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Fast Track

Must Reading from

**Broadcasting
& Cable**

April 29, 1996

TOP OF THE WEEK / 6



The resilient Frank Biondi Jr. has been tapped to lead MCA 'at a time of great change.' / 14

Burgeoning of DBS American Sky Broadcasting, the consumer half of the News Corp./MCI satellite-broadcasting venture, is looking to duplicate cable's "seamless combination" of broadcast and cable programming, says ASkyB's newly appointed chairman, Preston Padden. SkyMCI, a separate unit headed by Susan Mayer, will serve the communications and information needs of businesses. **Cover photo of Sky partners Mayer and Padden by John Troha / 6**

Digital promise remains just that Progress in introducing high-speed cable modems is taking longer than expected. The number of cable systems to be equipped by the end of this year with the two-way transmission capacity needed for cable-modem traffic is about 20%, according to industry estimates. / 10

Minding the mergers There is a healthy spirit of competition between FTC Chairman Robert Pitofsky and Justice Department antitrust chief Anne Bingaman, the key federal regulators on the mega-merger front. Pitofsky and Bingaman have been credited with reinvigorating their agencies at a time when their shared responsibility for reviewing mergers is in the spotlight. / 20, 21

BROADCASTING / 25

Olympics heat up summer programming NBC's coverage of the summer Olympics from July 19-Aug. 4 is inspiring summer counterprogramming from the other networks. Fox will debut some series in the next three months; CBS will air shows that debuted during the regular season, but were put on hiatus. ABC's plans still are being formulated. / 25

Talk is 'scared straight' for sweeps One talk show staffer admits that some talk shows have been toned down because "we've all been scared straight." The sleaze factor has been put on the back burner, particularly during sweeps periods. / 26

OmniAmerica closes shop in Cleveland With two deals last week, OmniAmerica Group has rid itself of its hometown holdings. The company may consolidate in Florida, or it may go for a merger. / 36



A promotional blitz is being readied for the June 10 launch of 'The Rosie O'Donnell Show.' / 30

COVER STORY



Cable's rising stars

The faces in the executive suites of some of the nation's top cable MSOs are changing as cable pioneers groom their successors. Other players are emerging as a result of developing technologies. Here are some industry additions to a list that includes many other rising stars. **Cover illustration by Nicolas Vial/SIS / 46**

CABLE / 45

New networks fight for space Nearly 100 new cable networks are dreaming of becoming mainstays in millions of cable households. But in the highly limited world of channel capacity, most of them don't have a snowball's chance in L.A. Niches seem to be the rage: The rookies and wanna-bes include the Auto Channel, Children's Fashion Network, Ecology Channel, Lottery Channel, My Pet TV and the Sewing and Needle Arts Network. / 61

Where to go at NCTA Here's the convention and program schedule for the National Cable Television Association convention in Los Angeles this week. / 86

Telemedia Week

What's next for Bell/Nynex? If it goes through, the merger of Bell Atlantic and Nynex eventually could mean stiff competition for cable operators in the Northeast. But the company will focus at first on the long-distance telephone market. analysts say. / 92



The NBC/Microsoft news-channel venture, MSNBC, will launch in mid-July, ahead of its competitors at ABC and Fox. / 80

TECHNOLOGY / 95

Pro-Jo goes avid for Avid Providence Journal Broadcasting is making a multistation Avid purchase valued at \$3.5 million. Six stations will get the gear, which includes NewsCutter nonlinear editors and AirPlay disk-based playback systems. / 96

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MURDOCH/MCI JOINS THE CROWD

Going for it in DBS

Consumer service, to be headed by Fox's Padden, wants to include local TV

By Harry A. Jessell

When it goes into business late next year, the satellite broadcasting venture of Rupert Murdoch's News Corp. and MCI will provide the same cable programming as do its competitors. But it may also offer some popular programming its rivals lack: local TV stations.

American Sky Broadcasting (ASkyB), the consumer half of the News Corp./MCI venture, is looking to create a "seamless combination" of broadcast and cable programming as cable now does, says ASkyB's newly appointed chairman, Preston Padden.

ASkyB subscribers would receive broadcast signals from only their own market, he says, adding: "We're 1,000% committed to preserving the integrity of local broadcasting."

Through Fox Broadcasting, News Corp. has a "huge pile of chips on the square that says 'local terrestrial broadcasting,'" Padden says. "This service is going to evolve in a way that is supportive and complementary of local broadcasting."

Padden is stingy with details, but he concedes that ASkyB will not have nearly enough channels to offer local signals throughout the country. "You could start with some of the big markets," he says.

With the help of digital compression, the venture will be able to deliver "hundreds" of channels of programming, Padden says. The exact number will depend on the state of rapidly advancing compression technology at start-up, he adds.

Inclusion of local stations in DBS packages makes sense to Fox affiliate board member Bob Leider of WSVN-TV Miami. "What's the difference between [ASkyB] and cable?" he says. "Everybody has to keep an open mind in distribution of their signals."



Susan Mayer and Preston Padden will lead News Corp./MCI into satellite broadcasting as heads of separate operating companies. MCI executive Mayer is president and COO of SkyMCI, which will offer services for businesses. Padden, a Fox executive, becomes chairman and CEO of American Sky Broadcasting, which will handle consumer services. They report to a six-person board, including three officials from each of the two companies.

Pioneer DBS providers DIRECTV and USSB lack the local broadcasting feature. That means their subscribers must either continue to subscribe to basic cable or erect VHF-UHF antennas to receive local broadcast signals. ASkyB's plan "makes DBS complete because it will have the hometown stations as part of the package," says Leider.

News Corp./MCI last week announced the structure and management of its venture. As head of ASkyB, Padden will be responsible for services targeting consumers. A separate unit, SkyMCI, was created to serve the communications and information needs of businesses. It will be led by Susan Mayer as president. Mayer was the MCI senior vice president who crafted the deal with News Corp.

MCI paid nearly \$700 million at an FCC auction last January for 28 DBS channels. Pursuant to its agreement with News Corp., MCI will lease the channels to the 50/50 joint venture. According to Padden, the venture expects to spend \$1.5 billion-\$2 billion

between now and the start of the high-power service in late 1997.

In a deal valued at \$400 million, the venture last March awarded Space Systems Loral a contract to build and launch two 32-transponder satellites. The first is slated for launch aboard a Russian Proton rocket in late 1997; the second, on an Atlas II AS in early 1998.

Padden says News Corp. and MCI still hope to bring Tele-Communications Inc. into the venture. TCI has DBS satellites ready for launch. With those birds in hand, News Corp./MCI/TCI could be in business by the end of this year.

But the TCI deal is hung up because of TCI's partnership with Time Warner and other large cable operators in Primestar. Mounted as cable's answer to DIRECTV, Primestar offers a medium-power service requiring larger dishes (about one meter) than do high-power services like DIRECTV and ASkyB. "We would be thrilled to do a deal with TCI, but it has issues with Primestar that we can't resolve for them," Padden says.

Even without TCI, says SkyMCI's Mayer, the venture could be in business this year, in at least a limited way. It also is looking at ways to introduce services earlier through the use of conventional satellites and other media, she says.

While courting TCI, News Corp./MCI also is trying to block approval of TCI's plan to acquire DBS channels from TeleSat Canada and use them to provide service in the U.S. At the FCC and in meetings with Canadian officials, Padden says, News Corp./TCI has argued that blessing TCI's scheme would be unfair. MCI paid \$700 million for what the FCC advertised as the last channels available for nationwide U.S. DBS service, he says.

Blocking use of the Canadian channels is critical, even if TCI joins the News Corp./MCI venture, says Mayer: "Somebody else may use the slots to come into the U.S."

In fact, as Mayer and Padden point out, somebody else already is trying. TelQuest Ventures, a start-up company with ties to the merging Bell Atlantic and Nynex, also has put in a request for the Canadian channels.

Padden says consumers probably will have the option of leasing their receiving equipment from ASkyB.

EchoStar woos cable subs

EchoStar Communications, the latest satellite broadcasting entry, will begin making a grab for cable subscribers this week. Starting Wednesday, it will begin airing spots on major broadcast and cable networks that promise a better deal. "What would you say if I gave you America's top 40 TV channels for \$19.95 a month?" the "Dishman" character asks working-class people in the spots. (The 40-channel basic package plus HBO multiplex goes for \$29.95, according to a CSR at 1-800-333-DISH. The basic 18-inch dish and receiver, available initially only through backyard-dish dealers, sells for \$550 plus installation.)

At the Capitol Hill unveiling of the campaign last Thursday, Barbara Sullivan, EchoStar marketing vice president, said that the campaign's initial flight will air for eight weeks, with the goal of reaching 80% of adults at least six times. A subsequent flight may include local buys. —HAJ



Dishman is pushing EchoStar's low-cost DBS service in television spots.

DIRECTV, USSB and EchoStar Communications subscribers must buy their dishes, which run as high as \$700, excluding installation.

Coming to the market late is usually not a good idea, but in News Corp./MCI's case, it will allow the

venture to take advantage of the most advanced digital technology, says Mayer. "We'll be five to seven years ahead of cable's ability to offer a comparable array of digital services to a substantial number of their subscribers." ■

New World/News Corp. deal on hold

Price gap of \$500 million appears to be stumbling block to sale

By Steve McClellan

Will Ronald Perelman sell New World Communications Group to News Corp.? Maybe, but sources on both sides said last week that a deal isn't imminent and that no further talks have been scheduled.

Price is the big—really big—issue. There's close to a \$500 million difference between what Perelman wants (roughly \$2 billion) and what News Corp. Chairman Rupert Murdoch is willing to pay.

Related to that issue is the fact that Murdoch really doesn't want to buy the New World Entertainment programing and distribution arm—and therefore doesn't want to pay a huge premium for the company.

NWCG stock was down \$1.75 in midday trading last Friday, to \$18, giving the outstanding common stock (68.6 million shares) a value of just



Although Perelman and Murdoch did not come to terms, sources at New World think that talks could resume 'at a moment's notice.'

over \$1.2 billion. During the past year, it has traded as high as \$25 and as low as \$14. Murdoch already owns 20% of NWCG, acquired as part of the seismic programing and affiliate alliance the companies struck in 1994.

"I don't think there is anything complicated about what's going on," said one high-ranking News Corp. executive. "There were extensive talks where

we tried to come to terms on price. We didn't do that, and now there are no active discussions. Rupert made it clear he didn't want to pay a ridiculous price" for the New World assets.

Last Friday, sources confirmed that New World managers were told talks had broken off and that the company "was going forward to pursue its strategy of growth." Despite that, "nobody around here believes those talks can't pick up where they left off at a moment's notice and get done," said one New World source.

News Corp. is the most logical buyer because of its existing 20% stake (purchased for an average \$12-\$13 per share) in New World and because there is only one market—Birmingham, Ala.—where both companies own stations. All but two of the 12 New World stations are locked into 10-year Fox affiliation agreements. ■

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CABLE'S RECURRING DILEMMA

Promise vs. Performance

With cable modem standards yet to be set, interactive TV still a technology without a business, and two-way capacity at about 20%, the future is not yet now

By Rich Brown and Richard Tedesco

Progress in introducing high-speed cable modems is taking longer than expected, joining a growing traffic jam on the information super-highway that already includes the long-delayed advent of interactive TV and digital compression technology.

The CableLabs initiative led by Tele-Communications Inc. President and CEO John Malone came up far short of its declared goal last December to get cable modem standards in place by mid-April. And @Home, TCI's initiative to link cable systems for online access in a national network by this spring, is still in test mode in Sunnyvale, Calif. @Home now projects a late '96 launch date.

The number of cable systems to be equipped by the end of this year with the two-way transmission capacity needed for cable modem traffic is approximately 20%, according to industry estimates (see chart, page 12). The modems technically can be used with one-way cable systems, but the high speed is on only the download side, with phone lines required for uploading. The difference in speeds is

dramatic. The high-speed modems carry data at 10 megabits—30 megabits (million bits) per second, compared with the 28.8 kilobits (thousand bits) per second of phone-based modems.

Tom Robey, Scientific-Atlanta director of marketing for cable data networks, thinks CableLabs promised

Are the skies turning blue again for cable?

much more than it could deliver in setting an April deadline for standards: "I am concerned about the expectations created in this industry."

He's not alone. Tom Wolzien, research analyst for Sanford Bernstein & Co., says it is vital for MSOs to prove modems technically and commercially viable in the next several months so that there is "less a leap of faith" among investors.

Investor patience already has been

tested with the delayed introduction of digital compression.

The digital promise has yet to become the widespread reality for cable systems that TCI's Malone predicted at the 1991 Western Cable Show. Executives for the nation's top MSO now say the long-delayed rollout of digital TV will arrive late in the fourth quarter, most likely starting in Connecticut and then expanding to California and Illinois. TCI's senior vice president of finance, Barney Schotters, says the company expects to begin receiving digital cable box orders by the late third quarter.

One reason to think that cable will come through on its digital promise this time around is that TCI has set a specific date—Oct. 20—for the rollout, says Nikos Theodosopoulos, an analyst with UBS Securities who specializes in tracking equipment suppliers.

"You can't look just at the cable companies and say they're at fault," says Theodosopoulos. "You have to allocate a good portion of the fault to the equipment companies [that] couldn't deliver on specific dates. The challenge was much bigger than the equipment suppliers thought originally in terms of getting the product out and

Comcast launching Philly sports channel

Comcast Corp. didn't take long to parlay its purchase of two Philadelphia professional sports teams into a cable TV venture. Last week Comcast laid out plans for a regional all-sports cable channel that eventually will televise Philadelphia's three major professional teams.

Last month the company signed a deal to purchase the NHL Flyers and NBA 76ers and their arena, the Core-States Spectrum, plus the new CoreStates Center for an estimated \$500 million.

Comcast, the third-largest MSO, with 4.3 million subscribers, will team with Specatacor, its partner in the purchase, and Major League Baseball's Phillies to create the cable channel. Comcast plans to air Flyers games starting in October 1997 followed by Phillies games in spring 1998, says Brian L. Roberts, Comcast president.

Comcast's network appears to be a serious threat to incumbent cable sports networks PRISM and SportsChannel Philadelphia—owned by NBC, Liberty Sports

and Cablevision Systems Corp.—which currently hold broadcast rights to the 76ers. Philadelphia is the country's fourth-largest TV market, with an estimated 2.7 million TV households. "SportsChannel was fully aware of Comcast's plan to form a regional sports network," says Michael Bair, executive vice president, sports, Rainbow Programming Holdings Inc. "We had face-to-face meetings yesterday, and we plan to continue our discussions with Comcast."

Roberts says the channel will add 76ers games "when available" after the team's contract with PRISM and SportsChannel expires. Comcast's channel reportedly will be modeled after New York's Madison Square Garden network, eventually carrying a mix of both pro and college sports as well as indoor soccer, lacrosse and the new American Hockey League team, the Philadelphia Phantoms.

The new channel won't affect free broadcasts of Flyers or Phillies games on WPHL-TV.

—JM



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getting a decent cost structure.”

“It’s definitely going to happen this year,” Theodosopoulos says. “Not in a big, big way, but the launch will happen this year.”

Marcus Cable Chairman Jeffrey A. Marcus says he is confident that cable will be able to deliver digital set-top boxes this time, particularly in the face of competition from direct broadcast satellite TV. He says that the worst thing the cable industry could have done would have been to roll out services and not have them work right.

“Sometimes the dreamers dream faster than the implementers,” says Marcus. “We in the cable industry have always had this vision for what we can do with this broadband pipe into the home. If DIRECTV can have a digital box, why can’t cable TV?”

Interactive TV also has had delays. Two years after introducing its first users to the service, Time Warner’s Full Service Network has 4,000 subscribers for what some see as becoming the eternal interactive trial.

The Orlando, Fla., cable landscape suggests Columbus, Ohio, in the age of QUBE, where the Warner Amex interactive technology was born and buried for lack of applications to make it a business. Delivering a virtual post office, games and near-video-on-demand at a cost of \$2,000-\$3,000 per video stream in headend costs, true VOD remains a promise.

“It will certainly go into commercial deployment eventually,” says Jim Chiddix, TW senior vice president of technology. “But we will keep Orlando in its current form as long as we can learn things from it.”

The modem situation calls for striking a balance between theoretical ideals and the practical standards suggested by R&D, according to Bob Cruickshank, CableLabs’ director of data applications. “We don’t have to find the best of the best. We just need to find a specification to build a business on,” he says.

Motorola, moving from letters of intent to contracts, is beginning to fulfill its supplier deals with TCI, Time Warner Cable, Comcast Corp., Continental Cablevision, Rogers Cablesystems, and

STATE OF THE SYSTEMS

State-of-the-art cable systems use fiber trunk lines to transmit cable programming to neighborhood “nodes,” each serving several hundred homes through conventional coaxial cable. The fiber-to-node architecture facilitates use of high-capacity 550 mhz and 750 mhz amplifiers, which permit transmission of up to 83 channels and 116 channels, respectively.

TCI	1994	1995	1996
Homes passed (millions)	19.58	19.78	19.98
Upgraded to 750 mhz, 500 homes/node	5%	15%	25%
Two-way capability	0%	5%	20%

TIME WARNER	1994	1995	1996
Homes passed (millions)	17.82	18.00	18.18
Upgraded to 750 mhz, 500 homes/node	11%	22%	38%
Two-way capability	3%	10%	24%

COMCAST	1994	1995	1996
Homes passed (millions)	6.69	6.76	6.83
Upgraded to 750 mhz, avg. 600 homes/node	8%	15%	31%
Two-way capability	0%	5%	20%

CONTINENTAL CABLEVISION	1994	1995	1996
Homes passed (millions)	7.02	7.30	7.43
Upgraded to 750 mhz/550 mhz, 500 homes/node	14%	33%	51%
Two-way capability	0%	8%	22%

CABLEVISION SYSTEMS	1994	1995	1996
Homes passed (millions)	4.33	4.37	4.41
Upgraded to 750 mhz, 500 homes/node	8%	28%	49%
Two-way capability	0%	5%	20%

COX	1994	1995	1996
Homes passed (millions)	5.08	5.13	5.18
Upgraded to 750 mhz/550 mhz, 1,000 homes/node	33%	51%	70%
Two-way capability	0%	6%	37%

OTHER CABLE OPERATORS	1994	1995	1996
Homes passed (millions)	31.08	31.36	31.62
Upgraded to 750 mhz/550 mhz	3%	12%	20%
Two-way capability	0%	3%	10%

U.S. CABLE INDUSTRY (TOTAL)	1994	1995	1996
Homes passed (millions)	91.60	92.70	93.63
Upgraded to 750 mhz/550 mhz	8%	19%	32%
Two-way capability	1%	6%	18%

Source: UBS Securities, company reports GRAPHIC BY BROADCASTING & CABLE

Le Groupe Videotron for its CyberSurfr, according to Jim Phillips, Motorola corporate vice president. A press conference to outline MSO deployment plans is scheduled for this week at the NCTA convention in L.A. “We’re shipping live modems and routers,” he says. “It’s launched. It’s real.”

New modems to be demonstrated at NCTA include Pioneer’s SpeedStation (28.5 mbps downstream; 2.56 mbps upstream); Hewlett-Packard’s QuickBurst (30 mbps/15 mbps); Hybrid Networks’ Access System Series 2000 (30 mbps/2 mbps); IBM’s unit (30 mbps/2 mbps) General Instrument’s SurfBoard (27 mbps/1.7 mbps), and S-A’s modem (27 mbps/1.5 mbps).

Phillips estimates that Motorola will be turning out thousands of units next month and hundreds of thousands of its

\$500 boxes in succeeding months.

Pioneer will have working demos at NCTA, but won’t do full-bore production until the CableLabs initiative yields standards, according to Paul Dempsey, Pioneer senior vice president of marketing. HP and IBM expect to start production in the fourth quarter.

As those suppliers get into modems, Intel Corp. is getting out of producing them under its name. Matt Diethelm, general manager of Intel’s cable products division, says operators have no management structure for modems: “The cable operators still have a lot of things they have to put together.”

A handful of MSOs seem poised for serious modem action by year’s end:

- Time Warner plans to take its Elmira, N.Y., test commercial and deploy the technology in the Akron/Canton, Ohio, area and San Diego.

- Comcast Cable plans to launch with Motorola and HP modems in Baltimore and turn its Philadelphia area test into a commercial operation.

- Cablevision Systems is testing Zenith and LANcity modems, with rollouts planned in its Long Island and Yonkers, N.Y., systems.

- Continental will launch commercially with LANcity units from its Boston test, with rollouts in Jacksonville, Fla., and Stockton, Calif., to follow.

- Rogers Cablesystems has one of the only commercial launches to date, with 400 subs outside Toronto paying \$40 monthly to use Zenith modems. Frank Cotter, vice president of operations, says operators that assumed the modem business was a “slam dunk” are balking as they realize it’s not. “The pendulum has swung entirely the other way,” he says.

- Jones Intercable is deploying high-speed modems in its Alexandria, Va., system. The company plans to become a service provider, setting up high-speed modem service for other MSOs.

- Castro Valley, Calif., the original modem test, has ceased to be one. Fewer than 300 customers who were involved there are paying about \$40 a month to keep their Intel CablePorts, soon to be collector’s items. ■



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REED HUNDT'S VIEW OF CABLE

Competition yet to come

By Chris McConnell

Competition could yet come to cable, but it's not there yet, FCC Chairman Reed Hundt says.

Discussing the commission's efforts to implement the 1996 Telecommunications Act, Hundt voices hopes that his agency will be able to "give the law real meaning" by creating a plan for introducing competition to cable and telephone markets. But the plans and early ventures of telephone companies, DBS companies and wireless cable are not yet constraining the prices that cable companies charge, Hundt says.

"Basically the telephone companies have not yet shown up at all," he says. "Underlying their explanations seems to be a certain amount of admission that their networks might not be all that easily converted to video delivery."

Hundt says the same goes for the state of competition in the local telephone market, an idea he describes as the big enchilada of the new law. "We're nowhere right now in terms of penetra-

tion by new entrants," Hundt says, adding that the Bell Atlantic/Nynex and Pacific Telesis/SBC Communications mergers will not change that.

"These mergers do nothing by that goal," Hundt says.

His hope is that the commission's rulemaking on local telephone network interconnection will. The proposal, issued earlier this month, will implement a series

of the law's provisions aimed at giving cable companies and others a crack at competing with the Bells as local telephone companies.

"This set of decisions, in the aggregate, constitutes the most momentous set of decisions ever made by the FCC," Hundt says. He describes the issues as being more complicated than are the efforts to allow competitors into cable's business. While the commission must



FCC chairman sees competitive picture developing slowly following Telcom Act.

go about "unbundling" telephone network elements, for instance, regulators already did so in cable's case when they implemented the Cable Act's program-access provisions.

Hundt also has kind words for cable's efforts on public service fronts. "You can go to cable and say, 'I'd like three hours of educational TV' and they say, 'Would that be per hour?'" he says,

emphasizing the multiple channels of cable's children's programming fare.

Additionally, he cites cable industry support of the V-chip, Spanish-language programming and free time for political candidates.

"It's an easy audience to talk with about that social goal," Hundt says. "A lot of the public interest goals that we seek for free over-the-air TV are really just borrowed from what we see on cable." ■

Biondi lands atop MCA

MCA Inc. tapped one of the entertainment industry's leading executives to lead its corporate turnaround team with last week's appointment of Frank Biondi Jr. as chairman.

Biondi, longtime Viacom president, has signed a five-year deal with the company "at a time of great change for MCA," said Edgar Bronfman Jr., president of Seagram Co., in announcing the long-awaited hire.

MCA's movie, music and television divisions have undergone major organizational and staff changes in the year since the beverage giant bought 80% of MCA for \$5.7 billion. Biondi says his goal at MCA is to implement long-term plans for growth in the booming global entertainment business.

"My basic job is really on the strategy side," said Biondi, who also has joined Seagram's board.

Before Biondi's nine-year tenure as Viacom's number-two executive, he was chairman of HBO in the early 1980s. He went on to high-ranking posts with Coca-Cola's entertainment units during the years the soft drink giant owned Columbia Pictures.

Biondi's latest career move has been in the works since January, when he was abruptly fired by Viacom



Former Viacom chief Biondi is now atop MCA.

Chairman Sumner Redstone, a decision that alarmed many on Wall Street. A one-year noncompete clause in Biondi's contract with Viacom had kept him from joining MCA until Redstone agreed to waive the provision last Monday (April 22).

In the intervening weeks, speculation had mounted that Redstone was trying to use Biondi as a bargaining chip to settle a dispute between Viacom and MCA over Viacom's latest cable channel, Nick at Nite's TV Land, set to debut today (April 29). The conflict stems from the two companies' joint venture in USA Networks.

Under the terms of that successful partnership, MCA and Viacom have the option

of taking 50% in any new basic channels launched by either side that will compete with USA Network and its offshoots: Sci-Fi Channel, USA Latin America and Sci-Fi Europe.

Officials from both sides declined comment, but Viacom is understood to view TV Land as exempt from that agreement because it is a spin-off of Viacom's existing Nick at Nite vintage TV channel and not a new network, as MCA maintains.

—CL

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McCain offers free 2nd channel

Plan would give broadcasters digital spectrum for 10 years before charging fee

By Christopher Stern

In an attempt to break the impasse over broadcast spectrum, Senator John McCain (R-Ariz.) is backing a proposal that would give broadcasters a second channel free for at least 10 years.

Until last week, McCain had been one of the most vociferous proponents of plans to auction the second channel needed to make the transition to digital TV, rather than lending it at no cost to

broadcasters.

Joining forces with McCain is Senator Phil Gramm (R-Tex.). McCain and Gramm hope to introduce their proposal as legislation in early 1997. It comes just two weeks after Senate Majority Leader Bob Dole (R-Kan.) called plans to give broadcasters the digital channel corporate welfare. Efforts by McCain and Gramm may be an indication that Republicans want to put aside their differences with broadcasters before the

campaign season kicks into high gear.

Although broadcasters did not endorse the specifics of the McCain-Gramm proposal, they did note that the plan is much more attractive than McCain's previous proposals to immediately sell the digital spectrum to the highest bidder.

Under the McCain-Gramm plan, broadcasters that do not complete the transition to digital TV within 10 years would begin paying spectrum fees. And after 15 years, broadcasters must return their original analog channel to the government.

Also jumping in with a proposal of his own last week was Senator Dan Coats (R-Ind.). Coats's plan also would give broadcasters a second channel at no cost, and a TV station would be allowed to keep both the analog and the digital channels until at least 80% of local viewers had digitally compatible TV sets.

Coats also calls for the FCC to adopt a standard for digital TV by July 31. Sources say he developed his plan with help from the National Association of Broadcasters and representatives of the Grand Alliance, the coalition of equipment manufacturers that developed the digital standard now under consideration at the FCC.

PROPOSALS FOR TRANSITION TO DIGITAL

Issue	McCain-Gramm proposal	Coats proposal	Clinton proposal
Digital license issued	January 1997	November 30, 1996	Not specified
Construction period	Not specified	Six months to apply for license; 3 years to construct	Not specified
Period for free use of spectrum	10 years. After 10 years, broadcasters must pay. Must return after 15 years.*	Congress holds hearings when 70% of homes have digital TV. Spectrum returned when penetration hits 80%.	Until 2005
Determination of spectrum value	FCC estimate, subject to administrative appeal.	Not specified	If auction does not raise \$17 billion, broadcasters must make up difference.
Set-top boxes	In 2000, new 13" sets and larger must be digital. All others within six years.	Not specified	Broadcasters would subsidize set-top boxes for those who cannot afford one.
HDTV requirement	None	Five hours a week	None

* In 11th year, broadcasters would pay 20% of spectrum's annual value, set by FCC estimate. Fee increases 20% a year until 15th year, when broadcasters must pay full annual value.

Mandatory ATV standard gains momentum

Advanced-television proponents last week were breathing a cautious sigh of relief over the FCC's plans for their digital standard.

Backers of the Grand Alliance ATV system in past weeks have worried that the FCC might not embrace their system as a mandatory standard. Several have pointed to language in a draft FCC proposal on adopting the Grand Alliance standard that invites comment on whether adopting it should bar the use of other broadcast technologies and whether broadcasters should be required to use the standard if the FCC adopts it.

FCC officials say such questions still will appear in the proposal, which the FCC is expected to issue at its May 9 meeting. But FCC officials and other observers now expect the item to carry stronger support for adopting the Grand Alliance system as a mandatory standard. A draft of the proposal circulating last week also asks whether the FCC should establish a sunset on any mandatory standard. ATV proponents don't like the idea, but say the prospect is less worrisome than the idea of a voluntary ATV standard.

"We're expecting and hoping for a very strong endorsement," says Robert Graves, chairman of the Advanced Television Systems Committee.

And several onlookers point to a speech by Susan Ness at the NAB convention two weeks ago in which the FCC commissioner voiced her support for a mandated ATV standard.

Ness and other FCC officials, meanwhile, last week hosted visits by computer industry executives who want the commission to adopt a different plan than the one proposed by the seven-company Grand Alliance.

The group, which represented some 10 computer companies, including Apple Computer and Microsoft, visited the offices of Ness and Commissioner Rachelle Chong to urge adoption of a different technical approach than the one used in the Grand Alliance system.

The group maintains that the system could restrict future innovations and lead to overly expensive receivers.

Grand Alliance developers disagree, maintaining that their approach leaves room for technical innovation and will not add significantly to receiver costs. —CM

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Plan would divide DARS into 3 slots

By Chris McConnell

Under a proposal now before the four FCC commissioners, satellite radio proponent CD Radio could receive 12.5 mhz of spectrum to launch its service.

FCC officials say the plan, recommended to the commissioners by the FCC's International Bureau, calls for dividing 50 mhz of spectrum allocated to digital audio radio satellite service (DARS) into three segments. CD Radio would receive 12.5 mhz as a "pioneer's preference," while three other DARS applicants would bid for a second 12.5 mhz slot. The remaining 25 mhz would be set aside for a general auction in which winners would not be required to deliver a DARS service with the spectrum, sources say.

Commissioners could place the proposal on the May 9 meeting agenda if they are able to reach an agreement on the plan.

The proposal was prompted by concerns that the planned U.S. DARS services—if allowed to operate across the entire 50 mhz allocation—could interfere with aeronautical telemetry operations in Canada. Although the U.S. has devoted S-band spectrum to DARS, Canada has placed its digital audio allocation in the L-band. Observers say the inconsistency threatens the viability of at least some of the DARS spectrum.

The four DARS applicants have proposed a variety of multichannel, satellite-delivered services. Washington-based CD Radio, for instance, is planning a subscription-based, 30-channel music service.

The proponents say they should have a chance to work out the interference problem with Canada once they secure licenses.

Broadcasters, meanwhile, welcome the possibility that the FCC might eventually license two DARS services rather than four, although they voice continued objections to licensing any satellite radio service at all. "It could have been worse," says Saul Levine of Los Angeles-based Mt. Wilson FM Broadcasters Inc. ■

Closed Circuit

WASHINGTON

Alston tops WCA

After a year's search, the Wireless Cable Association has found a new president to succeed Robert Schmidt, who founded the organization in 1988 (after four years as president of the National Cable Television Association). The new chief is Richard Alston, formerly vice president for international business development for Bell Atlantic International. He will report for duty in May and will take over formally at WCA's annual convention in Denver July 10-12.

High-speed alternative

The cable industry has a new contender in the competition for high-speed Internet access. Exiting WCA President Robert Schmidt (see above) has formed the National Digital Network to offer an MMDS modem to businesses and consumers. He has leased channels in a number of major markets, with a test bed in Washington. That system is operational using a hybrid modem; national rollout is expected in late 1996. NDN development uses a standard 6 mhz wireless TV channel to produce a shared, connectionless 10 mbps data channel.

IRVING, TEX.

Evergreen eyes HefTel

Hungry radio-station buyer Evergreen Media Corp. is said to be close to a deal to acquire HefTel Broadcasting for \$400 million. Las Vegas-based HefTel is one of the nation's largest Spanish-language radio broadcasters with 18 stations (12 AMs, six FMs). A merger of HefTel into Evergreen makes sense on its face, since the companies overlap in five major markets: Los Angeles, Miami, Chicago, New York and Dallas/Fort Worth. Most significantly, in Dallas, Evergreen would add two FMs and three AMs to its one FM—two AM holding; in New York, it would add three AMs to its existing FM. Also said to be in the running for HefTel is Clear Channel Communications Inc.,

which has a 5% voting stake in HefTel. Its holdings, however, don't fit nearly as neatly as Evergreen's.

LOS ANGELES

Good, but not good enough

In a speech to the NCTA convention in Los Angeles, Vice President Gore will congratulate the cable industry this week for its efforts to create a more friendly television environment for children, says an administration source. However, Gore also will encourage cable and "all communications" businesses to do more for kids.

NEW YORK

Upfront doings

Syndication upfront is starting to percolate. Televest, which buys time for Procter & Gamble, Kraft-General Foods, Pillsbury and other major brands, is already starting to do deals. Dan Cosgrove, president, media sales, for the CBS/Maxam/Group W Productions syndication unit, confirms that he has wrapped up deals with Televest for the 16 syndication shows the company is repping for the 1996-97 season. Floodgates should open in the next couple of weeks, says Cosgrove, who predicts upfront will yield price gains in 6%-8% range. Syndication is expected to do \$2 billion in ad sales this year.

MTV gets The Goods

MTV Networks plans to relaunch home shopping test The Goods for an additional 10 shows next year. The company last tested the format in late 1994—early 1995 by teaming with merchandiser Fingerhut Companies to produce a variety of 30-minute and one hour shopping shows on Nick at Nite, MTV and co-owned VH1. No word yet on whether Fingerhut will reprise its role.

Sci-Fi on TCI

USA Networks has signed an agreement with TCI to roll out The Sci-Fi Channel to 1.8 million subs June 1. The agreement is expected to push the channel's sub count to "well over 30 million," says USA's Douglas Holloway.

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Americans At Their Best.

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FTC puts TW/Turner under microscope

Observers ask whether FTC chairman will put his academic theories into practice

By Christopher Stern

During his years as a professor at Georgetown University, Robert Pitofsky often wrote and spoke about the potentially dangerous effects of media company mergers on what he calls the "gateway of ideas."

Now Pitofsky is the chairman of the Federal Trade Commission, which has the job of reviewing the \$8.5 billion merger of Time Warner and Turner Broadcasting System.

Pitofsky has suggested that antitrust policies should be applied not only to mergers involving tangible products such as tires and window frames but also to deals that lead to a decrease in the diversity of ideas in the marketplace. As an academic, Pitofsky has written that that loss of diversity is bad not only for consumers, but ultimately it poses a danger to democracy. Observers

now wonder if Pitofsky will test his theories on the proposed merger of Time Warner and Turner—two of the biggest programmers in the country.

The merger of Time Warner and TBS involves the consolidation of two movie studios and at least a dozen cable channels under a single corporate roof. Further complicating the deal is Tele-Communications Inc., which owns 21% of TBS and has extensive cable programming holdings of its own.

Under the proposed terms of the deal, TCI would end up with a 9% stake in Time Warner. TCI and Time Warner also are the two largest cable companies in the nation and together control approximately 40% of all cable subscribers.

The FTC has tangled with TCI in the past and demonstrated that it is not afraid of ordering divestitures of programming. In November 1993, more

than a year before Pitofsky arrived at the FTC, it ruled that TCI would have to sell its interest in the QVC cable network as a condition of QVC's purchase of Paramount. But TCI never had to sell because Viacom outbid QVC for the studio.

Public interest groups with concerns about the Time Warner/Turner deal say Pitofsky's involvement in the case is a good sign. "If [the FTC is] more

aggressive for cases and then turns around and plays dead, it looks bad," says the Media Access Project's Andrew Schwartzman. The United States Telephone Association also has raised concerns. In discussions with FTC lawyers, USTA has complained that the deal gives TCI preferential treatment. One provision would give TCI long-term agreements for carriage of Time Warner and TBS programming, including HBO, TNT and CNN,

at highly favorable rates. The preferential treatment also has angered Continental and Comcast, sources say.

And sources familiar with the investigation say the FTC has dedicated considerable resources to the investigation. Key players including TBS Chairman Ted Turner and Time Warner's Gerald Levin already have been interviewed at the FTC, sources say.

But TCI attorney Joe Sims of Jones, Day Reavis & Pogue warns that Pitofsky understands the importance of separating one's private agenda from good public policy: "It is one thing to write from an academic point of view; it's another thing to do it as a regulator." Sims adds that Pitofsky is well aware that any FTC decision must be able to withstand the scrutiny of a legal challenge.

Last week, Sims pointed to a recent decision by the FTC on the \$9.1 billion

merger of two large military contractors—Lockheed Martin Corp and Loral Corp.—as an indication that the FTC will approve the management structure outlined in the Time Warner/Turner deal. The FTC originally had charged that the merger would reduce competition in several areas, including commercial satellites.

As part of the settlement with the FTC, Loral and Lockheed agreed to create a separate company, Loral Space & Communications Ltd., that will be the corporate home of the telecommunications and space businesses. Loral Space CEO Bernard Schwartz will serve as vice chairman of the board of Lockheed Martin. The settlement also requires the companies to create "firewalls" to prevent the flow of information between Loral Space and Lockheed Martin.

"If they don't have any problems with that one, I don't see there is any problem with this one," says Sims. In anticipation that mingling of management between Time Warner and TCI would cause concern, the deal specifically bars Malone or any other TCI officer from serving on the Time Warner board.

But another antitrust lawyer warned last week that there are important differences between the Lockheed/Loral deal and the Time Warner/Turner deal. Although the FTC has approved approximately 10 deals that call for firewalls in recent years, none of those settlements entailed a case where two companies compete head to head as TCI's and Time Warner's programming divisions do.

Sims warns that if the FTC orders a restructuring of the merger agreement, as it did with Lockheed/Loral, the deal could become unpalatable to TCI. Other observers say it is unclear whether a restructuring would necessarily kill the delicately woven Time Warner/Turner deal.

"A deal with John Malone is never done. Any reticence the FTC may express may be a possibility for Malone to leverage his position," says one source.

US West also has challenged the case in Delaware federal court. The telco owns a 25% stake in Time Warner Entertainment, a subsidiary of Time Warner. US West claims that Time Warner's agreement with Turner violates its agreement with TWE. The FTC is not expected to issue a decision on the merger until June 15, when the Delaware judge expects to hand down his own decision. ■



Chairman Robert Pitofsky's FTC will have to put its stamp of approval on the \$8.5 billion Time Warner/TBS merger.

Minding the mergers

The Justice Department and the FTC are increasingly busy reviewing media deals

By Christopher Stern

When Time Warner and Turner Broadcasting System announced last September that they planned to merge, FTC Chairman Robert Pitofsky lobbied vigorously for his agency to get the job of reviewing the deal.

"He was worried that [the Justice Department's Assistant Attorney General] Anne Bingaman was getting all the good stuff," says an industry observer. But with more than \$60 billion in telecommunications deals waiting for approval, there are plenty of transactions to go around.

By all accounts there is a healthy spirit of competition between the FTC and the Justice Department's antitrust division—the two government agencies responsible for reviewing industry mergers. "Whenever it's on the front pages of the newspapers, you can bet there is a lot of jockeying," says one antitrust lawyer.

Bingaman and Pitofsky are credited with reinvigorating their respective agencies, both of which appeared to languish somewhat during earlier Republican administrations, according to some observers.

Although Justice and the FTC have shared responsibility for reviewing mergers, there are some differences in

their responsibilities. Under the Telecommunications Act of 1996, all telephone-related deals fall under Justice's charge. In the immediate future, that means the Justice Department has to investigate two mergers between Baby Bells—Bell Atlantic/Nynex (\$23 billion) and SBC Communications/Pacific Telesis Group (\$16.7 billion).

Also on Justice's agenda is the \$10.8 billion Continental Cablevision/US West merger. Justice officials are expected to take a close look at Continental's partnership in Teleport Communications Group, which offers competitive telephone service. Continental owns Teleport in partnership with Comcast, Tele-Communications Inc. and Cox Communications. Teleport announced earlier this month that it is going public.

The US West/Continental investigation inevitably will overlap with the FTC's investigation of the Time Warner/Turner Broadcasting System merger. Although the FTC is remarkably tight-lipped, sources say the commission has devoted considerable resources to the investigation.

Expected to play a major role in the Time Warner/Turner investigation are two Pitofsky appointees, economist Jonathan Baker and Competition Bureau Chief William Baer.

Baker, like Pitofsky, is a former pro-



Anne Bingaman is leading the Justice Department's reviews of media mergers.

fessor at Georgetown University. Also like Pitofsky, he is considered to have strong views about the potential dangers of horizontal ownership, such as that proposed by the Time Warner/Turner merger. But several antitrust lawyers said it would be unwise to assume that either Baker or Pitofsky would attempt to implement views they had expressed as academics simply to prove a point.

Pitofsky worked with Baker at the Washington-based law firm Arnold & Porter. Baker has a reputation as a tough negotiator and strong litigator. He is credited with handing Bingaman's division its first major defeat more than a year ago, while he was still in private practice.

At Justice, Deputy Assistant Attorney General David Turetsky is responsible for overseeing the division's

Supreme Court turns down ad rate case

Broadcast lawyers were puzzling over the FCC's authority to decide disputes concerning political advertising rates following a Supreme Court decision last week not to weigh in on the issue.

The court refused to hear a challenge to a 1995 appeals court ruling that has raised questions about the FCC's authority to preempt lawsuits regarding those rates. In 1991 the commission issued a ruling preempting political advertising rate-related lawsuits against broadcasters. The broadcasters are required by law to collect the "lowest unit charge" for political advertisements during the final weeks before primary and general elections.

The 11th Circuit Court of Appeals dismissed a challenge to the FCC ruling, but also included language in its opinion casting doubt on the commission's authority

to preempt the courts.

Broadcast and FCC lawyers had asked the Supreme Court to settle the issue, fearing that the appeals court decision could provoke a series of lawsuits and potentially leave disputes over lowest unit charge to settlement by a variety of jurisdictions rather than just the FCC.

"You could be going into state courts in 50 different states," says communications lawyer Craig Blakeley.

Blakeley and FCC lawyers are urging another appeals court to dismiss a dispute over the political ad rates. The U.S. Court of Appeals for the Ninth Circuit is scheduled to hear arguments in the case next month. Blakeley maintains that the previous appeals court decision has left the FCC's ruling intact, while FCC lawyers say the court should dismiss the case for lack of jurisdiction.

—CM

telecommunications transactions. Turetsky surprised some in the broadcasting industry earlier this year when the Justice Department asked for additional information about Jacor Communications' proposed deals to acquire Citcasters Inc. and the Noble Broadcast Group.

Because Jacor is not exceeding the new ownership caps set by the Telecommunications Act, some expected Justice to give the deals a routine review and then approval. With more than \$2.5 billion in radio

transactions since January, many in the industry are watching the Jacor deal closely.

Turetsky said recently that the Telecommunications Act opened a whole new area for the Justice Department. Under the old FCC rule, a single owner was limited to four stations (two AMs and two FMs) in a single market. But in the largest markets, a single broadcaster now can own up to eight stations. The new law also eliminates the national ownership cap for radio and television. If all of Jacor's current

deals are approved, it will own 50 stations, including eight in Denver. Jacor and others say there is no potential for anticompetitive behavior, since radio controls only a small portion of the overall advertising market that also includes television, newspapers and magazines.

Although Turetsky did not discuss the Jacor investigation specifically, he said the division has a general policy not to take other media into account when conducting an antitrust investigation. ■

Cable pleased with plans for national local phone competition rules

Commission launches effort to implement interconnection provisions of Telecommunications Act

By Chris McConnell

Cable companies have kind words for the FCC's plan to set national rules for local telephone competition.

The commission this month issued its proposal to adopt national rules "designed to secure the full benefits of competition" as part of its implementation of the 1996 Telecommunications Act. The new law calls for the commission to preempt state and local rules preventing local telephone competition and also requires the local phone companies to offer would-be competitors interconnection, unbundled network elements, local service for resale and other features.

Although the FCC's proposal poses a long list of questions on what the com-

"We are seeking comment on how to best establish a competitive yet deregulatory national framework, while recognizing the important contribution of the states."

FCC Commissioner Rachelle Chong

mission should include in rules for allowing cable and other competitors into the local telephone business, cable representatives and Washington lawyers praise the plan to establish

some national standards.

"Cable clusters don't respect state boundaries," Comcast's Joe Waz says. "You really need consistent agreements."

"The business planning of the cable operators is made easier," says Chris Savage, a cable lawyer with Cole, Raywid & Braverman.

The commission's proposal says that explicit national rules will aid the investment community's ability to assess business plans. But the proposal also cites the possibility that national policies could constrain the ability of states to address unique concerns, and invites comment on how serious a problem any state-specific issues might be. Additionally, the proposal invites comment on whether the FCC should incorporate any state policies into the national rules.

"We are seeking comment on how to best establish a competitive yet deregulatory national framework, while recognizing the important contribution of the states," Commissioner Rachelle Chong said in a statement.

The commission's proposal also covers the law's requirement that local-exchange carriers provide the new entrants with number portability, dialing parity and access to rights-of-way. Cable lawyers point to the rules on telephone service resale rates as an issue to watch.

The proposal invites comment on how the FCC should regulate the "wholesale" rates charged by phone companies offering service for resale by new entrants to the market. Cable lawyers hope that the rates will be low enough to prove practical, but not so low that they discourage investment in facilities-based competition.

"You're potentially going to have to compete against an already under-

Shutdown rebate?

Some FCC fee payers want their money back. The law firm Bernstein & McVeigh has requested a partial refund of the 1995 regulatory fees because of the government shutdowns between November and January. "Licensees and permittees forced to pay a year's worth of regulatory fees have a reasonable expectation that they will receive a year's worth of regulatory services in return," the firm's request says. "That has not been the case over the past half-year." The firm is asking the FCC to refund or credit one-twelfth of the regulatory fees collected for fiscal year 1995.

priced service," says Leonard Kennedy, a lawyer with Dow, Lohnes & Albertson.

Savage also points to the wholesale pricing issue and cites the access charges paid by long-distance carriers to local phone companies as another issue cable companies will follow. A significant change in access-charge

policies may affect the interest of cable companies in competing for the business with incumbent local carriers, Savage and others say.

Donna Lampert, a lawyer with Mintz, Levin, Cohn, Ferris, Glovsky and Popeo PC, says there will be more issues to watch as the commission moves from inviting comments to

making policy decisions. "The concept of a lot of these things is easier to work out than the details," Lampert says.

Comments on the proposal are due May 16, although the commission has set May 20 as a deadline for comments on the proposals on dialing parity, number administration and access to rights-of-way. ■

New Radio Limits Raise Antitrust Concerns

A commentary by Robert A. Burka, attorney, Foley & Lardner, Washington

The Telecommunications Act of 1996 raises a number of novel, perhaps unanticipated, antitrust issues in numerous areas as regulation obstacles are lifted. Prime among them is the practical application of the Clayton Act to acquisitions of radio stations, a problem that will also occur with television station acquisitions if the FCC rule-making relaxes the current television multiple ownership rules.

