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TV BASHING

A Winning Ticket For Democrats

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Chicago

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Fast Track

Must Reading from

Broadcasting & Cable

September 2, 1996

TOP OF THE WEEK / 6

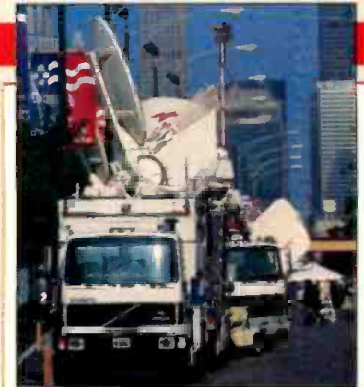
Viewers tune out again At the Democratic gathering in Chicago, the Big Three TV networks again saw a ho-hum response to political convention coverage. / 6

Dems celebrate V-chip, kids TV rules Democrats in Chicago—including President Clinton—last week repeatedly cited the V-chip and the FCC's new children's TV requirements as prime examples of how government works to improve life for America's families. / 7

Party time in Chicago From Wrigley Field to Buddy Guy's Legends, TV and telephone companies entertained Democratic bigwigs last week, as executives and lobbyists had ample opportunity to nurture relationships with them. / 8

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NTIA, FTC seek limits on cable and telcos' LMDS licenses The NTIA and the FTC have asked the FCC to bar cable operators and telcos from pursuing for LMDS licenses where they already provide service. / 18



On the cover—Another political convention, another mass convergence on a major city by hordes of media personalities, equipment and support personnel. **Cover photo by Dennis Brack/Black Star**

BROADCASTING / 21

Tribune stakes out 'Battleground Earth' A sci-fi drama based on scripts and outlines from Gene Roddenberry is headed for the first-run marketplace, 30 years after Roddenberry's star rose as creator of *Star Trek*. The prime mover of the project has been his widow, Majel Barrett Roddenberry. / 21

All American Television will enter the daytime talk show business next year with a strip to be co-hosted by former 'Extra' co-host Arthel Neville. / 21

Chancellor buys 12 radio stations from Colfax Chancellor Broadcasting's third major acquisition in 13 months has the company paying \$365 million for radio stations in the Minneapolis, Phoenix, Washington and Milwaukee markets, among others. / 32



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Diller consolidates position with HSN deal

Media mogul Barry Diller is concentrating on his primary mission of starting a new programming service, with a deal involving Silver King, HSN and Liberty Media Corp. / 48

Discovery Channel will drop its lineup of lifestyle programming on Sunday mornings and replace it with a three-hour block aimed at the 8-to-14-year-old audience; Discovery Channel Latin America has exclusive Latin-American airing rights to 'Barney and Friends.' / 49



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Netscape introduces software product Netscape hopes to boost Internet use by boosting access through its new independent software entity, Navio Communications Inc. / 57

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Allbritton all-digital in Alabama Allbritton Communications begins operating its new all-digital TV facility in Birmingham, Ala., this week. / 60

SPECIAL REPORT: MUSIC TV



Cable Music: More than just MTV Several networks have turned considerable profit providing music on cable, but a shortage of channel capacity has forced many music programmers to look internationally, while newer networks play for time. / 37

Music adds to the mix Numerous cable networks offer music in addition to regular programming, including TNN, BET, Lifetime, TBS and HBO. / 45

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Launching October 7, 1996



The Truth is Interesting..

TV Gored in Chicago

Al, Tipper, Bill and Ed (Markey) laud V-chip, FCC's three-hour kids TV rule

By Heather Fleming
CHICAGO

Led by President Clinton, Democrats in Chicago last week repeatedly cited the V-chip and the FCC's new kids TV requirements as prime examples of how government—Democratic government—is working to improve life for American families.

"TV shows are being rated for content so parents will be able to make a judgment about whether their small children should see them," Clinton said as he listed the administration's first four years of accomplishments in his acceptance speech.

"And three hours of quality children's programming every week on every network are on the way."

Vice President Gore, in his Wednesday address, said the measures empower parents and protect children:

"When you notice your child staring at a television set and watching violent and explicit images he or she is not old enough to handle, you shouldn't be forced to choose between throwing the TV out of the house and monitoring every second that child watches.... When our children turn on the TV, let them learn how to read and add and spell and think, not how to kill."

Congress included the V-chip in the 1996 Telecommunications Act. Once incorporated into TV sets, the technology will allow parents to block out shows they find objectionable.

After signing the measure into law, President Clinton pressured broadcasters to develop ratings that could be used

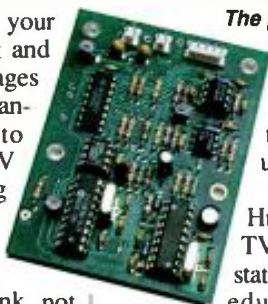
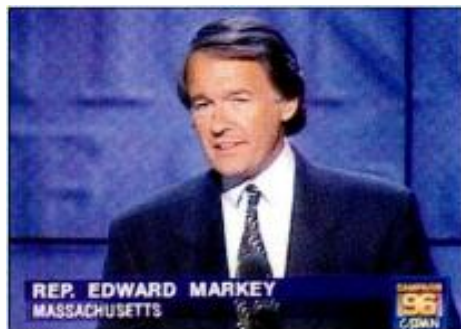


"Three hours of quality children's programming every week on every network are on the way"—Bill Clinton

"When our children turn on the TV, let them learn how to read and add and spell and think, not how to kill"—Al Gore



Tipper Gore and Representative Ed Markey took turns praising Clinton's support of the V-chip.



The proposed V-chip.

in conjunction with the V-chip. Broadcasters have promised to have the ratings ready by January.

FCC Chairman Reed Hundt pushed hard for kids TV rules requiring each TV station to air three hours of educational programming each week. But when his efforts hit an impasse last month, Gore and his staff stepped in and forged the compromise between Hundt and broadcasters that led to the rules' adoption.

CBS lobbyist Martin Franks was "hardly surprised" that the V-chip was repeatedly mentioned at the convention: "Just because it's horrible public

policy doesn't mean it's not good politics.... No one is losing any votes for attacking networks on TV violence."

Jim Hedlund, president of the Association of Local Television Stations, is no fan of the V-chip or of its political exploitation. But, he said, Clinton and the V-chip beat the alternative: Bob Dole and his plan to auction spectrum that TV stations are counting on to make the transition to digital broadcasting. "Auctioning digital spectrum could be fatal for many stations in 10 years."

Pounding home the theme that the Clinton administration

has done much to strengthen American families, other speakers embraced the V-chip and kids TV rules. "I began a difficult fight long before it became fashion-

ionable—to give parents the tools to protect their children from violence, obscenity and degradation of women," Tipper Gore told the delegates. Although she won voluntary labeling of records and CDs, Clinton and Gore delivered the "even more powerful tools"—the V-chip and the kids TV rules, she said.

Representative Edward Markey (D-Mass.), chief sponsor of the V-chip legislation, reminded the delegates that Republicans opposed the measure: "We simply cannot afford to turn the presidency over to people who do not understand the pressures that technology puts on modern parents."

Following his speech, Markey said that the V-chip and the kids TV rules are good issues for the Democrats

because they “plug into the question of whether the Democratic or Republican parties are willing to use government to make sure families are protected. Dole and [House Speaker Newt] Gingrich are unwilling to use those kinds of common-sense tools.”

“Some say it’s not the role of the President to deal with issues [such as] the V-chip to give parents more control over what their kids watch on TV,”

said Detroit Mayor Dennis Archer. “Thank God we have a president who sees it differently.”

Representative Joseph Kennedy (D-Mass.), who gave Gore’s nomination speech, returned to old-fashioned TV bashing. “Mindless violence,” he said must be erased not only on the streets but also “on our television screens, where it too often finds its inspiration and sanction.” ■

DEMOCRATIC CONVENTION VIEWERSHIP			
CUMULATIVE			
3-NETWORK RATING/SHARE			
MON	TUES	WED	THUR
13.1/25	13.4/24	13.1/25	15.8/28
REPUBLICAN 4-DAY AVERAGE		DEMOCRATIC AVERAGE	
12.4/23		14.2/27	

Democrats get more airtime

Scripted event renews debate over convention coverage

By Heather Fleming
CHICAGO

Despite the shrinking broadcast network coverage for political conventions, Democrats were able to push the networks past their limits, squeezing additional time from tight schedules.

Whether the Democrats purposely went beyond the scheduled 11 p.m. network sign-off or merely fell behind schedule, the networks gave them considerably more airtime than the Republicans at their San Diego event.

Even taking into account ABC’s decision to begin Thursday night’s coverage at 9:30 ET, a half-hour later than the fourth-night coverage of the Republican convention, the networks aired at least an hour more overall of the Democratic convention.

Democrats went beyond the 11 p.m. schedule each night, but the networks chose to stick with the convention, despite cutting into affiliate advertising revenue.

“They try to jam the last speech up against 11 o’clock,” says Lane Venardos, CBS News vice president, hard news and special events. Their hope, he says, is to “eliminate analysis to the greatest degree they can.” But CBS, which used 210,000 feet of video cable, 28 cameras, seven edit rooms, and 250-300 people to cover the Democrats, spent an estimated \$3 million–\$5 million on each convention and wanted to maximize its investment. That included some follow-up analysis despite the tight schedule.

On several occasions, the Democrats also took five- and ten-minute breaks during the program to insure that their main speakers did not begin before the

networks signed on. Convention planners also shuffled the speaker lineup Tuesday night, putting convention keynote speaker Evan Bayh behind Tipper Gore and Hillary Clinton. As usual, the program ran behind, and Bayh did not begin his speech until 11 p.m.

ABC bucked Democrats’ attempts to control the coverage and opted Tuesday night to immediately cut to lengthy excerpts of speeches made earlier that evening by former New York governor Mario Cuomo and the Reverend Jesse Jackson. ABC also did not cover Tipper Gore’s speech, while CBS and NBC showed portions of it.

