability to work independently, computer literacy and good interpersonal skills. Fax resumes with salary requirements to 212-888-8650.

HELP WANTED TECHNICAL

TV/Radio/Teleport Engineering Supervisor. University licensed TV/Radio/Teleport facility is seeking an individual with at least five years of maintenance experience and excellent interpersonal skills to supervise personnel, daily operations, corrective maintenance, and new facility construction. FCC license and/or SBE certification with two or four year related degree preferred. Salary range is \$29,800 - \$49,400 with excellent benefit package. Send letter of application, resume, and three letters of reference to: Director of Engineering, WGVU AM/FM/TV, 301 West Fulton Street, Grand Rapids, MI 49504-6492. Review of applications will begin immediately and position will remain open until filled. EEO/AA/ADA.

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. Some opportunities require applicants to travel and/or live abroad. Minimum 5 years experience and engineering degree required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 708-299-4206, attention V. Schwantje.

Ku Satellite Technician. Rosebud Productions, Boca Raton, FL seeks experienced mobile satellite engineer for new uplink truck. Full time, some travel. Send resume to Doug Curtis, Rosebud Productions, 40 SE 5 Street, Boca Raton, FL 33432. Fax (407) 361-9423.

Chief Engineer. Group owned station in the Houston market has an immediate opening for a "hands-on" Chief Engineer. Candidate should have a minimum of 5 years broadcast TV experience and be proficient in UHF transmitter operation and maintenance as well as studio equipment maintenance. The right individual will be self motivated and possess strong communications and computer skills. If you want to be a part of an aggressive engineering team and get in on the ground floor of a great opportunity, rush resume to: Station Manager, Silver King Broadcasting of Houston, 2522 Highland Square Mall, Alvin, TX 77511 or Fax (713) 331-5924. EOE.

Maintenance Engineer: Miami-based TV network seeks one highly qualified technician for its Florida facility. Candidate must be experienced in maintenance of studio switchers, routers, graphics and control room equipment, as well as analog and digital Betacam videotape machines. Knowledge of satellite transmitters, receivers and equipment helpful. Supervisory and facility construction experience desirable. Salary highly competitive. Send resume to: Human Resources Department, Telemundo Network, 2470 West 8th Avenue, Hialeah, FL 33010. EOE.

Satellite and Microwave Truck Operator: Requires a self-starter, having experience with satellite and microwave truck operation. Must be willing to work nights and weekends. Please send resume to Alan Mack, Chief Photographer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No telephone calls. EOE.

Maintenance Engineer. WCPX, CBS affiliate in Orlando, FL, has an immediate opening for a Maintenance Engineer. Responsibilities to include maintenance of Betacam tape decks, CCD portable cameras and camcorders, ENG trucks with microwave radios, and all associated equipment. Ability to troubleshoot to the component level. At least 5 years maintenance experience on the types of equipment listed above. No phone calls please. Send resume to: Chief Engineer, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

TV Maintenance Engineer. Oklahoma's PBS affiliate is seeking a Maintenance Engineer with a minimum of 3 years experience in the maintenance of television electronic equipment including but not limited to studio and field cameras, videotape machines (Beta, 3/4" and 1"), video and audio switchers, Chyron character generator, monitors, computer equipment, transmitter and microwave equipment required. Comprehensive benefit package. Send resume to Personnel, OETA, 7403 North Kelley, PO Box 14190, OKC or call (405) 848-8501 for an application form. EOE.

Technical Support. Experienced engineer to work with TV and radio broadcasters for installation and support of MSI products. Participate in new design, testing and sales. Limited travel. Non-smoking environment. Benefits. Fax (908-302-0206) or mail resume and salary requirements to Modulation Sciences, Inc., 12 A World's Fair Drive, Somerset, NJ 08873. No phone calls, please.

HELP WANTED NEWS

News Photographer: Your eye doesn't miss the shot. Dakota's own KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota is looking for a Photographer/Editor. M-II format is what we use. Send a non-returnable tape to Lonnie Nichols, Chief Photographer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. No Beta. EOE. No phone calls please.

News Director: KBMT-TV, Beaumont, Texas. We're the news station of Southeast Texas. If news is in your blood, and you produce powerful compelling news every time you hit the air, we need to talk. Our focus is on turning out only the best local news product. Must have management experience that includes knowing how to motivate and drive the team. Community involvement and budget sense round out the specs. Send resume to Fred Jordan, VP and GM, KBMT TV, P.O. Box 1550, Beaumont, Texas 77704. EOE.

WHOI-TV, an ABC affiliate in Peoria, Illinois, needs a General Assignment Reporter. A year or two experience is nice, but you're still a little green yet have good potential, a strong drive, determination and intense desire to uncover hard news stories no one else can find. We'll take a look at you. You must be a great writer, strong visual storyteller, understand how and when to use natural sound, love to work hard and have fun. "Live" experience is an advantage. Rush tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, Illinois 61610. EOE. Position closes October 6, 1995.

WEEKEND ANCHOR/REPORTER

KABC-TV is seeking an Anchor/Reporter to co-anchor our 6pm and 11pm newscasts on Saturday and Sunday, in addition to reporting duties three days per week. A minimum of three years anchoring/reporting experience required. Send resume and videotape to: **Cheryl Fair, News Director, KABC-TV News, Dept. WA-R/BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls please. Equal opportunity employer.



News Director. NBC affiliated, WBIR-TV, Knoxville, TN is seeking News Director to lead its #1 rated news department. Minimum of 5 years experience as news director, excellent communication and management skills, budget minded, excellent writing/editorial skills, ability to coach and develop talent, knowledge of libel laws, interested in community involvement, demonstrate knowledge of technical improvements in news gathering and dissemination with special emphasis on satellite. Send resume to: General Manager, WBIR-TV, 1513 Hutchinson Avenue, Knoxville, TN 37917. We are an Equal Opportunity Employer.

News Director. Top 50 affiliate in growing southeast market seeking leader to manage our expanding news operation. Ideal candidate will be technically proficient, deadline oriented, and committed to understanding our market and its environment. Integrity and character are a must. If you possess the passion and determination to take us to the next level, fax your resume to: News Director, Media and Marketing Incorporated, 214-520-2001. All inquiries will remain confidential. Minorities and women encouraged to apply. EOE.

WHOI-TV, an ABC affiliate in Peoria, Illinois has two Photographer openings. These positions require at least one year experience in news photography. Must know how to shoot with betacam equipment. Also must have experience working with 3/4 and beta editing systems. You must know how to visually tell any story. You must have a creative eye, a great work ethic and good attitude. If you want to have fun and work hard...send your tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, Illinois 61610. EOE. Positions close October 2, 1995.

TV News Reporter: Creative, memorable story teller. Live experience essential. No beginners - minimum of three years TV news experience. Please send resume and non-returnable tape to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No telephone calls. EOE.

News Tape Editor: WFAA-TV, an ABC affiliate in Dallas, Texas, has an immediate opening for a full-time news tape editor. Applicant must have 5 years experience and a commitment to a creative, quality product with emphasis on abilities to edit news features and documentaries. Must be willing to work flexible hours and travel with heavy edit gear. Send your resume to: WFAA-TV, Human Resources, 606 Young Street, Dallas, TX 75202. EOE/MF.

Anchor. NW ABC affiliate looking for Anchor to join outstanding weekday team. 2 years experience anchoring required. Bachelor's Degree, dynamic delivery, good communications skills and works well with people. Please send tape, resume, references and salary requirements ASAP to: EEO Coordinator, KXLY TV/AM/FM/EXTRA!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an Equal Opportunity Employer.

Senior Director- to switch and direct fast paced 6pm and 10pm Newscasts. Monday thru Friday. Strong leader with good technical skills. Familiar with Ampex AVC Switcher and ADO. Send resume with tape to: Bill Baldwin, Production Manager, KSWO-TV, P.O. Box 708, Lawton, OK 73502. EOE.

NBC Affiliate on the Florida Coast looking for a Reporter who digs deeper, thinks faster, takes creative chances and loves to drive the competition crazy. In addition to working for an operation that prides itself in its different approach, the right candidate also gets to develop their anchor skills co-anchoring a two hour Saturday morning newscast. Three years minimum experience necessary to apply. No phone calls accepted. Non-returnable tape and resume to: Kevin Brennan, News Director, WTLV, 1070 East Adams Street, Jacksonville, FL 32202. EOE.

News Producer!! You don't stack it, you create it. Dakota's own KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota is looking for a Producer. Fast-paced, upbeat, compelling teases and copy that cares. If you can do it, send a non-returnable 3/4 or VHS tape to Todd Epp, Executive Producer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. And hurry!!! EOE. No phone calls please.

News Writer/Producer. Bloomberg Information Television is expanding. You can be part of it if you are: A team player. Willing to work long hours. Willing to work odd hours. Above all, you must be able to write excellent broadcast copy. Conversational writing style is a must. You will write both business news and general news. A background in business news is a plus, but is not a requirement. You must be comfortable with a highly computerized environment. You must be comfortable with a very unconventional and innovative style of producing newscasts. You must be comfortable with continuous deadlines. We are an exciting 24 hour operation, more like an all-news radio station that a typical television newsroom that has only one or two daily shows. Applicants with radio backgrounds will be considered. Send resume and writing samples (2 pages of broadcast copy) to Michael Lysak, News Director, Bloomberg Information Television, 499 Park Avenue, New York, NY 10022. No phone calls please.

News Director. Immediate opening at progressive small market station in southeast. Excellent opportunity for senior producer/anchor to move into management. Strong supervisory skills and commitment to news required. Minimum 5 years experience. Send cover letter and resume to Box 00565 EOE.

Reporter: You can tell a story that reaches the mind through the heart. Dakota's own KSFY-TV, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota is looking for a Reporter. Apply only if you can work hard, fast and well, and you want to grow in your career. Send a non-returnable 3/4 or VHS tape to Todd Epp, Executive Producer, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. And hurry!!! EOE. No phone calls please.

