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Broadcasting & Cable

The Newsweekly of Television and Radio

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The Long Reach of John Malone

PERIODICALS
OCT 16 1995
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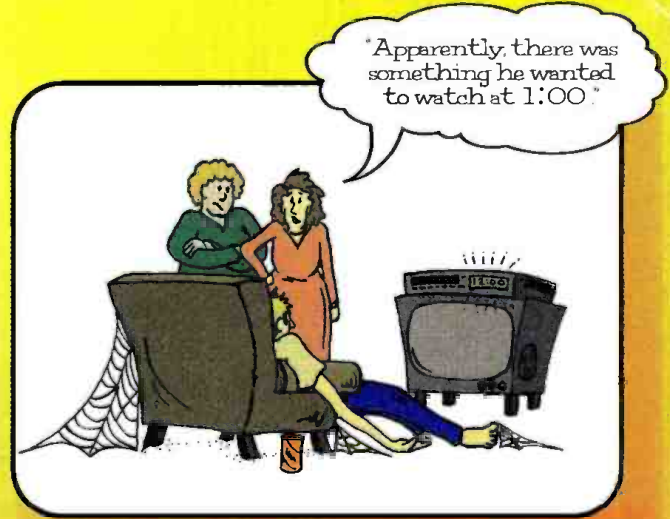
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Confessions of an American television viewer:

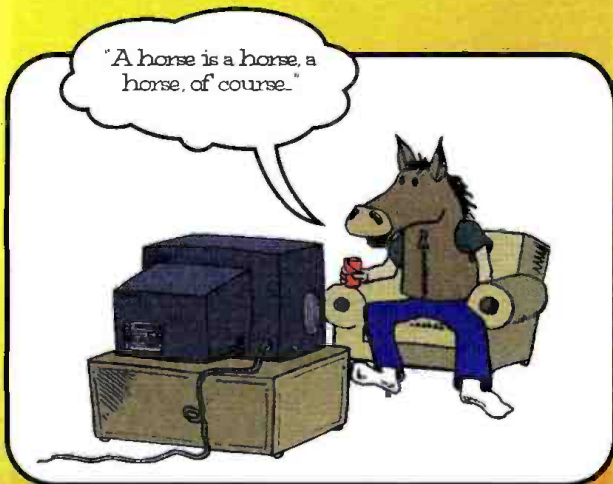
"I can't live without



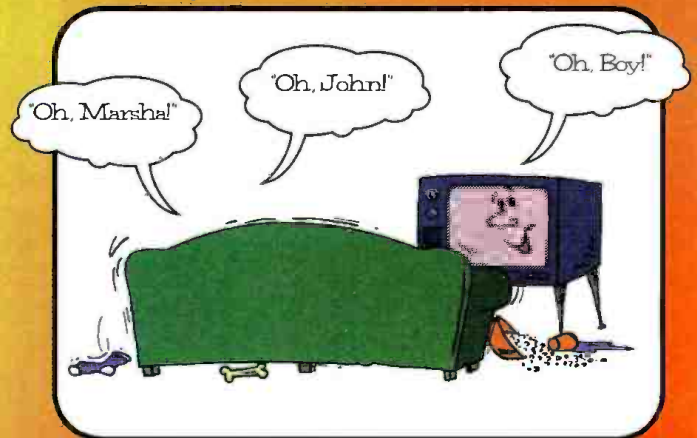
76% watch TV from a favorite chair or couch.



17% of VCR clocks are flashing 12:00.



At least one viewer wishes to be "Mr. Ed."



25% make love with the TV on.

In the recent USSB Telescoop Survey, we found out quite a bit about America's TV viewing habits. The survey also confirms what we (and you) already know: Television is an integral and important part of our daily lives - quality local and network programming and USSB programming on DSS®. Delivering entertainment and information choices to America's TVs is what we do. Of course, what viewers choose to do in front of their TV...well, that's up to them.

MultiChannel
SHOWTIME

MultiChannel
HBO

MultiChannel
CINEMAX

MultiChannel
THE MOVIE CHANNEL

FLIX
Movies you grow up with

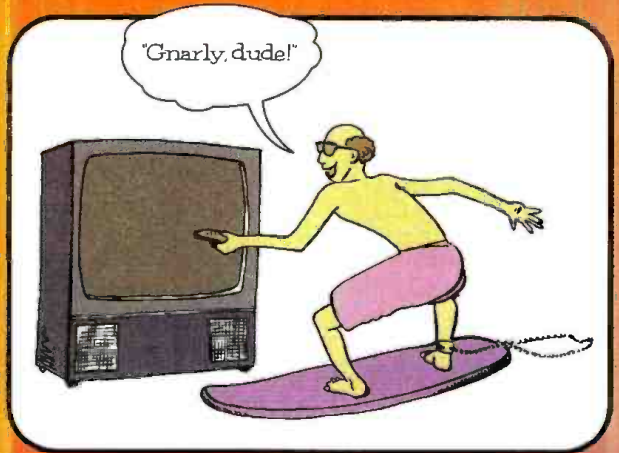
Television!"

"I'm sure that if there were one in there you'd see it right away."



3% are not sure if they have a VCR.

"Gnarly, dude!"



48% are admitted "channel surfers."

"Why, hello, Reverend Jones. So nice of you to drop by."



1% watch TV in the nude.

"Hey buddy Can you spare a remote control?"



19% could not survive without TV.

USSBSM

United States Satellite Broadcasting



lifetime
vision for Women

M
MUSIC TELEVISION

1
VH
MUSIC FIRST

COMEDY
CENTRAL



Classic TV

ALL NEWS
CHANNEL

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Fast Track

Must Reading from
BROADCASTING & CABLE
October 16, 1995

TOP OF THE WEEK

Media decline Simpson interview O.J. Simpson's offers to be interviewed in a friendly setting and with restrictions so far have met with media resistance. Ground rules are one thing, network executives say, but "overly restrictive" ground rules are another. / 8

Mixed reviews for kids TV NAB says the amount of children's educational TV on commercial television more than doubled between 1990 and 1994. But some broadcasters still are trying to pass off the likes of *Mighty Morphin Power Rangers* as educational, says another study, this one by the University of California. / 10

Children's hour in Washington Advocates for children's quality TV visited the FCC last week, asking commissioners to set a one-hour daily requirement on children's programming. They put Rachelle Chong on top of their list as "the deciding vote." / 19

TW/Turner merger under scrutiny The Federal Trade Commission will examine the antitrust elements of the merger of Time Warner Inc. and Turner Broadcasting System. If the FTC finds a problem, it could demand changes in the deal. / 20



HSN co-founder Bud Paxson is buying half of Shop at Home's TV retailing business. / 12



BROADCASTING

Morris Agency executive signs with C³ Bob Crestani, executive VP, William Morris Agency, will become president of Rich Frank and Brian Roberts's C³ venture. / 24



Robert F.X. Sillerman buys five N.C. radio stations, consolidating his hold in the Southeast. / 31

New season assessed CBS and UPN already have experienced some disappointments with the fall TV season, notably *Central Park West*. / 25



Emmis shines in summer ratings Arbitron says Emmis Broadcasting stations ranked first in both New York and Los Angeles this past summer. / 35

The romantic comedy 'Mad About You' is being pitched for syndication next fall. / 26



COVER STORY:

John Malone's long reach

Cable giant TCI has withstood antitrust charges because its annual revenue is less than a third of that of companies such as Walt Disney and Viacom. TCI's influence again will come under review during federal investigations of Time Warner's proposed merger with Turner

Broadcasting System. TCI owns 23% of Turner, and President John Malone's assent reportedly was key to the union. **Cover photo by Steve Winter/Black Star** / 38

CABLE

Cable at turning point Experts say cable companies soon will have to provide a new generation of programming—or someone else, like the telcos, will. But if operators provide new services on demand and remember their customers, subscribers won't switch, according to speakers at last week's Atlantic Cable Show. / 46

TECHNOLOGY

Hughes picks up C-band space Hughes Communications has turned to Brazil for a satellite that will provide more C-band capacity to the U.S. / 48

CNN Financial spends on digital production

CNN Financial Network's all-digital production control room will maintain all-video in the digital domain before converting outgoing feeds to analog. / 50

Telemedia Week

TCI may merge program guides TCI wants to combine The Prevue Channel and TV Guide on Screen into an integrated electronic program guide. But first, the Federal Trade Commission must approve. / 54

Studio channels its approach

Columbia TriStar Television is stalking the globe under its Sony label to launch its first two cable/satellite channels: Sony Entertainment Television in Latin America and India. / 69



The Prevue Channel may cozy up to TV Guide on Screen. / 54

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Closed Circuit.....	77	Fates & Fortunes.....	74
Datebook	68	In Brief.....	76

**THE CHANCES OF FINDING A NETWORK SITCOM
THAT WILL WORK IN SYNDICATION
ARE ONE IN A MILLION.**



4940

BUT, IF IT'S A HIT ON ABC'S TGIF OR FOX



It's hard figuring out which network sitcom will shine in syndication. But the job of picking your next hit comedy strip becomes easier if you know where to look.

Of the 270 comedies that have premiered on the CBS, NBC, ABC, and FOX networks since 1986, only 18 were strong enough to make it to syndication. And of those, only 6 were hits five days a week.

Four of those six came from either ABC's TGIF or Fox. They are "Full House," "Family Matters," "Married...With Children" and



AVAILABLE FALL '96

**Bickley/Warren Productions
Jeff Franklin Productions
in association with
Warner Bros. Television**

IT'LL BE A REAL TREASURE IN SYNDICATION.



"The Simpsons." And this season, TGIF's "Step by Step" is continuing that tradition of syndication success.

What are the next big success stories coming from this breeding ground of success? TGIF's "Hangin' with Mr. Cooper" for Fall '96 and Fox's "Living Single" for Fall '97!

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



AVAILABLE FALL '97

A SisterLee Production
in association with
Warner Bros. Television

O.J. on his own terms

In wake of NBC cancellation, Simpson wants TV time to tell story, but with conditions

By Steve McClellan

O.J. Simpson had his day in court and now he wants it his way on television—an interview with ground rules. No takers yet, but the Simpson team is shopping around an interview with preset conditions, thought to exclude the questions most viewers want answered, including events surrounding the night of the murders of Nicole Brown Simpson and Ronald Goldman.

Court TV confirmed that representatives of Simpson approached the network last Wednesday (Oct. 11)—the same day Simpson pulled out of an NBC interview scheduled to air that night—about doing an interview with restrictions on the cable channel. Court TV, which reaches approximately 22 million cable households, covered the Simpson trial from start to finish and served as pool coordinator for the trial coverage.

“After deliberating eight-tenths of a second, we turned the request down,” said a Court TV spokesman. Simpson apparently is seeking an in-depth interview in a friendly setting to reach a mass audience in an effort to redeem some part of his public image.

Speculation was widespread last week that Simpson had approached King World Productions about talking to one or both of its magazine programs, *Inside Edition* and *American Journal*. That speculation arises from Simpson’s friendship with King World Chairman Roger King who reportedly introduced him to attorney Robert Shapiro.

King declined to be interviewed for this story. Producers for the programs also declined comment about their willingness to do a Simpson interview with ground rules.

Simpson lawyer Johnnie Cochran did not return calls to his office inquiring about specific conditions to be imposed on any interview Simpson might grant, as well as inquiries about what other television networks and syndicated programs the Simpson team had contacted.



Acquitted by jury, O.J. seeks same verdict from TV audience.

Meanwhile, after Simpson canceled the NBC interview, CNN offered him a 90-minute “no holds barred” interview with Larry King that would have included questions from the audience. “Basically the response was no, not now,” said a CNN spokesman.

Several talk shows, including *The Oprah Winfrey Show*, *The Maury Povich Show* and *Montel Williams*, said last week that they have not been approached by Simpson representatives; however, an Oprah Winfrey spokesperson did not rule out an interview. Apart from her show, there has been speculation that Winfrey might conduct a pay-per-view interview with Simpson, but the spokesperson said Winfrey has no interest in that.

The only extensive interview Simpson gave last week was to *New York Times* television reporter Bill Carter. According to the story, which ran on the front page of Thursday’s edition, Simpson called unexpectedly to explain why he had pulled out of the

NBC interview and “to make many of the points he would have made in the television appearance.” As for the murder, Simpson simply declared himself innocent without addressing the many questions about the slayings.

Meanwhile, news executives debated the value of interviews with preset conditions. Andrew Heyward, a CBS News vice president and executive producer of *The CBS Evening News with Dan Rather*, said ground rules frequently come into play in interviews, “starting with the President of the United States.” As for Simpson, Heyward said “any news organization” would consider whatever ground rules Simpson had in mind, but that he strongly doubted that Simpson’s lawyers would agree “to any set of ground rules that wouldn’t be overly restrictive” from a journalistic standpoint.

Joe Peyronnin, president of Fox News, said the organization would also consider an interview with ground rules, “but you would not agree to an interview if you limited it to subjects other than what happened the night that Nicole Simpson and Ronald Goldman were killed. Otherwise, you’re going to end up talking about Hertz rent-a-cars and the Buffalo Bills, and to commit an hour of prime time to that would be inappropriate.”

But John Tomlin, an executive producer at *A Current Affair*, said he would consider an O.J. interview with restrictions. “Look at the *New York Times*. Simpson didn’t answer certain questions, but they did the interview and told the story,” said Tomlin. “I can’t say I would definitely do it without looking at the ground rules.” Tomlin said he would not pay for an interview. ■

COURT TV
“After deliberating eight-tenths of a second, we turned the request down.”

Jim McConville and Cynthia Littleton contributed to this report.

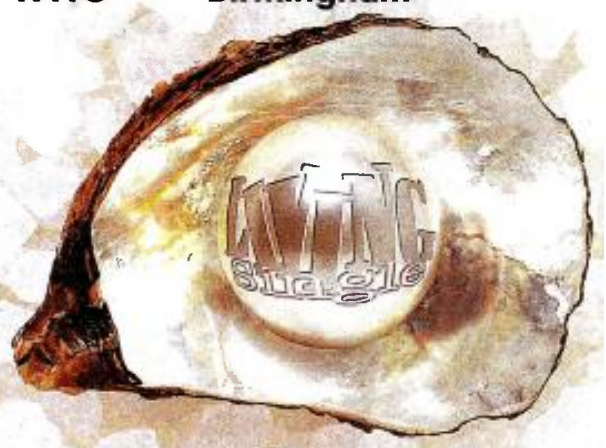
THESE STATIONS ALREADY FOUND THE TREASURE.

Hangin' With Mr. Cooper

WNYW	New York
KTTV	Los Angeles
WGN	Chicago
WGBS	Philadelphia
WSBK	Boston
KTXA	Dallas
WKBD	Detroit
WATL	Atlanta
KHTV	Houston
WDZL	Miami
KWGN	Denver
WJZY/WFVT	Charlotte
WNOL	New Orleans
WHBQ	Memphis

Living Single

WNYW	New York
KTTV	Los Angeles
WGN	Chicago
WGBS	Philadelphia
WSBK	Boston
KTXA	Dallas
WKBD	Detroit
WATL	Atlanta
KHTV	Houston
WDZL	Miami
KWGN	Denver
WBFF	Baltimore
WJZY/WFVT	Charlotte
WCGV	Milwaukee
WRDC	Raleigh
WTVZ	Norfolk
WNOL	New Orleans
WHBQ	Memphis
WTTO	Birmingham



FUNNY SHOWS. SERIOUS BUSINESS.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

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NAB claims increase in kids TV

In comments to FCC, association says no requirements are needed; stations are airing four hours a week, up from two in 1990

By Chris McConnell

FCC Chairman Reed Hundt has pushed hard for children's television requirements, but broadcasters are having none of it.

With comments on the FCC children's TV rulemaking arriving at the commission today (Oct. 16), none of the four networks is planning to accept a minimum requirement, industry sources say. And the National Association of Broadcasters is kicking off its campaign against minimum standards with a study that says the amount of children's educational TV aired on commercial television increased more than 100% between 1990 and 1994.



"I really want to see if broadcasters are going to stand and deliver."

—Reed Hundt

"We're not wavering," one industry source says, characterizing the opposition of others to minimum requirements.

The FCC proposal, issued in April, suggests setting a three-hour requirement as one means of boosting the amount of children's educational programming. Hundt has since repeatedly called for a minimum requirement.

"I really want to see if the broadcasters are going to stand and deliver," Hundt said last Friday. Earlier in the week he assailed the state of children's programming.

"We don't have nearly enough of it," Hundt told the Industry Leadership Conference in Nashville. "And what we've got, the networks are killing."

NAB countered with a study concluding that the industry aired more than four weekly hours of children's educational programs during fall 1994, up from two weekly hours in fall 1990. The association compiled the figures

from a survey of 559 stations.

The study also addressed the programming of stations that had not responded to a similar survey in 1994. The NAB cited an FCC comment that stations responding to the 1994 survey may have aired more children's programming than did those not responding. NAB last week said stations not responding to the earlier survey but participating in this one aired more children's programming than did stations responding to the 1994 survey: "While there was a non-response bias in the previous survey, it was incorrect as to the direction of that bias."

The NAB study also said that 81.4% of the children's programming started after 7 a.m., with another 15.8% starting between 6 and 7 a.m.

Supporting the association's assertion that broadcasters are airing more children's television is the Association of Independent Television Stations (INTV), which also opposes a mandated children's TV broadcasting requirement.

In 1993 INTV proposed that the FCC set a "safe harbor" standard of two hours per week that broadcasters could meet as one means of assuring approval of the children's TV portion of a license renewal application. The group now feels no statutory requirements are needed, although it still is forwarding the safe harbor suggestion as the most stringent the commission should adopt if it is intent on setting rules.

"We believe the marketplace is working," says David Donovan, INTV vice president of legal affairs.

Also filing against any minimum requirements last week was the Media Institute, which is arguing the issue on constitutional grounds. "The commission has already extracted from the [1990 Children's Television] Act all that the legislation allows," said the group, although it agrees with the commission's concern that the act is not boosting the amount of children's TV programming. ■

Study faults broadcasters' kids television efforts

Questions stations' claims of educational value for many shows

By Chris McConnell

Some broadcasters still are trying to pass off the likes of *Mighty Morphin Power Rangers* as children's educational TV, according to a new study.

The study, conducted by University of California professor Dale Kunkel, updates a 1992 report on the children's programming listed in the license renewal files of 48 randomly selected stations. That report found stations listing *G.I. Joe* and *The Jetsons* as educational fare, and last week's study found stations putting *Power Rangers*, *Yogi Bear* and *America's Funniest Home Videos* in that category.

"The pattern of stations claiming programs of questionable educational



Some TV stations have listed 'Power Rangers' as educational programming.

value as 'specifically designed' to meet the educational needs of children does not appear to have changed much since 1992," according to the study.

In contrast to an NAB report issued last week (see story above), the Kunkel study also found that the total amount of educational fare reported by stations has not increased since 1992. Kunkel's

report found broadcasters airing an average of 3.4 hours per week, the same total reported in the 1992 study. "No increase has yet occurred in the broadcast industry's educational programming for children since the Congress approved the Children's Television Act," says the report.

Additionally, the report found stations in larger markets reporting less children's educational fare than stations in smaller markets. Stations in the 25 largest markets averaged 2.1 hours per week, while those in markets 100-plus reported up to 5.1 hours per week.

The NAB challenges Kunkel's findings. "His numbers just don't make sense," says NAB's Lynn McReynolds. Her group last week reported that broadcasters have increased children's educational programming more than 100% since 1990.

Kunkel counters that the NAB study is based on surveys rather than formal FCC filings, where a broadcaster faces a penalty for exaggerating the amount of children's programming offered. He also says the NAB totals do not reflect the content of programming reported as children's educational fare. ■

NAB answers Hundt

The National Association of Broadcasters contends that proposed children's TV quotas violate broadcasters' First Amendment rights.

To bolster the argument, it plans to submit to the FCC today (Oct. 16) a legal opinion by Rodney Smolla, a law professor at the College of William and Mary.

In the 39-page opinion, Smolla takes on FCC Chairman Reed Hundt, who argues that the government may impose such quotas without trampling on broadcasters' rights. In fact, Hundt says, concrete quotas may afford broadcasters greater constitutional protection than do vague obligations.

Hundt's argument turns the First Amendment "upside down," Smolla counters. The Supreme Court's many rulings "that the government may not impose obligations on speakers to speak certain messages pleasing to the government are not magically mooted merely because the government is careful to be precise in its marching orders." —HAJ

Disney asks FCC to say no to CME

Disney is signing no "social contracts" on children's television. The company last week defended its record on children's TV and asked the FCC to dismiss a petition to deny its \$18.5 billion bid to acquire broadcast licenses of Capital Cities/ABC. The petition, filed by the Center for Media Education (CME) and other groups, asked the FCC to condition the merger on a commitment to boost the educational fare ABC is providing to affiliates.

Disney called the petition "an attempt to convert the transfer-of-control process into a forum for advancing

unrelated goals." It added: "The commission should not countenance that result, lest it be viewed as encouraging such stratagems."

The CME is hoping for a different response from the FCC. "We're confident that the commission will uphold our position and reject the requests for crossownership waivers," said Jeff Chester, CME's co-executive director.

Disney, along with CapCities/ABC, also asked the commission to dismiss a petition against the merger filed by the Small Business Cable Association. —CM

Primestar loses lock on DBS slot

MCI's \$175 million offer for disputed channels forces FCC into auction

By Chris McConnell

MCI stymied Primestar's DBS plans last week with a last-minute, \$175 million "bid" for the disputed channels.

The action halted an FCC plan—which was one vote shy of approval—to give 27 channels to Primestar in exchange for the return of channels that Primestar partner Tempo DBS holds at other orbital locations. Primestar also was to make a payment to the government for the channels based on the auction revenue collected from 11 channels.

But sources now expect the commissioners to vote instead on a proposal to auction the 27 channels, which sparked the dispute after the commission reclaimed them from Advanced Com-

munications Corp. in April. Commissioners Rachele Chong and Susan Ness have said they favor the auction resolution. FCC Chairman Reed Hundt's office Friday told Primestar representatives he will vote for an auction, which the FCC hopes to hold in January.

Earlier, sources had expected Hundt to vote with commissioners James Quello and Andrew Barrett for the Primestar-backed plan. Barrett and Quello already had voted in favor of it.

But MCI, which has pushed for an auction throughout the proceeding, preempted the deciding vote with an Oct. 10 letter in which MCI President Gerald Taylor said the company would submit an opening bid of \$175 million for the channels. The letter followed a meeting the previous week in Geneva between Hundt and MCI Chairman Bert Roberts.

"They started an unofficial auction," one FCC official said of the MCI letter. "It's a big problem." The official said the problem stems from a Senate amendment requiring the FCC to auction the 27 channels unless it determines that an alternate solution "would yield more money for the U.S. Treasury." Although the measure is not yet law, the commission is seeking to comply with it, the source says.

And complying with the Senate measure would mean raising at least \$175 million from the Primestar plan. Commission sources said the chairman's office last week considered amending the plan with a requirement that Primestar pay at least \$175 million for the slots, but abandoned the idea after concluding MCI could simply react with a higher bid. ■

Greg Meidel tapped to head MCA TV

By Steve Coe

After two months of starts and stops in trying to fill its top television spot, MCA has signed Greg Meidel to a five-year contract as chairman of the MCA Television Group. Currently president of Fox's Twentieth Television, Meidel is working on a release from his Fox contract which expires in February. Meidel will report to Ron Meyer, MCA Inc. president.

Meidel had been rumored to be a leading candidate throughout much of the process, which has seen several executives reportedly pass on the job and a host of others rumored to be in the running since Tom Wertheimer resigned from the post on Aug. 29. In an interview late last Friday, Meidel expressed regret in leaving Fox and "mentors" Chairman Rupert Murdoch, Fox Television CEO Chase Carey and Fox Television COO David

Evans. "Both Rupert and Chase wanted me to stay, as did I, but the responsibilities and the job itself were too good to pass up," he said.

There is no clear successor to Meidel at Twentieth since Ken Solomon left to join DreamWorks. Sources there said Fox senior executives will consider Twentieth Television executives as well as outside candidates. One Twentieth executive said to be in the running is Peter Faiman, president, Twentieth Television.

Meidel said it was too soon to discuss whether he will make any executive changes at MCA or alter programing plans. "I have a lot of friends over at MCA, including Tom Wertheimer who will work with me [during the transition]," he said. ■



'ER' tops 'Murder One'

The much anticipated matchup between NBC's *ER* and ABC's *Murder One* on Thursday at 10-11 p.m. turned out to be a rout as the medical drama trounced the courtroom saga in Nielsen overnight numbers. Due to a delay, Nielsen national numbers were unavailable at press time Friday.

Among the metered markets, *ER* averaged a 26.5 rating/41 share, nearly tripling *Murder One*'s 9.7/15. For the night, NBC averaged a 22.3/34 in the overnights, a slight jump compared with national numbers for Oct. 5. Fox was second with a 8.1/12, followed by ABC's 7.8/12 and CBS's 6.7/10. The numbers will probably drop slightly when the national numbers are figured.

With another strong Thursday, NBC should draw even closer to ABC for the season-to-date lead among households and increase its lead among viewers 18-49. —SC

Paxson buys half of Shop at Home

HSN founder will use cable, station mix for shopping service

By Rich Brown

Home Shopping Network creator and co-founder Lowell "Bud" Paxson is at it again.

The Palm Beach County, Fla.-based executive is getting back into the home shopping business by taking a 50% interest in Shop at Home, a growing service with annual sales of \$27 million. Paxson, who left HSN in 1990, had recently arranged to terminate his noncompete agreement with the home shopping giant.

Shop at Home is the nation's fourth-largest TV retailer behind QVC, HSN and ValueVision. The network reaches some 10 million U.S. homes via cable and broadcast TV, including carriage on its wholly owned WMFP Lawrence, Mass. (Boston), and its 49%-owned KZJL Houston. A Shop at Home spokesman says the company expects



Paxson is getting back into the home shopping business.

to announce more station acquisitions in upcoming weeks.

Paxson already owns Infomall TV Network (INtv), a 24-hour infomercial network serving 15 full-time TV affiliates with more than 16 million TV households, 11 million of which are cabled. Plans call for Shop at Home to create specialized

shopping shows for INtv. Plans also call for INtv to test the infomercial potential of certain products by selling them first on Shop at Home.

Paxson's other holdings include 20 owned or operated radio stations and, upon consummation of previously announced acquisitions and agreements, will own or operate 22 TV stations, four statewide radio networks and four regional sports radio networks. Paxson says his planned TV

station acquisitions would be used to provide additional Shop at Home distribution on a full- or part-time basis.

Shop at Home's headquarters in Knoxville, Tenn., will be moved to a new facility to be built in Palm Beach County within five to seven months. Paxson, whose company employs more than 1,000 full- and part-time staffers, expects to add 100-300 Shop at Home employees to its Florida operation. Shop at Home currently staffs about 190 full- and part-time employees. Shop at Home President Kent Lillie will keep his title, and the company will remain public.

Shop at Home was launched in 1986 at the Newport, Tenn., home of Joseph Overholt, who bought satellite time and sold products from a card table in his living room. Overholt remains on the board of the company, which in fiscal 1996 expects to have \$40 million in sales. The company reported a net loss of \$1.3 million in fiscal 1995, due in part to non-recurring costs of about \$200,000 and inventory write-downs of \$225,000. ■



day & DATE

IT'S GROWING!

% RATINGS INCREASE

Premiere To Week 4

Metered Market Avg.		+24%
KCBS	Los Angeles	+33%
KYW	Philadelphia	+22%
KPIX	San Francisco	+30%
WBZ	Boston	+36%
WWJ	Detroit	+11%
KSTW	Seattle	+8%
WOIO	Cleveland	+82%
KSTP	Minneapolis	+79%
WFOR	Miami	+20%
KNXV	Phoenix	+22%
KCNC	Denver	+123%
KDKA	Pittsburgh	+37%
WJZ	Baltimore	+5%
WITI	Milwaukee	+13%
KSHB	Kansas City	+89%
WPBF	West Palm Beach	+33%

SOURCE: NIELSEN METERED MARKET OVERNIGHTS, WEEKS BEGINNING 9/14 AND 10/2/95.
NOTE: DAY & DATE WAS PREEMPTED IN NEW YORK FOR THE PAPAL VISIT.

DAY & DATE IS A **PROGRAM WE CAN ALL BE PROUD OF.**

**SEE FOR YOURSELF BY TUNING TO
OUR SATELLITE FEEDS ANY WEEKDAY!**

FEEDS

(EASTERN TIME)

3 PM

GALAXY 7, C18

4 PM

Audio:

5 PM

6.2/6.8 Mhz

6 PM

Mono

7 PM

day & DATE

R
RATINGS GROWTH
WITH PRIDE.

WHAT A CONCEPT!



**GROUP W
PRODUCTIONS**
A WESTINGHOUSE BROADCASTING COMPANY

TW answers US West, levels own charges

Company says telco is guilty of misrepresentation and anticompetitive activity

By Steve McClellan

The dispute between Time Warner and US West got a lot uglier last week with Time Warner's allegation that the telephone company engaged in anticompetitive conduct to benefit its own interests at the expense of Time Warner Entertainment—the joint venture of Time Warner, US West and, until just recently, two Japanese companies.

The allegation came in Time Warner's response and countersuit to the US West lawsuit seeking to block TW from merging with Turner Broadcasting System.

Time Warner also charged that US West misrepresented the amount of regulatory scrutiny the joint venture, or certain businesses it entered, would be subject to because of the telco's stature as a Bell operating company.

US West, alleges TW, approached "a major telecommunications company," said to be AT&T, and offered to

refrain from engaging in the long-distance telephone business if AT&T would refrain from competing for local telephone business within US West's 14-state home territory.

AT&T rejected the proposal, according to TW, and US West later scotched an opportunity for Time Warner Entertainment to enter a joint venture with AT&T in the local telephone business, "to the great injury of TWE."

Time Warner also alleged that US West refused to let TWE enter an online services venture with TCI and a personal communications service consortium with Sprint and cable operators including TCI.

The company further said that US West vetoed TWE's participation in the ventures to avoid further competition in its home phone markets. But Time Warner said that US West had known going into the TWE venture that it was designed to create such competition and that it agreed to do so because, ultimately, it would profit.

Time Warner also denied US West's allegation that under the terms of the TWE venture, the telco had the right to approve Time Warner's acquisition of TBS. Time Warner said TBS, in which it already had about an 18% interest, was specifically exempted from such approval. But Time Warner also invoked the so-called unclean-hands doctrine, alleging that even if its acquisition of TBS violated the TWE venture, US West forfeited its legal standing to sue because it violated separate terms of the venture. ■

All American, Interpublic buy Goodson

By Cynthia Littleton

All American Communications and Interpublic Group of Companies last week announced a \$50 million deal to buy game show giant Mark Goodson Productions.

All American will pay \$25 million through a letter of credit from Chemical Bank, and Interpublic, which owns 23% of All American, will issue \$25 million worth of common stock. The deal could be worth even more to the heirs of Mark Goodson, the company's late founder, as it calls for contingent earn-out payments on domestic earnings of Goodson properties following the sale.

The purchase does not include Goodson's Los Angeles production facilities or the division that produces lottery



game shows for Illinois and other states.

The buyout talks had been taking place since April, although Goodson backed out of an agreement to sell its assets to All American for about \$65 million earlier this year (BROADCASTING & CABLE, June 19).