The commission's past limitations on multiple radio ownership obviated any need for meaningful antitrust analysis of radio station acquisitions. The FCC's rules were far more restrictive than the antitrust laws require. The new legislation, however, eliminates any national cap on the number of stations commonly owned and increases dramatically the number of stations that can be owned in a commercial market.

As a result, we expect the federal antitrust law enforcement authorities—historically the Antitrust Division of the Department of Justice, but perhaps the Federal Trade Commission too—to investigate broadcasting transactions actively, at least until they gain an understanding of the industry. The FCC may also scrutinize these acquisitions under the public interest standard that it applies to transfers of control.

My firm thinks that the principal issues will turn on definitions of markets, frequently the focus of a merger analysis under the basic statutory provision, Clayton Act S7, 15 U.S.C. S 18. Under new rules mandated by the Telecommunications Act, common ownership of as many as eight stations, five FM and three AM, is permitted. Those commonly owned stations could easily have a combined Arbitron rat-

ing of 50% to 70%.

If the market is defined as listenership, as measured by Arbitron, then the government may well object to many proposed acquisitions. But the Clayton Act standard vaguely prohibits acquisitions that "substantially...lessen competition" or "tend to create a monopoly." The government will likely consider using a market definition that simply assumes that Arbitron ratings reflect market shares. It is also likely, however, that markets will ultimately be redefined to reflect commercial realities. For example:

"We expect the federal antitrust law enforcement authorities to investigate broadcasting transactions actively, at least until they gain an understanding of the industry."

1. Advertising. Many advertisers are interested in the cost of reaching specific demographics. They have a choice of print, radio and television as well as other media. As such, radio can arguably be seen as similar to specialized magazines that are designed to reach narrow demographic targets.

2. Programming. Stations purchase (and produce) programming, which after completion of an acquisition may give the commonly owned stations unacceptable power with sellers of syndicated shows.

3. Television/radio combinations. Even though the FCC has yet to rule on changes to the current television multiple ownership rules, radio and television could well be in the same market for certain antitrust purposes, a problem potentially heightened by permissible crossownership.

These potential issues could be exacerbated when the FCC rules on—and likely relaxes—the television multiple ownership rules. And, of course, there will be numerous antitrust-related problems in the other reforms Congress has mandated in the recent legislations. ■

Nader lodges complaint against Gingrich

House Speaker Newt Gingrich (R-Ga.) is under attack again for his ties to the telecommunications industry. According to a complaint filed by Ralph Nader's Congressional Accountability Project, Gingrich allowed telecommunications entrepreneur Donald Jones to use his Capitol Hill office to work on unofficial business. The formal ethics complaint cited published reports about Gingrich's connection to Jones. Gingrich has maintained that Jones spent most of his time working on a nonprofit project to promote reading for at-risk children. But Gingrich also acknowledged that Jones acted as liaison between the New Zealand government and Republicans who wanted to observe that country's privatization campaign. While Jones was arranging for contacts between Republicans and New Zealand officials, he also was seeking a \$13 million contract to install a fiber-optic cable network in New Zealand, according to the Congressional Accountability Project. The Ethics Committee previously chastised Gingrich for accepting a \$4.5 million book deal from Rupert Murdoch's HarperCollins Publishing. Last December the committee said of the book deal: "At a minimum, this creates the impression of exploiting one's office for personal gain. Such a perception is especially troubling when it pertains to the office of the Speaker of the House, a constitutional office requiring the highest standards of ethical behavior."

The V-chip is going Hollywood

The V-chip implementation committee, headed by Motion Picture Association of America President Jack Valenti, has scheduled a meeting with producers, writers and other "creative types" for May 6. The goal of the meeting is to alleviate some of the concerns in the Hollywood community about efforts by the television industry to implement a content ratings system, says one source.

Dish debate

A group of cities wants the FCC to reconsider its preemption of local restrictions on home satellite dishes. In February the commission adopted a rule allowing local jurisdictions to enforce only "justifiable health and safety" rules against dishes that measure one meter or less. The FCC took the action as part of its efforts to implement the 1996 Telecommunications Act. Local jurisdictions say the FCC went too far. "This represents an unprecedented federal intrusion into state and local authority in areas that are traditionally within the province of state and local governments," says a group of petitioners including the National League of Cities and the National Association of Telecommunications Officers and Advisers. The groups say the FCC should be preempting restrictions only on DBS dishes and that the preemption should apply only to rules preventing customers from receiving the service. The cities also say the FCC's rule "exhibits a cavalier disregard for aesthetic concerns." They cite efforts to restrict the placement of satellite dishes in about 4,000 historic districts. "Each of

these areas is defenseless against placement of one-meter dishes anywhere within their environs," the cities say.

Irving pushes auction of returned channels

Allowing broadcasters to keep analog and digital channels for 15 years or more without paying anything could amount to a "\$17 billion-\$20 billion interest-free loan," Commerce Department Assistant Secretary Larry Irving said last week. Irving was promoting the Clinton administration's plan to auction the broadcast industry's returned analog channels in seven or eight years following the conversion to digital. Irving also voiced little sympathy for broadcast industry worries that a satellite-delivered digital radio service will overwhelm local stations. He said some \$5 billion worth of radio station transactions have occurred this year and that the trend undermines the industry's contentions that the satellite service threatens localism. "That does not pass the laugh test much longer," Irving said.



FCC watch

Washington Watch

Edited By Chris Stern

Most FCC watchers do not expect to see a fifth commissioner at the agency until after the November election, but the White House is not ruling it out. The administration is reviewing candidates for the job and may nominate a replacement before November, an administration source says. The FCC seat became

vacant last month when former commissioner Andrew Barrett left the FCC.

Silence not golden

The FCC has ordered three more silent radio stations to show why their licenses should not be revoked. The commission's audio services division has sent the orders to Davel Broadcasting Group (KLZE[FM] Owensville, Mo.), KGCX Inc. (KGCX[AM] Sidney, Mont.) and Sidney Broadcasters (KGCH-FM Sidney). The FCC says the two Sidney stations have been off the air since Aug. 3, 1993, while the Owensville station has been silent since Sept. 20, 1994. In other Mass Media Bureau actions, the FCC has ordered Midland Broadcasters to pay \$10,000 for EEO violations. The commission originally imposed a fine of \$18,750 on Midland as part of a decision to renew the licenses for KMAJ-AM-FM Topeka, Kan., but reduced the fine after reviewing the proceeding. The commission also rescinded a \$7,500 EEO fine it had levied against WMAX Inc. after determining that the company has been dissolved and has no assets.

Farquhar named chief

Michele Farquhar has been named chief of the FCC's Wireless Telecommunications Bureau. Farquhar has been the bureau's acting chief since last November. Before that, she was acting deputy assistant secretary and chief of staff for the National Telecommunications and Information Administration.

Broadcasting

Summer heats up for networks

NBC's Olympics is top draw; other networks planning counterprogramming moves

By Steve Coe

NBC's massive coverage of the summer Olympics from Atlanta—July 19 through Aug. 4—is the 800-pound gorilla of network summer programming, but that intimidating presence isn't stopping the competition from counterprogramming to varying degrees.

NBC is not relying completely on the XXVI Olympiad to attract viewers during the summer. The network also will debut one series and return midseason hit *Boston Common* to the schedule with original episodes.

NBC's *Dark Skies*, a science fiction hour, most likely will debut on the Sunday or Monday night following the conclusion of the Olympics. The two-hour pilot will be followed by six hour-long episodes. If the series, about a young couple on the run from an alien force and government operatives, is successful during its summer run, it will be a candidate to return during midseason next year.

Boston Common, which has established itself quickly since its debut last month, will return with four original episodes during the six weeks after the Olympics and before the start of the



Fox is fighting the Olympics flame with 'L.A. Firefighters,' a new action series.

fall season. Where the show will air during the summer will be determined once the fall schedule is announced next month.

Preston Beckman, senior vice president, program planning and scheduling, says the network originally planned to debut a comedy during the summer, but changed course with the success of *Boston Common*. "We've been so pleased with [its] performance that we decided that rather than spend the money to launch a new show we

would order more episodes of [one] that was already working."

Beckman says the network is in good shape in terms of scheduling a lot of original programming during the summer because NBC executives predicted that the network would have a successful season. "Before the start of the season we said: 'Let's assume we're going to have a good season and won't need to order a lot of back-up [programming].' As it turned out, we didn't need to order a lot of back-up, and we had money to order programming for summer. We've also been stockpiling movies, so we have about six made-fors that we'll premiere."

Additional NBC summer programming includes the National Basketball Association Finals, which begin at the end of May or beginning of June, and baseball's All-Star Game, which takes place July 9 at Veterans Stadium in Philadelphia. The network will also continue to air original episodes of *Dateline* in its four airings throughout the summer.

Fox

Fox is planning to debut series during the next three months.

On tap are *L.A. Firefighters*, an hour-long action series, and the comedy *Last Frontier*. The former follows the personal and professional lives of a group of firefighters and is expected to premiere on Monday, June 3, in an undetermined time period. Fox has ordered six episodes of the show, which is produced by Gordon Greisman Productions with Greisman serving as executive producer.

The network has ordered eight episodes of *Last Frontier*, with its debut date and time period still to be determined. The series, about three

'Cape' co-star; Ex-'Extraordinary'

Actress Bobbie Phillips has signed to star opposite Corbin Bernsen in MTM Television's upcoming first-run action hour *The Cape*. Phillips will play ex-Navy officer Barbara Shannon on the new fall series about astronauts and the space program. Phillips is now a regular on ABC's *Murder One*.

Elsewhere on the Corbin Bernsen front, MG/Perin will not bring its weekly first-run hour *The Extraordinary* back for a third season in the fall. MG/Perin officials say the decision was prompted by sluggish international demand for new episodes of the series, hosted by Bernsen, that explores reports of paranormal activities and other strange phenomena. —CL

young men living in urban Alaska who rent their house to a beautiful woman from Los Angeles, is produced by HBO Independent Productions in association with 20th Century Fox Television.

In addition to the new projects, Fox has some 17 original episodes of *Too Something*, which will return to the summer schedule under a new name, as well as original episodes of *The Crew*, *Sliders*, *Cops*, *America's Most Wanted* and *Tales from the Crypt*.

CBS

Part of the CBS summer strategy will be to air shows that debuted during the regular season but were put on hiatus to try other series. The network will use several regular-season series to test whether an audience can be found that will warrant a renewal. Among the shows that will return with original episodes are *Central Park West* and *American Gothic*.

CBS's fall schedule announcement will help determine what the network will air during the summer.

The network probably will carry repeat episodes of at least a couple of series that are fighting for renewal, if indeed those shows get a pick-up for next season.

Likely candidates are *Can't Hurry Love*, *Almost Perfect* and *Due South*. In addition, the network has a slate of specials, including *The Miss Teen USA Pageant*, a *Country Celebration* special and an hour-long special originating from Sea World.

In terms of programing against the Olympics, Kelly Kahl, vice president, scheduling, CBS Entertainment, says the network will be looking for nights when sporting events featured on NBC tend to skew either predominantly female or male. "We'll look to counterprogram on some nights with male-skewing programing when gymnastics events are on, for example, and vice versa when male-skewing events are on."

One possibility for counterprograming female-skewing Olympics events is "Godfather III," which will make its network television debut during the summer.

Executives contacted at ABC said the plans for summer are still being put together. The network is likely to use the next three months to air original episodes from series that debuted during the regular season but were put on hiatus. ■

Talk is 'scared straight' for May sweeps

Shows tone down subject matter and/or promotion

By Cynthia Littleton

Talk show host Dick Dietrick is not afraid of alienating broadcasters or advertisers by taking on risqué subjects during the May sweeps.

The fictional host of the talk show spoof *Night Stand with Dick Dietrick* has no need to fear a backlash—advertisers and broadcasters knew from the start that the show would parody the more ludicrous elements of daytime TV talk shows. The only real surprise in this week's episode—in which a plastic surgeon, a feminist and a female impersonator debate the merits of big breasts—should be the brief walk-on by another newcomer to the talk show scene, Rosie O'Donnell.

But *Night Stand* may soon find itself hard-pressed for new material. Some of the shows that inspired the spoof have toned down, at least on the surface, as some broadcasters have cut back on the level of on-air promotion.

"We've all been scared straight," says one staff member of a show that has been criticized for its approach to adultery, incest and other traumatic issues. "The last two sweeps came in with a barrage of the most horrendous publicity a genre [of programing] ever could have gotten," says the staffer.

Empower America and other talk show critics may not have declared victory yet, but the conservative group's campaign to "clean up trashy talk shows" by pressuring producers' parent companies and major advertisers has prompted some notable changes.

"The freak show is still going on three days out of five, but it's the warm-and-fuzzy stuff that gets the [promotional] push," especially during sweeps periods, says one promotion director for a major-market station that has invested heavily in talk shows dur-



Singer Springer performs at an L.A. club.



Five weddings, no funeral on Sally Jessy Raphael's show.

ing the past few years.

Now that the daytime audience's appetite for provocative material has been whetted, however, some fear the core viewership will become restless in an environment free of brawling family members and transvestite strippers. Others say the so-called sleaze factor in daytime talk shows has been exaggerated by TV critics and pundits with a political agenda.

"We're under the magnifying glass now," says Burt Dubrow, vice president of programing for Multimedia Entertainment. "But we haven't changed our approach to promotion."

Yet even in urban markets, some station officials say they are being more cautious with the placement and use of promotional spots for episodes dealing with racy subject matter. Longtime

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Emmy winners



ESPN won the most sports Emmys last week at the National Academy of Television Arts & Sciences' 17th annual awards ceremony at New York's Marriott Marquis Hotel. Cable held the two top spots, with ESPN winning 11 statues and HBO eight. NBC and Fox were tied, with six apiece, followed by ABC and "syndication/NFL Films" with two apiece and CBS with one. Veteran sportscaster Vin Scully was presented the Lifetime Achievement in Sports award for his 45-plus-year career as a sports broadcaster. Shown above, l-r: NATAS President John Cannon; Scully; Mike Trager, chairman, Sports Marketing & Television International; NATAS Vice Chairman Malachy Wlengas.

observers say the message has gotten through to producers, who are increasingly turning to lighthearted, uplifting topics.

Tribune Entertainment's *Geraldo*, which has won five time period upgrades in the past month, will kick off the first full week of the sweeps with a rerun of its highest-rated episode of the season, in which O.J. Simpson trial witness Brian "Kato" Kaelin says he now thinks that Simpson did kill his ex-wife and her friend.

Kaelin has taped a new introduction, urging viewers to "please watch this show—it changed my life."

A number of shows are planning to revisit past guests and update old controversies. Beauty makeovers are also a hot topic. Warner Bros.' *Jenny Jones* is expected to kick off the sweep Friday with an episode titled "Make Over My Wild Mom," giving daughters a chance to reshape their mother's appearance.

Others are taking a more topical approach. King World's *Rolonda* says it has an exclusive jailhouse interview on tap this Wednesday with the New York woman charged in the widely publicized case of child abuse involving her six-year-old daughter, Elisa.

Paramount Domestic Television's *Montel Williams* will have the Clinton administration's new drug czar, retired general Barry McCaffrey, on as a guest for at least one sweeps episode devoted to the issue of substance abuse.

CBS/Group W/Maxam/Twentieth Television's *Gordon Elliott* is providing comic relief with episodes and situations that accentuate the host's goofy sense of humor.

Multimedia Entertainment's *Sally Jessy Raphael* has a wedding episode on tap for the second week of the sweeps, featuring nuptials of five couples who previously appeared on the show. Another May episode will showcase state lottery winners.

Multimedia's *Jerry Springer*, a frequent target of talk critics, on May 22 will mount a big push for its 1,000th show, which will feature a retrospective of the past five years. *Springer* also will tape a series of spring break-themed shows in Daytona Beach, Fla., while another episode will be devoted to the host's performance at a country music fair outside Los Angeles. *Springer* last year released an album of country music titled "Dr. Talk." ■

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Race for digital fuels sales at MIP

MCA is courted by RTL, Kirch for planned services

By Debra Johnson

The weather was good and business was even better at MIP-TV 1996 (April 19-24). Not surprisingly, digital was the buzzword at last week's market, and those with immediate digital plans, particularly in Europe, were busy trying to secure long-term programming deals with U.S. studios and sign themed channels for their respective lineups.

MCA Television executives were being courted in Cannes by both CLT-backed RTL Television in Germany and the Kirch Group in the hopes of securing an output deal with the studio. German channel Pro Sieben reportedly also was talking with MCA.

RTL's output deal with MCA expires in July 1997. RTL undoubtedly will pull out the stops to insure it doesn't lose the deal, although Helmut Thoma, managing director of RTL, says, "If output deals become too expensive, we'll return to more home-grown product."

In February, RTL was outbid by Kirch, which reportedly offered Columbia TriStar \$1 billion for rights to TV and feature film product, double the \$500 million RTL was thought to have offered. Kirch also was understood to have offered Viacom \$1.3 billion for the German-speaking free and pay-TV rights to Paramount Pictures product for at least five years.

Although MCA executives remained tight-lipped about the company's current German negotiations, the studio did unveil a co-production and distribution joint venture with RTL.

The pair will co-produce three pilots and two German action/adventure series similar to MCA hits *Hercules* and *Xena*. Both will premiere with two-hour movies, followed by initial orders of 22 episodes.

RTL will hold German rights for 10 years, after which the license will revert to MCA. "Years ago, the business looked on international as found money," says Greg Meidel, chairman, MCA TV Group. "But today there's not a television show that we're producing in our company or a movie that is made that doesn't have an international component to it. It's become the

backbone of what we do."

Kirch, not surprisingly, has been beefing up its library in preparation for the launch of its digital package.

The group's latest digital move is a joint venture with Discovery Communications. Kirch will carry the documentary channel on Kirch's DF1 digital platform from July. The German-language channel will offer Discovery programming, Kirch library product and acquired programs. Discovery has been seeking ways to enter the German market for some time, and has been offered deals to launch channels branded differently. Germany's Bertelsmann and French pay-TV group Canal+ also are hatching a German documentary channel for their own digital package and National Geographic is purported to be a potential partner.

Attendance was up 5.3% over 1995, with 10,560 participants from 104



countries flocking to Cannes, France, for the 33rd TV program sales marathon.

The TV trade fair attracted 967 exhibitors, 55 of which were first-timers, including Village Roadshow Pictures (U.S.), ChumCity International (Canada), the Canal+/National Geographic joint venture Explore International, France's Cartoon Studio and ART-Arab Radio & Television.

The following is a look at more of the dealing in Cannes:

■ Warner Bros. International Television Production signed a non-exclusive



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development deal with German production company Gemini Film Production and entered into a development relationship with French production company Dune. WBTP will co-finance and distribute projects for the international marketplace.

■ As the January 1997 launch date for the UK's Channel 5 nears, the free-to-air, ad-supported broadcaster has been given the go-ahead by its board to close on \$28 million worth of programming with 14 companies. The biggest deal of this first round of buying was struck at MIP-TV with New World Entertainment. The program package is worth \$9 million and includes two new one-hour dramas—*Strange Luck* and *Two*—daytime drama *The Bold and the Beautiful*, sitcom *The Wonder Years* and a number of movies.

■ UK distributor BRITE signed five major deals worth £1.3 million (\$1.8 million) in the first five hours of the MIP-TV market April 19. The deals included a 51-hour supply contract with South Africa's M-Net, including new TV movies *Good-Bye My Love* and *Deep Secrets*, while FilmNet Central Europe took a 30-hour TV movie package. Other deals were struck with South African state broadcaster SABC, CTC Taiwan, France 3, Channel 2 Iceland, ABC Australia and Star TV in Asia.

■ BBC Worldwide Television concluded a new three-year prefinancing agreement for BBC natural history programming with ZDF Germany. For the BBC, the deal, worth £1.4 million (\$2.1 million), represents the first of its kind with a German broadcaster.

■ Japan's NHK and TVNZ Natural History plan to co-produce a natural history series, *Wild Asia Untold Stories*, of 10 hour-long programs that will

be available for broadcast by 2000.

■ Ireland's RTE and National Geographic Television finalized a two-and-a-half-year licensing agreement for 60 hours of National Geographic programming including the *National Geo-*

graphic Explorer, *National Geographic Specials* and *GeoKids*.

■ Turner International has licensed Hanna-Barbera's *The Real Adventures of Jonny Quest* to Taurus Film for distribution in Germany. ■

WB preps 'Rosie' push

Warner prepares promo campaign for June launch

By Cynthia Littleton

With the premiere of *The Rosie O'Donnell Show* just six weeks away, Warner Bros.' marketing mavens are preparing a promotional blitz that will unfold in three phases over the next four months.

Rosie O'Donnell will be Warner Bros.' top priority at the Promax convention in June, but the studio's marketing team is also gearing up for campaigns heralding the fall launch of another new talk show, *Up Close with Maureen O'Boyle*, and the off-network debuts of *Hangin' with Mr. Cooper* and *Martin*.

The challenge of taking four new shows out in syndication is compounded by the projected scarcity of on-air promotional time in the second half of this year. Broadcasters are expected to make the most of the advertising windfall generated by the summer Olympics and the presidential election.

"Our job as distributors is to help stations compensate for the lack of promotional airtime and make more effective use of the time they do have," says Jim Moloshok, senior vice president of corporate marketing and advertising for Warner Bros.

The prelaunch stage of the *Rosie*



Phase two of the 'Rosie' campaign will be tied to the Olympics.

O'Donnell campaign will begin in mid-May, although Moloshok acknowledges that few broadcasters will devote much time during the crucial May sweeps to a show that doesn't bow until June 10. In place of the usual 30-second promo spots, Warner Bros. will provide stations with graphics and video snippets that can be tagged onto the last seconds of another promo or run alongside end credits using the increasingly popular split-screen format.

In the same vein, Warner Bros. will produce a number of 5- and 10-second spots counting down the days left until the show's debut. Other "Ask Rosie" spots will feature the host sounding off on a range of topics. That bit is expected to become a regular segment of the show, with viewers sending queries to O'Donnell via e-mail.

Phase two of the campaign will be tied in with the Olympics, with one batch of spots produced specifically for NBC affiliates carrying the show, which include the network's O&Os in Los Angeles, Chicago and Miami. Phase three begins when NBC's Olympics coverage ends on Aug. 4 and viewers return to their regular daytime viewing habits.



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Additionally, Moloshok says Warner Bros. will work with stations on cooperative advertising on radio and cable outlets. A massive print campaign kicks off next month, highlighted by *Rosie O'Donnell* displays attached to TV Guide racks in the top 40 markets.

Overall, Warner Bros. aims to position *Rosie O'Donnell* with the daytime audience as a name-brand alternative to other talk shows, well before the fall launch of the rest of 1996's freshman crop. The campaign also will emphasize that it is a variety show serving up

an array of entertainers and live performances.

Moloshok declined to comment on the cost of the campaign, but said it was on par with the launch of *Extra*, which cost Warner Bros. an estimated \$9 million in 1994. ■

SYNDICATION MARKETPLACE

'X' tops 80%

True believers and skeptics agree: *The X-Files* is out there in syndication. Twentieth Television's hit sci-fi drama is set to begin its off-network run with broadcasters in 80% of country starting in fall 1997. Twentieth has sealed two-year deals for weekend double runs of the series in 90 markets, including all of the top 30. It is offering at least 100 episodes of the series for straight barter, but competition has been so fierce in some markets that stations wound up sweetening their offers with cash. Reruns of *The X-Files* will premiere as a strip on Fox's fX cable network concurrent with the series' off-network debut in the broadcast universe.

It's Showtime again

Western International Syndication's long-running weekly variety series, *It's Showtime at the Apollo*, taped at Harlem's legendary Apollo Theater, has been renewed for a 10th year in syndication this fall in 75% of the country, with a lineup that includes NBC O&Os in New York, Los Angeles and Chicago.

Five Star gets Faith

Former *Today* news anchor Faith Daniels has signed on as host of Five Star Productions' syndicated weekly *Today's Health*. The half-hour show, cleared in nearly 70% of country, offers preventive health care tips and covers the latest trends in nutrition, pediatrics and fitness.

Prime package

Baruch Entertainment's *African Heritage Prime Time Movie Network* movie package has been cleared on more than 100 stations covering 75% of the country. This year's package, with windows running from May through December, contains the theatricals "The Cotton Club," "Do The Right Thing" and the HBO original movie *The Tuskegee Airmen*. Actors

Ossie Davis and Ruby Dee introduce each movie, sold for straight barter. Baruch has also teamed with New York-based Uniworld Entertainment to offer *Black Olympians: A Golden Tribute*, a first-run hour special to air between June 24 and Aug. 24. Stations on board for the barter special, featuring interviews with Olympic greats Carl Lewis, Jackie Joyner-Kersey and others, include NBC affiliates WRC(TV) Washington and WTVJ(TV) Miami.

New PSAs from NATPE

NATPE will distribute two new 30-second public service announcements next month. "There's Nothing Cool About Violence" features NFL star Derrick Thomas urging kids to find nonconfrontational solutions to everyday conflicts. The other spot aims to promote responsible family TV viewing by encouraging parents to keep track of the shows children watch.

The PSAs will be sent out May 8 at the end of the NATPE Educational Foundation's 90-minute satellite workshop, "Let's Make a Deal: Retransmission Consent and Must-Carry, Round 2." The initial satellite feed begins at 1 p.m. EDT on ku-band SBS 6, transponder 11, fre-

quency 11.970 horizontal with audio on 6.2 and 6.8 mhz. Copies of the PSAs also can be obtained through NATPE's new site on the World Wide Web (<http://www.natpe.org>) or by calling NATPE at (310) 453-4440.

Monthly movies

ITC Entertainment Group has cleared its Movie of the Month Network V package on 116 stations covering 88% of the country, including the ABC O&Os in New York and Los Angeles and WGN(TV) Chicago. Each of the 12 movies in the collection has a one-month broadcast window spread across the 1996-97 season. Titles in the package, sold for straight barter, include *1969, Treacherous* and *Dead Connection*. —CL

NSS POCKETPIECE
(Nielsen's top-ranked syndicated shows for the week ending April 14. Numbers represent average audience/stations;% coverage.)

1. Wheel of Fortune	12.1/226/98
2. Jeopardy!	9.9/218/98
3. Home Improvement	8.4/222/97
4. Oprah Winfrey Show	7.1/232/99
5. Seinfeld	6.9/222/97
6. Entertainment Tonight	6.1/176/95
6. Wheel of Fortune-wknd	6.1/180/81
8. Star Trek: Deep Space Nine	5.6/234/99
9. Hercules, Journeys of	5.5/225/97
10. Simpsons	5.4/191/96
11. Home Improvement-wknd	5.3/216/95
12. Inside Edition	5.2/163/91
13. Baywatch	4.9/226/97
13. Xena: Warrior Princess	4.9/205/97
15. Live w/Regis & Kathie Lee	4.8/233/99

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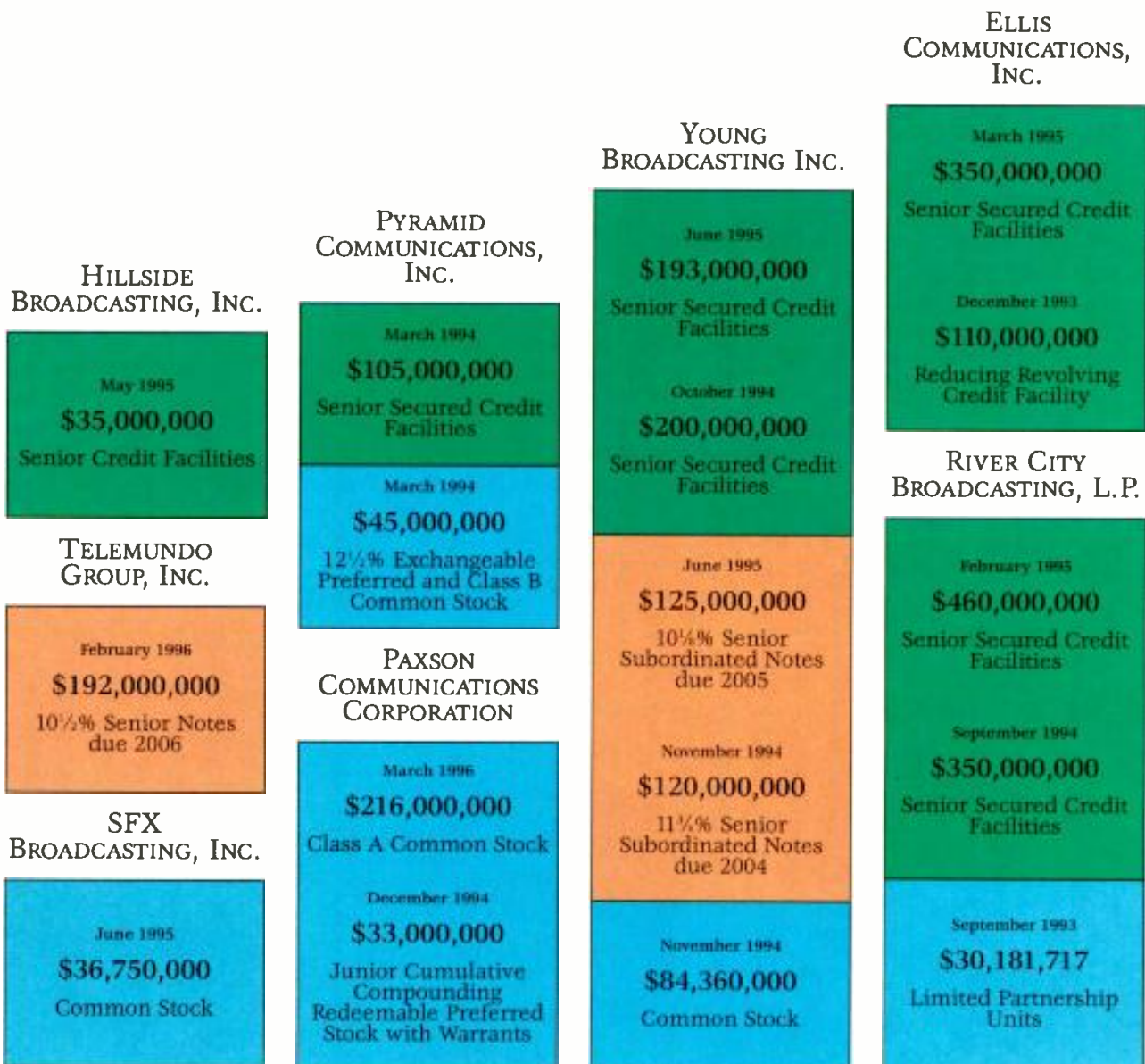
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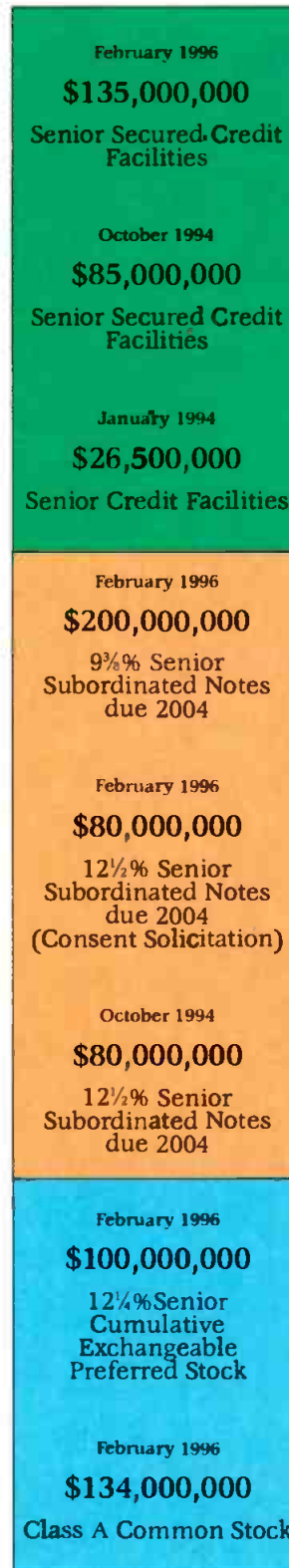


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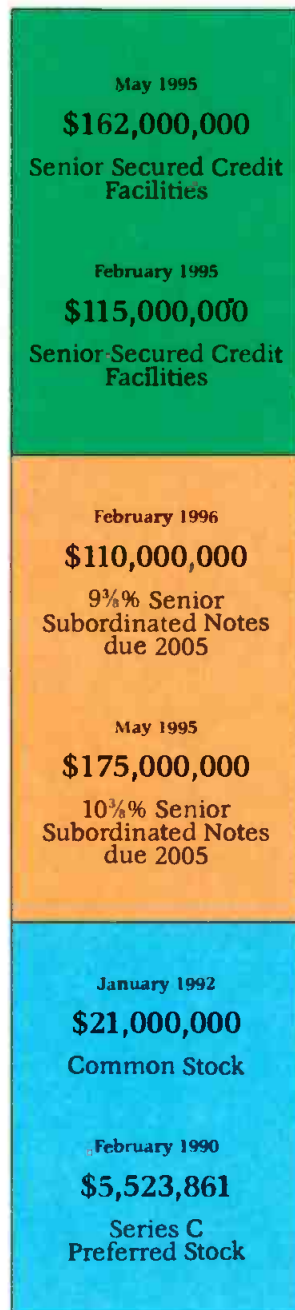
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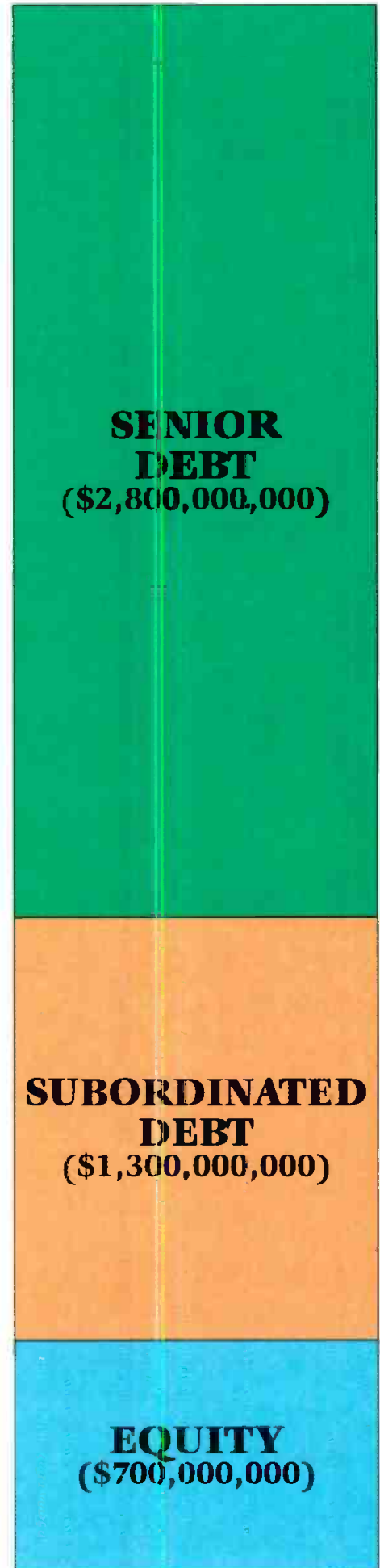
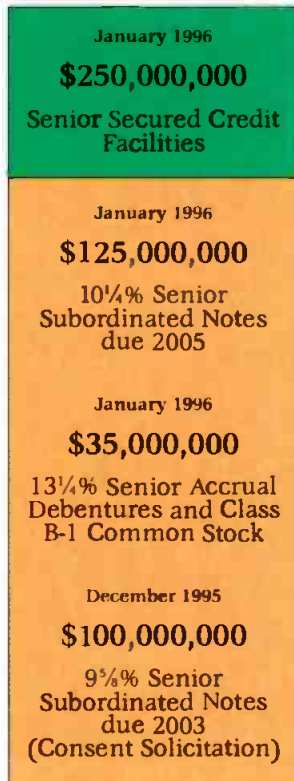
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PEOPLE'S CHOICE Ratings according to Nielsen April 15-21

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

Week 31	abc	CBS	NBC	FOX	U/PIN	
	8.9/15	10.0/17	9.8/16	7.0/11	3.1/5	
MONDAY	8:00	54. Second Noah 7.9/13	14. The Nanny 11.4/19	51. Fresh Prince 8.2/13	46. Melrose Place 8.5/14	94. Star Trek: Voyager 4.0/6
	8:30		27. Almost Perfect 10.3/16	37. Fresh Prince 8.9/14		
	9:00	50. High Incident 8.4/13	17. Murphy Brown 11.1/18	24. NBC Monday Night Movie—Deadly Web 10.5/17	84. Profit 5.4/9	105. Nowhere Man 2.2/3
	9:30		28. Good Company 10.2/16			
	10:00	26. Mystery of Happiness 10.4/18	43. Chicago Hope 8.6/15			
10:30						
TUESDAY	8:00	11.2/19	6.7/11	10.2/17	7.7/13	2.6/4
	8:30	30. Roseanne 9.6/17	76. John Grisham's The Client 6.0/10	37. Wings 8.9/16	58. Fox Tuesday Night Movie—Terror in the Family 7.7/13	95. Moesha 3.5/6
	8:30	29. Coach 9.7/16		20. 3rd Rock fr/Sun 10.9/18		99. Minor Adjustm'ts 2.9/5
	9:00	5. Home Imprvmt 14.9/24	64. CBS Tuesday Movie—A Family of Cops 7.1/12	22. Frasier 10.6/17		106. Paranormal Borderline 2.1/3
	9:30	13. Drew Carey 11.7/19		43. J Larroquette 8.6/14		
10:00	22. NYPD Blue 10.6/18		19. Dateline NBC 11.0/19			
10:30						
WEDNESDAY	8:00	10.7/19	7.8/13	9.4/16	5.8/10	2.5/4
	8:30	33. Ellen 9.2/17	62. The Nanny 7.3/13	58. JAG 7.7/14	72. Gallup: Extreme Magic 6.2/11	100. Sister, Sis 2.7/5
	8:30	46. Drew Carey 8.5/15	60. Dave's World 7.6/13			101. Pt 'Hood 2.6/5
	9:00	17. Grace Under Fire 11.1/19	54. Walker, Texas Ranger 7.9/14	16. Dateline NBC 11.2/19	82. Kindred: The Embraced 5.5/9	102. Roswell 2.5/4
	9:30	30. The Faculty 9.6/16		33. Law & Order 9.2/16		103. Wayans 2.3/4
10:00	8. PrimeTime Live 12.9/23				106. Unhap Ev 2.1/4	
10:30						
THURSDAY	8:00	7.0/12	4.7/8	15.8/28	5.8/10	
	8:30	68. World's Fun Vid's 6.6/12	86. TV Academy Hall of Fame 5.3/9	6. Friends 14.5/27	89. Living Single 5.1/9	
	8:30	82. Before They/Stars 5.5/10		7. Boston Common 13.9/25	72. Martin 6.2/11	
	9:00	65. Who Makes You Laugh? 7.0/12	106. Larouche: Political 2.1/4	1. Seinfeld 17.9/30	76. New York Undercover 6.0/10	
	9:30		87. 48 Hours 5.2/9	3. Caroline in/City 16.1/27		
10:00	54. Turning Point 7.9/14		3. ER 16.1/29			
10:30						
FRIDAY	8:00	9.7/19	7.6/14	7.7/15	5.8/11	
	8:30	41. Family Matters 8.7/18	87. Due South 5.2/10	57. Unsolved Mysteries 7.8/16	92. Space: Above and Beyond 4.2/8	
	8:30	39. Boy Meets World 8.8/17				
	9:00	46. Step by Step 8.5/16	43. Diagnosis Murder 8.6/16	41. Dateline NBC 8.7/16	62. The X-Files 7.3/13	
	9:30	61. Hangin' w/Mr. C 7.5/14	36. Nash Bridges 9.1/17	68. Homicide: Life on the Street 6.6/13		
10:00	9. 20/20 12.5/24					
10:30						
SATURDAY	8:00	4.7/9	10.4/21	4.9/10	4.8/9	
	8:30	98. CityKids All-Star Celebration 3.3/7	53. Dr. Quinn, Medicine Woman 8.1/16	90. Malibu Shores 4.6/9	78. Cops 5.9/12	
	8:30				71. Cops 6.5/13	
	9:00	84. Saturday Night at the Movies—Encino Woman 5.4/10	14. Touched by an Angel 11.4/22	93. Hope & Gloria 4.1/8	97. Space: Above and Beyond 3.4/6	
	9:30		12. Walker, Texas Ranger 11.8/23	91. Home Court 4.4/8		
10:00			78. Sisters 5.9/12			
10:30						
SUNDAY	7:00	7.5/13	15.0/26	8.7/15	5.5/10	2.0/4
	7:30	68. Am Fun Hm Vid 6.6/14	11. 60 Minutes 12.4/25	80. Dateline NBC 5.8/12	95. America's Most Wanted 3.5/7	111. Pinky & The Brain 1.6/3
	7:30	51. Am Fun Hm Vid 8.2/16				111. The Parent 'Hood 1.6/3
	8:00	72. Lois & Clark 6.2/11	9. Touched by an Angel 12.5/21	32. 3rd Rock fr/Sun 9.4/17	75. The Simpsons 6.1/11	106. Sister, Sister 2.1/4
	8:30			39. NewsRadio 8.8/15	65. The Simpsons 7.0/12	110. Kirk 1.9/3
9:00	46. ABC Sunday Night Movie—The Rookie 8.5/14	2. CBS Sunday Movie—Harvest of Fire 17.5/29	24. Mad About You 10.5/17	65. Married w/Child 7.0/11	103. Savannah 2.3/4	
9:30			21. Frasier 10.7/17	81. Mntrl Comedy Fest 5.7/9		
10:00			33. Law & Order 9.2/16			
10:30						
WEEK AVG	8.5/15	9.2/16	9.5/17	6.0/11	UPN: 2.7/5; WB: 2.2/4	
STD AVG	10.7/18	9.6/16	11.7/19	7.4/12	UPN: 3.2/5; WB: 2.5/4	

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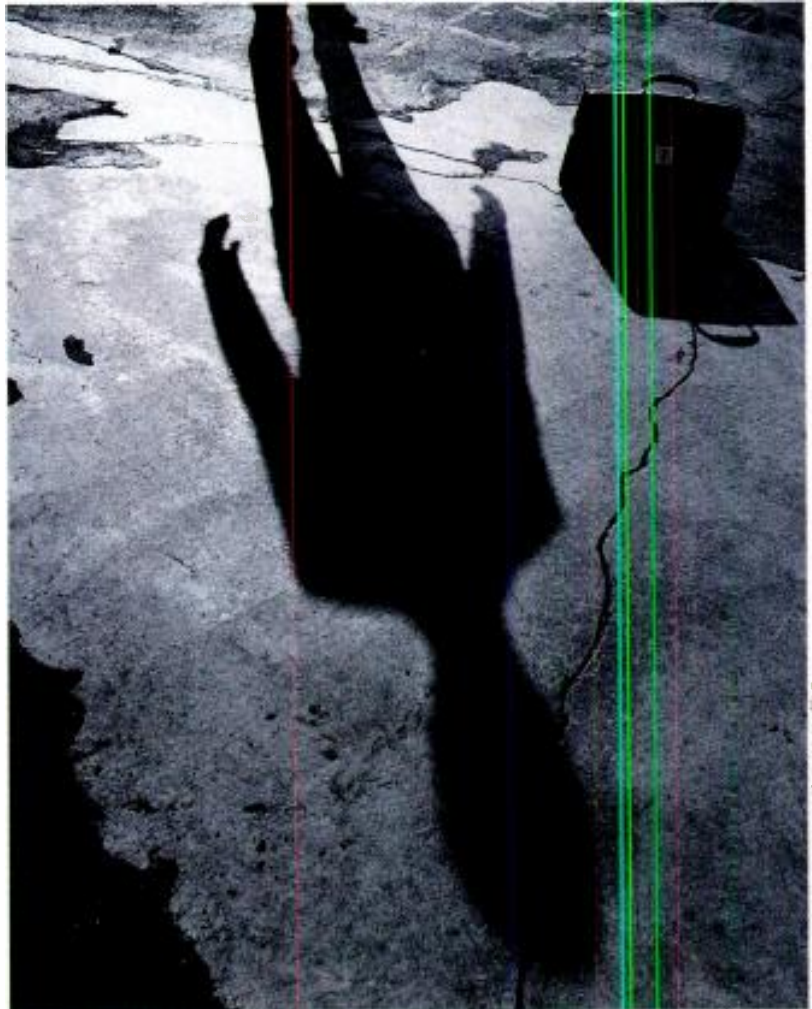
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OmniAmerica shuttered in Cleveland

Company couldn't refuse swap deal with Nationwide, chairman Carl Hirsch says

Changing Hands

By Elizabeth A. Rathbun

Cleveland-based OmniAmerica Group is ridding itself of its hometown stations and considering its future as a radio-station owner.

In two separate deals last week, OmniAmerica swapped its WMJI(FM) and WMMS(FM) Cleveland for WOMX-FM Orlando, Fla., and sold WHK(AM) Cleveland (see "Changing Hands," page 39). Together, the deals (subject to FCC approval) are said to be worth \$100 million. OmniAmerica already owns WXXL-FM Orlando and is buying WJHM-FM Daytona Beach/Orlando ("Changing Hands," Feb. 26), giving it three FMs in Arbitron's 24th-largest market. The remainder of the company's holdings also are in Florida: WAPE-FM and WFYV-FM Jacksonville and WEAT-AM-FM and WOLL-FM West Palm Beach.

But rather than consolidate in Florida, OmniAmerica Chairman Carl E. Hirsch is considering selling his Florida stations to a top 10 radio group owner and going into semiretirement at age 49, a knowledgeable source says. "This is the big one," the source says of the swap. "The company is now flexible."

Hirsch says he will buy more stations in Orlando and that he has signed letters of intent for unnamed stations elsewhere in the state. "Don't rule out" stations elsewhere in the country, Hirsch adds. But he also says he will consider merger offers.

Closing shop in Cleveland, where he was born, was a bittersweet decision, Hirsch says. "My mother's upset. [But] it's business. You have to have regional clusters, and most of our assets are in Florida right now."

Hirsch says he got a deal he couldn't refuse from WOMX-FM owner Nationwide Communications Inc. His two FMs in Cleveland were valued at \$100 million, for which Nationwide not only turned over WOMX-FM (valued at \$50 million), but kicked in another \$43.5 million. OmniAmerica was left with WHK, for which it quickly found a buyer: Salem Communications Corp., which is acquiring the station for \$6.5 million.

The deals have rid OmniAmerica of



Carl Hirsch's future may lie in Florida, but is he headed for semiretirement or a bigger radio group?

its debt, Hirsch says. "I don't know what to do," he jokes. "We've got a lot of room for leverage."

"He gets to do whatever he wants," the source says, adding, "If you're debt-free, you're pretty attractive to a public company [to be taken over]."

Nationwide already owns WGAR-FM Cleveland, giving it three FMs in the market. Broker Paul T. Leonard of Star Media Group Inc. says that the swap creates the first three-FM-station clusters in both Cleveland and Orlando.