News Photographer/Editor: Minimum two years experience shooting and editing TV news. Must be willing to work nights and weekends, must have clean driving record. Please send resume and non-returnable tape to Alan Mack, Chief Photographer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No telephone calls. EOE.

Meteorologist: WYFF-TV, the Pulitzer NBC station in Greenville, SC is searching for a Meteorologist to join our weather team for the Morning and Noon newscasts. College degree, AMS Seal and one year of experience required. Facility with WSI's 9000 and 1010N and Baron's Stormtracker system helpful. Tape/resumes to Human Resource Manager, P.O. Box 788, Greenville, SC 29602.

Producer: Top 15 CBS affiliate needs dynamic, creative producer for weekday evening newscast. One of our producers is leaving to be a senior producer with KCBS. The person we hire will have great editorial judgement and solid people skills and will lead the broadcast--not just stack the show. At least four years experience needed to qualify. Send non-returnable tape (Beta or 3/4"), resume, references and a page on your philosophy of show producing to: Dave Clegern, Executive Producer, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No phone calls! EOE.

Weekend Weathercaster/Reporter. Small market, CBS affiliate, seeks a Weekend Weathercaster/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast and have on-air affiliate experience with Triton Weather Graphic System. Degree preferred. Send resume to Box 00563 EOE.

Meteorologist/Weather Anchor. Immediate opening for a Meteorologist/Weather Anchor for NBC affiliate in 77th DMA. On-air experience at a commercial television station a must. Send resume/tapes to: Dan Steele, Operations and Program Manager, WPSD-TV, P.O. Box 1997, Paducah, KY 42002-1197. M/F. EOE. ADA.

Co-Anchor/Reporter. West Texas, CBS affiliate, seeks a Co-Anchor/Reporter for the 10:00 P.M. newscast. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Newschannel 8 Director and Technical Director. Washington D.C. 24-hour cable news channel seeks Director and Technical Director. Director candidates should have one year newscast directing experience and be able to function as technical director. TD candidates should have experience in audio, teleprompter, camera, lighting, and technical directing newscasts. Please send resume, non-returnable tape and salary history to: NC 8 HR, 7600-D Boston Boulevard, Springfield, VA 22153. EOE. No calls.

Chief Meteorologist - Looking for a seasoned TV Meteorologist to lead our stormteam which consists of a chief meteorologist and two other on-air meteorologists. We are a number one NBC affiliate located on the Gulf Coast. Interest and expertise in hurricanes a plus. We have state of the art weather equipment and are about to purchase a brand new weather system. Please send resume, videotape and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Assistant News Director - Minimum five years news experience. Work in an executive capacity with the assignment desk, producers and graphic artist. Assist with planning and special projects. Requires creative, energetic and experienced person with ability to perform in a competitive news environment. Strong writing skills and ability to make critical news judgements in supervising the development and execution of daily newscasts. Good driving record and ability to pass basic drug and libel tests. Salary negotiable. Send resume and statement of news philosophy to: KFVS-TV, Human Resources Director, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer.

Chief Weathercaster. NBC affiliate in Traverse City, Michigan has an immediate opening for a Chief Weathercaster. Meteorologist is preferred but not required for the position. Person handles the evening newscasts as well as hourly updates. Very challenging weather climate including lake effect, snow and severe weather. Located in popular resort area surrounded by three Great Lakes. Looking for someone who not only knows weather, but also wants to become part of the community. Please send resume, references, and non-returnable VHS or 3/4-inch tape to Mike Conway, News Director, WPBN/WTOM-TV, 8518 M-72 West, Traverse City, MI 49684. EOE. No phone calls, please.

Videotape Editor. Top 10 network affiliate has an immediate opening for a full-time news videotape editor. You will be responsible for editing, taking feeds and using the BASYS newsroom computer system for various newscasts. The right candidate will have the following skills: standard editing, some experience with Sony 900 and/or 2000 editing systems, be able to work unsupervised with numerous deadlines during stressful situations and will have 3 to 5 years experience in a medium to major market. Send tape and resume to: VTE-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls. EOE.

News Producer - Top thirty midwest station looking for a morning News Producer. Must be self-starter and able to work with minimum supervision. Salary in the mid '30's. At least one year experience producing local newscasts. Reply to Box 00559 EOE.

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The One and Only WJXT is looking for the One and Only kind of Promotion Producer. Minimum two years TV promotion experience, excellent writing, shooting, scheduling and editing skills required. Avid editing knowledge preferred and a love for news a must! If you'd like to work at one of the highest rated stations in the nation...one that truly values promotion...and one where you can produce work that you would be proud to show your folks, please send tape and resume to Jan Haswell, WJXT, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

Brand New NBC O&O looking for a Promotion Writer Producer with top notch writing skills and some technical experience. Send resume and tape to: Promotion Director, WNCN-17, 1205 Front Street, Raleigh, NC 27609. No phone calls, please. EOE.

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A dynamic new state-of-the-art communications company with digital video production facility is extending a fantastic opportunity for qualified candidates to usher into the future. Speer Communications, Ltd. and its related entities offers a ground floor opportunity to become part of an exciting new venture and join a team that is second to none. Come create the future with us!

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| • PRODUCTION SUPERVISOR (MOBILE) | • BROADCAST ADMINISTRATOR |
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| • ACCOUNTING ADMINISTRATOR | • DUPLICATION CLERK |
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**DIRECTOR OF HUMAN RESOURCES, SPEER COMMUNICATIONS, LTD.
3207 DICKERSON ROAD, NASHVILLE, TN 37207**

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NO PHONE CALLS PLEASE.

Art Director. Paramount O&O, UPN affiliate in 4th market seeks a Graphic Designer who will be responsible for all station graphics, including: print production, on-air graphics and designs, sales collateral pieces; coordinating outside graphic services. Candidate should be familiar with Macintosh Quadra 950 computer system, Chyron Infnit system and Chyron/Macintosh Interface system. Send resume and tape to: Creative Services Director, WGBS-TV 420 North 20th Street, Philadelphia, PA 19130. No calls please. EOE.

Canal de Noticias NBC is seeking Spanish fluent Show Producers, Assignment Editor and Graphics Artist for our growing service. Canal de Noticias NBC is a 24-hour Spanish news channel in Charlotte, NC. No calls. Send resume and references to: Box FE 301, 360 Lexington Avenue, 12th Floor, NY, NY 10017. EOE.

Interactive Producer - WBRC-TV in Birmingham, Alabama has an opening for a Producer in charge of our interactive projects. Among other duties the person would manage our WEB site, interactive phones, a data center and our newsletter. Candidates must have a college degree, working knowledge of the Internet and experience in television news and/or promotion is a plus. Send resumes to Stan Knott, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EEO.

Producer and/or Fundraiser experienced, needed for new cooking show. Finances negotiable. Resume: J. Rizzo, 155 East 4th Street, #5C, NY NY 10009-6544.

Assistant Commercial Production Editor. ABC affiliate with large volume of commercial production and all the latest toys needs a second creative editor. Hands-on experience with Avid and Ace editing, Beta SP equipment, 2-Channel DVE, Still Store and Dubner. Great location near the beach with good salary and benefit package. Send tape, salary requirements to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M-F.

Art Director: WVEC-TV has an opening for an experienced television Art Director. Qualified candidates should have: *Minimum of 3 years experience in a design facility and a bachelors degree in design or related field. *Experienced in the use of Quantel paintbox and/or Harriet, and Macintosh equipment. *Well-versed in the technical aspects of production. *Very strong design skills relating to both graphics and animation. They will work in a quality production environment with excellent benefits and opportunities. Interested candidates should respond with a resume and non-returnable tape to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

Video Tape Editors: We have three full time positions available for hard working self motivated, video tape editors. We need people with at least two years experience with broadcast Beta machines. Applicant must be able to evaluate deadline situations, work well under pressure, and be able to interact with others in a constructive cooperative manner. Please send tape and resume to: News Operations Manager, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210.

Video Editor: Seeking outstanding individual with at least 2 years computerized video editing experience for busy post production facility. Prefer experience with Sony BVE 9100 series editor, GVG 200 switcher, Abekas DVE, Dubner graphics. Will be responsible for providing post production services for commercials, industrial and corporate videos and television promotional spots. Send resumes to OCN, Mrgan, P.O. Box 11945, Santa Ana, CA 92711. No phone calls please. EOE.

HELP WANTED PROGRAMMING

DIRECTOR OF PROGRAM SERVICES

KGO-TV/Channel 7 is seeking a creative, experienced Director to develop and create new opportunities in both syndicated and local programming. Will negotiate acquisition of syndicated product and feature film packages. Will be responsible for supervision of programming personnel and department operating budget. Minimum of 10 years experience in television programming with management experience required. Application deadline is October 27, 1995. Send resume to:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111 EOE

PROGRAM PRODUCER

KGO-TV/Channel 7 is seeking a Producer with at least 5 years of major market experience producing complete television shows. Must be capable of producing programs that are live, taped, studio-based, documentary and those which may involve multi-camera remotes. Must be well-versed in all aspects of production from researching through post-production. Familiarity with Newstar and ImMix editing systems preferred. Application deadline is October 27, 1995. Please send resume and videotape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111 EOE

HELP WANTED RESEARCH

Galaxy Latin America (GLA), a strategic partnership between Hughes Communications Inc. and major Latin American communications and media conglomerates, is establishing its headquarters in Fort Lauderdale. The GLA partnership will deliver the first all-digital direct-to-home satellite broadcast service to Latin America. This service, DIRECTV®, will provide over 140 channels of movies, sports and entertainment programming in English, Spanish and Portuguese, to Mexico, Central and South America, and the Caribbean. GLA is currently seeking to fill the following position immediately.