In addition to producing *The Price Is Right* for CBS, Goodson's assets include 38,000 episodes of such game shows as *Family Feud*, *Password* and *Match Game*. All American's international distribution arm already handles local versions of some Goodson formats in Asia, Europe and the Middle East. All American officials say they are considering reviving some of the shows for the domestic market. ■



Mark Thompson Wendy Walsh

Talk two-fer

Two heads are better than one—that's the premise behind a first-run talk show that MCA Television will launch next fall.

Described as a "gender-conflict-based talk show," *He Says, She Says* will be hosted by two Los Angeles TV news reporters: Mark Thompson, from Fox's KTTV, and Wendy Walsh, from Chris Craft's KOOP.

The hour show will examine topical issues from male and female perspectives. The hosts will take sides to fuel debates among the audience and guests on subjects that provoke conflict between the sexes.

He Says, She Says will be produced by Woody Fraser, whose TV credits include *Good Morning America*, *The Mike Douglas Show* and *That's Incredible*.

MTV TV President Shelly Schwab says the show will not resort to gender-bashing: "This show is provocative, edgy entertainment that taps into...issues that are constantly debated by everyone." —CL

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Selena murder trial capturing media attention

Cameras are not allowed in the courtroom

By Cynthia Littleton

It's no Camp O.J., but there are dozens of news crews outside a Houston courthouse covering the trial of the woman accused of gunning down Tejano singer Selena last March.

All cameras have been banned from the courtroom, so competition for on-air interviews with the attorneys and other key trial players has been fierce. Yolanda Saldivar, 35, the former president of the singer's fan club, is accused of shooting the 23-year-old singer outside a Corpus Christi, Tex., motel room on March 31.

"We're not giving it the same microscopic coverage as we did O.J., but it's a big story for our viewers," says Richard

Longoria, news director for ABC O&O KTRK-TV Houston.

Like the O.J. Simpson saga, Selena's rags-to-riches story and untimely death have proved to be more compelling to viewers of the nation's two Spanish-language networks than any telenovela.

"We have really not stopped covering the Selena story since her death," says Alina Falcon, vice president and news director for the Spanish-language Univision network. "Selena was something spe-

cial to the Hispanic community, and her death touched our hearts."

Univision kicked off its coverage on the eve of the trial, which began last week, with a prime time special. The network is broadcasting hourly updates while the court is in session, and also offers a half-hour summary of the day's events at 10 p.m.

One of the co-anchors on Univision's nightly newscast will report from Houston during the trial, which also is getting good play on Univision's two news magazines.

The rival Telemundo network also is serving up nightly half-hour trial summaries, in addition to extensive coverage on its nightly newscasts and news magazine. Both networks are readying

plans for live coverage when the verdicts are announced, possibly by the end of this week. ■



The Selena murder trial will provide more real-life drama for those captivated by the O.J. story.

Broadcasters lash out at Nielsen

Ratings company comes under attack at TVB; Pappas organizing industry-owned alternative

By Steve McClellan

Anger and frustration at Nielsen Media Research for questionable accuracy and poor customer service bubbled over last week at a conference sponsored by the Television Bureau of Advertising in New York.

At one session, TVB Senior Vice President Tom Conway told Nielsen executives that many local broadcasters are fed up with the service and feel it's time for a palace revolt against the research firm, which holds a monopoly on the local TV ratings business.

Enter Harry Pappas, the Visalia, Calif.-based TV group owner, who outlined plans for an industrywide cooperative to develop a competing service.

A chorus of Nielsen executives attending the ratings conference, including Ronald Meyer, senior vice president and director of marketing for Nielsen's local TV ratings service, said they understood the concerns, but called for patience as Nielsen sorts through problems and adapts new techniques to measure ratings in an era of media convergence.

"Broadcasters are your customers," Conway told Meyer in one exchange, "and they are not happy with the way things are going right now. It's in our best interests as an industry to control our own destiny" as to how best to do business in the future. "That may include another ratings service [or] it may include no ratings service at all."

Conway and others at the conference criticized Nielsen for the many discrepancies in its many ratings services, including the local and national indices, the cable index and the new Hispanic service.

He also charged Nielsen with failing to correct inaccurate interpretations of Nielsen ratings by some of its clients and the press.

Television stations represent Nielsen's largest single revenue stream, Conway said, and if stations decide "that this system is not the system we want to work with in the future because it is not in our best interest, that's a situation you have to address."

Although Meyer was sympathetic to some broadcaster concerns, particular-

ly the discrepancies between different sample bases, he stressed that Nielsen thinks "the current approach we're using is the best approach to address the needs of our entire client base, recognizing that no matter what we do it is not going to be perfect."

Pappas charged Meyer and other Nielsen executives with using the "mushroom method of client relations: keep them in the dark and feed them a lot of bovine excrement."

Pappas said that Nielsen undermeasures most broadcast dayparts at a cost of hundreds of millions of dollars to the industry. As a result, he is spearheading the Coalition for Accurate Audience Measurement, a broadcaster-funded cooperative to develop alternatives to the Nielsen ratings system.

Initial members, he said, include Fox, TVB, Malrite, River City Broadcasting, LIN Television and Pappas Telecasting. The cooperative, he said, would be busy in the coming months hiring researchers and developing standards, specifications and the technology to be employed in the new system. ■

Children's hour in Washington

FCC commissioners get visits from kids TV groups on National Children's TV Act Day

By Chris McConnell

Children's TV advocates were knocking on FCC Commissioner Rachelle Chong's door last week.

Some 25 groups visited Chong and the other commissioners last Wednesday during a National Children's Television Act Day. The groups were asking the FCC to set a one-hour daily requirement on children's educational programing, re-vamp its definition of "educational" programing and insure that the programing airs between 7 a.m. and 10 p.m.

Participants in the effort included the Center for Media Education



Sen. Dianne Feinstein (D-Calif.) had harsh words for TV violence.

(CME), longtime children's TV advocate Peggy Charren, Children's Television Workshop, the National PTA, the National Association of Elementary

School Principals and the American Library Association.

Although the groups visited all the commissioners, they placed Chong at the top of their list. "Commissioner Chong seems to hold the deciding vote," said a CME-prepared lobbying fact sheet. "If you only contact one commissioner, she should be the one!" The lobbying data sheet reported the position of each commissioner on the children's TV issue and listed Chong as undecided.

Earlier this summer, Chong was the target of an appeal for minimum children's TV requirements from California-based Children Now. In August the group sent Chong and the

Fighting the digital TV 'giveaway'

The Benton Foundation gave coffee and muffins to reporters who came to its Washington offices last week to hear critics of the government's plan to give TV stations a second channel for digital TV, spectrum they estimate is worth as much as \$100 billion.

The critics included Gigi Sohn, of the liberal Media Access Project; Andrew Blau, of the Benton Foundation, which is publishing MAP's 12-page argument against the "giveaway" ("Pretty Picture or Pretty Profits"), and Tom Hazlett, of the conservative American Enterprise Institute. "We all agree this is a raw deal," said Blau.

Although Sohn and Hazlett agreed that the government should not give broadcasters extra spectrum without getting something in return, they parted ways on how the government should proceed.

Hazlett, a former FCC economist, advocated putting the spectrum on the auction block and giving the winning bidder the freedom to determine how to use it. Such a plan would raise billions for the federal treasury and insure that the spectrum is put to use for the service most in demand by the marketplace, be it broadcasting, wireless telephony or anything else, he said. The plan also would free broadcasters of public interest obligations: "The day of regulatory quid pro quo should be over."

If the government decides to auction the spectrum, said Sohn, some of the proceeds should be earmarked for public purposes other than paying down the national debt. She suggested funding children's educational programing, public broadcasting or linking schools and libraries to computer networks.

And if the government decides not to auction, the



L-r: MAP's Sohn, Benton's Blau and AEI's Hazlett oppose giving TV stations second channels for digital without getting something in return.

FCC should condition grants of the channels to broadcasters on their agreeing to increased public interest obligations, including educational children's TV, free time for political candidates and public access.

Blau took Sohn's side. "If [broadcasters] are going to claim they are special, they have to act special."

Sohn and Hazlett are unpersuaded by the arguments that broadcasters are asking for a swap, not a giveaway—in that stations will return their original channels after a yet-to-be-determined transition period to digital. Sohn doubts that broadcasters would ever give up their original channels. Hazlett said the use of second channels even for a limited number of years has immense value. At today's interest rates, he said, "90% of the value of the spectrum would come in the first 15 years."

—HAJ

other commissioners a letter signed by a collection of California-based business and political leaders.

Last week, the group's Vicky Rideout said she was planning to bring more letters from California-based community leaders to native Californian Chong.

An FCC official said Chong remains undecided on the issue and welcomes the "back and forth" on the issue from interested parties. Besides visitors, Chong's office received a barrage of phone calls and e-mail on the subject last week.

Joining the calls for children's TV requirements were several lawmakers, including representatives Edward Markey (D-Mass.), Jim Moran (D-Va.), Ron Klink (D-Pa.) and Elizabeth Furse (D-Ore.), as well as senators Dianne Feinstein (D-Calif.) and Joe Lieberman (D-Conn.). In addition to criticizing the state of children's educational programming, the lawmakers attacked TV violence.



Peggy Charren and Representative Ed Markey (D-Mass.) called for more children's TV.

"There's a sinister violence within programming," said Moran. "It's a scandal." Feinstein criticized television for desensitizing children to violence and called for more educational programming as a way to reduce violent programming. Added Lieberman: "Far too much of what is on TV today is laced with sex and violence...and undermines the

efforts of many parents."

Markey called for a "Kid Pro Quo" from broadcasters and cited pending FCC and congressional actions that will provide the industry with a second channel for digital television and also will cut ownership restrictions.

Markey restated objections to Commissioner James Quello's warning that broadcasters not "sell out the First Amendment" by submitting to content demands. Quello issued the statement last month amid speculation that FCC Chairman Reed Hundt had elicited a social contract on children's educational TV from Westing-

house—a charge both Westinghouse and Hundt have denied.

"We're shocked [that] there's a commissioner who would utter such absurd comments," Markey said. He later speculated that the rhetorical war over children's TV will continue while the FCC continues to consider its rule-making: "I think it's just starting." ■

FTC begins scrutiny of Turner/TW merger

Agency will take hard look at role of TCI as it examines antitrust angle

By Harry A. Jessell

It's up to the Federal Trade Commission to decide whether the proposed Turner/Time Warner merger passes federal antitrust muster.

The independent regulatory agency and the Justice Department, which share antitrust oversight, last week decided the FTC would handle the case.

The FTC will scrutinize the merger to determine whether the combined companies will unduly handicap competition in any of the markets in which they operate—anything from producing films and cartoons to cable television.

If the FTC finds a problem, it could demand changes in the deal, including divestiture of certain assets, or sue in federal court to block the merger.

The agency will take a particularly hard look at Tele-Communications Inc.'s role in the newly constituted company, according to antitrust experts. TCI, the nation's largest cable operator and one of cable's largest programmers, holds a 23% stake in Turner and would emerge as an 8% sharehold-

er in Time Warner/Turner.

Critics have alleged that the merger would combine the resources of not only Turner and Time Warner, but also TCI. Also at issue is whether Time Warner/Turner and TCI would vigorously compete with each other, given TCI's substantial interest in the new company. Would Time Warner/Turner make decisions adversely affecting a major shareholder (TCI) or vice versa? asks one antitrust lawyer.

Time Warner hopes it has headed off the potential antitrust problems by putting TCI's shares in a nonvoting trust that gives it no seat on the board.

The FTC already knows much about TCI. In November 1993, it ruled that TCI would have to sell its interest in QVC, a home shopping network, if QVC intended to pursue the acquisition of Paramount. TCI never had to act on the FTC demand because Viacom outbid QVC for the studio.

Last May, the agency approved TCI's purchase of TeleCable Corp., but only after TCI agreed to spin off either its cable assets or TeleCable's in

Columbus, Ga.

The agency is also currently looking at TCI's proposed acquisition of United Video, a distributor and producer of cable programming.

FTC Chairman Robert Pitofsky is seen as an activist. In congressional testimony in 1993, he criticized his Republican predecessors' "policy of nonenforcement."

According to insiders, the FTC's point man on the Time Warner/Turner merger likely will be Tony Joseph, a longtime FTC lawyer who has returned to the agency's Bureau of Competition after a year working on cable issues at the FCC.

Other staff central to the review are William Baer, director of the Bureau of Competition, and Ron Rowe, head of one of the bureau's merger shops.

The parties will spend big legal dollars to make sure their deal clears the FTC. Leading the charge for them: Jones Day Reavis & Pogue (TCI); Skadden Arps Slate Meagher & Flom (Turner), and Cravath, Swaine & Moore (Time Warner). ■



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Conviction may cost Rice radio licenses

In wake of conviction on sex charges, FCC will re-examine his character qualifications

By Chris McConnell

The FCC is moving to revoke the radio licenses of a Missouri broadcaster convicted of sexually abusing children.

The commission last week launched a proceeding to revoke licenses held by St. Peters, Mo.-based Contemporary Media Inc., Contemporary Broadcasting Inc. and Lake Broadcasting Inc. The commission asked the licenseholders why their licenses should not be revoked in light of last year's conviction of Contemporary Media and Contemporary Broadcasting owner Michael Rice.

Rice, who also owns 67.5% of Lake Broadcasting, was convicted for a

series of charges concerning the sexual abuse of five children ranging in age from under 14 to 16. The FCC has decided to hold a hearing to determine whether his companies still meet FCC character qualifications to hold a broadcast license. The hearing, which has not been scheduled, also will examine whether the three companies misrepresented Rice's involvement in the management of the companies after his arrest in 1990.

Contemporary Media holds licenses for WBOW(AM), WBFX(AM) and WZZQ(FM), all Terre Haute, Ind. The company's subsidiary, Contemporary Broadcasting, is the licensee of KFMZ(FM) Columbia, Mo., and KAAM-FM in Huntsville, Mo., which is unbuilt.

Lake Broadcasting is the licensee of KBMX(FM) Eldon, Mo., and the unbuilt KFXE(FM) Cuba, Mo. Lake also has applied for a new FM in Bourbon, Mo.

Representatives of the companies had no comment on the FCC action.

Opposing a hearing, Contemporary previously had argued that Rice had maintained an exemplary record as a broadcaster "marred only by the criminal conviction."

In issuing its decision last week to hold a hearing, the commission stated that Rice's conviction "for serious and multiple felonies clearly requires that his misconduct must be considered in evaluating Contemporary/Lake's qualifications to remain a commission licensee." ■

White House launches online initiative

President gets help from broadcasting, cable, computer firms in putting schools online

By Kim McAvoy

Leading telecommunications and computer industry executives met with President Clinton last week to discuss ways to bring the country's public schools online by 2000.

Time Warner Chairman/CEO Gerald Levin and Ted Turner, chairman/CEO of Turner Broadcasting System, were among those who met with the President, Vice President Al Gore, Commerce Secretary Ron Brown, Education Secretary Richard Riley and Laura D'Andrea Tyson, assistant to the President for economic policy.

Also attending the White House meeting was Walt Disney Co. Chairman Michael Eisner. Disney, like Time Warner, is in the midst of a megamerger. (Time Warner is proposing to merge with TBS, while Disney is acquiring Capital Cities/ABC.)

But it is Time Warner that appears to be taking the lead in helping the White House accomplish its goal. Clinton is proposing through a private-public partnership to connect schools to cable and computer networks; improve student access to computers; improve the educational content of online and cable TV programming, and increase teacher training on new technology.

This partnership "will insure that every child in America is technologically literate for the dawn of the 21st century."

—President Clinton

Last month Time Warner pledged to connect all schools in its cable service area; wire each classroom at cost; provide high-speed cable modems that will give students access to the Internet, and offer training sessions for teachers.

"Today these business and education leaders have joined with me to launch a partnership that will insure that every child in America is technologically literate for the dawn of the 21st century," Clinton told reporters after his session with the executives. "Preparing children for a lifetime of computer use is just as essential today as teaching them the basics of reading, writing and arithmetic."

Among other cable, computer and telecommunications executives who

were at the White House meeting: John Hendricks, Discovery Communications; Alex Mandel, AT&T; Ray Smith, Bell Atlantic; Delano Lewis, National Public Radio; Ed McCracken, Silicon Graphics, and producer George Lucas. Representatives from the consumer electronics industry and the educational community also participated.

The President said the executives will be involved in developing a national plan for connecting schools to the information superhighway to be unveiled in the "next few months."

In his remarks at the meeting Levin stressed the importance of enacting pending telecommunications legislation. The lack of the legislation, he said, would stifle the development of new technology.

Clinton administration officials have raised the possibility of a presidential veto of the bill. But there is language in the Senate version of the telcom legislation that would give schools preferential rates to access the so-called information highway. That provision, along with other elements of the measure—including curbs on TV violence—makes it increasingly unlikely that Clinton would veto the bill. ■

Broadcasting

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On October 1, 1995, NAB's television station membership surpassed 1,000. Thanks to the commitment of station and group executives, NAB's strength in Washington continues.

TOPIC:

“Student-teacher romance.”



HE SAYS

“College age

women

are able

to make

their own

decisions.”

Broadcasting

Morris agency executive picked to head C³

New programing venture puts Bob Crestani at helm

By Steve Coe

One month after former Disney executive Rich Frank and Comcast Corp.'s Brian Roberts announced the formation of C³, Frank has made his first hire by naming Bob Crestani president of the venture. Crestani, executive vice president, William Morris Agency, will start his new job on Nov. 1.

After 19 years with the agency, Crestani says, the opportunity to help grow a business was the deciding factor in joining Frank at C³. “It really was about the entrepreneurial possibilities” that motivated him to take the job. He also cited the chance to work with Frank as another factor. “I’m a big believer in being in business with people. I’ve been dealing for years with Rich Frank, and he’s great.”

Crestani says informal discussions about his joining the venture began in September, with the deal coming together little more than a week ago. “I love my job and have a lot of respect for and care about the people I work with [at William Morris],” he says. “I’ve always said that when the day [came] that an opportunity [came] along that I couldn’t say no to, I would leave this job. And for the first time in my 19 years here, an opportunity has come that I could say yes to.”

“There are very few executives in our industry with the breadth of talent and experience that Bob enjoys,” says Frank. “His leadership of worldwide television operations at William Morris resulted in solidifying its role as the top television agency in the business. I look forward to working closely with him in building an exciting future for C³.”

Crestani says the response he has gotten since the announcement has been incredible, especially from others in the agency business. “With all of the

studio consolidation, my compadres in the agency business are excited because C³ gives them another option to bring their clients to.” In fact, with C³ planning to build a production division to supply programing to all outlets, Crestani’s hiring gives the new venture immediate credibility in the agency world and a leg up in attracting acting and producing talent.

During the past three months, a series of executive moves have rocked the talent agency business in Hollywood—most notably those of Michael Ovitz and Ron Meyer of Creative Artists Agency, who left to assume studio jobs at Disney and MCA, respectively. Crestani had been rumored to be a candidate for the MCA job, and over the past few years his name had

been mentioned for other studio posts.

Crestani has spent his entire career at William Morris, beginning in the mailroom and serving as assistant to Jerry Katzman (now president of William Morris), who at the time was head of the agency’s television activities. Crestani has been worldwide head of television at the agency since 1994, after overseeing the agency’s West Coast television operations since 1988.

William Morris has 19 prime time series on the air under Crestani’s supervision, including *Roseanne*, *Murphy Brown*, *Mad About You* and *The Fresh Prince of Bel-Air*. Crestani was also instrumental in negotiating *Roseanne*’s contract, which made her among the highest-paid actors in television.

Crestani says he has no single priority as he joins the new company, especially since Frank is still looking for office space. “I really haven’t prioritized things yet in order of importance. C³ is going to be in a number of businesses.” Among the four stated goals for the company are developing and producing programing for



Bob Crestani starts his duties as president of C³ on Nov. 1.

Comcast and other media; growing existing distribution channels and developing new ones; growing transactional services such as QVC, in which Comcast has an equity stake, and acquiring programing and media-related companies.

As for replacing Crestani at William Morris, the agency is not expected to fill

his title but will divide his responsibilities between Sam Haskell, head of television activities on the West Coast, and Jim Griffin, his East Coast counterpart. "My leaving doesn't really have an impact because we're very team-oriented. It's probably been toughest on me because I've been a part of this for so long," Crestani says. ■

Network heads assess early weeks of new season

Performance critiques among topics of AWRT panel

By Steve McClellan

While the affiliate wars of the past 18 months haven't been pleasant for anyone—with the possible exception of Fox—one major benefit is that affiliate lineups at the networks will be stable for the next decade, allowing executives to focus on other issues.

That was one of the points agreed on during a panel session of top executives from the Big Four networks, as well as UPN and WB. The session last week was sponsored by American Women in Radio Television in New York.

Preston Padden, Fox president, network distribution, said ABC, CBS and NBC had "not properly valued" their partnerships with their affiliates, allowing Fox to raid them.

If that was the case, it's not the case anymore, said Neil Braun, president of NBC-TV, who said his network views its affiliates as its "most important strategic allies." With networks serving the needs and tastes of the national audience and affiliates addressing local issues and needs, he said, broadcasting will remain the dominant and mass medium in the "video-to-the-home business."

Fox has broadened its demographic base this season, said Padden, noting that Fox is the only network of the Big Four that has posted increases among viewers 18-49 and 25-54, while the other three are down in both categories.

Jamie Kellner, WB president, said it was probably too early for Fox to count its gains, due to disruptions to the season from the O.J. Simpson trial and baseball playoffs. In the long term, he said, all the networks, includ-

ing WB and UPN, will thrive if they develop hit shows. Seasonal dips in network ratings and share are directly related to the number of hits developed each year, he added.

Commenting on the new season, CBS-TV President James Warner said the network was "most excited" by the continuing growth of sophomore shows such as *Chicago Hope* and its Saturday night prime time lineup. Warner said the Wednesday lineup, anchored by *Central Park West*, "is our biggest disappointment." Asked why the much anticipated program hasn't caught on, even with aggressive promotion, Warner suggested that *CPW* "was sold to an audience we may have trouble finding on our network." But he said that CBS would stick with it and try to build the younger-skewing audience for which the show was developed.

UPN's Len Grossi, senior vice president, said the network so far has been "real disappointed" with its Tuesday lineup of *Deadly Games* and *Live Shot*, which is averaging a 3-4 share of the audience, according to Nielsen. But he said that the network continues to be happy with the Monday night performance of *Star Trek: Voyager* and *Nowhere Man*.

Kellner said he was happiest with WB's Saturday morning lineup, which has performed "way beyond projections."

The session also included discussion of topics other than the new season. For example, the proposed V-chip, which would allow parents to block out programing coded violent, was criticized by the network executives. The consensus was that rather than empowering parents, the chip would

TOPIC:

"Student-teacher romance."



"Yeah,

but sex

for grades

is an abuse

of power."

TOPIC:

“Can a man and woman just be friends?”



HE SAYS

“Men are wired to want sex — even from a friend.”

Broadcasting

empower network employees or government bureaucrats charged with deciding which shows were violent. “Having the government involved is the worst way to go about it,” said David Westin, president of the ABC Broadcast Group.

On the issue of educational programming for children, Warner said CBS was not involved in the talks leading to a pledge that the network

would do more in that area. “That was a discussion between Westinghouse, interest groups and the FCC. We’re standing by to see how it’s resolved.”

Westin said the basic educational programming problem is to develop shows in the genre that get decent ratings: “Otherwise, you’re just paying homage with programs that don’t get watched, and that is not anyone’s idea of a real solution.” ■

‘Mad’ and ‘X’ readying for syndication

Hot sitcom and sci-fi hour being pitched in major markets

By Cynthia Littleton

Columbia TriStar Television Distribution gave *Mad About You* the *Seinfeld* treatment last week as it rolled out its sales pitch for the hit NBC sitcom in New York.

Meanwhile, Twentieth Television began talking with stations in the top two markets about its off-network sales plan for *The X-Files* in advance of formal presentations later this month. *Mad About You*, now in its fourth season on NBC, will bow in syndication next fall.

CTTD executives say that sales efforts for *Mad About You* will follow the model developed last year for *Seinfeld*, which premiered in syndication last month on a record 226 stations.

CTTD is offering stations a 3 1/2-year license term for approximately 100 episodes of *Mad About You*, the much praised romantic comedy starring Helen Hunt and Paul Reiser. The license term will be extended by nine months for each year the show runs past the current season.

The deal also gives stations one straight barter weekend run for the first two years, with CTTD retaining 3 minutes of the 6 1/2 minutes of advertising time. Double runs will be permitted for the first year at a cost of 60% of the station’s weekly cash license fee.

CTTD executives were expected to pitch *Mad About You* to stations in



The success of ‘Mad About You’ in four different time slots should help it in syndication.

Los Angeles and Chicago this week. CTTD President Barry Thurston would not speculate on the sale price for the show in New York, but indicated it could top the \$125,000 weekly license fee that Tribune-owned WPIX-TV reportedly paid last month for Paramount Domestic Television’s *Frasier*.

Station reps predict that *Mad About You* will prosper in syndication, since it is the only new adult-oriented sitcom entering the market next year. With the demise of the prime time access rule, the show is expected to draw strong interest from Big Three affiliates in the top 50 markets.

A key selling point for *Mad About You* is its proven record as a stand-alone ratings winner. The show has aired in four different time slots in its four years on NBC. This season, the network took a gamble by moving it

Kellogg rescues Disney Afternoon

Buena Vista Television has joined forces with the Kellogg Co. and the Leo Burnett ad agency to help keep its syndicated Disney Afternoon strip on the air beyond the fall of 1997.

The Disney Afternoon faces a loss of clearances in prime kids viewing hours when its current station contracts expire and affiliates of UPN and WB switch to kids programming blocks produced by their networks.

Buena Vista announced last week that it has won a long-term advertising commitment from cereal giant Kellogg, which spends an estimated \$20 million each year on the Disney Afternoon.

To keep Disney Afternoon running in 7-9 a.m. or 3-5 p.m. time periods, Buena Vista will scale back the two-hour block to 90 minutes or possibly one hour for the 1997-98 and 1998-99 seasons. Leo Burnett already has started pitching the plan to stations, using Kellogg's vote of confidence in the Disney shows as a key selling point.

Randy Reiss, executive vice president of Walt Disney Television and Telecommunications, says the alliance is a sign of Disney's commitment to producing children's programming for the syndication market.

"The entire TV industry is still not convinced that [WB and UPN] will have expanded kids blocks in place by the time our contracts expire, but we want to start preparing while we still have plenty of time to take advantage of our best options," he said. —CL

out of its powerhouse Thursday lineup to Sunday night at 8, a night in which NBC has not had much success with sitcoms in recent years.

"All that moving around has turned out to be a good thing for the show," Thurston says. "Coming out of one of the lowest lead-ins on network television, *Mad About You* has averaged a 20 share this season."

Twentieth sales executives were equally bullish on the off-net potential for the cult sci-fi drama *The X-Files*, targeted for a fall 1997 syndication launch.

"This is a very special show," says Jim Martz, Twentieth's executive vice president of sales. "It has all the appeal of a *Star Trek*."

A minimum of 90 episodes of *The X-Files*, now in its third season on Fox, will be available by fall 1997. Twentieth held informal talks with the Tribune and Chris Craft station groups earlier this month.

Station sources say Twentieth was seeking the princely sum of \$175,000 per episode in New York and Los Angeles. Twentieth reportedly plans to offer stations a five-year license term for cash plus two minutes of barter. If all goes according to plan, *The X-Files* will not be headed to cable anytime soon, in contrast to other recent network dramas such as *Picket Fences*, *NYPD Blue* and *Lois & Clark: The New Adventures of Superman*. ■

The future is now at MIPCOM

TV program market feels effects of transition to digital, channel growth

By Meredith Amdur
and Debra Johnson

The hyped digital revolution plus the daunting prospect of filling five hundred 24-hour channels with programming may have had an effect on program buyers and sellers at this year's 11th MIPCOM program market in Cannes, France. Companies have been busy bulking up their program libraries and repackaging old

fare, while distributors and program providers such as National Geographic and Canal+ and Turner Original Productions and the UK's ITEL have been setting up partnerships to sell more aggressively internationally.

Branding and franchise building seemed to be the way to go, with more international channels following the niche path blazed by their U.S. counterparts.

UK distributor BRITE Chairman

TOPIC:

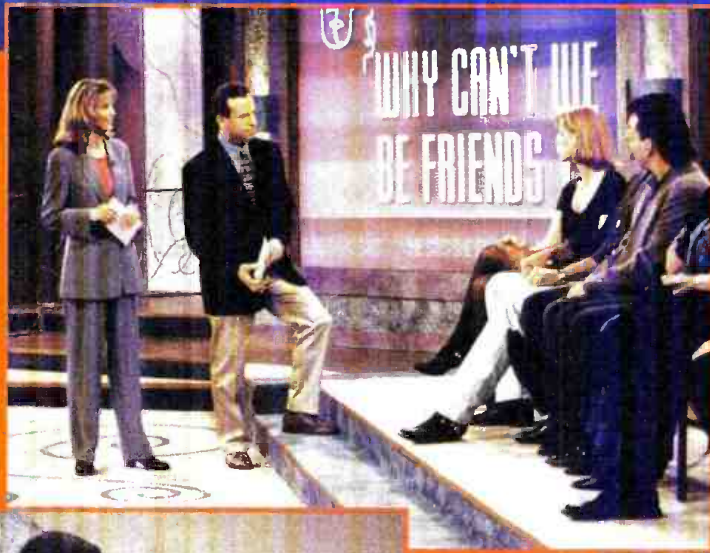
"Can a man and woman just be friends?"



SHE

"Women are capable of friendships outside of the bedroom."

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ing for something
rent in talk,
you must see."

- Dave Smith, Executive Vice President, Entertainment
Frank Magid Associates Inc.

HE
Says
SHE
Says

Available Fall '96

MCA TV

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Bruce Gyngell thinks that buying in bulk is the answer and that the way to sell is to make buying easier. "Buyers don't want boutique shopping anymore. It's far easier to do output deals these days."