Before selling in Cleveland, Hirsch tried—unsuccessfully—to add to his holdings there. "It's been difficult at best," he says. So he cast his sights south, where, he says, Orlando is booming like Los Angeles did in the 1960s and '70s.

Hirsch also talked with Infinity Broadcasting Corp. about taking WHOO(AM)-WHTQ(FM) and WMMO(FM) Orlando off its hands, but there's no agreement, he says. (Those stations also have been linked—incorrectly, a Paxson Communications Corp. official says—with Paxson.)

OmniAmerica eventually may move its headquarters to its corporate office in West Palm Beach, Hirsch says. Paxson also is headquartered there. The companies have "explored certain things," Hirsch says. At one time, he thought he was going to buy Paxson's radio group. "It makes sense" the deep-

er Paxson gets into his Infomall TV Network, Hirsch says.

Secret exits California with ARS's help

Also last week, American Radio Systems Corp. ballooned its station ownership to 53 by buying an AM-FM combo in Sacramento, Calif., from Secret Communications LP. The price was not disclosed.

ARS already is buying KCTC(AM)-KYM(AM) and KSTE(AM) Sacramento ("Changing Hands," April 1). This deal would give it two FMs and three AMs in the city.

The combo deal will "fortify our position in the Sacramento market, which we [think] has great potential for growth in the coming years," says ARS Chairman/CEO Steve Dodge.

The deal also gets Cincinnati-based Secret completely out of California.

It was a "strategic deal from the 'buy' side [and] a premium deal from the 'sell' side," says broker Dick Blackburn of Blackburn & Co. Of ARS, he says, "They want to be the dominant [radio-station owner] in any market they can get in."

Secret, meanwhile, has eased out of several markets besides Sacramento, including Denver (BROADCASTING & CABLE, March 18), Blackburn says. One or two stations per market is just not enough in these deregulated days, he adds: "They're just trying to figure out, 'Where do we fit the best?'" Secret officials, along with other group owners, have concluded. "We can't buy everywhere, unlike about five [other] people [who can]," Blackburn says.

Pro-Jo goes public

TV group owner Providence Journal Co. last Monday said it will make an initial public offering of \$120 million worth of Class A common stock. The proceeds will be used toward debt.


All the shares are being sold by the company, although \$114 million will be underwritten and \$6 million will be offered simultaneously to eligible employees. The managers of the underwritten offering are Merrill Lynch, Pierce, Fenner & Smith Inc.; Bear, Stearns & Co., and Donaldson, Lufkin & Jenrette Securities Corp.

Pro-Jo owns KHBC-TV Hilo, KHNL(TV)

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Honolulu and KOGG(TV) Wailuku, all Hawaii; KTVB(TV) Boise, Idaho; KGW-TV Portland, Ore., and KING-TV Seattle and KREM-TV Spokane, Wash.

First-quarter flurry

Broadcasters saw budget increases in the first quarter of this year, the first to be accompanied by deregulation. There were some losses, however. Here are five companies' first-quarter results, released last week, compared with the same period in 1995:

■ **Citicasters Inc.:** Revenue was up 7.6%, from \$29 million to \$31.2 million. Operating income (also called operating profit and defined as the difference between a business's revenue and related costs and expenses) fell 9.3%, from \$4.7 million to \$4.3 million. Citicasters also reports a net loss of \$570,000, compared with a gain of \$1.3 million in 1996. The company blames the decreases on depreciation and amortization associated with the purchase of new radio stations and on \$1.5 million in expenses associated with its merger into Jacor Communications Inc.

■ **Jacor Communications Inc.:** Operating income rocketed 118.2%, from

\$1.1 million to \$2.4 million. Revenue was up 25.4%, from \$24 million to \$30.1 million. It has been a busy year for Jacor, with its February purchases of Citicasters and Noble Broadcast Group Inc. Those two deals cost \$926 million and boosted Jacor by two TV stations, 21 FMs and 10 AMs.

■ **EZ Communications Inc.:** This fast-growing company reports revenue up 15.8%, from \$18.7 million to \$22.2 million. Operating income rose 17.6%, from \$1.7 million to \$2 million. However, EZ suffered a net loss of \$1.4 million, compared with a net loss of \$593,000 in 1995. The loss was due to increased depreciation and amortization and interest expenses from recent station purchases, EZ says. President Alan Box credits deregulation for the growth that has allowed EZ to pursue "realignments as part of our market expansion." Deregulation also is allowing EZ to dominate the St. Louis market and grow to four FMs and two AMs in Seattle (BROADCASTING & CABLE, April 15). Box expects further improvements as EZ settles more deeply into these markets.

■ **Lee Enterprises Inc.:** This newspaper-TV group enjoyed a revenue

increase of 17.7%, from \$98.6 million to \$116.1 million. Operating income grew at a slower 5.7%, from \$19.2 million to \$20.3 million. Newspaper revenue rose 15.7%, while broadcasting posted a gain of 25.3%. Nevertheless, net income fell nearly 3%.

Upgrade for Outlet?

With the recent sale of its stock to NBC, \$60 million worth of Outlet Broadcasting's senior subordinated notes may be upgraded, Moody's Investors Service says.

Last July Outlet was to be acquired by Renaissance Communications in a merger valued at \$360 million. Then in August, NBC stepped in with a \$396 million offer and won the group.

"In its review of Outlet's ratings," Moody's says, "any upgrade will depend upon the quality and strength of the support from NBC and/or [NBC parent] General Electric Co."

Outlet owns NBC affiliates WNCN-TV Goldsboro/Raleigh/Durham, N.C.; WCHM-TV Columbus, Ohio, and WJAR-TV Providence, R.I. It has an LMA with independent WWAT-TV Chillicothe, Ohio. ■



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COMBOS

KMZQ-FM Henderson, KFBI(FM) Pahrump, KVEG(AM) North Las Vegas and KJMZ(FM) Henderson, all Las Vegas, and KMJI(AM)-KSFM(FM) Woodland/Sacramento, Calif.

Price: At least \$38 million (\$30 million for KMZQ-FM, KFBI and KVEG; \$8 million for KJMZ; undisclosed amount for KMJI-KSFM)

Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, chairman); is buying KXNO(AM) North Las Vegas-KLUC-FM Las Vegas and KCTC(AM)-KYMx(FM) and KSTE(AM) Rancho Cordova/Sacramento; owns WZMX(FM), WRCH-FM and WNEZ(AM) Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla.; WQSR-FM and WBMD(AM) Baltimore; WRKO(AM)-WBMX(FM), WEEI(AM) and WEGQ-FM Boston; WYRK-FM, WJYE-FM and WECK(AM) Buffalo, and WCMF-FM and WRMM-AM-FM Rochester, N.Y., and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; also is buying KMJ(AM)-KSKS(FM) and KKDJ(FM) Fresno, Calif.; WTIC-AM-FM Hartford; WQRS-FM Detroit; KFAB(AM)-KGOR(FM) Omaha; WSJZ-FM (formerly WBUF(FM)) Buffalo, and WHAM(AM)-WVOR-FM, WPXY-FM and WHTK(AM) Rochester, N.Y.; KDBX(FM) Banks/Portland and KBBT(AM)-KUFO(FM) Portland, Ore., and WFLN-FM Philadelphia; has option to buy WBLK-FM Buffalo and KKMJ(FM)-KJCE(AM) Austin and KPTY(FM) Luling/Austin, Tex.

Sellers: ■ KMZQ-FM, KFBI, KVEG: Crescent Communications LP, Winston-Salem, N.C. (Allen Shaw, president/CEO/owner); owns KSOL(FM) and KYLD(FM) San Mateo/San Francisco and KYLZ(FM) Santa Cruz, Calif.; is buying KVEG(AM) North Las Vegas; is selling KRZY(AM)-KRST(FM) Albuquerque and KOLT(FM) Santa Fe, N.M. ■ KJMZ: Parker Communications, San Francisco (John D. Parker, chairman); no other broadcast interests. ■ KMJI-KSFM: Secret Communications LP, Cincinnati (Frank E. Wood, president/limited partner; Broadcast Alchemy LP and Booth Broadcasting Inc., general partners); owns KALC(FM) and KIMN(FM) Denver; WNDE(AM)-WRZX(FM) and WFBQ(FM) Indianapolis; WJLB(FM) and WMXD(FM) Detroit; WWNK-FM CINCINNATI and WWWE(AM)-WLTF(FM) Cleveland, and WDVE(FM) and WDX-FM Pittsburgh; is buying WWKS(FM) Beaver Falls, Pa., and KTBZ-FM (formerly KRQT) Lake Jackson/Houston, Tex.

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 □ \$0 □ 0
 Combos □ \$45,450,000 □ 6
 FMs □ \$98,735,000 □ 7
 AMs □ \$6,950,000 □ 2
 Total □ \$151,135,000 □ 15

SO FAR IN 1996:

TVs □ \$488,425,510 □ 30
 Combos □ \$1,812,174,734 □ 118
 FMs □ \$642,299,046 □ 121
 AMs □ \$45,081,129 □ 63
 Total □ \$2,987,980,419 □ 333

SAME PERIOD IN 1995:

TVs □ \$1,275,362,000 □ 36
 Combos □ \$647,509,800 □ 80
 FMs □ \$285,026,221 □ 111
 AMs □ \$47,850,500 □ 54
 Total □ \$2,255,748,521 □ 281

Source: BROADCASTING & CABLE

Facilities: KMZQ-FM: 100.5 mhz, 100 kw, ant. 1,105 ft.; KFBI: 107.5 mhz, 24.5 kw, ant. 3,715 ft.; KVEG: 840 khz, 50 kw day, 25 kw night; KJMZ: 94.1 mhz, 100 kw, ant. 1,210 ft.; KMJI: 1380 khz, 5 kw; KSFM: 102.5 mhz, 50 kw, ant. 500 ft.

Formats: KMZQ-FM: adult contemporary; KFBI: classic rock; KVEG: talk, sports; KJMZ: rhythm-based adult contemporary; KMJI: sports; KSFM: contemporary

Broker: Media Venture Partners (Vegas stations); Blackburn & Co. (Sacramento stations)

KNRQ(AM) Springfield, KNRQ-FM Creswell and KZEL-FM, all Eugene, Ore.

Price: \$5 million

Buyer: McDonald Investment Co. (William McDonald, owner), owns WHY-AM-FM and WAFX-FM Montgomery, Ala.; with Bengal Communications, Fort Washington, Pa. (Joseph D. Schwartz, president), is buying KDZZ(AM)-KTEG(FM) and KHTZ(FM) Albuquerque, N.M.

Seller: Noula Pappas, Fresno, Calif. (trustee, Mike J. Pappas Family Trust); no other broadcast interests

Facilities: KNRQ(AM): 1320 khz, 1 kw day, 40 w night; KNRQ-FM: 95.3 mhz, .6 kw, ant. 1,207 ft.; KZEL-FM: 96.1 mhz, 100 kw, ant. 1,093 ft.

Formats: KNRQ(AM), KNRQ-FM: AOR; KZEL-FM: classic rock

Broker: Kalil & Co.

70% of KSEO(AM)-KLBC(FM)

Durant, Okla.

Price: \$800,000 + stock

Buyer: Bill Landtroop, Calera, Okla.; no other broadcast interests

Seller: Sue Landtroop (68% owner before sale, 0% owner after), Steve Landtroop (2% owner before sale, 20% owner after), Durant; no other broadcast interests

Facilities: AM: 750 khz, 250 w day; FM: 107.1 mhz, 6 kw, ant. 365 ft.

Formats: AM: adult contemporary, gold; FM: country

WDMG-AM-FM Douglas, Ga.

Price: \$600,000 cash

Buyer: Jumbo Inc., Ponte Vedra, Fla. (Raymond Firment, president); no other broadcast interests

Seller: Timm Enterprises, Tallahassee, Fla. (Bruce B. Timm, president); Timm owns WSQL(FM) Naples and WANM(AM)-WGLF(FM) Tallahassee, Fla.; is selling WOZN-FM Key West, Fla.

Facilities: AM: 860 khz, 5 kw; FM: 99.5 mhz, 100 kw, ant. 200 ft.

Formats: AM: adult contemporary; FM: country, MOR

Broker: Media Services Group Inc.

WOBR-AM-FM Wanchese, N.C.

Price: \$600,000

Buyer: East Carolina Radio Inc., Edenton, N.C. (Lawrence F. Loesch, president/50% owner); is buying WRSF(FM) Columbia, S.C.

Seller: William T. and Peggy W. Smith, Columbia

Facilities: AM: 1530 khz, 1 kw D, DA; FM: 95.3 mhz, 25 kw, ant. 324 ft.

Formats: AM: religious; FM: adult contemporary

KORV(AM)-KEWE(FM) Oroville, Calif.

Price: \$450,000 for stock

Buyer: Z Spanish Network, Cameron Park, Calif. (Amador S. Bustos, president/72.15% joint owner with wife/secretary, Rosalie L.; Douglas Broadcasting Inc., 15.1% owner); owns KZLZ(FM) Kearny and KZNO(FM) Nogales, Ariz.; KZSF(FM) Alameda, KHOT(AM)-KZFO(FM) Madera, KZSA(FM) Placerville and KZWC(FM) Walnut Creek, all Calif.; is buying KSUV-FM McFarland, KZBA(FM) Shafter and KZSJ(AM) San Martin, Calif., and WABT(FM) Dundee, Ill., and WWJY(FM) Crown Point, Ind./both Chicago; has LMA/option to purchase with KZMS(FM) Patterson, all Calif.; operates La Zeta radio network.

Amador Bustos has applied to build FM at Longmont, Colo., and owns 20% of company that has applied

CLOSED!

WNGM-TV, Athens, Georgia, from NGM Television Partners, Ltd., R.A. Birgle, General Partner, Tomlin & Company, Inc., Advisor, to Whitehead Media, Inc., Eddie Whitehead, President, for \$10,000,000.

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Broker

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Big deals

The following station-sale applications were made public last week by the FCC:

■ \$39.5 million for **WNWO-TV** Toledo, ch. 24. Buyer: Malrite Communications Group Inc., Cleveland. Seller: WNWO Associates, Darien, Conn. Broker: Media Venture Partners.

■ Like-kind, non-taxable swap of **WBYU(AM)-WEZB(FM)** and **WRNO(FM)** New Orleans from EZ Communications Inc. to Heritage Media Inc. in exchange for Heritage's **KRPM(AM)-KCIN(FM)**.

to build FM at Sacramento, Calif. Seller: Vernon and Alice Uecker, Oroville, Calif. (co-trustees, Uecker Family Trust)

Facilities: AM: 1340 khz, 1 kw; FM: 97.7 mhz, 6 kw, ant. 160 ft.

Formats: AM: talk, religion; FM: big band, beautiful music, jazz

RADIO: FM

Swap of WOMX-FM Orlando, Fla., plus \$43.5 million for WMJI(FM) and WMMS(FM) Cleveland

Value: \$93.5 million (includes \$1.5 million consulting agreement)

Swapper of womx-fm: Nationwide Communications Inc., Columbus, Ohio (Steve Berger, president); owns **KVRY(FM)** Mesa/Phoenix, Ariz.; **WPOC(FM)** Baltimore; **KXNO(AM)** North Las Vegas-**KLUC-FM** Las Vegas; **WGAR-FM** Cleveland; **WCOL-AM-FM** and **WNCI(FM)** Columbus, Ohio; **KDMX(FM)** Dallas and **KHMX(FM)** Houston, and **KISW(FM)** Seattle; is buying **KFSD-FM** San Diego and **KSGS(AM)** (formerly **KJJO(AM)**)-**KMJZ-FM** St. Louis Park/Minneapolis/St. Paul; is selling **KXNO(AM)** North Las Vegas-**KLUC-FM** Las Vegas

Swapper of wuji, wmsms: OmniAmerica Group, Cleveland (Carl E. Hirsch, chairman); owns **WXXL-FM** Orlando, **WAPE-FM** and **WFYV-FM** Jacksonville and **WEAT-AM-FM** and **WOLL-FM** West Palm Beach, all Fla.; is buying **WJHM-FM** Daytona Beach/Orlando; is selling **WHK(AM)** Cleveland (see item, below)

Facilities: **womx-fm:** 105.1 mhz, 95 kw, ant. 1,309 ft.; **wuji:** 105.7 mhz, 27 kw, ant. 900 ft.; **wmsms:** 100.7 mhz, 34 kw, ant. 600 ft.

Formats: **womx-fm:** adult contempo-

rary; **wuji:** oldies; **wmsms:** AOR
Brokers: Star Media Group Inc. (Omni-America); Crisler Co. (Nationwide)

KTOZ-FM Marshfield, Mo.

Price: \$1.8 million

Buyer: **KOSP LP**, Springfield, Mo. (MW Springmo Inc., general partner [GP], of which William R. Walker is secretary/47.6% owner). Walker owns 53.3% of company that owns **WTDY(AM)-WMGN(FM)** Madison and is limited partner (LP) of owner of **WJJO-FM** Watertown, Wis.; 49.9% of **WOSH(AM)-WVBO(FM)** Oshkosh and **WFDL(FM)** Lomira and 21% of **WIZM(AM)-WIZM-FM** La Crosse, Wis.; 39.9% owner of **WSJM(AM)-WIRX(FM)** St. Joseph, Mich., and company that is buying **WYTZ(FM)** Bridgman, **WCSY(AM)-WCSY-FM** South Haven and **WZTY(FM)** Hartford, all Mich., and has applied for CP for new FM at Benton Harbor, Mich.; 22.5% of **WMAY(AM)-WNNS(FM)** Springfield and **WQKZ(FM)** Taylorville, Ill.; 7.7% of **WJMC(AM)-WJMC(FM)** Rice Lake, Wis.; 6.6% of **WCFX(FM)** Clare, and 4% of **WCHT(AM)-WGLQ(FM)** Escanaba, Mich. Walker also is limited partner of owner of **wixc(FM)** Essexville, Mich., and company that has applied for new FM in Frankenmuth, Mich.; 47.6% owner of company that is GP of **KOSP(FM)** Willard, Mo.; 47.6% owner of company that is GP and 72.5% owner of company that is LP of applicant for new FM at Brookline, Mo.; 23.4% owner of GP of company that owns **wixc(FM)** Essexville and has applied for new FM in Frankenmuth, Mich.; 13.85% owner of GP of **WEAQ(AM)-WIAL(FM)** Eau Claire and **WECL-FM** Elk Mound, Wis., and 12.5% owner of company that is GP of owner of **WJJO-FM** Watertown.

Seller: **GMR MO Inc.**, Whitefish, Mont. (Frank Copsidas Jr., owner); owns **KZTO(AM)** Ottawa, Kan.; has LMA with **KHTO-FM** Mount Vernon Mo. Copsidas owns CP for new FM in Columbia Falls, Mont., and 90% of **WCHZ(FM)** Harlem, Ga.

Facilities: 104.7 mhz, 3 kw, ant. 299 ft.

Format: Alternative

KGOE-FM Eureka, Calif.

Price: \$875,000

Buyer: **KGOE Inc.**, Lakeport, Calif. (William N. Groody, president). Groody owns 51% of **KXBX(AM)-(FM)** Lakeport, **KQPM(FM)** Ukiah and **KRED(FM)-KTMA(AM)** Eureka, all Calif.

Seller: Southwestern Pacific Broadcasting Corp., Naples, Fla. (Thomas J. Crane, president/owner/10%

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owner of buyer); owns KLZK(FM) Brownfield, Tex.

Facilities: 105.5 mhz, 28 kw, ant. 1,588 ft.

Format: News/talk

KIOX-FM El Campo/Bay City, Tex.

Price: \$800,000 (includes \$150,000 cash)

Buyer: Guajillo Investments LLC, Baton Rouge (Steven M. Kirk, president/50% owner); no other broadcast interests

Seller: Landrum Enterprises Inc., Houston (Jake Landrum, president); no other broadcast interests

Facilities: 96.9 mhz, 100 kw, ant. 980 ft.

Format: Hot country

Construction permit for KJZY(FM) Sebastopol, Calif.

Price: \$725,000

Buyer: Redwood Empire Stereocasters, Santa Rosa, Calif. (Gordon D. Zlot, president/99% owner); owns KZST(FM) Santa Rosa

Seller: Sebastopol Radio Corp., Sebastopol (John A. Carollo, principal); no other broadcast interests

Facilities: 93.7 mhz, 530 w, ant. 781 ft.

KTWS-FM Bend and KTWI-FM Warm

Springs, Ore.

Price: \$700,000

Buyer: High Desert Communications, Eugene, Ore. (Jonathan Mann, president); owns KRCO(AM)-KJKJ(FM) Prineville, Ore.

Seller: Confederation Tribes of Warm Springs Reservation of Oregon, Warm Springs (Bruce Brunoe Sr., chairman); owns KWSO-FM Warm Springs

Facilities: KTWS-FM: 98.3 mhz, 7 kw, ant. 706 ft.; KTWI-FM: 96.5 mhz, 100 kw, ant. 1,092 ft.

Formats: KTWS-FM: adult contemporary; KTWI-FM: soft adult contemporary

Broker: Exline Co.

KTEL-FM Walla Walla, Wash.

Price: \$335,000

Buyer: KMEX Inc., Prescott, Wash. (Ralph and Cheryl Broetje, co-owners); owns KGDC(AM) Walla Walla and KZHR(FM) Dayton, Wash.

Seller: ComCast Media Services Inc., Milton-Freewater, Ore. (Dennis Widmer, president); no other broadcast interests

Facilities: 93.3 mhz, 42 kw, ant. 1,378 ft.

Format: Adult contemporary, country

RADIO: AM

WHK(AM) Cleveland

Price: \$6.5 million

Buyer: Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president/50% owner; owns KFIA(AM) Carmichael, KGER(AM) Long Beach, KDAR(FM) Oxnard, KPRZ(AM) Poway/San Marcos, KAVC(FM) Rosamond and KKLA(AM) San Bernardino, all Calif.; KRKS(AM) Denver-KRKS(FM) Boulder, Colo.; WYLL(FM) Des Plaines, Ill.; WEZE(AM) Boston; WWDJ(AM) Hackensack, N.J.; WMCA(AM) New York; WTJY(FM) Johnstown and WRFD(AM) Worthington/Columbus, Ohio; KPQD-AM-FM Portland; WFIL(AM) and WZZD(AM) Philadelphia; WPIT(AM)-WORD(FM) Pittsburgh; KKHT(FM) Conroe, KENR(AM) Houston and KSLR(AM) San Antonio, all Tex.; is selling KDBX(FM) Banks/Portland, Ore.

Seller: OmniAmerica Group (see FM item, above)

Facilities: 1420 khz, 5 kw

Format: Sports, talk

Broker: Gary Stevens & Co.

WTNC(AM) Thomasville, N.C.

Price: \$450,000

Buyer: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns KLRG(AM) North Little Rock and KMZX(FM) Lonoke, Ark.; WTJH(AM) East Point, Ga.; WWCA(AM) Gary, Ind./East Chicago; WESL(AM) East St. Louis; WDDT(AM) Greenville and WJXN(AM) Jackson, Miss.; WURB(FM)-WBTE(AM) Windsor and WPOL(AM) Winston-Salem, N.C.; WKSO(FM) Orangeburg and WKWQ(FM) Batesburg, S.C.; KDFT(AM) DeSoto, Tex., and WPCE(AM) Portsmouth, Va. L.E. Willis owns WAYE(AM) Birmingham, Ala.; KFTH(FM) Marion, Ark.; WPZZ(FM) Franklin, Ind.; WBOK(AM) New Orleans; WUNS(FM) Yazoo City and WJXN(FM) Utica, Miss.; WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB(FM) Edenton and WMYK(FM) Moycock, all N.C.; WURD(AM) Philadelphia, and WXSS(AM) Memphis

Seller: Radio Crusade Inc., Thomasville, N.C. (Alvin R. Rooks, president); no other broadcast interests

Facilities: 790 khz, 1 kw day, 50 w night

Format: Gospel, inspirational

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—Compiled by Elizabeth A. Rathbun

Ratings tell the tale in New York, Chicago and Los Angeles

Disco-dance, country and Hispanic radio make news in big-three markets

Radio

By Donna Petrozzello

Listeners pumped up ratings for New York's newest radio stations, country competitors vied for listeners in Chicago and audience share declined for Hispanic stations in Los Angeles, according to Arbitron's latest winter 1996 survey.

In New York, disco dance WKTU(FM), formerly country WYNY(AM), debuted as one of the top 10 stations in the market with a 3.4 share after abandoning its country roots in February. The market's newest Spanish-language station, WPAT-FM New York, earned a 3.3 share in the latest book after new owner Spanish Broadcasting System shifted WPAT's format from soft adult contemporary to a Hispanic music blend last January.

In Chicago, country newcomer WKXK-FM, formerly WLS-FM, garnered a 1.4 share after dropping its full-service

format simulcast from WLS(AM) last January. Meanwhile, audience share dropped from a 4.7 to a 3.6 at country competitor WUSN(FM) Chicago.

In Los Angeles, most Hispanic stations suffered a decline in audience share in Arbitron's latest survey, with the only exception being Hispanic KLVE(FM), whose share improved from 6.9 to 7.1.

Audience-share figures noted are based on Arbitron's survey of listening Monday through Sunday, 6 a.m. to midnight, among listeners ages 12 and older measured Jan. 4 through March 27, 1996. Following is a closer look at survey results in the nation's top three markets.

New York

The winter 1996 report was a volatile one for several New York stations. New York radio analysts agree that the introduction of a rhythmic dance format at WKTU diverted a mix of listeners from hip-hop WQHT(FM), which dropped from 6.1 to 5.4 between fall and winter; adult contemporary WPLI(FM), which dropped from 4.1 to 3.4, and contemporary hits WHTZ(FM), which dropped from 3.8 to 3.1.

"There was a bit of a hole in the market for dance and rhythm, and it appears that WKTU drew audience from a lot of different stations," says format consultant John Parikh of Joint Communications Corp.

Evergreen Media Corp. managers abandoned the country format at WYNY(FM) in February after the station earned a 1.9 share last fall. Less than two months after debuting the dance format and changing call letters to WKTU, the station reached 3.4.

WKTU acting general manager Jim de Castro, who is also president and chief operating officer of Evergreen, says the station is "strong out of the box" because it fills a void that existed for rhythmic dance music. "New Yorkers have been crying out for a mass-appeal radio station that feels good," he says.

Debuting WPAT-FM, New York's fourth Hispanic station, appears to

have diverted listeners from its Hispanic competitors WSKQ-FM, which dropped from 5.5 to 4.4 between fall and winter; WADO(AM), which dropped from 2.3 to 2.0, and WXLX(AM), which dropped from .8 to .5.

WPAT-FM owner Spanish Broadcasting System flipped the format from soft adult contemporary, which earned a 2.3 share last fall, to Hispanic in January.

WPAT-FM Vice President/General Sales Manager Gene Bryan says he expects the station to draw not only Hispanic-format listeners but also mainstream, English-language listeners. Bryan says WPAT-FM will be able to draw listeners from adult contemporary WMXV(FM), soft adult contemporary WLTV(FM) and oldies WCBS-FM.

"The whole purpose of putting WPAT-FM on the air was to attract listeners of WLTV, WMXV and WCBS-FM over to the Hispanic radio side," Bryan said. "And we increased WPAT-FM audience share by 1.6. That's a feather in our cap."

Meanwhile, WLTV and WQHT tied for first place in the winter survey with a 5.4 share. But while WLTV moved up between fall and winter from 4.6 to 5.4, WQHT declined from 6.1 last fall to 5.4.

Elsewhere in New York, all-talk WABC(AM) dropped from 4.5 to 3.6; all-talk WOR(AM) held its 2.8; jazz WQCD(FM) improved from 3.1 to 3.5; all-news WINS(AM) moved up from 3.5 to 3.8 to edge out all-news WCBS(AM), which earned 3.7; rhythm and blues WRKS-FM went from 4.9 to 5.1, and sports talk WFAN(AM) dropped from 2.9 to 2.6.

Chicago

Disney/CapCities/ABC's decision to drop the simulcast talk format of its owned-and-operated WLS-AM-FM appears to have benefited both stations. Not only did country WLS-FM earn consistent ratings in the winter book, but WLS(AM) jumped from 2.6 to 3.0 in the winter book.

WLS(AM) Operations Director Drew Hayes says the station claimed listeners from WLS-FM who wanted to hear talk



Golden Mike goes to Knight

The Broadcasters' Foundation honored Norman Knight in New York two weeks ago with its 40th annual Golden Mike Award. Knight, chairman of Knight Quality Stations, Boston, received the award for outstanding service to the community and radio.

instead of country when the format switch took place in January. In addition, WLS revamped its afternoon drive show with new hosts Garry Meier, a Chicago radio veteran success, and Roe Conn, which boosted the station's audience, Hayes said.

Meanwhile, Tribune Broadcasting's full-service WGN(AM) squeaked into first place in the market with a 6.2 in the winter survey, narrowly edging out urban WGCI-FM, which earned a 6.1 share. Over the past year, audience share for WGN and WGCI-FM has averaged 6.1 and 6.2, respectively.

Other talk stations seemed to collectively lose audience share in the latest survey. Sports talk WSCR(AM) dropped from 2.3 to 1.6 between fall and winter; sports talk WMVP(AM) dropped from 1.2 to .9, and personality talk WLUP-FM dropped from 2.8 to 2.5.

In the urban realm, urban adult contemporary WVAZ(FM) jumped from a 3.9 to a 4.6 share after adding ABC Radio Networks' syndicated morning show host Tom Joyner. Urban oldies

WGCI(AM), however, dropped from a 1.9 to a 1.5 share.

Hispanic listenership improved overall as Spanish-language WOJO(FM) went from 3.0 to 3.4 and Spanish-language WIND(AM) went from .9 to 1.3 between fall and winter.

Elsewhere in the market, modern rock WCKG(FM) jumped from 2.0 to 2.3; progressive rock WXRT(FM) jumped from 2.7 to 3.0; oldies WJMK(FM) dropped from 3.4 to 3.0; adult contemporary WLIT-FM improved from 4.2 to 4.4, and adult contemporary WPNT-FM went from a 1.8 to a 2.1 share.

Los Angeles

Audience share declined for the majority of Los Angeles Hispanic stations in the winter survey, even though Hispanic KLVE(FM) secured the top spot in the market.

Taking the biggest hit was KKJH(AM), whose share dropped from 3.1 to 1.8 after the station's dual morning and afternoon host, "Renan," left the sta-

tion last December.

Other Hispanic stations that lost share in the latest book were KTNQ(AM), from 1.6 to 1.4; KVAR(FM), from 1.1 to .9, and KWKW(AM), from 1.5 to 1.3. Hispanic KLAX(FM) remained at a 3.2 share from fall to winter.

Market leaders included contemporary hits KPWR(FM), which ranked second with a 5.0 share, although the station slipped from its 5.5 share last fall. All-talk KFI(AM) ranked third with 4.3, a slight decrease from its 4.8 share last fall.

Among adult contemporary stations, KOST(FM) improved from 3.6 to 3.9; KTWV(FM), from 3.2 to 3.7, and KBIG-FM increased from 2.9 to 3.1 between fall and winter.

Other Los Angeles stations saw slight fluctuations in the winter survey. All-news KFWB(AM) slipped from 2.4 to 2.1 between last fall and winter; urban contemporary KKBK(FM) went from 4.0 to 4.2; country KZLA-FM went from 1.6 to 2.0, and urban KJLH-FM went from .9 to 1.1. ■

Ousted Grant likely to bounce back

Despite the abrupt dismissal from his post as WABC(AM) New York's widely successful and lucrative afternoon talk show host, Bob Grant is expected to reappear on the market's airwaves almost as quickly as he was ousted.

According to market sources, talk WOR(AM) may be next in line to sign Grant to host weekday afternoon drive time. WOR Vice President and General Manager Bob Bruno says he has talked with Grant's representatives about taking on Grant and that WOR is "one of the logical places" for Grant's agents to consider as a New York home.

Audience share for WOR's current afternoon talk show host, Jay Severin, averaged a 1.9 between winter 1995 and winter 1996 Arbitron surveys with listeners over age 12. By contrast, Grant averaged a 5.0 share over the same surveys. His show also is noted by industry analysts for consistently generating a significant share of WABC's advertising revenue.

"When you get to the top of the talk-show-host pyramid, there are just a handful of people you can point to who really are the stars of this business, and Grant is clearly one of them," Bruno says. "For us to say we wouldn't be interested [in Grant] would be foolish. Of course we're interested," Bruno said. "I don't think Bob Grant is quite the villain the world has painted him."

In the meantime, broadcaster William O'Shaughnessy, president of WVOX(AM)-WRTN-FM New Rochelle, N.Y., offered Grant a show on either station, but he says the host has neither declined nor accepted the offer.

Like others in talk radio, Bruno says he felt Grant "crossed the line" when he called himself "a pessimist" for believing Commerce Secretary Ron Brown sur-

vived a plane crash. Grant was fired soon after making the comment, even though he apologized later on air. Still, Bruno says "the nature of the beast is that talk radio is primarily controversial," and he backed Grant's right to speak his mind.

WABC(AM) Operations Director Phil Boyce, who has been an outspoken supporter of Grant, called the comment "insensitive and tasteless. It was a flippant, off-hand remark that should not have been made."

Industry sources speculate that the spate of media attention Grant has received since being fired may attract a national syndicator. Westwood One Entertainment canceled a syndicated weekend segment featuring Grant in March after a year on the air, but did not indicate that its cancellation had to do with Grant's outspoken opinions.

If Grant is longing for a national venue, WOR would be a prime outlet because the station syndicates almost a dozen radio talk shows that originate from its New York base.

Much of the attention lavished on Grant has revolved around speculation that executives at the Walt Disney Co., which recently took over WABC(AM) through a merger with CapCities/ABC, gave the order to oust Grant. Disney executives have been quiet on the rumor, however.

Another scenario behind Grant's firing is that the order to do so came from CapCities/ABC President Robert Iger, although that was not confirmed.

Bruno contends that either CapCities/ABC Radio management or Disney executives may have been "building a case against Grant."

Boyce declined comment on whether the order to fire Grant came from Iger or Disney executives. —DP

Cable

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Cable's Rising Stars

A new group of players is emerging in the cable business.

COVER STORY

Some are second generation cable executives who have climbed their way to positions of power. Others are paving the way for telephony and developing technologies that will help redefine the cable industry of the future.

The executive suites of some of the nation's top cable MSOs have changed as cable pioneers groom successors. The latest operator to make the move is Cablevision Systems Corp. Chairman Chuck Dolan, who appointed his son James to the position of president last year. Continental Cablevision co-founder Amos Hostetter earlier this year brought in someone from outside the family to help steer the company's future by signing a merger agreement with US West Media Group President Charles Lillis.

Other players are emerging as a result of developing technologies. Steve Craddock moved from Bell Atlantic to Comcast to help shape the company's entry into the potentially lucrative on-line world. At Time Warner Cable, Tom Morrow is spearheading the company's efforts in telephony.

Technology is not the only way in which some of the emerging players are looking to grow the business. Barbara Mowry at top MSO Tele-Communications Inc. is trying to build business by revamping the company's customer service operations. New Black Entertainment Television President Deborah Lee is guiding the company's expansion into ancillary businesses ranging from magazines to restaurants.

Meanwhile, the past year has seen the rise of several young executives to the top posts at major cable networks: Ann Sweeney at The Disney Channel, Doug Herzog at Comedy Central, Bill Burke at superstation WTBS and Herb Scannell at Nickelodeon all made it to the top seat before age 40. Burke, the youngest, became head of Turner's flagship network last July at age 31.

The following profiles do not by any means include all of the emerging players on the cable landscape. Rather, they represent more recent additions to a list that includes many others. And, given the rate of change in the cable industry, the list can only get longer.



Bill Burke, president, Turner Broadcasting System



At 31, Bill Burke has had a dizzying rise at TBS. In his most recent move—last July—he jumped from VP/GM of Turner Classic Movies to president of Turner's superstation WTBS-TV Atlanta. Following stints at National Geographic Television, Nine Network Australia and The Walt Disney Co., Burke joined Turner in 1992 as director of business development and helped draft business plans for Turner's launches of TCM and The Cartoon Network in Latin America. Burke, who reports to Turner Entertainment Group President Scott Sassa, oversees WTBS's marketing, operations, programming and development.

His overall goal for WTBS: to mold a new network brand identity that draws in younger audiences. "All these efforts are to strengthen and contemporize our network, to bring in a broader and younger audience as we move forward." Burke says TBS also is trying to give its original nonfiction programming more consistency. To that end, the network this August will launch Destination Sunday, a four-hour Sunday programming block at 7-11 p.m. The block will cluster longtime WTBS staple *National Geographic Explorer* with other TBS originals that, Burke says, "historically have been scheduled all over the place."



Steven Craddock, vice president, new media development, Comcast Corp.

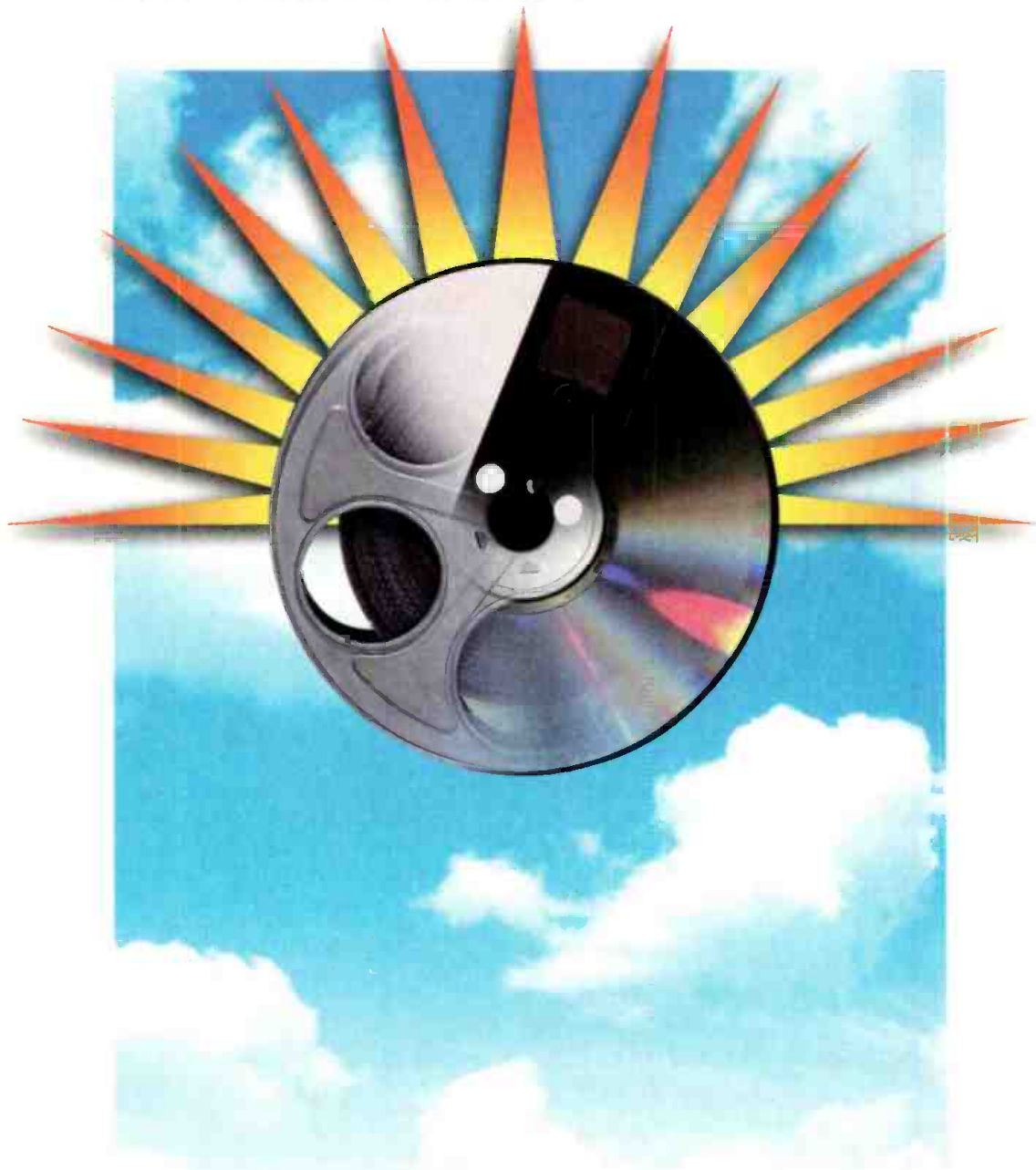
Steven Craddock's experience in cable dates from 1983, when he helped to design and build the Washington cable system for District Cablevision and Tele-Communications, Inc. That was when Bell Atlantic was still Chesapeake & Potomac Telephone Co. As managing director of the information services group in 1988, Craddock organized Bell Atlantic's video services group. As executive director of that group in 1991, he negotiated the deal to build a video dialtone network for FutureVision of America in Dover Township, N.J. The following year, Craddock was named vice president of newly formed Bell Atlantic Video Services, where he worked on the develop-

ment of the Stargazer programming service. Craddock, 47, assumed his present position as VP of new media development with Comcast Corp. in 1994. Since then his priority has been to explore the potential of cable modem services. Comcast has been conducting a test in Lower Merion, Pa., during the past three years, and the results are encouraging. Online services have particular appeal for Craddock. For the past 10 years he has moonlighted with his own software business, writing codes for computer re-enactments of accidents for court cases. "Multimedia stuff we're seeing now is right up my interest alley," he says.



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James Dolan, chief executive officer, Cablevision Systems



Analysts think the purchase of Cablevision Systems by a larger MSO or a telephone company is inevitable, but as far as CEO James Dolan is concerned, these observers shouldn't hold their breath. He says Cablevision is not for sale: "If I had a nickel for every time someone [said] that...." Cablevision is upgrading its facilities to 750 mhz, and Dolan says the company plans to be a force that other MSOs and telcos must reckon with. "We are entering a new technological age," he says, "and we plan to forge ahead by providing all the new services." Dolan says 400,000 homes will be passed with the upgraded plant and that the company will roll out the much-anticipated cable modems by the third quarter. Cablevision already supplies telephony service to

more than 200 commercial clients and hopes to increase that number soon. It will be hard work, but Dolan is confident that the company will succeed. "I'm looking forward to the competition," he says, adding, "It's nothing that scares us. In fact, we think we will gain market shares in the other areas." The 40-year-old Dolan was tapped as CEO of Cablevision last October. He has spent much of his adult life immersed in the cable industry, following in the footsteps of his father, Charles Dolan, founder of the company. In the late 1970s James Dolan was assistant general manager of Cablevision's Chicago cable system and in the '80s headed advertising sales for the company's programing arm, Rainbow Programming. He was appointed CEO of Rainbow in 1992.



Doug A. Herzog, president, Comedy Central

At 36, Doug Herzog represents the new breed of cable executives who have come from cable and employ an unorthodox management style. With the exception of one year at *Entertainment Tonight*, he has spent his career—more than 12 years—in cable, with stints at CNN, MTV and now Comedy Central. Hired by MTV as news director in 1983, Herzog eventually moved over to program production, where he helped orchestrate the network's move beyond music videos to long-form programing. Among his credits are helping to develop such specials as MTV's *Video Date*, *Remote Control*, *Club TV* and *Weekend Rock*. Comedy Central—

jointly owned by Viacom and Time Warner—hopes Herzog can use the same approach to reshape its brand image and programing. To that end, Herzog, who joined Comedy Central last summer, has hired a new team of programing executives including Eileen Katz, a former MTV associate. His goal for Comedy Central is to find a distinct branding signature for its original programing comparable to MTV's *Unplugged* music-artist series: "We need to come up with the *Unplugged* of stand-up comedy; to find a way to package and present it so that it feels different and fresh and really has a new spin."



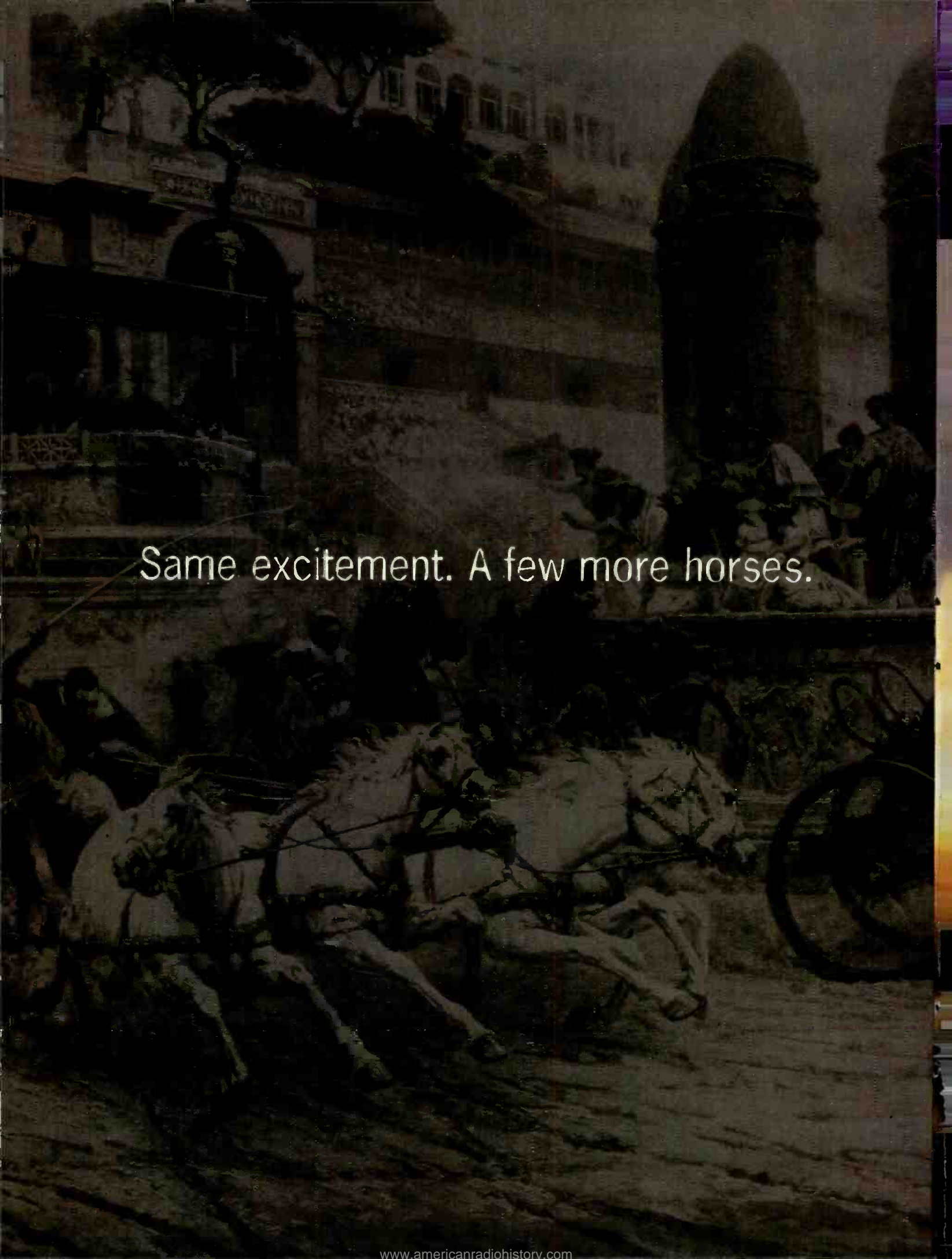
Debra Lee, president, Black Entertainment Television



Black Entertainment Television is in an expansion mode, and Debra Lee, 41, is at the center of it. Last month she was promoted to president/COO of BET and parent Holdings, reporting to chairman Bob Johnson and overseeing a business operation that in recent months has grown to include a new cable network, BET on Jazz: The Cable Jazz Network; a newspaper insert, *BET Weekend*; BET NetWorks, an online joint venture with Microsoft, and even a soon-to-open theme restaurant in the Washington area. The company's flagship cable network now reaches 44.6 million households nationally. "We're at a critical stage right now in BET Holdings' development," says Lee, adding that it plans to grow from a \$500 million company

to a \$1 billion company by 2000. "Right now our goal is to see how we can grow the company and continue to either acquire or invest in new businesses." Lee joined BET in 1986 as VP/general counsel and eventually moved up the ladder to become executive VP of strategic business development, general counsel and corporate secretary. Her responsibilities have included president and publisher of BET's magazine division, which publishes *YSB* and *Emerge* magazines. She also has managed new business development activities at the company, including the launch of *BET Weekend* and BET NetWorks. Before joining BET, Lee spent five years as a lawyer with Washington-based Steptoe & Johnson.