MANAGER OF RESEARCH

The primary responsibilities include coordinating and managing cooperative research with the GLA partners, analyzing various kinds of data as it relates to advertising and consumer promotion activities, and monitoring competitive information and trends, along with developing an on-going market intelligence plan. The ideal candidate will have 7+ years experience in market research, with at least 3 years specifically focusing on Latin American countries. Experience in planning and executing all forms of quantitative exploratory research to uncover marketing insights and opportunities is a must. Spanish and/or Portuguese language skills are highly desired.

In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please fax your resume to: (305) 351-7112, Attn.: 832638. No Phone Calls, Please. An Equal Opportunity/Affirmative Action Employer.



Research Analyst: Working knowledge of broadcast audience research (methodology and application). Ability to create research for various departments and conceive, construct, implement and analyze local research project. Broadcast experience preferred. Send resume to: Robyn Burhans, UPN 45 KUTP, 4630 South 33rd Street, Phoenix, AZ 85040-2800. EOE.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Manager, Credit and Collections - Major market television station is seeking an experienced Manager, Credit and Collections. Individual will be responsible for collecting outstanding accounts receivable, credit referencing, and other facets of the billing process. Interaction with all levels of station management. Excel, verbal and written communication skills required. PC skills, specifically LOTUS. Good people skills, college degree and minimum 2 years collections experience. Competitive salary to include bonus plan and comprehensive benefits package. Reply immediately to Box 00562 EOE.


Assistant Controller: Cosmos Broadcasting Corporation/Greenville, SC, a diversified broadcasting company, seeks an accomplished accounting executive to serve as Assistant Controller. Oversee all aspects of financial reporting. Broadcasting accounting preferred with minimum three years management accounting experience. Excellent benefits package. Letter, resume, salary history and list of three professional references to VP, Finance, Cosmos Broadcasting Corporation, POB 789, Greenville, SC 29602. EOE.

HELP WANTED PUBLIC RELATIONS

Publicist - Turner Network Television needs a creative, energetic and seasoned PR pro to execute the publicity efforts for TNT special event programming. Needed: 3-5 years television PR experience, well-established national and local media contacts, excellent writing and communications skills, strong strategic-planning abilities, proven track record and ability to juggle numerous projects simultaneously. Position has managerial potential for right applicant and is based in Atlanta. Available immediately. Resumes to TNT Public Relations, 1050 Techwood Drive, NW, Atlanta, GA 30318, fax 404/885-4318, attention Susan Freeman.

SITUATIONS WANTED NEWS

Consumer/Investigative Reporter - Experienced, award-winning pro for #1 or #2 slot. Tape and references. Reply to Box 00564.

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For solicitation materials contact:

Don Allen
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Arcata, CA 95518
FAX: 707-826-2136
don@internews.org

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HELP WANTED PROGRAMMING



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The Sci-Fi Channel is rocketing ahead to new heights of achievement. We currently seek a highly qualified, career-minded individual who will participate in creative conceptualization of all special projects, events, stunts and marathons for the Sci-Fi Channel.

Reporting to the VP, Programming, the successful candidate will handle diverse responsibilities: soliciting ideas, taking "special project" pitches and developing plans for yearly calendar of events, (e.g. movie openings, marathons, etc.). You will establish relationships with agents, PR people, publishers, producers and others in the creative community, negotiate and complete deals, commission projects, and oversee coordination/supervision of production. Budgetary and production cost tracking and the overseeing of all interstitial projects will also be under your supervision.

Requirements include in-depth knowledge of Sci-Fi and Sci-Fi programming with a clear understanding of audience flow and programming strategies. Experience in evaluating product and negotiating agreements and a knowledge of program suppliers and their product is essential, as is background in overseeing/coordinating production and post production elements. Previous budgetary responsibility along with working knowledge of computers and business software are important, and the ability to travel is necessary.

We offer a very competitive salary and an excellent comprehensive benefits package, with 401 (k) pension and profit sharing. For confidential consideration, please mail or FAX your resume and cover letter with salary history to:

Human Resources Department SPM
SCI-FI CHANNEL
 1230 Avenue of the Americas, New York, NY 10020
 Fax (212) 262-5343

INTERACTIVE/MULTIMEDIA

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Booker For On-Line Celebrity Events. Join the exciting world cyberspace! News Corp./MCI Online Ventures, a joint venture between News Corp. and MCI to launch a new Internet-based service for businesses and consumers, is seeking a full-time booker to schedule and coordinate on-line guest appearances. Candidate should be an energetic self-starter with excellent communication and interpersonal skills, and the ability to manage several projects at once. Previous booking and/or promotion-related experience required. Please send resume and salary history to: News Corp./MCI Ventures, 620 Avenue of the Americas, 6th Floor, New York, NY 10011, Attn. Human Resources, Bookers Position. Principals Only. No phone calls or faxes please. News Corp./MCI Ventures is an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Oregon - Tenure-track Assistant Professor. The School of Journalism and Communication seeks a colleague in Electronic Media beginning fall 1996. Candidates should combine demonstrated competence in video/audio production with commitment to teaching and service. Doctoral degree and strong research promise, and/or the capacity to provide leadership in industry through creative work, consulting and professional development. The ideal candidate will also contribute to instruction in visual communication. Consideration of applications will begin November 15. Send vita, supporting materials, and names, address and phone numbers of three references to: Search Committee, School of Journalism and Communication, University of Oregon, Eugene, OR 97403-1275. AA/EEO/ADA.

Faculty Position. The School of Mass Communications at Virginia Commonwealth University invites applications for a tenure-track position in broadcasting, at the level of assistant or associate professor, to begin August 15, 1996. Candidate must hold a master's or Ph.D. degree and have outstanding television broadcast news and production experience. Candidate's vita should show evidence of demonstrated leadership skills and a knowledge of current trends in broadcast news and production. A minimum of five years of television reporting and production experience and university teaching experience preferred. Duties include teaching advanced courses in television news writing and production. Successful applicant also will advise approximately 70 students and will be executive producer of a student-produced news/public affairs program. Salary based on record and experience. The school, located in the state capital, is the only accredited state-supported mass communications program in Virginia, serving approximately 600 undergraduate and 40 graduate students. Richmond is the home of six television stations, offering students a wealth of internship and work opportunities. The school has a full-time faculty of 16 and adjunct faculty from the professional community. Evaluation of applications will begin December 15, 1995 and will continue until a successful candidate is hired. Applicants should send a letter of application, a detailed resume and two samples of produced work to: J. David Benson, Asst. to the Director, VCU School of Mass Communications, P.O. Box 842034, Richmond, Virginia 23284-2034. Virginia Commonwealth University is an Equal Opportunity/Affirmative Action institution and does not discriminate on the basis of race, gender, age, religion, ethnic origin, or disability. Women, minorities and persons with disabilities are encouraged to apply.

Faculty position, Colorado State University. Ph.D. preferred, master's plus extensive experience considered. Professional broadcast television, cable or corporate video production experience required. Apply by December 1, 1995, to Chair, Search Committee, Department of Technical Journalism, C-225 Clark Building, Colorado State University, Fort Collins, CO 80523. Phone (970) 491-6310. Colorado State is an EEO/AA employer. E.O. Office: 21 Spruce Hall.

Mass Communication Assistant Professor-- Two tenure track positions, 12SH teaching load beginning summer or fall 1996. Position 51324-Teach Electronic Journalism, Media Economics and Sales, Media Management, and other Radio and TV Production or Writing Courses. Ability to teach in news/editorial sequence desired. Position 51329-Teach Public Relations Courses, Advertising, Magazine Writing, News/Editorial Sequence and Mass Communication Research. Ph.D. preferred. M.A. mandatory. Professional and university teaching experience desired. Competitive salary. Market index possible. Send letter of application, resume, and three letters of reference to: Department of Communication, Central Missouri State University, Warrensburg, MO 64093. Screening begins December 8, 1995 and continues until filled. AA/EEO/ADA.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327 • INTERNET: AFASULO@BC.CAHNERS.COM

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PUBLIC NOTICE

The public television Interconnection Committee will meet at 9:00 a.m. on October 19, 1995 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes a report on satellite operations, CPB interconnection agreement, budget, transponder utilization, and other business.

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on October 20, 1995 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers, board committees on finance, satellite operations, programming, new technologies, learning ventures and other business.

The Public Broadcasting Service Subcommittee on Budget, Finance and Audit will meet in executive session at 1:00 p.m. on October 19, 1995 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes FY 1997 budget, stations on deferred payment plans, reports from officers, and other business.

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For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Elloree, S.C. (BTCH0950814GW)—Garris Communications Inc. for WORG(FM) 100.3 mhz: voluntary transfer of control of Jomar of Orangeburg Inc. from Jomar of Orangeburg Inc. to Garris Communications Inc. *Sept. 14*

Granted

Lake Charles, La. (BALCT-950821KJ)—KVHP TV Partners Ltd., Calif., for kvhp(TV) ch. 29: involuntary assignment of license to KVHP TV Partners (debtor-in-possession). *Sept. 8*

Kingsville, Tex. (BTCH-950818EA)—Ohio Broadcast Associates for KNGV(FM) 92.7 mhz: involuntary transfer of control from Arnold Malkan to Audrey Malkan, executor of estate of Arnold Malkan. *Sept. 13*

Accepted for filing

Tucson, Ariz. (BAL-950830E1)—Radio Pantera Inc. for KTZR(AM) 1450 khz: involuntary assignment of license to Hassey Communications Group Inc. (receiver). *Sept. 19*

NEW STATIONS

Dismissed

Pinckneyville, Ill. (BPH-921207MI)—Richard Blakely for FM at 104.3 mhz, ERP 3 kw, ant. 100 m. *Sept. 19*

Returned

Camden, Ala. (BPH-950713MK)—Harold McCord for FM at 101.1 mhz. *Sept. 12*

Old Orchard Beach, Me. (BPED-950822-MB)—Salvation Army for noncommercial educational FM at 88.1 mhz. *Sept. 20*

Granted

Carrabelle, Fla. (BPH-920221MC)—Richard L. Plessinger Sr. for FM at 106.5 mhz, ERP 100 kw, ant. 299.3 m. *Sept. 21*