According to Gyngell, newly

formed BRITE, the UK's largest sales and distribution arm (which represents product from Granada, LWT, Yorkshire and Tyne Tees Television), will be more aggressive selling itself to its key markets: France, Germany, Japan, Australia and New Zealand. "We want

to maximize the revenue on the catalogue we've already got, but we've got to grow by 3% per annum just to tread water," says Gyngell. The U.S. is a prime target for the new company. Last

Continues on page 69

PEOPLE'S CHOICE: Ratings according to Nielsen, Oct. 2-8

Week 3	abc	CBS	NBC	FOX	U/P/N
	13.2/21	11.7/18	12.2/19	7.9/12	3.9/6
MONDAY	8:00 49. The Marshal 7.7/13	17. The Nanny 12.4/19	41. Fresh Prince 9.3/15	37. Melrose Place 9.8/15	75. Star Trek: Voyager 5.6/9
	9:00 7. NFL Monday Night Football—Buffalo Bills vs. Cleveland Browns 15.6/25	32. Can't Hurry Love 10.7/16	43. In the House 8.8/13	72. Partners 5.8/9	87. Live Shot 1.9/3
	9:30	15. Murphy Brown 13.0/19	12. NBC Monday Night at the Movies—Fight for Justice 13.7/21	63. Ned and Stacey 6.2/9	
	10:00	37. If Not for You 9.8/15			
	10:30	18. Chicago Hope 12.3/20			
TUESDAY	8:00 13.7/22	10.9/17	10.7/17	6.8/11	2.1/3
	8:30 6. Home Imprvmt 16.5/26	32. 48 Hours: The Verdict 10.7/17		56. Fox Tuesday Night Movie—Legacy of Sin: The William Coit Story 6.8/11	86. Deadly Games 2.4/4
	9:00 9. Hudson Street 14.6/22	27. CBS Tuesday Movie—Stolen Innocence 10.9/17	36. MLB Playoffs 10.3/21		90. Live Shot 1.8/3
	9:30 25. Murder Dne 11.1/17				
	10:00 10. ABC News Special: The Simpson Verdict 14.5/24				
WEDNESDAY	8:00 12.6/20	13.0/21	10.8/18	7.7/12	3.0/5
	8:30 21. Ellen 11.7/19			40. Beverly Hills, 90210 9.5/15	84. Sister, Sister 2.7/4
	9:00 27. Drew Carey 10.9/17	15. 29th Annual Country Music Awards 13.0/21	32. MLB Playoffs 10.7/20	69. Party of Five 6.0/9	82. The Parent 'Hood 3.1/5
	9:30 13. Grace Under Fire 13.4/20				81. The Wayans Bros. 3.3/5
	10:00 20. Naked Truth 12.0/18				83. Unhap Ever After 2.8/4
THURSDAY	8:00 6.0/10	7.2/11	21.3/34	7.3/11	
	8:30 65. Charlie Grace 6.1/10	39. Murder, She Wrote 9.6/15	3. Friends 19.8/31	53. Living Single 7.0/11	
	9:00 79. The Monroes 5.0/8	65. New York News 6.1/9	5. The Single Guy 18.0/28	60. The Crew 6.6/10	
	9:30 56. Turning Point 6.8/11	71. 48 Hours 5.9/10	2. Seinfeld 22.5/35	48. New York Undercover 7.8/12	
	10:00		4. Caroline in/City 18.4/29		
FRIDAY	8:00 10.8/20	6.8/12	7.7/14	8.9/16	
	8:30	61. Dweebs 6.5/12		55. Strange Luck 6.9/13	
	9:00 27. MLB Divisional Playoffs 10.9/21	69. Bonnie Hunt 6.0/11	65. Movie of the Week—Prince for a Day 6.1/11	27. The X-Files 10.9/20	
	9:30	56. Picket Fences 6.8/12			
	10:00	51. American Gothic 7.2/13	27. Dateline NBC 10.9/20		
SATURDAY	8:00 9.3/17	10.4/19	7.2/13	5.2/9	
	8:30	42. Dr. Quinn, Medicine Woman 9.2/17	47. JAG 7.9/15	78. Martin 5.2/10	
	9:00 (nr) MLB Divisional Playoffs 9.0/17	32. Touched by an Angel 10.7/19	62. John Larroquette 6.4/11	80. Preston Episodes 4.5/8	
	9:30	24. Walker, Texas Ranger 11.4/21	63. Home Court 6.2/11	74. Cops 5.7/10	
	10:00		50. Sisters 7.5/14	76. Amer Most Wntd 5.4/9	
SUNDAY	7:00 11.1/18	9.8/16	12.1/20	6.7/11	1.9/3
	7:30	8. 60 Minutes 15.4/27	(nr) NFL/Postgame 12.5/24	65. Space: Above & Beyond 6.1/11	87. Pinky & Brain 1.9/3
	8:00	25. Cybill 11.1/17	51. Brotherly Love 7.2/12		85. Sister, Sister 2.6/4
	8:30 22. MLB Divisional Playoffs 11.6/20	43. Almost Perfect 8.8/14	19. Mad About You 12.1/19	43. The Simpsons 8.8/14	87. Kirk Cameron 1.9/3
	9:00	53. Central Park West 7.0/11	23. Hope & Gloria 11.5/18	76. Too Something 5.4/8	90. Simon 1.8/3
	9:30		14. NBC Sunday Movie—Captain Ron 13.3/21	46. Married w/Child 8.0/12	94. Cleghorne! 1.5/2
	10:00	56. New York News 6.8/11		72. Misery Loves Co 5.8/9	93. First Time Out 1.6/3
10:30					
WEEK AVG	11.0/18	10.0/16	11.7/19	7.2/12	UPN: 2.9/5; WB: 2.3/4
STD AVG	11.7/19	9.7/16	11.4/19	7.4/12	UPN: 3.3/5; WB: 2.1/3

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

Sillerman adds 5 (soon 6) to portfolio

Latest deals in North Carolina will boost SFX's radio holdings to 25 stations

By Elizabeth Rathbun

Robert F.X. Sillerman further consolidates his radio hold in the Southeast with the purchase of three FMs and two AMs in North Carolina. Sillerman also has signed an intent to purchase a fourth FM, in High Point, N.C.

The total value of the deals, if approved by the FCC, would be \$38.5 million (see "Combos" item, "Changing Hands").

Sillerman's SFX Broadcasting Inc. already owns five other stations in North Carolina: WTDR-FM Statesville/Charlotte and WEZC-FM Hickory/Charlotte, for which he agreed to pay \$23.5 million in April; and WMYI-FM, WGVL (AM) and WSSL-FM Greenville/Spartanburg. The latest deals give SFX duopolies in all four of North Carolina's major markets, Sillerman said last Tuesday in a news release. "We are excited to continue building the SFX family of stations in the fast-growing southeastern region of the country," Sillerman said.

"We believe this clustering of radio assets can have similar benefits to an in-market duopoly by enhancing regional and national selling efforts," SFX President/CEO R. Steven Hicks said in the release. "Additional promotional benefits and cost efficiencies should also be realized."

Including the latest purchases—WTRG(FM) Rocky Mount/Raleigh; WRDU(FM) Wilson/Raleigh; wwwB(AM) Greensboro; WMFR(AM)-WMAG(FM) High Point/Greensboro, and an intent to purchase WFXF(FM) High Point/Greensboro—SFX owns a total of 18 FMs and seven AMs in five states: North Carolina, California, Mississippi, Tennessee and Texas.

SFX's purchases were all from HMW Communications Inc., bringing that company's station holdings down to two FMs in Greenville, S.C. HMW is an affiliate of Dallas-based investment firm Hicks, Muse.

SFX most recently created a duopoly in Houston, last month signing a letter of intent to buy KNUZ(AM)-KQUE-FM to add to its KODA-FM there.

GulfStar/Sonance terms outlined

GulfStar Communications Inc. has filed its intention to take over Sonance Com-

Changing Hands

munications Inc.—via the back door. Under the terms of the transfer of control agreement filed Sept. 25, Sonance President William Hicks is buying his brother R. Steven Hicks's voting interest in GulfStar. William Hicks will be chairman of the new group, which will keep the GulfStar name.

Steven Hicks has become president/COO of SFX Broadcasting Inc., and his voting stock in GulfStar will be exchanged for nonvoting stock. That will allow both GulfStar and SFX "to pursue further radio acquisitions without the prospect of reaching the national ownership cap by virtue of Steve Hicks having an attributable interest in both entities," the papers say. Meanwhile, both brothers can take advantage of "important career advancement and business opportunit[ies]."

George King, former vice presi-

dent/chief financial officer of HMW Communications Inc., will become president/COO of GulfStar if the merger is approved. HMW recently sold most of its radio stations to SFX (see item above). Meanwhile, King is acting president of HMW until Jan. 1, 1996.

Sonance owns eight radio stations in Texas; Gulfstar owns 12 in Texas and Louisiana.

ValueVision makes Seattle buy

It apparently didn't take long for NW TV Inc. to make millions of dollars on KBGE(TV) Bellevue/Seattle-Tacoma, Wash. The Tucson-based company bought the dark independent on ch. 33 for \$450,000 this past May; now it's selling the station to ValueVision International Inc. for \$3.8 million (see "TV" item, "Changing Hands").

"It looks far greater than it really is," NW President William Yde III says of the company's profit margin. NW actually has been rebuilding the station

RDS BROADCASTING, INC.

has acquired

WNFT-TV

Jacksonville, Florida

from

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for

\$10,000,000

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



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since 1991, starting with "absolutely nothing. It had a license and an antenna, that's it. It took a lot of work and several years," Yde says.

Yde approached ValueVision about supplying programming to the station, but "they offered us not only the programming but an option to purchase."

The station should be back on the air any day, Yde says. The company is readying another UHF on the West Coast for return to the air, he added, declining to give specifics.

Yde says that UHF stations offer prime investment opportunities. While traditionally he has been a radio in-

vestor, radio stations now are overvalued, he says. "For the first time there is an opportunity in TV," he says. "There's so much change going on and so much programming available."

NW, which stands for Northwest, also operates radio information networks in the Midwest. ■

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

This week:

TVs □ \$5,600,000 □ 3

Combos □ \$51,710,000 □ 7

FMs □ \$16,415,000 □ 11

AMs □ \$595,000 □ 5

Total □ \$74,305,000 □ 25

So far in 1995:

TVs □ \$2,720,025,545 □ 108

Combos □ \$1,668,949,810 □ 175

FMs □ \$545,839,130 □ 300

AMs □ \$80,313,754 □ 152

Total □ \$5,039,586,139 □ 733

TV

KBGE(TV) Bellevue/Seattle/Tacoma, Wash.

Price: \$3.8 million

Buyer: ValueVision International Inc., Eden Prairie, Minn. (Robert L. Johander, chairman/CEO); also owns WVI (TV) Manassas, Va., and KVVV(TV) Baytown, Tex.; and is selling WHAI-TV Bridgeport, Conn., and WAKC-TV Akron, Ohio.

Seller: NW TV Inc., Tucson, Ariz.

(William Yde III, president/25% owner; other 25% owners: Thomas Gilligani, Bruce E. Fox, Dale Arfman). Fox is applying to build a TV at Calumet, Mich.

Facilities: Ch. 33, 14.8 kw, ant. 1,100 ft.

Affiliation: Independent

WSWS-TV Opelika, Ala./Columbus, Ga.

Price: \$1.6 million

Buyer: Pappas Telecasting Cos., Vi-

salia, Calif. (Harry J. Pappas, president/owner); also owns KMPH(TV) Visalia and KPWB-TV Sacramento, Calif.; KPTM(TV) Omaha; KREN-TV Reno and WASV(TV) Asheville, N.C.; is buying KFCB-TV Concord and WEJC (TV) Lexington, Calif.; and is applying to build TVs in Ames and Sioux City, Iowa. Harry Pappas also owns KMPH-FM Hanford, Calif., and has CP to build WMMF-TV Fond du Lac, Wis.

Seller: Genesis Broadcasting Co. Inc., Tampa, Fla. (Richard C. Hilton, president); no other broadcast interests

Facilities: Ch. 66, 794.3 kw visual, 79.43 kw aural, ant. 679 ft.

Affiliation: Independent

Broker: Gammon Media Brokers Inc.

Construction permit for KZAR(TV) Provo, Utah

Price: \$200,000

Buyer: Roberts Broadcasting Co. of Utah, St. Louis (Steven C. Roberts, president/50% owner; Michael V. Roberts, secretary/50% owner). Roberts brothers also co-own WHSL-TV East St. Louis and KTVJ-TV Boulder, Colo.; and are buying ch. 14 Albuquerque, N.M., and WRMY(TV) Rocky Mount, N.C.

Seller: Royal Television of Utah Inc., Morro Bay, Calif. (Jean P. Boyd, president); no other broadcast interests

Facilities: Ch. 16, 3,890 kw, ant. 2,308 ft.

Broker: John Grandy

COMBOS

WRDU(FM) Wilson/Raleigh, WTRG(FM) Rocky Mount/Raleigh, WWWB(AM) Greensboro, and WMFR(AM)-WMAG(FM) and WFXF(FM) High Point/Greensboro, all N.C.

Price: \$38.5 million (\$28 million for WTRG and WRDU; \$6 million for WWWB, WMFR and WMAG; \$4.5 million for WFXF at later date)

Buyer: SFX Broadcasting, Austin, Tex. (Robert F.X. Sillerman, executive chairman; R. Stephen Hicks, president/CEO); also owns KMKX-FM and KYXY-FM San Diego; WJDS(AM), WJDX-FM, WMSI-FM AND WKTF-FM Jackson, Miss.; WMYI-FM, WGVL(AM) and WSSL-FM Greenville/Spartanburg, N.C.; WSIX-FM and WYHY-FM Nashville; KODA-FM Houston, and KTCK(AM)-

ML Media Partners L.P.

has completed the sale of the assets of

KATC-TV

Lafayette, LA

to

Evening Post Publishing Company

Charleston, South Carolina

The undersigned initiated this transaction on behalf of ML Media Partners L.P.

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It All Makes Sense In
MEDIAWEEK

Emmis stations shine in summer ratings

Stern still leader of the pack in New York, L.A.; gains ground in Chicago

Radio

By Donna Petrozzello

Emmis Broadcasting's duopoly, WQHT(FM) and WRKS-FM, held firmly to first and second place in New York, while the company's KPWR(FM) ranked first in Los Angeles and Gannett Broadcasting's WGCI-FM ranked first in Chicago, according to Arbitron's latest summer survey of radio listening.

The survey also favored Infinity Broadcasting's syndicated shock jock Howard Stern, whose morning show held the largest audience share with listeners ages 12 and older in New York and Los Angeles, and gained significantly more audience in Chicago between Arbitron's spring and summer surveys.

Arbitron released the results of its nationwide summer rankings, which measured listening between June 22 and Sept. 13 in 96 markets. The shares listed represent totals for listening between 6 a.m. and midnight, Monday through Sunday, among listeners 12 and older.

Below is a profile of stations' performance in Arbitron's top three-rated markets.

New York

In New York, hip-hop WQHT earned a 6.6 share last summer, compared with its 6.1 in the spring book. The ratings boost was enough to bounce WQHT into first place over WRKS-FM, which earned a 6.1 for the summer. Last spring, WRKS-FM had ranked first in New York with 6.7.

Rounding out the top-five-rated stations in New York were oldies WCBS-FM with 4.8, adult contemporary WLTW(FM) and Spanish WSKQ-FM, each with 4.7, and contemporary hits WHTZ(FM) with 4.2.

In morning drive, Stern dominated with a 7.0 on WXRK(FM), all-news WINS(AM) ranked second with 6.3, all-news WCBS(AM) earned 5.5, WQHT's morning team of Ed Lover, Dr. Dre and Lisa G. earned 5.2 and WCBS-FM earned 4.7.

In the battle among New York news/talkers, WABC(AM) came out ahead,

with a 3.6, compared with competitor news/talk WOR(AM), which earned 2.8. Westinghouse Broadcasting's all-news WINS(AM) beat CBS's WCBS(AM), earning 3.5 compared with WCBS's 3.3.

Elsewhere in New York, urban contemporary WBLS(FM) moved from a 2.9 share to 3.2, oldies WCBS-FM moved up from 4.6 to 4.8 and jazz WQCD(FM) moved up from 3.0 to 3.5.

Meanwhile, classic rock WXRK(FM) dropped from a 3.3 to a 3.1, sports/talk WFAN(FM) dropped from a 2.5 to a 2.3, nostalgia WQEW(FM) dropped from a 2.2 to a 2.0 and Spanish WADO dipped from 1.6 to 1.3.

Ratings for adult alternative rock WNEW(FM) dropped from a 2.3 last spring to a 1.9 despite a midsummer format switch from its long-standing AOR format to alternative rock.

Los Angeles

In Los Angeles, KPWR ranked first for the second consecutive ratings period, earning a 5.3 for the summer, up from 5.2 in the spring.

Included in the market's top five stations were Hefel Broadcasting's Spanish KLVE(FM), which ranked second with 4.8, Infinity Broadcasting's alternative rock KROQ-FM, which ranked third with 4.5, urban contemporary KKBT(FM) with 4.2 and top-40 KIIS-AM-FM with 4.1.

In morning drive, Stern reaped a 5.4 on classic rock KLSX(FM). However, Spanish KLVE ranked a close second in morning drive with 5.3. Other top-rated morning shows included news/talk KFI(AM) with 4.7, talk KABC(AM) with 4.2 and Spanish KKHJ(AM) with 4.2.

Other Los Angeles stations that enjoyed a boost in ratings for the summer included oldies KCBS-FM, which jumped .3 points to 2.7, classical KGO-FM, which moved from 1.4 to 1.9, oldies KRLA(AM), which gained .7 share points to a 1.7 and adult alternative KSCA(FM), which jumped .4 share points to 1.4.

Elsewhere in the market, several stations declined in the summer ratings. Top-40 KIIS-FM dropped .3 points to 4.1, album rock KLOS(FM) dropped .4 points to 2.9, all-news KNX(AM) dipped .3 points to 3.0, adult contemporary KOST(FM) dropped by .9 points to 3.2

and adult contemporary KYSR(FM) dropped .7 points to 2.2.

Chicago

In Chicago, Gannett Broadcasting's urban contemporary WGCI-FM maintained its lead in the market with a 6.7, up .7 share points from its spring rating. The summer book marked the second consecutive survey in which WGCI-FM topped the market.

Included in the market's top-five stations were full-service WGN(AM) with 6.2, contemporary hits WBBM-FM with 4.5, country WUSN(FM) with 4.2 and adult contemporary WVAZ(FM) with 4.1.

In morning drive, WGN's Bob Collins lead the market with 10.8 among listeners 12+, up from 9.9 last spring. WBBM(AM) ranked second, and ABC Radio Networks' syndicated talker Tom Joyner ranked third with a 5.1 on WGCI-FM.

The summer survey also reflects the bitter attack Stern waged in Chicago morning drive once he was signed to Cox Broadcasting's WCKG(FM) last March. Stern's nemesis, "Mancow" Muller of album rock WRGX(FM), ranked a full share point above Stern, earning a 4.4 to Stern's 3.4, for the summer. However, Stern earned only a 2.2 last spring. And among male listeners 25-54, Stern ranked second behind Muller.

Audience share also improved for middle-of-the-road WAIT(AM), WCKG, talk WLS-FM, adult contemporary WNUA(FM), Spanish WOJO(FM), WRGX, WVAZ and adult rock WXRT(FM).

Elsewhere in Chicago, several stations saw ratings decrease from the spring survey. Sports talk WMAQ(AM), which aired gavel-to-gavel coverage of the O.J. Simpson trial throughout the summer, dropped from 4.0 to 3.1.

Other sports/talkers lost audience share including WMVP(AM), which lost .4 points and dropped to a .9 in the summer survey. Sports/talk WSCR(AM) lost .7 points, dropping from 1.8 to 1.1 from spring to summer.

Other Chicago stations that suffered a dip in audience share included oldies WJMK(FM), adult contemporary WKQX(FM), talk WLS(AM), talk WLUP-FM and adult contemporary WYSY-FM. ■

Interrep goes interactive

The Interrep Radio Store has unveiled a \$2 million technology plan to offer radio stations and advertisers more information about their markets and expanded interactive communication between stations, Interrep and the World Wide Web.

Through its new "interactive services division," to debut early next year, Interrep will offer client stations more information about on-air personalities, station owners and format changes in their markets. Interrep will also establish a database for its salespeople with detailed information on advertising agencies in particular markets.

In addition, Interrep will implement a 24-hour daily telephone hotline service, an expanded electronic mail service and personal messaging system, and portable video telephone/conferencing service to facilitate com-

munication between Interrep sales reps, client stations and advertisers.

"This plan sets the standard for how national radio reps will conduct business with client stations, advertisers and agencies," says Charles Parra, director of technology for Interrep.

Interrep also plans to expand RadioSite, which develops and maintains World Wide Web home page sites for its client stations.

"This is a tremendously exciting time in our technological evolution," says Marc Guild, president of Interrep's marketing division. "We have always prided ourselves on being ahead of the curve in this area, and our new information technology plan for 1996 and beyond will insure that we maintain that edge." —DP

R I D I N G G A I N

Activists protest Hightower's fate

Protestors from the AFL-CIO and the Washington-based activist group The Basics gathered outside ABC News headquarters Oct. 10 to complain about ABC Radio's dismissal of network talk show host Jim Hightower.

ABC Radio officials cited poor ratings as the reason for the cancellation of Hightower, who hosted an

question of corporate power and reconsider their position on Hightower," said Russell Mokhiber, director of The Basics, a group organized to "fight the abuses of corporate power."

Bill Wagner, executive director of the AFL-CIO Labor Institute of Public Affairs, described Hightower as "unique in reporting things that aren't being talked about enough on talk radio. His populist perspective is rarely popular with people who own radio stations and broadcasting avenues," Wagner said.

Frank Raphael, ABC Radio Networks vice president of network programming, noted that Hightower's show never aired in Washington. "These are people protesting about a show in a city where it was never heard because no station would take it, which is indicative of the reason the show was canceled," he said.

managed rep firm McGavren Guild Radio formed the jointly operated Caballero/McGavren Guild Spanish Media firm, with both companies sharing equity. With last week's merger, Interrep will manage Caballero as another of its nine owned and operated rep firms, eliminating the alliance of Caballero and McGavren Guild. Eduardo Caballero, founder and CEO of Caballero Spanish Media, will remain with the company as its chairman/CEO.

TalkAmerica adds Hugh Rodham

Hugh Rodham, brother of First Lady Hillary Rodham Clinton, has signed to co-host TalkAmerica Radio's syndicated *America the Beautiful* issues-oriented talk show with Mike Foudy.

Rodham, a criminal defense lawyer, met Foudy at the National Association of Broadcasters Radio Show in New Orleans last month and decided to co-host the second hour of Foudy's 4-6 p.m. ET weekday program, say officials of TalkAmerica. The TalkAmerica Radio Network now syndicates *America the Beautiful* to about 50 radio stations.

Sports Byline expands overnight programming

Sports talk radio syndicator Sports Byline USA has added *Sports Overnight America*, a five-hour talk show, to its overnight lineup. Hosted by David Brody, the show airs at 1-6 a.m. ET. —DP



ABC News in Washington was the site of a protest last week over ABC Radio's cancellation of Jim Hightower's talk show.

issues-oriented weekend talk show on roughly 140 affiliates. ABC last month replaced Hightower with KGO(AM) San Francisco talk host Bernie Ward.

Protestors contend that ABC Radio canceled the show when the network merged with Disney Inc. because of deprecatory remarks Hightower made about Disney. Hightower, a self-described populist, often punctuated his shows with criticism of big business and corporate executives.

"We want ABC to address the

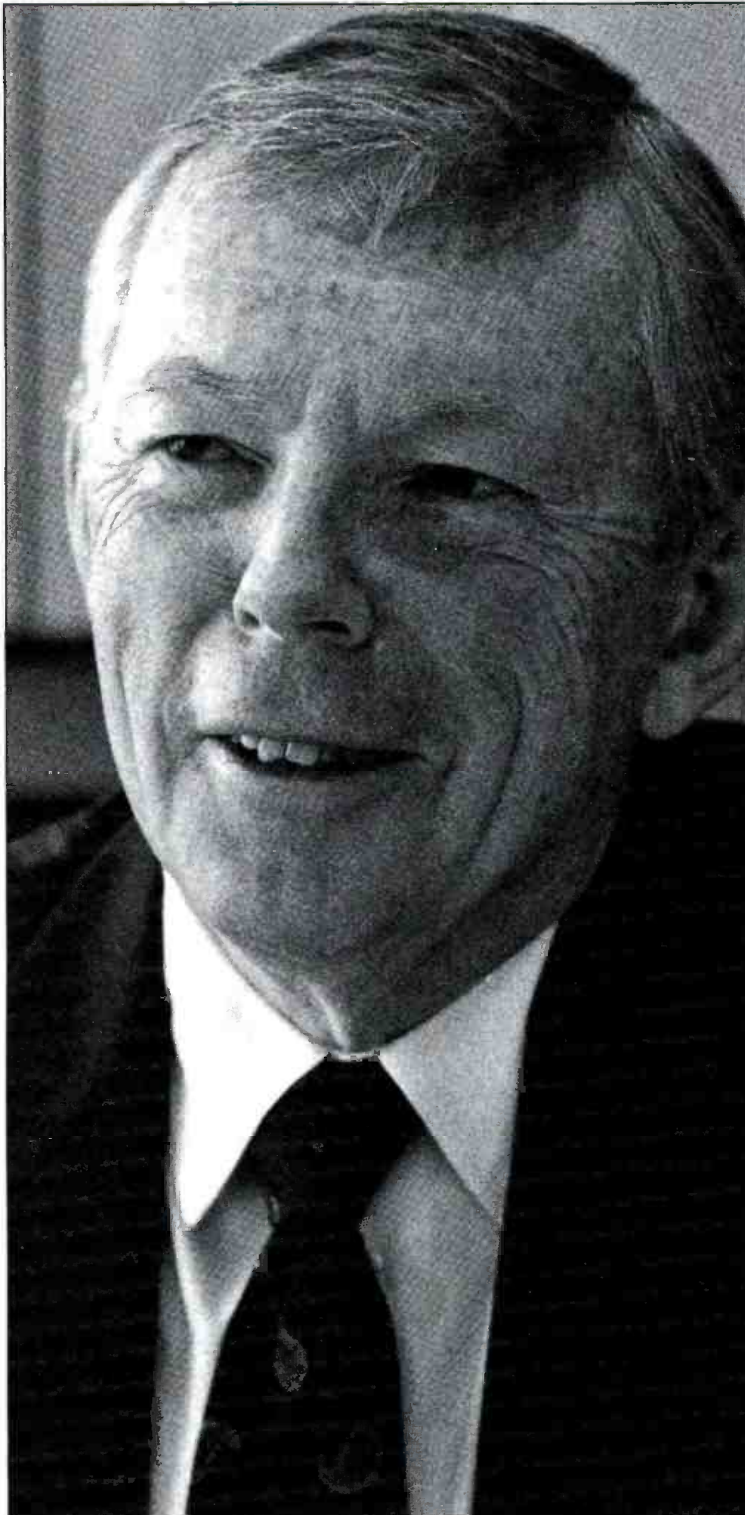
Interrep merges with Caballero

Caballero Spanish Media became the ninth national rep firm to be managed by the Interrep Radio Store as the two companies merged last week. Caballero represents national advertising sales for 140 Spanish-language radio stations and annual billings estimated at \$30 million.

In 1990, Caballero and Interrep's

Cable

October 16, 1995



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Cover Story

The Tele-Communications Inc. Empire

The long reach of John Malone and TCI

The sun never sets: \$20 billion in assets, 16 million cable subs and growing

By Rich Brown

Everybody who follows the cable business knows that Tele-Communications Inc. is the nation's largest multiple system cable operator. But how many people know that the company's ever-expanding portfolio has grown to include a chain of sports apparel stores?

Denver-based TCI has diversified in many ways since the company's founding in 1968 as a cable system operator with just 49,000 customers. Pend-

President and CEO John Malone

ing the completion of certain deals, TCI is poised to provide service to about 16 million cable subscribers through its wholly and partly owned systems. The company's assets now stand at an estimated \$20 billion.

TCI's growing influence in the cable industry is expected to be among the issues under review as the Federal Trade Commission prepares to investigate the proposed \$7.5 billion merger of Time Warner and Turner Broadcasting (TCI, which owns a 23% stake in Turner, plans to hold an 8% interest in the new company; see story, page 20). It wouldn't be the first time that TCI's expansive portfolio has come under the antitrust microscope.

"For a while, of course, we were viewed as being big," says Robert Thomson, senior vice president, communications and policy planning, TCI. "I think now that the celebrated convergence is taking place, we have companies many, many times our size openly bragging about how they are going to take 50% of our subscribers, like Bell Atlantic has done. Even allowing for false bravado, it's apparent that there is utterly no way that TCI could accumulate improper market power in the marketplace like the one that exists now. You still

get some...pockets of TCI haters that will still sound off on occasion but it is simply not credible anymore."

Still to be settled is an FTC investigation into TCI's \$170 million-\$250 million purchase of superstation distributor United Video Satellite Group. The FTC is expected to rule in the next two weeks on whether the company falls within the antitrust guidelines set

by the Hart-Scott-Rodino Act.

One of the uglier antitrust challenges to the company, Viacom's

pending suit against TCI, is likely to bite the dust next year. The two-year-old suit had charged TCI Chief Executive John Malone with using "bully-boy" tactics to seize monopoly control of America's cable industry. According to the suit, Viacom-owned programming services were being forced into onerous carriage agreements with TCI because of the MSO's size.

A Viacom spokesperson says the company has "reached an understanding" with TCI and expects to dismiss the suit when TCI completes its planned \$2.25 billion acquisition of Viacom's cable systems in the first half of 1996. Last month, the Hart-Scott-Rodino antitrust waiting period applicable to the spin-off of Viacom's cable systems to TCI expired, clearing an important hurdle on the way to a final deal.

So far, TCI has successfully passed virtually all antitrust reviews, but the company has had close calls with the FTC. In 1993, TCI had agreed it would drop its interest in QVC if the home shopping network succeeded in its failed bid for Para-



Sometimes it takes the whole world to bring one man to trial.



Dusko Tadic. A Serbian cafe owner who reportedly got along well with his Muslim customers. But when war broke out in the former Yugoslavia, Tadic — according to a United Nations' team of prosecutors — turned on his neighbors with a vengeance.

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mount. TCI was also said to be among several large media companies that decided to can an idea to jointly launch a music video/home shopping network in the face of antitrust investigations by the U.S. Justice Department.

Analysts who closely follow TCI say the company is unlikely to be found in violation of antitrust regulations as it moves forward, particularly as the video delivery business becomes increasingly crowded with competing technologies.

"I think the issue is going to be a minor issue compared to the real competition," says Phil Sirlin, an analyst with Schroder Wertheim & Co. "The real competition I see is between the cable companies and the telephone companies."

Like other top multiple system cable operators, TCI has been swallowing up smaller cable systems to prepare for the anticipated onslaught of competition from the telephone, direct broadcast satellite and wireless cable companies. In addition to the purchase of the Viacom systems, TCI last June agreed to pay \$580 million for Chronicle Publishing Co.'s Western Communications systems. A year ago, the company agreed to buy TeleCable for \$1.4 billion in stock.

Under current law, there is still room for TCI to increase its cable subscriber count. Rick Westerman, an analyst with UBS Securities, says TCI passes



Malone's first string: Peter Barton, TCI Programing Inc.; Brendan Clouston, TCI Communications Inc.; Fred Vierra, Tele-Communications International Inc., and Larry Romrell, TCI Venture Capital Inc.

22.5 million homes in the U.S.; the government allows cable operators to pass up to 30% of the 92 million homes passed by cable. (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.)

"There is, of course, no legally binding restriction on our growth currently in effect," says Thomson. "Nevertheless, we've taken upon ourselves to abide by the 30% limit and we are now, we believe, several hundred thousand subs below that limit."

"Clearly, they're the dominant player in the cable television industry," says Westerman. "While some people in Washington might be wary about

them exerting too much control, I think that's less of an issue at this point, given the competition in the multichannel business."

Westerman and other analysts are keeping a close eye on the competitive threat posed by the fast-growing direct broadcast satellite business. The number of DBS subscribers in the U.S. could reach 12.5 million by 1998, with at least half of those homes coming out of the hide of cable operators, according to Morgan Stanley analyst Richard Bilotti.