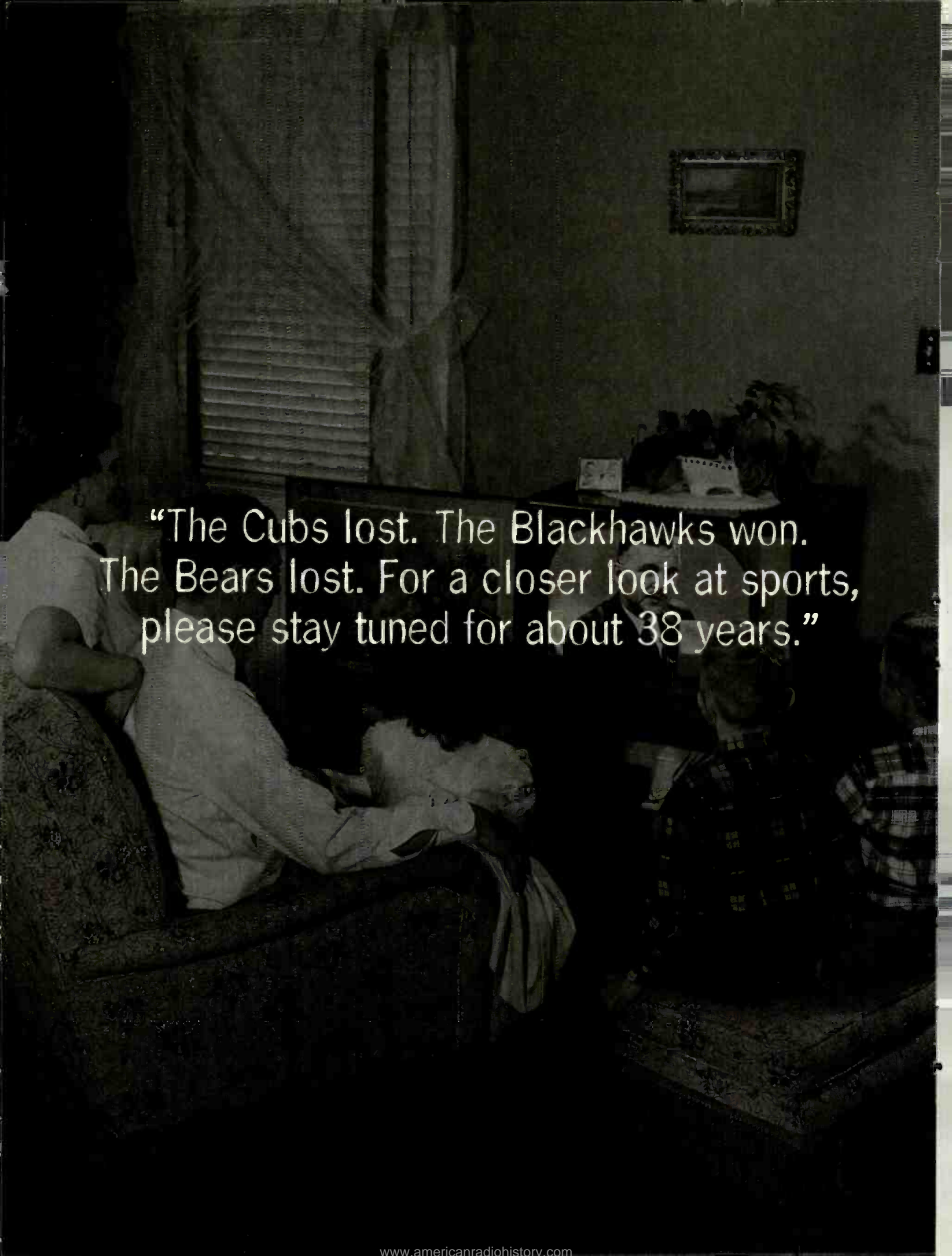
NCAA Men's Basketball. NASCAR. NHL Hockey. World Cup Soccer. Roller Hockey International. Olympic Trials. Boxing. ACC. Outdoors Programming. Little League World Series. NBA 2Night. Formula One. Major League Soccer. Babe TV. The X Games. SEC. Tour de France. National Football Hall of Fame Induction. NCAA Women's Basketball. College Basketball. RPM 2Night/RPM 2Day. WAC. Davis Cup. Fitness Programming. Big Ten. ATP Super 9 Series. NHL. SportsFigures. European Soccer Championships. SuperCross/Motocross Events. New York City Marathon. Sports 2Day. National Baseball Hall of Fame Induction. College Football. Big East. Exclusive programming surrounding the Super Bowl, Final Four, the Daytona 500 and the Kentucky Derby. NHL 2Night. Dutch Football. UEFA Champions League. The Bottom Line2. On The Grid pre-race show. Australian Open. NHL Draft. NASCAR Today. Motoworld Motoworld 2. U.S. Soccer. Superbouts Series. Championship Week2.



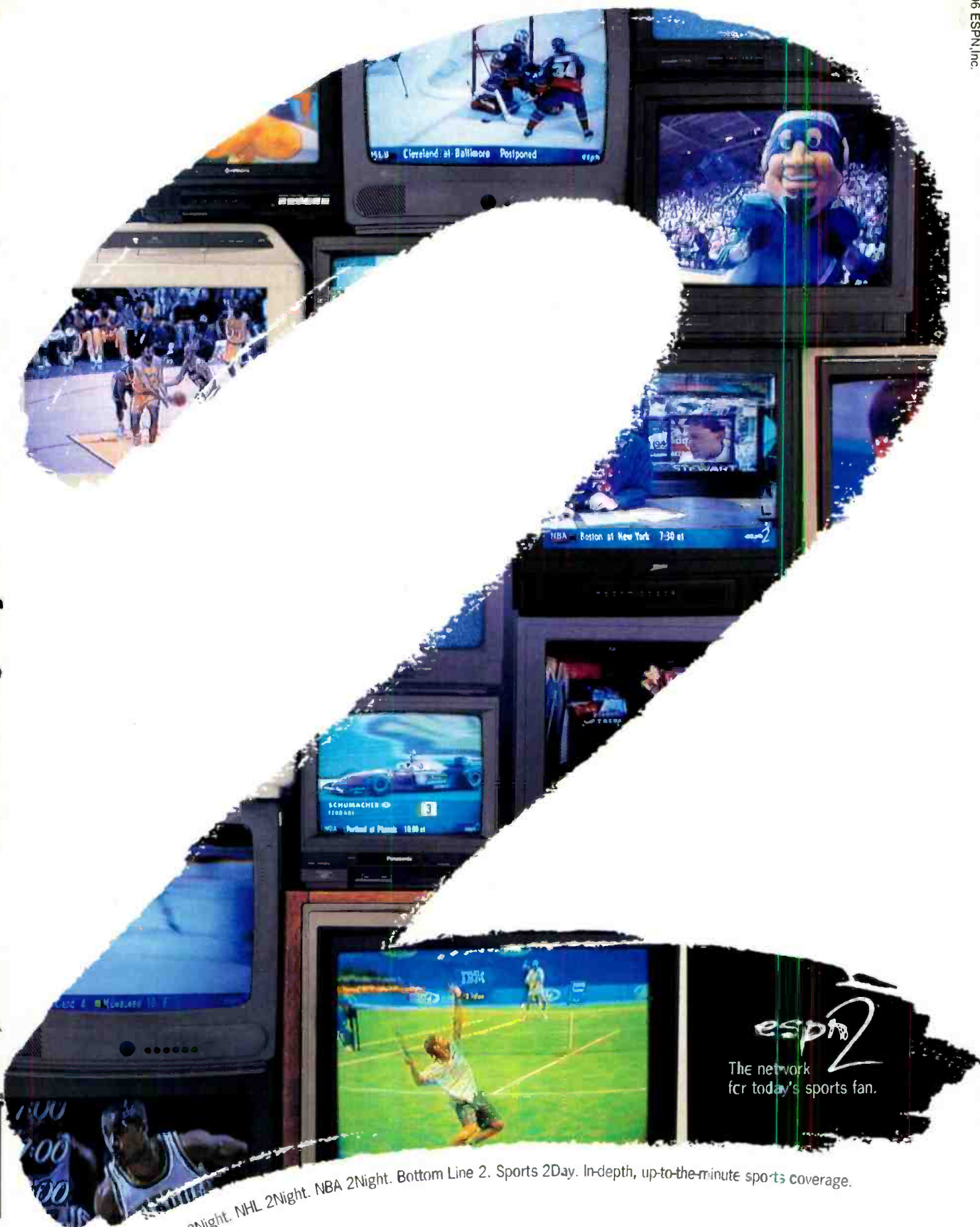
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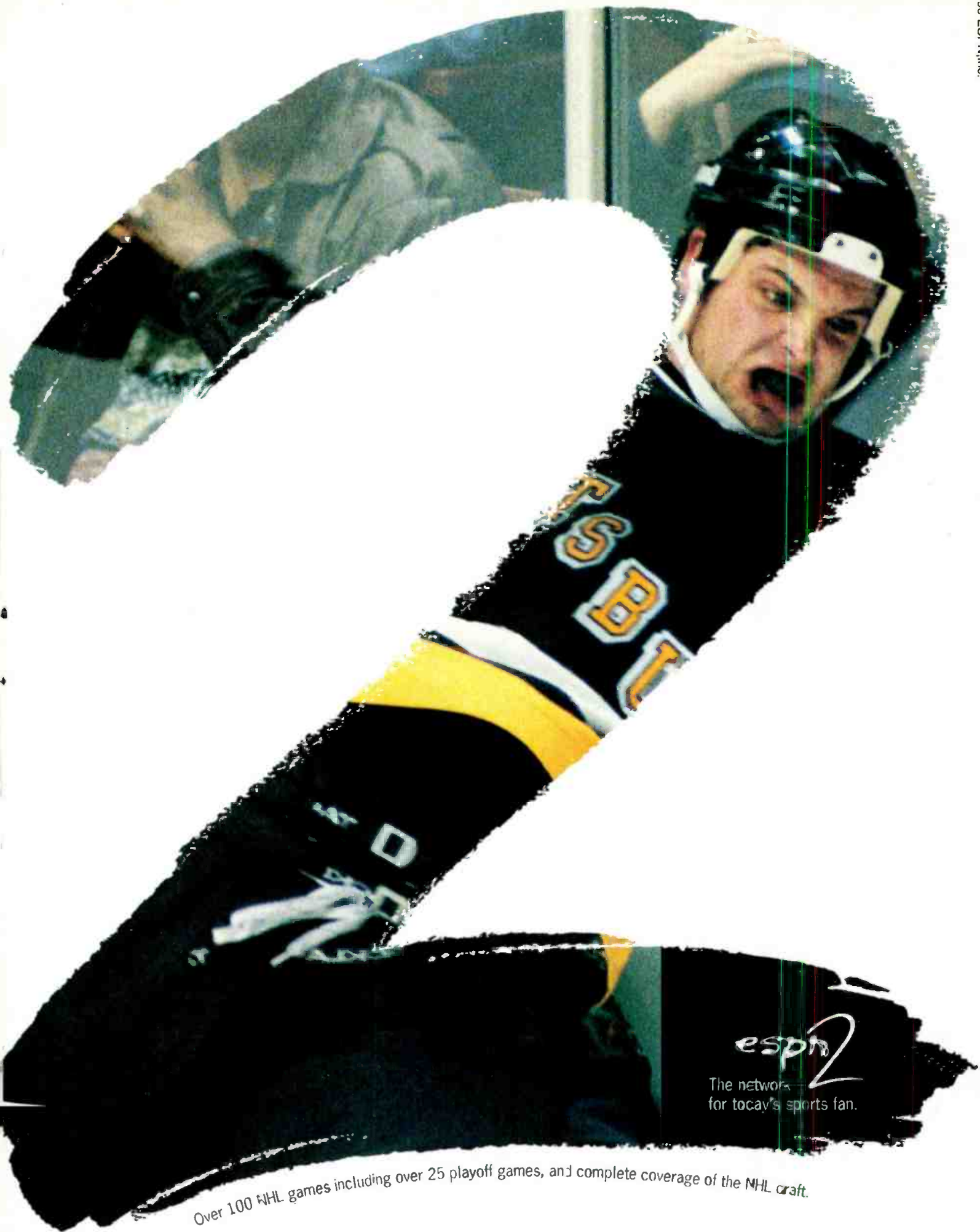
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Australian Open. NHL Draft. NASCAR Today. Motoworld/Motoworld 2.
U.S. Soccer Superbouts Series. Championship Week2.



Charles Lillis, president, US West Media Group



When MSO Continental Cablevision and US West Media Group agreed to a \$10.8 billion merger in March, Chuck Lillis suddenly found himself at the helm of one of the largest cable operations in the country. US West, already a powerful telco serving 14 Western and Midwestern states, now finds itself able to leap into the out-of-market video and telephony businesses via Continental systems clustered primarily in New England, California, Chicago, Michigan, Ohio and Florida. The merger marked a crowning achievement for the 54-year-old Lillis, a former University of Colorado Business School dean who joined US West in 1985. He began his career at the telco as vice president of strategic marketing and eventually became executive vice presi-

dent and chief planning officer. He moved into his current post in April 1995, overseeing domestic and international cable and wireless networks, directory publishing and interactive media services. Lillis says US West's plan is to use existing hybrid fiber/coax broadband networks at cable systems to deliver video, telephony and multimedia services. Although some cable system operators see telcos as a threat to their business, Lillis says he does not envision a future where either the telcos or the cable companies will predominate in video delivery. "Regional Bell operating companies are going to be very competitive in some markets, and cable companies are going to be very competitive in other markets," he says.



Jeffrey A. Marcus, chairman, Marcus Cable

As head of Marcus Cable, the ninth-largest MSO with 1.3 million subscribers, Jeffrey Marcus, 49, has been eating and sleeping the cable TV business since he was 19. He began selling cable door-to-door in the late '60s while attending the University of California, Berkeley. During the '70s, Marcus worked for several cable companies and then, with a partner, founded cable brokerage firm Communications Equity Associates. In 1982 he sold his interest and formed Marcus Communications. In 1987 Marcus merged his company with Western Tele-Communications Inc., which was rechristened WestMarc Communications Inc. Marcus became chairman and CEO of the

company, which now stands at 550,000 customers. In 1990 he formed Marcus Cable using his Wisconsin cable system as its centerpiece. Between 1992 and 1996, Marcus Cable went on a system-buying spree, acquiring cable systems in Delaware, Maryland, Wisconsin, Minnesota and Alabama. Last November, Marcus purchased cable systems totaling 675,000 subscribers in 15 states from Sammons Communications. Marcus says plans for the MSO include spending \$400 million to upgrade and rebuild its cable systems in preparation for the industry's move to digital compression: "We intend to be there with all the latest services the industry has to offer."



Judith McHale, COO, Discovery Communications



As COO of Discovery Communications, Judith McHale has her hands full overseeing the operation of the company's four business units: Discovery Networks; Discovery Networks International; Discovery Enterprises Worldwide, and Discovery Channel Retail and Theme. But despite this full plate she has her mind set on growth and expansion. Discovery Networks, which comprises Discovery Channel and The Learning Channel, on June 1 plans to launch another channel, Animal Planet. Channel space on cable systems is scarce, and finding room for new services is a challenge. Although there have been no commitments from cable operators, McHale, 47, is confident that the new channel will get distribution: "There is an enormous

hunger for natural programming devoted to animals, and we're tapping into that interest," she says. Animal Planet is just the first of several new channels that will continue Discovery's educational theme. The other channels, now only on the drawing board, likely will cover such subjects as science and technology, history and children's programming. While the U.S. market is the cornerstone of Discovery's business, it has taken a serious interest in the foreign market and is distributed to more than 100 countries. Before her November appointment as COO, McHale, who has been with Discovery for nine years, was executive VP/general counsel. Before joining Discovery she served as MTV's vice president, law.

Thomas J. Morrow, president, Time Warner Communications



Going to Time Warner Cable from US West wasn't that much a corporate culture shock for Tom Morrow, who already had worked in US West's cable operations for a few years. In fact, having spent a year as part of the negotiating team on the Time Warner/US West deal, he knew about Time Warner's culture. He'd been steeped in US West's through his 22-year career there, which began after he graduated from the University of Nebraska with a BA in economics. Morrow, 49, joined US West's cable group in 1990, when the company had a partnership deal to develop a cable system in Hong Kong. For five years before that, he worked in US West's carrier market unit, selling switching and transport services to AT&T, MCI and other long-distance providers. When

the Hong Kong joint cable venture dissolved in late 1990, Morrow got involved with US West's European cable operations in England, Hungary, Sweden and Norway as a VP of the cable division. Since most of Time Warner's overseas cable systems are joint ventures, he developed some sense of cable culture. In 1993 Morrow became president of Time Warner Communications, where his primary task is to roll out the commercial and residential telephony services being provided in Rochester, N.Y. Time Warner either has applied or has applications in place in markets where it has clustered systems. "It's easily scalable and highly reliable, so we're not concerned about taking it other places and rolling it out big-time," Morrow says.



Barbara Mowry, senior VP, customer satisfaction, Tele-Communications Inc.

As the largest cable operator charts its course in the landscape created by the Telecommunications Act, TCI has chosen marketing specialist Barbara Mowry to help it maintain its lead. Mowry's goal is to address customer needs and expand TCI's image from that of simply a cable operator to one of an integrated communications company. Before joining TCI last year as senior vice president, customer satisfaction, Mowry owned Mowry Co., a marketing firm where she strategized for big-name clients that included Disney, New York Times, Charles Schwab, Epson and Lufthansa. Before that, she worked for United Airlines and is credited with making its frequent-flier program the world's largest. But what would make Mowry, who is new to the world of cable, leave

her own company to jump into an industry so competitive that, she jokes, it caused her blond hair to turn gray? "It's a great opportunity," she says. "You are talking about joining a leading company in the midst of creating itself." To prepare for the future, Mowry is concentrating on customer satisfaction and educating consumers about new services such as digital television, telephony and Internet access that will be available soon from TCI. She says that this year TCI will debut the first of six to eight customer service centers it plans to open around the country. Mowry thinks that TCI and the industry are at a turning point as momentous as the beginning of the industrial revolution: "You will see a different kind of place because the landscape is very different."



Herb Scannell, president, Nickelodeon



Herb Scannell says the one message he heard over and over again as he climbed the ranks at Nickelodeon/Nick at Nite was to buck conventional wisdom. "We thought we would take a chance on people [who] had good ideas and we would figure out new ways to make television," says Scannell, the 39-year-old executive who took the Nickelodeon reins in February (for a complete biography, see "Fifth Estater," page 117). Scannell long served as first lieutenant to his predecessor, Geraldine Laybourne, ushering through such successful moves as Nickelodeon's entry into original animation (Nicktoons) and the launch of the network's Saturday night programming block (SNICK). One of the first shows he helped develop at the kids network was popular sitcom *Clarissa Explains It All*. Rather than devel-

op another male-centric kids show along the lines of *The Wonder Years* and *Leave It to Beaver*, *Clarissa* offered situations from a girl's point of view. And rather than shoot the series in Los Angeles, Nickelodeon chose Orlando, Fla. "It fed into Nickelodeon philosophy, which is don't do what the other guy's doing; do what the other guy's not doing," says Scannell. That strategy has paid off in a big way for Nickelodeon. *Clarissa* and other Nickelodeon shows consistently rank among the top-rated shows on basic cable, and the network's business is rapidly expanding to include feature film production and spin-off networks (Nick at Nite's TV Land, a "classic" rerun network, debuts today, April 29). "We're a brand that has fulfilled the original goal of cable—new ideas and original programming," says Scannell.

Anne Sweeney, president, Disney Channel



When Anne Sweeney, 38, took the posts of president of the Disney Channel and executive VP of Disney/ABC Cable Networks, she completed a scenic journey that brought her full circle to where her career began. Sweeney caught the television bug working as a page at ABC in 1978, and 18 years later has returned to the same building to find things a little different. Then, the cable network was hardly a glint in the eyes of Disney executives; now, the navy blazer-clad pages darting around the building are nothing more than a memory. But Sweeney's passion for television hasn't waned from her pleb days. "I've always wanted to be in television," she says. "And so far I've loved every minute that I've been here." In 1981, one year after receiving her masters degree in education from Harvard, Sweeney joined a fledg-

ling Nickelodeon. She then headed Fox's fX network at its inception. After three years of building the channel to 25.8 million cable homes, she made the difficult decision to leave for the Disney Channel. While at Nickelodeon she worked under her mentor, Geraldine Laybourne. She once again works with Laybourne, who is now president of Disney/ABC Cable Networks. "What [Laybourne] taught me at Nickelodeon was to listen harder to the audience and do what the audience wants, not what you think they want," says Sweeney. "That's the hard work." Sweeney plans on putting that knowledge to work for the Disney Channel, where they will be concentrating on family focus groups to listen to the audience. "The big initiative is family first," she says. "We want to reflect the American family."



New networks fight for space

Deep pockets, friends in high places are best weapons in tight-market fight for carriage

By Michael Katz

Nearly 100 new cable networks have dreams of becoming mainstays in millions of cable households, but the reality is that in the highly competitive world of limited channel capacity, most of them don't have a snowball's chance in L.A.

"You should call [it] the endangered species list," says Liberty Media President Peter Barton. "Only a very small percentage will break through and find economic viability."

Niche networks dominate BROADCASTING & CABLE's list of cable networks (see page 64) either launched within the past year or planning to launch this year: Chop TV features a fury of martial arts programming; viewers will be able to knit and purl to the Sewing and Needle Arts Network; Bill Gates wanna-bes can flock to the CEO Channel; those in search of a mate can try The Singles Network, with information for and about singles; for those who want to tell off the boss, there's The Lottery Channel, a state lottery information network; for the seafaring, there's The Boating Channel, boasting 24 hours of nautical programming; and hoping to grab the last spot on your cable box is Channel 500 (see box).

With channel capacity scarce, the networks will be fighting hard for the

valuable slots and will need all the advantages they can get. Two key ones are deep pockets and strong connections with cable operators.

CNNfn and CNN/SI have it all with the backing of Turner Broadcasting, which is part-owned (and may soon be completely owned) by Time Warner, the second-largest cable operator. Classic Sports Network has the support of AT&T Ventures and Liberty Media, which has the same ownership as TCI, the largest MSO. Jones Intercable is behind Jones Health Network, The Language Network and The Great American Country Channel. Outdoor Life Channel is a venture of Cox Communications, Comcast Corp, and Continental Cablevision. TV Land has Viacom and the track record of Nick at Nite. And the big national broadcasters ABC, NBC, and Fox will use their muscle to challenge CNN with their own cable news networks.

Another new network with a good pedigree is the Discovery Network's Animal Planet channel. Animal Planet has a leg up on the other aspiring networks because Discovery, being 49% owned by Liberty, also has a link to TCI. Discovery will be aggressively promoting Animal Planet at the NCTA convention in hopes of getting cable operators' attention, with the launch just a month away, the network has no

carrier commitments.

"As a content provider we are better off than others," says Judith McHale, chief operating officer of Discovery Communications. "Channel space has become so competitive, and it will be tight, but feedback has been positive and we think we will get carriage."

But good connections are not always enough. The Music Zone was supposed to challenge cable music king MTV. But despite the backing of Liberty Media, it died quickly and quietly.

"The fact is, music is very competitive worldwide. There are many aspirants locally, and there is this one huge omnipresent MTV wherever there is a vacuum," says Barton. "We decided that this is all we needed to learn in our experiment."

International Family Entertainment's The Family Channel tried to spin off a game show network that has since been reduced to "inactive" status.

"It was something that we looked at along with other niche ideas, and capacity was such that we had to go with the one that had the most impact, and that was Fit TV," says Diane Powell, vice president, corporate communication, International Family Entertainment.

Much of the new networks' hopes for the future rest in increased channel space while they wait for cable plant upgrades and digital technology. ■

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Rookies and wanna-bes: The new cable networks

The battle over cable operators' hearts is fought with everything from conservative to gay programming, antiques to martial arts, space ships to sewing kits. Listed below are the networks launched since May 1995 and those aiming to follow in their footsteps.

ABC News 24 hours

New York 212-456-5938

Programming: 24 hours of news and information

Owner: ABC

Launch date: Before end of 1996

ADULTVISION

AdultVision

Beverly Hills, Calif. 800-672-4357

Programming: Pay-per-view adult-oriented movies

Owner: Playboy Enterprises

Launch date: July 1995



Air & Space Network

Portland, Ore. (will relocate to Washington) 503-224-9821

Programming: Premium television network devoted to aviation and space programming

Owner: ASN Ventures Corp.

Launch date: TBA

American Political Channel

Alexandria, Va. 703-518-4600

Programming: Political news, information and public policy information

Owner: Private

Launch date: TBA



America's Health Network

Orlando, Fla. 407-345-8555

Programming: 24 hours of health and medical information

Owner: Private

Launch date: March 25, 1996

Subscribers: 1.3 million; 3.5 million expected within 90 days



The American West Network

Toluca Lake, Calif. 818-841-0672

Programming: Classic western films and TV shows with original programming on the history and myths of the Old West

Owner: Private

Launch date: TBA (part of composite 13-network tier scheduled to launch on low-power satellite in 1996)

Animal Planet

Bethesda, Md. 301-986-0444

Programming: Nature and animal programming

Owner: Discovery Communications

Launch date: June 1, 1996

Applause

Los Angeles 213-850-5000

Programming: 24-hour general entertainment, including six hours of children's programming

Owner: Nathan Sassoover

Launch date: Late spring 1996

Arena/Classic Music Channel

Westlake Village, Calif. 818-707-2233

Programming: Music videos with music from all genres and eras

Owner: Classical Broadcasting Co.

Launch date: Late 1996

Arts & Antiques Network

Washington 703-553-0472

Programming: Magazine-style programming of news and information aimed at the serious antique collector

Owner: Private investors

Launch date: December 1996



The Auto Channel

Louisville, Ky. 502-584-4100

Programming: Everything automotive

Owner: Gordon Communications

Launch date: October 1996

The Automotive Television Network (ATN)

Acton, Mass. 508-264-9921

Programming: Automotive news, sports, weather, documentaries, home shopping and infomercials
Owner: Global Television
Launch date: End of 1996

BBC World

New York 212-705-9440
Programming: 24-hour news and information channel featuring news, current affairs, documentary and lifestyle programs produced by the BBC
Owner: British Broadcasting Corp.
Launch date: TBA

The Benefit Network

Hollywood 310-452-5339
Programming: Ecological and humanitarian programming
Owner: Benefit Network (non-profit corporation)
Launch date: 1998



BET on Jazz: The Cable Jazz Channel

Washington 800-395-0477
Programming: Jazz, blues and gospel music
Owner: BET Holdings
Launch date: Jan. 15, 1996



BET Shop

Washington 202-608-2000
Programming: Home shopping service aimed at African Americans

Owner: Black Entertainment Television and Home Shopping Network
Launch date: TBA (now a program on BET)

The Boating Channel (TBC)

New York 212-877-0500
Programming: 24 hours of nautical programming
Owner: World Boating Cable Service
Launch date: September 1996

BookNet

New York 212-698-7808
Programming: Featuring books, authors and book-related topics
Owner: BookNet Inc.
Launch date: January 1997

Career & Education Opportunity Network

Santa Monica, Calif. 310-451-0451
Programming: Career information and opportunities
Owner: Comspan/R. Anthony Cort
Launch date: Fourth quarter 1996

Catalogue TV

New York 212-772-7721
Programming: Video catalogue programming service
Owner: Fashion Television Associates
Launch date: TBA

CelticVision

Boston 617-367-2888
Programming: Exclusive license to distribute programming from Irish network RTE
Owner: Private
Launch date: March 1995



CEO Channel

Oakland, N.J. 516-626-7730

Programming: News magazine format focusing on corporate leaders, their industries, organizations and organizational style
Owner: Private
Launch date: Fourth quarter 1996



Channel 500

Chicago 312-321-9321
Programming: Nonfiction general programming
Owner: Appalshop/Fund for Innovative Television
Launch date: Fall 1996



Children's Cable Network

Burbank, Calif. 818-556-6300
Programming: FCC-friendly children's shows including original and recycled programming
Owner: Olympic Entertainment
Launch date: Sheltered launch September 1995

Children's Fashion Network

Los Angeles 213-951-1931
Programming: Home shopping service featuring fashion designs for preteens
Owner: J. Pearsall and Evans Partners
Launch date: June 1996



Chop TV

Los Angeles 310-841-6964

Programming: Magazine-style programming on martial arts

Owner: Chop TV Enterprises

Launch date: TBA (part of composite 13-network tier scheduled to launch on low-power satellite in 1996; also airing on Network One beginning in spring 1996)



Classic Sports Network

New York 212-529-8000

Programming: Classic sporting events, performances, interviews, sports series and documentaries

Owner: AT&T Ventures, Allen & Co., Liberty Sports and other investors

Launch date: May 6, 1995



c/net: The Computer Network

San Francisco 415-395-7800

Programming: Interactive showcase for computers, multimedia

and digital technologies

Owner: Private

Launch date: Currently provides programs to USA Networks/Sci-Fi channel; launch date not set



CNNfn

New York 212-852-6600

Programming: 24 hours of business news aimed at a general audience

Owner: Turner Broadcasting Corp.

Launch date: Dec. 29, 1995

Subscribers: 5.5 million

CNN/SI

Atlanta 404-827-1518

Programming: 24 hours of sports news

Owner: CNN and *Sports Illustrated*

Launch date: December 1996



Collectors Channel

Hudson, Mass. 508-568-0856

Programming: Magazine shows, talk shows, live music events and live interactive auctions

Owner: Collectors Channel Inc.

Launch date: Spring 1997

Computer Shopping Network

Los Angeles 213-951-1931

Programming: Aimed at an audience interested in computing, covering hardware systems, software and products for the Internet. Includes infomercials and instructional programs

Owner: Charles Moore

Launch date: June 1996

Conservative Television Network (CTN)

Alexandria, Va. 703-836-3257

Programming: News, information and entertainment from a conservative perspective

Owner: Fabrizio, McLaughlin and Assoc.

Launch date: TBA

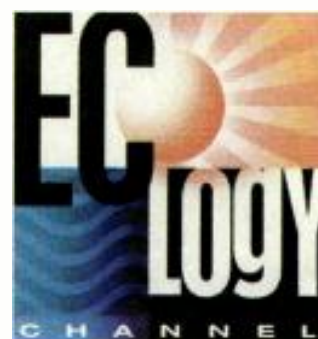
DRAGnet (Direct Response Advertising Group Network)

New York 212-941-1434

Programming: Infomercials

Owner: Graff Pay-Per-View

Launch date: December 1995



The Ecology Channel

Ellicott City, Md. 410-750-7291

Programming: News and issues relating to the environment

Owner: The Ecology Channel Inc.

Launch date: Part time since November 1994. Full time: Tentatively by end of 1996



The Enrichment Channel

New York 212-366-1841

Programming: Self-help, personal growth, enrichment, motivation, healing and global news

Owner: Worldlink Communications Group Inc.

Launch date: First quarter 1997

Epic

Denver 303-892-9418

Programing: Information and entertainment series on money, sex and power topics as well as children's programing

Owner: David Hill/Valentine Radford Communications (private)

Launch date: Fourth quarter 1996

Fashion Network

New York 212-572-4856/800-8-FASHION

Programing: In-depth coverage of the fashion industry and all major fashion designers; also lifestyle subjects featuring beauty, travel, entertainment and cuisine

Owner: James Deutch/private

Launch date: Spring 1996

Fox 24-hour News Channel

New York 212-556-2500

Programing: 24 hours of news

Owner: Fox

Launch date: End of 1996

The Gaming and Entertaining Network

Pittsburgh 412-782-2921

Programing: Coverage of international gaming and sports betting

Owner: Total Communications Programs

Launch date: September 1996

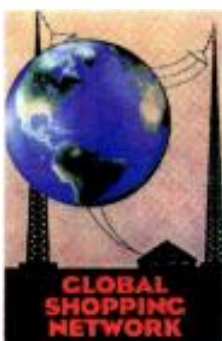
Gay Entertainment Television

New York 212-255-8824

Programing: Alternative-lifestyle news, information and entertainment

Owner: GET/Marvin A. Schwam

Launch date: Oct. 1, 1996



Global Shopping Network

New York 212-246-9000

Programing: Televised electronic retailing network, offering manufactur-

er direct prices

Owner: Private

Launch date: March 1, 1996

Subscribers: 5 million

Global Village Network

Washington 202-393-3818/828-423-9642

Programing: International business and world culture programing

Owner: Gloria Borland

Launch date: TBA

Golden American Network (GAN)

Beverly Hills, Calif. 310-858-1115

Programing: Targets ages 50+

Owner: Private

Launch date: Fourth quarter 1996



The Gospel Network

Hollywood 213-469-4322

Programing: Live concerts, music videos, news, sports, direct response and special interest programs with general interest appeal

Owner: Private

Launch date: Fourth quarter 1996 (sheltered launch through Keystone Communications)

Great American Country

Englewood, Colo.

303-792-3111

Programing: Broad variety of country music videos aimed at the 25-54 age group

Owner: Jones

International Networks Inc.

Launch date: Dec. 31, 1995

Hobby Craft Network

Solana Beach, Calif. 619-259-2305

Programing: Craft and hobby how-to programing

Owner: Private

Launch date: Third quarter 1996



Home Improvement Network

San Diego 619-273-0572

Programing: Home repair and do-it-yourself instructional programing

Owner: Private

Launch date: TBA (part of a 13-network tier scheduled to launch on low-power satellite in 1996)

Horizons Cable Network

Boston 617-492-2777

Programing: Cultural and intellectual events at universities, museums, libraries and arts centers

Owner: PBS, WGBH-TV Boston, WNET-TV New York

Launch date: TBA



International Channel

International Channel Networks

Los Angeles 310-477-9922

Programing: A series of single-language premium services including Chinese, French, Arabic, Russian, Hindi and Greek

Owner: Encore Media/International Media Group

Launch date: First quarter 1997



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Jackpot Channel

Santa Monica, Calif. 310-394-0010
Programing: Variety/entertainment programs on gaming industry
Owner: Neville Gerson/Nicholas Hollander
Launch date: October 1996

Jones Health Network (JHN)

Englewood, Colo. 303-792-3111
Programing: Health information with educational elements
Owner: Jones Intercable
Launch date: First half 1996 (Initially a programing block on Mind Extension University)

The Language Network

Englewood, Colo. 303-792-3111
Programing: Language-oriented programing with educational elements similar to co-owned network, Mind Extension University
Owner: Jones Educational Network
Launch date: TBA



The Lottery Channel

Cincinnati 513-381-0777
Programing: State lottery information channel
Owner: Private
Launch date: Limited launch Providence, R.I., November 1995; relaunched live March 1, 1996



THE LOVE NETWORK INC.
 A M O R V I S I O N

The Love Network

New York 212-752-4657
Programing: Aiming at educat-

ing viewers about love, communication, relationships, self-esteem and self-improvement

Owner: Private
Launch date: End of second quarter 1996

The MBC Movie Network

Irving, Tex. 214-402-0997
Programing: African-American premium movie service
Owner: Minority Broadcasting Corp. of America
Launch date: Third quarter 1996



The Military Channel

Louisville, Ky. 502-429-0200
Programing: Aviation programing, military documentaries and battle histories, news and information
Owner: Private
Launch date: First quarter 1997



MS/NBC Net

New York
Programing: 24-hour news and information network
Owner: Microsoft and NBC
Launch date: Mid-July 1996

My Pet TV

Orlando, Fla. 800-946-7104
Programing: Informative, educational and entertaining coverage of animal issues
Owner: Nightwing Entertainment Groups Inc. and The Humane

Society of the U.S.
Launch date: September 1996

New Science Network

Littleton, Colo. 303-575-6289
Programing: News and information on scientific breakthroughs, paranormal and metaphysical studies
Owner: NSN
Launch date: 1997

News World International

Bethesda, Md. 301-986-1112
Programing: Hourly news program featuring international and business news and documentaries
Owner: North American Television Inc., joint venture of Canadian Broadcasting Corp. and Power Broadcasting
Launch date: TBA (launched on DIRECTV September 1994)

Nick at Nite's TV Land

New York 212-258-7500
Programing: A variety of classic series, including sitcoms, dramas, westerns and variety shows
Owner: Viacom (MTV)
Launch date: April 29, 1996

On Screen Channel

Englewood, Colo. 303-267-6800
Programing: Electronic program guide featuring system-specific, color-coded program listings containing pay-per-view ordering information
Owner: TV Guide on Screen, joint venture of Tele-Communications Inc. and News America Publications Inc., parent of *TV Guide* magazine
Launch date: Fall 1994



Outdoor Life Channel

Stamford, Conn. 203-406-2500
Programing: Outdoor recreation, wildlife, wilderness conservation and adventure

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It's Everywhere You Want To Be.®

Owner: Cox Communications, Comcast Corp., Continental Cablevision and Times Mirror
Launch date: July 1995
Subscribers: 3.85 million



Ovation: The Fine Arts Network

Alexandria, Va. 703-684-4828
Programming: 20 hours of arts programming including dance, music, literature, artist profiles, opera and museum exhibits
Owner: Ovation Inc. (investors include New York Times Co., Time Warner Cable and J.P. Morgan)
Launch date: April 21, 1996 (Limited launch as two-hour block on TCI's Intro TV network Oct. 3, 1995)



Parent Television

Los Angeles 310-824-0689
Programming: Aimed at parents and parents-to-be; advice and instruction, news, discussion, home shopping and therapy
Owner: Private
Launch date: Fourth quarter 1996

Parenting Satellite Television Network

South Charleston, W.Va. 304-744-9323
Programming: Programming advertising and home shopping aimed at parents, guardians and grandparents
Owner: Cambridge Research

Group and Motion Masters
Launch date: 1996

The Parents Channel

Montreal 514-844-4555
Programming: A wide variety of TV genres with a focus on parenting
Owner: Malofilm Communications
Launch date: TBA

PENTHOUSE

Penthouse Pay-Per-View

New York 212-702-6000
Programming: Adult-oriented pay-per-view movies
Owner: Penthouse Enterprises
Launch date: TBA

The Pet Television Network

Los Angeles 310-550-7280
Programming: 24 hours of animal-related programming, featuring interactive shows with veterinarians, live dog/horse shows, visits to exotic places, zoos and circuses, as well as Pet Shopping Arcade, classic films and more
Owner: Private
Launch date: Summer/fall 1996



Planet Central Television

Santa Monica, Calif. 213-871-2900
Programming: Targets the "alternative information and entertainment audience" that sees itself as smart and demands smart media

Owner: Private
Launch date: May 1995 part-time; 24-hour launch scheduled for mid-1998



The Popcorn Channel

New York 212-302-8800
Programming: Devoted to moviegoers, featuring movie trailers, movie-related programming and local movie theater listings
Owner: New York Times Co., Torstar Corp. and Salter Street Films
Launch date: November 1995

Premier Horse Network (PHN)

Burbank, Calif. 310-955-9000
Programming: 24-hour-a-day cable and satellite equestrian network featuring horse shows, professional rodeo, flat and steeplechase horse racing, equestrian news, instructional programs and home shopping
Owner: Private
Launch date: January 1997



Prime Life Network

New York 212-594-5050/800-454-6090
Programming: Targets the 50+ audience, featuring original series and specials embracing the mature active lifestyle
Owner: Prime Life Inc.
Launch date: Second quarter 1996



The Recovery Network

Ojai, Calif. 805-640-1660



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many ways to
watch the news...
as there are
to make it.

Programming: Providing information and support to people dealing with and affected by alcoholism and other chemical dependencies, eating disorders and compulsive gambling problems

Owner: Private investors/Executives from the cable, entertainment and recovery industries

Launch date: March 1996

Subscribers: 200,000

Romance Classics

Woodbury, N.Y. 516-364-2222

Programming: Movies, series and original programming with romantic themes

Owner: Rainbow Programming

Launch date: Postponed indefinitely

The Seminar Channel

Oceanside, Calif. 619-722-2407

Programming: Personal and professional development

Owner: Global Mind Network

Launch date: 1996

Sewing and Needle Arts Network

Encino, Calif. 818-784-9501

Programming: Instructional/informational programming on home sewing and crafts programs

Owner: NeedleArts Media

Launch date: TBA

Share TV

McKean, Pa. 814-476-7721

Programming: Niche channels with strong viewer-participation element, featuring The Book Channel, The Adventure Channel, The Wedding Place, The Pet Channel and The Joke Channel

Owner: Private

Launch date: First quarter 1997

The Singles Network

Woodbury, N.Y. 516-364-2222

Programming: Singles-oriented information and entertainment

Owner: Rainbow Programming Holdings

Launch date: TBA



SPEEDVISION NETWORK

Speedvision

Stamford, Conn. 203-406-2500

Programming: Dedicated to all aspects of automotive, aviation and marine programming

Owner: Cox Communication, Comcast Corp., Continental Cablevision and Times Mirror

Launch date: Feb. 23, 1996

Subscribers: 1.5 million



The Success Channel

Rancho La Costa, Calif. 619-496-3300

Programming: Personal achievement, career and human potential development; motivational programming encouraging a balanced lifestyle

Owner: Success Broadcasting Network

Launch date: 1996

sundance channel

Sundance Channel

New York 212-708-1600

Programming: 24-hour commercial-free independent film showcase under the creative direction of Robert Redford

Owner: Robert Redford, Show-

time Networks Inc. and Polygram
Launch date: Feb. 29, 1996

Talk TV Network

Phoenix 602-585-1515

Programming: 24-hour talk television network

Owner: Private

Launch date: Fall 1997

The Technology Channel

Chesapeake, Va. 804-521-0275

Programming: New information on advances in technology

Owner: Technology Channel Inc.

Launch date: TBA

Therapy Channel

Los Angeles 213-951-1931

Programming: 24 hours of live viewer call-in programming featuring host therapists

Owner: Community People Press

Launch date: June 1996



Total Communication Network

El Segundo, Calif. 310-322-4665

Programming: Educational and entertaining shows for the hearing impaired

Owner: Total Communication Network

Launch date: November 1995



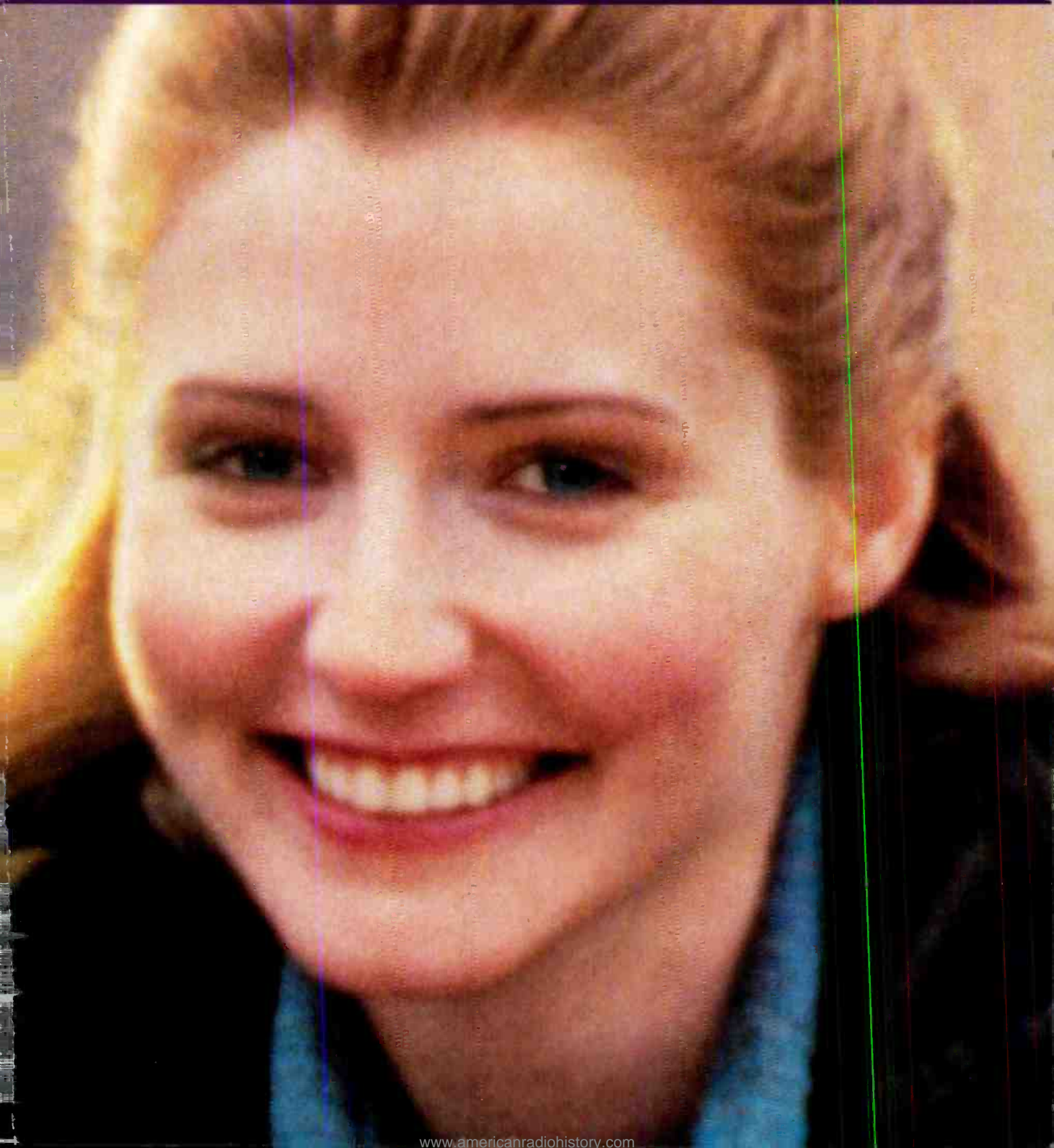
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TRAX

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- Share in AHN's national advertising and product merchandising revenues.
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- No net license fees for long-term agreements.