Warrenton, Ga. (BPH-941122MQ)—Don Beard and April Beard for FM at 93.1 mhz, ERP 25 km, ant. 100 m, TL Hwy 22, Powelton. *Sept. 8*

Twin Falls, Idaho (BPED-941024MA)—Calvary Chapel of Costa Mesa Inc. for FM at 88.9 mhz, ERP 3 kw, ant. 5.8 m., TL 241 Main Ave. W, Twin Falls. *Sept. 13*

Danville, Ill. (BPED-950110MA)—Creative Flair Communications Inc. for noncommercial educational FM at 88.5 mhz, ERP .5 kw, ant. 48 m. *Sept. 21*

Ferdinand, Ind. (BPH-930604ME)—Gem Communications for FM at 98.5 mhz, RP 6 kw, ant. 100 m. *Sept. 18*

Alexandria, La. (BPED-941031MB)—American Family Association for noncommercial educational FM at 91.7 mhz, ERP 1 km, ant. 39 m., TL W end of Duhon Ln. *Sept. 18*

Lewiston, Pa. (BPED-941219MA)—Salt and Light Media Ministries Inc. for FM at 90.9 mhz, ERP .1 kw, ant. 344 m. *July 17*

Moses Lake, Wash. (BPED-941102MA)—Moody Bible Institute of Chicago for noncommercial educational FM at 88.3 mhz, ERP 4 kw, ant. 201 m. *Sept. 18*

Filed/Accepted for filing

Marvell, Ark. (BPED-950905ME)—East Arkansas Educational Foundation (Alfred L. Roberson IV, trustee, 113 Quapaw Trail, Helena, AR 72342) for noncommercial educational FM at 91.5 mhz, ERP 50 kw, ant. 150 m., .9 km S of Lee Co. line on Phillips Co. Rd. 145. *Sept. 22*

Cambria, Calif. (BPH-950827MB)—Cambria C.J. (Karen Hughes, 4706 Los Coyotes

Diagonal, Long Beach, CA 90815) for FM at 103.5 mhz, ERP 6 kw, ant. 66 m., former Cambria Air Force Station, 5 km SE of Cambria. *Aug. 27*

Felton, Calif. (BMPH-950803IC)—Benedek-Dewey Partnership for KHIP(FM) 93.7 mhz: change ant. to 497 m. *Sept. 22*

Annapolis, Md. (BPH-950831ME)—Patricia A. Ebbert (12131 Benbridge Pl., Potomac, MD 20854) for FM at 99.1 mhz, ERP 30 kw, ant. 193 m., 1690 Hawkins Rd., Annapolis. *Aug. 31*

Bethesda, Md. (BPH-950901ME)—Ukrainian Congress Committee of America Inc. (214 Massachusetts Ave., Washington, DC 20002) for noncommercial FM at 94.7 mhz, ERP 20.5 kw, ant. 235 m., 5202 River Rd., Bethesda, Md. *Sept. 1*

Sun Valley, Nev. (BPH-950831MD)—Nevada Star Broadcasting LP (Charles W. Adams III, general partner, 6761 Villa Juarez Circle, Sacramento, CA 95828) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., .9 km W of western city limits of Sun Valley. *Aug. 31*

Lancaster, N.H. (BPH-950906ME)—K&S Radio Partnership (PO Box 301, Winooski, VT 05404) for FM at 102.3 mhz, ERP 1 kw, ant. -157 m., 168 Main St., Lancaster. *Sept. 6*

Carlsbad, N.M. (BPH-950906MD)—Dewey Matthew Runnels (1908 E. Alameda, Roswell, NM 88201) for FM at 106.1 mhz, ERP 50 kw, ant. 97 m., C-Hill, Living Desert State Park, Carlsbad. Runnels owns KRSY(AM)-KMOU(FM) Roswell. *Aug. 6*

Ogdensburg, N.Y. (BPH-950906MF)—Northstar Broadcasting Corp. (Jeffrey D. Shapiro, chairman, 6 Wood Row Rd., Hanover, NH 03755) for FM at 98.7 mhz, ERP 3 kw, ant. 49 m., atop water tower on grounds of St. Lawrence State Hospital, off Rte. 37, Ogdensburg. Northstar owns wnco-FM Morristown, N.Y. Shapiro owns 33.3 % of wnco-FM and is general partner of wnco(AM)-wciz(FM) Watertown, N.Y. He also owns 17.9% of wcpv(FM) Essex, N.Y.; 12.3% of wtsv(AM)-whdq(FM) Claremont, N.H., and wnhv(AM)-wkxe-FM White River Junction and waig(FM) Marlboro, Vt.; and 11% of wkrt(AM)-wiii-FM Cortland, N.Y. *Sept. 6*

Aurora, N.C. (BPED-950905MG)—Down East Public Radio Inc. (Barry Keith Eckhardt, president, 107 Fairway Rd., Jacksonville, NC 28546) for noncommercial FM at 91.1 mhz, ERP 9 kw, ant. 125 m, 3 km E of Aurora. Eckhardt is joint owner of WLAS-AM Jacksonville and WKZF-FM Bayboro, N.C. *Sept. 26*

Santa Isabel, P.R. (BPH-950907MB)—La Carpa Corp. (Julio Cruz, president, PO Box 372620, Cayey, PR 00737) for FM at 98.1 mhz, ERP 6 kw, ant. 101 m., E of Rte. 576, 1 km N of Rio Jueyes, Municipio de Coamo, P.R. *Sept. 7*

Santa Isabel, P.R. (BPH-950907MC)—Peace Broadcasting Network (Maria Velazquez Mercado, president, PO Box 36-3542, San Juan, PR 00936-3542) for FM at 98.1 mhz, ERP 2.44 kw, ant. 132 m., Municipio de Juan Diaz, N of Rte. 14, site of CellularOne tower. *Sept. 7*

BY THE NUMBERS

BROADCAST STATIONS

| Service | Total |
|---------------------------|---------------|
| Commercial AM | 4,906 |
| Commercial FM | 5,260 |
| Educational FM | 1,799 |
| Total Radio | 11,965 |
| VHF LPTV | 558 |
| UHF LPTV | 1,193 |
| Total LPTV | 1,751 |
| FM translators & boosters | 2,433 |
| VHF translators | 2,266 |
| UHF translators | 2,560 |
| Total Translators | 7,259 |

| Service | Total |
|--------------------|--------------|
| Commercial VHF TV | 559 |
| Commercial UHF TV | 620 |
| Educational VHF TV | 123 |
| Educational UHF TV | 240 |
| Total TV | 1,542 |

CABLE

| | |
|--------------------|------------|
| Total systems | 11,660 |
| Total subscribers | 62,231,730 |
| Homes passed | 91,750,000 |
| Cable penetration* | 65.3% |

*Based on TV household universe of 95.4 million.

Sources: FCC, Nielsen and Paul Kagan Associates

Vieques, P.R. (BPH-950807IG)—Carlos Juan Colon Bentura for FM at 98.3 mhz, ERP .32 kw, ant. 858 m. *Sept. 26*

Clarendon, Tex. (BPH-950901MG)—RoHo Broadcasting Co. (Delbert W. Robertson, general partner, PO Box 370, Clarendon, TX 79226-0370) for FM at 99.3 mhz, ERP 50 kw, ant. 96 m., 2 km S of I-H40 on S.H. 70, 1.4 km S of Jericho. *Sept. 1*

Hereford, Tex. (BPH-950906MB)—Chip Formby for FM at 103.5 mhz, ERP 50 kw, ant. 150 m, 3.75 mi. S of intersection of U.S. Hwy 385 and F.R. 1055 on W side of Farm Rd. *Sept. 6*

Hudson, Tex. (BPH-950901MF)—Harold J. Haley Jr. (Old U.S. Hwy 35 N, Livingston, TX 77351) for FM at 96.3 mhz, ERP 6 kw, ant. 100 m., 1.5 km SE of Clawson. *Sept. 1*

Ingram, Tex. (950817MA)—Texas Public Radio for FM at 90.3 mhz, ERP 50 kw, ant. 97.3 m. *Sept. 21*

Beckley, W.Va. (BPED-950905MD)—Shofar Broadcasting Corp. (James Jenkins, president, 118 McGovran Rd., Charleston, WV 25314) for FM at 88.1 mhz, ERP 1 kw, ant. 323 m., Hunt Knob, Flat Top, 21.7 km from Beckley. *Sept. 22*

Williamstown, W.Va. (BPH-950831MA)—David A. Strock (30 Lynnwood Dr., Vienna, WV 26105) for FM at 96.9 mhz, ERP 2.35 kw, ant. 160 m., 2 mi. W of Rte. 77, 1.2 mi. S of Rte. 14 near Vienna. Strock owns 52.3% of WYLI(AM) Marietta, Ohio. *Aug. 31*

Williamstown, W.Va. (BPH-950831MF)—Burbach Broadcasting Co. (John L. Laubach Jr., chairman, 2350 One PPG Place, Pittsburgh, PA 15222) for FM at 96.9 mhz, ERP 2.64 kw, ant. 153 m., atop Doles Knob, Warren Township. *Aug. 31*

Williamstown, W.Va. (BPH-950901MD)—Dailey Corp. (Calvin Dailey Jr., president, 703 Market St., Parkersburg, WV 26101) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m, on Ridge Rd., Vienna, 1.25 mi. E of intersection of Rosemar and Ridge rds. Dailey Corp. owns WADC(AM)-WHCM(FM) Parkersburg. Calvin Dailey is 50% owner of WDXV(AM) Sumter, S.C., WLIT(AM) Steubenville, Ohio, and WRZZ(FM) Ravenswood and WCEF(FM) Ripley, W.Va.; and 25.5% owner of WIBZ(FM) Wedgefield, S.C. *Sept. 1*