Although all did not go as the Democrats had planned (see below), their efforts and those of their Republican opponents to tightly script the con-

ventions may have jeopardized future network coverage of their events.

“Parties are doing a great disservice by sanitizing what is presented,” says CNN Washington bureau chief and vice president Frank Sesno. “I think we’ve seen the last of this sort of coverage [by the broadcast networks].” He added, however, that “CNN’s role won’t change. If anything, our role will intensify.” Covering the Chicago convention took CNN 400 people, 25 miles of cable and six weeks of setup.

George Case, Fox News’s vice president of newsgathering, says the networks will “all be here in one form or another [in 2000], but the question is to what extent.” Case suggests that more intensive coverage may shift to the cable networks, such as the one Fox is

The Morris story chronology

WASHINGTON—Television news is supposed to have the advantage of speed in reporting breaking news over newspapers. However, in the case of the story that Dick Morris, one of President Clinton’s key campaign strategists, was involved in a sex scandal the roles were reversed.

The *New York Post* ran the story in its Thursday, Aug. 29, edition which hit the streets between 10 and 11 p.m. Wednesday night. MSNBC, the first television network to report the story, didn’t mention it until 11:59 Thursday morning. CNN carried it at 12:24 p.m. and ABC News first broadcast the story during its 3 p.m. news break.

Why the delay? According to one network source, the story had to be thoroughly checked out because the story originated in the supermarket tabloid *The Star*. ABC said it was an editorial decision to hold the story until the scheduled news break. But a main reason seemed to be that the networks were shying away from an unsubstantiated sex scandal story, and decided to hold it until Morris announced that he was resigning.

“If I had not been able to report the resignation I would have not gone on the air with the story,” said NBC and MSNBC correspondent Tim Russert, who reported the story for MSNBC. “When I picked up that he was resigning I said ‘jeeppers you don’t resign over nothing.’” —MK

launching in October. One option would be for the major networks to simply air the candidates' acceptance speeches; another would be to tune out and offer only periodic news updates and packages for the evening news, like Fox did this year. Fox's limited coverage cost about \$2 million.

Representative Edward Markey (D-Mass.), ranking member of the House Telecommunications and Finance Sub-

committee, warns that any future network cutbacks would be "a big mistake." He says that the networks' one-hour-a-night coverage for the first three nights of the convention is the "absolute minimum" they should provide. Any further cutbacks will cause a "big uproar."

No decision is likely to be made until about a year and a half before the next conventions. ■

Party time in Chicago

By Heather Fleming
CHICAGO

At venues ranging from Wrigley Field to Buddy Guy's Legends, TV and telephone companies entertained Democratic bigwigs last week, giving their executives and lobbyists ample opportunity to nurture their relationships with them.

Tuesday's *George* magazine party, hosted by John F. Kennedy Jr., may have been the hot ticket for Hollywood types, but the Wednesday afternoon Wrigley Field gathering was the place to be for media executives and their regulators.

Tribune, the owner of Wrigley Field and the Chicago Cubs, sponsored the affair along with United Video Satellite Group, Cable & Wireless, the Cellular Telecommunications Industry Association, AT&T, The DCSG Group and CompTel.

Invitees were able to take a few swings against a pitching machine. FCC Chairman Reed Hundt let his son do the hitting, while National Telecommunications and Information Administration head Larry Irving blamed a bad back for sitting out. But he still had a good time: "It sure beats a markup."

Although dressed down for the occasion, the National Association of Broadcasters' Eddie Fritts and Jim May and House Telecommunications Subcommittee ranking member Edward Markey (D-Mass.) and Labor Secretary Robert Reich also stayed on the sidelines. "I've already subjected myself to enough public humiliation," Reich said. But Vice President Gore's domestic policy adviser Greg Simon dug in and connected a few times.

The odd couple—Viacom and Walt Disney—teamed to host a "Chicago

Blues House Party" for the California delegation at Buddy Guy's Legends club. Blues artist Otis Rush and his band played until 2 a.m. Several staffers of House and Senate Commerce Committee members, FCC staffers and NTIA's Irving and Representative Ron Klink (D-Pa.) were among those mixing and mingling late into the night.

CNN hosted a swanky soiree at the Intercontinental Hotel at which anchor Bernard Shaw, a Chicago native, was honored. As tuxedo-clad waiters served shrimp appetizers and stir-fried pasta dishes made to order, the comedy troupe Capitol Steps performed for what appeared to be more than a thousand guests. The usual CNN suspects were present—Frank Sesno, Larry King, Lou Waters and Bobbie Battista—but the competition also turned out in big numbers, including CBS anchor Dan Rather and NBC Washington bureau chief Tim Russert. Senator Ernest Hollings (D-S.C.), ranking member of the Senate Commerce Committee, also made a brief swing through the party.

CBS sponsored a brunch for several hundred guests at the Four Seasons Hotel, where House Commerce Committee members John Dingell (D-Mich.) and Ralph Hall (D-Tex.) were spotted. Irving—apparently the party animal of the week—made a showing, as did Rather and CBS White House correspondent Rita Braver.

Leslie Dach and Andrew Barrett of the Edelman PR firm hosted a Thursday breakfast in honor of Hundt.

Other events included an NBC luncheon; a Rock the Vote-Warner Bros. late-night party at the Hard Rock Cafe, and a Motion Picture Association of America/Recording Industry Association of America reception. ■

CONVENTION CAMS



Donnie Brack, Black Star

From lipstick cameras mounted on top of delegation signs to headset-mounted cameras, networks were turning to high-tech gadgetry to cover the convention. Although the small lipstick cameras, which cost about \$2,000 apiece, have been used for years in undercover investigations, improved technology has taken them to a quality level adequate for network use. At the San Diego convention, CBS was first to use the camera on the floor of the hall mounting it atop the Kansas delegation sign. ABC was quick to follow. At the Democrat c convention, ABC mounted its camera on the Illinois delegation sign, while CBS used the Arkansas sign. Because cameras are not allowed behind the podium, CBS fixed a small camera to the headset of correspondent Bob Schieffer.

Because of the 25-foot ceilings at the San Diego convention center, the networks found a new way to cover the floor proceedings—a ceiling-mounted track camera. NBC and CBS repeated the technique at Chicago's United Center, but with less success than in San Diego.

ABC city producer Patrick Culler said much of technology used at the conventions was "nothing really new," but it was "put to good use here to let us be as unobtrusive as possible in very tight circumstances." Rather than create new equipment, the networks have developed "new ideas for these gadgets during the past three or four years." —HF



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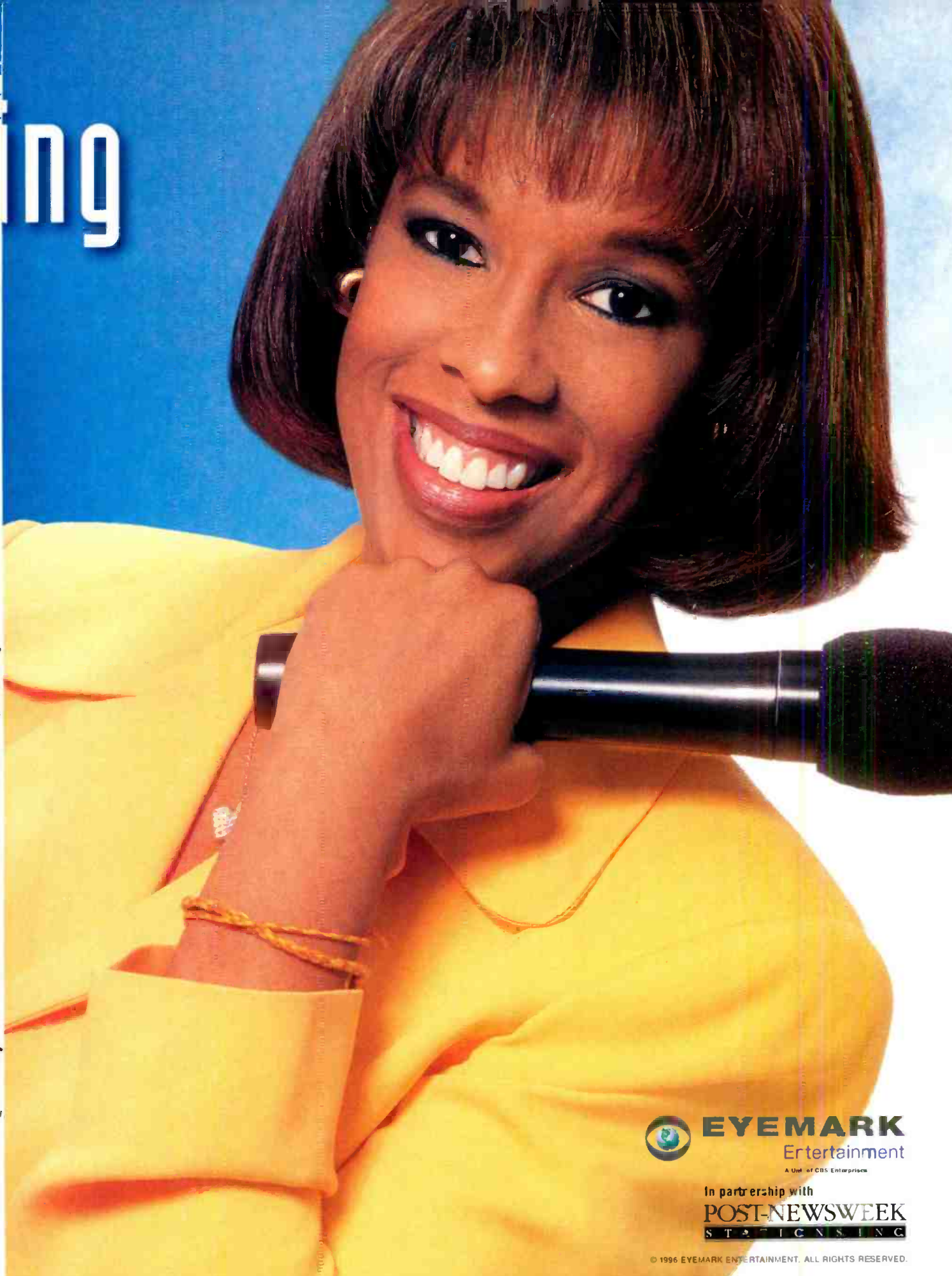
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Staffs pay price for big-ticket mergers

Layoffs follow skyrocketing radio, TV mergers

By Steve McClellan

NEW YORK

Chhun Thy Lim has survived many struggles, but last week he became one of the media industry's latest victims of consolidation. Lim endured the repressive Khmer Rouge political regime in his native Cambodia and, when he fled in the 1970s, survived the boat trip away from that country. So far he has survived kidney disease, which requires him to be on a dialysis machine three times a week, as he awaits a donor for a transplant.