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

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1000 Universal Studios Plaza, Building 22A, Orlando, FL 32819-7610

Good Medicine For Your Bottom Line

network featuring programming about land, air and marine sports
Owner: Networks Development Corp.

Launch date: Sheltered launched tentatively scheduled for late 1996

TRIO

Bethesda, Md. 301-986-1112

Programming: Children's programming, live talk shows, teen dramas, documentaries, movies, specials and miniseries

Launch date: TBA (launched September 1994 on DIRECTV)

TV Guide on Screen Interactive

Engelwood, Colo. 303-267-6800

Programming: Fully interactive on-screen program guide accessible to viewers at the bottom of their screens

Owner: TV Guide on Screen, joint venture of TCI and News America Publications Inc., parent of *TV Guide* magazine

Launch Date: Spring 1996



Viewer's Choice Pay-Per-View Network

New York 212-486-6600

Programming/launch date:

Eleven pay-per-view channels—six existing movie channels (latest is Continuous Hits 4, launched July 1995); five additional channels to be launched second half 1996

Owner: Viewer's Choice

WBIS+ (currently WNYV-TV)

New York 212-416-5600

Programming: Business and sports

Owner: ITT Corp. and Dow

Jones & Co.

Launch date: 1996 (pending FCC approval)



Wingspan, The Aviation Channel

Rockville, Md. 301-340-3900

Programming: 18-hour-a-day aviation channel featuring news, documentaries and educational programs

Owner: The Network Group

Launch date: TBA

Women's Sports & Entertainment Network

Irving, Tex. 214-868-1000

Programming: Women's sports programming

Owner: Liberty Sports (division of TCI)

Launch date: TBA (sheltered launch on Liberty's regional sports networks in January 1995)

World African Network

Atlanta 404-365-8850

Programming: 24-hour pay-TV network targeting African-American market; original programming,

movies and films

Owner: Unity Broadcasting Network

Launch date: 1996

WorldJazz

Pasadena, Calif. 213-344-9700

Programming: Jazz music programming

Owner: Clipping K.K./Green Dolphin Media

Launch date: TBA



World Interactive Network (WIN)

Century City, Calif. 800-934-1875

Programming: Original new media production (Entertainment/Home shopping)

Owner: Sean P. O'Keefe/private owners

Launch date: Second half 1996

—Compiled by Jessica Sandin

What's cooking?

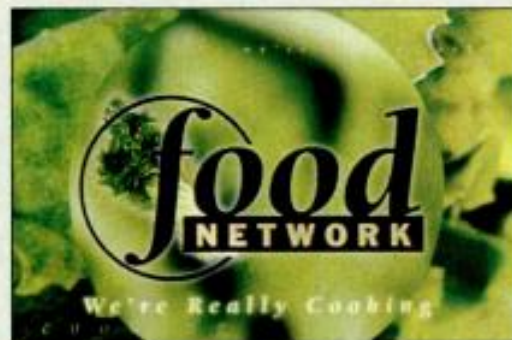
The TV Food Network may not be new—it is in its third year, having launched in 1993—but it is unveiling a new look and logo at this week's NCTA convention in Los Angeles.

In addition to the logo, the marketing campaign, which launches on-air June 1, includes image spots, music, a different on-air graphic look and a new slogan: "We're really cooking." The campaign will be unveiled at an April 30 reception at NCTA, hosted by Robin Leach and chef Wolfgang Puck.

Also new from the network as of May 20 will be a backyard cooking series, *Grillin' & Chillin'*. The series will be hosted by Bobby Flay, of New York restaurants Mesa Grill and Bolo, and Jack McDavid, of Philadelphia restaurants Downhome Diner, Jack's Firehouse and The Smokey Mountain.

TV Food Network has 16 million subs.

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The Music Shopping Network

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MSNBC has leg up in news race

Plans mid-July launch with 20.5 million subs; ABC, Fox reticent on channel plans

By Steve McClellan

In the battle to launch news channels, MSNBC, the NBC/Microsoft venture, is well ahead of ABC and Fox. MSNBC will launch in mid-July, NBC says, with 20.5 million subscribers and a format that will include a mix of packaged news reports, live remotes and analysis of breaking news all day and a more program-driven menu at night.

ABC has reportedly leased facilities in Morristown, N.J. for its proposed channel. But beyond announcing the hiring of Jeff Gralnick to oversee the start-up of its new service, the network had little to say about its plans last week.

But sources inside the company say that Disney Chairman Michael Eisner last week approved the final business plan for the news service. Content plans are germinating and distribution efforts won't begin in earnest until the network has the programming in place to show MSOs what the service will look like. Despite all the work that lies ahead, sources say that ABC still intends to launch by year end.

Sources say Geraldine Laybourne, former Nickelodeon president who now heads up Disney's cable operations, has spent much time overseeing consumer research on the new channel to insure that planned programming appeals to viewers. Those sources strongly deny reports that there was friction between Laybourne and ABC News President Rooney Arledge. "Nothing could be farther from the truth," said one source. "They are on the same page." A spokeswoman said none of the key executives involved in the planning will comment now because it is too early.

Disney spokesman Ken Green said the company had no comment.

Fox, meanwhile, has hired former CNBC and America's Talking president Roger Ailes and a number of former CNBC and America's Talking executives to help design and implement its new service.

The others include Paul Rittenberg, executive president in charge of cable sales; Chet Collier, vice president, prime time programming; Rich O'Brien, director of graphics; Brian Lewis, vice president, public relations, and Scott Ehrlich, director of research. But, like



ABC, Fox last week was not prepared to talk in detail about its own plans.

There are signs that the competition is getting more intense on the front lines as NBC's launch date approaches.

For example, NBC strongly denied reports that the retransmission agreements signed by its owned stations are up soon, forcing a renegotiation by year's end. Sources inside the network did confirm that there will be "some retransmission issues to deal with this year," but not at the O&O level.

The carriage issue is critical, and NBC is going all out to secure the widest possible cable distribution. GE Chairman Jack Welch and NBC President Bob Wright are both said to be making calls to cable MSOs.

David Zaslov, president, cable distribution, NBC, said MSNBC (which replaces America's Talking) has "full commitments" from all of the top 60 MSOs, with one exception—number two-ranked Time Warner.

But Zaslov says NBC's position is that Time Warner is legally bound to its America's Talking carriage agreement, said to cover close to 1 million subscribers. "There are no loopholes," Zaslov said. And he stressed that Time Warner, which hopes to acquire CNN through its pending merger with Turner Broadcasting System, hasn't said it won't honor those carriage agreements. They've basically just said nothing up to this point.

Meanwhile, Mark Harrington, vice president and general manager of MSNBC, says the network has the basic format in place, has hired dozens of producers and technicians from NBC and the other networks and is tending now to such details as the graphic look, news-gathering procedures, scheduling and interfacing with the companion online

service being developed jointly by Microsoft and NBC Interactive.

As to the format, says Harrington, "the best way to describe it is that it will be ongoing news coverage throughout the day, then more program-driven in the evenings."

Two weeks ago, the network announced three hour-long programs that will air in prime time, including a newscast and a talk-interview program to air five nights a week with rotating hosts, including Tom Brokaw, Katie Couric and Bill Moyers (BROADCASTING & CABLE, April 22). Another program, co-produced by Ziff-Davis, will cover new media and technology developments.

Daytime news coverage will include a mix of packaged reports and discussion as well as an effort to "try to get out around the country and get citizens involved in the process of the news as it affects them."

So far, only one of a stable of daytime news anchors has been named—Jody Applegate, who also will handle anchor duties at *NBC Weekend Today*.

Key producers include Bob Epstein, from CBS, who is executive producer in charge of daytime coverage, and Kathy Sciere, also from CBS, who will executive-produce the prime time newscast.

Harrington says there probably will be four hours of original nightly program production, which will be repeated in late night, after which the channel will pick up NBC News Channel's *Nightside* until the daytime cycle resumes.

NBC is just beginning to circulate to affiliates options for participating in the channel. The two primary ways they will participate is by contributing stories and live coverage of breaking events and by filling a three-minute local hourly news window for the channel, says Harrington.

Just how many affiliates participate in the new service remains to be seen. "They are very eagerly listening to our plans," said NBC TV Network President Neil Braun. "They're glad we're doing it, but they're still basically listening to see what's in it for them."

The network has set aside an annual revenue pool, in the tens of millions of dollars, to pay affiliates for their contributions, says Braun. ■

TBN Shatters Cable Myths

High Perceived Value by Viewers

\$2.06	The Discovery Channel
\$1.92	ESPN
\$1.87	Court TV
\$1.72	Country Music Television
\$1.69	
\$1.68	CNN
\$1.63	The Cartoon Network
\$1.63	Nickelodeon
\$1.53	The Learning Channel
\$1.52	MTV

Myths are deceiving. Especially myths espoused by "experts." For example, many marketing gurus say there's little perceived value in religious programming. Viewers, however, say something different. The truth of the 1995 Beta Survey¹ shatters cable's myths. Viewers' perceived value of TBN is \$1.69! That's higher than numerous leading cable networks.

Since the Beta Survey results are carved in stone when it comes to adding new channels, it's important that cable operators discard myths about religious programming. Americans are still a religious people. They care deeply about America's moral decline. It's no surprise that a recent Barna Research² study reveals that 81% of Americans believe there's more sex and violence on TV than five years ago. And 50% believe a Christian channel would raise the standards of TV.

Clinging to myths is also expensive. Cable's competitors see a vast Christian market that's underserved. So, don't take for granted America's Christians. And don't put your faith in marketing myths. Take a new look at TBN. You'll see why adding TBN is a programming decision that's rock solid.

¹ 1995 Beta Research Cable Subscriber Study
(Results for TBN based on small sample of viewers)

² Barna Research Group's 1995 Omni Poll



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www.americanradiohistory.com

TNT, TBS broaden their target

Add programs to court younger viewers; TNT moves toward newer films

By Jim McConville

Turner Broadcasting System will fine-tune TBS and TNT in 1996, adding new nighttime program franchises aimed at pulling in younger viewing audiences.

As part of its upfront presentation, Turner executives last week laid out program schedules for the two channels for the 1996-97 season.

TBS plans include a regular Sunday series of documentary specials for *Destination Sunday*, a four-hour Sunday evening program block that starts Aug. 25.

Turner's Sunday night TBS franchise will consist of *National Geographic Explorer*, a TBS regular series since 1986, followed by TOPX, a weekly two-hour documentary slot to be filled with a TBS original or a *Wild! Life Adventures* or *Network Earth* special.

Week one features *Biker Women*, a documentary on women who ride motorcycles. Other topics in 1996 include *UFO Abductions*, *Ghost Stories*, *People Covers* (a behind-the-scenes look at *People* magazine) and *World's Best TV Commercials*.

Next January, TBS expands on its prime time franchises by rolling out *Suspense Monday*, a weekly double-bill movie slot that replaces TNT's current schedule of *Matlock* and *Perry Mason*. The block will consist of two mystery



'Biker Women' on TBS

movies airing back to back at 8:05 and 10:05 p.m.

TBS already has repackaged (beginning last February) its weekly daytime kids programming under the umbrella title *Disaster Area*.

TBS President Bill Burke says the conversion of WTBS from a superstation to a full-fledged national basic cable network tied to the proposed Turner/Time Warner merger likely won't take place until mid-1997.

TNT moves up

TNT plans to revamp its schedule of network movies, retiring most older titles in favor of more recent product in Turner's vast library. Starting in fall 1996, nearly 75% of TNT films will have a production

date between 1975 and 1996.

The move, says TNT President Bradley J. Siegel, is to develop a schedule of "new classics" from Turner's more recent titles.

Turner's new Monday block at 8 p.m. will face perennial competitor *Murder, She Wrote*, which historically has garnered high ratings for USA Network.

In June, TNT will relaunch *MonsterVision*, its Saturday late-night monster-movie double feature with new host Joe Bob Briggs, the syndicated Texas drive-in-movie critic who has signed an exclusive contract to host *MonsterVision* for 10 weeks.

Original TNT programming specials will include *Nazi Hunters*, a one-hour special that will air before TNT's original movie *The Man Who Captured Eichmann* in November. In January, TNT airs *Bogart* (working title), a documentary on movie star Humphrey Bogart. Other nonfiction specials next year include *Judy Garland* (June 1997) and *Big Guns Talk*, a four-part series on the American western.

Other original TNT movies for 1996-97 include *Last Stand at Sabre River; Wallace*, based on the life of former governor George Wallace; *Samson & Delilah*, *The Hunchback*, *Buffalo Soldiers* and *Rough Riders*, a miniseries about the early life of Teddy Roosevelt, starring Tom Berenger. ■

USA adds new shows

Part of ongoing effort to boost originals on schedule

By Rich Brown

USA's drive to add more original programming to its schedule in 1996-97 will include a new puppet-based sitcom called *Rudy* and a dramatic series based on the movie "La Femme Nikita."

USA Networks Entertainment President Rod Perth has given the thumbs up on both projects and has ordered an additional 22 episodes each of existing series *Duckman* and *Pacific Blue*. Irreverent animated series *Duckman* is in its fourth season

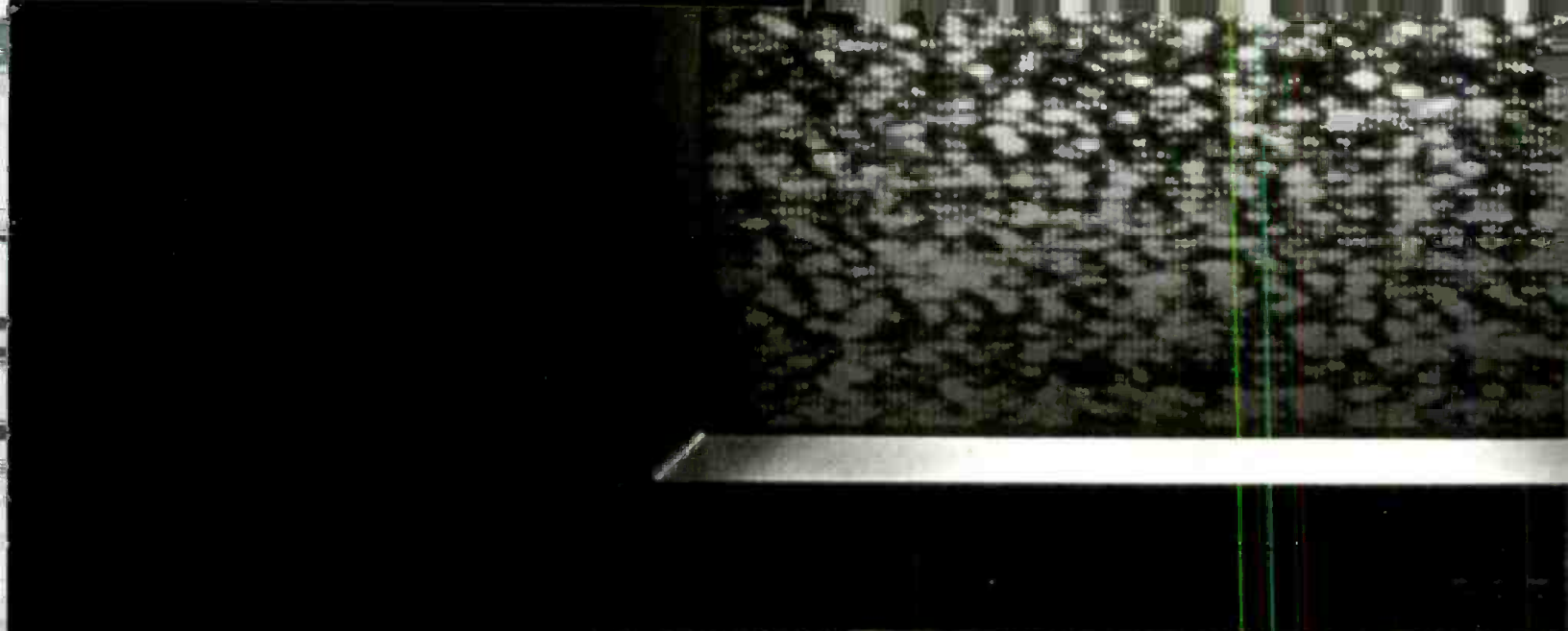
on USA; police action drama *Pacific Blue* debuted in March.

Pacific Blue so far is the only survivor among three original series introduced to the USA schedule in March. The network earlier this month canceled rookie sitcom *Campus Cops* and yanked the campy *Weekly World News* from the schedule for possible reworking.

New series *Rudy* and *La Femme Nikita* have received an order of 13 episodes each. *Rudy*, a show-within-a-show about a low-budget TV puppet show, is being produced by Quin-

cy Jones and David Salzman with executive producers David Steinberg, Paul Fusco (*Alf*) and Sy Rosen (*The Wonder Years; Sister, Sister*). Spy drama *La Femme Nikita* will be executive-produced by Joel Surnow (*Nowhere Man, The Equalizer, Wise Guy* and *Miami Vice*).

Other prime time originals in USA's stable for 1996-97 include recently announced weekly drama *The Big Easy*; action hour *Renegade*, which exits first-run syndication to air exclusively on USA beginning this fall, and *Weird Science*, a quirky sitcom now entering its fourth season on the network. USA executives also are expected to renew original drama series *Silk Stalkings* for a sixth season. ■



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Turner takes hit from Castle Rock

Will write off \$60 million associated with studio's losses

By Rich Brown

Turner Broadcasting System will write off about \$60 million and report a 50% drop in operating cash flow during first quarter 1996 due to losses associated with its Castle Rock Entertainment unit.

Turner says Castle Rock's "disappointing" performance at the box office is largely responsible for the write-off (first-quarter theatrical releases included "City Hall" and "A Midwinter's Tale"). Turner has seen mixed results since its \$670 million purchase of Castle Rock Entertainment and New Line Cinema three years ago.

"Castle Rock has just been one problem after another for them," says one Wall Street analyst. "It has clearly been a disappointment, unlike New Line. If you look at the two together, the whole thing has been a disappointment because of the Castle Rock product. Three of the past four quarters [were] a negative surprise at Castle Rock; the movies have just not done anything."

Turner historically has told analysts that Castle Rock would eventually get

its share of hit titles, just like any major studio. But the company last week was unusually quiet about the future of Castle Rock. Analysts said Turner probably was lying low in the face of the company's pending merger with Time Warner.

Many analysts say a combined Time Warner/Turner likely would consider selling off part of its film business to reduce the large number of titles it would have flowing through the pipeline. Indeed, rumors involving a possible sale of Castle Rock to MCA

have surfaced in the past month or so. A Turner spokesperson says the company has no comment on any speculation involving a sale.

"Making movies is risky; a couple of lousy flicks and you have to take a write-off," says analyst David Goldsmith of Buckingham Research Group. "That wasn't contemplated when they bought Castle Rock, but that's the business. You just have to wait for your turn at bat."

Turner plans to release its first-quarter earnings in early May. ■

Cablevision cash flow up

MSO Cablevision Systems Corp. reported that operating cash flow for first quarter 1996, ended March 31, increased 5.8%, from \$97.6 million to \$103.2 million. Company officials attribute the increase to decreases in the company's share of affiliate net losses and lower interest expense due to debt refinancing. Cablevision reported a net loss of \$100.7 million for the quarter, down slightly (.02%) from its \$100.9 million loss for the same quarter last year. Cablevision, which services approximately 2.7 million cable subscribers, also reported that net revenue for the quarter increased 23.9%, from \$245.4 million to \$304.2 million. Cablevision officials attribute the rise to an increase in Cablevision's subscriber base and the acquisition of Cablevision of Boston in fourth quarter 1995. —JM

C\NET boosts Sci-Fi slate

Adds two new shows to Sunday morning block

By Rich Brown

USA Networks and CNET in July will expand their relationship to include a two-hour Sunday morning block of high-tech/computer shows on USA's Sci-Fi Channel.

Sci-Fi Channel plans to debut two new weekly CNET shows (*The Web* and *The New Edge*) that will be programmed alongside existing series *C\NET Central* in the 10 a.m.-noon slot. All the shows will be produced by CNET, the San Francisco-based programmer that is 5% owned by USA Networks.

The Web, which will air 10:30-11:30 a.m. ET, will be devoted entirely to the Internet and online services. Following

at 11:30 is *The New Edge*, a half-hour magazine series looking at future technologies and high-tech gadgets. Leading off the block at 10 a.m. each Sun-

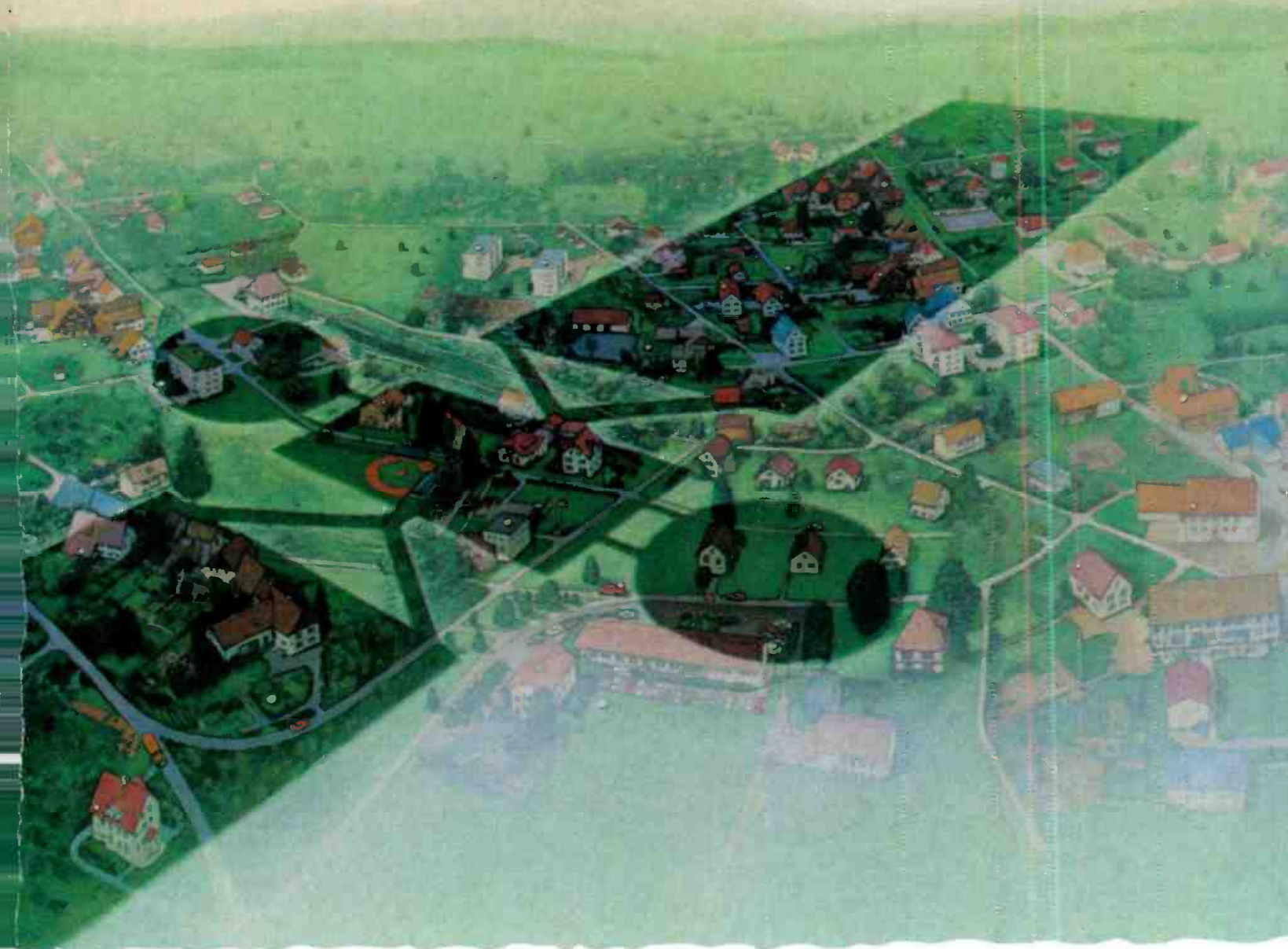


day will be renewed computer series *C\NET Central*, which debuted a year ago on USA, Sci-Fi and KPIX(TV) San Francisco.

The new series mark the latest additions to a growing lineup of cable shows focusing on computers and high technology. Discovery Networks, for example, programs various high-tech shows such as *Beyond 2000* and *The Know Zone*. There is even a 24-hour network dedicated to computers—Englewood, Colo.-based Jones Computer Network, which reaches about 1.5 million cable and TVRO homes nationally.

CNET executives hope to launch as a stand-alone network by the second half of 1997. ■

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Saturday, April 27

Registration-Exhibitor registration open 9 a.m.-5 p.m.
10 a.m.-2 p.m. State/Regional Executive Directors'
Meeting/Luncheon—**Room 503**

Sunday, April 28

Registration-Exhibitor registration open 9 a.m.-5 p.m.
-Delegate registration open 9 a.m.- 5 p.m.
-Press registration open 9 a.m.-5 p.m.
-International lounge open 9 a.m.- 5 p.m.

8 a.m.-4 p.m. NCTA Committee & Other Meetings
8-9 a.m. Convention Committee Meeting—**Room 506**
8-11 a.m. Cost Committee Meeting—**Room 512**
9:30-10:30 a.m. CablePAC Meeting—**Room 507**
10 a.m.-noon CATV Program Suppliers of Japan
—**Room 513**
10 a.m.-2 p.m. Academic Seminar & Luncheon
Seminar—**Room 411/Theatre**
Lunch—**Room 503**
10 a.m.-noon Independent/Small System
Operators' Committee Meeting—**Room 506**
10:30-11:15 a.m. Associates' Annual Membership
Meeting—**Room 505**
11:15 a.m.-noon Programmers' Annual Membership
Meeting—**Room 504**
Noon-2 p.m. Congressional Seminar & Lunch
(Invitation Only)—**Room 502B**

2-3:15 p.m. **Opening Plenary Session**
Cable's Year in Review & Prognostications for
the Future—**North Hall**

3:30-5 p.m. **Special Seminars**

- The Telecom Road Show: A Reprise—**Room 403A**
- The Internet for Dummies—**Room 403B**
- Leading and Managing in Turbulent Times: What
Cable Executives Need to Know—**Room 408A**
- Hot Spots, Super Stats and Great Ideas to Steal:
A Crash Course in Cable Marketing—**Room 408B**
- Creating a Hit Show—**Room 409A/B**

5-6 p.m. **International Welcome Reception—Room 151**

5-6 p.m. **Press Welcome Reception—Plaza Dining Area**

**B&C at NCTA**

BROADCASTING & CABLE will publish two daily editions—Tuesday, April 30, and Wednesday, May 1—at the NCTA convention in Los Angeles this week. The magazine's editorial and advertising departments will be represented by Peggy Conlon, Don West, Harry Jessell, Mark Miller, John Eggerton, Rich Brown, Jim McConville, Richard Tedesco,

Michael Katz, Cynthia Littleton, Dave Borucki, Rick Higgs, Rosalie Corley, Yvonne Pettus, Robert Foody, Millie Chiavelli, Stacie Mindich, Joan Miller and Sandra Frey. The magazine's press room is in the Biltmore Hotel, 505 South Grand Ave., phone: 213-612-8350; fax: 612-8359.

Monday, April 29

Registration-Exhibitor registration open 7 a.m.-7 p.m.
-Delegate registration open 7 a.m.-7 p.m.
-Press registration open 7 a.m.-7 p.m.
-International lounge open 7 a.m.-7 p.m.

Exhibit hours noon-7 p.m.

8:30-9:30 a.m. **Breakfast Sessions**
CablePAC Breakfast (Club Members Reservations
Only)—**Gold Room, The Biltmore**

8-9:30 a.m. **Special Breakfast Session**
Breakfast Session for International Delegates
—**Room 502B**

10 a.m.-noon **Opening General Session**
Consumers' Choice and the Competitive Challenge
—**North Hall**

Noon-2 p.m. **Exhibit Floor Opens/Exclusive Exhibit Hours**

Noon-2 p.m. **Special Meetings & Lunches**

- 12-1:30 p.m. Regional Sports PR Representatives
Meeting
- 12-2 p.m. NCTA Quality Sound Subcommittee
Meeting—**Room 507**
- 12-12:45 p.m. Walter Kaitz Executive Committee
Meeting—**Room 503**
- 12:45-1:45 p.m. Walter Kaitz Board of Directors'
Meeting—**Room 503**

2-3:30 p.m. **Concurrent Educational Sessions**

- What Really Drives Cable Values on Wall Street?
—**Room 403A**
- Washington Insiders on Telecommunications
—**Room 403B**
- Cable Telephony: Design and Delivery
—**Room 404A/B**
- Operational Improvements in Existing Cable Systems
—**Room 406A/B**
- Building your Cable System into a Full-Service
Network—Part 1—**Room 408A**
- We're Not Just TV anymore: Programmers Redefine
Their Markets—**Room 408B**
- To Catch a Cable Thief—**Room 409A/B**

2-5 p.m. **International Delegates Tour of Continental
Cablevision**

4-5:30 p.m. **Concurrent Educational Sessions**

- The Unpredictable Certainty: Cable in a
Multi-Technology, Multi-Industry World—**Room
403A**
- Advice & Consensus: Implementing Cable
Act Reform Issues of the Telecommunications
Act of 1996—**Room 403B**
- Network Powering Issues: Reliability, Safety
and Economy—**Room 404A/B**
- Successful Digital Video Carriage—**Room 406A/B**
- Cannon Balls, Belly Flops & Swan Dives:
Jumping Into the Cable Pool
—**Room 408A**
- Cable Smarts: The Ultimate Cable Challenge
—**Room 411/Theatre**

4-6 p.m. **Winning Strategies for Small-System Operators**
—**Room 409 A/B**

- 6-7 p.m. "Larry King Live"
-Turner Broadcasting System Inc. Booth
- 7-8 p.m. Chairman's Reception (Invitation Only)
-Crystal Ballroom, The Biltmore
- 7-8 p.m. Welcome Party
-Lindsay Plaza, Convention Center

Tuesday, April 30

- Registration-Exhibitor registration open 7 a.m.-5:30 p.m.
- Delegate registration open 7 a.m.-5:30 p.m.
- Press registration open 7 a.m.-5:30 p.m.
- International lounge open 7 a.m.-5:30 p.m.

Exhibit Hours 10 a.m.-5:30 p.m.

- 7:30-9:30 a.m. Breakfast Sessions
- 7:30-9 a.m. WICT Accolades Breakfast
-Crystal Ballroom, The Biltmore
- 8-9:30 a.m. Public Policy Breakfast Session
(Invitation Only)-Room 502B
- 10-11:15 a.m. Tuesday General Session
For Whom the Young Turks Toil: Views from the
Executive Offices-North Hall

10:30 a.m.-noon Exclusive Exhibit Hours

- 10:30 a.m.-1 p.m. Technical Sessions
Data Over Cable-Why Wait for Connectivity?
-Room 404A/B
Meeting Return Path Challenges-Room 406A/B

- Noon Special Meetings & Luncheons
12-1:30 p.m. Cable in the Classroom
Executive Committee Meeting-Room 505
Noon-1:30 p.m. Cable Academy Board Meeting/
Luncheon-Room 506
Noon-2 p.m. NCTA Accounting Committee Meeting
-Room 503
1:30-2:30 p.m. Systems' Annual Membership Meeting
-Room 504
2:30-4:00 p.m. Satellite Network Committee Meeting
-Room 503

- Noon- 1:30 p.m. Cable '96 Infomarts: Lunch with the Experts
 - Do It! Do It Right! Doing Up your Production Facility
-Room 408B
 - Programing Casbah-Buying and Selling in the
International Market-Room 409A/B
 - Taking Charge of Your TV: A Family & Community
Critical Viewing Workshop-Room 411/Theatre
 - Implementing the Legislation: Everything You Wanted
to Know but Have Not yet Asked-Room 507
 - Thinking Outside the (Converter) Box: Competitive
Availability of Navigation Devices &
Related Issues-Room 510
 - Cents & Sensibility: Rate Regulation After the 1996
Telecommunications Act-Room 512
 - Copyright Laws-Room 513
 - Universal Service: Can Competition and Universal
Service Co-exist?-Room 514

- 1:30-3 p.m. Concurrent Sessions
 - Fiber Refinements-Room 404A/B
 - Digital Transport-Room 406A/B
 - Taking Charge of Your TV: A Family & Community
Critical Viewing Workshop-Room 411/Theatre
- 2-3:30 p.m. Exclusive Exhibit Hours

- 3:30-5:00 p.m. Concurrent Educational Sessions
 - Money, Money, Money-Let's Make a Deal
-Room 403A
 - Press "I" for Assistants: Meet the FCC's Common
Carrier Advisors-Room 403B
 - Reliability and Availability: Expectations, Issues &
Solutions-Room 404A/B
 - Competitive Intelligent Networks
-Room 406A/B
 - Building your Cable System Into a Full Service
Network-Part II-Room 408A
 - Advertising Revenues & Technology
-Room 408B
 - Twinkle, Twinkle Big Star-What's the Competition
from Where You Are?-Room 409A/B
 - Taking Charge of your TV: A Family & Community
Critical Viewing Workshop
-Room 411/Theatre

- 5:30-7 p.m. 18th Annual Local CableACE Awards
-North Hall
Host: Rita Rudner
Sponsors: ESPN2, The Learning Channel,
The Travel Channel

Wednesday, May 1

- Registration-Exhibitor registration open 7 a.m.-1:30 p.m.
- Delegate registration open 7 a.m.-1:30 p.m.
- Press registration open 7 a.m.-1:30 p.m.
- International lounge open 7 a.m.-1:30 p.m.

9 a.m.-1 p.m. Exhibit hours

- 7-8:45 a.m. Breakfast Sessions & Meetings
NAMIC Awards Breakfast-Pacific Ballroom,
Omni Los Angeles Hotel & Centre
Public Policy Breakfast Session (Invitation Only)
-Room 502B
International Cable Communications Council Meeting
-Room 506

- 9-10:30 a.m. Concurrent Educational Sessions
 - Telephone 101-Room 403A
 - Hail to the Chiefs: A View from the FCC Bureaus
-Room 403B
 - Virtual Techno Policy-Room 404A/B
 - Regional News-Open 24 Hours a Day-Room 408A
 - Packaging-Pulling the Pieces Together
-Room 408B
 - Opening the Local Loop-State of the States
-Room 409A/B

- 9-3 p.m. Cable in the Classroom Teacher's Program
-Room 503

10:30 a.m.-noon Exclusive Exhibit Hours

- 10:30 a.m.-noon NCTA Committee & Other Meetings
Corporate Counsel Meeting
-Room 507
Public Affairs Committee Meeting
-Room 504
NCTA Accounting Committee Meeting
(Members Only)-Room 512
State/Local Government Committee Meeting
-Room 513

- 1-3:30 p.m. Vanguard Awards and Lunch--North Hall
Closing General Session "Larry King Live"

- 3:45-5 p.m. NCTA Board of Directors' Meeting
-Room 502B

PPV by satellite finding favor

Viewers, suppliers pleased with performance of DIRECTV

By Kim McAvoy

When April Gaines wants to watch a recent hit movie, all she has to do is turn on her TV. Gaines, who owns a digital satellite dish, has access to DIRECTV's 52 pay-per-view channels, providing her with up to 80 titles every month as well as sporting and specialty events.

"We watch about three movies a month," says the Broad Run, Va., native, who likes the "convenience" of the Direct Ticket service. The movies cost \$2.99 each, and new releases begin on the half hour. Ordering a movie is easy, says Gaines. All she has to do is hit a button on her remote. She also can use the remote to call up show times and brief descriptions of the films.

"I haven't rented a movie since last year," she says. "It used to be a real hassle getting them back on time. The choice may be a little more limited than

a video store, but not extremely."

Indeed, DIRECTV's expanded pay-per-view (or, in some circles, near-video-on-demand) service seems to have taken off since it started nearly two years ago.

According to company officials, the PPV service has a buy rate of 150%-200%. "Our customers are watching about two movies a month," says Stephanie Campbell, vice president of programming for DIRECTV, which claims 1.4 million subscribers.

The suppliers of the movies are also bullish. "We had expectations for DIRECTV, and it's meeting those expectations," says Emlyn Heniff, manager of pay per view for Disney-Touchstone.

"Generally [DIRECTV's] performance is significantly higher than cable's," says another studio executive. "It's five to 10 times higher than cable on any given title. They've sent a message to cable that pay per view can work."

Once cable systems increase their capacity, "then you'll see a difference," says the studio executive. "You have to have enough channels so that when people turn their TV on there's the perception that something's on. And you have to make it easy to order and easy to find out what's on."

DIRECTV "has done a nice job," he says. "They've given people convenience and variety."

The satellite service has access to new releases 30 to 90 days after they appear in local video stores and before they air on any of cable's pay services. The titles are usually available for more than 30 days. The company buys movies from all the major studios.

Besides its movies, DIRECTV offers sporting and special events programming. For example, viewers could watch the Houston Rodeo for \$14.50 or *Extreme Fighting 2* for \$19.95.

"We're also making a number of movies available on letterbox," says Campbell. The satellite company also offers what it calls "buy once—watch all day" selections. It devotes some of its channels to promoting movies and events. "We're happy with the number of channels," she says.

"We're always looking for ways to make us stand out from the crowd," says Campbell. In March, the company began a promotional campaign called "Entertainment Extravaganza." Until May 7, DIRECTV is offering customers who buy a digital satellite dish and subscribe to its Total Choice programming package a free pay-per-view movie every week for the rest of the year.

"We've been successful with what we've done. But as competition increases we'll have to make changes," says Campbell. "Competition will change the whole picture.... I think you'll see us make more changes during the next two years than [we have] over the past two."

Barry Wittenberg, of Manassas, Va., watches not only movies on Direct Ticket (about one a week) but also boxing: "It's so simple. All I have to do is hit 'Select.' There's always something on that I haven't seen before. I used to rent a tremendous amount of movies; now I never go to a video store."

February 1996

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H E A D E N D I N G S

Goodman is WB's cable original

Warner Bros. Domestic Pay-TV, Cable & Network Features has named David Goodman to develop original programming for cable with an emphasis on music. Goodman most recently was president of WarnerVision Entertainment Television and earlier served as senior vice president at Saban Entertainment. He will report to executive vice president Eric Frankel.

Green light for green thumbs

Home & Garden Television has given the green light to an additional six original hour-long specials this summer, including *Gardens of Puerto Rico* and *The Southern Living Idea House*. The network has presented 43 original specials to date and expects that number to grow to 60 by early 1997. HGTV parent The E.W. Scripps Co. says it will invest an additional \$35 million in the fledgling cable network over the next two years, including capital expenditures and pretax operating losses.

Women in Cable

United Paramount Network President and CEO Lucy Salhany will deliver the keynote speech at the Women in Cable & Telecommunications (WICT) 15th annual Accolades Breakfast scheduled for April 30 at the Biltmore Hotel in Los Angeles. This year's awards honorees for leadership in the cable industry include Margaret Richenbourg, president, Richenbourg Marketing; June Travis, executive vice president and COO, NCTA, and E! Entertainment Television and Lifetime Television for co-producing *Choices of the Heart: The Margaret Sanger Story*.

■ In other WICT news, the organization is sponsoring its first conference for women who want to start their own communications business. The Koplovitz Women Entrepreneurs Conference, named after USA Network founder and chairman, Kay Koplovitz, will be held June 3 at the Hotel Nikko in San Francisco. Koplovitz was instrumental in developing the conference program, which will cover issues including obtaining financing, protecting ideas and developing a business plan.

■ And finally, one veteran woman in cable is being honored as a Horatio Alger success story. The 10 Horatio Alger Award winners for 1996 include Louise Herrington Ornelas, co-founder and board member of T.C.A. Cable of Tyler, Tex. With her second husband, Ornelas bought a bankrupt cable system—"stringing the wire herself," according to the Horatio Alger bio—and helped parlay it into one of the top 25 MSOs. The awards will be presented May 31, with the ceremony carried on PBS. The Horatio Alger Association is a nonprofit group that "reaffirms to America's youth the vitality of America's free enterprise system."

Rights winner

Daytona Beach, Fla.-based Tel-Com Wireless Cable TV Corp. has won the rights to provide wireless cable TV services to subscribers in Stevens Point and Wausau, both Wisconsin, and Hickory, N.C., which together represent 450,000 households. Tel-Com paid \$622,001, \$777,001 and


\$2,184,777, respectively, for the three markets.

SportsChannel breaks ratings record

SportsChannel Chicago set a new ratings record with its April 16 coverage of the National Basketball Association game between the Chicago Bulls and the Milwaukee Bucks in which the Bulls broke the record for most wins in an NBA season with their 70th win (they finished the season with 72). The telecast netted a 22.9 household rating in the Chicago area, breaking SportsChannel's previous record of a 20.5 rating for its May 5, 1995, telecast of a Bulls vs. Charlotte Hornets playoff game.

DIRECTV on the ball


Between April 13 and June 16, DBS provider DIRECTV will televise 20 World League football games free to its customers. The DBS programmer also will air game replays and a 30-minute highlight show every




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9th Annual Convention and Exposition
Denver Convention Center
July 10, 11 & 12, 1996



"Winning in a
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For more information, contact Sherry Crittenden, WCA Director of Membership & Events
phone: 202.452.7823 fax: 202.452.0041 e-mail: wca@cais.com

More subs for IFC

The Independent Film Channel has upped its subscriber base by signing several new MSO carriage agreements and has added to its original program schedule with telecasts of the International Tournee of Animation and a live broadcast from the Cannes Film Festival. IFC has signed an agreement with Cox Communications to carry IFC, primarily on new product tiers, starting July 1. The deal gives IFC 2 million more subscribers and 5.5 million overall. IFC also will roll



out on US West Media One in Atlanta; Time Warner in Austin, Tex., and Comcast in southern Michigan. New IFC programming will include *Animation Celebration: The Best of the International Tournee of Animation*.

The seven-part, half-hour series will air on IFC in July. IFC will provide exclusive live coverage—hosted by film critic Roger Ebert—of the opening and closing ceremonies of the Cannes Film Festival on May 8 and 20. The channel also has signed a program deal with Buena Vista Television that allows IFC to carry Miramax Film titles including "Pulp Fiction," "The Crying Game" and "Clerks." —JM

Wednesday throughout the season.

C T ~~A~~ M

New logo for CTAM

CTAM has unveiled its new logo (above) to celebrate its 20th anniversary. The logo is described as a "simple, elegant design" that, according to CTAM Chairman Chuck Ellis, has "a strength to it that implies the organization is prepared for the challenges of the present and the future."

GEMS carriage agreement

GEMS International Television has signed a carriage agreement with Cablevision Systems Corp. in a deal that adds more than 600,000 subscribers to the network and includes launching GEMS in New York City on Cablevision's channel 78.

SportsChannel to carry Jimmy Johnson

SportsChannel Florida has signed an agreement to carry a weekly sports show hosted by new Miami Dolphin head football coach Jimmy Johnson. The half-hour *Jimmy Johnson Show*, will air at 10 on Sunday mornings beginning the first week of September.

CAB adds directors

The Cabletelevision Advertising Bureau has elected four cable executives to its board of directors. Joining the CAB board: Daniel E. Gold, president, Century Cable TV division, Century Communications; Jeffrey Marcus, chairman and CEO, Marcus Cable; Judith McHale, president and COO, Discovery Communications, and Tom Rogers, president, NBC Cable & Business Development.

ESPN promos

ESPN will air a second batch of promotional spots for ESPN's *SportsCenter* starting April 29. Produced by network ad agency Wieden & Kennedy, the spots will feature *SportsCenter* anchors, producers and executives and will incorporate a variety of sports personalities, mascots and TV icons.

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NBC News/MSNBC

News Anchor

Tom Brokaw

Mon & Tues

12 - 2 pm



NBC Cable Networks

Some of the cable and pay-TV deals struck at the MIP-TV programming market in Cannes last week:

Antena 3 Television's cable TV concern, Cable Antena, announced that it will extend its Spanish programming service this fall by launching a DTH digital pay-TV package that will include 20 thematic channels. It also plans to bring PPV and Nvod services to Spanish viewers for the first time. Cable Antena's current program package comprises five channels: Cine de Siempre (Spanish movies), Cine Color (U.S. and European blockbusters), Canal Fiesta (TV series, sitcoms, variety shows and general entertainment), Telenoticias-Antena 3 (news) and Discovery Channel. All channels are broadcast in Spanish and Portuguese.

TCl-controlled cable and satellite programmer **Flextech** has made its first channel commitment outside Europe, announcing the launch of Mundo Olé in Latin America in Cannes last week. Mundo Olé, owned equally by Flextech, HBO Olé and Olé Investment, will be part of the growing package of channels distributed by HBO Olé to cable and DTH homes in Latin America. The channel will launch in "midsummer 1996," according to Brent Harman, managing director of Flextech. Designed as an international service, the channel already has acquired a block of programming from the Arts & Entertainment network in the U.S. and is negotiating for a news feed from the UK's BBC. Other programming will include documentaries, natural history and classic sports. Enrique Cusco, CEO of Olé, said the package is offered to operators as a block; individual channels are available a la carte, but at a higher unit cost. HBO Olé is negotiating with all digital DTH platforms in Latin America and would be non-exclusive, according to Cusco.

Turner International and ProNet, the latter the rights-buying arm of pay-TV group NetHold, announced April 22 an exclusive output deal for Turner product. NetHold film channels FilmNet and South Africa's M-Net will have exclusive access to Turner product for services in the Benelux and Nordic countries and Africa. The ProNet deal includes titles from Turner's Castle Rock Entertainment ("City Hall," "Othello" and "Striptease") and Turner Pic-



tures Worldwide ("Andre" and "The Page-master"). The deal, however, does not include product from New Line Entertainment, another Turner subsidiary that sells its product independently of Turner International in many territories. The first titles will be carried on FilmNet and M-Net in November 1996. FilmNet and M-Net now have output deals with seven U.S. majors, as well as package deals with independents. ProNet just signed a deal with Morgan Creek, producer of "Ace Ventura: Pet Detective" and "Robin Hood: Prince of Thieves." In addition, Turner Original Productions and UK distributor ITEL, owned by MAI and HBO, revealed a deal to co-fund European factual co-productions, although no investment figure was given. The deal expands on the pair's current six-month-old distribution agreement. ITEL also sealed a deal to distribute four new one-hour Turner specials.