Crandon, Wis. (BPCT-950915KI)—Scanlan Television Inc. (Thomas Scanlan, president, 201 E. Front St., Traverse City, MI 49684) for TV at ch. 4, ERP 100 kw visual, ant. 549 m., SE quarter of Sec. 6, Upham Twp., .8 km S of Co. Rd. T, 7 km WSW of Summit Lake. Scanlan owns WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, Mich., and has filed for CP for TVs at Calumet and Ishpeming, Mich. *Sept. 15*

Eagle River, Wis. (BPCT-950912KE)—Northwoods Educational Television Association (Lyle Robert Evans, president, PO Box 1952, Eagle River, WI 54521) for TV at ch. 34, ERP 2,000 kw visual, ant. 333 m. Evans owns WWRS-TV Mayville/Milwaukee and WEZR(FM) Brillion; and 50% of WMBE(AM) Chilton, all Wis. *Sept. 12*

Diamondville, Wyo. (BPH-950906MC)—Jerrold T. Lundquist (36 Cross Hwy, Red-

ding, CT 06896) for FM at 105.3 mhz, ERP 50 w, ant. 3 m., KMER(AM) transmitter site, 2.3 km NNW of Diamondville. Lundquist owns KMER-AM Kemmerer, KPOW-AM-KLZY-FM Powell, KSGT-AM-KMTN-FM Jackson and KLDI-AM-KROU-FM Laramie, all Wyo. *Sept. 6*

FACILITIES CHANGES

Dismissed

Freehold Township, N.J. (BMPED-931007IB)—Faith Broadcasters Inc. for WRUJ(FM) 89.7 mhz: change ERP to .01 kw, ant. to 31.5 m., TL to 1747 Rte. 9, Howell Township. *Sept. 14*

Toms River, N.J. (BMP-950125AB)—Knox Broadcasting Group Inc. for WJAZ(AM) 1550 khz: reduce power to .009 kw, change ant. system, move TL to 11 Irons St., Toms River. *Sept. 14*

Granted

Greenville, Ala. (BPH-950127IC)—Autaugaville Radio Inc. for WKXN(FM) 95.9 mhz: change ERP to 2 kw, ant. to 275.2 m, TL to 15 km NNW of Greenville, ant. supporting-structure height. *Sept. 12*

San Francisco (BPH-950328IC)—Alliance Broadcasting Cranwell II LP for KYCY(FM) 93.3 mhz: change ERP to 44.6 kw, ant. to 158 m. *Sept. 18*

Colorado Springs (BPCT-941202KO)—KXRM Partnership for KXRM-TV ch. 21: change ERP to 1,700 kw visual, ant. to 656 m. *Sept. 8*

Denver (BPH-950804IE)—Secret Communications LP for KIMN(FM) 100.3 mhz: change ant. to 345 m. *Sept. 18*

Danbury, Conn. (BMPED-941129ID)—Western Connecticut State University for WXCJ(FM) 91.7 mhz: change ERP to 3 kw, ant. to 67 m. *Sept. 18*

Crystal River, Fla. (BPED-950316IC)—Christian Family Cinema Inc. for WXCJ(FM) 91.9 mhz: change ERP to 7.9, ant. to 87 m. *Sept. 21*

Midway, Fla. (BMPH-950726IE)—Leah R. and John L. James for WTSP(FM) 100.7 mhz: change ERP to 11.3 kw, ant. to 149 m., city of license from Quincy to Midway. *Sept. 20*

Temple Terrace, Fla. (BP-941227AD)—WTMP Radio Ltd. for WTMP(AM) 1150 khz: change ant. system, move TL to 3325 W. Slight Ave., Tampa. *Sept. 14*

Estherville, Iowa (BPH-950509IC)—Jacobson Broadcasting Co. Inc. for KILR-FM 95.9 mhz: change ERP to 10 kw, ant. to 99 m., TL to Hwy 4 N, .5 km N of Estherville. *Sept. 12*

Menominee, Mich. (BPH-950725IC)—Good Neighbor Broadcasting Inc. for WHYB(FM) 103.7 mhz: change frequency, ERP to 7.01 kw. *Sept. 18*

Portage, Mich. (BPH-941011IC)—MWC Inc. for WFAT(FM) 96.5 mhz: change ERP to 3.6 kw, ant. to 79 m. *Sept. 21*

Concord, N.H. (BMP-930310AB)—Concord Broadcasting Associates for WNHA(AM) 1140 khz: reduce power to 2.5 kw, change ant. system. *Sept. 14*

Albuquerque, N.M. (MBPCT-950628KM)—

Ramar Communications Inc. for KASY-TV ch. 50: change ERP to 1,420 kw visual, ant. to 1,274.7 m. *Sept. 14*

Elmira, N.Y. (BPH-931118II)—WENY Inc. for WENY-FM 92.7 mhz: change ERP to 1.2 kw, ant. to 218.3 m., TL to Comfort Rd., 3 mi. N of Rte. 14. *Sept. 21*

Bethlehem, Pa. (BPCT-950324KE)—Sonshine Family TV Corp. for WBPH-TV, ch. 60: change ant. to 225 m., ERP to 12 kw visual, TL to 300 E. Rock Rd., Allentown. *Sept. 8*

Erie, Pa. (BPCT-950331KJ)—Erie Broadcasting Inc. for WFXP(TV) ch. 66: change ERP to 882 kw visual, TL to 2.25 mi. SE of Kearsarge on U.S. Rte. 19 near Erie. *Aug. 29*

Agudilla, P.R. (BPH-950517IA)—Arso Radio Corp. for WVA-FM 100.3 mhz: change ERP to 22 kw, ant. to 614 m. *Sept. 19*

Greenville, S.C. (BPED-940222MD)—Furman University for WPLS-FM 96.7 mhz: change ERP to .02 kw, ant. to 31 m., TL to .4 km W of Rte. 276, Greenville. *Sept. 13*

Bay City, Tex. (BMPH-950712IF)—Ammerman Enterprises Inc. for KXGJ(FM) 101.7 mhz: change ant. to 137 m. *Sept. 20*

Canyon, Tex. (BPH-940513IA)—Westwind Broadcasting Inc. for KPUR-FM 107.1 mhz: change ERP to 6 kw, ant. to 96 m. *Sept. 18*

Longview, Tex. (BPH-941223IE)—Radio Sungroup of Texas Inc. for KYKX(FM) 105.7 mhz: change ant. to 387.1 m., TL to 16 km NW of Longview, Seven Ines. *July 27*

Seattle (BPH-941223IA)—Bonneville Holding Co. for KIRO-FM 100.7 mhz: change ERP to 56.8 kw, ant. to 714 m., TL to community ant. on W Tiger Mtn., 3.3 km S of High Point. *Sept. 18*

Kaukauna, Wis. (BPH-941018IA)—28:30 Productions Inc. for WKFX(FM) 104.9 mhz: change ERP to 3.1 kw, ant. to 141 m. *Sept. 20*

Seymour, Wis. (BMPH-931230IC)—Brooker Broadcasting for WECB(FM) 104.3 mhz: change ERP to 5 kw, ant. to 109 m. *Sept. 20*

Accepted for filing

Birmingham, Ala. (BPED-950830IC)—Briarwood Presbyterian Church for WLJR(FM) 88.5 mhz: change ERP to .2 kw, ant. to 190 m. *Aug. 20*

Gadsden, Ala. (BPCT-950907KE)—WNAL-TV Inc. for WNAL-TV ch. 44: change ERP to 5,000 kw visual, ant. to 60 m., TL to Cahaba Mtn., 3409 Village Springs Rd., Springville. *Sept. 21*

Jacksonville, Ark. (BMPH-950821IB)—USR of Little Rock FM Inc. for KDDK(FM) 100.3 mhz: change ERP to 82.9 kw. *Sept. 21*

Felton, Calif. (BMPH-950803IC)—Benedek-Dewey Partnership for KHIP(FM) 93.7 mhz: change ERP to .007 kw, ant. to 497 m. *Sept. 22*

Pacific Grove, Calif. (BMPH-950801IC)—C.R. Pasquier Properties Inc. for KOCN(FM) 105.1 mhz: change ERP to 4.2 kw, ant. to 240.7 m. *Sept. 21*

Quincy, Calif. (BMPH-950821IA)—New Life Broadcasting for KNLF(FM) 103.1 mhz: change TL to 440 Lawrence St., frequency to 95.9 mhz. *Sept. 21*

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Defender of the First

EDITOR: This may not be a popular observation right now...but Senator Bob Packwood, whatever his failings, was always there for the broadcasters of America.

When so many legislators wanted to stifle our voices and impose so-called doctrines of fairness on our profession, Bob Packwood was ardent, articulate and effective in protecting our First Amendment rights.

And even when some members of our own tribe wobbled on essential free speech issues, Packwood was there to buck us up and remind us who we are and where we came from.

During my service as chairman of the NAB public affairs committee, I can recall *numerous* instances when our own colleagues were ready to trade our heritage for some illusory, temporary legislative relief or fee reductions, only to be brought back to

reality by one good man in the Senate of the United States.

AS BROADCASTING & CABLE is our most stellar defender and unique among all the journals of electronic communication, I think it only appropriate to salute Senator Packwood in your pages.

He heard the same *music*. So that we could utter all the *words*.—*William O'Shaughnessy, president and editorial director, WVOX(AM)-WRTN(FM) Westchester, N.Y.*

What's in a number?

EDITOR: Regarding the "Ratings records" table on page 41 of the Sept. 18 issue. Know what? We've been had.

In the parallel article there is a quote by Cabletelevision Advertising Bureau President Joe Ostrow: "...viewers have switched from broadcast to basic cable in their search for more program diversity."