But last week, Lim's career as an accountant at the business office of Capital Cities/ABC's broadcast operations and engineering (BOE) office came to an end when he received his layoff notice. One colleague called the network's action "inhuman," especially in light of Lim's decision to forgo years of disability payments and instead work hard to put two children through college. "That is his dream," the colleague said.

Although Lim's personal story touches the heart, by laying him off ABC is doing what many other companies also are doing in the age of consolidation—eliminating staff slots thought to be redundant or otherwise unnecessary. Sources report that the network's BOE division has targeted 100-200 positions for elimination, mostly through attrition. But at least a couple of other staffers in the division's business office have been pink-slipped in addition to Lim, sources say.

Examples of cutbacks can be found throughout the television, radio and cable industries, as consolidation continues unabated. One of the largest potential downsizings may be under consideration at Turner Broadcasting, where, according to a recent *Atlanta Constitution* story, a transition team preparing for the merger with Time Warner has earmarked up to 1,000 possible job cuts. The story said that those cuts likely would come from areas outside Turner's lucrative cable network

business, including broadcast syndication, licensing, home video and the theatrical film subsidiaries.

Number-one MSO Tele-Communications Inc. has targeted some 90 jobs that will be eliminated at recently acquired Viacom Cable, which employs 2,300 people. "The first thing they said was: 'We don't want your headquarters building, and we don't want anybody in it,'" recalls Mike Sweet, Viacom Cable's vice president of human resources, whose own job will be gone after the transition is complete.

Rumors also abound about possible layoffs at New World Entertainment, the programing arm of New World Communications Group, which is being acquired by Fox parent News Corp. As one might expect, there is some anxiety about job security within the New World ranks, and Fox sources say it is warranted, particularly in the entertainment group. Those sources say that most of the roughly 300 staffers within New World Entertainment (which includes the Genesis Entertainment syndication unit) will be let go.

Radio may be the hardest-hit media business, industry executives say, because extensive local marketing agreements, duopolies and mergers have wiped out jobs permanently. "The way companies structure themselves is changing," says Robert A. Stone, who heads an executive search firm in Dallas. "In some instances, there is absolute consolidation going on. In the radio industry over the past number of years [because of LMAs and duopolies], the bottom line is that there are fewer positions than ever."

But the situation varies from company to company—even in the radio business, says Stone. Take CBS, for example. Radio division president Dan Mason acknowledges that "back-office functions have consolidated" because some jobs were redundant. On the other hand, he says, "there is tremendous emphasis on sales," which has led to some expansion of sales staffs through-

out the division.

Those working in the financial arena seem to be particularly vulnerable. "There's definitely an impact," says Buz Buzogany, executive director of the Broadcast Cable Financial Management Association. In response to the impact, he says, the association is starting a job opportunities bank, which he hopes to have running by Nov. 1.

To date, Buzogany says, there is more evidence of impact on financial managers in radio: "The radio side has taken some real direct hits." As companies merge, he says, "literally, they are not

going to retain three or four CFOs." Exact numbers illustrating layoff impact are hard to come by, but Buzogany cites a dramatic decline in the membership of the Radio CFO Group, an organization partially sponsored by BCFM. Membership is down 20% because of layoffs or fears of being laid off.

But while consolidation is wiping out some jobs, many industry executives argue that it doesn't mean job opportunities are diminishing. They point to new businesses such as Americast and Tele-TV, the joint programing ventures involving a handful of phone companies. New cable channels also are being developed (MSNBC, Fox News and Eye on People), and the relatively new DBS business got more competitive earlier this year with the entrance of News Corp. Even in the so-called traditional entertainment arena, major operations—such as Dreamworks SKG—are being started.

Viacom's soon-to-be-laid-off Sweet remains optimistic: "Finance folks, technical folks and systems people are always in demand. My sense is that

"The first thing they said was: 'We don't want your headquarters building, and we don't want anybody in it.'"

—Mike Sweet, Viacom Cable's vice president of human resources whose own job will be gone after the transition is complete.

there's a lot of opportunity out there."

"It's a shifting puzzle right now," says Tribune Broadcasting President Dennis FitzSimons, referring to the industry's job opportunities. "I think there are more opportunities now, but not always on the station side."

The ongoing consolidation is creating a "unique form of metamorphosis," says executive recruiter Brad Marks. Marks says he's never been busier trying to find executives to fill the needs of acquisition-minded corporations. And the pool of available talent is high quality, he says.

Many executives are in that pool simply because they did not fit well with the culture of an acquiring company. As the media business evolves and redefines itself almost daily, says Marks, opportunities for talented executives abound. ■

Additional reporting by Cynthia Littleton and Price Colman

More dissent over Sinclair sales

WASHINGTON—Dissent is building against Sinclair Broadcast Group's plans to sell TV stations in Texas and South Carolina to its family-owned Glencairn Ltd.

In San Antonio, Tex., Harte-Hanks Television and Post-Newsweek Stations have filed objections to Sinclair's plan to sell KRRT(TV) Kerville/San Antonio to Glencairn for \$2 million plus liabilities. Also last week, Pulitzer Broadcasting filed in support of a similar complaint against Sinclair made by First Media Television in Anderson/Greenville, S.C.

In Texas, Sinclair stands to acquire KRRT and KABB(TV) through its \$1.2 billion merger with River City Broadcasting. River City/Sinclair plans to continue to own Fox affiliate KABB, while independent KRRT is slated for Glencairn.

Most of Glencairn's equity is owned by Sinclair President David Smith's mother, Carolyn C. Smith. Sinclair has an option to purchase that interest.

"If the commission's duopoly and crossownership prohibitions are to retain any integrity, the commission cannot simply wink at such gaming and congratulate Sinclair on its winnings," says Harte-Hanks's "informal objection," filed last Thursday.

River City attorney Kevin F. Reed refused to comment on the record. Sinclair attorneys were not available for comment. ■

Disney latest to do deal in Germany

Studio follows Columbia TriStar and Paramount in signing output sales with Kirch

By Meredith Amdur and Lloyd Shepherd

LONDON

Disney topped off two weeks of bank-busting deal-making in the German market this week, becoming the latest Hollywood studio to seal a pay-TV and pay-per-view output deal with the Kirch Group. The 10-year deal will give the powerful German media group access to all new live-action product produced by Disney and its subsidiaries Hollywood Pictures, Touchstone and Miramax.

The films will be used on Kirch's DFL digital DBS package, which launched July 28 (British Sky Broadcasting, took a 49% stake in DFL in June). The Disney coup now gives Kirch direct access to five studios' worth of feature films: Columbia TriStar, Paramount, Warner Bros., Universal and Disney.

Columbia TriStar and Paramount this spring closed deals (a mixture of free and pay rights in both cases) with Kirch worth an estimated \$1 billion apiece. Disney refuses to disclose the exact sum of its lucrative deal, but says it secured a "substantially higher" fee than Warner Bros.' own groundbreak-

ing \$800 million pay-TV deal with Kirch in late July.

That deal also covered pay-TV and PPV rights: Disney and Warner are the only studios to have licensed PPV. Disney/ABC International Television owns half of German channel Super RTL as well as 50% of producer/distributor Tele-Munchen, which, in turn, has minority stakes in cable channels TM3 and RTL2. Disney's new liaison with Kirch could strain relations with RTL, which has promoted Disney fare on the Super RTL service.

MCA/Universal already had pushed German film rights prices into the stratosphere in July, signing a deal for 10 years of free- and pay-TV rights estimated to be worth \$2 billion. Universal awarded free rights to RTL, the leading commercial channel, controlled by Kirch's main local rival, Bertelsmann.

Disney's deal includes the option to launch a German Disney Channel on



'Phenomenon,' starring John Travolta, is a Touchstone movie to which Kirch now has access for its DBS service.

DFL.

The question of pay-per-view rights remains open. Disney has licensed its PPV rights to Kirch on a non-exclusive basis, unlike its pay rights, which are exclusive. Warner also has licensed PPV rights to Kirch,

although it hasn't said on what basis.

Competition, spurred by the recent debut of digital pay services in Germany, has put a huge premium on prime film rights. And though it's unclear which party will win the new digital battle (see story, page 51), one thing that is certain is that Hollywood is making a bundle. The Disney deal takes the value of pay-TV rights in Germany to more than \$8 billion over the next 10 years. And the value of the free-TV rights that have been auctioned during the last two years in Germany exceeds \$10 billion. By comparison, in 1995 the studios made only \$515 million from pay TV in the entire international market. ■

English takes over 'Ink'

Launch of high-profile CBS sitcom will be delayed until late October

By Lynette Rice

HOLLYWOOD

CBS's plan to roll out a galaxy of stars for fall has been interrupted by several fairly big bangs this summer, culminating last week with the replacement of *Ink*'s executive director with Diane English.