Nevertheless, TCI itself might be able to maintain its hold on some defecting cable subscribers through its 21% stake in Primestar Partners, a growing DBS service with 800,000 subscribers.

"They can't be faulted for hedging their bets a little bit," Westerman says of the Primestar investment. "But the eye the regulators will cast toward that is anybody's guess."

UBS Securities recently raised its rating on TCI to buy from hold, noting that recent restructurings at the company have created an undervaluation of its core cable television business relative to other cable stocks. Specifically, TCI in August completed a public offering of 18% of TCI International and distributed its Liberty Media programming arm as tracking stock (each TCI shareholder received one Liberty Media share for every four shares of TCI stock). UBS is forecasting 1996 consolidated cable revenue and cash flow of \$6.27 billion and \$2.66 billion, respectively, representing pro forma revenue and cash-flow growth of about 9% and 11% from their 1995 estimates.

TCI is able to withstand antitrust charges because its annual revenue is less than a third of that of media giants like Disney/CapCities and Viacom/Blockbuster/Paramount, says Mark Riely of Media Research Group. TCI is the nation's sixth-largest media company in revenue, behind Time Warner, Disney, Viacom, News Corp. and Sony.

"Given the size of some of the other combinations, TCI can make a very good argument that they're not that big," says Riely. Even as part of a Time Warner/Turner company, he says, TCI could argue that they would be passive investors in the entity.

"I think TCI is perceived to be big-

Bulls run with TCI

Now that TCI has assembled more than \$20 billion in assets, where does the company go from here?

TCI is likely poised to regain the earnings momentum which propelled the stock in the years prior to cable rate regulation, according to the latest report on the company from Merrill Lynch & Co. The Wall Street firm says TCI's 1996 estimated operating cash flow growth will be in excess of 15% even before acquisitions. In the near-term, TCI's third quarter revenue is projected to increase 34% to \$1.73 billion versus \$1.29 billion.

TCI is expected to see the private market value of its cable systems rise by about \$3.8 billion in 1996. TCI's consolidated cable systems have a 1995 net estimated private market value of \$11.3 billion and its non-consolidated systems add up to about \$2 billion, according to Merrill Lynch data. Other assets—including the company's investments in Teleport, Sprint and Primestar—have a 1995 estimated private market value of \$1.9 billion.

Liberty Media's vast programming holdings, which were divided out to TCI shareholders in August in the form of a tracking stock, have a private market value of about \$7.5 billion, according to Merrill Lynch. —RB

channels on cable — but why couldn't there *even* *one* devoted to the most important thing in my life...?”



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* "Viewer Attitudes and Impressions Toward America's Health Network." Frank N. Magid Associates, Inc., July 1995

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Good Medicine For Your Bottom Line

ger than it is, and that is because Malone has cleverly placed himself at critical junctures in the industry," says Riely. "The magic of TCI has always been to have enough clout and distribution to get in the middle of enough deals where they take more than their share."

Indeed, TCI's new agreement with Time Warner/Turner will enable TCI to pay the companies considerably lower license fees for their cable networks than the operator now pays.

These days, hardly a week goes by without TCI having its hand in one deal

or another. In the past six months alone the deals have been plentiful. Among those:

■ TCI in August triggered an option to acquire the nation's sixth-largest broadcast group, Silver King Communications, and is working with Barry Diller to likely develop a new broadcast network. TCI also operates a fledgling low-power TV network, America One, which the company purchased and relaunched last February.

■ Internationally, TCI in August set out to acquire 35% of the issued and outstanding common shares of Torneos

y Competencias S.A., the largest sports programmer in Argentina. Among other deals, TCI has also been negotiating with Paris-based Canal+ to buy a minority stake in the company's themed cable channels for \$100 million.

■ TCI marked its entry into the syndication marketplace with *Damn Right*, an issues-oriented strip produced by the company's fledgling public affairs programming unit, TCI News. The show, which debuted this month, is also running on cable network NewsTalk Television and on PBS.

The Tele-Communications Inc. Empire

WHOLLY OWNED DOMESTIC CABLE SYSTEMS (13.1 million subs)

Central division
Great Lakes division
Southeast division
West division
TeleCable
Chronicle
Columbia
Viacom****

PARTIALLY OWNED DOMESTIC CABLE SYSTEMS (3.1 million subs)



THE LENFEST GROUP

Intermedia Partners I (54%)
Lenfest (50%)
TKR Cable (50%)
Kansas City Cable Partners (50%)
Woodlands (50%)
National (50%)
Ionian (50%)
Sioux Falls (50%)
US Cable of Evangola (50%)
US Cable of Tri-County (50%)
US Cable of Lake County (50%)
US Cable of Northern Indiana (50%)
Brookings (50%)
Telemedia (41%)
Intermedia Partners V (40%)
Syracuse (40%)
Columbia Associates (40%)
Intermedia Partners III (35%)
CAT Partnership (33%)
Raystay Communications (23%)



Garden State Cable (20%)
Saquaro (19%)
Portland (18%)
Susquehanna Broadcasting (15%)
Act IV (6%)
Act V (5%)
Daniels (4%)

INTERNATIONAL HOLDINGS CABLE SYSTEM

TCI International
TeleWest Communications,
United Kingdom (50%)
Jupiter Telecommunications Co. (N/A)
Cablevision S.A., Argentina (N/A)
Cordillera Communications, Chile (40%)
TeleCable Nacional, Dominican Republic (49%)
Videopole, France (15%)
Princes Holdings, Ireland (25%)
Melita Cable TV, Malta (33%)
NorKabelgruppen, Norway (46%)
Aster City Cable, Poland (N/A)
Cable systems, Puerto Rico (50%)
Swedish Cable & Dish, Sweden (12%)
Australis Media (wireless cable), Australia (2%)



CABLE PROGRAMING

Flextech, United Kingdom (60%)
Asia Business News, Singapore (36%)
Cable Soft Network, Japan (17%)
KabelKom Holding Co., Hungary (23%)
Tevel Israel International (23%)
Sky Network Television, New Zealand (13%)



TELEPHONY

WirelessCo.-PSC (30%)
Teleport Communications Group (30%)

SATELLITE BROADCASTING

Primestar Partners (21%)



TECHNOLOGY/VENTURE CAPITAL

Texscan-TSX Corp. (49%)
Acclaim Entertainment (10%)
Netscape Communications (20%)
National Digital TV Center
Western Microwave
Microsoft Network (20%)
Sega Channel (33%)
Zing
Lightspan
AND Interactive
Virtual I*O
TV Guide on Screen
Academy Systems



LIBERTY MEDIA GROUP

CABLE PROGRAMING

Prime SportChannel Network Associates (34%)
Prime Network*
NewSport*
Affiliated Regional Communications Ltd. (68%)
Prime Sports Radio*
Liberty Satellite Sports (DBS programming)*



Cable Cover Story: TCI Empire

■ Liberty has quietly been working with industry veteran Connie Wodlinger on The Music Zone, a West Palm Beach, Fla.-based joint venture designed to create music video networks here and abroad. TMZ's plans for the U.S. call for the creation of a "music zone" of six multiplexed networks, each offering a distinct genre of music videos. Based on TCI's Encore multiplexed movie channels, the music video networks would roll out with the advent of digital compression.

■ TCI in September boosted its interest in DMX from 9% to 30%,

making it the largest shareholder in the digital audio company. DMX reaches nearly 40 million homes in the U.S., Canada, Europe and Israel with a variety of music-formatted audio channels.

■ Liberty in July took a 49% stake in the Faith & Values Channel, a religious cable network that reaches more than 24 million cable homes. Its sole partner is the National Interfaith Cable Coalition, which has run the network as a not-for-profit channel since 1988.

■ Liberty is now involved in talks with Fox about the broadcaster invest-

ing in its broad portfolio of regional sports networks, possibly laying the groundwork for a new national sports network.

■ Liberty in May revealed plans for The Soap Channel, which would daily rebroadcast currently running soaps as well as repeats of off-air soaps and off-net and international programs.

■ And, oh yes, the sports shops. Liberty Sports subsidiary Prime Sports Merchandising in August acquired Fan Fair Corp. and Merle Harmon Enterprises, two sports apparel retailers with a combined 75 stores nationally. ■

- Prime Sports-Southwest**
- Prime Sports-Midwest**
- Prime Network International
- Liberty Sports Inc. (100%)
- Prime Deportiva*
- Prime Sports Showcase*
- Prime Sports-Intermountain West**
- Prime Sports-KBL**
- Prime Sports-West**
- La Cadena Deportiva**
- Prime Deportiva International
- Prime Sports-Rocky Mountains** (78.5%)
- Home Team Sports** (20.5%)
- Prime Sports-Northwest** (60%)
- Prime Sports-Upper Midwest** (38.6%)
- SportsChannel Chicago** (50%)
- SportsChannel Pacific** (50%)
- SportsChannel Philadelphia/Prism** (23%)
- SportSouth Network** (44%)
- Sunshine Network** (38%)
- LMC International Inc. (50%)
- Premier Sports Network***
- Premier All Star Sports****



ENCORE

- Encore Media Corp. (90%)
- Encore
- Love Stories
- Westerns
- Mystery
- Action
- True Stories and Drama
- WAM! America's Youth Network
- Encore ICCP Inc. (45%)
- International Channel
- STARZ! (49.9%)
- Request TV (40%)
- Viewer's Choice (10%)
- Court TV (33%)



- Discovery Communications Inc. (49%)
- The Discovery Channel
- The Learning Channel
- Discovery Asia
- Discovery Europe
- TLC Europe
- Discovery Latin America
- Ingenius (50%)
- What on Earth
- X*Change
- Bet Holdings Inc. (17.5%)
- BET Cable Network
- BET Action PPV
- The Box (5.5%)
- DMX (8.6%)
- E! Entertainment Television (10%)
- International Family Entertainment Inc. (18.6%)
- The Family Channel
- Cable Health Club
- The Family Channel UK



- Turner Broadcasting System (23%)
- CNN
- Cartoon Network
- Headline News
- TNT
- Turner Classic Movies
- TBS Superstation
- CNN International
- TNT Latin America
- Cartoon Network Latin America
- TNT & Cartoon Network Europe
- TNT & Cartoon Network Asia tv! Network (100%)
- Home Shopping Network Inc. (41.5%)
- HSN
- Spree!
- QVC Inc. (42.6%)
- QVC Network
- Q2
- QVC-
- The Shopping Channel, United Kingdom
- CVC Telemercado Alameda, Mexico



- United Video Satellite Group (100%)****
- Prevue Channel
- Sneak Prevue
- Prevue Latino
- The EPG
- The EPG Jr.
- Prevue Interactive Services

PROGRAM PRODUCTION AND DISTRIBUTION

- Americana Television Productions (66%)
- Asian Television and Communications (44%)
- Cutthroat Productions (7.5%)
- MacNeil/Lehrer Productions (67%)
- Netlink USA (100%)

BROADCASTING

- Silver King Communications Inc. (23%)****
- WHSE-TV Newark, N.J.
- WHSI-TV Smithtown, N.Y. (New York)
- KHSC-TV Ontario, Calif. (Los Angeles)
- WEHS-TV Aurora, Ill. (Chicago)
- WHSP-TV Vineland, N.J. (Philadelphia)
- WHSB-TV Marlborough, Mass. (Boston)
- KHSX-TV Irving, Tex. (Dallas)
- KHSH-TV Alvin, Tex. (Houston)
- WOHS-TV Cleveland
- WYHS-TV Hollywood, Fla. (Miami)
- WBHS-TV Tampa, Fla.
- WHSW-TV Baltimore
- America One (LPTV broadcasting network)

- * National sports network
- ** Regional sports network
- *** International sports network
- **** Purchase pending

Sources: UBS Securities, TCI

Variety is cable TV's source of life

Atlantic Show panel emphasizes need to offer alternative programming

By Jim McConville

Cable TV soon may face a turning point that determines whether it will be the primary choice of TV viewers for the next generation of programming services.

Cable companies will have to provide a new generation of programming, or someone else—most likely telephone companies—will, said cable experts during the opening general session of the Atlantic Cable Show in Atlantic City last week.

"Cable will face more competitive alternatives in terms of new programming packaging than it ever faced before," said Tom Rogers, president, NBC Cable. "The question is: Will cable be able to distinguish itself from other packages? That's going to be more important than the pricing of basic" services.

Rogers says cable has not taken on the role of being the grand provider of services for the future as it did in the past. The "question is whether cable will be able to keep its programming mantle," he says. "If cable stumbles and somebody else is able to provide this multiplicity of programming choice, then that's a key turning point. But if cable is able to offer less expensive programming with a multitude of choice, it will keep its position."

In contrast, Jack Gault, executive vice president, Time Warner Cable, says cable operators are better positioned to offer a "whole grab bag" of services: "Cable is in good shape; it has the ability to bundle services together.

Local cable operators will be able to offer one-stop shopping, providing programming services to the three most important appliances in the home—the TV, the PC and the telephone."

Cable subscribers won't switch to telephone companies for a lower price, Gault says, if cable operators provide new services on demand and don't forget their customers.

Bradley J. Siegel, president, Turner Network Television, says research shows that younger audiences are spending more time using online interactive services than watching TV. Cable must bridge the gap between cable programming and the emerging interactive online world by offering

interactive services, or it will lose a "whole lot of subscribers," he says.

But NBC's Rogers likens cable companies' providing interactive services to teenage sex: "Everybody is talking about it, but nobody is doing it very well." Rogers remains pessimistic about cable's ability to launch interactive programming. "There's no model out there; it won't happen unless there is a tremendous rebuilding to support the next phase of channel capacity."

A greater threat to cable comes from direct broadcast satellite, says Rogers, adding that local cable operators risk losing ground in areas where DBS providers offer wider product variety than do the cable systems. ■

Customer service key to success

By Jim McConville

Cable operators will need to pay more attention to customer service as the market becomes more competitive and the variety of programming becomes more complicated. That was the consensus of a panel of executives at last week's Cable Television Administration and Marketing conference in Atlantic City.


Patrick J. McCall, vice president/GM of Garden State Cable TV in New Jersey, says cable must pay attention to customer service more than ever before. "The need for the industry to move on this is very clear," says McCall. "That is the price of entry or survival to this game."

An "evolution" in cable customer service is vital in the next 12-24 months as telephone companies, in anticipation of relaxed government regulation, get ready to enter cable, McCall says.

Garden State, for example, has expanded its telephone customer service line to 7:30 a.m.-midnight daily. The company's long-term goal, McCall says, is 24 hours a day.

Cable operators will have to "raise the level of expectation" on customer service to keep current subscribers happy, says Patricia Stratton, director of customer acquisitions for Southern New England Telephone (SNET). Stratton says SNET's video-on-demand trial to 350 homes in Hartford, Conn., found that customers expect a higher level of service from SNET because it is a telephone company rather than a cable company.

Laurence M. Smith, vice president of programming, EchoStar Communications Corp., the soon-to-be-launched DBS programmer, says EchoStar plans to offer customized programming packages. The key to successful customer service, Smith says, is to talk to your customer base, something EchoStar initially may have been guilty of neglecting: "We maybe didn't spend enough time with customers to find something they can identify with." ■



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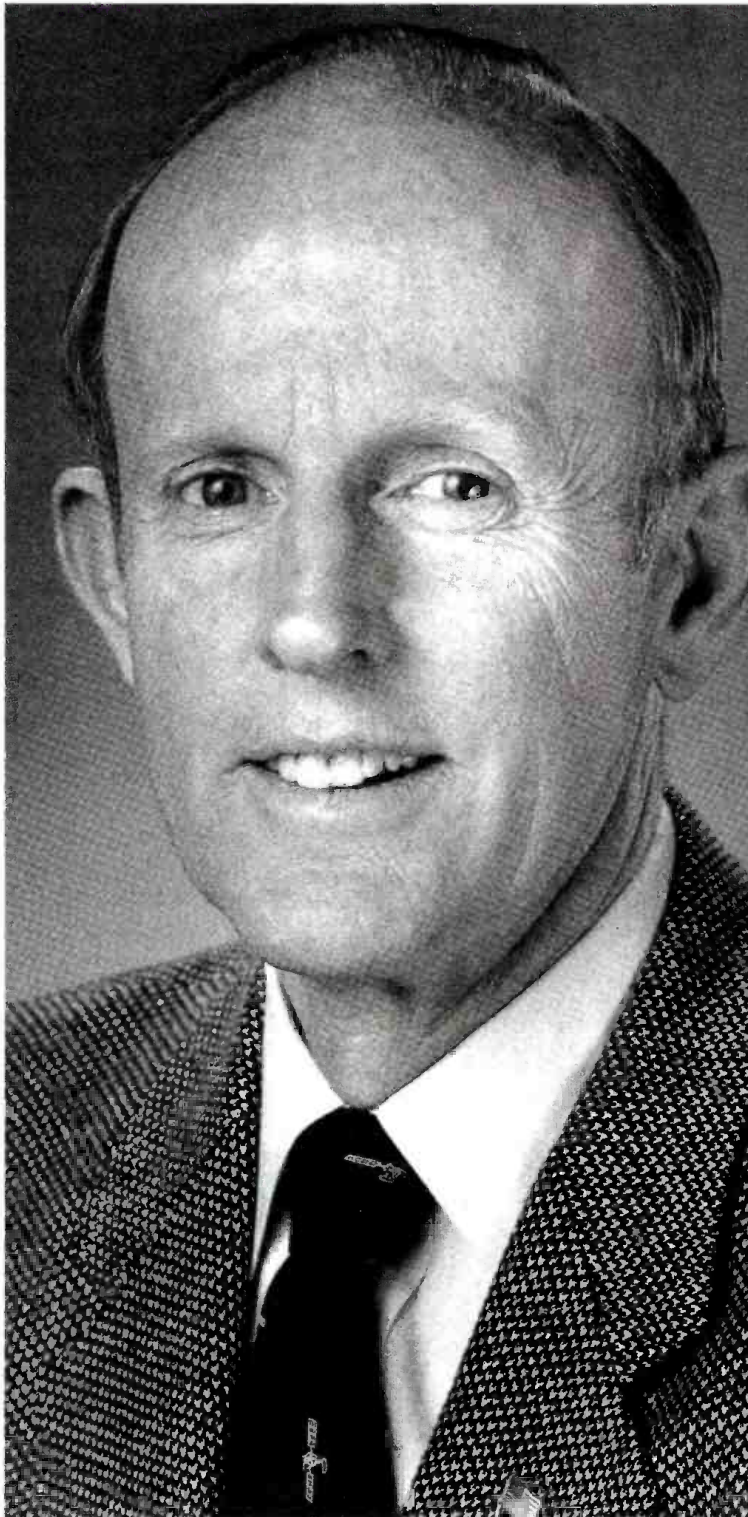
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More C-band transponders for Hughes / 48
MMDS slots attract 200 applicants at FCC / 53

Technology October 16, 1995



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Stanley S. Hubbard
Chairman and CEO
Hubbard Broadcasting, Inc.

**Broadcasting
& Cable**

Hughes picks up more C-band space

Carrier leases inclined Brasilsat bird with 24 transponders

By Glen Dickson

In a move to provide more C-band capacity to the transponder-starved U.S. market, Hughes Communications has leased the inclined-orbit Brasilsat A1 satellite from its owner, Embratel, of Rio de Janeiro. Terms of the agreement were not disclosed.

"Despite the recent successful launch of AT&T's Telstar 402-R and the scheduled launch of Hughes' Galaxy III-R satellite in December, there remains enormous unmet demand for C-band transmission capacity because both of these satellites are already sold out," says Carl Brown, senior vice president of Galaxy Satellite Services for Hughes.

Launched in 1985, the Hughes-built HS 376 spin-stabilized Brasilsat A1 satellite is now operating in an inclined orbit at 63 degrees west longitude. Each of its 24 C-band transponders offers 36 mhz of bandwidth and 10 watts of power per channel, and will accommodate the range of video services now distributed through Hughes's Galaxy satellites, according to Hughes.

"It is not an unusual concept anymore for customers to use inclined orbit satellites," says Anne Mountain, Galaxy director of sales. Mountain says that getting additional C-band capacity, inclined or not, was essential, particularly in light of a busy 1996.

"We've got the conventions, the Olympics, elections—and there's a lot of launches coming up too," she says.

"So it's a matter of having some C-band capacity available for occasional use or special events, and also having a satellite that could back up a catastrophic failure, whether it be ours or another carrier's."

Mountain predicts that users will pull down straight analog feeds off Brasilsat, and that there will be a large market for the transponders. According to Hughes, leasing inclined-transponder space is generally one-third less than the current C-band transponder leasing costs for geosynchronous birds.

Although Global Access President Jack Morse is quick to point out that feeds from an inclined bird are fine for short durations (less than 15 minutes) and that the cost savings of leasing from an inclined bird outweigh the operational costs of the extra tracking for some long-term situations—like 24-hour feeds for an ongoing news story—he isn't ready to jump on the Brasilsat bandwagon. Not at 63 degrees west.

"It's just too far east," Morse says. "At 63 degrees west, it's virtually unusable for U.S. domestic customers because of the mechanical look angle for most of the uplinks and downlinks in the U.S."

On the other hand, Harley Shuler,



An artist's rendition of a Hughes HS 376 like Brasilsat A1

Keystone Communications vice president of sales, says that he has met with Hughes and that his company is seriously considering leasing transponder space on Brasilsat A1.

"I think it is viable," Shuler says. "They have roughly 0.8 degrees of inclination, and the look angle on the West Coast is 20 degrees, which isn't all that bad. And for the Atlanta area, it's 50 degrees, which is getting there. I think for certain specialized

applications it will work very well. You just have to make sure your downlinks are clear for the whole arc."

Mountain says that Hughes thinks Brasilsat "will get good conus [continental U.S.] coverage. It's just a matter of getting people more accustomed to looking at 63 degrees."

Hughes is predicting anywhere from two to five years of service from Brasilsat A1, and cites the satellite's 100% record of transponder availability. Mountain says that the Hughes 376 is a "proven workhorse" and that the satellite has ample fuel.

"Our initial campaign is for two years; we could go to five," she says. "We have a lot of flexibility. We'll do terms as short as six months or as long as 18, and we can really negotiate favorable rates." ■

CBS's nonlinear bake-off still cooking

Big stories, little glitches slow down the decision process

By Glen Dickson

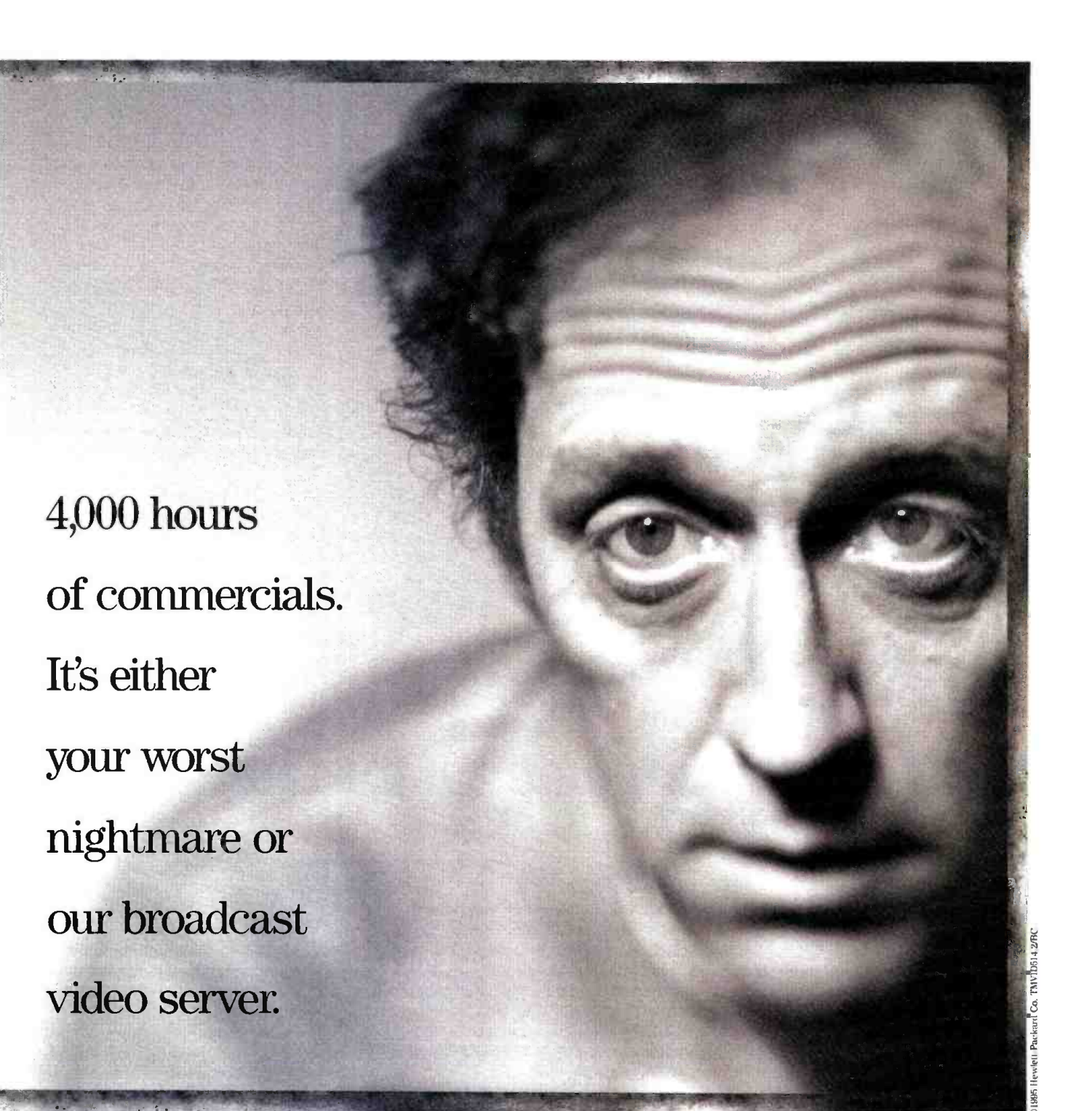
As CBS's second "bake-off" among competing nonlinear editing systems heads into its third week, the contest between Avid, Lightworks, D-Vision and ImMix remains tight (BROADCASTING & CABLE, Sept. 18). Don DeCesare, CBS News vice president of operations, says that despite different platforms—ImMix

and Avid use the Mac, D-Vision and Lightworks the PC—his editors have yet to see any decisive performance disparities between the systems: "nothing that would say that this one's obviously going to fail and this one's obviously going to succeed."

Although an overload of big stories during the first full week of tests—the O.J. verdict, Hurricane Opal and the Pope's U.S. visit—cut down the time

that editors were able to spend with the new machines, DeCesare still is planning to decide by Nov. 1. He was happy that in the middle of the madness, his editors still found the time to edit pieces for air nonlinearly. In one instance, a short segment on the hurricane edited on the Avid Newscutter was aired Oct. 4.

"What's really nice about it is that the shows haven't known," says DeCesare. "That was part of my sly goal: to



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nightmare or
our broadcast
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4,000 hours of miniature mariners navigating toilet bowls. Underwear salesmen dressed like fruit. Wimpy little pastry chefs made out of dough. If you think watching it sounds bad, imagine the rigors our Broadcast Video Server has been put through.

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Other stations are way beyond the test phase. Like KOLD in Tucson, where the HP BVS has been on the air for almost a year. And it's about to hit the airwaves in Munich and other major markets around the world.

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get this going and have it become as seamless as possible so that when the director calls for a particular editor—it comes up. It just shows up, and let's see if anybody says, 'What is that?'"

DeCesare says that his editors haven't produced enough nonlinearly-edited material for air to be conclusive, but the fact that image quality hasn't been an issue so far is "a very positive sign."

After speaking with editors in CBS's maze of suites at its New York broadcast center, it's clear that the systems aren't hassle-free. One editor says the D-Vision system kept crashing on him—D-Vision was late getting its machine to CBS and is still loading software—while others point out that the Lightworks and ImMix systems were more like film-editing machines, something with which videotape pros aren't necessarily familiar. Videotape editor Nathaniel Merrill says that the random access and feature sets gave him and his colleagues "freedom we've never had," but his demands for hard-news editing equipment are succinct: "simpler, faster and more backup."



CBS's Don DeCesare

A universal complaint was the time it takes to digitize, which DeCesare dismisses: "You can't edit something without screening it. What we're concerned about is being able to digitize on the fly. All the systems say they do. If they can, you've resolved a good part of the digitization issue."

DeCesare is imploring his editors to keep open minds and not let company logos and previous purchases persuade them. Although CBS News has selected the Avid Media Composer for its public affairs division—news-magazines such as *60 Minutes* and *48 Hours*—he says that bears no influ-

ence on the hard-news decision.

In fact, DeCesare expresses some concern about the Mac platform in general, considering the current status of Apple Computer: "That company, if you want to be kind to it, is in transition. So you have to be a little bit concerned if you were going to go down the Apple path full-tilt, about whether you could get back."

Since CBS is built around the IBM platform, DeCesare will be taking a close look at the nonlinear system's future compatibility and networking potential. He points out that while the newsmagazines represent operational "islands" unto themselves, hard news depends on extensive sharing of video footage.

"The ultimate goal here is to merge all these systems," DeCesare says. "We can't get to a situation where people have multiple PCs on their desks. Other systems go through the editing rooms—the newsroom system goes through there, the lineup system goes through there, the regular informational LAN goes through there. So we have to be aware of that kind of openness." ■

CNN Financial gears up for launch

New York digital production control to be ready by December

By Glen Dickson

CNN is constructing an all-digital production control room for the December launch of CNN Financial Network, its new 12-hour business news channel.

The facility, located in CNN's Manhattan studios, will maintain all video in the digital domain before converting its outgoing feeds to analog with a Tekniche digital-to-analog converter. All news editing will be done nonlinearly with the Avid Newscutter, and the finished product will be fed into the Avid Media Server, then played out of the Avid Airplay. Acquired ENG material from the New York bureau's existing Betacam cameras will be digitized with the Avid Media Recorder for editing.

"All editing and playback will hopefully be off the Avid system," says CNN's Alan Friedman, director of engineering, special projects international. "But that will be backed up by Digital Betacam tape with a Sony Flexicart."

Friedman says the facility will have 10 Avid workstations: six Newscutters, with four of them on the Media Server network and two offline, and two Airplays and two Media Recorders both on the network.

Ad insertion will still take place at CNN's Atlanta headquarters via a Sony LMS Betacart. There also will be a fiber backhaul from Washington and Atlanta in addition to the standard incoming satellite feeds.

On-air switching will be handled by a BTS Diamond-digital DD-30 serial component production switcher. The switcher is part of a suite of BTS equipment including a Venus 64-input/64-output serial digital router with analog audio, a Jupiter control system running in conjunction with the



BTS Executive VP Phil Mancino with a Diamond-digital production switcher.

Venus system and a Prizm digital effects system for on-air effects.

A second Diamond-digital switcher, Model DD-10, will handle cut-ins that the network supplies to other CNN networks, including Headline News and CNN International.

CNN Financial will maintain digital video throughout its Videssence-lit studio with five Sony BVP-7 Digital Betacam cam-

eras. Audio, however, will remain analog, with two Wheatstone consoles, the TV-600 and SP-5A, being used. "Analog audio is cost-effective, and you're really not able to take advantage of digital audio quality yet," Friedman explains.