We were suspicious, so we called Nielsen to get an update. Guess what we found when we compared second quarter '95 with '94? Some basic networks went up a tenth, some went down and most stayed the same. About a wash, *except* for CNN and Court TV. CNN went from a 0.5 to a 0.9, and Court TV went from a 0.1 to a 0.7. So the whole gain comes down to these two cable networks. It's all O.J. Some "diversity."—*Ave Butensky, president, Television Bureau of Advertising, New York*

Eye for design

EDITOR: Wow! I have writer's cramp from making follow-up notes on all of the information in your reformatted magazine. Also, the inside cover ads are certainly eye-catching. —*Preston Padden, president, network distribution, Fox Broadcasting Co., Washington*

THIS WEEK

Oct. 3-11—*Telecom '95*, 7th world telecommunications exposition and forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.

Oct. 5-6—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

Oct. 5-7—*Minnesota Broadcasters Association* 46th annual convention. Northern Inn, Bemidji, Minn. Contact: (612) 926-8123.

Oct. 5-7—"Sustaining Success: Challenges Facing Minority Managers," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jennette Smith, (813) 821-9494.

Oct. 6-9—*Audio Engineering Society* 99th annual convention. Jacob K. Javits Convention Center, New York City. Contact: (212) 661-8528.

Oct. 7-10—*Association of National Advertisers* 86th annual meeting and business conference. Boca Raton Resort & Club, Boca Raton, Fla. Contact: (212) 697-5950.

OCTOBER

Oct. 9—"The Battle for Customer Satisfaction: Going to the Next Level," conference presented by the *Cable Television Administration and Marketing Society*. Bally's Park Place Casino Hotel & Tower, Atlantic City. Contact: (703) 549-4200.

Oct. 9-13—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

Oct. 10—Media breakfast co-sponsored by *PR Newswire* and the *New York Biotech Association*. Marriott Marquis Hotel, New York City. Contact: Todd Grossman, (212) 596-1523.

Oct. 10-11—*Television Bureau of Advertising* third annual research conference. McGraw-Hill Conference Center, New York City. Contact: Mercedes Median, (212) 486-1111.

Oct. 10-11—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." Hyatt Regency, Oak Brook, Ill. Contact: Molly Coyle, (312) 634-2353.

Oct. 10-12—Atlantic Cable Show, presented

Datebook

by the *Cable Television Association of New York, New Jersey Cable Television Association, Pennsylvania Cable and Telecommunications Association and Cable Television Association of Maryland, Delaware and the District of Columbia*. Atlantic City Convention Center, Atlantic City. Contact: (609) 848-1000.

Oct. 10-12—*Mid-America Cable TV Association* 38th annual meeting and show. Overland Park International Trade Center, Overland Park, Kan. Contact: (913) 841-9241.

Oct. 11—*Federal Communications Bar Association* luncheon featuring Tom Shales. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 11-13—International symposium on multimedia communications and video coding, presented by the *Center for Advanced Technology in Telecommunications*. Polytechnic University, Brooklyn, N.Y. Contact: Y. Wang, (718) 260-3469.

Oct. 11-14—*Society of Professional Journalists* national convention. St. Paul Radisson, St. Paul. Contact: Julie Grimes, (317) 653-3333.

Oct. 12—1994 Achievement and Scientific Development Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Sheraton New York Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.

Oct. 12—*BDA International Asian Conference*. Mandarin Marina, Suntec City, Singapore. Contact: Lynne Grasz, (212) 251-8712.

Oct. 12-13—"Charting a Course for Video on Demand," conference presented by *ICM Conferencess Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.

Oct. 12-14—*National Religious Broadcasters* Eastern Chapter annual convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

Oct. 15-19—*International Engineering Consortium* National Communications Forum. Hyatt Regency O'Hare, Chicago. Contact: Mike Vogt, (312) 938-8787.

Oct. 15-20—"Ethical Decision-Making," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.

Oct. 16-17—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Telephony." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.

Oct. 18-20—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Fiber Optics." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.

Oct. 18-20—*Indiana Broadcasters Association* fall conference. Omni Severn, Indianapolis. Contact: Jack Swart, (219) 233-3141.

Oct. 18-21—*National Broadcast Association for Community Affairs* annual conference. Sheraton Seattle, Seattle. Contact: (202) 857-1155.

NOVEMBER

Nov. 6—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

Nov. 29-Dec. 1—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Nov. 29-Dec. 2—MIP ASIA international film and program market, presented by the *Reed MIDEM Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (212) 689-4220.

JANUARY 1996

Jan. 22-25—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

APRIL 1996

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Steve Dodge: Building American Radio

Like other ventures Steve Dodge has explored, he has naturally excelled in radio.

After nearly two decades in bank lending and cable television, Steve Dodge wanted a new challenge. As he did in his other ventures, Dodge met the challenge—creating one of radio's most well-respected midsize groups in just two years.

Now chairman and chief executive officer of American Radio Systems, Dodge founded the group in 1993 by merging Atlantic Radio—which he launched in 1988—with Stoner Broadcasting System and MultiMarket Communications. The merger gave life to a group of 16 radio stations, mainly in midsize, Northeastern markets.

American Radio Systems now comprises 19 FM and nine AM stations in markets ranging from West Palm Beach, Fla., to Buffalo, N.Y. In Boston, the company's home town, ARS owns top-ranked WRKO(AM), WEEI(AM) and WBMX(FM) and earns the lion's share of radio advertising revenue in the market, beating out hefty competitors Infinity Broadcasting and CBS.

The company's financial report for the first half of 1995 is equally impressive: net revenue increased 55% over the same period the year before, and operating income more than doubled. And just three months after completing an initial public offering of 5 million shares of common stock, American Radio Systems now trades at about \$28 per share, a level that pleases Dodge.

Despite the company's smaller size and buying capacity compared with radio giants such as Infinity, Evergreen Media, Westinghouse and CBS, American Radio Systems has acquired no fewer than six stations in the past four months and is doubling its credit facility to support future acquisitions.

Building American Radio's portfolio is a primary goal, Dodge says: "If we do our job well and acquire intelligently and operate radio stations competently, we're going to create a lot of value over a period of time. I think that's what people are expecting us to do and why the stock is trading where it is."

Dodge began his professional life after earning an English degree from Yale and serving four years with the navy during the Vietnam era. In 1971 Dodge joined the Bank of Boston as a lender to emerging cable TV companies. His early clients included Steve Ross, who was launching Warner Cable. Seven years later, in 1978, Dodge branched out to form his own cable



"I think programming is the foundation of the business and companies need to remain product-focused in order to be excellent."

Steven Bruce Dodge

Chairman/CEO, American Radio Systems, Boston; b. July 12, 1945, New Haven, Conn.; BA, Yale University, 1967; lieutenant/chief engineer, U.S. Navy, 1967-71; VP, special industries division, Bank of Boston, 1971-78; founded American Cablesystems, 1978; chairman/CEO, American Cablesystems, 1986; sold American Cablesystems to Continental Cable, 1988; founded Atlantic Radio, 1988; founded American Radio Systems through merger of Atlantic Radio, Stoner Broadcasting System and MultiMarket Communications, 1993; m. Anne Nordblom, June 15, 1974; children: Tom, 20; Kristen, 19; Ben, 16.

system, American Cablesystems.

"I had spent a tremendous amount of time financing entrepreneurs in cable and through that experience concluded there was nothing they were doing that I couldn't do just as well."

After four years, American Cablesystems started acquiring cable franchise rights to major-market communities around Boston, beating out formidable competitors.

In 1986 Dodge took American Cablesystems public, giving the company a stable base of capital that he might have used to buy more franchises. But as the cable industry grew, Dodge opted to bypass roadblocks he saw in regulatory issues and distribution technology by leaving cable in favor of radio. In 1988 he sold American Cablesystems to Continental Cable.

With the capital from the sale, Dodge formed Atlantic Radio. His first acquisitions were in Rochester and Syracuse, N.Y., and Burlington, Vt. The company's largest acquisition came a year later in Boston with WRKO(AM)-WROR(FM) (now WBMX[FM])/WHDH[AM] NOW WEEI).

When Dodge purchased WROR, the station was "sick," with no identity and in need of a programming overhaul. Dodge and his management team gave the station new call letters and revamped its format from oldies to rhythmic adult contemporary. In the spring Arbitron book all three came in first in different time slots among adults 25-54.

Dodge has found other stations that needed fixing. "The stations we initially acquired were all turn-arounds, and that's a difficult formula for a relatively inexperienced management team. It was only after several years in the business that we began to understand what we needed to do to be successful in radio."

Dodge disagrees that a handful of owners will control the bulk of the nation's stations if radio ownership caps are abolished. "I think there are a lot of natural governors that would serve to restrain any particular company from owning all the stations in the country or all the stations in a particular market. On a national scale, it's simply not possible to competently manage 100 or 150 stations."

For now, Dodge is content to expand carefully. "Getting big for the sake of being big isn't necessarily what we're about. We like this industry, we enjoy competing and we enjoy the challenge of building a strong presence in the markets that we're in." —DP

Fates & Fortunes

BROADCAST TV

Appointments at WXLV-TV Winston-Salem, N.C. (formerly WNRW): **Jim Scott** and **Sharon Delaney**, anchors at WCMH(TV) Columbus, Ohio, and KTBS-TV Shreveport, La., respectively, join as main news co-anchors.

Curtis Miles, international consultant, Frank N. Magid Associates, joins WBNG-TV Binghamton, N.Y., as news director.



Brown

Marc Brown, weekend co-anchor, *Eyewitness News*, KABC-TV Los Angeles, named weeknight co-anchor, *Eyewitness News* at 6 p.m.

Kathryn Bridgman, GSM, KDVR(TV) Denver, joins WXIN(TV) Indi-

anapolis in same capacity.

Bob Young, news director, WCNC-TV Charlotte, N.C., joins WGXA(TV) Macon, Ga., as corporate director, news.

Mary Kay Kleist, weathercaster, Chicagoland Television News and WGN(AM) Chicago, joins WFLA-TV Tampa, Fla., as meteorologist, Storm Team weather staff.

Patricia Keagy, controller, WFXT(TV) Boston, named VP, finance.



Gibson

Jack Gibson, director, programing, WPBT(TV) Miami, named VP.