Plans for a Sept. 16 debut of the Ted Danson/Mary Steenburgen comedy were quickly scrapped in favor of an Oct. 21 target, as CBS and DreamWorks signed the *Murphy Brown* creator to replace Jeffrey Lane in charge of the show. Sources think the deal also could make way for future commitments by CBS to English's production company, Shukovsky English Entertainment.

"We thought the show was OK. Ted and Mary were magical. But we [thought] we were blowing a terrific opportunity by not giving them all the tools to make the show a hit," says Leslie Moonves, CBS president of entertainment. "If this had been a less important show, less high-profile people whom we didn't believe in as much, maybe we would not have been as aggressive. But we think it has great potential."

It was *deja vu* for CBS, which already saw stars collide earlier this summer on the set of Bill Cosby's new show, which

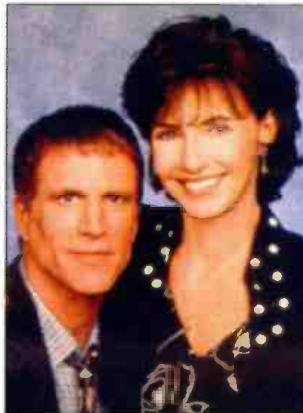
is set to be a lead-in to *Ink* on Monday.

Before the *Cosby* pilot was even shot, Carsey-Werner Productions dropped co-executive producer/head writer Richard Day for Dennis Klein (*Grace Under Fire*). Telma Hopkins (*Family Matters*) also was replaced by Phylicia Rashad, who played *Cosby*'s wife on *The Cosby Show*.

Soon after the pilot was shot, Carsey-Werner went back to the drawing board and replaced *Cosby*'s daughter with T'Keyah Crystal Keymah (*In Living Color*) and added actor Doug E. Doug as a neighbor.

At least seven episodes already have been completed for *Cosby*, which will debut Sept. 16 in its regular 8 p.m. slot.

The same can't be said for *Ink*, which will shelve the pilot, and three episodes that had been shot, to make way for English's reign. The creator of *Love and War* and *Double Rush*, who sources think will add a couple of her writers to *Ink*'s staff of five, is expect-



Danson and Steenburgen are co-executive producers of 'Ink,' a comedy about a magazine newsroom.

ed to finish six episodes for debut in October.

"She knows what she's doing. She's a pro," says Moonves of English, who has a longtime exclusive deal with CBS that dates back to Jeff Sagansky's days as president. "There's already a lot there. She can do it."

English reportedly has plans to de-emphasize the relationship between Danson and Steenburgen and emphasize the newsroom ensemble—considered a shrewd move by some show sources who say the couple's on-air chemistry falls short of their real-life

rapport. English also is expected to replace the *Ink* set with a more corporate-looking newsroom and to add more shots down hallways, as is done on *The Larry Sanders Show* and *ER*.

In the meantime, additional layoffs were expected. Already putting in their final hours last week were the show's casting agent and production and writers' assistants.

Lackluster results in *Ink*'s development, including tepid reviews for the show's pilot, had DreamWorks searching for weeks for Lane's replacement, a source says. Others approached were Christopher Lloyd (*Frasier*); Peter Casey, David Angell, and David Lee (*Wings*), and Jeff Strauss and Jeff Greenstein (*Partners*)—all of whom Danson and Steenburgen reportedly talked to initially about creating a sitcom.

Moonves says English was also in the initial hunt to produce the show. "We were actually supporting Diane in her bid to get [Danson and Steenburgen]," he says. "At that time, it was looking like it would go to DreamWorks and she wouldn't have a great shot."

Lane, who will stay with *Ink* through the transition, CBS says, is not expected to stray far. He has a \$2 million-plus development agreement with DreamWorks. In the meantime, the network will preview the new *Pearl*, starring Rhea Perlman, in *Ink*'s 8:30-9 p.m. time slot on Monday. That show will return to its regularly scheduled spot at 8:30 p.m. Wednesday after Oct. 21. ■

First week fine for The WB, UPN

HOLLYWOOD—Debut week became a reason-to-crow week for the fledgling networks.

The WB was the first to claim victory with its Aug. 25 premiere of *The Steve Harvey Show*, which earned a 4.4 Nielsen household rating/7 share in overnight ratings. In New York, the show scored a 7.7/13, beating ABC's *Lois & Clark* and Fox's *Married...With Children*.

UPN stepped up to the plate the next night with its premieres of *In the House*, *Malcolm and Eddie*, *Goode Behavior* and *Sparks*. The evening earned a 6.1 household rating/10 share in overnights, while The WB trailed with a 4.3/7 that night with sneak peaks of *7th Heaven* (4.1/7) and *Savannah* (4.5/7).

UPN continued with a respectable showing on Tuesday with the returning *Moesha* and new comedy *Homeboys in Outer Space*, earning a 6.0/10 and a 5.0/8, respectively.

The WB quickly came back with announcements that it enjoyed "one of its most successful nights in history" Wednesday with the debut of *Nick Freno: Licensed Teacher* (5.2/9) and *The Jamie Foxx Show* (6.3/10). The night, as a whole, earned a 5.4/9, with help from reruns of *Sister, Sister* and *The Wayans Bros*.

Both networks will roll out additional shows this week.

—LR

Court OKs cable regs

By Harry A. Jessell

WASHINGTON

A three-judge panel of the U.S. Court of Appeals in Washington last week upheld the constitutionality of a series of cable regulations spawned by the 1984 and 1992 cable laws.

Rejecting a First Amendment challenge from Time Warner and other cable programmers, the panel affirmed rate regulation as well as rules requiring cable operators to set aside channels for lease, and for public, educational and government uses.

The panel also blessed the so-called program-access rule, which requires companies with cable programming and cable systems to make their programming available to rival distributors.

Overturning a federal district court decision, the panel also upheld a provision of the 1992 Cable Act that requires direct broadcast satellite operators to set aside 4%-7% of their channel capacity for noncommercial educational and informational programming.

In support of the DBS ruling, the panel cited the Supreme Court's landmark *Red Lion* ruling, which is the basis for content regulation of broadcast TV and radio.

FCC Chairman Reed Hundt said the DBS ruling validated the agency's just-adopted kids TV rules, which require TV stations to air three hours of kids educational programming each week. "This is another victory for kids," he said.

"*Red Lion* is alive and well," said Gigi Sohn, a public interest attorney. "We hope the FCC will incorporate the principles set out in today's decision and require a similar reservation of capacity for broadcasters as they enter the digital age."

Time Warner could not be reached for comment.

Daniel Brenner, of the National Cable Television Association, said all is not lost. Time Warner challenged the constitutionality of the provisions on their face, he said. If a court is presented with a specific case, it might find "constitutional problems." ■

Closed Circuit

WASHINGTON

Building boom

Clear Channel Communications and Sinclair Broadcast Group have filed separate applications with the FCC to build TV stations in markets where each already owns and operates a TV. Sinclair wants to build a station on ch. 21 in Virginia Beach, Va. Sinclair already owns WTVZ(TV) Norfolk, which is not only in the same DMA as Virginia Beach but in the same Nielsen metro rating area. Clear Channel, meanwhile, wants to build ch. 14 in Hoisington, Kan., which is in the same DMA as its KSAS-TV Wichita, Kan. The companies must know something about the FCC's intentions for TV duopolies.

BET/HSN preparing split

Black Entertainment Television and Home Shopping Network are said to be preparing to dissolve a two-year-old joint venture that included a weekly shopping show on BET and plans for a possible 24-hour network. Home Shopping Network VP Mike Nickerson offered "no comment" on rumors that the venture would cease as of Jan. 1, 1997.

HOLLYWOOD

Midseason move

David Spade (*Saturday Night Live*) is expected to join the cast of *Just Shoot Me*, an NBC midseason comedy starring Laura San-Giacomo and George Segal.

Name game

The short list of candidates to be Arthel Neville's co-host on All American Television's daytime strip planned for next year includes sportscasters Fred Roggin and Pat O'Brien and CNBC's Roger Rose. Charles Perez and Mark Walberg—both of whom had talk shows last season—are also in the running.

'Pictionary' in works

Worldvision Enterprises is developing a game show based on the board game Pictionary. The show, described as "charades with a pen," is

being produced by Richard Klein, creator and former executive producer of *Win, Lose or Draw*. Worldvision is hoping for a fall 1997 syndication launch.

DALLAS

Hicks Muse eyes TV

Chancellor Broadcasting owner Hicks Muse, Tate & Furst Inc. has more than radio broadcasting on its mind. The Dallas-based private investment company is considering buying "smaller-market" TV stations. Chairman Thomas O. Hicks told BROADCASTING & CABLE last week. Hicks Muse targeted radio about four years ago.

Since then, says Hicks, "we've been focused on radio because it's something we know." It may be time to look further afield, with large-market radio trading "running its course." But radio won't be left behind. Just last week, Chancellor bought Colfax Communications Inc. (see story, page 32). Hicks Muse's Capstar Broadcasting Partners also intends to buy up to 300 radio stations in markets smaller than those in which Chancellor is interested, Hicks says.

PHOENIX

Media America scales down news channel plans

The ambitious plans of Phoenix's Media America Corp. to launch a 24-hour cable news channel with original programming have been cut back. When Media America's Phoenix television station, KTVK, lost its ABC affiliation in 1994, the company expanded KTVK's local news coverage and planned to originate a companion cable channel, the Arizona News Channel, carried by local operator Dimension Cable. Now that Cox has taken over the Dimension system and is launching its own local news channel, Media America plans to simply re-air KTVK newscasts on the cable channel, with Cox handling commercial insertion and playback, according to KTVK's news director, Dennis O'Neill.

NTIA, FTC seek limits on cable and telcos' LMDS licenses

Cable companies and telcos want open auction for wireless cable spectrum

By Harry A. Jessell
WASHINGTON

The National Telecommunications and Information Administration and the Federal Trade Commission want the FCC to bar cable operators and telephone companies from bidding for LMDS licenses where they already provide services.