Australian pay-TV channel group **The Premium Movie Partnership** signed a four-year output deal with PolyGram Filmed Entertainment, kicking off Jan. 1, 1997. The deal includes minimum guarantees based on box-office performance of titles, plus per-sub payments. TPMP operates the Showtime channel and is owned by Paramount, Universal, Columbia TriStar, Fox, Australis Media and TCl Movies Australia, and Australia Movies Ltd. Showtime airs on Foxtel and Galaxy systems.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 15-21, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.
1. <i>Rugrats</i>	NICK	Sun 10:00a	2,835	4.3	3.0
2. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:00p	2,834	4.2	3.0
3. <i>Movie: 'Dead Ahead'</i>	USA	Wed 9:00p	2,651	4.0	2.8
4. <i>NFL Draft</i>	ESPN	Sat 12:00n	2,339	3.5	2.4
5. <i>Rugrats</i>	NICK	Mon 6:30p	2,281	3.5	2.4
6. <i>Rugrats</i>	NICK	Tue 6:30p	2,266	3.4	2.4
7. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	2,230	3.4	2.3
8. <i>All That</i>	NICK	Sat 8:30p	2,184	3.3	2.3
9. <i>Doug</i>	NICK	Mon 7:00p	2,169	3.3	2.3
10. <i>Looney Tunes</i>	NICK	Sun 9:00a	2,165	3.3	2.3
11. <i>Doug</i>	NICK	Tue 7:00p	2,092	3.2	2.2
12. <i>WWF Monday Night Raw</i>	USA	Mon 8:57p	2,076	3.1	2.2
13. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,040	3.1	2.1
14. <i>Tiny Toons Adventures</i>	NICK	Sat 9:30a	2,013	3.1	2.1
15. <i>Tiny Toons Adventures</i>	NICK	Tue 7:30p	1,971	3.0	2.1

Following are the top five pay cable programs for the week of April 15-21, ranked by households tuning in.

1. <i>Sex Bytes</i>	HBO	Fri 11:00p	2,748	11.4	2.9
2. <i>Soul of the Game</i>	HBO	Sat 8:00p	2,120	8.8	2.2
3. <i>Playmaker</i>	HBO	Mon 10:00p	1,910	7.9	2.0
4. <i>HBO Boxing After Dark</i>	HBO	Sat 12:16a	1,855	7.7	1.9
5. <i>HBO Comedy Hour</i>	HBO	Wed 10:00p	1,831	7.6	1.9

Source: Nielsen Media Research.

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

Broadcasting & Cable's *Telem*edia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week®

Telcos

Merged Bell Atlantic to target long distance

Combination with Nynex also will offer competition to cable

By Steve McClellan

The \$23 billion merger of Nynex into Bell Atlantic may mean stiff competition for cable operators in the Northeast and mid-Atlantic states—eventually. But if the merger goes through as expected next year, the company's immediate focus in terms of new business will be the long-distance telephone market, analysts say.

Indeed, at last week's press conference in New York announcing the merger, Bell Atlantic Chairman Ray Smith and Nynex Chairman Ivan Seidenberg, who will be vice chairman/president of the merged company, which will retain the Bell Atlantic name, talked enthusiastically about attacking what will amount to a \$20 billion long-distance market in their combined regions.

Smith described the current AT&T/MCI/Sprint competition in long distance as a "cozy cartel" that hasn't seen real competition—but will when Bell Atlantic gets into it later this year.

When prompted, they also talked enthusiastically about offering video services, eventually, but didn't provide much detail other than to say that wireless cable (MMDS) would be the "entry strategy"



Bell Atlantic will aggressively develop Internet-related services as a "first play." They'll still try the video, but it's second tier."

Yankee Group's Howard Anderson

into consumer homes, with Tele-TV providing the program packages. (Tele-TV is a joint venture of Bell Atlantic, Nynex and Pacific Telesis.)

The two Bell companies jointly have invested millions in CAI Wireless, which company executives say has the potential to provide video service to 14 million homes in the Bell Atlantic/Nynex region.

But Seidenberg acknowledged that cable entry will be "difficult." He said it will take several years for the company to sign 2 million–3 million cable subscribers. But he added that the incremental capital costs will be low—"hundreds of dollars per subscribers, not thousands"—using wireless technology. And as the cost of installing fiber wire to homes decreases, wireless systems will be con-

verted to fiber technology, he said.

"The video stuff is clearly back-burnered," says Howard Anderson, a managing director at the Yankee Group of Boston who follows the telecommunications industry. Beyond the long-distance telephone market, Anderson thinks, Bell Atlantic will aggressively develop Internet-related services as a "first play. They'll still try the video, but it's second tier. What they see as the ability to get the cash register ringing is suspect on [video-on-demand] services."

And, whereas two years ago it appeared that phone and cable companies would consolidate in a big way, Anderson now thinks it will be the phone companies that will seek each other out. "They now realize that

branding opportunities are enhanced in contiguous territories," he says. Indeed, Bell Atlantic's Smith called the marriage with Nynex a "natural fit" that didn't exist with the aborted merger with Tele-Communications Inc. three years ago.

Smith said he was glad the TCI deal fell through. "If you look at the comparable stock prices over time, you'll see why," he said. The big difference between the current proposed merger and the aborted deal with TCI is that "TCI actually was just a letter of intent. We did not take the time to lay out all the plans as we have here. And we concluded after due diligence [that] it wasn't the principle, it was the price, and we walked away." Nynex, on the other hand, is a "definitive agreement. The deal is set."

Set, but not approved. Approval, Smith says, will come within a year. But opposition is mounting from unions, which fear job cuts, and competitors, including AT&T and MCI. Smith said the objections of those two "show how pro-competitive this merger is." Of the 3,000 job cuts immediately planned, none are union positions, says Seidenberg.

But Representative Edward Markey (D-Mass.), ranking Democrat on the House Telecommunications Subcommittee, also has raised concerns about the planned merger: "Without the introduction of vigorous competition in the Baby Bells' local telephone market, this merger could lead to a disturbing stifling of com-

The Internet

Cybersoaps take the plunge on the Internet

Dramas are appearing all over the Web as companies hope to move them to TV

By Richard Tedesco

petitive energies." The deal "underscores the central role the FCC must play" in developing policies that insure local phone competition is "the rule, not the exception," Markey said.

Analysts estimate the consumer video services market in the Bell Atlantic region at perhaps \$8 billion—less than half the potential long-distance market. There are other signs that consumers are tuning in to the Internet at an accelerated rate: 41% of "technologically advanced families" in Bell Atlantic's region have a second phone line, Anderson says.

"Ray Smith has an interesting vision of video and its potential, but he's not going to let it get in the way of a business alliance," says Anderson.

Elaine Altman, telecommunications consultant at Furman Selz, agrees: "Is video back-burnered? Probably. I think [that] video, in general, for most of the Bell operating companies has been back-burnered temporarily so they can focus on the development of long distance," an opportunity that became available with the passage of the new telcom bill.

"The revenue potential is greater in long distance, and it also helps solidify their positions in the local business," says Altman. "It's also an area they know. It's not as far afield as video, so the learning curve is much shorter."

And there appears to be mounting evidence that the phone companies will have to protect their local residential phone businesses, which are now open to competition as a quid pro quo for long-distance opportunities. Time Warner confirmed that its cable MSO is rolling out local residential phone service in New York City. The company also is testing opportunities in the local phone business in Rochester, N.Y.; Orlando, Fla., and other markets. **TW**

Serial dramas look to be the next major trend in Internet entertainment, with two cybercast networks planning to launch series in May with hopes of migrating them to TV.

One, American Cybercast Network, already has a daily cybersoap opera on the Internet. *The Spot* is a series about the daily drama in the lives of several twentysomething housemates in Los Angeles (www.spot.com).

In mid-May, ACN will debut a still-animation science fiction series, *Eon-4*, followed by two more as-yet-untitled series before year's end. On May 1, Digital Planet Entertainment premieres

Fox making quickie cybersoap

In a marketing deal with Polaroid Corp., Fox Broadcasting recently launched a cybersoap with a six-week Web run.

The series, *Polaroid Place*, is online at the Fox Web site (www.foxnetwork.com). The plot revolves around a handsome young photographer hired to do a shoot for the promotion campaign of The Close-Up Cafe and Involves a waitress who's being stalked and her sister, also a waitress and a supermodel wanna-be.

The series was designed by BoxTop Interactive, with TV writer Susan Wick (*Married: With Children*) writing the script. It's all part of Polaroid's buy on Fox media for its current "See What Develops" ad campaign.—RT



Digital Planet hopes it has a hit with 'Madeline's Mind'

Madeline's Mind, another series using still animation and a novel narrative technique that will attempt to put the viewer/reader in the mind of its main character.

Madeline, the daughter of a renowned scientist, is being imprisoned by government officials trying to unlock the secret of a superior mental ability that her father was developing before his death. He implanted the ability to recreate reality in her mind. The plot line, a la *The Prisoner*, features cybernetic branching as users playing Madeline try to escape. "We are trying to tell a story here. There's no right or wrong path. There are different paths that affect the narrative," says Thomas Lakeman, vice president of creative affairs for Digital Planet and *Madeline's* creator.

The initial six episodes over three months will establish the characters. Using the Shockwave language initially, Lakeman hopes to move into VRML to create 3-D environments as the plot thickens.

Digital Planet's business plan is to find a conventional media partner that will trans-

late cyberspace productions into another medium, most logically TV. ACN President Sheri Herman says that's also the strategy for her network, which has deep pockets in partners Intel Corp., Tele-Communications Inc. and Creative Arts Agency. And it has a proven TV talent in writer Rockne O'Bannon (*SeaQuest*, *Alien Nation*) to complement its impressive corporate pedigree.

Herman hopes to expand the 20-28-year-old predominantly male demographic for *The Spot* to an 18-40-year-old range with *Eon-4*, and hopes advertisers will want to reach its audience. "We'll be developing a core group of users that will be spending a lot of time with us," she says, claiming that typical users visit *The Spot* as many as six times weekly for 30 minutes at a time. Honda was a sponsor; Sony Pictures will be next month.

A larger audience probably won't show up until the static text-dominated stories incorporate audio and video (QuickTime VR) in ACN's series later this year. Herman claims that ACN already has

had feelers from TV companies looking to spin off a TV version of *The Spot*. A paperback version from Simon & Schuster is planned for Christmas-season publication.

"We're going to move much faster than television did," says Charles Platkin, co-president of Marinex Multimedia and producer/director of that company's cybersoap, *The East Village* (www.theeastvillage.com).

Audio soon will be added and a serialized novelization of New York City's counterpart to *The Spot* is in the works, according to Platkin, who says that a TV series may not be far off. Marinex also plans to license a line of clothing. "It's an environment," he says.

Like ACN, Marinex has signed an established TV writer, Fred Mustard Stewart (*Ellis Island*) as *East Village* story consultant.

Meanwhile, Digital Planet's Lakeman is working on *Super Secret Agents of the '80s*, a spoof of *Charlie's Angels* that would bring things full circle if it landed on TV. TMW

Prodigy pushes into Web shows

Struggling service moving features to Internet

By Richard Tedesco

Prodigy Services Co. hopes to boost its subscriber numbers by producing Web site programming on the Internet.

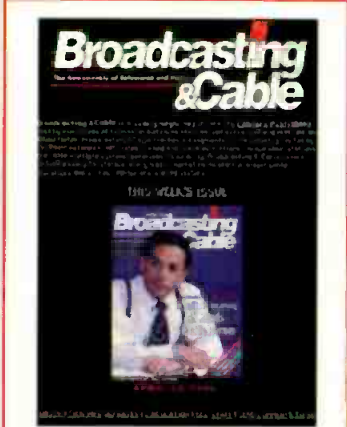
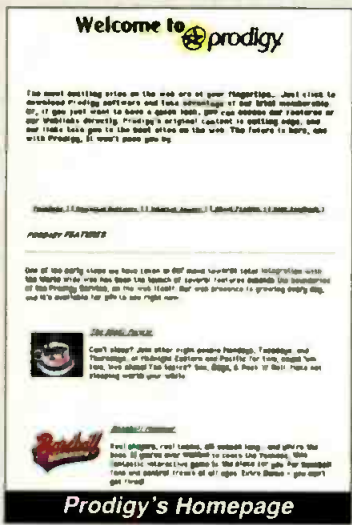
Prodigy last week launched two Web sites: a new comedy site called *WiseAcres* (wiseacres.prodigy.com), which will carry live chat sessions with popular comedians, and *Ch@t Soup*, a site that has been on Prodigy featuring live chats with celebrities.

Next quarter the beleaguered commercial online service plans to migrate as many as 10 Web sites it is developing from its proprietary content, says Lisa Simpson, Prodigy vice president of content. *Baseball Manager*, a fantasy baseball game that already has fan support on Prodigy, launches as a Web site this week.

Previously, Prodigy also moved onto the Web a reformatted *Night People* ([\[gy.com\]\(http://gy.com\)\), featuring three distinct cybershows: *Susie on Sex*, with Susan Landolfi; *Warp*, an online rock novel, and *350 Dog Night*, for dog lovers. "These are super products, and we're thinking they can be a front porch for Prodigy," Simpson says of the retooled communities of interest.](http://nightpeople.prodi-</p>
</div>
<div data-bbox=)

The new areas, some of them original, are intended to be advertiser-supported, according to Simpson, with some requiring user fees (a season of *Baseball Manager* costs \$150). "We want to create hits to drive people to those programs," says Simpson. TMW

In the wake of the layoffs of 115 of its 680 employees—and faced with static subscriber growth—Prodigy needs a jump start. Along with the new Web content, it is giving prospective subs a month of 20 free surfing hours—double its prior incentive.



WELCOME HOME
BROADCASTING & CABLE'S Internet home page debuted April 18. Offering each week's Cover Story and a variety of other features—some from the magazine and others exclusive to the home page—it can be found at www.broadcastingcable.com.

WIN to launch pay-per-use on PC

Wave Interactive Network, a Palo Alto, Calif.-based multimedia company, plans to introduce a pay-per-use PC CD-ROM service there this year.

WIN will begin offering 100 Palo Alto Windows 95 PC users access to CD-ROM entertainment and educational titles in a mid-summer marketing trial. The idea is to make CD-ROM content—and content from other sources—available on a rental basis via WIN's CablePC service, according to Steven Sprague, WIN president.

Several major content developers and technology companies are endorsing the venture, including Simon & Schuster Interactive, Time Warner Electronic Publishing,

United Media and Gateway 2000.

The material will be delivered via cable lines through high-speed modems provided by En Technology and Com21, which will split the revenue with WIN, the content providers and the cable company, Palo Alto Cable Co-op. Commercial launch of the service will follow the trial.

GI digital boxes to support ACTV

General Instrument will deploy its DCT 1000 MPEG-2 digital boxes later this year with software permitting interaction with ACTV interactive programing.

GI expects to field-test the boxes with Tele-Communications Inc. and other MSOs in June, with commercial deployments expected in October, according to David

Robinson, GI vice president and general manager of digital network systems. "There's no additional hardware required to support ACTV," he says.

When the boxes are ready to be deployed, they will be ready for ACTV and, potentially, other interactive services. A single 6 mhz path would accommodate the multi-camera angles ACTV provides for its sports programing, Robinson says. Digitization eliminates a crucial roadblock ACTV faces now. "With analog, we had to make do, we had to make adjustments," says William Samuels, ACTV president.

ACTV is developing the software with the David Sarnoff Research Center and GI. ACTV expects to have similar box deals in place with other suppliers shortly.—RT

Technology

April 29, 1996



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Providence Journal remains Avid about nonlinear

Orders 30 NewsCutter for six stations

By Glen Dickson

Providence Journal Broadcasting, an early adopter of Avid Technology's digital TV news production systems, has expanded its commitment to Avid with a multistation purchase valued at \$3.5 million. The buy includes 30 Avid NewsCutter nonlinear editors along with AirPlay disk-based playback systems, Media Composer nonlinear editors and NewsView newsroom computer systems.

The Avid gear will be installed this year in six stations: KGW-TV Portland, Ore.; KING-TV Seattle; KREM-TV Spokane, Wash.; KUTB Boise, Idaho; WHAS-TV Louisville, Ky., and WCNC-TV Charlotte, N.C. According to Al Rouff, Providence Journal director of engineering, each station will get five or six NewsCutters, four single-channel AirPlay units and one or two Media Composers.

KGW-TV, KING-TV, KREM-TV and WHAS-TV will install the NewsView computer systems for researching stories, accessing wire information, preparing scripts and building run-downs, joining sister stations WCNC-TV,

KUTB, KHNL Honolulu and Northwest Cable News in Seattle.

Initially, Providence Journal will use AvidNet/ATM networking (which it helped Avid develop at KHNL) to set up peer-to-peer networking between the NewsCutters and the AirPlays; the move to the more expensive client-server architecture with an SGI Challenge production server (like KHNL and Northwest Cable News) will have to wait until 1997, says Rouff. The Media Composers will be used separately to edit promotions.

"Any NewsCutter can move any video clips to any AirPlay, and we'll also have the ability to play right out of the NewsCutter," he says. "It's not quite as convenient as having the full server implementation. Each AirPlay will have three or four hours [of JPEG-compressed video] local storage on their regular drives, and we'll play to air from that" using an analog NTSC transcoder.

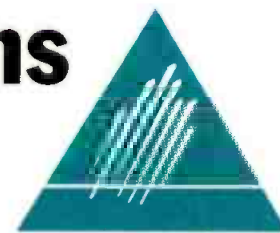
Rouff doesn't mind waiting a year for Phase II, the production server implementation. "The server still has a little ways to go," he says. SGI has "the stability under control, but there are

functionality issues that need to get better before the server's ready for a conventional news operation."

One of those issues is handling simultaneous video streams. "Depending on the combination of streams, the record function requires more CPU power than the playback function," he says. "And the total bandwidth limits how many streams you can sustain simultaneously." He says that SGI is working to increase both the processing power and the bandwidth (i.e., ATM cards) of the Challenge.

Rouff says Avid also is working to improve its machine control software to better integrate the newsroom system with the server (specifically, the communication between NewsView and AirPlay). "That would realize the vision of a producer controlling the newscast from a newsroom computer."

Rouff still is waiting for AvidNews, the company's next-generation newsroom computer system, to become a reality. Avid did show a prototype of AvidNews at NAB with an asset-management application developed by



Twister topples wcov-TV tower

When a tornado ripped through Montgomery, Ala., at 5:18 a.m. on March 6 and destroyed wcov-TV's 800-foot tower, NBC affiliate wsfa there and cable operator TCI of Alabama were quick to help the Fox affiliate get back into viewers' homes.

"We were also without power for 36 hours," says wcov-TV president and owner David Woods. "But with our emergency generator, we were able to get back on cable in 12 hours."

TCI of Alabama loaned a crew of technicians to hook up a direct link from wcov-TV to wsfa's fiber-optic loop, which feeds directly to TCI's headend. By 5:08 p.m., wcov-TV was back on cable, which

reaches 75% of the station's market, says Woods.

Sixteen days later, wcov-TV installed a temporary 350-foot tower and was transmitting again. A full-height replacement for the 800-foot tower is due in August.

Woods is grateful that no one at wcov-TV was hurt in the tornado, which killed seven people in the Montgomery area and caused millions of dollars in damage. Stainless Inc. engineers who analyzed the failure of the 31-year-old tower estimated the tornado's winds at 250 mph.

"It's a good reminder for everybody to have replacement-cost insurance," Woods says. —GD



A tornado with winds estimated at 250 mph hit wcov-TV's 800-foot tower 'like a hammer,' snapping it 600 feet up, says owner David Woods.

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IBM, and the product is scheduled to ship in the fall.

But Rouff says another technology demonstration showed that Avid is getting close to delivering video editing, text and research capabilities in the same desktop. That was a Mac-based NewsCutter station linked via Novell networking to a PC running NewsView newsroom automation software. The demo showed the ability to bring NewsView scripts up on the NewsCutter interface.

"That's the first real [Avid] product

with both applications on one desktop, so it's happening," he says.

Rouff also is intrigued by the agreement between Panasonic and Avid that was announced at NAB, whereby Panasonic will support the Open Media Framework (OMF) file format for storing DVCPRO digitized video on disk, allowing the acquisition format to feed Avid editors and servers. He says that Providence Journal is taking a close look at both Panasonic and Sony's professional versions of the DV format.

"We were hopeful that disk-based

acquisition would mature faster," says Rouff. But since viable disk-based cameras for ENG use appear to be at least three or four years away, he says, a format like DVCPRO could serve as a transitional format to replace Providence Journal's aging Betacam SP cameras. Rouff says that Panasonic will have to deliver on its 4x-faster-than-real-time player to make the DVCPRO/Avid combination successful.

"That's a big issue for Avid," Rouff says. "You have to take in the data to the NewsCutter at four times real time." ■

Bloomberg buys RT-SET virtual studio

Will use system to create new looks for its news magazines

By Glen Dickson

Bloomberg Business Television has purchased a virtual-set system from Israeli virtual studio developer RT-SET. The New York-based cable programmer will use the technology to create different looks for the news magazine shows it produces, including *Bloomberg Business News* on PBS.

According to Jonathan Fram, general manager of Bloomberg's television and radio group, Bloomberg has bought only the software component of RT-SET's high-end Larus virtual studio system (BROADCASTING & CABLE, April 17). Bloomberg didn't require a complete system, since it already has a Silicon Graphics Onyx supercomputer that can handle Larus's image processing. Fram says that the Larus system won't be used in live productions, only for preproduced shows.

Bloomberg has been looking at virtual-set products for use in its four studios during the past two years, says Fram. "You can't move different sets into any given studio," he says. "This will give us an infinite number of sets and allow us to incorporate more graphic information."

Bloomberg will perform the 3-D modeling for the virtual set on a number of SGI platforms, including Indigo and Indigo² Impact workstations, using Alias/Wavefront software. One of Bloomberg's three Onyx machines will handle the processing for the Larus system; the remaining systems will continue to perform other animation tasks.



Bloomberg Business Television will use the RT-SET system to create computer-generated sets.

RT-SET is due to deliver the software in five weeks, says Fram. RT-SET trainers then will spend another two weeks

with Bloomberg personnel to get them up to speed on the software.

Fram wouldn't disclose the terms of the RT-SET deal. At the NAB convention two weeks ago, RT-SET Managing Director Paul Schmidman estimated that a complete Larus system costs around \$700,000—\$300,000 for the RT-SET rendering and control software, the rest for the Onyx.

"We decided it was the best product for our needs and for the price," says Fram of the RT-SET system. He adds that Chyron's 19% stake in RT-SET also was a "positive factor" in picking the Israeli manufacturer based on Bloomberg's past business with Chyron. ■

Clear Channel makes ASC buy

Will install Virtual Recorder ad servers at three stations

By Glen Dickson

Clear Channel Communications has purchased three ASC Audio Video Virtual Recorder disk systems for commercial playback in three of its TV stations for a price tag of roughly \$500,000. The stand-alone systems will replace existing 3/4" tape machines.

Each VR system will go into an

LMA that Clear Channel operates: KOKI-TV (Clear Channel-owned, Fox affiliate) and KTFO (RDS Broadcasting, UPN), both Tulsa, Okla.; WPMI (Clear Channel, NBC) and WJTC (Mercury Broadcasting, UPN), both Mobile, Ala., and WLYH-TV (Gateway Communications, UPN) and WHP-TV (Clear Channel, CBS), both Harrisburg, Pa.

"Each pair [of stations] operates out of the same location," says Mike

DeClue, Clear Channel's director of engineering. "But in Tulsa, for example, the master control rooms for the stations are on different floors. The server itself is going to be located in traffic storage, with everything controlled remotely. So it's hard to say where the VR machines will reside. Logically, they'll all be in one place, but physically they may be in another."

The VR systems in Tulsa and Mobile will be three-channel, 24-hour systems (with 252 gigabytes of storage), DeClue says. The system in Harrisburg will be configured with two channels and 18 hours of JPEG-compressed video storage and will be used mainly for WLYH-TV.

All of the VR systems have been delivered and are scheduled to start playing spots in the next two weeks, DeClue says. Clear Channel also has purchased ASC's new Windows 95-based VRX automation controller along with the servers, but that isn't due to ship until June.

The VRX software, demonstrated at NAB, can control multiple VRs, VTRs and router and master control switchers, and import playlist schedules from traf-



ASC's disk-based broadcast system, showing the VRX control monitor

fic and export "as-run" logs to billing via Ethernet TCP/IP or floppy disk.

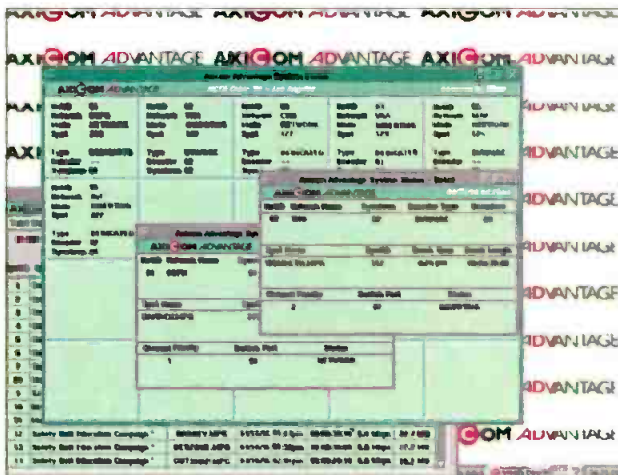
For now, Clear Channel will use

ASC's SpotBase and Playlist software that is bundled with the VR units, says DeClue. "One of the things that Clear Channel does on an ad hoc basis is software programming and design. That's one of the reasons we like the VR: This system lends itself well to third-party software or user modifications because of its open architecture."

DeClue says that Clear Channel didn't consider any MPEG-2-based servers because of compatibility issues with JPEG-compressed nonlinear editing systems. "At this point, we don't know how we're going to use the systems in the future, but obviously we can't mix compression schemes," he says. "MPEG-2 is not editable like JPEG" (there are no MPEG-2 nonlinear editing products on the market).

DeClue thinks that Clear Channel might be able to create a proprietary nonlinear editor by using a PC, in-house-written software and additional VRs for storage. He already plans to scale up the VRs for ad insertion duties: "This system is directly expandable to 100 hours of storage. That's a key feature, since we're already up against the wall with the normal 24-hour limit." ■

Axicom introduces cable ad insertion system



Axicom is launching its ADvantage digital ad insertion system today (April 29) at the NCTA show in Los Angeles. The new Pentium microprocessor-based system is aimed at small-to-medium-sized cable TV operators, and can be scaled for four-to-20-channel configurations. A base system starts at \$64,995.

According to Axicom President Geoff Allen, the ADvantage system's patent-pending software uses the concept of "Dynamic Channels," which allow system resources to be shared by more than one channel from a centralized storage model, as opposed to the single-channel integrity models usually marketed to smaller systems.

"As a result of this innovation, ADvantage costs only a third to half the price of hardware-centric digital systems, which use a dedicated, single-channel pricing model," says Allen.

The new Axicom system will start shipping in July 1996.

—GD



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Cutting Edge

By Glen Dickson

Vyvx has closed a deal with DBS service PrimeStar to provide video backhauling services for three of its broadcast network feeds. The CBS, NBC and ABC network feeds, all of which originate on the East Coast, will be transported to PrimeStar's uplink facilities in Bala-Cynwyd, Pa., via Vyvx fiber from CBS affiliate WUSA(TV) Washington, NBC affiliate WHDH-TV Boston and ABC affiliate WSB-TV Atlanta.

DiviCom has introduced a new line of MPEG-2/DVB-compliant integrated receiver/decoders (IRDs), the ProView Commercial IRD Series, designed for satellite program distribution to



DiviCom's ProView IRD

cable headends, business television and digital turnarounds. The ProView PV 1110, PV 1120 and PV 1130 consist of a MCPC (multichannel per carrier) QPSK-modulation satellite receiver and MPEG-2 decoder integrated into a rack mountable chassis. The receiver provides connection with wideband communication channels; the decoder provides demultiplexing, descrambling, video/audio decoding and data services. According to Bob Natwick, DiviCom vice president of sales, the units range from \$1,800 to \$2,500, with the higher-end 1120 and 1130

models offering more sophisticated audio capabilities (and teletext capability on the 1130).

Telemetrics has introduced a new high-precision camera robotics system with a 26-pound capacity. The PT-CHD is a compact, heavy-duty pan/tilt mechanism designed for outdoor applications, weighing in at 17 pounds. Its weather-proof construction features aluminum casting with a 14-pin circular connector for power and drive signals. The PT-CHD is available with either top or side camera mounts and provides 350-degree pan range, +20 to -90 degree tilt range from level position and end stop adjustments. For fast operation, the unit pans at 36 degrees per second and tilts at 15 degrees per second.

A.F. Associates has been awarded the contract to renovate WNBC-TV New

York's newsroom facilities in NBC's Rockefeller Plaza complex. The O&O's newsroom will occupy 30,000 square feet and will consist of 10 cuts-only edit rooms, two sports and two multisource edit suites, a feed record area, a signal acquisition area, a six-position assignment desk, two announce booths, a flash camera desk and a central equipment area.

Tektronix subsidiary **Lightworks** has introduced a new online editing system, the Lightworks V.I.P., targeted at online finishing of broadcast television projects. Designed to comple-

ment Lightworks' offline and news editing systems, the Lightworks V.I.P. uses the Tektronix Profile digital disk recorder to offer recording and playout configurable from one to four channels. Key features include up to four independent streams at 3:1 JPEG compression; three hours online or 32 hours offline video storage supported by 16 four-gigabyte drives; eight audio channels and optional fader box, and Windows NT compatibility.

The NAB has endorsed **MegaWave Corp.'s** new design for TV set-top antennas, following up on its March 1995 agreement with MegaWave to develop a compact TV set-top antenna that requires no tuning or length adjustment while providing better picture quality than rabbit ears. According to the NAB, the characteristics of the MegaWave antenna also will make it capable of receiving ATV transmissions in the future. The consumer product is a spin-off of Boylston, Mass.-based MegaWave's work for the Advanced Research Projects Agency of the Department of Defense.

Sharp has introduced a three-chip, DV-compliant Viewcam camcorder. The VL-D5000UP unit features a 5-inch LCD monitor, 30x digital zoom, built-in zoom microphone for changing the zoom direction, built-in timecode, automatic data code video recording of time and date, a "cut playback" function to skip past



Sharp's DV Viewcam

scenes when playing back, and digital image stabilization. A "program AE" function allows the user to choose from four preset modes—Iris, Shutter, Sports and Portrait.

Hewlett-Packard and the David Sarnoff Research Center have co-developed a real-time MPEG-2 analyzer for DVB (digital video broadcast) systems and networks. The product, the HP E627A MPEG scope DVB, is a PC-based test solution that supports real-time testing of the MPEG-2 transport stream layer using Sarnoff's real-time analysis software. The MPEG scope DVB consists of an HP Vectra PC, a Sarnoff-designed ISA analysis card and real-time software running under Microsoft Windows. It performs key MPEG-2 measurement functions, including program clock reference (PCR) jitter and interval analysis, T-STD buffer-level monitoring, program identifier (PID) bandwidth statistics reporting and DVB-MG23/66 health-check monitoring.

Errata

The April 22 "Cutting Edge" showed an incorrect picture with an item on the Odetics Spectrum automation system. The picture was of a D-Vision nonlinear editing system.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sports Announcer/Reporter: Award winning Midwest group broadcaster seeks energetic, motivated, self-starter for primary play-by-play responsibilities and reporting in radio, TV, and cable TV operations. NCAA Division II football, basketball and soccer, plus premiere high school coverage and summer collegiate league baseball. Previous play-by-play experience necessary. B.A. or B.J. degree preferred. Excellent compensation and benefits with growth opportunity. Employees aware of opening. Please send tape and resume to Box 00778 EOE.

Somewhere out there this ad is communicating with the person(s) we're looking for. You, or someone you know, is an aggressive sales person with a good background in small market radio sales and/or sales management and you're looking for a move upward to management and ownership. This is what we offer! If this person is you, or you know someone fitting this description, contact us through the address below. Good references and a true desire to succeed (personally and for the company you work for) is a must! Reply to Box 00780 EOE.

Sales Manager Chicago/Western Suburbs is looking for a proven leader with dynamic sales and communication abilities. General knowledge in radio/media industry, minimum of five years major market experience. This is a great opportunity for an experienced sales manager who wants to be a part of a great team. Send detailed resume and cover letter. Reply to Box 00754 EOE.

Radio Sales Management. Meet challenge of management with small New England group. Expansion has created two career opportunities. Seeking experienced people with initiative and imagination who are committed to "relationship sales." This could be your first step into management. Fax resume to Northeast Broadcasting Co. at (603) 668-6470.

Looking for a rewarding opportunity and better lifestyle without the hassle? GM/Sales Manager combo for 100,000FM in Traverse City and northwest Michigan. No desk jockeys. Must be a field, customer focused, seller. Stable Group operator. Reply to Box 00705 EOE.

Indiana Calling! Selling General Manager for AM-FM, only stations in county of 32,000, city of license 12,000. Join Mid-America Radio Group. Contact our home office, David Keister, 317-349-1485, Box 1970, Martinsville, IN 46151, EOE.

General Manager. Small market AM/FM Country format. Solid sales staff needs strong RF Tech, Computer, Production and Accounting professional. Fax resume to 573-874-9656. Immediate placement.

General Manager - Southern NH Adult Contemporary Christian 10KW AM station with huge coverage needs a selling GM to develop station. Prior GM or GSM experience and familiarity with format required. Station also publishes a Christian monthly newspaper. Send letter, resume and references to GM Search, WDER, PO Box 465, Derry, NH 03038. No telephone calls. EOE. Replies confidential.

Dame Media has an immediate opening for a sales oriented General Manager at our #1 rated, Country News/Talk, Johnstown, PA. Combo, WMTZ/WNTJ. We are looking for a qualified broadcaster that offers the right "fit" for our operations driven company. If you are experienced and feel you can lead an already successful station to the next level...send resume and references %COO, Dame Media Inc. P.O. Box 6477 HBG, PA 17112.EOE.

HELP WANTED SALES

Sales Manager Opening. Class 4 station. Puget Sound location, in one of United States' "Most Livable" areas in the Great Northwest. Although under Seattle's umbrella, we are the largest "single station market" in America. Under new ownership, with all the potential in the world. If you are a go-getter and would like to prosper with us, send resume to KITZ Radio, P.O. Box 1400, Silverdale, WA 98383.

HELP WANTED TECHNICAL

Midland Broadcasters - Topeka, KS. Immediate opening for a Radio Frequency/Broadcasting Engineer. General Class License. Minimum of 5 years experience. Directional and non-directional -- AM/FM stations. Task oriented individual. Benefit package. Salary negotiable. Send resume to P.O. Box 4407, Topeka, KS 66604. (913)272-2122. EOE.

Engineering help critically needed in Northern Michigan, full or part-time. Group owner. New equipment in many areas. 100,000 watt FM and AM facilities. Would be one of three person engineering staff. Reply to Box 00776 EOE.

Consulting engineering firm in Washington, D.C. area is looking for an engineer to help primarily with the firm's radio and television related work, with some exposure to other communications technologies. Applicants should be familiar with the preparation of broadcast engineering exhibits in support of FCC applications and filings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

HELP WANTED ANNOUNCER

Leading American popular standards station seeks two music hosts. Familiar with American music from 40's to 60's -- Sinatra, Cole, Bennett, Ella, etc. AFTRA membership required. Competitive salary. No phone calls, please. Send tape and resume to: Stan Martin, Box B, WQEW, 122 Fifth Avenue, 3rd Floor, New York, NY 10011. EOE.

HELP WANTED NEWS

Radio Reporter/Communications Instructor

Duties: Responsible for gathering, writing and presenting news stories and features for Northwest Public Radio. Teach broadcast courses at the University of Idaho in Moscow. **Qualifications:** three years professional broadcast reporting experience and a Bachelor's degree. MA, teaching and/or public radio experience desirable. Reliable transportation required. \$25,000-\$30,000 DOE+benefits. For an information packet, job description and complete list of qualifications, call 509-335-6580 during regular business hours. **Applications must be postmarked by May 15, 1996.**

*WSU is an EO/AA e-lucator and employer.
Protected group members are encouraged to apply.*

HELP WANTED PRODUCTION

Christian Ministry seeks professionals for the following position: Production Editor, preferably with digital editing experience. Will record, edit and help produce first class and inventive radio productions. Send tape, resume, and salary history to Christian Financial Concepts, 601 Broad Street, SE, Gainesville, GA 30501, Attn: Steve Moore, Vice President of Broadcasting. No calls please. CFC is an EOE.

Christian Ministry seeks professionals for the following position: experienced Consumer Reporter/Producer for nationally syndicated radio programs. Working knowledge of financial and economic issues a must. Will dig, research and produce quality features and interviews. Send tape, resume, and salary history to Christian Financial Concepts, 601 Broad Street SE, Gainesville, GA 30501, Attn: Steve Moore, Vice President of Broadcasting. No calls please. CFC is an EOE.

SITUATIONS WANTED MANAGEMENT

If you need an aggressive General Manager or Sales Manager for your small or medium market station then call Ted 914-357-4861 or 212-888-7347. Top biller. Excellent references. Willing to relocate. Turnarounds.

GM or GSM position wanted in Midwest, preferably Illinois. 20+ years experience as hands-on GM or GSM in small, medium and major markets. Also start-up experience. Leave message at 312-927-2957.

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

GM Available: Relocation OK, 15+ years experience, can wear all hats from sales to engineering to programming. Small and medium markets. Affordable. Call Ed or Donna 1-800-827-2483. Available immediately!

SITUATIONS WANTED TECHNICAL

Experienced Radio Chief Engineer. Texas area. 214-462-0912.

SITUATIONS WANTED ANNOUNCER

If you need a great jock or newscaster that can also sell radio or T.V. call Ted 914-357-4861 or 212-888-7347.

SCA LEASE

Subcarrier Available. WNYE-FM, New York. 91.5 Mhz. 20 KW. Data/paging services only. Contact: Frank Sobrino (718)250-5829.

TELEVISION

HELP WANTED MANAGEMENT

Manager, Credit & Collection Washington D.C. television station is seeking an aggressive Manager, Credit and Collections. Qualified candidate should have a minimum of 3 years experience in collections within the broadcasting industry. Desire and willingness to do whatever it takes to get the job done (9 to 5 mentality need not apply). Advanced knowledge of Lotus 1-2-3 spreadsheets, and strong communications skills a must. Must be able to demonstrate ability to meet deadlines and work under pressure. Competitive salary plus incentive bonus plan and comprehensive benefits package. Please send resumes with salary requirements to: Box 6343 Chevy Chase Station -5632 Connecticut Avenue, NW Washington, DC 20015. EOE/MF/D/V

Director of Broadcasting. A professional sports team has a newly created position available for a Director of Broadcasting who will have overall responsibility for the Broadcast Department including budgeting and management of personnel. The individual we're seeking will act as liaison between the team and league as well as broadcast partners; insure compliance with all league required record keeping; plan, produce and place out of game programming; produce PSA's and marketing/sales tools; and oversee and participate in all television broadcasts. Additionally, the Director will be responsible for creating and servicing a radio network, following broadcast trends, and creating and maintaining a video library of game footage and broadcast news clips. Qualified candidate should possess experience directing and producing sports events. We offer a salary commensurate with experience and complete benefits package. For consideration, please forward resume by May 8, 1996 to Box 00771 EOE.

General Manager. WXTX FOX 54. Candidates for the position of General Manager should possess strong leadership skills, a vision and plan for the future, the ability to effectively manage people, finances, all aspects of the station operation, and multiple projects with a hands on approach. A minimum of ten years of television experience is required and five years sales experience is desired. Please send resume to Pezold Management, PO Box 4252, Columbus, GA 31904. This station is an Equal Opportunity Employer.

HELP WANTED SALES

WANTED-TRAFFIC EXPERIENCE

Do you feel you have reached the peak of your traffic career?
Do you like working with people? Training? Traveling?
Do you enjoy broadcasting, but feel you've reached a dead end?

The good news is **there is life after traffic!**

Use your broadcasting knowledge to launch an exciting career in the broadcasting-software industry. We are a leading international supplier of broadcasting software and we are looking for detail-oriented, motivated, and independent people like **YOU** to join our team of Customer Service Reps. Extensive travel and relocation to Colorado Springs, CO are a must. Competitive salary and compensation package. Fax resume, references and salary history to (719) 548-1818, attn: Human Resources. EOE.

WKEF-TV, the NBC affiliate in Dayton, Ohio, market rank 53, is seeking a dynamic Sales Manager to lead National Sales to the next level. Must be highly motivated and possess strong people skills with research application. Demonstrated inventory control, and revenue forecasting required. If you're a strong negotiator and want to join an exciting team with a station on the move, send resume to General Sales Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EOE/M/F.

New World Television is seeking a Commercial Operations Manager (Traffic Manager) at KSAZ. Must have a minimum of 5 years experience on the Columbine/JDS BIAS Traffic System. At least two years as an Assistant Traffic Manager. DEC VAX system management experience helpful. Familiarity with pacings, base rate, SMS a plus. Must have excellent verbal and written communication skills. Ability to supervise and analyze work flow a must. Must be detail oriented, with good organizational skills. Must be able to relocate. Please send resumes to: Tim Ermish, KSAZ-TV, 511 West Adams, Phoenix, Arizona 85003. No phone calls please. KSAZ is an Equal Opportunity Employer.

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

Sales Manager. Strong Southwest ABC affiliate is seeking a proven National Sales Manager who wants the opportunity to move into Local Sales Management. We anticipate 6-12 month transition period from National Sales into the Local Sales Management position. Ideal candidate would have previous local sales experience and possess excellent communication, leadership and team building skills. Send resume to Human Resources Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101. An Equal Opportunity Employer.

Research Assistant: Assist Marketing Research Director in gathering, organizing, posting and distributing the data from Nielsen overnight, business and trade information, and demographic information for market analysis. College degree and experience with Nielsen Media Research. Business writing skills, word processing, spreadsheets and desktop publishing. Cover letter and resume to: WBNS TV Inc., Business Office #125, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified women and minorities are encouraged to apply. EOE. Smoke and drug free workplace.

Traffic Manager. WATL 36, the #1 WB affiliate seeks experienced hands-on Traffic Manager to oversee and direct the Commercial Operations Department. Minimum 7 years major market traffic experience with a minimum 3 years as manager or supervisor. Working knowledge of BIAS Traffic systems a must. If qualified send resume to WATL 36, One Monroe Place, Atlanta, GA 30324 or fax to (404) 881-3759. No phone calls please. EOE.

Traffic Manager. FOX 54, one of the nation's top FOX affiliates, is seeking a Traffic Manager. At least one year Traffic Management experience a must. Candidates must be detail oriented, organized and a team player. VCI experience a plus. Send resume and salary requirements to Mike Reed, WFXG FOX 54, P.O. Box 204540, Augusta, GA 30917. No phone calls. This station is an Equal Opportunity Employer.

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

or Fax 212.206.8327 for BROADCASTING & CABLE'S

new, special CABLE CLASSIFIED DISPLAY AD RATES!

National Sales Manager: WTTO/WABM-TV has an immediate opening. Join the fastest growing broadcast company in the business. Currently a FOX affiliate with UPN LMA. Candidate should be up to the challenge of one of the country's most interesting markets, with upcoming affiliation changes. If you have National Sales experience, strong communication skills, attention to details and believe you're the one for the job; send resume to: Rick Thompson, GSM, WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35207. No Phone Calls, please.

Local Account Executive. Opportunity for dedicated, organized sales professional. Dominant NBC affiliate in beautiful Appalachian Mountains. Quality of life abounds, excellent public education, low crime rate, great golfing, hunting, fishing and boating. Minimum 2 years media sales. Strong in developing local accounts. Self starter, team player. Computer literate. College degree preferred. Resumes to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

Guaranteed Salary+Commissions+Health Benefits. Start up local news publication serving RI and Massachusetts. July 15th start date. We want people with broadcast and/or newspaper sales background. Fax resume with career goals and salary requirements to 800-962-3862. We will not contact references without your permission.

General Sales Manager: WTWO-TV seeks individual to oversee all sales operations of station and supervise sales/traffic staff. Develop and implement new business strategies. Requirements include significant television sales experience/management experience. Demonstrable training and motivational skills, excellent written and verbal communication skills. An "outside the box" thinker with exceptional people skills. Experience with computers, including Columbine & BMP is a plus. Send resume to: Ray Chumley, General Manager, WTWO-TV, P.O. Box 299, Terre Haute, IN 47808. EOE.

General Sales Manager. WTOG-TV, Tampa Bay's leading independent is seeking a General Sales Manager with a documented sales and marketing success track record. Local and National Sales Manager experience required; General Sales Manager experience is ideal. Any or all of this sales management experience at an independent television station will be weighted higher than none. The candidate must possess a proven track record in leadership, personnel administration and team-building, inventory control and maximization, BIAS Traffic Systems knowledge a plus, as well as effective use of in-house and rep research. You must have a record of revenue growth, creative sales promotion, and a proven record of effective relationship with national rep(s). Along with your resume, advise how your past/present sales and sales management experience will fit our needs for now and growth in the future. No phone calls! WTOG-TV is an Equal Opportunity Employer and complies with all federal, state, and local laws regarding employment practices. Send or fax resume and cover letter to: Human Resources, WTOG-TV, 365 105th Terrace NE, St. Petersburg, FL 33716.

America's leading Spanish language television group is searching for seasoned Traffic professionals. We currently have an opportunity in Dallas for an Assistant Traffic Manager. Excellent benefits and competitive salary. Fluency in Spanish is not required but helpful. Send resume with salary history to Univision Television Group, Clerinda Briones, Fax (214)485-2352 or mail to 3720 Marquis Drive, Garland, TX 75042.

Account Executives Second Generation Television Properties is seeking experienced Account Executives for both its FOX and UPN affiliates in Florida and Iowa. This is a tremendous opportunity for highly motivated individuals with a proven track record to join a growing progressive company. EOE. Please send resume to Second Generation Television, 1228 Euclid Ave., Halle Building Suite 860, Cleveland, Ohio 44115.

Account Executive TV Promotion. Keep your present job and make up to \$5250 extra in one day in your own DMA. We're a national company with years of television and marketing experience. Call Wayne L. Boyd right now to reserve your market. 702-457-4241.

Account Exec. Univision is looking for local AE. Candidates should have 2-3 years sales experience. Send resume, cover letter and salary history to WUNI-TV, 33 Fourth Avenue, Needham, MA 02194, Attn: MG. No phone calls please. EOE.

HELP WANTED TECHNICAL

WFLD, a FOX o/o TV station in Chicago, has immediate opportunity for a Systems Administrator. Successful candidate will provide MIS support for the station to include maintenance and administration of phone system, IBM AS400, Enterprise traffic system, Minipak sales service system, Newsroom Basys computer, and LAN. Duties also include all system maintenance, execution of purchases, and software inventory, upgrades, installation, and training. Must be proficient in LAN's, DOS, Windows, and other systems and software. Bachelors degree in computer science or equivalent and 3-4 years related experience. Strong communications and interpersonal skills, and ability to maintain confidentiality required.