James Schuessler, VP/station manager, WSYX(TV) Columbus, Ohio, joins WLUK-TV Green Bay, Wis., as VP/GM.

Jay Newman, VP, operations, and executive-in-charge, CBS Television Stations, Detroit, named GM, WWJ-TV there.

Kevin Roach, executive producer, New England Cable News, joins WDTN(TV) Dayton, Ohio, as news director.

Michelle Gors, executive news producer, WOWK-TV Huntington, W.Va., named news director.

Beth McCarthy, director, *The Jon Stewart Show*, MTV Networks, New York,

joins NBC Productions there as director, *Saturday Night Live*.

Mimi Young, producer, WPRZ-TV Baton Rouge, joins KJRH(TV) Tulsa, Okla., as executive producer.

PROGRAMING

Amy Lynne Pucker, lawyer, motion pictures and TV dept., Mitchell, Silberg & Knupp, joins Film Roman, North Hollywood, as director, business and legal affairs.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Eric Yeldell**,



Yeldell



Magnuson

senior VP, legal affairs, named executive VP; **Sharan Magnuson**, executive director, publicity, named VP, entertainment publicity.

Stephen Herlihy, account executive, King World Productions, joins Turner Program Services, Chicago, as sales manager, Midwest region.

Cynthia Sakuda, business affairs manager, Wild West Records, joins ACI, Los Angeles, as manager, legal affairs.

Brenda Wooding, sales director, Dorling Kindersley Vision, London, joins Sunbow Entertainment, New York, in same capacity.

Michael Malone, manager, creative services, WPWR-TV Gary, Ind., joins *Jenny Jones*, Burbank, Calif., as director, creative services.

Jane Wells, reporter, KTTV(TV) Los Angeles, joins WNBC(TV) New York as correspondent covering the O.J. Simpson trial.

Angela Shapiro, editor-in-chief, *Soap Opera Update* magazine, joins ABC Daytime, New York, as senior VP, marketing and promotion.

David Camp, director, financial planning, Columbia TriStar Home Video, joins Warner Bros. International Television Distribution, Burbank, Calif., as VP, finance.

Michael Yudin, senior VP, Paramount

Television Group, Hollywood, joins Telescene Entertainment, New York, as executive VP.



Weiss

Dan Weiss, executive director, creative services, Buena Vista Television, Los Angeles, joins Carsey-Werner Distribution, Studio City, Calif., as VP, creative services.

Denise Rolfe, freelance writer, joins

Carnie, Burbank, Calif., as director, creative services.

Jim Swick, director, engineering, Edefx Group, Miami, joins Harpo Productions, Chicago, in same capacity.

John McMahon, VP, international legal affairs, Sony Pictures Entertainment, named senior VP, sales planning, Columbia TriStar International Television, Culver City, Calif.

RADIO

Bob Moore, VP/GM, KLSX(FM)/KRLA(AM) Los Angeles, elected chairman, Major Market Radio Station Advisory Board, New York.



Poulos

Tom Poulos, executive VP/director, sales, McGavren Guild Radio, Boston, named executive VP/GM.

Susan Knoll, sales representative, GTE Directories, joins ABC Radio Networks, Dallas,

as senior research analyst.

Juan Navarro, director, marketing and research, KVEA(TV) Corona, Calif., joins KVAR(FM) Los Angeles as GSM.

James Higgins, senior VP, sales, Westwood One Radio Networks, New York, joins United Stations Radio Networks there in same capacity.

Rick Mack, GM, WAOK(AM)/WVEE(FM) Atlanta, joins WBIG-FM Washington as VP/GM.

Michael Frohm, GSM, KDKA(AM) Pittsburgh, joins WWSW-AM-FM there as GM.

Terri Lorenz, manager, business and legal affairs, Westwood One Radio Networks, New York, named director.

CABLE

Vince Hamilton, deputy GM, Access Houston Cable Corp., Houston, named GM.

Suzanne Curtis, associate, Graham & James law firm, joins Continental Cablevision, El Segundo, Calif., as associate corporate counsel, Western region.

Mark Teague, producer, KOMU-TV Columbia, Miss., joins WQAD-TV Moline, Ill., in same capacity.

Bobby Lopez, program director, KRIO-FM Floresville/San Antonio, Tex., joins CMT: Country Music Television, Nashville, as programing manager, Latin America.

James Baker, facilities manager, WFLA (TV) Raleigh, and WRDC(TV) Durham, both N.C., joins The Travel Channel, Atlanta, as operations supervisor.

Appointments at CNN: **Donald Van de Mark**, director, corporate communications, QVC, West Chester, Pa., joins New York bureau as anchor; **Earl Casey**, VP, domestic newsgathering and managing editor, Atlanta, named senior VP; **Jay Suber**, VP, news features, named senior VP, CNN news feature programs.

Benjamin Greenberg, VP, engineering, Elfcomm Consultants, joins Prime Life Network, Massapequa, N.Y., as director, engineering.

Vic Heman, program director/assistant news director, KABC-TV Los Angeles, joins C/NET: The Computer Network, San Francisco, as news director/senior producer.

ADVERTISING/MARKETING

Michael O'Neill, director, affiliate relations, CBS, New York, joins BMI there as director, national accounts/media licensing.



Cuda

Patricia Cuda, senior VP, operations, and director, media, Ross Roy Communications Inc., Detroit, joins Western International Media, Los Angeles, as senior VP/director, account services, network division.

Lawrence Solomon, president, Leading Image marketing/public relations firm, New York, retained as creative consultant to National Media Corp. there.

ALLIED FIELDS

Scott Owens, producer, has signed on for another year as supervising producer in charge of production for foxlab, a full-service television program development and production unit of Fox Inc.

Isaac Hersly, executive VP, Chyron Corp., Melville, N.Y., named president/COO.

Steve Sherman, associate director, research, Public Broadcasting Service, joins Statistical Research Inc., Westfield, N.J., as project director.

DEATHS

Alison "The Nightbird" Steele, 58, disk jockey, died of cancer Sept. 27 at New York's Lenox Hill Hospital. Renowned as the first female DJ to host an overnight shift at a New York rock station, Steele earned a wide audience with her sultry voice and knack for interviewing celebrities and rock musicians. Steele was hired by WNEW(FM) New York in 1966 as one of an all-female air staff. After moving to the station's 10 p.m.-2 a.m. shift, she created her "Nightbird" persona. In 1982 Steele left WNEW to write and co-produce the celebrity profile show *Limelight* for CNN. She returned to radio in 1988 as The Nightbird for WXRK(FM) New York. Her last broadcast for WXRK was in June. She is survived by her daughter, Heather; granddaughter, Rachel; and two sisters, Joyce and Emalie.

John G. Rogers, 79, retired broadcast engineer, died of lung cancer Sept. 23 in Annapolis, Md. Rogers' career began at WRC(AM) Washington in 1939. Positions that he held included chief engineer and technical services manager. He also worked on presidential inaugurations, NBC's *Today* show, the *Camel News Caravan*, and early televised political

conventions. Rogers is survived by two children, Thomas and Patricia; two sisters, and three grandsons.

Charles C. Castle, 70, radio station owner and television engineer, died Sept. 16 at his home in Avon Park, Fla. He suffered from congestive heart disease.

Castle began his broadcasting career in 1959 in Fort Pierce, Fla., first operating WARM(AM), then moving on to become chief engineer at WTVX(TV) for 15 years. He moved to Avon Park in 1983 and purchased an interest in WOKC(AM)-WLMC(FM) Okeechobee, Fla. Six months before his death, he purchased WITS(AM)-WYMR(FM) Sebring, Fla. Castle was a lifetime member of the Society of Broadcast Engineers. He is survived by his wife, Margaret; five children: Robert, Kenneth, James, Peggy and Linda; nineteen grandchildren, and one great-grandchild.

Henry W. Dornseif, 73, broadcast financial executive, died of congestive heart failure Aug. 24 at Veterans Memorial Hospital, Minneapolis. For 25 years Dornseif served as executive VP and treasurer of Midwest Radio-Television Inc., which owned WCCO-AM-FM-TV Minneapolis-St. Paul. While at Midwest he organized the Institute of Broadcast Financial Management, which later became the Broadcast Cable Financial Management Association. In 1977 he founded his own broadcast/cable investment and management consulting firm, Dornseif Broadcast Associates Group. He also helped create and was a president of the Broadcast Consulting Group, a national consortium of financial and management professionals. Survivors include his wife, Dorothy; four sons; six grandchildren; one sister, and many nieces and nephews.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

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BROADCASTING • CABLE
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As expected, **Petry Media Corp. has acquired Blair Television**, for more than \$25 million (BROADCASTING & CABLE, Sept. 18). With Blair in its fold, Petry now commands more than 20% of the \$8 billion spot TV ad market, with Petry accounting for about \$1 billion of that and Blair the remaining \$800 million. The two firms, which rep 250 stations, will be managed as separate entities, with Tim McAuliff continuing at the helm of Blair and reporting to Petry CEO and principal owner Thomas Burchill. Sandler Capital, New York, made an undisclosed equity investment in Petry, and United Jersey Bank supplied senior debt financing. Furman Selz advised Petry.

Senate Commerce Committee Chairman **Larry Pressler has abandoned, at least for now, plans to force broadcasters to pay for their digital TV channels.** Rather than push for an auction of the channels, Pressler decided to follow the House Commerce Committee's lead and raise more than \$15 billion in spectrum revenue by ordering the FCC to find an additional 100 mhz to put on the auction block. The Senate Commerce Committee endorsed the House plan last Thursday in a 10-9 vote along party lines. Democrats voted against the proposal because they generally oppose the Republican plan to balance the budget in seven years.

SET Pay Per View last Friday canceled its Taco Bell One-on-One Championship between Shaquille O'Neal and Hakeem Olajuwon just one day before it was scheduled, citing a last-minute workout injury by Olajuwon. McAdory Lipscomb, SET executive VP/GM, said there were "significant out-of-pocket issues" tied to the cancellation but would not elaborate. He also said he did not know how many refunds would have to be made to subscribers who had ordered the event.