"By prohibiting incumbent LECs and cable operators that possess market power within their service areas from bidding on and holding the sole LMDS license in those same areas, the commission can help consumers realize the benefits of a robustly competitive mar-

ketplace," says NTIA head Larry Irving in an Aug. 23 letter to FCC Chairman Reed Hundt.

Until cable operators and local telcos are subject to "effective competition," says the FTC staff in an FCC filing, their acquisition of in-market LMDS licenses "presents significant competitive risks."

The NTIA proposes exceptions to a crossownership ban. Telcos and cable operators would be able to bid for an LMDS license if it covered less than 10% of the population in the telephone or cable service area. Also, incumbents would be able to bid in rural areas and other areas that did not attract non-

incumbent bidders.

The FTC staff also suggests that some overlap be allowed, possibly 20% of the population.

Using microwave spectrum around 28 ghz, LMDS—the Local Multipoint Distribution Service—promises a host of services, ranging from Internet access to videoconferencing to cable-like pay television.

Instead of broadcasting across an entire market, LMDS operators plan to provide service through interconnected cells, each serving a smaller area, perhaps three to six miles in diameter. The service features two-way capability.

The FCC has allocated 1,000 mhz to

CellularVision hopes to capitalize on LMDS rules

If the FCC adopts final rules for LMDS this September, no one will be more pleased than Shant Hovnanian.

Hovnanian is CEO of CellularVision USA Inc., the pioneering LMDS operator in New York. For the past four and a half years, CellularVision has been slowly turning the raw LMDS technology into a viable alternative to cable TV.

Once the rules are in place, Hovnanian expects the FCC to follow through with its promise to expand his license to cover the entire New York basic trading area (BTA)—an enormous area of 6.6 million homes stretching from the eastern tip of Long Island to Allentown, Pa.

Right now, CellularVision's license covers only the 3.2 million homes at the center of the BTA—New York's five boroughs and three New York counties north of the city.

By the end of the year, the FCC hopes to auction LMDS licenses for the rest of the country, one 1.3 mhz license for each BTA. But because of its "pioneer's preference," CellularVision won't have to bid at auction for the expanded coverage. It will have to pay, but at a 15% discount off the price established for LMDS spectrum in the auctions for other markets.

Today, Hovnanian claims about 6,500 subscribers in Brooklyn and Queens, most of whom pay \$37.95 per month for a 49-channel package that includes



CellularVision's Hovnanian holds the sole LMDS license for New York.

popular basic service and three pay services (Starz!, Encore and The Movie Channel.) The incumbent cable operator charges considerably more for the same package, Hovnanian says.

CellularVision's subscribers pay \$40 for installation of the reception equipment—a set-top box and a six-inch-square antenna that Hovnanian describes as a "squared-off ping-pong paddle."

FCC action on the rules, the LMDS auction and CellularVision's added coverage should attract attention and possibly money to CellularVision, he says. "Nobody understands the

potential of what we have in terms of spectrum and the uses it can be put to."

The company postponed a planned bond offering because of the market's current distaste for technology and telecommunications issues, he says.

But, he adds, the company's initial stock offering last February yielded sufficient funds to finance continued rollout plans for the immediate future. The stock (Nasdaq: CVUS) came out at \$15 and climbed to 16 3/4 in July, but has since receded. It closed at 10 1/4 last Wednesday.

Earlier this month, the company reported losses of \$5.6 million on revenue of nearly \$900,000 for the six months ended June 30 and \$25.5 million in losses since the inception of the company on Jan. 1, 1992. —HAJ

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Radio applicants take FCC to court

By Harry A. Jessell

WASHINGTON

Enough already. Frustrated by years of FCC inaction, two would-be broadcasters last week asked a federal court to force the agency to establish new criteria for choosing among applicants for new radio and TV stations.

Susan Bechtel and August Communications Group told the the U.S. Court of Appeals in Washington that the lack of such criteria has prevented the FCC from acting on their long-standing applications for new radio stations.

Bechtel was among several applicants for an FM in Selbyville, Del., 10 years ago. August, principally owned by John Barger, was among those companies that applied for an FM in Round Rock, Tex., in 1988.

"At this time...there is no discernible sign of when, if ever, the agency will reinstitute some comparative process, which will, at long last, permit the final resolution of applications [that] have been frozen for years," Bechtel and August say in their petition.

Told of the petition, FCC officials offered no clue as to when it would act. The new criteria are "under study," says FCC attorney John Riffer.

In 1965, the FCC developed complex criteria for choosing among competing applicants. But in December 1993, soon after Chairman Reed Hundt arrived, the Washington appeals court declared the criteria "arbitrary and capricious." The same Susan Bechtel had challenged the criteria after the FCC had used them to award the Selbyville station to another applicant.

To buy time to draft new criteria, the FCC in February 1994 froze action on all contested new-station cases. That summer, it asked for and received comments from broadcasters and others on new criteria. Bechtel and August call the gathering of comments "the functional equivalent of 'Charlie on the MTA'—movement maybe, but certainly not progress in any meaningful sense."

In an effort to reduce the new-station application backlog, the FCC last fall temporarily lifted its prohibition against money changing hands in settlements among competing applicants. The effort resolved some cases, but applications continue to stack up.

On the radio side, says James Crutchfield of the FCC's Audio Services Division, the settlement effort resolved 55 station proceedings. But permits for more than 200 stations are hung up because of multiple applicants and the lack of comparative criteria, he says. The FCC continues to grant 10-15 permits for new radio stations each month in cases where there is only one applicant, Crutchfield says.

In asking the court to intercede, Bechtel and August suggest that the FCC has created a "life-expectancy actuarial theory of regulation. The lengthy delay without any public sign of progress...and the recent effort to stimulate settlement of the long-pending comparative cases...are signs that the FCC would like the problem to go away rather [than] solve the problem, correcting its unlawful comparative integration factor and clearing out the logjam of frozen applications." ■

the service in each market (Basic Trading Area) and is considering 300 mhz more. It hopes to auction the spectrum to eligible bidders by the end of the year. As defined by mapmaker Rand McNally, a BTA encompasses a large metropolitan area, a city and surrounding counties.

But before it can go to the auction block, the FCC must wrap up work on LMDS rules, including the eligibility criteria for the auction.

Michele Farquhar, chief of the Wireless Bureau, says the staff will soon send its recommendations to the four sitting FCC commissioners. If all goes well, she says, they should adopt final rules by the end of September.

In the proceeding, cable operators and telcos have argued for open eligibility. "Vigorous competition for the right to use LMDS technology is best achieved through an open-auction process," the United States Telephone Association contends in its FCC filing.

The National Cable Television Association says it is "too improbable" that cable operators would pay millions for LMDS spectrum and not use it simply to preclude competitors. Cable operators will invest in LMDS only if they "believe their investment...will earn greater returns [on] capital than [do] other investments," it says.

But LMDS operators or would-be operators agree with the NTIA and the FTC: Keep the telcos and cable companies out. ■

Westinghouse/Infinity merger opposed

Westinghouse's proposed mega-merger with Infinity Broadcasting is drawing fire at the FCC.

Spectrum Detroit, a group of Detroit-area African-American businessmen and religious leaders, petitioned for denial, arguing that broadcast deregulation has opened a gulf between the "broadcast establishment" and minorities. "That gulf should not be widened...by waiving the rule against ownership of a TV and a radio station in the same market." The group includes Joel Ferguson, owner of WLAJ(TV) Lansing, Mich., an ABC affiliate. Ferguson claims he tried to buy WWJ-TV Detroit two years ago, but was beaten by CBS.

Also calling for a denial: the Ukrainian Congress Committee of America, which is upset by a derogatory *60 Minutes* segment on the Ukraine.

The merger also attracted three informal objections. In a handwritten note, Endicott Peabody, former governor of Massachusetts, urges the FCC to "please prevent the control of American minds by a corporate mogul."

Kim Cox of Richmond, Va., complains about the "indecent and sometimes obscene material" generated by Infinity radio personality Howard Stern. If the FCC OKs the merger, she says, "this type of broadcasting will continue and profit even more." And, finally, Bluma Wolfson of New Orleans wonders how the FCC could approve the Westinghouse/Infinity merger when a local supermarket chain was forced to spin off stores to prevent it from monopolizing the market. "What is good for Westinghouse is totally unacceptable to Schwegmann's!"

—HAJ

Broadcasting

September 2, 1996

Tribune stakes out 'Battleground Earth'

Roddenberry project for first-run is budgeted at \$1 million per episode

By Cynthia Littleton

A new sci-fi drama series from the oracle of the Enterprise is headed for the first-run marketplace next fall.

Battleground Earth is based on scripts and story outlines written in the mid-1970s by *Star Trek* creator Gene Roddenberry, who launched his unparalleled TV franchise 30 years ago this month on NBC. The writer/director's widow, Majel Barrett Roddenberry, is an executive producer of this latest series, to be produced and distributed by Tribune Entertainment.

Battleground Earth is set in the immediate future, at a time when an alien force has appeared on Earth to help humans wipe out cancer, AIDS, political strife and other global problems. As skeptics begin to suspect that the extraterrestrial immigrants have a secret agenda, the show's lead character and others go underground to find out what the aliens are up to.

"It's definitely in the G.R. [Gene Roddenberry] vein," says Roddenberry, who had recurring roles in *Star Trek* and *Star Trek: The Next Generation*. "The scripts have his positive, optimistic attitude toward mankind and where we're going. Each episode will have something for people to think about."

Gene Roddenberry, who died in 1991, was planning to produce a pilot of *Battleground Earth* for 20th Century Fox in 1977, but the project was put on the back burner as he became involved in the making of the first "Star Trek" feature film.