The new cable service tapped Chyron for its graphics needs with a file

server, Inifit character generator, TVstore stillstore, two Liberty paint systems and three Maxine animation systems. Abekas and Recognition Concepts digital disk recorders will be used

to play back the graphics and animations.

The BaSyS newsroom system will integrate with the graphics and playback devices, "automating the Chy-

rons, Flexicart and the Airplay from the newsroom," says Friedman.

Beta testing of the facility should begin by Dec. 1 to prepare the operation for its Dec. 31 launch. ■

Nebraska LPTV transmits pay services over UHF

Town & Country Cable brings 'wireless cable' to farmers

By Glen Dickson

Town and Country Cable of Linwood, Neb., a start-up operation that launched on Aug. 24, is a perfect example of the hot LPTV trend of bringing subscription services to rural areas using UHF transmitters. The company's SLPTV (subscription low-power television) service, which isn't MMDS but offers the equivalent of wireless cable to the consumer, is the largest of its type now operating within the U.S. (also see page 52).

"SLPTV looks, smells and acts like wireless cable," says Broadcast Services International President Harry Reed, who oversees the operation of seven SLPTV systems and has designed 40 more.

The Nebraska system has an operational radius of 30-35 miles, depending on the topography, says Town and Country President Roger Harders. Town and Country has 200 subscribers in the rural farmlands surrounding Linwood, 60 miles northwest of Omaha, and Harders is shooting for an eventual total of 6,000 loyal, paying customers. "One thing that's nice about dealing with farmers," Harders says, "is they never move."

The transmission system, which was installed by SLPTV pioneer Segue Services of Merrifield, Minn., relies on a Jampro broadband omnidirectional antenna and a new low-loss 17-channel combiner from Communication and Energy that the fifteen 500-watt and two 300-watt Acrodyne transmitters run through.

Scrambling will be accomplished by the Zenith Z-TAC system, which was proved in early SLPTV systems in Ely and Granite Falls, Minn., says Segue President Al Martin. The Z-TAC system uses a combination of horizontal sync suppression and video inversion, and addresses the consumer's Zenith set-top box through data sent in the

vertical blanking interval.

Town and Country's offerings include services such as CNN, ESPN, TBS and HBO, and pay per view may be offered in the future. Harders says that the service has been well received by the rural inhabitants it targets and that it is "99% cheaper" than the cable systems in nearby towns.

Installation costs the consumer roughly \$150, which includes a UHF antenna, mounting hardware, coaxial cable between the antenna and TV set and an amplifier if necessary. Decoder boxes are available for a onetime charge of \$125, and the service costs \$19.45 per month (an additional \$8.95 for HBO,



Town and Country Cable's origination studio brings subscription services to farm communities

\$7.95 for the Disney Channel).

The cost for the headend facilities totaled around \$1.1 million, according to Harders. Town and Country also has \$300,000 invested in an inventory for subscriber installation. Harders is considering purchasing a Channelmatic tape-based ad insertion system as a way to generate additional revenue.

Harders is so optimistic about the Linwood operation that he plans to start other SLPTV systems in Columbia and Jefferson City, Mo., next year. ■

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- Revenue Roulette: Traffic, Advertising, & Promotion
- CD-ROM: More than Hype?
- For Kids Only: How to Make it Work
- Is it a Web World After All?

KEYNOTE
DAVID BRITT
President & CEO, Children's Television Workshop
SPEAKER

KEYNOTE
WALTER ISAACSON
Editor, New Media Time Inc.
SPEAKER

ITS wins huge UHF contract

Alaskan multichannel service to use 41 transmitters

By Glen Dickson

Alaskan Choice Television has contracted with ITS Corp. to build the largest UHF wireless cable system in the nation. ITS will supply 41 UHF transmitters to Alaskan Choice for systems in Fairbanks and Anchorage, due to be on the air by December.

"The 25-channel system in Fairbanks will be the largest multichannel UHF system in the country and maybe the largest in the world," says Dale Dalesio, ITS product manager.

The Fairbanks system will use 25 ITS-825 500 watt units, while the Anchorage operations will rely on 16 ITS-830 1 kw transmitters. ITS is providing turnkey services for both sites, including installation of satellite

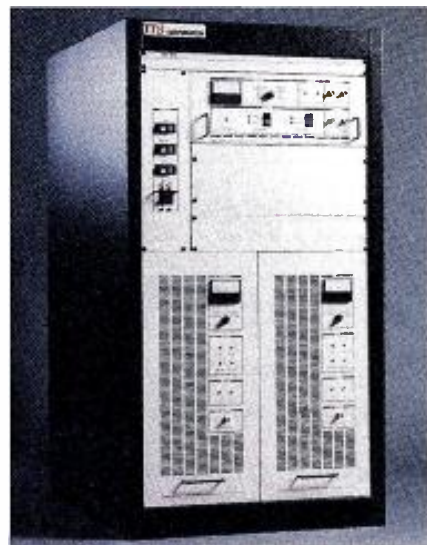
receivers, scrambling encoders, stereo generators, UHF channel combiners and broadcast antennas.

"We need a company with reliable products and expertise to put these projects together," says Alaskan Choice CEO Jim Hillyard.

The subscription services will rely on the Zenith PM scrambling system, with Zenith encoders installed at the origination sites and consumer set-top boxes sold through local retail outlets.

"They'll be multichannel subscription services similar to MMDS," says Dalesio. "The difference here is they've obtained all the permits for LPTV."

He points out that Alaska offers a



An ITS-830 1kw UHF transmitter

rare UHF opportunity: "It's very difficult to get that many channels" in the contiguous U.S. ■

Global Access gets transponders from Hughes, AP

Picks up Ku-band for live feeds, C-band for syndication

By Glen Dickson

Global Access Telecommunications Services has nailed down extra capacity for its customers through agreements with Hughes Communications and the Associated Press. The deals net Global three Ku-band transponders on the Hughes SBS 6 satellite and two C-band transponders that AP owns on the hybrid Galaxy IV satellite.

Both agreements are end-of-life contracts through 2005. The Hughes contract will provide Global's customers with occasional Ku-band time onboard SBS 6 starting July 15; the contract with the Associated Press calls for C-band service starting Sept. 1. The AP agreement adds to the two Galaxy IV transponders that Global was already leasing directly from Hughes. Terms of the deals were not disclosed.

"We're just delighted to have them," says Global Access President/CEO Jack Morse. "Because of the increased demand and decreased supply, we felt that when these became available we needed to acquire them immediately."

Morse says that the increased business from Global's five new sales offices "makes these a necessity for our

company to have" and that a broad range of customers, ranging from educators to news organizations to sports, will use the SBS 6 transponders, "because the capacity is so tight." He sees the Galaxy 4 transponders being used mainly for syndication services.

"The agreement between AP and Global Access benefits both of us," says Ronald Brouillette, AP's director of communications operations. "It provides AP with revenue from our transponder pool, and it assists Global Access in meeting the needs of the television and video industry."

Carl Brown, senior vice president of Hughes's Galaxy Satellite Services, says that Global Access "has wisely guaranteed their access to 24-hour capacity at a time when extra occasional-use capacity cannot be easily found on the open market."

The SBS 6 deal also has let Galaxy Director of Sales Anne Mountain breathe a sigh of relief over the bird's new location at 74 degrees west longitude. "People had hoped that it would stay more mid-arc, but it's going over to 74 degrees and we have signed five commitments at that location. That's significant for us." ■



Peacock picks Pinnacle

NBC has tapped Seattle-based Pinnacle Efx to give it a new set of peacock IDs.

Pinnacle has produced 25 peacock spots for use in promoting the new prime time season. The IDs are integrated with show title information and space for local station identification. NBC is airing them during the seven-second breaks between the network's prime time shows.

The IDs depict the NBC peacock with a series of visual features such as neon lights, swirling paint, fabric textures, ice sculptures and marbles. Pinnacle says the new IDs are part of the NBC 2000 packaging and "seamless" programming project. —CM

MMDS frequencies draw 200 applicants

By Chris McConnell

The FCC last week received about 200 applications to bid on wireless cable spectrum.

With the filing window closing last Tuesday (Oct. 10), would-be bidders submitted both electronic and paper applications to participate in the scheduled Nov. 13 auction. The auction will cover MMDS frequencies in 493 geographic areas known as "basic trading areas." Among those filing were Pacific Telesis Enterprises and CAI Wireless Systems, the wireless cable company in which Nynex and Bell Atlantic invested \$100 million earlier this year. The list of applicants also included several other wireless cable companies

and some individuals.

FCC officials estimated they received 123 electronic applications, with another 75 on paper. At midweek, the officials were still checking to see if there were any duplicates among the paper and electronic applications.

Some wireless cable industry executives speculate that the limits on available MMDS spectrum drove away some would-be bidders. "There's just sort of crumbs on the table," says Rich Amons, vice president of wireless cable operator Integration Communications International Inc. "I think people are smart."

Although each market contains 33 MMDS channels, in many markets existing operators already hold a cluster

of those channels, according to Amons and others. "What's being auctioned here are the table scraps," says wireless cable lawyer Paul Sinderbrand.

Communications lawyer Nick Allard counters that the spectrum leftovers sometimes "are enough to make a pretty good meal." While agreeing that 200 applicants is a far cry from the tens of thousands who might have applied to participate in a lottery, Allard says the number of applicants represents a "very robust interest" in the wireless cable industry.

He adds that the total could represent the tip of the iceberg if several companies are banding to bid on the MMDS frequencies, as they did during the commission's auction of PCS spectrum. ■

ACTV and Sarnoff Center to collaborate

Will explore avenues for individualized programing

By Glen Dickson

Software company ACTV, whose authoring technology supports the individualized programing cable channel InTV, has entered into an agreement with the David Sarnoff Research Center to explore business opportunities in individualized programing.

According to ACTV Chairman/CEO Bill Samuels, the broad arrangement will range from jointly pursuing contracts (without any money changing hands between ACTV and Sarnoff) to jointly licensing any new interactive technology developed by the team.

InTV, which ACTV operates, offers personalized features to sports, news and educational programing. Tests conducted this summer with Prime Sports on the Ventura County (Calif.) Cable system offered pull-up screens of statistics on top of game coverage and "Star-Cam," which uses extra cameras to follow a top athlete step-for-step.

Another InTV partner is CNN, which recently agreed to provide programing to InTV to create individualized newscasts. Internationally, ACTV's authoring technology has been used to serve more than a quarter of a million subscribers in cable systems in Montreal and London.

The system works by sending additional video and audio information to the consumer's set-top box, which stores it for prompting via remote control.

Until now, ACTV has operated solely over analog networks. But Samuels is looking to the future: "We also need to be able to deliver in digital systems, whether it's a DIRECTV-type of MPEG-2, DigiCipher I or II or the new Thomson digital box. With Sarnoff, what we are getting is the best brains in digital."

John Currie, Sarnoff's director of business development, considers individualized—or personalized—TV to be an important submarket of interactivity, along with video on demand, electronic gaming and play-along viewing.

Although Sarnoff has systems expertise, "ACTV represents a company closer to the content side of the business," says Currie. "It's a collaboration agreement between us to figure out what consumers want." ■



Follow the flying ball

New York post-production facility Tape House Digital used digital compositing to mix animation and live footage for a recent AT&T spot. In the "Paddleball" commercial, directed by Steve Chase of Fahrenheit Films, a red rubber paddle ball crosses the country on an ever-stretching rubber band, starting

in Manhattan and landing through an open window on the West Coast to dial a number by bouncing on a phone pad.

The challenge of the spot was to make the rubber ball and elastic band look like live elements in each scene. To create the illusion, Tape House Digital's director of visual effects, Michel Suissa, used a Discreet Logic FLAME digital compositor to combine motion footage and animated sequences of the ball with both live video and still frames of the backgrounds. —GD

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Electronic Program Guides

TCI plans to merge Prevue, TV Guide on Screen

MSO awaits FTC approval; meanwhile, Prevue talking with telcos

By Mark Berniker

Within the next few months the Federal Trade Commission will rule on TCI's purchase of United Video Satellite Group. If the deal is OK'd, TCI is expected to combine The Prevue Channel and TV Guide on Screen into an integrated electronic program guide service under one name.

Joe Batson, president of Prevue Networks, expects the FTC's investigation of TCI's purchase to "wrap up in the next week." TCI wants to buy a controlling interest in UVSG in a \$170 million-\$250 million stock swap.

"Obviously something is going to happen, and TCI will

ultimately decide its fate," says Bill Sullivan, spokesman for Prevue Networks. But Batson adds that there has been "no clear indication from TCI." Sources close to the deal say the new entity likely will combine the two units under the TV Guide on Screen brand name.



TCI hopes to combine TV Guide on Screen and The Prevue Channel into one.



tions Inc., the parent of TV Guide, and TCI, the nation's largest cable operator. TV Guide on Screen is on far fewer cable systems than The Prevue Channel.

Both competing electronic program guide services are in the process of incorporating interactive aspects into their products. Time Warner originally chose TV Guide on Screen to provide the electronic programming guide for its Full Service System in Orlando, Fla., but later opted for Prevue's interactive guide.

Feininger says Prevue Interactive will introduce new features into the advanced programming guide it has devised for the Full Service Network. Those features will include being able to view "video clips on demand" directly off the program guide, which will give viewers more information about TV programs plus 30-second promotion clips.

"A viewer can stop and scroll the guide and then navigate horizontally and vertically getting a program description and with a click to tune into any program," says Feininger.

Prevue also will introduce speech-recognition technology next year that will allow subscribers to speak basic commands into the remote control, such as switching to the last channel or changing the volume.

Exes refused to speculate about what will happen if TCI's purchase of United Video Satellite Group goes through.

TW

GTE building video nets

While Americast is trying to get up and running, GTE is taking active steps to get into the television business as soon as possible.

GTE Telephone Operations, a member of the Americast telco consortium with Disney, already is building its video delivery system in Clearwater, Fla., and is passing 2,000 homes every week, according to Rick Wilson, vice president of video services, GTE Telephone Operations.

By the end of 1995, Wilson expects GTE will have a total of 100,000 homes passed—80,000 in Pinellas County, Fla., and 20,000 in Ventura County, Calif. Wilson said GTE will launch its service in the first quarter of 1996 in Florida, and early in the second quarter in California.

GTE has a deal with AT&T to be the general contractor, while General Instrument is its set-top box provider. Wilson said GTE and the other Americast members are talking with each other about future vendor arrangements and working on technical specifications in preparation for assembling a national package of television programming.—MB

Larry Miller, director of marketing for TV Guide on Screen, refused to discuss the details of any combined Prevue/TV Guide on Screen entity.

The Prevue Channel is a local guide, displayed on one cable channel, to television programming. It's carried on nearly 3,000 cable systems, serving more than 40 million subscribers.

Prevue continues to strike deals with cable operators around the country, and is branching out to talk with a number of telephone companies. "Discussions with the telcos are going very well, and it is possible we'll be doing some work with the telcos in the future," says Michael Feininger, Prevue Interactive's vice president of product and business development.

TV Guide on Screen is a joint venture of Rupert Murdoch's News America Publica-

Online Services

No rush to get on the info superhighway

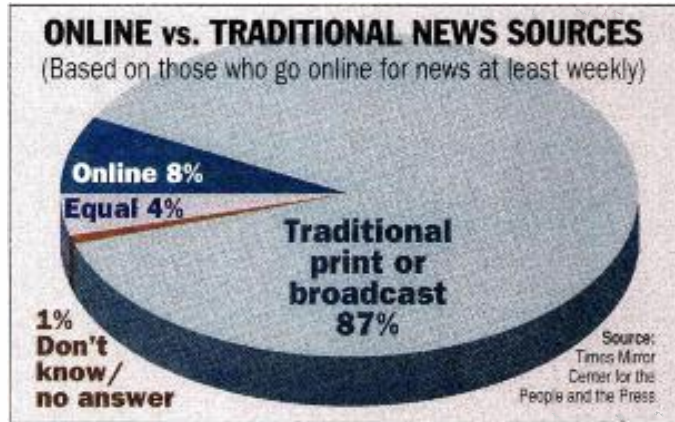
By Harry A. Jessell

Consumers are still feeling their way through cyberspace," says a new study from the Times Mirror Center for the People and the Press.

Although the number of Americans subscribing to online services has been spiraling upward (some 12 million at the time of the survey last spring), few see the services as essential or buy products in the new cybermalls, according to the survey of 3,603 adults. The survey also finds that online services have had minimal impact on broadcasting, newspapers and other traditional sources of news.

The survey identifies 14% of the respondents as online users. About half (45%) subscribe to one or more of the major commercial services (America Online, CompuServe and Prodigy) with Internet access. Nine percent have direct access to the Internet.

More than 90% of the online users were "very satisfied" or "fairly satisfied" with their online services, regardless of what service or services they subscribed to. E-mail and research are the most attractive features,



while game playing is the least attractive (see chart).

Despite all the media attention paid to the Internet, the respondents were "only vaguely aware" of what it is. As for the World Wide

Web—the Internet's much ballyhooed multimedia service—only 8% had heard of it and only 3% had actually used it. Among online users (14% of the respondents), 60% knew about the Web, but only 21% had logged in.

The survey focuses on the online users, describing usage patterns and providing thumbnail demographic and political profiles. Based on a series of litmus-test questions, the survey says online users tend to be more liberal and tolerant. For instance, although 52% of all respondents favored curbs on online pornography, only 42% of all online users and 27% of those with direct Internet access agreed.

Online activities performed at least one day per week

(among people who ever go online)

Send or receive e-mail	53%
Conduct research or communicate with colleagues	41%
Get news	30%
Participate in discussions, forums, chat groups, etc.	23%
Get entertainment information	19%
Get financial information	14%
Play games	7%

Source: Times Mirror Center for the People and the Press

Personal audio server debuts

Progressive Networks has released the RealAudio Personal Server, which it describes as an affordable software package that enables anyone to broadcast real-time audio over the Internet's World Wide Web. The software will cost \$99, but a Windows 95 and Windows NT beta version is available immediately for free download via Progressive Networks' Internet site at <http://www.RealAudio.com>. The RealAudio Personal Server supports two external streams of audio, allowing two people to listen to RealAudio files concurrently, in real-time, without download delays. Progressive Networks also has a larger server that supports more than 100 simultaneous audio streams.

Rob Glaser, president of Progressive Networks



Oracle Web TV to debut in '96

Oracle Corp. will introduce an inexpensive (around \$500) multimedia computer terminal during the first half of next year that will provide video access to the Internet. "Web TV" will allow subscribers to download high-quality video off the Internet. Beyond word processing and browsing the Internet, users of Web TV will be able to send and receive e-mail, conduct videoconferencing and receive satellite-based video from cable operators and telephone companies. The minicomputers will use chips from Apple's venture with Advanced RISC Machines Group to challenge Microsoft and Intel's lead in the personal computer market.

Acclaim, Warner Bros. enter entertainment alliance

Warner Bros. Interactive Entertainment and Acclaim Entertainment Inc. reached a multitle arrangement to jointly publish interactive entertainment software based on several Warner Bros. feature films. The partners will publish three titles across all videogame platforms, arcade games and CD-ROMs for personal computers.

Wertheimer to head Paramount Digital Entertainment

David Wertheimer has been named president of Paramount Digital Entertainment, the firm that will produce original content for both commercial online services and the Internet's World Wide Web. Wertheimer joins PDE from Oracle Corp., where he was senior director of entertainment alliances. PDE is working on three television-oriented sites for The Microsoft Network, as well as an online women's service for Bristol-Myers Squibb.

Online Services

Americast scrambles to catch up to Tele-TV

Telco race to enter cable and interactive TV has begun

By Mark Berniker

And they're off! The telephone companies have split into two major camps as they make their bid to compete against cable operators in the near future.

Americast, the telco consortium of Ameritech, BellSouth, SBC Communications, GTE and The Walt Disney Co., is scrambling to find space, hire staff and quickly begin offering competitive television service in competition with cable operators nationwide.

"There are a number of staff and committees working on resource allocation issues,

and the board is meeting regularly," says Dave Onak, an Ameritech spokesman.

Disney is leading the negotiations to secure programming for the four telcos and is talking not only with the four major networks but with a number of cable networks and independent television programmers.

But while Americast has Disney helping it get set up in Hollywood, the other telco camp of Bell Atlantic, Nynex and Pacific Telesis (Tele-TV) is aggressively moving forward with its plans to get into wireless cable by next year, and into interactive television later.

Meanwhile, US West is temporarily on its own until it resolves its differences with Time Warner or decides to join one of the two telco consortia.

Tele-TV already has high-profile broadcast network executives Howard Stringer and Sandy Grushow on the programming side of the business, and has beefed up its technical expertise with the hiring of Ed Grebow and Craig Tanner to lead the technology side of the venture.

Stephen Weiswasser, the recently resigned president of Capital Cities/ABC Inc.'s Multimedia Group, was Americast's first hire as its chief executive officer. Weiswasser will take up his new position on Nov. 1, but the venture has yet to secure office space in the Los Angeles area and has not announced any other major hires.

Americast also must grapple with a series of technical compatibility issues that must be resolved to insure the programming Disney secures for it will work on multiple networks, whether hybrid fiber/coax, wireless cable or over high-capacity broadband networks.

Although Tele-TV already has closed a \$1 billion deal with Thomson for 3 million wireless cable set-top boxes, Americast has yet to even issue a request for proposals.

Weiswasser says Americast is drafting its business plan and is targeting early next year as the time it will discuss details of rolling out a national programming service for each of its regional telco partners.

TMW

Calendar

Oct. 17—The Cable Online Summit: Raising the Speed Limit on the Information Superhighway, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Oct. 18—"News on the Net" discussion featuring Frank Bamako, sponsored by Breakers. George Washington University Club, Marvin Center, Washington. Contact: Nan Siemer, (202) 362-4182.

Oct. 19—Interactive Technology, sponsored by CTAM New England Chapter. Publick House, Sturbridge, Mass. Contact: Pat Cefalo, (617) 397-2600.

Oct. 19—"Designing Effective Web Pages," seminar presented by Technical Industries Inc., Atlanta. Contact: Lisa Malone, (404) 455-7610.

Oct. 23-24—Second annual Strategic Multimedia Conference: Where Multimedia Is Going in the 1990s, sponsored by Frost & Sullivan. San Francisco Airport Marriott Hotel. Contact: (800) 256-1076.

Oct. 24-25—Multi-Channel Video Provider Marketplace, sponsored by Strategic Research Institute. The Warwick Hotel, New York. Contact: (800) 599-4950.

Oct. 24-27—Interactive Summit Awards, sponsored by International Interactive Communications Society. Lake Tahoe, Calif. Contact: Jim Griffith, (818) 798-5588.

Oct. 26-27—Defining the Digital Consumer IV, sponsored by Jupiter Communications. Marriott Financial Center Hotel, New York. Contact: Harry Larson, (800) 488-4345.

Nov. 8—Interactive Entertainment Conference, sponsored by Telecommunications Reports, Information & Interactive Services Report, Multimedia Daily and EDS management consulting. Sheraton Carlton Hotel, Washington. Contact: (800) 822-6338.

Nov. 8-9—Convergence Technology: Dealing with the Challenges, sponsored by Multichannel CommPerspectives. Marriott's Orlando World Center, Orlando, Fla. Contact: USTA, (202) 326-7282.

Traveling around the Web

The Travel Channel has established its own site on the Internet's World Wide Web. The Travel Channel Online Network can be reached at <http://www.travelchannel.com>. The site is devoted to travel enthusiasts and provides a wealth of information about places, events, cultures and cuisines from around the world. The Travel Channel is a subsidiary of Landmark Communications.



Nickelodeon gets online

Nickelodeon Online is debuting on America Online with an interface that contains the Nick logo plus a variety of photographs, 3-D graphics, real-time animation and sound effects. ShowPlugs is an area within Nickelodeon Online that offers kids access to information and entertainment based on their favorite shows with the option of downloading photos, sounds and video clips. Connicktion, the area devoted to communications, enables kids to enter chat rooms and send e-mail. Smorgasboards is devoted to online gaming, message boards and other original online content.—MB

elodeon Online that offers kids access to information and entertainment based on their favorite shows with the option of downloading photos, sounds and video clips. Connicktion, the area devoted to communications, enables kids to enter chat rooms and send e-mail. Smorgasboards is devoted to online gaming, message boards and other original online content.—MB

Classifieds

See last page of classifieds for rates and other information

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Director, Special Events/Co-Op. WIYY-FM "98 Rock," Baltimore. We're the market leader in this field, growing consistently since 1988. There's a solid agenda of events and business opportunities. Our new Director will be given room for creativity, will coordinate a seven-person sales team, and work closely with promotions/programming departments. If you have 2+ years radio experience and success in this field, we should meet! Send all background material to 3800 Hooper Avenue, Baltimore, MD 21211, or call Irv Zelt, G.S.M., at (410) 338-6584; or Hugues Jean, LSM, at (410) 338-6573. Hearst Broadcasting. Excellent environment and benefits. EOE. Women and minorities encouraged to apply.

HELP WANTED SALES

Radio Account Executive: Rare opportunity to step into an established account list. Looking for an experienced Radio Account Executive who is a self starter with a proven track record. \$30,000 + annually to start. Please call prior to sending resume. Call 614-286-3023. John Pelletier, Jackson County Broadcasting, 295 East Main Street, Jackson, Ohio 45640. EOE.

HELP WANTED NEWS

Broadcast Meteorologist. Immediate position for experienced major-market capable meteorologist. Beautiful location, state-of-the-art forecast center, medical, life insurance, profit-sharing, 401K. Salary commensurate with experience and ability. Rush cassette, resume and salary requirements to: Jim Witt, Compu-Weather, 1966 Route 52, Hopewell Junction, NY 12533.

HELP WANTED PRODUCTION

Producer-Radio, Southern California Public radio station seeks Producer/Host for classical music format. Must have 60 semester units of college and some experience as full-time paid radio announcer or closely related position. Salary range - \$17,808 to \$21,648 plus generous benefits. KVCR-FM is an Equal Opportunity/Affirmative Action Employer. For application and job description contact Personnel Department, San Bernardino Community College District, 441 West 8th Street, San Bernardino, CA 92401. Phone (909) 884-2533. Applications must be postmarked by October 31, 1995.

SITUATIONS WANTED MANAGEMENT

General Manager-- Available immediately--Will relocate. 15 year hands-on management record. Innovative promoter. Start-ups and turnarounds my specialty. Ed 1-800-827-2483.

Dick O'Brien is seeking Operations Manager position in small or medium markets. Excellent people skills and pipes with full autonomy of the day to day station operations. Can appreciate the bottom line and station's involvement in the community. Phone (517) 725-9972 today! Please call afternoons EST. I am affordable. Serious inquiries only. Or write 401 East Mason Street, Apt. 3, Owosso, MI 48867.

Black female seeks management opportunities. Deborah Allen (913) 495-0507.

SITUATIONS WANTED ANNOUNCER

Get rid of those nasal sounding kid announcers. Hire back the old pros. Your audience and sponsors will appreciate it. Reply to Box 00572.

SITUATIONS WANTED NEWS

Sports: A Program Director's dream come true! Well-rounded team player with network experience. I can report, anchor, TSH, produce and flat out hustle. For tape and resume call Greg (410) 542-2388.

TELEVISION

HELP WANTED MANAGEMENT

Chief Financial Officer. WITF, Inc./Harrisburg, PA. Public broadcasting company seeks a CFO to oversee all aspects of financial management. MBA and CPA preferred; 7 years experience in private, public or not-for profit organization. Excellent benefits. Letter, resume, salary history, three references to CFO Search, WITF, Inc., Box 2954, Harrisburg, PA 17105. AA/EOE.

Growing Group seeks a General Manager for pending acquisition of Pacific Northwest VHF network affiliate. This small market property requires an individual with a proven track record of successful revenue and sales achievements, inventory price control and overall administrative honesty a must. All inquiries held in strict confidence. Reply to Box 00573 EOE.

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.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.OAHNERS.COM

HELP WANTED MARKETING

FOX BROADCASTING COMPANY

**DIRECTOR,
AFFILIATE RESEARCH & MARKETING**

Fox Broadcasting Company is seeking an individual for the Research and Marketing Department to manage the day-to-day operations of the affiliate research group supporting all FBC departments. Responsibilities will include creating marketing presentations and analyzing all aspects of station performance.

The qualified candidate must have a minimum of five years of experience in television research and marketing; a strong understanding of local television issues; the ability to manage personnel, meet deadlines and create marketing presentations; be detail oriented; have strong organizational, written and verbal communication skills; work well in a fast-paced environment and excel under pressure. Experience in local and national Nielsen systems and Windows software programs also required.

We offer competitive salaries and excellent benefits. For immediate consideration, please send resume with salary history to: Fox Broadcasting Company, Personnel Dept. MA-5170, P.O. Box 900, Beverly Hills, CA 90213. We are an Equal Opportunity/Affirmative Action Employer.



HELP WANTED TECHNICAL

TECHNICIANS

Group W Satellite Communications is undergoing a period of tremendous expansion. Due to this growth, we currently have a number of opportunities for experienced Technicians to assume responsibility at our Stamford facility.

Video Maintenance Technician

In this position, you will ensure on-air playback, edit and studio technical continuity. You will perform system analysis and restoration; repair equipment for on-air and base service; calibrate, align and perform preventive maintenance, and design and implement technical changes. You will also be required to lead projects to completion.

To qualify, you should possess electronic training and experience repairing broadcast equipment. Additionally, a thorough knowledge of troubleshooting and video systems is essential. Some familiarity with newer digital technologies would be a plus.

CAD Technician

Responsibilities include documenting the video and audio installation and working with the Engineering Department in order to provide reference documents on existing and future installations. Some knowledge of broadcast video equipment a definite plus. A background working with AutoCAD 12 or 13, as well as some basic DOS functions is required.

Please forward your resume with salary requirements to: Human Resources Department, Group W Satellite Communications, 250 Harbor Drive, Stamford, CT 06904-2210. FAX: (203) 965-6117. An equal opportunity employer M/F/D/V.

**CHIEF ENGINEER**

NY 1 News, a technological leader in local news, has a challenging position for a Chief Engineer who will play a key role in moving NY 1 into the digital future. You should be self-motivated, organized and have:

- Experience in news operations;
- Strong management and budgetary experience;
- Working knowledge of LMS and automated playback systems;
- Experience with all tape formats, especially Hi 8;
- Strong maintenance, troubleshooting and system design skills;
- Knowledge of server based/digital production systems.

Please send or fax your resume and salary history to:

Harlan Neugeboren
Director of Operations and Engineering
NY 1 News
460 West 42nd Street
New York, NY 10036
Fax (212) 563-7156

NY 1 News is an Equal Opportunity Employer



WBRE-TV, Wilkes-Barre/Scranton Market, seeks the right person to assume Assistant Chief Engineer responsibilities. Hands on repair and maintenance with multiple formats, studio and ENG equipment and problem solving abilities needed. Experience with high power UHF a plus. This position is for a mature self-starter with at least two years experience and a FCC General Class License or SBE Certification. Forward resume and salary requirements to: Personnel, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

Project Engineer WBTV, Charlotte. CBS Network. An opening exists for an experienced broadcasting engineering professional. First class facility is in need of an additional engineer with superior systems, installation and maintenance abilities. Self-direction and thorough knowledge of studio/remote broadcast systems essential. This position requires a highly qualified, experienced individual with practical, hands-on, problem solving abilities to assist with ongoing construction, maintenance and projects at one of the Southeast's finest television facilities. This position will report to the Chief Engineer. An excellent opportunity for a true Broadcast Engineer who appreciates the challenge of fast paced television and varied assignments with an excellent station located in a great place to live. Respond to: Dept. HR, Jefferson-Pilot Communications Company, One Julian Price Place, Charlotte, NC 28208, 704-374-3640. EOE/M/F/D

Chief Engineer: Highly professional broadcast organization seeks qualified and experienced UHF Transmitter Engineer. Fax resume and salary requirements to (614) 775-3584 or send to: 10 South Paint Street, Chillicothe, OH 45601. Equal Opportunity Employer.