The British Broadcasting Corp. launched its digital audio broadcasting service Sept. 27, simulcasting the five national BBC Radio networks digitally alongside analog broadcasts. The BBC service is the world's first DAB system available to the general public, although no man-

ufacturer is making DAB receivers other than in prototype. Liz Forgan, managing director, BBC Network Radio, said that by launching the service now the BBC hopes to encourage the production of low-cost digital receivers. The BBC has been operating a four-channel experimental digital service in London since 1993 as part of its role in the European digital standard-setting group Eureka 147. As a result of this initial research, the UK government agreed to provide the BBC with 12.5 mhz of spectrum to launch DAB. In addition to the five national networks, the BBC will launch other services, including live broadcasts from Parliament, extra sports commentaries and programs from the BBC World Service. At launch, DAB will cover 20% of the population around London. This will grow to 60% by March 1998.

The NAB has hired Jack Knebel as executive VP/operations, succeeding John Abel, who resigned earlier this year to head a new joint venture of LIN Television and Chris Craft/United Television. Knebel, president of American Mining Congress, was secretary of agriculture during the Ford administration.

The Center for Media Education and the United Church of Christ are not alone in opposing the Disney-CapCities/ABC merger. A group of some 350 small cable operators last week asked the FCC to deny the license transfer, maintaining that CapCities/ABC has forced carriage of ESPN2 on sys-

PacTel reduces video plans

Pacific Telesis has scaled back its plans to build a broadband network throughout California, focusing instead on an advanced wireline network in the San Francisco Bay area and offering digital wireless cable in Southern California.

"The plan will reduce the capital needs of the business by approximately \$1 billion over the next five years," says Michael Fitzpatrick, president/CEO, Pacific Telesis Enterprise Group.

That \$1 billion saved will be used for personal communications services (PCS), and long-distance and wireless cable businesses, says Steve Harris, PacTel vice president of external affairs.

PacTel's move will slow the commercial rollout of competitive video services in California and will provide some breathing space for cable operators there. PacTel will face tough competition from the incumbent cable operator, TCI, in the demographically attractive Bay Area. —MB

tems. The National Hispanic Media Coalition also plans to form an informal objection based on the minority hiring record of Disney's KCAL(TV) Los Angeles.

Encore Media Corp. has signed a \$750 million distribution agreement with Turner Pictures for Encore's STARZ! movie channel. It also has extended its current agreement with New Line Cinema and Fine Line until 2005. Encore's deal will make STARZ! the exclusive first-run distributor of theatrical movies from Turner Pictures, New Line Cinema and Fine Line Features for the next 10 years. Encore Media is a co-venture of Liberty Media and JJS Communications.

TCI is sponsoring a new HDTV theater at Denver International Airport (DIA) as part of a joint venture with the City of Denver. The High Definition Television Public Art Project will open in DIA's main terminal on Oct. 17 and will show HDTV productions exclusively.

Cablevision of Connecticut and Cablevision of Southern Connecticut will carry the **Eternal World Television Network's coverage of Pope John Paul II's visit to the U.S.** Oct. 4-8. Cable coverage is to include the Pope's arrival at Newark Airport, address at the United Nations and mass celebrations at Giants Stadium, Aqueduct Race-track, Central Park and Orioles Park at Camden Yards in Baltimore. EWTN programming will include daily previews and wrap-up shows.

HOLLYWOOD

Dinner date

"Who's the FCC? Six dopes in suits. Who are those guys, and what do they know about art?" Those comments by producer Steven Bochco in an interview with **BROADCASTING & CABLE** last month (Sept. 4) prompted a dinner meeting between Bochco and FCC Chairman Reed Hundt on the latter's visit to Los Angeles two weeks ago. The date was set after Hundt wrote Bochco a lighthearted letter pointing out that there are only five FCC commissioners and they don't all wear suits. At dinner, Hundt said, they talked about sex and violence on TV and Bochco's new ABC series, *Murder One*. All's well between the two. In fact, Hundt last week received a note from Bochco along with a key ring adorned with a miniature *NYPD Blue* police badge.

WASHINGTON

Breaking a date

A bury-the-hatchet meeting last Thursday between Fox Chairman Rupert Murdoch and FCC Chairman Reed Hundt was called off by Fox executives after Hundt's staff failed to provide assurances that there would be no talk of public interest. Fox officials apparently did not want Murdoch to get drawn into raging partisan controversy over broadcasters' public interest standard and so-called social contracts. Murdoch and Hundt haven't spoken since the FCC cleared Fox of foreign ownership violation allegations in June. Murdoch spoke to Hundt by phone Thursday, promising to try to get together within the next few weeks.

NEW YORK

Datacasting committee softens position

According to industry insiders, the National Data Broadcasting Commit-

tee (NDBC) may have relaxed its stance on selecting a single data-broadcasting standard. Competitors Digideck and Wavephore are likely to be invited to field trials in early 1996, fueling speculation that the NDBC may approve both technologies. Wavephore was outperformed by Digideck in 1994 laboratory tests, but has since made improvements in its forward error correction system and has conducted unofficial tests at the Communications Research Centre in Canada. The Phoenix-based company goes back into the Advanced Television Test Center in Virginia on Oct. 16 for official NDBC review.

SYDNEY

Australian rules football?

Ah, the joys of generally accepted accounting principles, Australian style.

Back in February, News Corp. announced a \$350 million charge against earnings for its four-year NFL contract. But it now it turns out that estimate was based on Australian accounting principles. Under U.S. accounting rules, the company had to take a charge of \$590 million. Just to further confuse matters, the company decided a few months ago to reverse



Drawn for **BROADCASTING & CABLE** by Jack Schmidt
"He's been curled up like that all morning: an O.J. junkie facing his first week of cold turkey."

part of the charge—\$205 million—converting that into additional operating income for fiscal 1995 (ended June 30). Financial types say reversing a writedown like that is "never done" under U.S. accounting rules until the end of the contract to which it applies, which in the case of the Fox/NFL pact is 1997. "It looks like a case of outright manipulation in financial statements," said a source at a rival network. But illegal? Doubtful, sources say, "just humorous." News Corp. financial chief Bill Sorenson couldn't be reached for comment.

SAN FRANCISCO

DAR delay

Field testing of several digital audio radio models scheduled to start in September in San Francisco will be pushed back another month after some DAR manufacturers raised concerns that the methodology used in the field tests might be skewed to favor the Eureka L-band system. Ralph Justus, director of engineering for the Electronic Industries Association/Consumer Electronics Group, which will oversee the field testing, says that the manufacturers' concerns have "had the effect of delaying" field testing for "yet another month." Justus says field test results may not be ready until March or April 1996, which stretches the time frame for adopting a DAR model for U.S. broadcasters. "Hopefully, it's not a delaying tactic," Justus said of the manufacturers' concerns.

HOLLYWOOD

Funny business

Los Angeles-based Nash Entertainment is developing *Real Funny*, a special/back-door pilot for ABC that will feature unusual people, places and things. Producers of the reality show are on the lookout for everything from extraordinary body art to weird weddings.

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Swords into plowshares

Where do we go from here on children's television?

It's too bad we can't just repeal the Children's Television Act of 1990. That's the original culprit, to which the broadcasting industry should never have acquiesced. Admitting the obligation of children's educational television into the license renewal process was like letting the camel's nose into the tent. The whole animal was bound to follow.

It has. By July 1996, when the next round of license renewals begins, broadcasters will be called upon to explain how their performance concerning children, as in all other areas of operation, is more than mediocre. The National Association of Broadcasters has made much of the fact that the average weekly hours of children's television are in excess of three and a half; pity the broadcaster who has to explain less than that. The public interest groups will be there to protest lack of broadcaster performance in the area. Some argue that a de facto quantitative standard will emerge, painfully and case by case, from this process.

Far better, FCC Chairman Reed Hundt would say, to adopt a quantitative standard now and be done with it. We oppose the idea, believing that (a) it's an infringement of the First Amendment and (b) it will encourage lowest-common-denominator children's programming, not the elevating fare all of television deserves.

No matter. This proposal and all others that emerge in the ongoing children's rulemaking should come to an up-or-down vote. That also may be painful, but it will clearly be legal—if not, in the end, constitutional. The comment period closes Oct. 16. This is the time for every interest to be heard. We'd like to know what Steve Bochco thinks. And what Ted Turner thinks. And Jane Alexander. Spike Lee and Sissela Bok. George Will and Barry Diller. And a few words from Andy Rooney. This discussion has been left too long to

Peggy Charren, Eddie Fritts, Ed Markey and Reed Hundt.

In the meantime, we think that all parties should step back from the current state of hostilities and let the due process proceed. In our best of all worlds, that would include the children's agreements being extracted from Westinghouse and Disney as part of their transfer proceedings; at the least, they should be made conditional on what the FCC eventually decides, or doesn't.

One thing's for sure. Whether children's TV is superior, just good enough or terrible, it won't be the Children's Television Act or the FCC that makes it so. It will be the community of commercial and public broadcasters, in tandem with cable, that makes the difference. There must be leadership to enlist them in the cause. After that it's all downhill.

Words from the wise

We devote a sizable portion of this issue to reporting the ninth annual Interface, celebrated in association with the Federal Communications Bar Association. Along with the headline news, another exchange caught our editorial eye. It came when Marcy Carsey, of Carsey-Werner, was asked about 500 channels and compression and digital multiplexing and data interchanges. Her answer in essence: "It's OK with me if it makes for better television."

"I'm just a storyteller," Carsey continued. "We need to be different from everybody else. We need cutting-edge stuff. [All this new technology] could make it a lot worse, but it could make it a lot better." Her hope: for programming that will bring people to the TV for things other than "computer games and pay per view."

After so much talk about capacity, it was refreshing to hear someone address the question of content. Carsey may have opened a new agenda: what to do with all this new TV, other than using 300 channels to deliver the same 10 movies.

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