Majel Roddenberry says she uncovered several scripts and a five-year story outline packed away in boxes earlier this year. The Creative Artists Agency shopped the project to distributors this summer, just as the alien-invasion theatrical "Independence Day" was setting records at the box office.

Dick Askin, president of Tribune



Entertainment, says he's been inundated with calls from around the world since press reports first listed Tribune as a leading candidate to distribute the show.

The newly enlarged Tribune station group—now covering 34% of the country—will likely serve as the domestic launchpad.

"This show has the potential to become a global franchise," says Askin, noting that the series is budgeted at more than \$1 million per episode. The strength of Roddenberry's name alone has yielded several co-production offers from European companies, he adds. ■

Neville returns with All American strip

Former 'Extra' co-host will co-host talk/variety strip

By Cynthia Littleton

All American Television is planning to break into the talk show business next year with a daytime talk/variety strip co-hosted by former *Extra* co-host Arthel Neville.

The Neville show is described as a "younger, hipper version of *Live with Regis & Kathie Lee*, mixing celebrity interviews with lifestyle reports and live remote segments from around the country. A male co-host is expected to be named this week. All American reportedly is also looking to bring in a major station group as a production/distribution partner.

The still-untitled show will be exec-



Arthel Neville gets an All-American talk show.

utive-produced by Paul Buccieri and Robert Weiss, newly appointed senior vice presidents of nonfiction programming for All American Television Production. Fall 1997 is the target launch date, but the show may be ready to go as a midseason replacement as early as March, according to Weiss.

The All American show likely will force Neville's departure as co-host of *Majority Rules*, the quiz show launched in the Phoenix market last month by DreamWorks Television. DreamWorks officials indicated last week that they would like to see Neville do both shows, but All American says it has an exclusive deal. ■



Eyemark unveils King strip

Eyemark Entertainment and Post-Newsweek Stations are teaming to launch a talk/magazine strip in fall 1997 hosted by Gayle King, longtime news anchor for Post-Newsweek's wfsb(TV) Hartford.

Eyemark's *The Gayle King Show* was designed as a companion half-hour for the *Martha Stewart Living* strip. The show will blend elements of the talk and magazine genres to explore a range of family, relationship, consumer and lifestyle issues through audience Q&A, remote segments and one-on-one interviews.

"We [think] that Gayle's program will become as meaningful to families as Martha [Stewart's] has become to the home," says Ed Wilson, president of Eyemark, adding that the show eventually may be expanded to an hour.

King, who has been with wfsb since 1981, has been courted by syndicators for several years. Eyemark is offering *The Gayle King Show* for cash plus 1 1/2 minutes of barter. —CL

Syndicated magazines fight for shares

Big-ticket sitcoms have put dent in first-run shows

By Cynthia Littleton

First-run magazines are facing an uphill battle to hang on to their share of the access audience over the next few years as at least a half-dozen hit sitcoms head for the off-network marketplace.

Most of the magazines saw their rat-

ings and shares drop last season with the debut of *Home Improvement* and *Seinfeld*, according to an analysis of Nielsen data by Seltel (see chart, page 24). Although sitcom reruns rarely perform as strongly in their second year, industry observers say there are enough high-profile comedies in the

pipeline to do irreparable damage to some magazines.

Mad About You and *Martin* are the coming season's hot sitcom entries. *Frasier*, *Grace Under Fire* and *Living Single* lead the charge in fall 1997, followed by *Friends* and possibly *The Nanny* in 1998. The repeal of the prime

time access rule has further tightened the squeeze on magazines by clearing the way for Big Three affiliates to program sitcoms in the lucrative hour before prime time.

"This could be a critical year for the long-term survival of *Extra* and *Hard Copy*," says Bill Carroll, vice president, director of programing, Katz Television. Even King World Productions' high-rated *Inside Edition* had only about half of its clearances in prime access during the past season.

Nonetheless, many broadcasters say magazines are a better fit than are sitcoms for stations with strong afternoon and evening newscasts. DreamWorks Television is developing a fall 1998 strip with Connie Chung and Maury Povich with those outlets in mind.

"You get a better audience flow from news into prime time with a magazine," says John Rohrbeck, president, NBC TV Stations. "Sitcoms wear out quickly."

On the distribution side,



Clockwise from top right: 'ET' has plenty of competition from shows such as 'Extra,' 'Inside Edition' and 'Hard Copy.'

KATZ

AMERICAN

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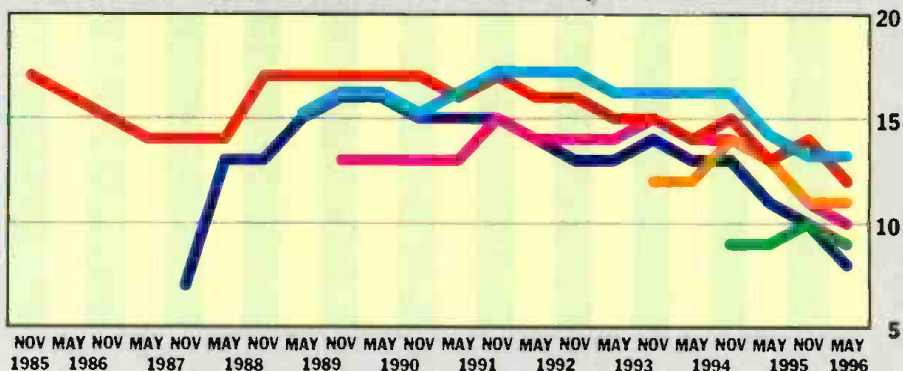
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TRACKING MAGAZINE VIEWING SHARES, 1985-1996

ENTERTAINMENT TONIGHT
INSIDE EDITION
HARD COPY
AMERICAN JOURNAL
EXTRA
A CURRENT AFFAIR



Source: Nielsen Research, Seltel

syndicators are still trying to come up with a broad-based franchise to rival Paramount's *Entertainment Tonight*—the latest entry being NBC and New World's *Access Hollywood* (see box). "ET is essentially Coca-Cola in terms of brand identity with viewers," says Frank Kelly, president of creative affairs for Paramount Domestic Television.

Hard Copy, on the other hand, was hurt by the saturation coverage of the O.J. Simpson saga, Kelly concedes. With a new executive producer, Lisa Gregorisch, at the helm, the show is broadening its coverage of consumer news and lifestyle trends. "Viewers were finding too much of the same thing on

news magazines last year," says Kelly. "Our challenge this year is to give them a great looking show to resample."

Paramount also is launching a reality/magazine strip next week built around *Hard Copy*'s popular "Caught on Tape" video-clip segment. *Real TV*'s strength is its flexibility to play in a variety of dayparts, Kelly says.

Chris Craft/United Entertainment's *Strange Universe* aims to tap into the public's fascination with the unusual and the unexplained. The half-hour strip, cleared in nearly 90% of the country, will cover everything from claims of alien abduction to baseball superstitions.

"Curious is the watchword of our show," says producer Paul Barrosse, who created *Strange Universe* with co-producer Margaret Roberts. "We are neither true believers nor narrow-minded debunkers. We're taking a journalistic approach to weird stories that won't make it on to most daily newscasts."

The new offerings in the weekly arena are becoming more and more targeted. GGP's *TV.COM* is billed as "the *Entertainment Tonight* of the Internet." Litton Syndication's *N Print* focuses on the publishing industry. MG/Perin's *Prevention's Bodysense* centers on health and fitness.

Several returning strips have under-

'Access Hollywood': The new team in town

Access Hollywood, the most ambitious first-run start-up of the coming season, is a byproduct of two industry trends: station group alliances and the steady demand for entertainment news.

But to executive producer Jim Van Messel, the show that began as a joint venture of the NBC and New World station groups is a chance to do something original. Delivering on that promise is the key to *Access Hollywood*'s survival in the competitive access marketplace against the long-established *Entertainment Tonight*, industry observers say.

"There's room for two shows covering the same beat in access," says Janeen Bjork, vice president, director of programming, Seltel. "But *Access Hollywood* has to offer something that's really different."

Van Messel, who left *ET* last year after eight years as executive producer, says *Access Hollywood* will be set apart by its attitude and approach. Hosts Giselle Fernandez and Larry Mendte will inject humor and some commentary into their coverage.



Giselle Fernandez and Larry Mendte have 'Access.'

"We're serious about what we're trying to do," says Van Messel. "We just won't take ourselves too seriously."

NBC is taking *Access Hollywood* very seriously because it will serve as the lead-in to the network's prime time slate in key major markets. Don Ohlmeyer, NBC West Coast president, has been heavily involved with the launch of the show, produced at the KNBC-TV studios in Los Angeles. NBC's "Must See" promotion crew helped give the show a \$10 million send-off over the past eight weeks.

The entertainment magazine began as NBC's attempt to launch a syndication franchise in a long-term distribution partnership with New World, which cleared the show in nearly 90% of the

country for a Sept. 9 debut. But NBC suddenly went into business with one of its network rivals when Fox parent News Corp. struck a deal to buy New World in July. Insiders on both sides say it's too soon to tell what will happen to the partnership when the News Corp./New World merger is completed early next year. —CL

KATZ

CONTINENTAL

TELEVISION

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'Strange Universe' puts a weird spin on the news.

gone a major overhaul during the summer.

Warner Bros.' *Extra* has new hosts, Brad Goode and Libby Weaver, and a new focus on pop culture and breaking news. The changes were prompted by Warner's deal with NBC to pair the show in its third year with *Access Hollywood* on the NBC O&Os. Otherwise, *Extra* would have been down-

graded this year on the NBC-owned stations to make room for *Access Hollywood*.

"We've become more like a syndicated version of *Dateline*," says Jim Paratore, president of Telepictures Productions. "Until now, the access world has been divided into *ET* and the tabloid [magazines]. We're staking out a third position in the marketplace."

Eyemark Entertainment's *Day & Date* is moving in the same direction, with a new emphasis on topical news and features that appeal to women. John Tomlin and Bob Young, creators of King World's *Inside Edition* and *American Journal*, joined the early fringe magazine as executive producers last month.