GO WHERE NO ONE HAS GONE BEFORE ■

At DIRECTV®, we're making history every day by delivering 175 digital channels to American homes and businesses. Our advanced DSS® system, featuring the unobtrusive, 18-inch satellite dish, has made us the national leader of direct broadcast satellite (DBS). With the success of DIRECTV®, we have the following opportunities to join our state-of-the-art, 24-hour a day broadcasting facility near Castle Rock, Colorado.

BROADCAST OPERATIONS MANAGER - Responsibilities of this position include managing the on-air activity of the facility's broadcast center and staff operations, including broadcast supervisors and operators. You will also analyze and fine-tune the overall operation plan and represent your department at meetings. In addition, you will report resolution and corrective action of all major broadcast and plant related problems to senior management and review procedures and provide appropriate employee feedback.

A minimum 12 years experience in television operations is required with at least 8 years of management experience at a major TV station and/or TV network operation with multi-channel distribution. Extensive experience with TV coverage of various formats, including on-air integration of material into live and recorded programs is necessary as is supervision of TV broadcast and satellite operations personnel. You must be computer literate with a bachelor's degree and technical training or equivalent work experience.

BROADCAST OPERATIONS SHIFT SUPERVISOR - You'll supervise the on-air activity within the broadcast center. Desired qualifications include a 2-year college degree, technical training or equivalent work experience, and 6+ years experience at a major station, cable master control operation, TV network operation or equivalent. You will be responsible for resolving all major broadcast and plant related problems, directing operating personnel, implementing procedures, providing feedback to employees and communicating to upper management regarding operations. Must be computer literate with experience supervising TV broadcast and satellite operations personnel and have knowledge of Broadcast automation systems, digital and analog broadcast signals, fiber and satellite receive/transmit systems, and quality measurement devices. Excellent vision, color perception and hearing is essential. You must be willing to work all shifts, including early morning, late night and/or weekends.

BROADCAST CONTROL OPERATOR - You will operate multi channel broadcast automation system, monitor related programming, confirm integrity of daily broadcast schedules, respond to alarms concerning broadcast service continuity, measure quality of incoming, in-house and transmitted DIRECTV broadcast signals. Desired qualifications include computer literacy, a two-year college degree, technical training or equivalent, three or more years experience at a TV station, cable master control operation, TV network operation or equivalent; knowledge of broadcast automation systems, digital and analog broadcast signals, fiber and satellite receive/transmit systems, quality measurement devices.

PARS OPERATOR - You'll operate videotape and related technical equipment used for on-air playback and recording of programming. You'll also load and unload videotapes from automated devices, perform database "housekeeping" and backup data files. Must be computer literate with at least a two-year college degree, technical training or equivalent. In addition, you must have two or more years experience at a broadcast station, cable master control operation, TV network operation or equivalent. Knowledge of various videotape machine operations and of video/audio test equipment including Waveform and vectorscopes is required. You must be able to reach a height of six feet.

DIRECTV® offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. Located just 30 miles south of Denver, Castle Rock is a quiet hometown with a lifestyle that's second to none. World-class skiing of the Rocky Mountains is just a short drive, and downtown Denver offers all the sports, culture and excitement of a growing city. For immediate consideration, please send your resume with salary history to: DIRECTV, Inc., Employment-DJ-B, 5454 Garton Rd., Castle Rock, CO 80104, Fax (303) 660-7088.

An equal opportunity/affirmative action employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.



Broadcast Maintenance Engineer: Requires 2 years broadcast engineering experience. Job entails maintenance of all TV equipment including cameras, video tape machines, switchers, transmitters, etc. Send resume and salary requirements to: WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Attn: Personnel. We are a drug free workplace. AA/EOE. No phone calls please! Equal Employment Opportunity Employer.

Engineering Supervisor. WCBD-TV, Charleston, S.C. is seeking an Engineering Supervisor with a strong technical background and proven supervisory skills. Candidate should have a minimum of two years of successful management experience. Leadership skills and strong technical operations experience are required. Ability to schedule people and facilities, as well as strong computer knowledge are necessary. Must be hands on with transmitter and studio equipment. EOE. M/F. Final applicants are drug screened. Send resume to: P.O. Box 879, Charleston, SC 29402.

Maintenance Technician. WABU-TV, Boston, the Engineering Department is seeking an individual with five plus years of experience to act as a Bench Technician. Responsibilities include component level repair and operations of Sony Beta tape machines, Betacart, and broadcast studio equipment. Assist in transmitter maintenance, and emergency response. Knowledge of analog and digital technology, computer programming experience a plus, and limited RF experience related to microwave and broadcast transmitters. FCC General Class License required. SBE Certificate preferred. Please send resume and salary history to Kathryn Barnicle, Manager of Human Relations, 1660 Soldiers Field Road, Boston, MA 02135. An Equal Opportunity Employer.

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.

Director/TD - Needed to execute daily 6 and 10pm award-winning newscasts. Applicant must have in-depth hands-on experience and good communication skills. Must be able to guide and supervise technical crew. College degree and experience are necessary. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Studio Operations Technician: WESH-TV is seeking an individual who is a strong self-starter, team player, and goal oriented with at least two years experience in a similar position in broadcast, commercial television. Responsibilities include operations of television equipment, MC switchers, videotape, ENG equipment, satellite receive equipment, and applicable peripherals. Send resume to Richard Monn, Engineering Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

Paxson Communications Corporation. Currently has several Engineering positions available throughout the country. We are a very dynamic, non-traditional, fast-growing network. Candidate must have experience with high power UHF transmitters, must be highly motivated, a self-starter and have good management skills. Minimum of 3 years experience required. All qualified persons send resumes and salary requirements to: Cathy Jones, Engineering Coordinator, Paxson Communications, 11300 4th Street North, Suite 318, St. Petersburg, FL 33716. No telephone calls please.

TV Maintenance Technician: NewsChannel 6, WTVR-TV has an immediate opening for an Engineering Maintenance Technician. Applicants must have at least 2 years broadcast experience with strong background in news equipment and support, primarily Beta SP Studio VTRs and camera/recorders. Must have experience with newsroom and PC computers. Opportunity to learn and assist with SNV operations and repair. Please send resume and references to Michael DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, 23230. No phone calls, please. An Equal Opportunity Employer.

HELP WANTED SALES

National Underwriting Manager. Excellent opportunity securing and managing underwriters for line extension productions and projects of "The Nightly Business Report," which is nationally syndicated on public television. Candidates should have proven track record with ability to develop and present sales materials. Media sales with previous PBS underwriting experience and relationships with Fortune 500 companies a plus. Base plus commission and relocation allowance. Resume in confidence to Manager, Human Resources, WPBT/TV2, P.O. Box 2, Miami, FL 33261-0002. Equal Opportunity Employer. M/F/D/V.

Traffic Manager needed for growing group owned FOX affiliate in the Southeast. Knowledge of Columbine preferred. Candidate may be a manager or a strong assistant with at least three years experience in Traffic. Send resumes to Box 00569 EOE.

Scarborough Research: Chicago office needs a Client Service Rep. Experience with Scarborough, knowledge of computers (Windows) and TV sales desired. You'll put your analytical and creative skills to work training television station sales staffs to best use Scarborough data. Travel is required. Resume and presentation work to: Evan Goldfarb, Scarborough Research, 332 South Michigan, Suite 200, Chicago, IL 60604.

Freedom and Opportunity: Sales Director wanted for low-power television station. Reply: The Times, Box 308, Mooresville, IN 46158.

Account Executive Join one of the fastest growing UPN affiliates in one of the hottest markets in the country. WXMT-TV Nashville is looking for aggressive "How To" account executives. Immediate opening for two players who know the game and how to win. If you're interested in turning your experience into cash, send resume and references to: Mark C. Distler, GSM, WXMT-TV 300 Peabody St. Nashville, TN 37210. No phone calls. EOE.

Account Manager: WESH-TV, Orlando, Florida, 22nd market, is seeking an Account Manager. Individual must possess strong communicative skills and be proficient in analyzing and interpreting statistical data. Minimum four years previous television sales experience required. Must be willing to travel regional territory and must have own transportation. College degree preferred. Send resume to: Claudia Wickham, Local Sales Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854, Orlando, FL 32854. No phone calls. WESH-TV is an Equal Opportunity Employer.

Quantel - Opportunity for (2) additional District Sales Managers in the North Central Region. The ideal candidates will reside in the Metro-Chicago area and have proven sales record and strong knowledge of the Broadcast/Post Production Industry. Excellent salary, commission and benefits. Fax resumes to Larry Biehl, Regional Sales Manager 312-380-6133.

Local Account Executive. WNUV-TV, Baltimore's UPN Affiliate, is looking for an aggressive Account Executive to join our top-notch team. List includes top agencies and emphasis on new business. 3-5 years broadcast sales experience a must. Send cover letter and resume to: Paul Roda, Local Sales Manager, WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211-1420. No phone calls please. Equal Opportunity Employer.

Local Account Executive. WRGT-TV, a FOX affiliate, is looking for an Account Executive with strong customer service and negotiating skills along with a proven track record of new business development. Media sales experience is a plus. Send resume and cover letter to the attention of Local Account Executive, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE.

Advertising Sales Rep. Outstanding opportunity for someone in local media sales. Minimum 2 years sales experience preferred. Send resume and cover letter outlining qualifications to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Local Sales Manager. WJHL-TV, CBS affiliate, Tri Cities, TN, seeking a goal and achievement oriented individual to lead our local sales team to the next level. Candidate must have TV sales experience, history of documented successful selling, organizational talents, strong people skills, ability to direct and motivate local sales to new record revenue. Local sales management experience preferred. Send resume and salary history to: Attn: General Sales Manager, WJHL-TV, P.O. Box 1130, Johnson City, TN 37605-1130.

HELP WANTED NEWS

**WANTED:
SEASONED & DYNAMIC
ANCHOR**

Asia's foremost 24-hour regional business news channel--Asia Business News--broadcasts from India to California, North Asia to the South Pacific, and is seen in more than 13 million households around Asia. Major shareholders include Dow Jones and Tele-Communications International Inc.

ABN seeks an outstanding **Anchor** to join its diverse team of on-air presenters. The ideal candidate must be an experienced anchor or reporter and a native English speaker, preferably with Asian language skills or previous regional experience.

This position is based in Singapore although some regional travel will be required.

If you want to join a progressive satellite television company with a reputation as the fastest growing business information source in Asia, please send a cover letter, resume, and tape (Beta-PAL or VHS) to:

**DEPUTY MANAGING EDITOR
ASIA BUSINESS NEWS (S) PTE LTD
10 ANSON ROAD
#06-01 INTERNATIONAL PLAZA
SINGAPORE 079903**



The essential information source for men and women shaping the future of Asia.

WANTED: SUPERVISING PRODUCER REPORTER

Asia's foremost 24-hour regional business news channel--Asia Business News--broadcasts from India to California, North Asia to the South Pacific, and is seen in more than 13 million households around Asia. Major shareholders include Dow Jones and Tele-Communications International Inc.

ABN seeks a **Supervising Producer**. The ideal candidate will be experienced in business reporting, know Asia, and have hands-on experience in motivating and managing news staff.

ABN also seeks a roving **Reporter** with the discipline of speedy turnarounds and the eye of a storyteller. Knowledge of Asia is essential.

These positions are based in Singapore although some regional travel may be required.

If you want to join a progressive satellite television company with a reputation as the fastest growing business information source in Asia, please send a cover letter and resume to:

**HUMAN RESOURCE ADMINISTRATOR
ASIA BUSINESS NEWS (S) PTE LTD
10 ANSON ROAD
#06-01 INTERNATIONAL PLAZA
SINGAPORE 079903**



The essential information source for men and women shaping the future of Asia.

Investigative Reporter in booming tropical paradise. Lots of local, regional, federal and international subject matter on a small compact island. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. We want a hard-hitting pro with knowledge of libel law and five years experience. Express mail resume and demo tape to Kirk Chaisson, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

News Director: WXII/NBC-TV 12, Winston-Salem, Piedmont-Triad, N.C. -- We want a leader to take us into the winner's circle. Join our winning team as we build from our current strengths to be the market leader. Enthusiasm, innovation, experience a must. We are committed to local news in our highly competitive market. You'll need good people skills and an understanding of how to sell our philosophy, motivate our staff and impact our viewers. If you are ready to accept this challenge, send your resume and news philosophy to Rennie Corley, VP/GM, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116. WXII-TV is an Equal Opportunity Employer.

Weekend Anchor. FOX 28 South Bend is looking for a standout Anchor/Reporter. You'll anchor and produce our weekend 10PM half hours and report nightside three days a week. Must be good ad-libber and gifted storyteller. VHS tapes and resumes to Dave Gonigam, News Director, WSJV FOX 28, Box 28, South Bend, IN 46624. No phone calls please. EOE.

Weekend Meteorologist/Weekday Reporter. Gulf Coast network affiliate is looking for a Weekend Meteorologist to join our three person weather department. The position includes news reporting three days per week and filling in for weekday meteorologists as needed. Send tape and resume to Box 00576 EOE.

Director/Technical Director. KSTP-TV, ABC in the Twin Cities is searching for an experienced Director to take charge of our top rated morning newscast and T.D. midday newscasts. If you have 5 years experience as a director, can call and punch a fast paced show, are looking for a challenge, can handle a jump to the 14th market, and want to work in one of the most livable cities in the country, send a non-returnable VHS tape of a recent newscast with directors track to: Michael E. Smith, Production Manager #163-95, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. No phone calls please. Equal Opportunity Employer.

News Promotion Writer/Producer. CLTV News, a 24-hour regional news cable channel located in suburban Chicago, has an immediate opening for a News Promotion Writer/Producer. The producer is responsible for creating and editing on-air spots and print materials. Previous experience producing on-air news promotion announcements is required; demonstrated writing skills are essential. To apply, send your resume (with salary requirements) along with some writing samples and a non-returnable demo tape (if available) to: Nicole Lamberg, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521. Any phone calls will disqualify the candidate for consideration. We encourage females and minorities to apply.

FOX NEWS DIRECTOR

NEWS DIRECTOR

Fox 25 in Boston, WFXT, the 6th largest television market, is launching a prime newscast in 1996 and looking for a proven news leader. You will create, hire and manage the news team and concept. You must be a highly challenged and motivated leader who can adapt strong journalistic principles to create a Fox style production. Prior News Director experience required. If this "once in a career" opportunity appeals to you and you're committed to creating the #1 prime newscast in Boston, send resume, tape, salary requirements and news philosophy to:

**General Manager
WFXT, Fox 25
25 Fox Drive
Dedham, MA 02027
EOE, No phone calls please.**



News Director. ABC affiliate seeking a strong leader for our team. Responsibilities include editorial, personnel, assignment, and financial duties. Candidate must demonstrate ability to develop and execute strategies to further lead our growth. Requires Bachelors degree with previous news administrative and gathering experience. Send resume to Kim Cleaver, General Manager, KCAU-TV, 625 Douglas, Sioux City, IA 51101. No phone calls please. EOE.

News Promotion Coordinator. WGME-TV, the CBS affiliate in Portland, Maine, has an opening for a News Promotion Coordinator who will write and coordinate the production of daily news topical promos and assist in the long-range planning of news promotional strategies. Successful candidates will have a minimum of two years news topical experience and will be able to identify news promotion strategies that will increase news viewership. Submit resume and reel to Marketing Director, WGME-TV, 1335 Washington Avenue, Portland, ME 04103 no later than October 23, 1995. Please, no phone calls. WGME-TV is an Equal Opportunity Employer. M/F.

Hong Kong's best news station is looking for talented, hardworking journalists. Reporter/Anchor, Sports Reporter/Anchor needed. Interested party please send tape to Peter Maize, Managing Editor, Cable English News, Wharf Cable Limited, 4/F Wharf Cable Tower, 9 Hoi Shing Road, Tsuen Wan, N.T., Hong Kong.

News Anchor for an award winning midwest station. Anchor, report and produce in one of the nation's leading small market stations. Our station is number one in the ratings. We are a community leader with committed ownership and a great reputation. Join a winner. Previous on-air and news reporting experience necessary. Please send tape and resume to Box 00578 EOE. M/F.

News Director. WOTV in Battle Creek is looking for a News Director to help build a competitive operation in a unique market. Our small, but growing staff needs an energetic, hands-on manager who knows how to get the most out of limited resources. This is the perfect opportunity for an EP or ME looking to break into "The Club." Send resume and statement of news philosophy to: Jim Loy, News Director, WOOD TV 8, 120 College SE, Grand Rapids, MI 49503.

Assignment Editor - Needed to guide a very aggressive and award-winning newsteam. Applicants should have at least two years experience working in a television newsroom. If you want to join in a first rate news operation that is part of an excellent broadcast group, send your resume and a description of how you would run the assignment desk to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

News Producer: Aggressive. Producer needed to drive 6:00pm and 10:00pm newscasts. Must have strong writing, graphic and people skills. No beginners. Minorities and women encouraged to apply. Send non-returnable tape and resume to Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE. M/F/D/V.

News Photographer: Expanding ABC affiliate in the Florence/Myrtle Beach market, needs experienced self-starter with hands-on live truck experience. Top pay and benefits for the creative, award-winning team player we're looking for. Send resume and non-returnable tape to Mike Mason, Chief Photographer, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

Photojournalist: WCCO-TV is planning to expand in 1996. A self motivated team player is required. One that can turn the usual into the unique. If your the best in your shop, then send your tape to: John Seidlitz, Director of Photography, WCCO-TV, Minneapolis, MN 55403.

Strong, Solid Anchor wanted for Ventura County's award-winning, most-watched newscast. KADY-VCNN is seeking an Anchor with at least three years on-air experience, including live shots and extensive reporting. Must be able to generate stories beyond the press releases, and to work beyond the script at the anchor desk. Send non-returnable tape and resume to News Personnel, KADY/VCNN, 663 Maulhardt Avenue, Oxnard, CA 93030. No phone calls, please. EOE.

Reporter: Creative storyteller needed in 54th market. Sample reel (non-returnable VHS) should include hard news, enterprise stories and live work. Send resume and tape to Rob Cizek, News Director, WTVR-TV Reporter Search, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. An Equal Opportunity Employer.

Director. WCNC-TV, in conjunction with the NBC NewsChannel in Charlotte, North Carolina is seeking an aggressive leader to direct live newscasts during our overnight news operation. Applicants must have a minimum of 5 years of experience switching and directing complex, newscasts in a busy news environment. Knowledge of Grass Valley switchers and Abekas Digital Effects preferred. Four year college degree required. Please forward a non-returnable tape and resume to: Zina Jemison, Human Resources, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE/M/F/V/H.

Co-Anchor/Reporter. West Texas, CBS affiliate, seeks a Co-Anchor/Reporter. 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.

News Producers, Writers, Editors: Time Inc. New Media's "The News Exchange" is interviewing for immediate openings at our new midtown Manhattan state-of-the-art studio/production facility. If new media isn't new to you (interactive to the Net), and your TV news skills are first rate, we want to talk with you. Solid on-air experiences, package producing/editing a plus. EOE. Resume and tape to: George Kindel, TNX, 1251 Avenue of the Americas, Concourse Level, NY, NY 10020. Or Fax: 212-522-7699. No phone calls please.

Producer for All News Channel, a 24 hour national news channel. We reach more than 30 million homes on DBS, broadcast and cable, and have the strength of Conus to cover news anywhere, 3 to 5 years local news producing experience. Must be a team leader, a solid writer and creative. Resume, writing samples and non-returnable tape to: Amy Stedman, Job #134-95, All News Channel, 3415 University Avenue, Minneapolis, MN 55414.

Producer. FOX 28 South Bend is looking for a standout Line Producer to take on the challenge of our 10PM news hour. Must be a superb writer and be willing to take on a decidedly non-traditional format. VHS tapes, resumes, writing samples with source copy to Dave Gonigam, News Director, WSJV, FOX 28, Box 28 South Bend, IN 46624. No phone calls please. EOE.

News Producer/Assignment Editor. Immediate full time opening for Weekend News Producer, plus night time Assignment Editor three weekdays. Come join a top-notch station in a competitive news market. Tapes, resumes and statement of news philosophy to: Dave Busiek, News Director, KCCI-TV, 888 9th Street, Des Moines, IA 50309. EOE.

Reporter: Tired of the day-to-day news mill? WXXI needs a person with excellent reporting and storytelling skills to work on our award-winning "48 Hours" style local news weekly. Must be a strong editor and like investigative research and reporting. You'll work with a team and will have a lot of control of the product. Send tape and resume to: Human Resources, Box 21, Rochester, NY 14601. WXXI is an Equal Opportunity Employer.

News Producer: West Palm Beach, Florida ABC affiliate is seeking an experienced producer for our 11:00 PM newscast. New state-of-the-art set that sizzles, a staff of super smart journalists who strive for passion as well as information and the probability of further news expansion are all part of our package. Strong, hard-hitting writing skills a must. We think producers are just about the most important factor for success. If you agree, send a resume and tape with salary requirements and references to Mary Mills, Assistant News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. We'll be making this decision quickly! EOE.

Noon and Six Producer - Person would be responsible for producing two newscasts a day. Good writing skills and news judgement essential. Send resume and demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Producer: We are a growing news operation and need high energy, fast paced producers. Send tape and resume to Katherine Bontemps, Executive Producer, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

We are looking to add two Reporters to our top-notch staff. You need to be a go-getter with live experience. Anchor experience a plus. Someone who loves hard news and knows how to grab our viewers. Give it your best shot the 1st time. We're ready to hire now. Send resume, tape from last three days and references to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. (Non-returnable tapes.) EOE. Women and minorities encouraged.

WSMV Nashville is looking for a talented, experienced and eager Co-Anchor-Reporter for our market leading 5PM newscast. I am not looking for a "reader." I want a journalist ready to go to work. Send non-returnable tape, resume and salary requirements to Al Tompkins, News Director, 5700 Knob Road, Nashville, Tennessee 37209.

HELP WANTED PROGRAMMING

Executive Producer. "Good Morning Texas" WFAA-TV seeks an excellent people manager and motivator with a track record of success in producing talk/entertainment programming. This show hit the ground running last September and has ranked #1 in its time period since its premiere. The show is slick and well-staffed and deserves a creative, committed and visionary leader to continue and build upon its success. Send resume and tape to Cathy Creany, WFAA-TV, 606 Young St., Dallas, TX 75202-4810. No phone calls, please. Equal Opportunity Employer.

Fax your classified ad to
Broadcasting & Cable
 (212) 206-8327

Deputy Director, Programming and Production, NJN, Trenton, NJ. New Jersey Network seeks a Deputy Director. Programming and Production to be responsible for the overall administration of NJN's broadcast activities, including broadcast scheduling, program acquisitions, program development, production, engineering, art and graphics, and related services. The position will develop and implement program standards and ensure that the broadcast service of NJN fulfills its mission to serve the community. The Deputy Director will also help department managers and senior management with the development of overall station budgets, strategic plans and policies. Master's degree in communications or management, experience equivalency considered. Ten years TV management experience, with proven administrative ability, including minimum of five years of public television programming and production. Experience shall include budget preparation and oversight, contract negotiations and closures, and executive television production experience and credits. Knowledge of principles and practices of public broadcasting, broadcast rules and regulations, and station management. EOE. Applications no later than 11/15/95. Please send letter and resume, including salary requirements, to Executive Director's Office, NJN, CN 777, Trenton, NJ 08625-0777.

HELP WANTED PRODUCTION

Assistant Production Manager. WWNY-TV seeks qualified applicants for the position of Assistant Production Manager. Successful candidates will be one of two working supervisors acting on behalf of the Director of Broadcast Operations. An Assistant Production Manager is responsible for the supervision of on-air and production operations and personnel at WWNY-TV. These may include, but are not limited to training and scheduling of personnel for the main and production control rooms, participation in labor relations and contract negotiations, the coordination of field and in-studio productions, the airing of program and commercial material and the compliance with FCC regulations regarding the same. WWNY offers a full benefits program and competitive compensation. Women and ethnic minorities are encouraged to apply. WWNY is an Equal Opportunity Employer. Address a letter stating interest, salary history, and qualifications to: James C. Corbin, Director of Broadcast Operations, WWNY-TV, 120 Arcade Street, Watertown, NY 13601. Deadline: 10/30.

KTCA-TV. Director of Operations. Twin Cities Public Television, producers of Newton's Apple, Alive TV and many other award winning national and local programs, seeks a terrific Director of Operations. Responsible for overall operations and support of all production and post-production staff and facilities, World Wide Web online services, staff electronic communications. Primary responsibility is in the overall management of the production processes of electronic media, including television and Web, and provide departmental leadership. Will maintain a working relationship with two unions and is a facilitator for established teams in the department. Minimum requirements include 10 years experience in a television production environment and five years in management. BA/BS or equivalent degree, excellent communications and problem solving skills required. Please send resume and cover letter by October 21, 1995 to Box 177-KTCA-TV, 172 East 4th Street, St. Paul, MN 55101. An Equal Opportunity Employer.

AUDIO/VISUAL OPPORTUNITIES

WRITER/PRODUCER

Responsibilities: Conduct research necessary to gain an understanding of a wide variety of subject matter. Create scripts for video productions and copy for print materials. Coordinate the production of Corporate communications and training materials in various formats.

Requirements: Substantial professional experience with video script writing, copy development for broadcasting, journalism, public relations, advertising or other related fields. Ability to research and comprehend wide variety of subject matter. Ability to write in various styles. Able to handle several projects with varied deadlines at one time.

PRODUCER/DIRECTOR

Responsibilities: Creatively interpret scripts and recommend visual approaches considering audience, costs and desired response. Design production elements. Arrange and organize production details and schedules. Coordinate production team.

Requirements: Demonstrated ability to efficiently and professionally produce, direct and edit studio and location video productions. Substantial and demonstrated experience in the operation of studio and location video production equipment. Experience in off-line/on-line editing. Non-linear editing experience desired. Ability to handle multiple, major project assignments.

These positions are located in Bloomington, Illinois. We offer an excellent salary, benefits package and opportunity for advancement.

To apply, send resume to:

Doug Wigert
Personnel, SA-1
State Farm Insurance
1 State Farm Plaza
Bloomington, IL 61710



State Farm Insurance Companies • Home Offices: Bloomington, Illinois
An equal opportunity employer.

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.

Production Manager. Northeastern based sports production company seeks someone with a minimum of 3-5 years experience in booking remote facilities, technical crew and transportation. Complete edit scheduling, duplication and general office management skills. Opportunities for line producing. Salary high \$30's - low \$40's. Fax all inquiries to RJ @ 201-501-0982.

Designer: Looking to move into a top 10 market? Looking to grow as a designer? W*USA-TV, the Gannett owned CBS affiliate in Washington, DC is seeking a versatile and creative designer/ animator with 2-3 years experience in a broadcast or post production environment and some print experience. This position works M-F 2-11pm. Knowledge of a broadcast paint system required and experience with the Quantel Paintbox, DFX, 2D and 3D animation, and Mac programs preferred. Send resume and reel to: Mary Ruesen Strauss, Design Manager, W*USA-TV, 4100 Wisconsin Avenue, NW, Washington, DC 20016. EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHHNERS.COM

HELP WANTED PROMOTION

Writer-Producer wanted to be a part of our ever-growing, ever kooky "TV promo family!!". Top Los Angeles movie and television marketing company seeks new son or daughter to keep all of our major studio and production company clients happy!! happy!! happy!! At least 3 years of experience in either net, cable or station promo a must. Any work in syndication launches and topical promos a definite Plus. If you're looking for a place to really shine - if you've got big ideas but a small-minded boss who hasn't learned how to get the best out of you...then get ready to come to LA!



Please fax your resume to "family affair" (818) 295-5001. And remember - if you're chosen, your baby picture goes up on the wall in the lunchroom with the rest of your new dysfunctional siblings!!
isn't family cool?

Writer/Producer, Promotion. Cleveland Rocks and so will you! WKYC-TV3, Cleveland's NBC affiliate and hottest television station in the 13th market is seeking a Writer/Producer for our promotion department. 2 years experience essential. Must possess superior writing ability, a strong visual sense, plus a working knowledge of post-production. News series, Image, and creative concepts are what you'll do. High energy and a strong drive to win are what we seek. Send VHS or 3/4" tape and resume to: Ted Nekic, Director of Advertising and Promotion, WKYC-TV, 1403 East 6th Street, Cleveland, OH 44114. EOE/No calls please.

Promotion Director - #1 in market network affiliate needs aggressive and creative person to lead promotion into the year 2000. Must be able to keep front of mind awareness for station with viewers and advertisers. Must be self motivated, detail oriented and be able to develop strategic marketing path and follow it. If you're interested in joining an aggressive management team of proven professionals send tape and resume to: Danny Thomas, V.P./G.M., News Channel 7, Highway 69 and Lawton Road, Pittsburg, Kansas 66762. KOAM News Channel 7 is an Equal Opportunity Employer.

Topical Promotion Producer: A great station, in a great part of the country (Orlando) is looking for a great Topical Promotion Producer. If you know how to write and produce riveting Topical promotion, send a non-returnable tape and resume that convinces us you are the right person for the job. Send to Human Resources, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls, please. WESH-TV is an Equal Opportunity Employer.

HELP WANTED RESEARCH

WSYX-TV, Columbus, Ohio, ABC affiliate and a River City Broadcasting property is looking for a Research Analyst. Qualified person will prepare and present supporting research for the sales department, clients and programming. Coordinate sales research with National rep firm and assist in maintenance of sales research software. At least 2 years work experience in TV research or related experience at an advertising agency, rep firm or syndicator. Experience with PC Sesami, Excel, WordPerfect, Birch Scarborough and computer graphics preferred. Strong written, verbal, analytical and interpersonal skills an absolute necessity. Qualified applicants should send resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 4321, Attn: Research Analyst. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

SITUATIONS WANTED MANAGEMENT

Born Leader. Black female ready for management. Deborah Allen (913) 495-0507.

TV Management material. Black female ready for management. Deborah Allen (913) 495-0507.

SITUATIONS WANTED NEWS

Experienced Armed Forces Network TV Reporter/Anchor recently back from Europe seeks TV reporting position. Strong skills in writing, editing, ENG (news and sports). Smaller markets OK; audition tape available. Contact: Dan Isaacson; (414) 351-4730; Fax (414) 241-7220.

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Over 25 years in the TV industry

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

The Olympics will be in Atlanta in 1996. We're already here! If you need video shot or studio space call PowerVision Productions at 770-867-4722.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

BUSINESS OPPORTUNITIES

Partner(s) needed to pursue Federal grant funding. You provide 25% matching funds/services for environmental TV program. Proposal due: 12/15/95. Call 617-427-5922: Mr. Evans.