Television Technician (Manh): Performs technical duties related to recording and transmitting television programs to be aired by television station in Japan. Control monitor and audio/sound for both programs taped in studio and live broadcasts. Set up and control production equipment, such as cameras, microphones and microphone booms in studio and at locations outside of studio for broadcasting T.V. programs, commercials, promotional events, concerts and live news broadcasts. Work under supervision of Director. Must be able to read, speak and write Japanese and have 4 years experienced in job offered or 4 years experience as Camera Operator. 40 hrs/wk, \$34,000/yr. Send resume in duplicate to MSB#317, One Main Street, Room 501, Brooklyn, NY 11201.

Maintenance Engineer: Miami based television group seeks one highly qualified technician for its Florida facility. Candidate must be experienced in the maintenance of ENG cameras, studio switchers, routers and Betacam videotape machines. Knowledge of satellite transmitters, receivers and equipment helpful. Supervisory experience desirable. Send resume to Telemundo Network, Human Resources Department, 2290 West 8th Avenue, Hialeah, FL 33010.

Studio Maintenance Engineer. WATL 36 seeks a Studio Maintenance Engineer responsible for preventative and corrective maintenance of all studio broadcast equipment; computer repair and installation. Must have 5 years hands-on component level troubleshooting experience on all television systems. Extensive Betacam repair experience is a must. Two years Associate Degree in Electrical Engineering or equivalent. If qualified, please send or fax resume to: Human Resources Department, WATL 36, One Monroe Place, Atlanta, GA 30324 or (404) 881-3759. EOE. No phone calls please.

Operator Technician - Two positions available. Master Control Operator, on-air switching, operate video and audio tape, maintain FCC required records. Must be able to work nights and weekend. FCC restricted operator permit required. Send resume to Fred Vinson, CBS 42, P.O. Box 59496, Birmingham, AL 35259. Call (205)322-4200 or fax (205)320-2713. EOE.

Newscast Directors/Technical Directors; **KSAT-12, Post-Newsweek,** San Antonio's #1 station seeks highly motivated, creative individual to join our team. If you have the drive, track record and willingness to be the best, we want to hear from you! 3 - 5 years directing and/or TD and Ampex Century switcher experience desired. We offer competitive salaries, great benefits, stable work environment and resources backed by one of the nation's best companies. Rush resume to Marc Kravitz, Production Manager, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

Maintenance Technician - Needed for UHF CBS affiliate to maintain Beta and 3/4" equipment associated with a modern TV facility. RF experience a plus. Must have FCC General Class License. SBE Certification desirable. Send resume to Fred Vinson, CBS 42, P.O. Box 59496, Birmingham, AL 35259. Call (202)322-4200 or fax (205)320-2713. EOE.

Maintenance Technician/Satellite News Gathering Truck Operator. Progressive mid-sized network affiliate has an immediate opening for a Maintenance Technician/SNG Truck Operator. Position requires an Associate of Science in Electronics, SBE Certification, or equivalent experience in the maintenance and repair of small format videotape (beta preferred), and a class D driver's license. This position works a varying shift and must be available on emergency call. Some travel is required. Send resume, references and salary history to ox 00775 EOE.

Assistant Chief Engineer. KLKN-TV, Lincoln, Nebraska's new ABC affiliate, is seeking an individual with a strong broadcasting background and at least two years of management or supervisory experience. This position requires complete knowledge of satellite systems, transmitters, computers, control room and studio equipment. SBE Certification and FCC General Class License preferred. Please send resume and salary history to Dan Ackerman, Chief Engineer, KLKN-TV, 3240 South 10th Street, Lincoln, NE 68502 or fax to (402)436-2236. M/F. EOE.

How you'll make the news is the news.

Later this year it debuts — a global news service integrating broadcast, cable and internet delivery. More than 20 million cable viewers in the next few years will get in-depth coverage of the issues, while millions more receive detailed reports on the news that interests them on the Worldwide Web.

It's called MSNBC Interactive, and it's the biggest network news in years. Be a part of this history-making partnership as part of the MSNBC team in New Jersey or the Seattle area.

Assignment Manager

Oversee assignment desk operations for our interactive newsroom and manage staff; drive the editorial planning process for news-on-demand; assign bureau cyberjournalists; and maintain continuous communication with NBC superdesk regarding operations. In addition, coordinate editorial schedules with other content partners, special projects unit and co-production unit.

Qualified candidates will have a minimum of 7 years related experience, including management of a television or print newsroom.

Assignment Editor

Coordinate information exchange between NBC superdesk and the Seattle area newsroom; work directly with NBC to coordinate assignments of TV staff for interactive use and the delivery of that material; and stay on top of all developing stories as a resource to the editorial team. In addition, arrange chats and interviews as necessary.

Qualified applicants will have a minimum of 5 years related experience in a television or print newsroom.

News-On-Demand Producer

Oversee the content of all MSNBC News-On-Demand sections during your shift; coordinate editorial content with cable producers-reacting quickly to breaking news; monitor continuous coverage of stories; and work with writers, editors, designers and assistant producers to create front page, section fronts and navigation tools.

Successful candidates will have a passion for technology and a strong understanding of interactive media. A Bachelor's degree in an appropriate discipline preferred for all positions.

Email your resume in ASCII text format to msnbctalent_ms@msn.com (Indicate Dept. Av6s6-0429 in the subject header). Or, mail your resume to: **MSNBC, Attn: MSNBC, Bldg. 100 Dept. Av6s6-0429, One Microsoft Way, STE 303, Redmond, WA 98052-6399.** No phone calls please. We are an equal opportunity employer and support workforce diversity.

Qualified candidates will have a minimum of 7 years related experience as a producer or editor in a television or print newsroom preferably in management. The ability to multitask essential.

Cyber-Beat Reporter

Produce and edit daily reports related to the Internet for interactive coverage on MSN Interactive's Cyber-beat, and appear daily on camera on MSNBC Cable to report on cyber-beat news.

Qualified candidates will have a minimum of 7 years experience as a reporter, with superior writing and on-camera presentation skills. A thorough understanding of the technical, cultural and political issues involving the Internet essential.

Writer/Editor

Write and edit multimedia news content including original content and reportage as well as content from a variety of sources. Work with multimedia editors and graphic designers to produce these multimedia news stories.

Qualified candidates will have a minimum of 5 years experience as a writer, editor or reporter in a print, and/or television newsroom. Superior writing, communication and journalism skills and the ability to multitask essential.

Creative Director

Oversee the design and production and set the overall look and feel of MSNBC interactive. Coordinate with MSNBC Cable and MSN; manage both staff and budget issues of a bi-costal design team; supervise hiring of freelance artists/designers; and direct research and fee negotiations for photo and art usage.

Qualified candidates will have a minimum of 7 years experience in newspaper or magazine design including 5 years in a management role. Strong communications skills, and the ability to conceptualize innovative ways to present information online; understanding of HTML; and knowledge of Adobe Photoshop required. Understanding of video and broadband preferred.



WOKR-TV, Western New York's number one source for news, has an immediate opening for a Newscast Producer. Responsibilities include: writing news stories, contacting sources, producing newscast rundowns, making editorial decisions, directing crews, timing newscasts and communicating newscast directions to staff. Requirements: knowledge of ENG, SNG, electronic graphics, newsroom computers, and broadcast journalism. One year broadcast experience and a college degree preferred. Send resume and references to Human Resources, WOKR-TV, PO Box 20555, Rochester, NY 14602-0555. EOE/M/F.

Planning Editor: If you're an Assignment Editor who is an exceptional planner with desk jockey experience, then call us. We're looking for someone who can work with Producers, Reporters and Assignment Editors on planning our next day and next week. This person is responsible for digging up viewer-oriented, audience driven stories. Also works with Special Projects on long term planning. This is no cake walk, if you want to win in Washington, call us. 2-3 years desk experience preferred, producing background a plus. We are an equal opportunity employer. Send resume and news philosophy to: Becky Krimstein, 9News Managing Editor, C/O WUSA-TV, 4100 Wisconsin Ave NW, Washington, DC 20016

News Director. KIII-TV, ABC affiliate, top rated newscast in beautiful Corpus Christi on the Gulf Coast, is seeking a News Director immediately. Minimum of 3-5 years experience as a Television Station News Director is necessary. Abilities should include good management skills, negotiation and complete knowledge of libel laws. Applicants must be budget minded, interested and involved in the community and possess a desire to produce the number one rated newscast in Texas. Contact Billy Brotherton, Sr., General Manager, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

Wanted Weekday Reporter/Weekend Producer. Television Reporter/Producer at award winning station in Colorado. Must be able to tell a story with pictures, and produce a fast-paced newscast. Requirements: College degree, valid driver's license. Applications will be accepted through May 6, 1996. No phone calls please. Send tape, resume and references to: KOAA-TV, Attn: Greg Boyce, News Director, 2200 7th Avenue, Pueblo, CO 81003. EOE.

Television News Service Co. is seeking individuals for Assignment Desk openings, booking crews, coordinating staff for regional offices, afternoon/evening shifts with rotating weekends. News room background helpful, typing required. Benefits include Vac/Sick/Health Ins. Dental/Vision/401K! Send resume to P.O. Box 28607, Las Vegas, NV 89126-2607.

Start Up News, Build A Career: Aggressive News Director sought for FOX News start-up in one of America's most livable cities. Sinclair Broadcast Group's WPGH, Pittsburgh, is looking for a major-market player to move up to the top news management position. Must possess strong track record, leadership, management, and negotiation skills. Start-up experience a plus. Send resume to: WPGH, Attn: Alan Frank, 750 Ivory Avenue, Pittsburgh, PA 15214. No calls, please. EOE. M/F.

Morning News Producer. KCNC, CBS O&O in Denver, is looking for an experienced individual to manage its 90-minute early morning news block. The program will expand to 2-1/2 hours in August. Duties will include line-producing a portion of the newscast and editorial supervision of the entire program. Experience with morning newscasts and overnight shift preferred. Please phone (303)830-6400 and enter Ext. 9907. You'll be asked to give a brief verbal resume, telling us what you feel an early morning newscast should be. We'll contact candidates with most suitable backgrounds to request tapes and other information. EOE-M/F.

Reporter - Court TV's "Inside America's Courts:" We're looking for a journalist to join our nationally syndicated news program. The right person has TV reporting experience, a law degree, and can tell stories about the legal system in an interesting and informative way. Please send your resume and tape to Jon Greene, News Director, Court TV's, "Inside America's Courts," 600 Third Avenue, 2nd Floor, New York, NY 10016.

Producer: Major market midwestern affiliate seeks newscast Producer. You are a killer writer who brings bundles of story ideas to the table every day. We are the best shop you could ever want to be in: creative, aggressive, fun. Grow here as a person and a professional. This is not for beginners. Rush resume and last newscast to Box 00769 EOE.

Producer. WTXF has immediate opening for a Producer. Responsibilities include producing the Ten O'Clock News Program. The person we're looking for should have experience producing news, have excellent people management skills and solid news judgement. Send tape and resume to "Position Available," Dept. TM, WTXF-TV, 330 Market Street, Philadelphia, PA 19106. EOE. M/F. No phone calls please.

We're expanding! WBMG-TV, in the heart of Alabama, is looking for the best to join an established group of innovative, aggressive team players. Only proven journalists with a minimum of 2-3 years experience should apply. Openings available for talented Producers, General Assignment Reporters, Photographers and a Weekend Meteorologist. Send resume, salary requirements and a non-returnable tape to: News Director, WBMG-42 News, 2075 Golden Crest Drive, Birmingham, AL 35209. Absolutely no phone calls. An Equal Opportunity Employer.

Photojournalist. New NBC news operations seeks shooters with credible experience; live-truck helpful. We shoot on the latest top-of-the-line Sony Beta gear, and will have some digital editing. Submit VHS or 3/4" tape, resume with references, and cover letter stating position preference to: WGBA NBC 26, Personnel -- Photojournalist, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. Equal Opportunity Employer.

News Promotion Writer/Producer. We are looking for a creative person who can write and produce daily topical, series and image promotions. The successful candidate will have 2+ years experience, be highly motivated, and have a strong desire to help our station win the news race. Send resume and non-returnable tape to: KGAN-TV, Human Resources, 600-2 Old Marion Road, NE, Cedar Rapids, IA 52402. EOE.

Reporter: Major market midwestern affiliate seeks Reporter. You are a storyteller who cherishes words and pictures. We are one of the best shops you'd ever want to be in. Our photos will make your shine. This is not for beginners. Rush resume and reel to Box 00770 EOE.

News Producer: Mornings. Daily newscasts, specials, and other programs. Select, write, edit and organize news stories for air. Direct reporters, photographers, and editors in gathering and presenting material. Field produce and report stories and segments. College degree plus minimum 1 year of news producing experience. Willing to work overnight hours. Self-motivated and self-directed. Send cover letter and resume to: WBNS TV Inc., Business Office #127, 770 Twin Rivers Drive, Columbus, OH 43216. Qualified minorities and women are encouraged to apply. EOE. Smoke free and drug free workplace.

Weekend Anchor/Reporter. KIII-TV3, dominant ABC affiliate in beautiful Corpus Christi, Texas on the Gulf Coast, is seeking a Weekend Anchor/Reporter. Applicant must have a minimum of two years experience anchoring. Please send tape and resume to Billy Brotherton, Sr., KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

News Director Fox 54, one of the nation's top FOX affiliates, is seeking a non-traditional News Director to build a start-up news operation. Candidates must be experienced and innovative with a "take no prisoners" attitude. Must be able to hire, train and lead your chosen team to local news success. Computer skills a must. Send resume to WFXG Fox 54, Mike Reed, P.O. Box 204540, Augusta, GA 30917 or e-mail foxgm@csra.net No phone calls This station is an equal opportunity employer.

News Director: New FOX affiliate in Binghamton, New York seeks News Director to oversee entire news operation. We need someone with a strong journalism background and "take no prisoners" attitude. You must be creative, assertive and have a sense of vision. You must have the ability to teach an eager but young staff and to establish contacts in the market. Experience as a producer or E.P. a must. Send resume, statement of philosophy and a sample newscast (where appropriate) to Alice Riehl, General Manager, WICZ-TV, PO Box 40, Vestal, New York 13851.

Meteorologist: 6P - 10P News, Mon-Fri. KIII-TV, ABC affiliate in beautiful Corpus Christi on the Gulf Coast, is seeking a Meteorologist for our weekday evening newscasts which are the top rated newscasts in the Corpus Christi market. Must have at least two years experience as a broadcast meteorologist. Send tape and resume to Billy Brotherton, Sr., KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

Meteorologist wanted by Mid-Atlantic ABC affiliate. At least three (3) years on-air TV experience, degree in Meteorology, AMS Seal, and familiar with Kavouras weather system. Comfortable with "live"/location weather shots. Two year contract. Send 3/4" tape, resume, references and salary history to: Weather, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Managing Editor/Host for weekly statewide discussion program and host for public affairs specials on Kentucky Educational Television. Qualified candidates must possess substantial journalism background and have experience in reporting and interviewing. Must demonstrate skills appropriate to on-camera hosting and interviewing. Duties may include researching writing, field producing, booking guests, and public appearances. KET is a statewide public television network firmly committed to producing high-quality public affairs programs. Send resume with cover letter describing your journalistic philosophy to Donna Moore, KET, 600 Cooper Drive, Lexington, KY 40502. Resume tape desirable. No calls, please. Kentucky Educational Television is an Equal Opportunity Employer. M/F/D.

Main Anchor 6 & 10pm Newscasts. This person will compliment our male co-anchors in these newscasts. Applicant needs a degree and at least two years anchoring experience and should be an outstanding writer. The right person for this job will also be quite good at interpreting news copy. Please send tape, resume with references and salary requirements to Box 00774 EOE.

Executive Producer. We're searching for an EP with management experience who is interested in taking our superior news team to the next level. Graphic, content and teamwork with news management staff a must. We are an award winning department with an emphasis on teamwork. Send resume to Billye Gavitt, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Executive Producer. KMOL-TV 4, the NBC affiliate in San Antonio, Texas is looking for an Executive Producer. We need someone to be a hands-on leader in the daily execution of our newscasts and who will be instrumental in the development of future newscasts. We want an aggressive take-charge leader who has excellent writing and production skills, is a superb visual storyteller, who has dynamic creativity and thinks "out-of-the-box." If you're ready for a winning ride, this might be your opportunity. Write and tell us why you should be our choice. Please enclose tape, resume and news philosophy to Tim G. Gardner, News Director, KMOL-TV 4, 1031 Navarro Street, San Antonio, Texas 78205. KMOL-TV 4 is an Equal Opportunity Employer.

Co-Anchor. Award winning medium market Florida Television Station seeks Monday - Friday Co-Anchor. Two year anchoring experience preferred. Dedication and leadership a must. Reply to Box 00773 EOE.

Assignment Editor. Kansas City TV news operation taking Assignment Editor applications. Candidates should have 3 years experience with strong track record in managing crews, gathering news and working as part of a team. Send resume and references to Box 00781 EOE.

Anchor/Reporter: KJRH-TV in Tulsa seeking energetic Anchor/Reporter for personality driven morning and midday shows. Previous anchor experience preferred. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Anchor/Producer. Top rated upper midwest ABC affiliate is searching for an Anchor/Producer to compliment our female anchors on our 6 p.m. and 10 p.m. newscasts. We are looking for someone with two to five years experience in the business. Candidate must possess excellent writing, producing and anchoring skills. Interested candidates should send resume, tape and references to: Randy Winter, News Director, WAOW TV-9, 1908 Grand Avenue, Wausau, WI 54403-6897. EOE/Women and minorities are encouraged to apply.

Anchor. Green Bay, Wisconsin's new NBC affiliate continues to search for a credible lead Anchor to compliment our primary female anchor. This is a Top-70 market; a candidate's experience should reflect the experience required. Submit VHS or 3/4 tape, resume with references, and cover letter stating position preference to: WGBA NBC 26, Personnel -- Anchor Search, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. Equal Opportunity Employer.

HELP WANTED PROMOTION

Writer/Producer - Promotions. Excellent opportunity in one of the country's best, most competitive news markets. Ideal candidate will have previous experience in news topical promotion and series pieces. Exceptional writing and beta editing skills a must. For consideration, send resume and sample of your work to: KIRO-TV, Human Resources Department, 2807 Third Avenue, Seattle, WA 98121. EOE.

Senior Promotion Producer: WREG-TV in Memphis, Tennessee is seeking a Senior Promotion Producer in the Creative Services Department. Candidates must have strong writing and strong editing/production skills. Minimum of 3 years of affiliate news promotion experience required. WREG is owned by the New York Times and is an Equal Opportunity Employer. Please send Beta or VHS, non-returnable reel to: Frank Wilson, Creative Services Director, WREG-TV, 803 Channel 3 Drive, Memphis, Tennessee 38103.

Promotion Writer/Producer: WPBF, the ABC affiliate in West Palm Beach - the 45th market, seeks a Promotion Writer/Producer. If you have the desire and talent to work in an environment that expects nothing but the best, send your ten most creative and effective spots. Strong writing skills and a love of news promotion a must. No beginners. Send resume and tape to: Human Resources Coordinator, WPBF, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. No phone calls please. EOE.

News Promotion Hot Shot! You want to make a name for yourself? KFMB in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. If you've got at least 2 years experience producing attention-getting news promotion that gets tune-in results, we want to see your reel. If you're a hands-on craftsman with AVID experience - that's a real plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE/MF.

Director of Promotions. WWNY TV7, a small market TV station and CBS affiliate in Watertown, New York, is seeking a highly motivated and innovative Promotions Director. We prefer at least one year TV promotions experience, previous managerial experience a plus. The position is full-time, management level, you would be responsible for on-air promotion and station promotions within the viewing area. Please send resume and/or tape of work to: Kevin Mastellon, General Manager, WWNY TV7, 120 Arcade Street, Watertown, N.Y. 13601. No phone calls please. EOE.

Audience Development Manager. KGUN 9, the ABC TV affiliate in beautiful Tucson, Arizona is searching for a creative, talented person to be the station leader of initiatives and strategies in the development of audiences for news, network and syndicated programming. The position is responsible for creating and executing strategic plans for station advertising on air, in print, radio, outdoor, and public relations. Three to five years experience in television promotion and a minimum of one year of management are required. Send resume and salary requirements to: KGUN 9, Human Resources, P.O. Box 17990, Tucson, AZ 85731 by May 10, 1996.

Promotion Manager - ABC affiliate. Promotion and marketing of all facets of television station. Must be very organized, strong attention to detail and have excellent follow-up skills. Knowledge of radio, newspaper, outdoor, and direct-mail is required. Ability to shoot and edit helpful. Ability to deal with people inside the station and with the public is mandatory. Send resume and non-returnable tape to Kayre Harley, WJBF-TV, P.O. Box 1404, Augusta, Georgia 30903. No phone calls. EOE.

HELP WANTED RESEARCH

RESEARCH DIRECTOR
WNDY-TV is seeking a Research Director to handle coordination of NSI audience information and other Sales related assignments. Requires knowledge of NSI Ratings/Methodology, strong communication skills, oral and written, and good presentation abilities. An individual full of creativity and a desire to join our bright staff. Send resumes to:

WNDY

4555 West 16th Street,
Indianapolis, IN 46222

Attn: Jerry Harbin. EOE.

Research, Co-op & Marketing Executive. KCEN-TV is looking for an experienced Research, Co-op and Marketing Executive. Must have proven track record in television sales co-op or research. Computer experience is a must. Excellent communication and organizational skills and a great commitment to work ethics. Great Compensation package! Please send resume to: KCEN-TV Personnel Dept. 24 P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Market Research Manager. National Geographic Television, a leading producer of documentary films seeks a Manager to conduct market research and audience analysis for our domestic and international programming and products. Ideal candidate should possess strong experience in primary market research (both qualitative and quantitative) plus analysis of Nielsen ratings. Position requires five or more years of project management experience in marketing research company, television network, or program production, strong analytical, communication and computer skills. Send resume and letter to Box 00782 EOE.

**HELP WANTED
 FINANCIAL & ACCOUNTING**

Small sports television production company seeking a Business Manager. Requirements: budget experience, contract experience and knowledge of remote and studio production. Please send resume and salary requirements to: Business Manager, 6025 Victory Lane, Harrisburg, NC 28075. No phone calls, please. Application deadline: May 10, 1996.

HELP WANTED PRODUCTION

ONLINE EDITOR

New Media division of major corporation based in Manhattan is looking for an Online Editor with minimum 5 years experience. Working knowledge of GVG 141, Abekas DVE and Digital Betacam a must, nonlinear experience a plus. Successful candidate will be highly motivated, creative and possess leadership skills. Send resume and tape to Box 00785.

Videotape Editor: Handle videotape editing duties for various 10TV Eyewitness News programs. Must be willing to work evening, early morning and weekend hours. Previous experience editing videotape in a news environment. Familiarity with computers and photography skills helpful. Cover letter and resume to WBNS TV Inc., Business Office #126, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Videotape Editor. Full time employee will be editing videotape for fast-paced newscasts. Must work quickly and accurately and cope with extreme deadline pressure. Prior news editing experience required. Send tape and resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. No phone calls please. EOE. M/F.

Technical Director/Audio Operator: Responsible for Technical quality of program video and sound, assist in supervising studio and control room staff. Direct news preproduction and other non-live assignments. Knowledge of Studio Cameras, TelePrompTer, Studio Lighting techniques and floor directing as required. Bachelors or Associates Degree in Communications or equivalent experience. Proven ability to switch video and run audio, extremely flexible and versatile. Cover letter and resume to WBNS TV Inc., Business Office #124, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

TV Production Director. WNWO-TV24 seeks a TV Production Director. Responsibilities include: directing news, commercials, and promotions; technical directing newscasts, directing and camera operation for remote production. Experience in all these positions required. Degree preferred. Submit resume and non-returnable tape by May 6, 1996 to: Creative Services Director, WNWO-TV24, 300 South Byrne Road, Toledo, OH 43615. No phone calls, please. WNWO-TV24 is an Equal Opportunity Employer.

Production. Growing network of Christian TV stations in Arkansas seeks full-time Editor with at least 1 year experience in AVID or other nonlinear equipment. Duties also include directing live and taped programs. Call David Osburn, Production Director, Victory Television Network, Little Rock, AR (501)223-2525, M-F, 8:30a-4:30p. EOE.

Studio Supervisor. WATL 36 #1 WB affiliate seeks a Studio Supervisor responsible for coordinating and executing studio staging and lighting design. Operate cameras, teleprompter and lighting board. Able to shoot "News Style" with portable cameras on remotes. 5 years experience and versatility in lighting large multi-camera sets. Computer literate. Excellent interpersonal skills. Easy-going, can-do-attitude in an often stressful, time conscious environment. Daily interaction with clients, talent and producers. College degree preferred. If qualified, please send or fax resume to: Human Resources Department, One Monroe Place, Atlanta, GA 30324 or (404) 881-3759. EOE. No phone calls please.

Production Editor. WXYZ-TV, Channel Seven, Detroit, is looking for an experienced Production Video Tape Editor familiar with Accorn Axial and Grass Valley editing systems. Familiarization with a variety of support equipment including Chyron, Abekas, DigitalBeta, Zaxcom and Leitch will be an asset. We are expanding our in-house production facilities to include full production of promotional materials, documentaries, graphics and animation projects. The ability to work with a variety of producers, artists and sales account executives is a must. You must be flexible with work hours. Send resume (no phone calls, please) to Chris Allen, Operations Manager, P.O. Box 789, Southfield, Michigan 48037.

Producer/Director-Public Affairs. Unique opportunity for a self-starter with great ideas to produce locally focused studio programs and documentaries with public affairs emphasis. You'll get to conceptualize through pre-production (including research and script writing), production and post: responsibilities may also include magazine show segment producing, fundraising support and other projects as assigned. Candidate must have college degree and five years of proven experience as a public affairs producer/director. Studio and remote directing, nonlinear editing and on-air hosting abilities helpful. Send resume and non-returnable reel to: Human Resources, WJCT, 100 Festival Park Avenue, Jacksonville, FL 32202. EOE.

Post Production Editor. WATL 36 #1 WB affiliate seeks Post Production Editor for 3:30pm-12:00am shift. Minimum of 5 years on-line experience. Working knowledge of ADO, Infini!, and D2. Excellent communication and client skills a must. If qualified, please send tape and resume to: Human Resources Department, One Monroe Place, Atlanta, GA 30324 or (404) 881-3759. EOE. No phone calls please.

On Air Writer Producer. National Geographic Television seeks a Writer Producer for On Air Promotion. 1-2 years experience in demanding On Air Promotion environment as well as high standards of quality and creativity are a must. Some Avid training a plus. This is an exceptional opportunity to work with some of the world's most extraordinary images and stories. Excellent benefits. Send resume and reel to Box 00784 EOE.

On Air Senior Producer. National Geographic Television seeks a Senior Writer Producer for On Air Promotion. 3-5 years experience in demanding On Air Promotion environment as well as high standards of quality and creativity are a must. Position requires excellent writing, and producing skills including experience supervising cutting edge technology. This is an exceptional opportunity to work with some of the world's most extraordinary images and stories to execute a brand image strategy. Excellent benefits. Send resume and reel to Box 00783 EOE.

Producer: KJRH-TV in Tulsa seeking energetic Producer with strong writing skills and ability to make good decisions. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Network Level Camera Operators and Audio Technicians needed for growing Las Vegas, Nevada based television news service company with regional offices throughout the southwest. Current openings in Reno, Nevada; Salt Lake City, Utah; and Las Vegas, Nevada. Experience needed on Betacam SP complete packages. Benefits include Vac/Sick/Health Ins. Dental/Vision/401K! Send resume and tape to General Manager, P.O. Box 28607, Las Vegas, NV 89126-2607.

Jenny Jones. Nationally syndicated talk show in Chicago is expanding! We are looking for Producers and Associate Producers with national talk show experience. Hard working, creative and enthusiastic - please apply. Send resume or tape to Jenny Jones, Producer/AP Recruiting, P.O. Box 3333, Chicago, IL 60654.

Executive Producer. Review, research and analyze new television production projects to forecast costs and returns; prepare reports and spread sheets as necessary, travel and consult with industry personnel as necessary. Direct and coordinate production, financing, marketing and uses of programs, channels and advertising. Salary \$96,000 per year plus fringe benefits. No fixed location. Requirements: MBA plus minimum ten years business planning experience including minimum six years business planning experience specific to television industry relating to production, program planning, advertising and marketing research. Ability to perform company valuations, write balance sheets, profit loss accounting and cash flow accounts and spread sheet macros. Send resume and letter in duplicate to MSB#316, Room 501, One Main Street, Brooklyn, New York 11201.

ENG Editor: Experience in television news operation required. Ability to operate Sony 800 system a must - Sony E00 system a plus. Must be able to work unsupervised under deadline pressure. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

Classifieds

Art Director. KDNL-TV, ABC for St. Louis, has an immediate opening for a station Art Director in a top twenty market. Candidates must possess at least 3 years of experience in television graphic art, with the ability to manage a small staff of artists. It's a unique opportunity for a design professional, prepared to oversee a state-of-the-art broadcast facility, which includes two Silicon Graphic systems. Send a non-returnable demo tape and resume, to Phil Michael, Director of Marketing, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. (314)436-3030. KDNL-TV, an Equal Opportunity Employer.

9NEWS Executive Producer: Creative, picture oriented, pace-minded TV News Managers wanted. Not for the faint-hearted, meet the challenge of a newsroom that wants to set a new level of expectation in the marketplace. We work for the viewers, and, with top-notch credible newsworld. 2-3 years previous management experience preferred. If you know how to lead a newscast team through show planning, story selection and good writing, send resume and outline of news philosophy to: Vicki Montet, 9News Sr. Executive Producer, C/O WUSA TV, 4100 Wisconsin Ave NW, Washington, DC 20016. We are an Equal Opportunity Employer.

SITUATIONS WANTED NEWS

Major Market Newsman seeks solid anchor or anchor/reporter position. Straightforward, credible, experienced and can smile. Currently on-the-air in #1 market but will relocate. Reply to Box 00779.

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(212) 206-8327

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Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 847-272-2917.

VIDEO SERVICES

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

SITUATIONS WANTED PRODUCTION

Atlanta 1996! Veteran shooter with complete beta SP package. National credits. Great rates! George Criswell 770-734-0636.

CABLE

HELP WANTED MANAGEMENT

Seeking COO. New start-up cable TV channel seeks Chief Operating Officer for day-to-day operational management. Must have significant operational experience in cable or broadcast television. Business/financial savvy and deal-making ability vital. Must have successful track record. Interest in human potential movement a plus. Do not send if you don't meet these criteria. Fax to: 212-966-0356.

HELP WANTED PROGRAMMING

Viewer's Choice, the nation's leading pay-per-view network, is looking for experienced individuals for the following positions.

DIRECTOR, EVENT PROGRAMMING

Experienced programming executive needed to assist Vice President of Programming with the selection, acquisition, and development of pay-per-view event programming. Individual will also be responsible for event programming sales and marketing communications. A minimum of 5 years experience required. MBA preferred but not required.

Send resume with salary requirements to:



VIEWER'S CHOICE
909 Third Avenue, 21st Floor
New York, NY 10022
Attn: Human Resources

(No phone calls please)

VIEWER'S CHOICE IS AN EQUAL OPPORTUNITY EMPLOYER

Director Financial Program Executive

New Financial Programming Cable Network start-up seeks highly qualified Programming Executive. Must have experience in creating programming, with a thorough knowledge of the entire production process from writing/producing to field gathering to studio to post-production. A proven history of successful programming management is essential. The successful candidate also will be fluent in financial and investment issues. You must be able to conceive of and execute programming ideas that inform and educate viewers about these topics.
Atlanta Base.

Fax Resume 404-364-1625.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _____,
BROADCASTING & CABLE
245 West 17th St.,
New York, New York 10011

HELP WANTED TECHNICAL



OUT OF THIS WORLD OPPORTUNITY

**DIRECTOR OF ENGINEERING
at USA'S JERSEY CITY
NETWORK OPERATIONS CENTER**

Designed with State-of-the-art equipment that feeds the USA and SCI-FI Networks, this new facility requires a Director with strong educational and experience credentials in production and transmission technology.

The Director of Engineering will be responsible for implementing automation system enhancements, assisting with Networks Operations facility design, working with vendors to debug software, establishing technical operating procedures, writing manuals and assisting with ongoing training. Global knowledge of industry developments in compression, encryption, conditional access systems and ATV/HDTV is required as well as good system management skills for SCO UNIX and TCP/IP.

USA NETWORKS offers a comprehensive benefits package, including health coverage, 401(k) savings, pension and profit sharing plans. For confidential consideration, please forward a cover letter, resume and salary history/requirements (only resumes with salary requirements will be considered) to:

USA NETWORKS
Human Resources Department DE
1230 Ave. of the Americas, New York, NY 10020
FAX: (212) 262-5343

HELP WANTED SALES



Ad Sales Research & Promotion Director: Home & Garden Television, the most successful new cable network, is seeking a person to analyze programming, research and rating information and utilize the results to develop all advertising sales and marketing printed materials. Will work with clients in New York, Chicago, and Dallas to implement on-air promotions and disseminate promotion results to sales staff. Ability to work under pressure in fast-paced environment a must. Requirements include four-year degree in Business and/or marketing with 3.5 years broadcast and related experience.

Submit resume to Human Resource Dept.
HGTV
P.O. Box 50970
Knoxville, TN 37950

Home & Garden Television is an Equal Opportunity Employer.

San Francisco - National Infomercial Sales Manager for Regional Cable Television Network. Individual will be responsible for inbound infomercial placement in San Francisco market, and outbound infomercial buys and placement to cable MSO's throughout the country. Individual must have solid infomercial sales knowledge, excellent media agency skills and contracts plus successful track record. Excellent compensation and benefits package. BCA/TCI fax resume to I&E Director Marilyn Pranno 415-675-2355.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073

AFFILIATE SALES

Faith & Values Channel seeks Affiliate Sales Account Manager for Southeast Region, based in New York City, Wall Street area.

Responsibilities include:

- Growth and retention of subscribers
- Contract negotiations
- Promotion: Create/Implement local campaigns
- Training: CSR/Staff
- Ad Sales: Support systems' local ad sales efforts
- Trade Shows: Represent F&V

Requirements:

A successful candidate must be self-motivated, show initiative and drive, keep current on industry, have a positive attitude, contribute ideas and have a team member approach to providing excellent service to affiliates. 5 years experience in Affiliate Sales preferred. Excellent presentation, organization and written skills. 50% travel.

Send or fax resume to:
**Faith & Values Channel,
Affiliate Relations
74 Trinity Place, 9th Floor
New York, NY 10006
Fax: 212-587-6286.
No phone calls.**

ALLIED FIELDS

HELP WANTED TECHNICAL

Videographers/Video Technicians Troy, Mich-based MVP Communications has positions open immediately for full-time videographers and full-time video technicians. Videographer candidates must have minimum 7 yrs. shooting exp. in EFP/ENG and supply current demo reel. Video Technicians should be qualified and experienced in Electronic Field Production. Excellent opportunity to grow with expanding full-service operation, involved in Broadcast, Corporate, and Industrial Video Production, Staging and Multi-Media. MVP Team members are required to be extremely flexible, operating in many diverse production situations, from fast-paced ENG to higher-end studio work. Frequent travel. Competitive salary and benefits. MVP also has full-time videographer positions available in our Los Angeles, CA office serving a national and international news network. Candidates must have extensive ENG experience. Send resume and reel to: Human Resources Dept., MVP Communications, Inc. 1075 Rankin St., Troy, MI 48083. No phone calls please. An Equal Opportunity Employer.

TWO AUCTION SALES

Video and Audio Post Production Facility

Former Editel Chicago Facility • May 23rd

❑ **Master control / edit bay**

highlights: Abekas A60, 62 & 64 ;
Accom Axial 2020 edit system;
Accom D-Bridge; Ampex VRP-3 1"
VTR's; Avid 8000 edit systems; large
BTS routing switcher; GVG 100 &
200 production switchers, GVG
Kaleidoscopes, proc amps & video
DA's; Leitch still stores & sync
generators; Quanta character
generators; plus control panels,
consoles and much more.

❑ **Quantel Harry & digital sound:**

Alesis digital sound system with D-4
digital effects processor & ADAT
digital recorder; Quantel, Classic
Paint Box, Carousel, & support
equipment; Quantel 84-second
Harry.

❑ **Large assortment** of Sony VTR's,
recorders & players including DVR-
1000; BVU 800 & BVT 800 TBC's;
BVU 950; BVU 820; BVH 2000 & BVT
2000 TBC's; PCM 2500A, PVW 2650,
PCM 2500

❑ **Audio/sound equipment includes:**

ADM audio distribution system; AMS
8 channel Audiofiles and faders;
Aphex audio effects processor; Audio
Accessories patch bays; BGW audio
amps; Crown audio amps; DBX
compressor limiters; Dolby surround
sound decoder; Everetz control
interface; Fostex D-20 DAT & 8-track
digital recorder; Lexicon digital
reverbs and time compressors; Nagra
T recorders; Otari MX 5050

recorders; Utah Scientific audio DA
trays; and Yamaha digital effects
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For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

NEW STATIONS

Granted

Hackettstown, N.J. (BP-950706AA)—Radio New Jersey for AM at 1510 khz, ERP .23 kw day, .90 kw night, TL: day, Rte. 46; night, .65 km SW of intersection of Newburgh Rd. and Rte. 24, Washington Township. *Apr. 16*

Filed/Accepted for filing

Douglas, Ariz. (BPCT-960405LB)—ValueVision International Inc. (Nicholas M. Jak-sich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch. 3, ERP 40 kw visual, ant. -5.5 m., on S. Hwy 80, 2.1 km N of Geronimo Trail, Douglas Division, Cochise Co., Ariz. ValueVision owns kvvv(tv) Baytown, Tex.; wvvi(tv) Manassas, Va., and kbge(tv) Bellevue, Wash., and has applied for TVs on ch. 69, Des Moines, Iowa, and ch. 34, Spokane, Wash. *Apr. 5*

Douglas, Ariz. (BPCT-960405LE)—Venture Technologies Group LLC (Lawrence Rogow, president/50% owner, 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311) for TV on ch. 3, ERP 1.74 kw, ant. -16 m., 2770 North G. Ave., Douglas. Venture has applied for TVs in Holbrook, Ariz.; Minden, La.; Arcade, N.Y., and Spokane, Wash. *Apr. 5*

Douglas, Ariz. (BPCT-960404LF)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Wash-

ington, DC 20036) for TV on ch. 3, ERP 100 kw visual, ant. 5 m., N side of US 40, 2.8 km NE of the intersection with Leslie Canyon Rd., Douglas. WinStar has applied for TVs in La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Holbrook, Ariz. (BPCT-960404KE)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for TV on ch. 11, ERP 126 kw visual, ant. 267 m., 2.9 km SE of Rte. 117, 25 km NW of Snowflake, Ariz. KM has applied for FMs in St. John's, Ariz.; Pearson, Ga.; Merced, Calif.; Parkersburg, Iowa; Neillsville, Wis., and Breese, Ill., and TVs in Flagstaff and Sierra Vista, Ariz.; Gosnell, Ark.; Boise, Idaho; Ames, Iowa City and Newton, all Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade, Batavia and Syracuse, all N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash., Crandon, Wis., and Jackson, Wyo. *Apr. 4*

Holbrook, Ariz. (BPCT-960405LW)—Venture Technologies Group LLC (Lawrence Rogow, president/50% owner, 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311) for TV on ch. 11, ERP 1.58 kw, ant. 54 m., .25 km E of IS 40 and 1.98 km S of Holbrook Municipal Airport, Holbrook. Venture has applied for TVs in Arcade, N.Y.; Douglas, Ariz.; Spokane, Wash., and Minden, La. *Apr. 5*

La Grande, Ariz. (BPCT-960404LA)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 16, ERP 60 kw visual, ant. 773 m., on Mt. Anny, 28 km E of La Grande. WinStar has applied for TVs in Douglas, Ariz.; Destin, Fla.; Pocatello and

Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Tucson, Ariz. (BPED-960405MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.5 mhz, ERP .042 kw, ant. 1,077 m., Mt. Bigelow. Family owns FMs in Tupelo, Cleveland and Forrest, Miss.; Springfield, Mo.; Wichita and Topeka, Kan., an AM in Forrest, Miss., and has applied for FMs in Huntsville, Tex.; Selma, Ala.; Kankakee, Ill.; McComb and Natchez, Miss.; Ardmore and Ada, Okla., and Independence, Kan. *Apr. 5*

La Junta, Colo. (BPH-960402MB)—The Meadowlark Group Inc. (Terry Moore, president/20% owner, 6829 Oaklawn Ave., Edina, MN 55435) for FM at 106.5 mhz, ERP 98 kw, ant. 299 m., 3.03 km W of Villegreen Rd., 1.74 km N of the Otero/Las Animas Co. line, Colo. *Apr. 2*

Destin, Fla. (BPCT-960404LK)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 64, ERP 5,000 kw visual, ant. 99 m., between Mack and Hewett bayous, 1.4 km N of US 98, near Four Mile Village, Fla. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Folkston, Ga. (BPED-960327MB)—Light-house Christian Broadcasting Corp. (Paul L. Hafer, president/25% owner, P.O. Box 1190, St. Marys, GA 31558) for FM at 89.3 mhz, ERP 16 kw, ant. 94 m., 1.5 km N of Homeland, Ga. *Mar. 27*

Sun Valley, Idaho (BPCT-9604058K)—Hercules Broadcasting Partnership (Thomas G. Adcock, 12.5% owner, 137 Yarnick Rd., Great Falls, VA 22066) for TV on ch. 5, ERP 100 kw, ant. 251.8 m., Triumph Mine, 7 km ESE of Ketchum, Idaho. *Apr. 5*

Sun Valley, Idaho (BPCT-9604059K)—E-DA-HOE Inc. (W. Clinton Stennett, president/75% owner, P.O. Box 475, Ketchum, ID 83340) for TV on ch. 5, ERP 1.60 kw, ant. -155.4 m., Dollar Mtn., Sun Valley. E-DA-HOE owns kskf-FM Sun Valley. Stennett has interest in application for FM in Sun Valley. *Apr. 5*

Sun Valley, Idaho (BPCT-960405LK)—KMWT Broadcasting Inc. (Chapman J. Root II, president, P.O. Box 2860, Daytona Beach, FL 32120) for TV on ch. 5, ERP 1.66 kw, ant. -149 m., on Dollar Mtn. in Sun Valley. The Chapman S. Root 1982 Living Trust, owner of applicant, owns kmvt(tv) Twin Falls, Idaho. Chapman J. Root has interests in wnwb(am) Daytona Beach,

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

WLKF(AM) Lakeland and WTSM(FM) Ormond-by-the-Sea, all Fla. *Apr. 5*

Sun Valley, Idaho (BPCT-960405LT)—Mountain Communications Inc. (Brian W. Brady, president/owner, 2178 Commons Pkwy., Okemos, MI 48864) for TV on ch. 5, ERP 50 kw, ant. 285 m., .8 km N of Old Triumph Mine site, Blaine Co., Idaho. Mountain has applied for TV in Missoula, Mont. *Apr. 5*

Crawfordsville, Ind. (BPED-960325MF)—Wabash College Radio Inc. (Gregory L. Griffin, president, P.O. Box 352, Crawfordsville, IN 47933) for FM at 91.3 mhz, ERP 2.2 kw, ant. 59 m., .17 km SW of Hwy 136, .94 km NW of Crawfordsville city limits. *Mar. 25*

Des Moines, Iowa (BPCT-960405LJ)—ValueVision International Inc. (Nicholas M. Jak-sich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch. 69, ERP 2,000 kw visual, ant. 101.3 m., 4039 Delaware Ave., Des Moines. ValueVi-sion owns kvv(TV) Baytown, Tex.; wvvi(TV) Manassas, Va., and kvge(TV) Bellevue, Wash., and has applied for TVs on ch. 3, Douglas, Ariz., and ch. 34, Spokane, Wash. *Apr. 5*

Des Moines, Iowa (BPCT-960405LL)—James J. Stead (1005 Hickory Ridge Ct., Frankfort IL 60423) for TV on ch. 69, ERP 5,000 kw, ant. 151 m., .9 km NNW of inter-section of US-6 and I-235, Des Moines. *Apr. 5*

Des Moines, Iowa (BPCT-960405LV)—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AK 72211) for TV on ch. 69, ERP 1,400 kw visual, ant. 354 m., 6.8 km S of Baxter, Iowa. Kaleidoscope has applied for TVs in Arcade, N.Y.; Spokane, Wash., and Provo, Utah. Flinn owns wHbQ(AM) Mem-phris and wnWz(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and wCCL(TV) New Orleans and has CP for TV in Memphis. *Apr. 5*

Newton, Iowa (BPCT-960405LA)—The Connelly and Co. Inc. (Robert J. Connelly, president/50% owner, South Trust Bank Bldg., 150 Second Ave. N., Ste. 1170, St. Petersburg, FL 33701) for TV on ch. 39, ERP 1,760 kw, ant. 255 m., S of SR 117, 1.2 km SE of community of Mingo, Iowa. *Apr. 5*

Newton, Iowa (BPCT-960405LH)—Univer-sal Media of Central Iowa Inc. (Murray Michaels, president/24% owner, 120 Hurlingham, Columbia, SC 29223) for TV on ch. 39, ERP 5,000 kw visual, ant. 311, 1.6 km NE of intersection of W. 64th St. N. and Co. Hwy F36, approx. 7 km S of Baxter, Iowa. Michaels has interest in applications for TVs in Minden, La., and Spokane, Wash. *Apr. 5*

Ashland, Ky. (BPED-960328MC)—Positive Alternative Radio Inc. (Vernon H. Baker, president, P.O. Box 889, Blacksburg, VA 24063) for FM 91.1 mhz, ERP 7 kw, ant. 108 m., Rotary Park at the end of Rotary Dr., Huntington, W.Va. PAR owns noncomm-er-cial FMs in Martinsville, Salem, Dublin, Waynesboro, Culpeper and Blacksburg, all Va.; Hickory, Winston-Salem and Asheboro, all N.C.; Kingsport, Tenn.; Bluefield, W.Va., and Union City, Ind., and has applied for

FMs in Pt. Pleasant and Hurricane, W.Va., and Lynchburg, Va. Baker owns WFTK-AM Wake Forest and WTIK-AM Durham, N.C.; WKNV-AM Fairlawn, and WODY-AM Fieldale, Va.; 55% of WAMN-AM Green Valley, W.Va.; 51% of WKGm-AM Smithfield, Va., WSGH-AM Lewisville, N.C., WBGS-AM/WBYG-FM Pt. Pleasant, W.Va., and WBNN-AM/WTGR-FM Union City, Ohio, and 25% of WOKT-AM Can-nonsburg and WNUU-FM Garrison, Ky. *Mar. 28*

Madisonville, Ky. (BPED-960329MB)—Board of Regents, Murray State University (Sid Fasley, chairman, 2108 University Stn., Murray, KY 42071) for noncommercial edu-cational FM at 90.9 mhz, ERP 1.1 kw, ant. 86 m., outer West Broadway, 1.3 km W of Madisonville. Applicant owns WKMS-FM Mur-ray, Ky. *Mar. 29*