American Journal, meanwhile, is

hoping to reach out to younger viewers this season with new segments and new correspondents. And like *American Journal*, King World's *Inside Edition* is continuing to beef up its investigative reporting units.

Errata

Contrary to a headline in the Aug. 26 "Syndication Marketplace," *Hard Copy* was not named in the lawsuit filed earlier this month against convicted killer Richard Allen Davis in connection with his appearance on the show. Also, a story in the Aug. 26 issue identified *Day & Date* as the only new first-run strip from the past season to return for a second year. *Day & Date* is the only returning hour strip; New Line Television's half-hour strip *Court TV: Inside America's Courts* is also returning.

SYNDICATION MARKETPLACE

Rivera adds producers

Geraldo Rivera has added three new producers to the staff of his daytime talker, which heads into its 10th season next month with a new focus on news-driven topics. Adrienne Wheeler has joined *Geraldo* after three years with *Donahue*. Carole Auteri has been a supervising producer for CNBC and an associate producer of ABC's Barbara Walters specials. News veteran Emily Barsh served stints with Rivera's CNBC prime time show and WBZ(TV) Boston. As of Sept. 9, the Tribune Entertainment strip will be renamed *The Geraldo Rivera Show*.

Real promotion

Paramount Domestic Television and retailer Best Buy are mounting a joint sweepstakes promotion for Paramount's new reality magazine strip *Real TV*, which premieres next week in more than 90% of the country. As part of the promotion, Paramount has bought time on the programming service that feeds Best Buy, Circuit City and other consumer electronics chain stores. A two-minute *Real TV* trailer will be shown in more than 1,500 retail outlets, covering 99 of the top 100 markets, through Sept. 30.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 18. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	9.2/225/97
2. Jeopardy!	7.9/217/98
3. Home Improvement	7.7/227/98
4. Oprah Winfrey Show	7.0/235/99
5. Seinfeld	6.7/222/96
6. ESPN Preseason Special	5.5/3/73
7. Xena: Warrior Princess	5.3/200/96
8. Hercules, Journeys of	5.1/221/97
9. Simpsons	5.0/195/97
9. Wheel of Fortune-wknd	5.0/178/82
11. Entertainment Tonight	4.9/179/94
12. Inside Edition	4.8/168/92
13. Fresh Prince of Bel-Air	4.5/166/90
13. Roseanne	4.5/175/93
15. Montel Williams	4.3/169/92
15. Star Trek: Deep Space Nine	4.3/235/98

Computer-friendly Promark

Promark is hitting the FCC-friendly market with its new educational children's offering *PC4U*. The weekly half-hour has been cleared in 32% of the country in the month since the FCC approved a mandate requiring broadcasters to air three hours of children's educational programming per week. Demand has been so strong that Promark has pushed up the launch date of the Australian-produced series from early next year to next month. Hosted by kids, *PC4U* focuses on computer trends and new

technologies. Buyers for the show include WSVN(TV) Miami, WWSB(TV) Tampa and KDFW-TV Dallas.

Buzz on 'Bzzz!'

Tribune Entertainment has secured access time slots for its new dating game show *Bzzz!* in 14 of the top 15 markets. The Ralph Edwards/Stu Billett Productions strip is cleared for a Sept. 9 debut in more than 80% of the country. *Bzzz!* held up well against sitcoms and game shows during a test run in prime access earlier this year on Tribune's KTLA(TV) Los Angeles.

'Outer Limits' companion

MGM Domestic Television is offering a free *Outer Limits* special as a preseason promotional tool for stations that signed for season two of the acclaimed anthology series. The hour special serves up a behind-the-scenes glimpse at the making of an episode and a retrospective look at great monsters of the small screen. *The Outer Limits Phenomenon* also blends highlights of the new show with vintage clips from original 1960s episodes. Season two of *The Outer Limits*, one of the past season's highest-rated new series, bows the week of Sept. 9.—CL

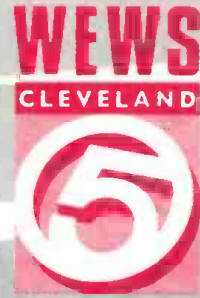
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TELEVISION TALK

A good walk bettered

NBC Sports enjoyed a good round of golf Aug. 24-25 with its broadcast of the U.S. Amateur Championship, beating CBS and its coverage of the NEC World Series of Golf that aired at the same time.

According to an overnight survey of 33 major markets, ABC earned a 5.3 rating/13 share for its Sunday coverage of the championship, which saw Tiger Woods earn an unprecedented third straight U.S. Amateur title.

CBS, in comparison, did a 2.2/5 for Sunday coverage of the PGA event. In the last half-hour of the U.S. Amateur match on Sunday, NBC saw ratings jump to 8.1/18. "It's the best Sunday overnight for any golf this year other than the U.S. Open, Masters and the Bob Hope," says NBC Sports spokesman Ed Markey.

On Saturday, NBC earned a 2.4/7, while CBS took a 1.9/5. This is the first time NBC has broadcast the amateur competition since signing a

deal last year with the United States Golf Association.

The last major network to air the event was ABC in 1989, and even then, it ran only the Sunday finals. Cable networks have taken over the responsibility since, with ESPN providing coverage of this year's amateur event Thursday and Friday. "We felt that it was really a diamond in the rough," says Markey of agreeing to broadcast the amateur tourney.

Unfortunately, NBC can't count on the popularity of Woods next year to bring in the viewers; the youth announced last week that he plans to turn pro. Still, "I think the public also became aware of Steve Scott and Robert Floyd [Raymond's son] during the Amateur Championship, not to mention Joel Kribel, a former Stanford teammate of Tiger's," Markey says.

Sitcom for Hall

Arsenio Hall will take a crack at situation comedy next year with a new DreamWorks Television series on ABC. ABC has ordered 13 episodes of the yet untitled romantic comedy that will depict Hall as a recently married sportscaster. The show will star Vivica Fox, who played Will Smith's wife in "Independence Day." "Arsenio was highly sought after by all the networks, and we couldn't be more thrilled that he has chosen ABC," says Ted Harbert, chairman of ABC Entertainment.

ABC at the movies

ABC has purchased an 11-title package of theatricals from Warner Bros. that includes current hits "A Time To Kill" and "Tin Cup" and movies that haven't even hit the big screen yet, a network spokesman has confirmed. The deal includes "Sleepers," with Brad Pitt (Oct. 18 release), "Michael Collins," with Liam Neeson (Oct. 11), and "The Glimmer Man," with Steven Seagal (Oct. 4). Other titles include "Carpool," with Tom Arnold, which was released Aug. 23, and older flicks such as "Caddyshack" and "Tango and Cash," starring Sylvester Stallone and Kurt Russell. "Ricochet," starring Denzel Washington, was purchased in a separate deal. "Because the market for theatricals is so competitive, broadcast rights are

sought much sooner than they used to be," says ABC corporate spokesman Mark Johnson.

Fox news clears

Twenty-four Fox affiliates are scheduled to clear *Fox News Sunday* on Sept. 1, bringing to 94 the number that will broadcast the new show—clearances in more than 60% of the country. Fox says an additional 29 affiliates are set to sign on later next month, bringing the national clearance level to 71%.

ABC daytime moves

Dona Cooper has been named senior vice president, ABC daytime programming, from vice president, series and long form, for Scripps Howard Productions. Cooper will replace Maxine Levinson, who will become executive producer of the ABC daytime drama *One Life to Live* in October. In other ABC daytime news, it looks as though talks with Robert Morton—a former executive producer on *Late Show with David Letterman*—have remained just that over his lending a helping hand to *Caryl & Marilyn: Real Friends*. The network was talking with Morton about boosting the show, which has averaged a dismal 1.6 rating/6 share since its June premiere in the 10-11 a.m. weekday slot.

"Although the ratings are better than *Mike & Maty*, they are still not good enough," says ABC Daytime President Pat Fili-Krushel. "Our focus groups tell us that they love *Caryl & Marilyn*, so what we're working on is format changes to the show."

New Emmy for commercials

Roughly 80 Emmys will be awarded next month when the Academy of Television Arts & Sciences holds the 50th annual Emmy Awards (only 28 are handed out during the prime time show Sept. 8). But that number is expected to increase by at least one next year, when the academy begins to recognize Best Commercial. "There is a commercial branch within the academy," says executive director James L. Loper. "A huge part of the television industry goes to making commercials." —LR