PROGRAMMING SERVICES

ON-CAMERA WEATHERCASTING SEMINAR
NWN. America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.
Call 601-352-6673.

Need 60 episodes of high-quality, FCC-friendly kids' show? How about file footage of kids in action? Call 816-932-4192.

CABLE

HELP WANTED TECHNICAL

HOME AND GARDEN TELEVISION NETWORK

Is seeking to fill full-time positions in the following technical area: Network Operators. Must have cart machine, switcher, Beta SP, 1" tape, audio cart and Chyron experience. Must be familiar with satellite transmission principles and their application in a network environment. We offer a comprehensive salary and benefits package. Qualified candidates should send a confidential resume with salary requirements to:

Human Resources
HGTV
P.O. Box 50970
Knoxville, TN 37950
Equal Opportunity Employer

HELP WANTED MARKETING

Creative Services Manager. The Weather Channel is looking for a creative and innovative individual with leadership skills to head up our Sales and Marketing Production team. Should be a savvy strategic marketer with experience in brand development. Candidate should possess 5 years of TV experience, 2 years as producer. Strong writing skills and experience producing commercials, promos and sales presentations is a must. Supervisory experience or project leadership required. Send resume and letters to V.P. Production, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339 or fax 770-801-2522. EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@CC.CAHNERS.COM

HELP WANTED NEWS

News Producer/Reporter: Cable Company in San Diego County seeking news producers to anchor, write, report and produce Local CNN HL News inserts. On air experience and degree required. For further requirements call (619) 438-7741 x500. Send resume to: Daniels Cablevision, Inc., P.O. Box 344, Carlsbad, CA 92018-0344 by October 27, 1995. Interview and tape required of final candidates. Drug test required. Contact Human Resources at (619) 438-7741 x504 if ADA accommodation needed. Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED PRODUCTION

Media Production Specialist: Fort Hays State University invites applicants for a twelve (12) month renewable position with service and academic support responsibilities. Requirements: experienced in skills related to all facets of audio and video production including, but not limited to: preproduction-the development of treatments and storyboards, production - both aesthetic and technical, and postproduction -- linear and non-linear editing and computer graphics. A fundamental familiarity of telecommunications technologies, curriculum design and superior organizational, oral and written skills. Education requirements: Master's degree in distance education or a media-related discipline is preferred in addition to a minimum of two years practical experience. Graduate degree requirements may be waived in favor of exceptional practical experience. Examples of work and demonstrated knowledge will be required. Review begins November 1, 1995. Send letters and recommendations, resume, examples of work and transcript to: Search Committee - Media Production Specialist, Carolyn VanderGiesen, Chair, CTELT, Fort Hays State University, 600 Park Street, Hays, KS 67601. e-mail: TECV@FHSUVM.FHSU.EDU. FHSU is an Affirmative Action/Equal Opportunity Employer. Women, minorities, veterans and people with disabilities are encouraged to apply.

HELP WANTED INSTRUCTION

Faculty Openings. Two tenure-track positions to teach in one or more areas: mixed media, new media technologies, philosophy of technology, on-line production, copy editing, computerized news graphics, page design, video production of documentary, entertainment or corporate programming, and visual communication. Candidates must have significant professional experience, demonstrated capacity for research or creative work in one or more areas of specialization, appropriate academic credentials, and a commitment to excellence in teaching. Appointment intended as assistant professor; salary competitive. Positions for August 1996. The University of Colorado at Boulder strongly supports the principle of diversity. We are particularly interested in receiving applications from women, ethnic minorities, disabled persons, veterans and veterans of the Vietnam era. Review of applications will begin December 1, 1995 and continue until suitable candidates are found. Send vita and names of three references to: Prof. Meg Moritz, School of Journalism and Mass Communication, University of Colorado, Boulder, Colorado 80309-0287. moritzm@spot.colorado.edu.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
 ② Television Jobs, updated daily
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1-900-726-JOBS
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National Sports Jobs Weekly. We cover pro and college sports and all of the media. \$39 - 4 issues. (602) 933-4345.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?
 Send resume/tape to: Box _____, 245 West 17th St., New York, New York 10011

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

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

TV Transmitters: High power, low power, UHF, VHF, new, used, your channel. Installation and refurbishing. New, in box, Videocyphers, VC2+. 305-757-9207.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 314-664-9427.

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

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

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

FOR SALE STATIONS

VERMONT

AM and FM stations located in attractive college community. Great family "lifestyle."

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Full-time AM/FM combo. Some Real Estate included. Asking \$375k, \$100k down.

Contact: Dick Kozacko
Kozacko Media Services
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FM Coastal Resort Area..... \$1.6M
AM Major Top 20 Market \$1.5M
TV Network Affiliate Top 10 Market....\$30M

HADDEN & ASSOC.
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Aimor Properties Inc. is accepting sealed bids for the sale of a Standard Broadcast Station in Capitola, California, serving the Monterey-Salinas-Santa Cruz, California market. Station operates on 1540 kHz with 10kw unlimited, DA2, and is now silent. Bids should exceed \$200,000 and must be received by 11/03/95. Aimor Properties Inc., 4350 North Fairfax Drive, Suite 900, Arlington, VA 22203-1633. Fax inquiries to 703/841-2345.

FOR SALE AM PLUS UNDERDEVELOPED FM STATION

Highly regarded Green Bay-Appleton, Wisconsin ADI (DMA) with \$21 Million radio revenue and very limited competition. Stations currently have \$300,000 in Broadcast Cash Flow on \$1,000,000 Revenue stream. This opportunity is reasonably priced.

SERIOUS INQUIRIES ONLY
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MILLER & ASSOCIATES
(800) 632-2757

Southern California Combo: Two time rev. w/real estate. Excellent facilities. Asking \$2.6 Million w/possible terms.

Nebraska Duopoly: C1 and CP for C1. Small market, new equipment \$500,000. Fax letter of interest in confidence to 410-531-3728.

New York For Sale. Big market FM's. Great potential. Sandy Beach Communication Brokers. 770-399-9506. Florida. North Carolina. Virginia (AMs). Listings wanted.

AM-FM Combo, just received 25KW upgrade for FM. 5KW-AM Richmond-Chesterfield, Virginia area. Owner financing. 804-525-0288 or 804-292-4146. Ask for owner. Not many FM's available in this market. Not group owned.

Must sell Colorado resort FM. Real money maker if you know how to sell. Dan 520-645-8181. Upgradable to Class C3.

For Sale 50KW AM and Class C FM stations, in Southwestern top 50 city market. Serious buyers only please. Call Dave 808-845-1111.

WANTED TO BUY STATIONS

Want to buy cash-flowing FM or combo in Ohio or Indiana up to \$2 million. Contact Chris Cage, American Home Town Radio (317) 288-1303.

Want cheap AM or FM in Omaha or OKC metros. Bankrupt or dark OK. Fax SAM Media, (405) 340-1650. Inquiries confidential.

Two Broadcasters want to buy small market AM, FM or AM/FM in Florida or Georgia. 407-744-2875. Fax: 407-744-2077.

BROADCASTING TOWERS

300' Tower Space Available For Lease. Located on high ground serving Lynchburg/Roanoke, VA MSA. For use of FM, Microwave, Cellular, and other broadcasting uses. Management Services Corp. 804-977-1500.

ARTIFACTS

The Newseum, the world's first museum dedicated to the past, present and future of news, is looking to acquire a wide assortment of historic print and broadcast material - linotypes, cameras and much, much more. Please write/send photos to B. Reed, The Freedom Forum Newseum, 1101 Wilson Boulevard, Arlington, VA 22209.

AWARDS

\$10,000

Radio and Television Awards

For reporting on German/ American issues. Deadline: November 1, 1995. Sponsored by the RIAS Berlin Commission and the Radio and Television News Directors Foundation. For information/entry forms, call Pat Seaman, 301-977-7210 or RTNDE, 202-659-6510.

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

Check out next week's job openings before they're even published!

Get a jump on the competition with Broadcasting & Cable's "Classifieds On Demand"—an easy-to-use telephone system offering next week's ads for positions and services available in the broadcasting industry. **Just call on Tuesday (after 5 pm, ET) to preview listings that won't be published in Broadcasting & Cable until the following Monday . . . 5 days before everyone else!** Only \$1.99 a minute. You can even request a fax of the classified section.

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To place classified ads call (212) 337-7073 or fax (212) 206-8327.

Datebook

THIS WEEK

- 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. 18-20—India Cable & Satellite International Summit**, presented by *Institute for International Research*. Maurya Sheraton Hotel & Towers, New Delhi. Contact: +852 2531-6100.
- Oct. 18-21—National Broadcast Association for Community Affairs** annual conference. Sheraton Seattle, Seattle. Contact: (202) 857-1155.
- Oct. 19—International Radio & Television Society Foundation** newsmaker luncheon: "The New Media Landscape from the Cable Perspective." Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 19—"How Marketing Can Be a Catalyst for Change Within Your Organization,"** luncheon presented by the *Cable Television Administration and Marketing Society of the Rocky Mountains*. Hilton South, Denver. Contact: Shannon Osborne, (303) 721-7718.
- Oct. 19—"Latin America's Vital Media,"** seminar presented by *The Freedom Forum Media Studies Center*. Columbia University, New York City. Contact: Shirley Gazsi, (212) 678-6600.
- Oct. 19-21—Ohio Association of Broadcasters** fall convention. Ramada University Hotel & Conference Center, Columbus, Ohio. Contact: (614) 228-4052.
- Oct. 19-21—20th annual Friends of Old-time Radio** convention. Holiday Inn-North, Newark, N.J. Contact: Jay Hickerson, (203) 281-1322.
- Oct. 19-23—9th biennial International Broadcasting & Telecommunications Show**. Milan Fair, South Halls, Italy. Contact: 39 2/48-155-41.
- Oct. 20-22—"Reporting on Oceans,"** conference for professional journalists sponsored by the *Foundation for American Communications*. Scripps Institute of Oceanography, La Jolla, Calif. Contact: Mito Garfield, (213) 851-7372.

OCTOBER

- Oct. 23—International Radio & Television Society Foundation** dinner: "Sex, Violence and Values: Walking the Tightrope in America's Media." Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.
- Oct. 23—"V-chip Ratings: Proposals for Informing, Not Infringing,"** panel discussion presented by *The Annenberg Washington Project*, Washington. Contact: Christine Love, (202) 393-7100.
- Oct. 23-Nov. 3—First annual Radio Festival**, presented by the *Museum of Television & Radio*, New York City. Contact: (212) 621-6710.
- Oct. 24-25—North Carolina Association of Broadcasters** annual convention and sales skills workshop. Holiday Inn Four Seasons, Greensboro, N.C. Contact: Laura Ridgeway, (919) 821-7300.
- Oct. 25—10th annual John Bayliss Media Roast**, presented by the *John Bayliss Broadcast Foundation*. Honoree: Charles Osgood. Waldorf-Astoria, New York City. Contact: Kit Hunter Franke, (408) 624-1536.
- Oct. 25—"Application of Simulation Technology in Learning,"** seminar presented by the *Center for Advanced Electronic Imaging*. UTD Conference Center, Richardson, Tex. Contact: Patti Bailey, (214) 458-9449.
- Oct. 25-28—Broadcast Cable & Satellite India '95** exhibition and conference. Pragati Maidan, New Delhi. Contact: +91-11-4622710.
- Oct. 25-29—"Creativity in America '95 Expo,"** presented by *National Inventive Thinking Skills Association*. Universal Studios, Hollywood. Con-

Nov. 6—BROADCASTING & CABLE 1995 Hall of Fame Dinner. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

tact: (818) 340-4268.

- Oct. 26—Hollywood Radio and Television Society** newsmaker luncheon featuring network sports presidents. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.
- Oct. 27—"So You Want to Get into Broadcasting?,"** panel session presented by the *Associated Press Television-Radio Association of California-Nevada*. KFI-AM studios, Los Angeles. Contact: Rachel Ambrose, (213) 626-1200.
- Oct. 27-29—Radio 75th anniversary celebration** and 1995 Radio Hall of Fame induction ceremony, presented by the *Museum of Broadcast Communications*. Hyatt Regency Chicago, Chicago. Contact: (312) 629-6000.
- Oct. 28—"Cameras in the Courtroom" and "So What Have We Learned from Covering the O.J. Simpson Trial?,"** seminars presented by the *Associated Press Television-Radio Association of California-Nevada*. California State University, Northridge, Calif. Contact: Rachel Ambrose, (213) 626-1200.
- Oct. 28-30—Canadian Association of Broadcasters** annual convention. Ottawa Convention Center, Ottawa, Ontario. Contact: Christine Jack, (613) 233-4035.
- Oct. 29—Museum of Broadcast Communications** Radio Hall of Fame induction ceremony and gala. Hyatt Regency Chicago, Chicago. Contact: Anne Barlow, (312) 629-6026.
- Oct. 29-Nov. 1—Southern Educational Communications Association** annual conference. Hyatt Regency Lexington, Lexington, Ky. Contact: Norma Gay, (803) 799-5517.
- Oct. 30—11th annual Women in Cable & Telecommunications** black-tie benefit gala. Honoree: Kay Koplovitz. Omni Shoreham Hotel, Washington. Contact: (703) 549-4200.
- Oct. 30-31—2nd annual Frost & Sullivan** cable television conference. Westin St. Francis Hotel, San Francisco. Contact: (212) 964-7000.
- Oct. 30-31—Women in Cable & Telecommunications** course: "Political Affairs Lobbying." Hyatt Capitol Hill, Washington. Contact: Christine Kane, (312) 634-2335.
- Oct. 30-Nov. 1—"Interactive Media: A New Way of Doing Journalism,"** presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Martha Daughtry, (813) 821-9494.
- Oct. 30-Nov. 1—Wireless Apps '95** show, presented by the *Cellular Telecommunications Industry Association*. The Mirage Hotel, Las Vegas. Contact: (202) 785-0081.
- Oct. 31—4th quadrennial Cable Political Advertising Workshop**, presented by *Cabletelevision Advertising Bureau*. Washington Court Hotel, Washington. Contact: (212) 751-7770.
- Oct. 31-Nov. 2—13th annual Private & Wireless Show**, presented by *National Satellite Publishing Inc.* and *GLOBEX*. Miami Beach Convention Center, Miami Beach, Fla. Contact: Renee Jowhari, (713) 342-9826.
- Nov. 1—Entry deadline** for \$10,000 German-American radio and television awards competition by the *RIAS Berlin Commission* and the *Radio and Television News Directors Foundation*. Contact: Pat Seaman, (301) 977-7210.
- Nov. 1-2—"SONET: Unleashing,"** conference presented by *ICM Conferences Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.
- Nov. 2—"Locating Religious Access Ramps on the Information Highway,"** seminar presented by *Tri-State Media Ministry Inc.* Association of the Bar of the City of New York, New York City. Contact: Ben Gums, (212) 425-4787.
- Nov. 2-3—Women in Cable & Telecommunications** course: "Understanding the Complexities of Cable Regulation." TCI Bldg., Denver. Contact:

NOVEMBER

Molly Coyle, (312) 634-2353.

- Nov. 5-8—United States Cable Association** 98th annual convention. Marriott Orlando World Center, Orlando, Fla. Contact: (202) 326-7282.
- Nov. 7-8—Women in Cable & Telecommunications** course: "Winning with Conflict Resolution and Negotiation." Doubletree Guest Suites, Plymouth Meeting, Pa. Contact: Molly Coyle, (312) 634-2353.
- Nov. 8-9—"Convergence '95 Convergence Technology: Dealing with the Challenges,"** conference presented by *Multichannel CommPerspectives*. Marriott Orlando World Center, Orlando, Fla. Contact: (303) 393-7449.
- Nov. 8-12—8th annual National Association of Farm Broadcasters** conference. Western Crown Centre, Kansas City, Mo. Contact: (612) 224-0508.
- Nov. 11—13th annual Caucus for Producers, Writers & Directors** awards dinner. Jimmy's Restaurant, Century City, Calif. Contact: David Levy, (818) 843-7572.
- Nov. 11-14—Community Broadcasters Association** annual convention. Washington Hilton and Towers, Washington. Contact: Stewart Herbert, (703) 506-3270.
- Nov. 12—"Mean Politics or the Politics of Meaning: Campaign '96,"** 3rd annual Robert E. Dallos Memorial Lecture, presented by the *New York Society for Ethical Culture*, New York. Contact: (212) 874-5210.
- Nov. 12-14—7th annual EPM Entertainment Marketing Conference**, presented by *EPM Communications Inc.* Universal City Hilton & Towers, Universal City, Calif. Contact: Riva Bennett, (718) 469-9330.
- Nov. 15—Federal Communications Bar Association** luncheon featuring Rep. Jack Fields. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- 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 *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 15-16—Television Bureau of Advertising** sales & marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.
- April 15-18—National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

MAY 1996

May 19-22—36th annual Broadcast Cable Financial Management Association/Broadcast Cable Credit Association conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Toister, (708) 296-0200.

JUNE 1996

June 19-22—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

OCTOBER 1996

Oct. 9-12—World Media Expo, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Society of Broadcast Engineers and Society of Motion Picture and Television Engineers*. Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

MIPCOM

Continued from page 30

year, the UK racked up export sales worth \$175 million compared with America's \$8.5 billion in international exports, says Gyngell.

The major U.S. networks continued to showcase their production lineups,

going head-to-head with the major producers while the independents (at least those without confirmed network deals) fought hard to squeeze sales out of an increasingly important international market.

Meanwhile, the convergence of cinema and home entertainment was also in evidence last week with new

faces such as the American Film Marketing Association (AFMA) and European film distributor CIBY Sales. The AFMA recently agreed to grant membership to international TV distributors and was representing, among others, Green Communications, Goldcrest Film and TV and Morgan Creek International. ■

Sony stamps brand on global channel market

By Meredith Amdur

Although the MIPCOM market in Cannes last week was designed for companies to sell programming, the international contingent at Columbia TriStar Television had more on their minds than selling.

Like many studios, Columbia TriStar is getting into channel launching, hoping to realize vertical integration par excellence on a global scale. Columbia, now stalking the globe under its Sony banner (the chosen brand ID), recently launched its first two cable/satellite channels: Sony Entertainment Television in Latin America and India.

Sony has taken the lead in the race among Hollywood studios to stamp their brands across the globe. Shifting from what Executive Vice President Dennis Miller calls the "high capital, low margin" business of production into high-margin channel distribution, Sony wants to sell its product in as many foreign markets as possible. The only potential downside is forfeiting lucrative license fees from its traditional broadcast buyers to reserve its product for its own distribution channels.

The Latin version, now available to 800,000 homes, broadcasts 24 hours a day on PanAmSat's PAS-1 and offers a series-led schedule that complements the more family-skewed Warner Channel. The two services, plus HBO Olé, are distributed and marketed as a package by HBO Olé. Targeting an upscale 18-49 audience, Sony's basic channel offers subtitled versions of first-run favorites, including *Friends*, *ER* and *Murphy Brown*. A Brazilian edition of the channel is



The Sony team in Cannes: Nick Bingham, Sony Television Entertainment; Ken Lemberger, Sony Pictures Entertainment; Jon Feltheimer, Sony Television Entertainment, and Dennis Miller, Sony Pictures Entertainment.

scheduled to launch in November.

Sony's commitment in India is more substantial. Sources peg launch costs for the Indian channel at \$17 million, a reasonable sum given that the majority of programming is being commissioned or acquired locally. Currently, Sony owns 60% of the Indian channel, with Singapore-based Argos Communications Enterprises holding the remainder. Industry sources, however, suggest that Sony may take on an even larger share of the equity. The channel launched earlier this month from PAS-4, broadcasting 18 hours a day and dubbed in Hindi. The service will depend on ad revenue. Despite its non-Indian name, Sony's is a decidedly domestic service, with some 1,000 hours of original Hindi series, game and talk shows to be commissioned by local producers such as Plus Channel. The schedule does feature a few library classics, such as *I Dream of Jeannie* and *The Three Stooges*.

In his new role as president of Sony Television Entertainment, Jon Fel-

heimer and his team have put international content exploitation at the top of an agenda that already includes format co-production in Europe and joint ownership of HBO movie channels in Latin America and Asia.

Sony's newly energized global strategy will include further launches in Southeast Asia and a position on at least one of the upcoming Latin American DTH packages, although Feltheimer says the verdict is still out on which of the three (Hughes, PanAmSat, Murdoch/Globo) has the edge. "I would never bet against Murdoch," Feltheimer says.

But Sony's channel ambitions are not limited to emerging, content-starved markets. Says Feltheimer: "There's no question that even the developed markets have room for growth...we will be looking for good opportunities." Germany and the UK could be

Sony targets, following the lead of Paramount (to launch in the UK) and Disney (channels in the UK and Germany). At MIPCOM last week, Columbia TriStar was renegotiating at least one output deal with a major German broadcaster. ■

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Oct. 1. Numbers represent average audience/stations/% coverage.)	
1. Wheel of Fortune	10.7/228/97
2. Jeopardy!	8.4/219/94
3. Home Improvement	7.9/217/97
4. Oprah Winfrey Show	6.9/234/94
5. Seinfeld	6.1/219/95
6. Simpsons	5.9/185/95
7. Nat'l Geo on Assignment	5.8/190/97
7. Wheel of Fortune-wknd	5.8/173/73
9. Home Improvement-wknd	5.7/208/92
10. Entertainment Tonight	5.6/168/92
11. Star Trek: Deep Space Nine	5.4/232/99
12. NFL on TNT '95	5.3/3/71
13. Journeys of Hercules	5.1/226/97
13. Inside Edition	5.1/165/92
15. Baywatch	4.9/218/95

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

Accepted for filing

Steamboat Springs, Colo. (BTC-9509-19ED)—Involuntary transfer of control of KSBT(AM)-KBGR-FM 1230 khz-96.7 mhz from Steamboat Springs Broadcasting Inc. to John H. Gayer, receiver for Steamboat Springs Broadcasting. *Oct. 4*

NEW STATIONS

Canceled

Montauk, N.Y. (BPH-890921NF)—Women Broadcasters Inc. for wvzc(FM) 94.9 mhz, ERP 3 kw, ant. 38 m. *Sept. 27*

Wilburton, Okla. (BPH-891025MF)—Blue Mountain Broadcasting for kzud(FM) 103.7

mhz, ERP 6 kw, ant. 83 m. *Sept. 27*

Returned

Baraga, Mich. (BPH-950525MH)—Keweenaw Bay Broadcasting Inc. for FM at 104.3 mhz, ERP 100 kw, ant. 262 m. *Oct. 2*

Granted

Andalusia, Ala. (BPED-940628MA)—Montgomery Christian Educational Radio Inc. for educational FM at 91.5 mhz, ERP 5 kw, ant. 47 m. *Sept. 29*

Pine Bluff, Ark. (BMED-950224MB)—American Family Association for noncommercial educational FM at 91.1 mhz, ERP 1 kw, ant. 47 m. *Sept. 29*

Pinckneyville, Ill. (BPH-920818MC)—Kenneth W. and Jane A. Anderson for FM at 104.3 mhz, ERP 3.5 kw, ant. 84 m. *Sept. 19*

Fredonia, Kan. (BMH-941220ME)—KGGF-KUSN Inc. for FM at 104.1 mhz, ERP 6 kw, ant. 100 m., TL S. Mound Hill, Wilson City. *Sept. 29*

Kalispell, Mont. (BPED-950124MC)—University of Montana for noncommercial educational FM at 89.9 mhz, ERP .85 kw, ant. 135 m. *Sept. 29*

Farmington, N.M. (BP-950712AA)—Kendall Broadcasting Inc. for experimental AM at 1610 khz, 1 kw, TL 209 W. Murray Dr., Farmington. *Sept. 29*

Bluff City, Tenn. (BP-950726AB)—Kintronic Lab Inc. for experimental AM at 1680 khz, 400 w, TL Pleasant Grove Rd., Bluff City. *Sept. 29*

Filed/accepted for filing

Needles, Calif. (BPH-950921ME)—Park Lane Group (James H. Levy, chairman/CEO, 750 Menlo Ave., No. 340, Menlo Park, CA 94025) for FM at 296, ERP 50 kw, ant. -3 m., Silver Creek Rd., 6.9 km SE of Bullhead City. Park Lane owns KFMF(FM) Chico, KPPL(FM) Colusa, KATJ-FM George, KVOY(AM) Mojave, KALF(FM) Red Bluff, KSHA(FM)-KQMS(AM) Redding, KOWL(AM)-KRLT(FM) South Lake Tahoe, KTPI(FM) Tehachapi, KCIN(AM) Victorville, all Calif.; and KAAA(AM)-KZZZ(FM) Kingman, KZGL(FM) Cottonwood and KVNA-AM-FM Flagstaff, all Ariz. It also has applied to build an FM at Lake Havasu City, Ariz. *Sept. 21*

Indian River Shores, Fla. (940210MF)—Sun Over Jupiter Broadcasting Inc. for FM at 97.1 mhz, ERP 6 kw, ant. 100 m. *Oct. 4*

Savannah, Ga. (BPED-950921MF)—Savannah College of Art and Design (Bernie T. Casey, chairman, 201 W. Charlton St., Savannah, GA 31401) for FM at 201, ERP 12 kw, ant. 59 m., 206 E Broughton St. *Sept. 21*

St. Martinville, La. (BPED-950906MM)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 210, ERP 100 kw, ant. 105 m, 60633 Johnson St., Lafayette. Association owns WAFR(FM) Tupelo, WQST-AM-FM Forrest and WDFX(FM) Cleveland, all Miss., and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. *Sept. 6*

Cut Bank, Mont. (BPH-950905MD)—

Prairie Broadcasting Inc. (Guy H. Black, president/50% owner, PO Box 686, Cut Bank, MT 59427) for FM at 102.7 mhz, ERP 100 kw, ant. 168 m., 9.6 km SE of Cut Bank, 1.6 km S of U.S. 2. *Sept. 5*

Kimball, Neb. (BPH-950918MA)—Tracy Broadcasting Corp. (Michael J. Tracy, president/owner, PO Box 532, Scottsbluff, NE 69363-0532) for FM at 261, ERP 6 kw, ant. 89.8 m., 5.6 km SW of Dix. Tracy Broadcasting owns KOLT(AM)-KMOR(FM) Scottsbluff. Michael Tracy also owns KOAQ(AM) Gering, Neb., and is building KANG(FM) Gering. *Sept. 18*

Lancaster, N.H. (BPH-950905ML)—Barry P. Lunderville (140 Quincy Shore Dr., No. 164, North Quincy, MA 02171) for FM at 272, ERP .36 kw, ant. 292 m., Dalton Mtn., 3.2 km SE of Dalton. Lunderville owns wzbz(AM) Plattsburgh, N.Y. *Sept. 5*

Texico, N.M. (BPH-950906MG)—James Stanford (109 Kirby, No. 403, Garland, TX 75042) for FM at 243, ERP 4 kw, ant. 54 m. *Sept. 6*

Ogdensburg, N.Y. (BPH-950906MK)—K&S Radio Partnership (Russell P. Kinsley and Steven R. Schuyler, partners, PO Box 301, Winooski, VT 05404) for FM at 254, ERP 3 kw, ant. 52 m., W side of S.R. 7, 4 km SE of Heuvelton. K&S also is applying to build FMs at Ogdensburg, N.Y., and Lancaster, N.H. *Sept. 6*

Harwood, N.D. (BPH-950921MC)—Conway Broadcasting Inc. (Lars Conway, president/owner, 4415 Freemont Ave. S., Minneapolis, MN 55409) for FM at 100.7 mhz, ERP 25 kw, ant. 100 m. *Sept. 21*

Harwood, N.D. (BPH-950921MG)—Randy K. Holland (1160 Tonkawa Rd., Orono, MN 55356) for FM at 100.7 mhz, ERP 25 kw, ant. 100 m., 21.6 km NW of Harwood. Holland is 25% owner of KKRO(FM)-KEAG(FM) Anchorage. *Sept. 21*

Harwood, N.D. (BPH-950921MI)—Judy A. Bernier (W5027 Takodah Dr., Fond du Lac, WI 54935) for FM at 100.7 mhz, ERP 25 kw, ant. 100 m. *Sept. 21*

Sulphur, Okla. (BPED-950920MB)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 207, ERP 1 kw, ant. 52 m., 1404 Edgewood. Association owns WAFR(FM) Tupelo, WQST-AM-FM Forrest and WDFX(FM) Cleveland, all Miss., and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. *Sept. 20*

Klamath Falls, Ore. (BPH-950921MH)—Terry A. Cowan (PO Box 7408, Bend, OR 97708) for FM at 284, ERP 60 kw, 106 m., near W. city limits. Cowan owns KNLR(FM) Bend. *Sept. 21*

McConnellsburg, Pa. (BPED-950921MB)—Morris Broadcasting and Communications Inc. (Linda F. Morris, president/33.3% owner, RD 1, Box 211F, McConnellsburg, PA 17233) for FM at 88.7 mhz, ERP .1 kw, ant. -3 m., 5.3 km from McConnellsburg, 2 km W of U.S. 522. *Sept. 21*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,908
Commercial FM	5,274
Educational FM	1,805
Total Radio	11,987
Commercial VHF TV	559
Commercial UHF TV	620
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,542
VHF LPTV	560
UHF LPTV	1,201
Total LPTV	1,761
FM translators	2,451
VHF translators	2,265
UHF translators	2,556
Total Translators	7,272

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 95.5 million. Source: FCC, Nielsen and Paul Kagan Associates

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Changing Hands

Continued from page 34

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Format: WMYU: adult contemporary; wwst: CHR/top 40

KBIQ(FM) Fountain/Colorado Springs, Colo.; KLTE(FM) Kirksville, Mo., and KTSL(FM) Medical Lake/Spokane, Wash.

Price: \$2.85 million

Buyer: Hiat Media Inc., Camarillo, Calif. (Edward G. Atsinger III, president/owner). Atsinger also owns KGFT(FM) Colorado Springs and is president/CEO of Salem Communications Corp., which owns 31 radio stations

Seller: Word in Music Inc., Colorado Springs (Mark Pluimer, president); owns KSLT(FM) Spearfish, S.D., and KRSQ(FM) Billings, Mont., and has 27 programming affiliates

Facilities: KBIQ: 96.1 mhz, 510 w, ant. 2,014 ft.; KLTE: 107.9 mhz, 100 kw, ant. 715 ft.; KTSL: 101.9 mhz, 12 kw, ant. 495 ft.

Formats: All Christian contemporary
Broker: McCoy Broadcast Brokerage Inc.

WHTF(FM) Starview, Pa.

Price: \$2.3 million

Buyer: Hall Communications Inc., Norwich, Conn. (Robert M. Hall, CEO/56% owner); also owns WNLC(AM)-WTYD(FM) New London and WICH(AM)-WCTY(FM) Norwich, Conn.; Wonn(AM) Lakeland and WPCV(FM) Winter Haven, Fla.; WNBH(AM)-WCTK(FM) New Bedford, Mass.; WKOL(FM) Plattsburgh, N.Y.; WLPA(AM)-WROZ(FM) Lancaster, Pa., and WJOY(AM)-WOKO(FM) Burlington, Vt.; and is buying WKF-AM-FM Arcadia, Fla. Robert Hall also has permit to build WKOL(FM) Amsterdam, N.Y.