Abbeville, La. (BPED-960404MA)—Com-munity Radio Alliance (685 Kenwood Ct., Satellite Beach, FL 32937) for FM at 89.9 mhz, ERP 50 kw, ant. 112 m., .3 km E of the intersection of S. Hwy 330 and 82 in Vermil-ion Parrish, La. *Apr. 4*

Minden, La. (BPCT-960405KO)—Venture Technologies Group LLC (Lawrence Rogow, president/50% owner, 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311) for TV on ch. 21, ERP 3,020 kw, ant. 111 m., .17 km W of Old S Hwy 7, 8.2 km S of Cotton Valley, Webster Parish, La. Venture has applied for TVs in Holbrook and Douglas, Ariz., and Spokane, Wash. *Apr. 5*

Minden, La. (BPCT-960404KV)—WinStar Broadcasting Corp. (Stuart B. Rekant., pres-ident, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 21, ERP 5,000 kw visual, ant. 127 m., .8 km E of Rte. 7, 1.9 km N of intersection with Rte. 528, near Minden. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Minden, La. (BPCT-960405LG)—Marcia T. Turner (1460 N. Broadway, Wichita, KS 67214) for TV on ch. 21, ERP 424 kw, ant. 72 m., corner of Berry & Lakeshore-Turner Roads, Minden. *Apr. 5*

Minden, La. (BPCT-960405LS)—Universal Media of Ark-La-Tex Inc. (Murray Michaels, president/50% owner, 120 Hurlingham, Columbia, SC 29223) for TV on ch. 21, ERP 5,000 kw visual, ant. 294 m., N side of Web-ster Parish Rd. 14, .4 mi. E of intersection with SR 3008, 15.90 km NNW of Minden. Michaels has interests in applications for TVs in Newton, Iowa, and Spokane, Wash. *Apr. 5*

Minden, La. (BPCT-960405LZ)—Word of Life Ministries Inc. (Sam Carr, presi-dent/20% owner, 3205 Jolly Napier Rd., Shreveport, LA 71119) for TV on ch. 21, ERP 1,900 kw, ant. 127 m., 4,100 ft. from junction of Parish Rd. #10 and Louisiana SR 7, Webster Parish, La. *Apr. 5*

Hancock, Mich. (BPH-960401MB)—Lyle

Robert Evans (1296 Marian Ln., Green Bay, WI 54304) for FM at 98.7 mhz, ERP 50 kw, ant. 150 m. Evans owns WEZR(FM) Brillion, 90% of WWRS-TV Mayville and 50% of WMBE(AM) Chilton, all Wis., and is building FMs in Stephenson, Mich., and Birnam-wood, Wis., and has applied for FM in Cryst-al Falls, Mich., and TV in Eagle River, Wis. *Apr. 1*

Marquette, Mich. (BPCT-960403KI)—Mario F. Iacobelli (P.O. Box 627, Cadillac, MI 49601) for TV on ch. 19, ERP 1,000 kw visu-al, ant. 305 m., existing site of WNMU-TV, in Marquette Co. Iacobelli owns 98.89% of wwtv(TV) Cadillac and wwup-TV Sault Ste. Marie, Mich., and has applied for TV in Cran-don, Wis. *Apr. 3*

Marquette, Mich. (BPCT-960405LM)—Northern Michigan Family Broadcasting Inc. (James L. Dewindt, president, 7633 Bluebird Dr., Jenison, MI 49428) for TV on ch. 19, ERP 3,000 kw, ant. 295, near Tanglefoot Lake (Escanda River State Forest) 13.7 km SE of Republic, Mich. *Apr. 5*

Butte, Mont. (BPCT-960404LI)—WinStar Broadcasting Corp. (Stuart B. Rekant., pres-ident, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 24, ERP 3,000 kw visual, ant. 587 m., on Maxwell Peak, 1.5 km E of I-15, near Silver Bow Pk., Silver Bow/Jefferson Co. line, Mont. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Great Falls, Mont. (BPCT-940405LC)—Redwood Broadcasting Inc. (John C. Power, president/.006% owner, P.O. Box 3463, Carefree, AZ 85377) for TV on ch. 26, ERP 1,000 kw, ant. 169.7 m., 1215 36th Ave. NW, Great Falls. Redwood owns KNSN(AM) Chico and KHSL-FM Paradise and has LMA with op-tion to buy KHZL(FM) Shingletown, all Calif., and has applied for FM in Payson, Ariz. *Apr. 5*

Great Falls, Mont. (BPCT-960405LF)—Big Sky Television Inc. (Constance M. Colla, president/owner, 436 Righters Mill Rd., Gladwyne, PA 19035) for TV on ch. 26, ERP 330 kw, ant. 284 m., within SE quarter of NE quarter of section T21N, R3E, Great Falls. *Apr. 5*

Missoula, Mont. (BPCT-960405LZ)—Mountain Communications Inc. (Brian W. Brady, 2178 Commons Pkwy, Okemos, MI 48864) for TV on ch. 17, ERP 105.4 kw visu-al, ant. 677.9 m., Mt. Dean Stone, 5 km S of Missoula. Mountain has applied for TV in Sun Valley, Idaho. *Apr. 5*

Arcade, N.Y. (BPCT-9604057K)—Molly L. and David A. Grant (RR Box 98E, Fillmore, NY 14735) for TV on ch. 62, ERP 20 kw, ant. 229 m., County Line Rd., Delevan, N.Y. David A. Grant owns 60% and Molly L. Grant 10% of wydc(TV) Corning, N.Y. They have applied for TV in Batavia, N.Y. *Apr. 5*

Arcade, N.Y. (BPCT-960404LB)—WinStar

Broadcasting Corp. (Stuart B. Rekant., president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 62, ERP 5,000 kw visual, ant. 270 m., Cloverleaf Rd., 1.5 km from Co. Rte. 305, New Hudson, N.Y. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Arcade, N.Y. (BPCT-960404LH)—KT Broadcasting Inc. (John B. Tupper, president/owner, 183 Haviland Rd., Ridgefield, CT 06877) for TV on ch. 62, ERP 5,000 kw visual, ant. 475 m., .5 km N of Pine Woods Rd. and 1 km E of Vandusen Rd. KT has applied to build TVs in Gosnell, Ark., Spokane, Wash., and Provo, Utah. Tupper owns 40% of wxxv-TV Gulfport, Miss., and has interest in buying of wvgv-TV Lewisburg, W.Va. *Apr. 4*

Arcade, N.Y. (BPCT-960405LR)—Arcade Buffalo Corp. (William J. Kimble, president/owner, 210 Pickering St., Canandaigua, NY 14424) for TV on ch. 62, ERP 150 kw, ant. 204, .75 km S of intersection of Warner Hill and Marlou Roads, Wales, Erie Co., N.Y.; 6 km from Wales Ctr. *Apr. 5*

Arcade, N.Y. (BPCT-960405LY)—Venture Technologies Group LLC (Lawrence Rogow, president/50% owner, 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311) for TV on ch. 62, ERP 10 kw, ant. 266 m., 6000 ft. S of Buffalo Rd., Freedom, N.Y. Venture has applied for TVs in Spokane, Wash.; Douglas and Holbrook, Ariz., and Minden, La. *Apr. 5*

Arcade, N.Y. (BPCT-960405LV)—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AK 72211) for TV on ch. 62, ERP 4,570 kw visual, ant. 262 m. Kaleidoscope has applied for TVs in Des Moines, Iowa; Spokane, Wash., and Provo, Utah. Flinn owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans, and has CP for TV in Memphis. *Apr. 5*

Greenville, N.C. (BPCT-960403KE)—Frank DuRoss (22 Stonebridge Rd., New Hartford, NY 13413) for TV on ch. 38, ERP 1552 kw visual, ant. 153.9 m., S side of Rte. 1110, .6 km E of Rte. 1900, Hanrahan, N.Y. Ross owns 50% of wowz(FM) Whitesboro, N.Y., and has applied for TV in Des Moines, Iowa. *Apr. 3*

Greenville, N.C. (BPCT-960404KK)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Javis Ave. Skokie, IL 60076) for TV on ch. 38, ERP 4,943 kw visual, ant. 403 m., E of SR 53, 1 km S of CR 1941, Pitt Co., N.C. KM has applied for FMs in St. John's, Ariz.; Pearson, Ga.; Merced, Calif.; Parkersburg, Iowa; Neillsville, Wis., and Breese, Ill., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark., Boise, Idaho; Ames, Iowa City and Newton, all Iowa; Hutchinson,

Kan.; Albuquerque, N.M.; Arcade, Batavia and Syracuse, all N.Y.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash., Crandon, Wis., and Jackson, Wyo. *Apr. 4*

Greenville, N.C. (BPCT-960404LE)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 38, ERP 5,000 kw visual, ant. 154 m., 1.5 km SE intersection SR 11 and Co. Rte. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Ada, Okla. (BPED-960404MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.7 mhz, ERP 35 kw, ant. 73 m., 900 West 20th, Ada. Family owns FMs in Tupelo, Cleveland and Forrest, Miss.; Springfield, Mo.; Wichita and Topeka, Kan., an AM in Forrest, Miss., and has applied for FMs in Tucson, Ariz.; Selma, Ala.; Kankakee, Ill.; McComb and Natchez, Miss.; Ardmore, Okla. and Independence, Kan. *Apr. 5*

Rapid City, S.D. (BPCT-960405LI)—ValueVision International Inc. (Nicholas M. Jak-sich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch. 21, ERP 1,000 kw visual, ant. 139.7 m., 5.3 km S of intersection of Jackson Blvd. and Sheridan Lake Rd., 6 km SW of Rapid City center. ValueVision owns kvvv(TV) Baytown, Tex.; wvvi(TV) Manassas, Va., and KBGE(TV) Bellevue, Wash., and has applied for TV on ch. 69, Des Moines, Iowa, and ch. 3, Douglas, Ariz. *Apr. 5*

Rapid City, S.D. (BPCT-960404LL)—Loren and Margaret Schoenburg (P.O. Box 547, Reedley, CA 93654) for TV on ch. 21, ERP 1,045 kw, ant. 174 m., 3010 Skyline Dr., 2 km SSW of Rapid City. *Apr. 4*

Rapid City, S.D. (BPCT-960405LN)—Rapid Broadcasting Co. (Gilbert D. Moyle, president/16.67% owner, P.O. Box 2860, Rapid City, SD 57709) for TV on ch. 21, ERP 1,500 kw, ant. 134 m., off Eagle Dr., Rapid City. *Apr. 5*

Rapid City, S.D. (BPCT-960405LO)—Black Hills Broadcasting LLC (James N. Didier, president/25% owner, P.O. Box 8284, Rapid City, SD 57709) for TV on ch. 21, ERP 720 kw, ant. 190 m., on Skyline Dr., S of Rapid City. *Apr. 5*

Maynardville, Tenn. (BPED-960327MC)—Foothills Broadcasting Inc. (Thomas H. Moffit Jr., president/33 1/3% owner, 304 Crane Cove, Longwood, FL 32750) for noncommercial educational FM at 88.3 mhz, ERP 3 kw, ant. 0 m., atop Sharp Ridge, off IS 264, Knoxville, Tenn. Foothills owns WYKV(FM) Alocu, Tenn. Moffit owns WMEN(AM) and WRJZ(AM) Knoxville. *Mar. 27*

Farwell, Tex. (BPCT-960404LC)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington,

DC 20036) for TV on ch. 18, ERP 5,000 kw visual, ant. 101 m., 2 km W of US 70, S of Clovis, N.M. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Huntsville, Tex. (BPED-960405MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.3 mhz, ERP 2.5 kw, ant. 153 m., 100 yards NE of City Sewer System Huntsville. Family owns FMs in Tupelo, Cleveland and Forrest, Miss.; Springfield, Mo.; Wichita and Topeka, Kan., an AM in Forrest, Miss., and has applied for FMs in Tucson, Ariz.; Selma, Ala.; Kankakee, Ill.; McComb and Natchez, Miss.; Ada and Ardmore, Okla., and Independence, Kan. *Apr. 5*

Leesville, Tex. (BPED-960401MC)—John K. Gilbert (P.O. Box 95, Leesville, TX 78122) for FM at 88.7 mhz, ERP 3 kw, ant. 49 m., W side of Hwy 80, 1.2 km S of Leesville. *Apr. 1*

Provo, Utah (BPCT-960404LH)—KT Broadcasting Inc. (John B. Tupper, president/owner, 183 Haviland Rd., Ridgefield, CT 06877) for TV on ch. 32, ERP 1,450 kw visual, ant. 861 m. KT has applied to build TVs in Gosnell, Ark., Spokane, Wash., and Arcade, N.Y. Tupper owns 40% of wxxv-TV Gulfport, Miss., and has interest in the buying of wvgv-TV Lewisburg, W.Va. *Apr. 4*

Provo, Utah (BPCT-960405KY)—Pat Openshaw (530 E. First S. St., #204, Salt Lake City, UT 84102) for TV on ch. 32, ERP 1,150 kw, ant. 860 m., Lake Mtn. communications site (KZHT Tower), 8.2 km SSW of Saratoga Springs, Utah Co. *Apr. 5*

Provo, Utah (BPCT-9604053K)—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AK 72211) for TV on ch. 32, ERP 200 kw visual, ant. 845 m., Lake Mtn., E shore, Utha Lake, Provo. Kaleidoscope has applied for TVs in Arcade, N.Y., and Des Moines, Iowa. Flinn owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans and has CP for TV in Memphis. *Apr. 5*

Lynchburg, Va. (BPED-960327MA)—Vision Communications Inc. (Worth M. Miller, president/50% owner, P.O. Box 20065, Roanoke, VA 24018) for FM at 91.7 mhz, ERP 10 kw, ant. 31 m., wlyk site. Vision has CP for WRXT(FM) Roanoke. *Mar. 27*

Rustburg, Va. (BPED-960328MD)—Educational Media Corp. (Peter Stover, president, 830 Gunnery Hill Rd., Spotsylvania, VA 22553) for FM at 91.7 mhz, ERP 1.15 kw, ant. 228 m., on Long Mtn., .75 mi., NE of Rustburg. Educational Media has applied for FMs in Fairfax and Charlottesville, Va. *Mar. 28*

—Compiled by Jessica Sandin

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THIS WEEK

Through May 1—Cable '96, *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

April 30—*Women in Cable & Telecommunications* annual Accolades Breakfast. Biltmore Hotel, Los Angeles. Contact: Tracy Mitchell, (312) 634-2339.

April 30—Deadline for entries for the 1996 Clari-on Awards Competition, sponsored by *Women in Communications*. Contact: Colleen Phelan, (703) 359-9000.

April 30-May 2—4th annual *DRTV (Direct Response Television) Expo & Conference*. Long Beach Convention Center, Long Beach, Calif. Contact: Erlka Bockhaut, (800) 513-8400.

May 1—"Universal Service: Socializing the Telecommunications Infrastructure Under the Telecommunications Act of 1996," policy forum presented by the *Cato Institute*, Washington. Contact: Elizabeth Kleinknecht, (202) 789-5229.

May 1-3—Third annual Radio Only Management Conference, presented by *Inside Radio Inc.* Camelback Inn, Scottsdale, Ariz. Contact: (609) 424-6800.

May 1-5—*Southern Educational Communications Association* 11th annual utilization conference. Sheraton Hotel, Columbia, S.C. Contact: Norma Gay, (803) 799-5517.

May 2—*Hollywood Radio and TV Society* news-maker luncheon. Universal Hilton Hotel, Universal City, Calif. Contact: Neith Stickells, (818) 789-1182.

MAY

May 6—Peabody Awards luncheon presented by *University of Georgia College of Journalism and Mass Communication*. Waldorf-Astoria, New York City. Contact: (706) 542-3787.

May 8—Fred Friendly First Amendment Award presentation by *Quinnipiac College* to Leslie Stahl. Metropolitan Club, New York. Contact: (203) 281-8655.

May 8—*International Radio & Television Society Foundation* Awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

OpenMike

Clarification

EDITOR: In your April 17 issue, you ran an excellent article linking RT-SET's virtual studio technology and MTV Networks. We would like to amend one significant point: MTV Networks' Emerging Production Technologies has selected the RT-SET technology to use in considering potential applications of virtual studio technology. The company has not actually purchased a system, nor is its selection of RT-SET technology a firm commitment to do so. We accept responsibility for the misunderstanding, and hope you will allow us to clarify this for your readers.

—Paul Schmidman, managing director, Americas, RT-SET, San Francisco

May 9—*Federal Communications Bar Association* luncheon featuring John Sie. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

May 11-14—100th *Audio Engineering Society* convention. Bella Center, Copenhagen, Denmark. Contact: (212) 661-8528.

May 14—Seminar on Telecommunications Reform Act of 1996 and mass media issues, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

May 14-15—"March on Washington," annual Washington rally hosted by the *Association of Local Television Stations* (formerly *INTV*). Contact: Angela Giroux, (202) 887-1970.

May 14-16—"Innovative Strategies for the 21st Century: Creating and Managing New Growth Partnerships," conference presented by the *American Stock Exchange* and *Forbes Magazine*. Waldorf-Astoria, New York City. Contact: Elizabeth Ames, (212) 620-2398.

May 15-16—East EuroLink, eastern and central European pay-TV conference presented by *Global Exposition Holdings*. Atrium Hilton Praha Hotel, Prague. Contact: (713) 342-9826.

May 15-19—Annual public radio conference, presented by *National Public Radio*. Washington Hilton and Towers, Washington. Contact: Alma Long, (202) 414-2000.

May 15-19—"Content '96," educational media conference and market presented by *National Educational Media Network*. Waterfront Plaza Hotel, Oakland, Calif. Contact: (510) 465-6885.

May 16-17—"Successfully Implementing Object-Oriented Technology for Telecom Cable and Wireless Companies," conference presented by *Global Business Research Ltd.* Doubtree Guest Suites, Chicago. Contact: (212) 366-3212.

May 17-19—*Federal Communications Bar Association* annual seminar. Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

May 17-19—"Economic Issues in the 1996 Elections," conference for journalists presented by the *Foundation for American Communications*. University Inn and Reynolds School of Journalism, Reno. Contact: Christina Gardner, (213) 851-7372.

May 17-21—*National Association of Black-Owned Broadcasters* 20th annual Spring management conference. Marriott Crystal Palace, Nassau, Bahamas. Contact: (202) 463-8970.

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

May 21—Digital television and Internet conference presented by *Convergence*. Sheraton New York, New York City. Contact: (303) 393-7449.

May 21—Seminar on Telecommunications Reform Act of 1996 and telecommunications issues, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

May 21-22—International conference on electromagnetic energy presented by the *Electromagnetic Energy Association*. Washington Vista Hotel, Washington. Contact: Amy Nelson, (202) 452-1070.

May 22—23rd annual Daytime Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Radio City Music Hall, New York City. Contact: David Beld, (212) 586-8424.

May 22—*Foundation for Accounting Education of the New York State Society of CPAs* entertainment and sports conference. Grand Hyatt Hotel, New York City. Contact: (212) 719-8383.

May 22-23—"Learning-Oriented Leadership," course presented by *Women in Cable & Telecommunications*. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

May 23-25—CES Orlando '96/CES Habtech '96, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics*

Show. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

May 30—Seminar on FCC implementation of the Telecommunications Reform Act of 1996, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

JUNE

June 2-5—"CABLEXPO '96: New World...New Rules!," Canadian cable convention presented by the *Canadian Cable Television Association*. Edmonton Convention Centre, Edmonton, Alberta. Contact: Christiane Thompson, (613) 232-2631.

June 2-5—"Marketing in the Real World and All That Jazz," 6th annual *Claritas* precision marketing conference. Hotel Intercontinental, New Orleans. Contact: (800) 678-8110.

June 2-5—*RTNDF/University of Missouri School of Journalism* Management Seminar for News Executives. University of Missouri, Columbia, Mo. Contact: (573) 882-4201.

June 3-6—"Case Study '96: Reinventing the Way We Do Business," *Women in Cable & Telecommunications* national cable management conference. San Francisco Hilton & Towers, San Francisco. Contact: Tracy Mitchell, (312) 634-2339.

June 4-5—3rd annual *Montreux International Symposium on Digital Audio Broadcasting*. Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 9-15—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

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.

JULY

July 10-12—WCA '96, *Wireless Cable Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

July 14-17—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

SEPTEMBER

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

NOVEMBER

Nov. 11—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Los Angeles, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

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

Taking Nickelodeon into the new

Herb Scannell once developed an odd game show at Nickelodeon, *Come to Your Senses*, which required kids to use all five senses as they competed for various prizes.

"I don't think it made any 'sense,' and it never got on the air," says Scannell, laughing. *Come to Your Senses* was an exception to the rule. Nickelodeon's strong track record in original programming development has resulted in some of the top-rated shows on basic cable. And Herb Scannell's role in developing those hits led to his promotion in February to president of Nickelodeon (which includes the Nickelodeon kids network; the Nick at Nite prime time-only lineup of classic TV shows that shares the channel position with Nickelodeon, and a spin-off network, Nick at Nite's TV Land, which launches today [April 29]).

Scannell has big shoes to fill in his new role. His former boss, longtime Nickelodeon chief Gerry Laybourne, is still revered by Scannell and his team. Making things more complicated is Laybourne's move to Disney/CapCities/ABC, which owns competing kids network The Disney Channel.

Nevertheless, Nickelodeon is at the top of of its game. Quirky original shows like *Rugrats*, *All That*, *Aaahh!!! Real Monsters*, *Doug* and *The Secret World of Alex Mack* routinely dominate the list of top-rated shows on basic cable. The network is so energized by the ratings success of its Saturday night SNICK block of programming that it plans to expand into the 8-8:30 time slot seven nights a week beginning this fall.

"The networks have given up on kids in prime time," says Scannell. "My message to broadcasters is, 'Beware, because we are coming into your backyard.'"

Scannell's interest in TV programming dates back to his childhood on Long Island. He remembers looking forward to the *TV Guide* fall preview issue each year and tracking the winners and losers as the season progressed. Sharing one TV set with three siblings, Scannell would book his viewing in advance by marking up the *TV Guide* with his initials next to the shows he wanted to watch.

Scannell's first opportunity to actually flex his programming muscles came as manager of Boston College's WZBC(AM). Finding the station format too mainstream, he chucked the Fleetwood Mac albums and replaced them with more experimental music.

"If you've got a playground and you've



"Whenever somebody says you shouldn't do that, it becomes a reason why we think we should."

Herb Scannell

President, Nickelodeon, New York; b. Jan. 10, 1957, Jackson Heights, N.Y.; BA, Boston College, 1979; admissions counselor, Baruch College, New York, 1979-80; promotion coordinator, WHN(AM) New York, 1980-81; manager, promotion, Warner Amex-The Movie Channel, New York, 1981-83; director, program promotion, Showtime, New York, 1984-88; Nickelodeon, New York: director, programming, 1988-89; VP, programming, 1989-92; senior VP, programming, 1992-95; executive VP, Nickelodeon/Nick at Nite Network and U.S. Television, 1995-96; current position since February 1996; m. Sarah Reetz, May 14, 1988; child: Caroline, 1.

got an opportunity, why not do something that's different?" he says.

His first job out of college—as an admissions counselor at Baruch College in New York City—didn't last long. A friend from his hometown was working in radio and tipped him off to a promotion job at WHN(AM) New York (the friend was Fred Siebert, who later became president of Hanna-Barbera).

After a year at WHN, Scannell switched to the cable industry by taking a promotion job at Warner Amex. He entered at ground level, working on the program guide for The Movie Channel, and eventually was promoted to the marketing department of the more widely distributed Showtime network. It was as director of program promotions at Showtime that Scannell began to show his creative flair—one of his most visible campaigns was a promotion for "lost" *Honeymooners* episodes, which won several CTAM and BPME awards.

Scannell made the move to Nickelodeon in 1988 by taking a job as director of programming. His responsibilities soon expanded with the creation of a program development department that produced various specials for the network. In 1990 he was promoted to vice president of programming and development for Nickelodeon as the kids network shifted into high gear.

Serving as first lieutenant to Laybourne, Scannell engineered the development of the network's wildly successful original animation division (Nicktoons) and the ambitious revamp of the network's Nick Jr. daytime preschool block. He also championed the launch of SNICK, which proved that the cable network could hold its own against the broadcast networks in prime time.

"Whenever somebody says you shouldn't do that, it becomes a reason why we think we should," says Scannell.

Scannell's enthusiasm in expanding Nickelodeon into new areas of business should come in handy in the year ahead. This summer marks the debut of Nickelodeon's first theatrical movie, "Harriet the Spy," with plans to produce three films a year by 1998. Internationally, the network this year hopes to add Latin America to a growing distribution list that already includes Australia, England and Germany. And today marks the debut of Nick at Nite's TV Land, the 24-hour spin-off network of "classic" reruns.

"It's an injection of newness into a culture that is always about change." he says. —RB

Fates & Fortunes

BROADCAST TV

Jo Book, senior account executive/marketing events coordinator, WFAA-TV Dallas, joins KVUE-TV Austin, Tex., as national sales manager.

David Maltz, research director, Malrite of Ohio, named director, research and planning, Malrite Communications Group, Cleveland.

Appointments at KOMO-TV Seattle: **Sara Mirabito** joins as Sunday morning newscasts producer; **Jenny Cunningham**, news writer, named newscast producer; **Ed Carlos** and **Tina Pontecorvo** have been named primary news writer and news writer, respectively.



Hattori

James Hattori, correspondent, CBS News, joins KRON-TV San Francisco as weekend co-anchor.

Appointments at WFTC-TV Minneapolis: **Trey Fabacher**, NSM, named LSM;

Denise Laliberte-McCormick, writer/producer, named on-air promotion manager.

Robin Patton, public relations and marketing consultant, Washington, joins Public Broadcasting Service's Democracy Project, Alexandria, Va., as communications manager.



Hanft

Thomas Hanft, senior VP, worldwide account director, BBDO Advertising, Los Angeles, joins KNBC-TV there as VP, marketing.

Johnny Faith, senior account executive, KBSI-TV Cape

Girardeau, Mo., named national sales manager.

Crystal Smith, marketing writer/producer, KXAS-TV Fort Worth, named director, promotion.

Jerry Harbin, LSM, WRTV-TV Indianapolis, joins WNDY-TV there as GSM.

Appointments at WLVI-TV Cambridge/Boston: **Greg Caputo**, director, news,

Malrite Communications, Cleveland, joins as news director; **Franco LaPietra**, operations manager, named chief engineer; **Amy Podolsky**, program coordinator, WABU-TV Boston, joins as administrative assistant to the GM.



Cutler-Lurie

Debra Cutler-Lurie, host and public service director, WTTA-TV St. Petersburg, Fla., joins WHNS-TV Asheville, N.C., as producer and host, *Kids Club*.

Appointments at WETM-TV Elmira, N.Y.: **David**

Schifter, investigative reporter, WEWS-TV Cleveland, joins as news director; **Dave Rochelle**, production coordinator, named production manager.

Mike Gehring, GSM, WTOG-TV Tampa/St. Petersburg, Fla., joins WATL-TV Atlanta as GM.

PROGRAMING



Halperin

Missy Halperin, executive director, talent relations, Fox Broadcasting Co., Beverly Hills, Calif., named VP.

Marti Rider, senior research analyst, Columbia TriStar Television Distribution, Culver

City, Calif., named manager, television research.

Frederika Brookfield, senior manager, worldwide public relations, Turner Home Entertainment, New York, named director, public relations, East Coast, Turner Entertainment Group.

Joseph DiSalvo, senior VP, East Coast sales, New World/Genesis Distribution, New York, named executive VP, domestic sales.

Appointments at Worldwide Television News, New York: **Karen Hendren**, reporter, Fox News Service, Washington, joins as producer-reporter, *Merrill Lynch World Business Report*; **Tracy Tiecher**, associate producer, *Merrill Lynch World Business Report*, named entertainment producer, New York bureau.

RADIO



Pohlman

Tim Pohlman, GSM, KFVB(AM)/KTWV(FM) Los Angeles, and station manager, KTWV, named VP/GM, KTWV.

Appointments at KUSC(FM) *Live! On Hope Street with Bonnie Grice*, Los Angeles:

Karen Shearer, producer/writer, and **Michelle Kholos**, writer/production assistant, *Marketplace Morning Program*, named producer/director and assistant producer, respectively.

Appointments at Odyssey Communications Inc., Los Angeles: **David Howard**, sales manager, KZLA-FM/KLAC(AM) and KQLZ(FM) Los Angeles, joins as GSM; **Eileen Woodbury**, director, marketing and promotions, KKBTV(FM) Los Angeles, joins in same capacity.

Jane McMichael, LSM, WHTZ(FM) Newark, N.J., joins WKTU(FM) New York as account manager.

Gina Juliano, on-air host, WLUM-FM Milwaukee, joins KRNA(FM) Iowa City in same capacity.

Appointments at WFRN-FM Elkhart, Ind.: **Roger Booth**, manager, The Far East Broadcasting Co., joins as operations manager; **Dennis Smith**, sales manager, WJMM-FM Versailles, Ky., joins as general sales manager.

CABLE

Colleen Abdoulah, VP, marketing and new business development, TCI, Englewood, Colo., named VP, marketing, TCI Communications Inc., the digital TV business unit.

Chris Fager, senior VP, business and legal affairs, E! Entertainment Television, Los Angeles, named senior VP, international development.

Fred Epstien, special counsel, Sunshine Network Inc., Jacksonville, Fla., joins Outdoor Life and Speedvision, Stamford, Conn., as VP, business and legal affairs, and general counsel.

Appointments at Speer Communications Ltd., Nashville: **Colin Stewart**, COO, Magnatone Entertainment, there, joins in same capacity; **Ken Yates**, presi-

dent, Z Music Television, joins as president, MOR Music Television, Nashville.

Appointments at ESPN, Bristol, Conn.: **Pablo Barquin**, account executive, Prime Deportiva, joins as manager, international advertising sales; **Mike Gannon**, VP, advertising sales, named VP, national sales.

Appointments at The Travel Channel, Atlanta: **Tobie Pate**, VP, broadcasting and promotion, KNBC(TV) Los Angeles, joins as VP, current programing and development; **Gillian Rees Renault**, VP, public relations, E! Entertainment Television, joins in same capacity.



Forgy

Christopher Forgy, consultant, joins The Outdoor Channel, Temecula, Calif., as president/CEO.

Andrew Rosengard, senior VP, finance, Rainbow Programming Holdings, joins Cablevision Sys-

tems Corp., Woodbury, N. Y., as senior VP/controller and an officer of the company.

TELEMEDIA

Appointments at NewsProNet on TV Net, Atlanta: **Michael Shoer**, senior broadcast consultant, McHugh & Hoffman, joins as president/senior consultant; **Scott Tallal**, president, Advanced Research Services, Dallas, named audience research consultant; **Barry Rosenthal**, president, and **Dick Weisberg**, executive creative director, B/R Creative Group, named electronic marketing and promotion consultants; **John Bobel**, managing partner, MediaWorks, Lexington, Ky., joins as technology editor; **Peter Dougherty**, VP, multimedia, Duplexx Software, Salem, Mass., joins as director, video webcasting development; **Kent Krizik**, VP, multimedia, One Media Way, assumes responsibility as development adviser, broadcast graphic products.

Vincent Montuori, group manager, marketing, Coca-Cola USA, New York, joins Tele-TV, Los Angeles as VP, marketing operations.

DEATHS

Robert J. Shaw, 79, television and radio writer, died March 30 of heart failure

C. Wrede Petersmeyer, 1919-1996



Petersmeyer
in 1975

Charles Wrede Petersmeyer, founder and chairman/CEO of Corinthian Broadcasting Corp., died April 18 at his home in Vero Beach, Fla. In 1947 Petersmeyer went to work for J.H. Whitney & Co., a venture capital firm, and soon became a partner. Petersmeyer saw the potential of television and convinced the firm to invest; Corinthian Broadcasting Corp. was born out of the investments. Corinthian, a private company that owned television and radio stations and Funk & Wagnalls publishing company, eventually merged with Dun & Bradstreet Companies Inc., with Petersmeyer as a director. He helped organize the Association of Maximum Service Telecasters and served on many boards, including the television board of the National Association of Broadcasters. At Petersmeyer's retirement in 1977, he acknowledged that "people, like plants, occasionally need repotting" and that it was time to channel his energies in a new direction. Petersmeyer is survived by his wife, Frances; three children, Susan, Nancy and Gregg; a sister, and eight grandchildren. —DS

at his home in Los Angeles. In 1940 Shaw sold his first serial, *Front Page Farrell*, to NBC. Also, his *Mr. District Attorney* ran on the network for 11 years. He wrote for *Search for Tomorrow*, *Hawaiian Eye* and *Peyton Place* for television. As head writer on *Dallas*—Shaw's biggest coup—he had J.R. Ewing, the conniving but sometimes likable Texas oilman, shot, called the season premiere "Who Shot J.R.?" and left the audience wondering. On Nov. 21, 1980, 53% of American households tuned in to find out. Also in the '80s Shaw wrote *General Hospital*, creating the Luke-and-Laura saga and reviving the show's ratings.

Kenneth Glenn Marshall Jr., 85, former television executive, died April 15 in Jacksonville, Fla. He had been in ill health for the past few years. Marshall began his career selling radio advertising for WMBR(AM) Jacksonville. He eventually rose to become president/GM of WJXT(TV) Jacksonville. In 1969 Marshall left WJXT to chair the board of Post Newsweek Stations (then owner of WJXT) in Florida. He also sat on the board of the parent company, the Washington Post Co. He is survived by his wife, Marion; a daughter, Ann; and grand- and great-grandchildren.

Fred Kirby, 85, television and radio personality, died in his sleep April 22. His health had been declining for some time. In 1951 Kirby hosted *Junior Rancho* on WBTV(TV) Charlotte, N.C. Ten years later he was proclaimed "The Victory Cowboy" as he deejayed for such radio stations as WFIL(AM) Philadelphia, WLS(AM) and WJJD(AM) Chicago and KMOX(AM) St. Louis. Kirby returned to

WBTV as a featured star on *Briarhopper* and CBS's *Carolina Calling*. He was also a singer and musician and composed more than 500 songs for MGM.

Jimmy "The Greek" Snyder, 77, sports commentator, died April 21 of heart failure in Las Vegas. Snyder, born Emetrios Synodinos, became a national figure in the '70s and '80s as a contributor to *The NFL Today*, CBS Sports' weekly National Football League pregame show. Snyder is survived by his wife, three children, a brother, three sisters and a grandson.

Les Malloy, radio host and executive, died March 21 at his home in Atherton, Calif., after a long illness. During the '40s Malloy's all-talk format was heard on KGO(AM) and KFRC(AM) San Francisco. In the '50s he hosted the *Les Malloy Show* on KGO-TV. He also pioneered the broadcast of Spanish-language major league baseball. Malloy is survived by his wife, Georgiene; and two children, Leslie and David.

Stirling Silliphant, 78, screenwriter, died of prostate cancer April 26 in Bangkok, Thailand. Silliphant's screenplays included "The Towering Inferno," "The Poseidon Adventure" and "Charly." He won an Oscar for the 1967 movie "In the Heat of the Night." His television series credits included *Naked City*, *Route 66*, *Pearl* and *Fly Away Home*. In the late '40s Silliphant began his career as a publicity director for 20th Century Fox and free-lanced as an independent producer for several Hollywood studios. He is survived by his wife, Tiana, and three children.

—Compiled by Denise Smith
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In a victory for the cable industry last week, the FCC rejected arguments by local regulators that franchise fees should be counted as part of a cable system's gross revenue. Regulators in Baltimore, Dallas, Los Angeles and other cities argued that cable systems should include the 5% franchise fee as part of a system's gross revenue. The Cable Act of 1992 authorizes cable systems to pass the fee on directly to subscribers. Most cable systems list the franchise fee as a separate item on subscriber bills.

Broadcasters and cable systems will use Arbitron's five-year-old Area of Dominant Influence (ADI) market maps as the basis for the next round of retransmission consent and must-carry negotiations, the FCC ruled last week. But in an effort at compromise, the FCC said it will switch to Nielsen's Designated Market Area (DMA) maps in 1999. The FCC uses the market definitions to determine which TV stations

have a right to be carried on which local cable systems. Under the Cable Act of 1992, broadcasters can opt for must-carry status, which guarantees a TV station carriage on its market's local cable system. Stations can also choose to negotiate with cable systems for compensation in return for rights to carry the broadcast signal.

NBC representatives are scheduled to visit FCC Chairman Reed Hundt on May 6 to discuss the Nielsen ratings system. The visit, requested by NBC, follows Hundt's NAB speech during which he voiced plans to examine the ratings system.

The FCC's efforts to secure more financing got a boost from last week's budget compromise. **The deal gives the FCC \$185.7 million in funding for fiscal year 1996.** Before the deal, the FCC's 1996 funding level had been set at \$175 million.

Lana Corbi has been named executive VP, network distribution, Fox Broadcasting Co., succeed-

ing Preston Padden, who was named chairman of American Sky Broadcasting, the new DBS venture of News Corp. and MCI (see page 6). Corbi rejoins Fox after a year with Blackstar LLC, a minority-controlled broadcast venture of Blackstar Communications, Fox and Silver King.

NBC has renewed daytime talk show *Leeza* for a fourth season. The new order will take the show through fall 1997. The Paramount Domestic Television-produced strip, which recently celebrated its 500th episode, is up 30% in households, 33% in women 18-49 and 25% among women 25-54 this season versus last season.

In the second significant change at Bill Cosby's new sitcom for CBS, actress *Telma Hopkins*, who had been signed to play Cosby's wife, was replaced by *Phylicia Rashad*. The casting change reunites Cosby and Rashad after the pair spent years playing husband and wife on *The Cosby Show* during the 1980s. About

two weeks ago, Richard Day, who had been executive producer of the project, was let go and replaced by Dennis Klein, who subsequently rewrote the pilot script. The Carsey-Werner-produced project is significant for CBS, which has given the show a two-year, 44-episode commitment.

The show that sparked the talk TV explosion is taping its final episodes in *New Donahue* is wrapping up its production slate after 29 years and some 6,000 shows, although original episodes of the syndicated strip will run through September. Staffers say the last episodes will include a few retrospectives and a few surprises.

The Providence Journal Co. reports a 7.7% revenue increase for the first quarter of the year, compared with the same period in 1995, but a net loss of \$17.3 million, compared with last year's quarterly \$3.1 million loss. ProJo cites an 11.6% increase in broadcast TV revenue for the growth. The loss is associated with charges

Disney income down in second quarter

A soft advertising market for ABC and declines at Disney's live-action film divisions, coupled with a weaker home video market, resulted in sharp declines for Disney for the fiscal second quarter ended March 31.

On a pro forma basis (that is, assuming a merger and its related costs weren't incurred), the company's operating income decreased 17%, to \$662 million, on a 9% revenue gain, to \$5 billion. Net income dropped 27%, to \$213 million.

For the first six months, operating income was down 4%, to \$1.9 billion, on an 11% revenue gain, to \$10.9 billion. Net income was flat at \$779 million.

Disney said that broadcasting operating income and revenue—the broadcasting unit includes cable channels ESPN and The Disney Channel—were flat for the quarter (\$198 million and \$1.4 billion, respectively). For the first six months, broadcast revenue (derived essentially from the ABC broadcast and cable assets) rose 3%, to \$3.3 billion, while operating income was up 1%, to \$532 mil-

lion. ESPN gains offset softness at ABC, Disney said.

Earnings for Disney's second quarter were hurt by about \$625 million in write-downs, including \$225 million for expenses related to the acquisition of Capital Cities/ABC, and \$300 million in non-cash charges related to assets in the company's theme park and resort businesses. Those charges, coupled with interest, taxes and write-offs for certain film development projects, resulted in a net loss of \$25 million for the quarter, compared with a net gain of \$316 million a year ago.

Analysts remain fairly bullish on Disney stock. "It's one of the strongest business franchises around," says Ed Hatch, entertainment analyst with UBS Securities. "It's one of the stocks investors want to have in an uncertain market." Nevertheless, UBS has switched from a buy recommendation to a hold, on the basis that the CapCities acquisition has boosted the percentage of the company's earnings (to about 55%) that are subject to wide swings due to predictable business cycles. —SM

Jackson raises concerns in Hollywood

The Reverend Jesse Jackson met with Hollywood union leaders last week and later with CBS Entertainment President Leslie Moonves. Jackson, who mounted a protest last month over the lack of minority nominees for this year's Academy Awards, discussed the issue of minority hiring practices last Monday (April 22) with officials from guilds representing actors, writers and directors, as well as the NAACP and other advocacy groups.

Jackson and several union leaders then met with Moonves. A spokesperson for Moonves said there was

a "spirit of cooperation" among the participants, although no promises were made. Jackson hopes to meet with officials from ABC, NBC and Fox before the upcoming fall schedules are announced, according to his spokesman, Eddie Wong.

Jackson also intends to organize a one-day retreat for union leaders and other groups within the next few weeks to discuss means of boosting the fortunes of minorities in Hollywood. A coalition of those groups then will seek a collective meeting with major movie studios, TV networks and production companies. —CL

related to the company's cable properties being merged with Continental Cablevision Inc., and to early retirements offered to publishing employees, the company said last Friday.

Clear Channel Communications reports another record-setting quarter, with revenue up 20%, to \$70.1 million, station operating income up 48%, to \$15.2 million, and net income up 133%—from \$2.7 million in first quarter 1995 to \$6.2 million in the same period this year.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) said last week that public broadcasting officials have two weeks to agree to his proposal for federal funding of noncommercial stations. Fields wants to sell any unused spectrum allotted to public broadcasting and use the revenue to set up a trust fund to replace diminishing federal subsidies. Fields says PBS could get by with a \$1 billion trust fund, but public broadcasters say they need at least \$4 billion. Fields said that if broad-

casters don't agree, he will encourage the House Budget Committee Chairman to use the proceeds from the spectrum to offset the national debt.

John Siegel has been elected chairman of United Television Inc.'s board of directors. Siegel succeeds his father, Herbert Siegel, who will remain on the board as a director. United is the Chris Craft Industries subsidiary that owns five major-market TV stations. Siegel, who joined Chris Craft in 1981 as a tax counsel, will continue as president of United's KVBC(TV) San Francisco and senior VP of Chris Craft.

Sherrie S. Rollins, senior VP, network communications, ABC Television Network, New York, has been promoted to executive VP. She will continue to oversee all communications activities for the network and each of its programming divisions, including the conference and special events planning department.

CBS Radio O&Os
WBBM(AM) Chicago,
WCCO(AM) Minneapolis and
WCBS(AM) New York will

carry an audio simulcast of CBS-TV's 60 Minutes Sunday evenings on a trial basis. Last month CBS's KNX(AM) Los Angeles first broadcast the program, which was well received by listeners, says General Manager George Nicholaw. CBS Radio may launch the show officially if it tests well in the other markets.

Key production staff members were added last week to The Rosie O'Donnell Show. Executive producer Daniel Kelli-

son has tapped morning show veteran Bob McKinnon as director. McKinnon, who also was the director of *Rikki Lake*, spent seven years as director of ABC's *Good Morning America* before joining NBC's *Today* in 1994. Segment producers named last week: Jeane Willis (*Good Morning America*), Peter Johansen (*Day & Date*), Andy Lassner (*Carnie*) and Tara Elia (*Saturday Night Live*). Jeffrey Culberth, a 17-year *Today* veteran, will oversee the talent bookings staff.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He's from the TV rating company—he says they're trying to improve their accuracy."

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Flank speed in L.A.

Never have so many invested so much on so varied, often mutually exclusive, routes to the multimedia future. Will that future be controlled by traditional cable companies through high-speed modems, by phone/cable or cable/phone or phone/DBS companies, by broadcasters with ATV or ancillary services, by wireless/phone/Internet providers or by Bill Gates with, well, whatever Bill Gates wants? And will the receiver be a TV, an HDTV, a PC or some combination?

The cable industry should get a good view of one of those potential futures at this week's NCTA convention, where the much-vaunted high-speed cable modem will be on display.

Some see it as cable's ticket into the homes of millions of PC users who are growing increasingly impatient as they wait for an Internet graphic to coalesce on their screens. Others say the modem as an industry force is still a long way off, and is far from a panacea: At optimum it requires an interactivity now available in only about 20% of systems, and its speed decreases as the number of users increases (an estimated 10%-20% drop-off in speed at peak usage). Of course, that's a drop of a minimum 10 megabits (million bits) per second, compared with the top speed of 28.8 kilobits (thousand bits) per second that current phone-based modems provide.

The significant thing to note is that cable's priorities have changed. No longer are 500 channels the goal; 80 will do nicely, thank you. Cable modems have replaced telephony as the next priority in line. Telephony has replaced interactivity. The telcos appear less ferocious, while DBS has grown into a shadow larger than a man's hand.

Cable is often criticized for promising more than it delivers. It may be that cable just tries more than most and adapts to what it finds out along the way. There's no doubt

about the enormousness of its contribution to the television universe, and to everyone's conception of what that medium may one day be. It's become one of those giants upon whose shoulders the future stands.

Rapprochement

It's been only two years since Reed Hundt went before a cable convention wearing horns. Now there's virtually a halo. Thanks perhaps more to the Congress than the FCC, cable has been resuscitated by Washington, and the principal issues revolve around how good the commission's implementation of the Telecommunications Act will be.

Thus it was a relaxed chairman who spoke with our editors last Friday, proclaiming cable to be the model public trustee he had hoped broadcasters might be. As Hundt looks at it, cable is ahead on children's programming, it's ahead on political broadcasting and it took the lead on the V-chip.

What it hasn't done, in Hundt's view, is motivate the competition: Telephone companies aren't moving massively into the video business, DBS penetration is thus far too small to matter, wireless cable is still on the periphery. Nor has cable moved vigorously into telephony, although the chairman thinks it's still the medium to beat in terms of giving the telcos a run for their money.

(He doesn't, however, think cable has a lock on that possibility. The genius of today's procompetitive environment, in his view, is that anyone can play.)

Whether Hundt has changed from his days as, admittedly, a "hard-nosed" regulator of cable—or whether cable has changed its stripes as customer-unfriendly—is not worth debating. The reality is that there are no great bones of contention between 1919 M Street and 1724 Massachusetts Avenue.

Somebody deserves some credit.

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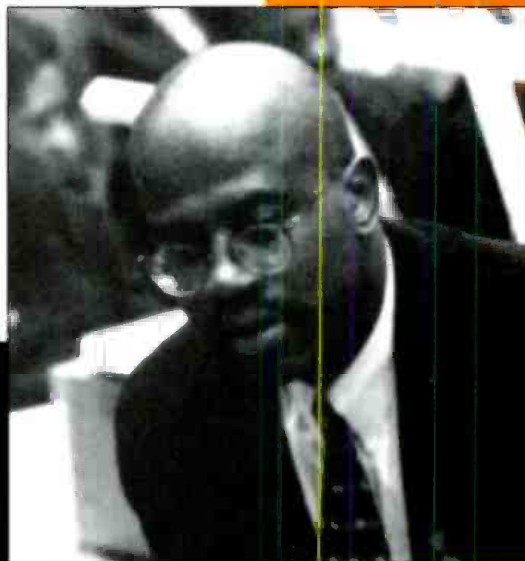
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