Seller: Starview Media Inc., York, Pa. (Douglas W. George, president/87% owner); owns WJUN-AM-FM Mexico, Pa. George also is 87% owner of WOYK(AM) York.

Facilities: 92.7 mhz, 1.42 kw, ant. 699 ft.

Format: AOR

KNJO(FM) Thousand Oaks, Calif.

Price: \$2 million

Buyer: Amaturio Group of L.A. Ltd., Fort Lauderdale, Fla. (Joseph C. Amaturio, general partner/owner). Joseph Amaturio is 13.8% owner of KFRG(FM) San Bernardino and KOQJ(FM) Riverside, Calif., and has an interest in KKMJ(FM) Austin, KPTY(FM)

Luling and KJCE(AM) Rollingwood, all Tex. He also has applied to build KWXH(FM) Sun City, Calif.

Seller: Flagship Communications Co. Inc., L.A. (Darryl Sragow, chairman); no other broadcast interests

Facilities: 92.7 mhz, 1.5 kw, ant. 630 ft.

Format: Adult contemporary, news, talk
Broker: Exline Co.

KPLM(FM) Palm Springs, Calif.

Price: \$1.55 million

Buyer: RM Broadcasting LLC, La Jolla, Calif. (Robert Rivkin, president/60% owner); no other broadcast interests

Seller: R Group Broadcasting Corp., La Jolla (Arthur Rivkin, president, president); no other broadcast interests. Arthur Rivkin is Robert Rivkin's father.

Facilities: 106.1 mhz, 50 kw, ant. 391 ft.

Format: Country

WEKS(FM) Zebulon, Ga.

Price: \$650,000

Buyer: Oak Park Broadcasting Co. of Griffin Inc., McDonough, Ga. (Carlene Wright Speir, director/66% owner); no other broadcast interests

Seller: Spalding Broadcasting LP, Newnan, Ga. (Stephen D. Tarkenton, president); no other broadcast interests

Facilities: 92.5 mhz, 6 kw, ant. 328 ft.

Format: C&W

WBLQ(FM) Block Island, R.I.

Price: \$315,000

Buyer: Westerly Broadcasting Co., Westerly, R.I. (Natale L. Urso, president/52% owner); also owns WERI(AM) Westerly

Seller: WCRN Inc., Narragansett, R.I. (Richard H. Bolt, chairman); no other broadcast interests

Facilities: 99.3 mhz, 4.6 kw, ant. 177 ft.

Format: Adult contemporary, local information

WMOQ(FM) Springfield, Ky.

Price: \$250,000

Buyer: Wilson Group Inc., Greensburg, Ky. (Michael R. Wilson, president/50% owner; Joy L. Wilson, VP/50% owner); also owns WAKY(AM)-WGRK(FM) Greensburg

Seller: Washington-Marion Sound Corp., Springfield (Ed O'Daniel, president/62% owner); no other broadcast interests

Facilities: 102.7 mhz, 1.9 kw, ant. 417 ft.

Format: Oldies, news

RADIO: AM

WIOI(AM) New Boston, Ohio

Price: \$250,000

Buyer: Maillet Media Inc., Lucasville,

Ohio (Charles R. Mailler, president/owner); no other broadcast interests

Seller: Shawnee Broadcasting Co., Wheelersburg, Ohio (Donald D. Mauk, president/owner). Donald Mauk also owns wzio(FM) South Webster, Ohio.

Facilities: 1010 khz, 1 kw day, 22 w night

Format: Easy listening

KIDS(AM) Springfield, Mo.

Price: \$150,000

Buyer: Branson Info Radio LLC, Branson, Mo. (Richard T. Hall, manager); no other broadcast interests

Seller: Kickapoo Prairie Broadcasting Co. Inc., Springfield (Jeanne S. Kramer, VP); no other broadcast interests

Facilities: 1340 khz, 1 kw

Format: Children

KDLA(AM) De Ridder, La.

Price: \$144,000

Buyer: Victory Broadcasting Inc., De Ridder (Billy R. Averitt, president); no other broadcast interests

Seller: Ann Morel Smith, De Ridder; also is selling co-owned KEAZ(FM)

Facilities: 1010 khz, 1 kw day, 40 w night

Format: Adult contemporary

KMRR(AM) South Tucson/Tucson, Ariz.

Price: \$36,000

Buyer: Patricia Ruiz, Tucson; also 1% owner of KHRR-TV Tucson

Seller: Ronald L. Ancell, Tucson (trustee)

Facilities: 1330 khz, 2 kw day, 5 kw night

Format: Dark

KAWS(AM) Hemphill, Tex.

Price: \$15,000

Buyer: Phillip Burr, Henderson, Tex.; no other broadcast interests

Seller: Sabine Broadcasting Co., Hemphill (Grover C. Winslow, president); no other broadcast interests

Facilities: 1240 khz, 1 kw

Formats: Country, religion, gospel

Amplification

The following brokers should be credited for these deals in the Oct. 9 "Changing Hands":

- Construction permit for wwrs-tv Mayville, Wis./Milwaukee (\$930,799): Fox Media Inc. (seller)

- CP for wshx(FM) Danville, Vt. (\$152,500): Raven Group Inc. (seller); Kozacko Media Services (seller)

Telepictures' Paratore: A TV nurturer

Broken down to basics, Jim Paratore's job is to serve as both the catalyst and the conduit for channeling creative people into commercial TV projects.

But the president of Time Warner's Telepictures Productions also shoulders the ultimate responsibility for the care and feeding of shows he describes as "living, breathing organisms."

During his tenure as head of Telepictures, Paratore has presided over the launch of Warner Bros.' costliest first-run project, *Extra: The Entertainment Magazine*, in addition to the new talk show *Carnie* and two critically acclaimed documentaries, *The Wild West* and *The History of Rock 'n' Roll*, among other projects.

Paratore most recently proved that an underperforming show could be nurtured into a hit through his dedication to *Jenny Jones*. A gradual overhaul of the show in 1992 began paying off last year, when the ratings soared 117% from November 1993 to November 1994. Today, *Jenny Jones* is tied with *Ricki Lake* for second place in the first-run talk show derby after finishing third for the 1994-95 season.

Yet Paratore is reluctant to take much credit for spearheading the turnaround: "There's no magic formula for fixing a show. It's hard work...producers and programmers have to do their homework. The key is talent, and with *Jenny Jones* we had a talent that we believed in. The data showed the audience really liked her, and that gave us a foundation to work from."

Paratore does credit his early experience in marketing and promotion at the station level with helping him develop a sense of what the audience wants and what the marketplace needs.

After graduating from Loyola University with a BA in communications, Paratore became manager of advertising and promotion at KALB-TV Alexandria, La. He went on to become director of programing and promotion at WTVJ(TV) Miami before joining Lorimar Telepictures as vice president of production in 1987.

"I think station experience is invaluable for anyone in the television business because at the station level you're so much closer to the ultimate consumer of the product: the audience. And you come away with a better big-picture view of the business—how it works, what makes it work."

Following the 1988 merger of Lorimar and Warner Bros. Television, Paratore was



"Station experience is invaluable for anyone in the TV business because you're so much closer to the ultimate consumer—the audience."

Jim Paratore

President, Telepictures Productions, Burbank, Calif.; b. Aug. 13, 1953, New Orleans, La.; BA, Loyola University, New Orleans; advertising/promotion manager, KALB-TV Alexandria, La., 1976-77; advertising/promotion manager, WJXT(TV) Jacksonville, Fla., 1977-79; WPLG(TV) Miami: director of promotions and programing, 1979-81; director of programing, 1981-84; director of programing and promotion, WTVJ(TV) Miami, 1984-87; Lorimar Telepictures, Burbank: VP of production, 1987-88; senior VP, first-run development, 1988-90; senior VP, Telepictures, 1990-92; current position since 1992. m. Jill Wickert; child: Martinique, 18.

promoted to senior vice president of Telepictures Productions in 1990. Two years later, he moved into the president's office with a strong vision of how he wanted to run the company.

"One of the problems in the TV business is that a lot of people come up through the creative community in Hollywood and they are insulated in that world. When I came [into the production] end of the business, I knew I wanted to help channel creative talents into projects that have marketability."

Like everything else, Paratore says, identifying the underserved segment of the audience and figuring out what the TV marketplace needs at any given time require nothing but hard work. It took nearly a year of experimentation before Telepictures found what it thinks is the right formula for *The Maureen O'Boyle Show*.

The talk show with O'Boyle, former host of *A Current Affair*, is scheduled for launch next fall. It has been cleared as an early fringe news lead-in with NBC O&Os in New York, Los Angeles, Chicago, Philadelphia, Miami and Washington.

"People are saying: 'Well, gee, aren't there already enough talk shows?'" Paratore acknowledges. "But the reality is there are a lot of younger-skewing talk shows that don't work well as news lead-ins. You have to be really careful in positioning your talk show these days. As the talk show business becomes more and more competitive, you have to fight for shelf space." Positioning also was an important factor in the launch of *Extra*, despite the inevitable comparisons to *Entertainment Tonight*, he adds.

Much has been written lately about *Extra's* getting a major overhaul in anticipation of next fall's launch of an entertainment magazine strip jointly produced by NBC and New World Entertainment. But Paratore says *Extra* has been a work in progress since its debut last fall as its creators seek to carve out a distinct niche among magazine shows.

"Magazine shows have a lot of moving parts. That's what makes them last, but that's also what makes them living, breathing organisms in need of constant care and development. It's a matter of continually studying where you are, where you want to be and how you're going to get there. We knew we were getting into a tough marketplace when we launched [*Extra*], but I'm a firm believer that if you create a show that looks good and that stations feel good about, you will find a home for the show." —CL

Fates & Fortunes

BROADCAST TV

Curtis Miles, international consultant, Frank N. Magid Associates, joins WBNG-TV Binghamton, N.Y., as news director.

Don Fisher, LSM, WLFL(TV) Raleigh, N.C., joins WJPR(TV) Lynchburg and WFXR-TV Roanoke, both Virginia, in same capacity.

Appointments at WFAA-TV Dallas: **Sandy DeLaunay**, manager, sales, CBS, Dallas, joins as NSM; **Linda Hamilton**, senior designer, named art director; **Don Pereira**, reporter/anchor, KSEE(TV) Fresno, Calif., joins as weather anchor.

Ray Dowdle, national sales manager, KDVR(TV) Denver, named general sales manager.



Zerwekh

James Zerwekh, director, programming, WGN-TV Chicago, named station manager.

Appointments at KCAL(TV) Los Angeles: **Angie Crouch**, reporter, KOVR(TV) Stockton/Sacramento, Calif., joins in

same capacity; **David Gonzalez**, weekend anchor, KCOP(TV) Los Angeles, joins as co-anchor and reporter, the *Noon Report*; **John Ireland**, sports reporter/anchor, KUSI-TV San Diego, joins as weekend sports anchor/reporter.

Terry Caywood, program director, WPGH-TV Pittsburgh, named director, programming and production.

Andy Shaw, producer/director, KYMA(TV) Yuma, Ariz., named promotion director.

Kyra Phillips, weekend anchor/reporter, WDSU(TV) New Orleans, joins KCBS-TV Los Angeles as reporter.

Bob McLain, weekend weathercaster, WMC-TV Memphis, named morning news co-anchor.

Chuck Sutton, president, Apollo Theatre Productions, New York, and producer, *It's Showtime at the Apollo*, named co-executive producer.

Jerry Ness, LSM, KARE(TV) Minneapolis, named general sales manager.

Randy Kerdoon, morning drive sports-caster, KFVB(AM) Los Angeles, and substitute sports anchor, KTTV(TV) Los

Angeles, joins KTTV as weekend sports anchor and weekday sports reporter.

Keila Newell, broadcast consultant, Tap-SCAN Inc., Birmingham, Ala., joins WBRC-TV there as research director.



Lothery

Eugene Lothery, VP/GM, WCAU-TV Philadelphia, joins CBS Television Stations, New York, as VP, operations and station services.

Appointments at WNBC(TV) New York: **Linda La Vergne**, anchor/reporter, NY1 News, and **Rick Leventhal**, free-lance reporter, join as reporters.

Gina Grant, director, sales, Northeast region, Buena Vista Television, Domestic Syndication, joins Fox Broadcasting Co., New York, as VP, network distribution, Eastern region.

Appointments at Spartan Communications Inc., Spartanburg, S.C.: **Boyd Bunting**, secretary/treasurer, named VP/CFO; **Debra Caine**, assistant secretary/treasurer, named assistant VP/corporate controller; **Steve Castellaw**, director, sales, named VP/director, sales.

Gregory Graber, GM, WQRF-TV Rockford, Ill., named COO, Petracom Broadcasting (owner) based in Lutz, Fla.

PROGRAMING



Gabelmann

Appointments at Paramount Television Group, Hollywood: **Bobbee Gabelmann**, VP, programming, domestic television, named senior VP; **Laurie Rhodes**, executive in charge of production, *The*

Maury Povich Show, *The Jon Stewart Show* and *Love at First Sight*, named executive director, programming and production, domestic television.

Sherry Hilber, director, development, Full Moon & High Tide Productions, joins CBS Entertainment, Los Angeles, as director, current programs.

David Palmer, director, marketing, licensing and merchandising, Turner

Home Entertainment, Atlanta, joins Film Roman, North Hollywood, Calif., as executive director, sales and marketing, licensing group.

Joe Muller, executive director, network distribution, Southwest region, Fox Broadcasting Co., Beverly Hills, Calif., named VP.



Magnuson-Carson

Appointments at Hanna-Barbera, Hollywood: **Marianne Magnuson-Carson**, partner, Edelstein, Laird & Sobel law firm, joins as assistant VP, business and legal affairs; **Edward Kaufman**, director,

labor and employe relations, NBC, joins as director, business and legal affairs.

Gwen Gale, manager, international finance and contracts, Rysler Entertainment, Los Angeles, named director, international finance.

Denise Shapiro, VP, consumer product business unit, Nickelodeon, New York, joins Hallmark Entertainment Inc. there as senior VP, worldwide business development.

RADIO



Kahn

Julie Kahn, GM, KNEW(AM)/KSAN-FM San Francisco, joins KNBR(AM)/KFOG(FM) there as director, sales.

Don Oylear, sales manager, KMTT-FM Tacoma, Wash., joins KUPL-FM Portland, Ore., as GSM.

Martin Perrone, group sales manager, Northern region, Radio 1 Marketing, Palm Beach, named GSM.

John Parish, NSM, KSJO(FM) San Jose, and KUFX(FM) Gilroy, both California, joins KKJZ(FM) Lake Oswego, Ore., as GSM.

Jennifer Nelson-Mefford, account executive, WJXQ(FM) Jackson, Mich., named local sales manager.

Richard Baum, account executive, WMAQ(AM) Chicago, joins United Sta-

tions Radio Networks, New York, as VP, Midwest sales.

Kingsley Smith, operations manager, WHYY-FM Philadelphia, named program manager.

Bob Ferro, local sales manager, KTWV(FM) Los Angeles, joins KRTH(FM) there as sales manager.

Marcella Nelson, marketing director, *Entrepreneur Magazine*, Irvine, Calif., joins KNX(AM) Los Angeles as research director.

CABLE

Appointments at ABC Cable and International Broadcast Group: **Joseph Abrams**, president, ABC Distribution



Abrams



Komodikis

Co., New York, named president, Asian Operations; **Maria Komodikis**, VP, international TV sales, New York, named president, ABC Distribution Co.

Sandra Fouts, regional director, DMX-Europe, London, joins Prime Life Network, New York, as director, affiliate relations.

Appointments at fX Networks, New York: **William Hertlhy**, VP, finance and administration, fX Studios, New York, named GM/senior VP; **Gavin Harvey**, director, marketing, named VP, advertising and marketing; **Adam Sanderson**, director, promotions and events, named VP, promotion marketing.

Appointments at Century Communications, New Canaan, Conn.: **Judi Allen**, senior VP, marketing and public affairs, named senior VP, marketing and programming; **Rick Sander**, assistant corporate controller, named controller.

Albie Bozzo, head, business news assignment desk, CNN, New York, named managing director, CNN Business News/Europe, London.

Kim Cannon, director, marketing and public affairs, Casco Cable Television, Brunswick, Me., joins Time Warner Cable of Maine, Portland, as director, public and governmental affairs.

Dina Suggs, manager, affiliate sales, Discovery Channel Latin America, Miami, named director, affiliate sales, major accounts, Latin America-Iberia.

Joseph Cohen, founder, MSG Network, New York, rejoins Madison Square Garden as executive VP.

Jim Greiner, senior VP, news and sports finance, NBC, named senior VP, finance, CNBC and America's Talking, Fort Lee, N.J.

Bob Danielle, manager, program scheduling, TNN: The Nashville Network, Nashville, named director, broadcast standards.

SATELLITE/WIRELESS

Allen McCabe, VP, consumer products sales, General Instrument Corp., San Diego, joins Hughes Networks Systems, Germantown, Md., as director, direct broadcast satellite sales.

Thomas Bracken, VP, communications, DIRECTV, Los Angeles, named VP, advertising and creative services.



Stevenson

Karen Stevenson, VP, law, and corporate secretary, Transamerica Corp., San Francisco, joins Tele-TV, New York, as executive VP/general counsel.

Michael Gaede, marketing coordinator, Minnesota Department of Economic Security, joins Conus Satellite Newsgathering Cooperative as managing editor, news.

DEATHS



Poor in 1960

John B. Poor, 80, former president and chairman of RKO General Inc., died Oct. 3 in Ridgewood, N.J. He suffered from Parkinson's disease. Poor joined RKO General—then owner of 13 radio and 6 television stations and Cable TV Systems (an early cable TV venture)—in 1948 as VP/general counsel. Two years later he became president of Mutual Broadcasting System—a radio network and RKO subsidiary. Poor

ran the network until being named president of RKO General in 1962. He later held chairman and CEO posts until his retirement in 1981. Poor is survived by five children: John Jr., Betsey, Nancy, Penelope, Pamela and Lisbeth; a sister, and 11 grandchildren.



Scali in 1976

John Scali, 77, former ABC News correspondent, died of heart failure Oct. 9 in Washington. Scali joined ABC News in 1961 and served as State Department and diplomatic correspondent until 1971. He returned to ABC in 1975 as a senior correspondent specializing in major national security developments. To honor Scali, the American Federation of Television and Radio Artists created an award in his name, to be given annually to the journalist exemplifying the reporting excellence that he displayed. Scali is survived by his wife, Denise, and three daughters.

Jamie Bragg, 68, radio personality, died Oct. 8 of prostate cancer at his home in Bethesda, Md. For 38 years Bragg worked at WTOP(AM) Washington, first as a staff announcer and later becoming a news anchor when the station went to an all-news format in 1969. Bragg began his radio career as a general announcer at WWOD(AM) Lynchburg, Va. He also worked for WHP(AM) Harrisburg, Pa. When Bragg retired early this year from WTOP, the station established a scholarship fund in his name for University of Maryland students picked as news director and assistant news director at the campus radio station, WMUC-AM-FM. Survivors include Bragg's wife, Anne; three children: Lawrence, Joel and Cynthia; a sister, and three grandchildren.

Hamilton Shea, 80, former broadcasting executive, died Oct. 4 in Midlothian, Va. In 1948 Shea joined NBC as controller, stations division. Later he became director, operations, and then GM, WTAM(AM) and WNBK-TV Cleveland. In the 1950s Shea co-owned WSVA radio and television, Harrisonburg, Va. In 1953 he returned to New York as network VP/GM, WNBC radio and television.

—Compiled by Denise Smith
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In Brief

Evergreen Media Corp. has paid \$34 million in cash for its 37th radio station and 24th FM, WKLB-FM Framingham, Mass./Boston. Evergreen last week said it will seek a waiver of the FCC's ownership caps, which limit an owner to 20 FMs nationally and two FMs per market pending congressional lifting of the caps. Evergreen already owns WJMN(FM) Boston and WXKS-AM-FM Medford, Mass./Boston. Boston is the nation's ninth-largest radio market. With last week's purchase, Evergreen says it is the nation's third-largest radio broadcaster. The company, run by Chairman/CEO Scott K. Ginsburg, has purchased 25 stations this year.

CBS reported a 43% dip in net income for the third quarter, to \$33.4 million, on a net revenue gain of 1% to \$733.2 million. For the first nine months, CBS's net income is down 55% to \$107.1 million, with a net revenue drop of 12%, to a little over \$2.52 billion.

Barry Diller has bought 5.04% of publicly traded Falcon Cable Systems for about \$2.9 million, according to filings with the Securities and Exchange Commission. Los Angeles-based Falcon is the nation's ninth-largest cable MSO, with roughly 1.1 million subscribers.

CBS became the first network to cancel a new series this season when it announced last week that *If Not for You* will be replaced in the 9:30 Monday slot with episodes of *Cybill* for the next two weeks. The sitcom aired four times and aver-

aged a 10.9 Nielsen rating/16 share—its last telecast on Oct. 9 dropped nearly 30% of its *Murphy Brown* lead-in. By airing *Cybill* on Monday, the network may be looking to move the second-year show back to its original night permanently, allowing *Murder, She Wrote* to return to its longtime home on Sunday.

ABC may be the next network to wield the ax, as it has decided to preempt *Charlie Grace* (Thursday, 8-9) and *The Monroes* (Thursday, 9-10) on the first night of the November sweeps in favor of a *Columbo* movie. Both dramas already had two other preemptions scheduled—for the World Series on Oct. 26, and the final night of *The Beatles: Anthology* on Nov. 23.

Warner Bros. Television and NBC Television Stations confirmed last week that they have struck a deal to pair *Extra* with the NBC/New World entertainment magazine strip scheduled to debut next fall. Sources say the deal gives NBC 50% ownership in *Extra* in exchange for keeping the show running in access on O&Os in Los Angeles, New York and Philadelphia.

FCC commissioners last week approved Chairman Reed Hundt's plan to close nine field offices and three regional offices. Commissioner James Quello voted against the plan; the four other commissioners voted for it. The plan, announced by Hundt this summer as part of an effort to cut FCC staff by 10%, still needs the approval of Congress.

Bernie Brillstein, partner, Brillstein-Grey Entertainment, has handed over control of the management and production company to co-founder Brad Grey. Brillstein and Grey had been co-chairmen, but now Grey will become chairman/CEO and Brillstein will assume the founding partner title.

News/talk radio in San Francisco, Philadelphia and Boston claimed the largest audience share in their markets; urban contemporary beat the competition in Detroit, and contemporary hit radio reigned in Washington. That's according to Arbitron's summer 1995 ratings books. The surveys measured 12-plus listening between 6 a.m. and midnight, Monday-Sunday. For the second consecutive ratings period, ABC's news/talk KGO(AM) San Francisco ranked first, its 6.7 share slightly down from spring's 6.9. In Philadelphia, Group W's all-news KYW(AM) held its first-place standing from spring with a 7.4. In Boston, Group W's news/talk WBZ(AM) took first for the second consecutive book, with a 7.3. In Detroit, Secret Communications' urban contemporary WJBL(FM) led the market with a 10.3, up from its 9.5 in the spring book. In Washington, Infinity Broadcasting's contemporary hits WPGC-FM maintained its first-place standing with a 7.3, a drop from its 8.4 in spring.

Premiere Radio Networks has acquired the Broadcast Results Group, a jingle house and radio music production company, for \$2.75 million.

Telcom conference committee set

Thirty-three representatives and 11 senators were appointed last week to iron out differences in the House and Senate versions of the telecommunications-reform legislation. The conference is expected to begin this week and, given the legislation's size and complexity, last at least until Thanksgiving. The House contingent includes members of the Commerce and Judiciary committees.

The House is employing a platoon system. A core group representing the Commerce Committee leadership will be joined by different groups on different provisions.

The core includes four Republicans—Chairman Tom Bliley (Va.), Jack Fields (Tex.), Mike Oxley (Ohio) and Rick White (Wash.)—and five Democrats: John Dingell (Mich.), Ed Markey (Mass.), Rich Boucher (Va.), Anna Eshoo (Calif.) and Bobby Rush (Ill.).

Additional House conferees for broadcasting issues (ownership limits, V-chip, license renewal reform) will be Republicans Cliff Stearns (Fla.), Bill Paxon (N.Y.), Scott Klug (Wis.), Henry Hyde (Ill.), Carlos Moorhead (Calif.), Bob Goodlatte (Va.), Stephen Buyer (Ind.) and Michael Flanagan (Ill.) and Democrats John Conyers (Mich.), Patricia Schroeder (Colo.) and John Bryant (Tex.).

Joining the core conferees for cable deregulation will be three Republicans: Daniel Schaefer (Colo.), Dennis Hastert (Ill.) and Daniel Frisa (N.Y.).

The Senate appointed just one set of conferees, the top Commerce Committee members from each party. The six Republicans: Chairman Larry Pressler (S.D.), Ted Stevens (Alaska), John McCain (Ariz.), Conrad Burns (Mont.), Slade Gorton (Wash.) and Trent Lott (Miss.). The five Democrats: Ernest Hollings (S.C.), Daniel Inouye (Hawaii), Wendell Ford (Ky.), James Exon (Neb.) and John Rockefeller (W.Va.).

—HAJ

Closed Circuit

ARLINGTON, VA.

For sale in Macon

Gannett Co. plans to sell Multimedia's AM-FM combo in Macon, Ga., apparently not wanting to bother with reapplying for a waiver of the FCC's ban on one company owning radio and TV stations in the same market. Multimedia, which Gannett is buying, also owns WMAZ-TV Macon. Brokers speculate that Macon is just too small a market for Gannett to bother with: it is the 124th TV market, according to Nielsen, and the 147th for radio, according to Arbitron. Instead, Gannett wants to put the radio stations in a trust run by former FCC commissioner Anne P. Jones, according to documents filed earlier this month at the FCC. She will "supervise operation of the stations and arrange for a sale to a third party," the papers say. That is, unless Congress lifts the radio-TV ban. If that happens, the trust agreement will be void, the papers say. A Gannett spokesperson declined comment.

NEW YORK

Getting set for servers

CBS hopes to begin experimenting with file servers for news next spring, according to Don DeCesare, CBS News VP of operations. DeCesare's goal is to purchase a few servers by next year's NAB convention, or shortly thereafter, and test them in regional news bureaus. If all goes well, he says, CBS News might even use a server in covering the Republican and Democratic conventions. Any possible server installation at network news headquarters in New York would depend on a successful performance in the "convention atmosphere," he says.

Talking again

On-again, off-again speculation about a possible Cablevision Systems Corp./US West pairing is heating up in the wake of US West's meeting with

analysts last Thursday in New York. US West executives said they have continuing interest in cable and are eyeing large clusters in major markets. Cablevision, the nation's sixth-largest MSO, has met with several would-be partners for the past year and a half but is among the few top MSOs that have yet to strike a major consolidation deal. Cablevision's stock enjoyed a \$3.50 boost on Thursday, helping lift the company out of a slump that analysts say was caused by the collapse of earlier talks with US West.

Stern push

Talk radio guru Howard Stern may begin lining up radio stations in major and not-so-major markets this fall in a push to gain more national exposure for his much discussed film debut and second book. New affiliates WKOC(FM) Norfolk and WVGO (FM) Richmond, both Virginia, picked up Stern's syndicated morning show last week, and Stern agent Don Buchwald says he may seek out more mid-size and smaller markets over the next two months. Buchwald also hints that another major market station may sign on soon.

WASHINGTON

BETting on Latin?

Black Entertainment Television is



Drawn for BROADCASTING & CABLE by Jack Schmidt
"It's not scrambled—that's our new logo after all the mergers."

considering adding a Latino music video program to its schedule. Lydia Cole, BET's programming VP, says that although no commitment has been made, programming executives are considering pairing the show with BET's current *Caribbean Rhythms*. The new show would have more of a Latino edge, as opposed to the salsa music featured in *Caribbean Rhythms*.

FORT LEE

Local angle

Liberty Cable, the maverick New York wireless cable company that has used lower prices to entice Manhattan's multiple-dwelling high-rise residents to switch from cable systems to Liberty, may have met its match across the Hudson River in Fort Lee, N.J. The stumbling block: News Channel 10, a local cable channel that covers Fort Lee government and is available only on the Time Warner cable system. Lorraine Riordan-Mooney, TW Cable's public affairs director, says Channel 10 has covered Fort Lee's political scene for more than 10 years, developing a regular core audience. As a consequence, Liberty dropped its plans for Fort Lee.

LOS ANGELES

High hopes from 'Lowrider'

Los Angeles-based *Lowrider Magazine* is looking to get into the TV business with a magazine show aimed at custom car buffs. A pilot, to be pitched at NATPE, was shot last week with prospective series hosts Diego Serrano, of NBC's *Another World*, and Laura Mendes, known for her stint on Telemundo network's now-cancelled music video show *Telemusica*. The show would feature instructional segments on everything from replacing a car's interior to installing those hydraulic pumps that make lowriders bounce up and down. It would also cover trends and personalities within the car-club subculture.

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Free the FCC Five

At several points during the FCC's bruising internecine warfare over children's TV it became apparent that there must be a better way. Instead of confining the commissioners in five fiefdoms lobbing shells across the eighth floor, why not just tear down the (administrative) walls and let them talk to each other? Not just one on one but five on five, or in any groupings thereof.

What's standing in the way of such reasonableness? The sunshine laws, arguably the worst administrative remedy ever visited upon Washington by a benevolent but uncomprehending Congress. Meaning to insure that no deals could be made in the back room, it instructed that commissioners of the FCC, for example, could not meet with each other (a) if a quorum were present unless (b) the public was present—that is, in open meeting. At the FCC that means that no more than two commissioners may speak to each other about a case, although their staffs may and do take messages (and missives) back and forth. The result is much like an exaggerated game of "Telephone," wherein the story changes with each repetition.

Imagine conducting an extensive negotiation between two major parties (not to mention five) and preventing the principals from ever talking. When the commission finally does meet in a public forum it is far too late for collegial discussion; what ensues is merely the highly stylized recitation of individual opinions reached largely in private, if not in seclusion—what former commissioner Ervin Duggan called kabuki theater.

Far better, in our opinion, to let the commissioners meet wherever they will, in any numbers, so that they can hammer out their differences and uncover the best public poli-

cy. Far better for Reed Hundt and Jim Quello to duke it out before an audience of their peers than to trade slings and arrows in competing public forums.

The terrible thing about the sunshine laws is that they were named so euphemistically. How can one argue with the notion that government be conducted in the open when in fact the government has been driven underground? It must have come from the same name factory that gave us the fairness doctrine.

Conventional wisdom holds that the sunshine laws are too embedded to be repealed. This page is too optimistic to accept that verdict forever, but in this instance we would cut a deal: an amendment that would allow free discourse during the pre-decisional stage of FCC proceedings. That might cure 80% of the problem while running into only 20% of the objections.

Toughing it out

If anything, NBC News stood a little taller and straighter after the O.J. Simpson fiasco than before it. It conducted itself throughout with dignity and professionalism, aware of the risks (in terms of public opinion) but determined to go forward journalistically. We have no doubt that, had Tom Brokaw and Katie Couric the opportunity, they would have asked the hard questions and quite possibly have illuminated the case in a way never before afforded. That possible illumination, of course, is what persuaded Simpson and his legal team to back off.

By the time this is read some other television forum may have agreed to give Simpson his chance at exculpation. If so, we hope it will be under the same sort of ground rules NBC demanded: no holds barred. Anything less will demean the medium and the messenger.

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