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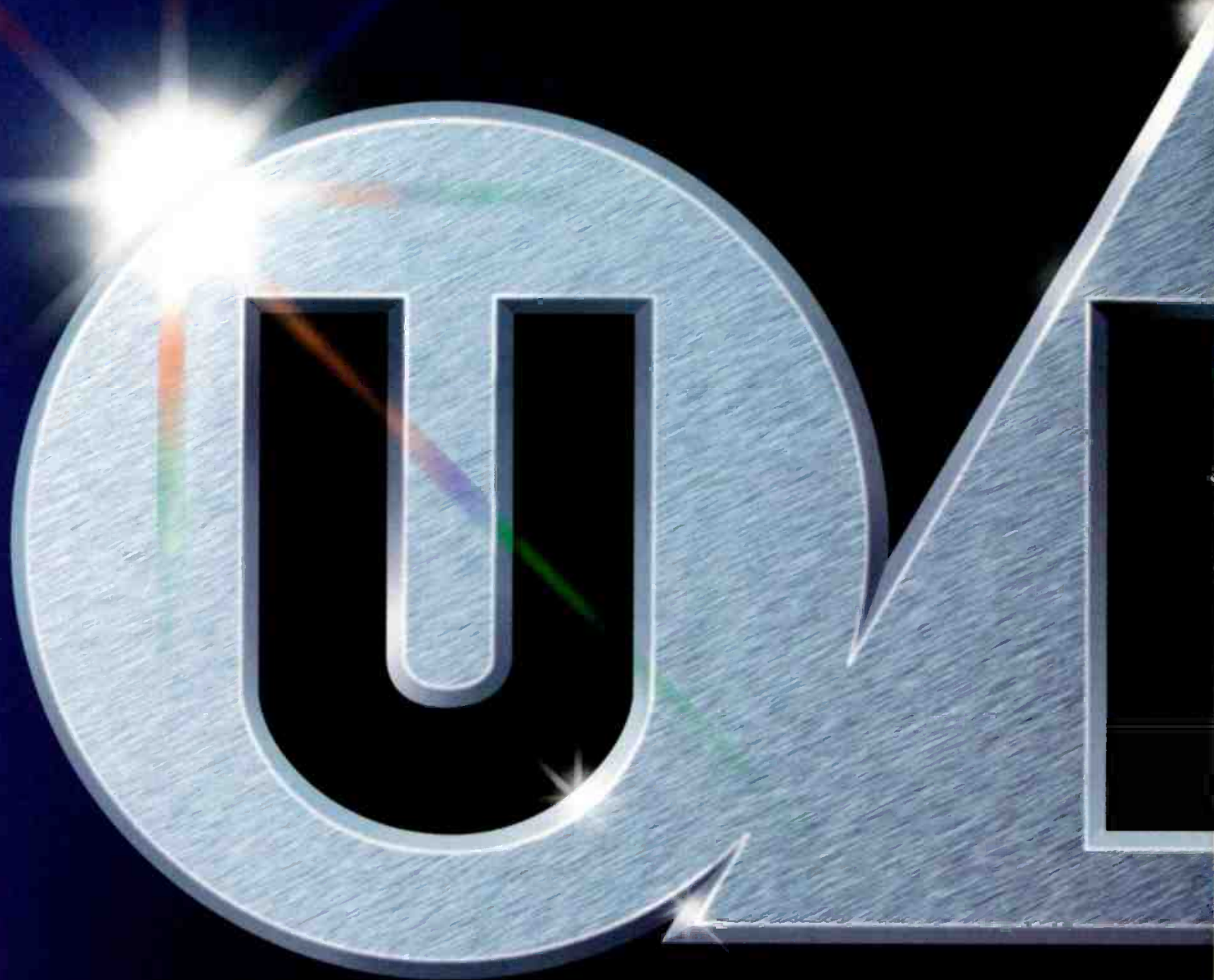


Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Aug. 19-25

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 49	abc	CBS	NBC	FOX	UPN	
	9.6/17	8.1/14	9.4/16	5.4/9	2.0/4	
MONDAY	8:00		10. The Nanny 10.0/19	58. Fresh Prince 6.1/11	102. In the House 2.3/4	
	8:30	12. NFL Pre-season Football—Minnesota Vikings vs. Miami Dolphins 9.6/17	27. Almost Perfect 8.0/14	36. Fresh Prince 7.4/13	65. Fox Summer Monday Movie—Guilty As Sin 5.4/9	95. In the House 2.4/4
	9:00		23. Murphy Brown 8.5/14			103. Nowhere Man 1.7/3
	9:30		18. Cybill 9.1/15	7. NBC Monday Night Movie—A Child's Cry for Help 10.7/18		
	10:00		51. Chicago Hope 6.5/12			
10:30						
TUESDAY	8:00	8.0/14	7.3/13	9.7/17	4.7/8	2.4/4
	8:30	38. Roseanne 7.3/14	52. Rescue: 911 6.4/12	41. Mad About You 7.2/14		91. Moesha 2.8/6
	9:00	46. Drew Carey 7.0/13		35. NewsRadio 7.6/14	73. Fox Tuesday Night Movie—Rapid Fire 4.7/8	95. Cop Files 2.4/5
	9:30	8. Home Imprvmt 10.3/18	33. CBS Tuesday Movie—Whose Daughter Is She? 7.7/13	15. Frasier 9.2/16		93. Moesha 2.5/4
	10:00	20. Coach 8.8/15		13. Caroline in/City 9.5/16		99. Minor Adjustments 2.2/4
10:30	38. N/YPD Blue 7.3/13		3. Dateline NBC 12.3/22			
WEDNESDAY	8:00	7.6/14	7.7/14	7.1/13	7.7/14	2.8/5
	8:30	59. E!en 5.9/12	46. The Nanny 7.0/14	71. Wings 5.0/10	23. Beverly Hills, 90210 8.5/16	95. Real Ghosts 2.4/5
	9:00	65. The Faculty 5.4/10	41. Dave's World 7.2/13	79. John Larroquette 4.5/8		93. Sister, Sis 2.5/5
	9:30	23. Grace Under Fire 8.5/15		21. Dateline NBC 8.7/15	48. Party of Five 6.9/12	86. Star Trek: Voyager 3 1/5
	10:00	26. Crew Carey 8.1/14	30. Miss Teen USA 7.9/14			89. Wayans 3.0/5
10:30	19. Frimetime Live 8.9/16		27. Law & Order 8.0/14		86. Wayans 3.1/5	
THURSDAY	8:00	7.0/13	5.6/10	12.7/24	4.9/9	
	8:30	32. NFL Pre-season Football—Kansas City Chiefs vs. Chicago Bears 7.8/15	79. Family Film Awards 4.5/8	4. Friends 11.7/24	76. Martin 4.6/9	
	9:00			6. The Single Guy 11.5/22	67. Living Single 5.3/10	
	9:30			1. Seinfeld 15.2/27	72. New York Undercover 4.9/9	
	10:00			2. 3rd Rock fr/Sun 14.8/26		
10:30	82. Lois & Clark 4.3/8	30. 48 Hours 7.9/15	5. ER 11.6/22			
FRIDAY	8:00	7.8/15	6.7/13	6.8/13	4.1/8	
	8:30	57. Family Matters 6.2/13	27. The Price Is Right 25th Anniversary 8.0/16	54. Unsolved Mysteries 6.3/13	86. Sliders 3.1/6	
	9:00	54. Boy Meets World 6.3/13		36. Dateline NBC 7.4/14	69. The X-Files 5.2/10	
	9:30	44. Step by Step 7.1/13	52. Diagnosis Murder 6.4/12			
	10:00	44. Hangin' w/Mr. C 7.1/13	62. Nash Bridges 5.7/11	49. Law & Order 6.7/13		
10:30	10. 20/20 10.0/19					
SATURDAY	8:00	4.4/9	7.1/15	4.6/10	5.8/12	
	8:30	83. Second Noah 4.0/9	67. Dr. Quinn, Medicine Woman 5.3/12	73. National Geographic Special 4.7/10		
	9:00		38. Touched by an Angel 7.3/15	79. NBC Saturday Night Movie—Moment of Truth: Broken Pledges 4.5/9	62. Fox Pre-season Football—Green Bay Packers vs. Indianapolis Colts 5.7/12	
	9:30	76. Saturday Night at the Movies—Matinee 4.6/9	22. Walker, Texas Ranger 8.6/18			
	10:00					
10:30						
SUNDAY	7:00	6.1/11	9.4/17	7.8/14	4.5/8	2.4/5
	7:30	59. Am Fun Hm Vid 5.9/13	9. 60 Minutes 10.1/21	73. Dateline NBC 4.7/10	84. America's Most Wanted 3.2/7	103. Kirk 1.7/4
	8:00	41. Am Fun Hm Vid 7.2/15		33. 3rd Rock fr/Sun 7.7/15		101. Brotherly Love 2.1/4
	8:30	7C. Lois & Clark 5.1/9	15. Touched by an Angel 9.2/17	49. Boston Common 6.7/12	62. The Simpsons 5.7/11	98. The Parent 'Hood 2.3/5
	9:00				61. Married w/Childrn 5.8/10	89. Steve Harvey Show 3.0/5
	9:30	5C. ABC Sunday Night Movie—Out of Darkness 6.3/11	15. CBS Sunday Movie—A Place to be Loved 9.2/16	14. NBC Sunday Night Movie—The Addams Family 9.4/16	76. New York Undercover 4.6/8	84. Unhap'ly Ever After 3.2/5
	10:00					99. Life with Roger 2.2/4
10:30						
WEEK AVG	7.2/13	7.5/14	8.3/15	5.3/10	UPN: 2.4/4; WB: 2.6/5	
STD AVG	9.6/16	8.9/15	11.6/20	6.5/11	UPN: 2.8/5; WB: 2.4/4	

On Premiere Night, UPN



Source: NSI Metered Markets (Weighted), M26/96 And 1995-96 Broadcast Season W18/95-9/22/96.

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- UPN Premieres With A 43% SHARE INCREASE Over Last Season!
- UPN #1 IN NEW YORK (WWOR) With A 9.5/5 — First Time Ever!
- UPN #1 IN HOUSTON (KTXH) With A 10.0/16!
- UPN #1 IN DETROIT (WKBD) With A 8.4/14!
- Warner Brother's "Sneak" Season Premieres Only Delivered A 4.3/7! And Savannah's 7 Share Matched Its Worst Performance Ever For An Original Episode!



America's Most Watched NEW Network.

Chancellor makes another big buy

Acquisitive group pays \$365 million for 12 stations in Washington, Phoenix, Minneapolis, Milwaukee

By Jessica Sandin

The possibility of becoming a major radio player in Minneapolis and Phoenix spurred Chancellor Broadcasting Co. (Nasdaq:CBSA) to pay Colfax Communications \$365 million cash for 12 radio stations. The deal also includes strong stations in Washington and Milwaukee, markets previously untried by Chancellor.

It's a deal long sought by Chancellor President Steve Dinetz—and the third major acquisition by the company in the past 13 months. Chancellor will go from one to six stations in Phoenix (2 AMs, 4 FMs), add two FMs to its five stations in Minneapolis-St. Paul (2 AMs, 3 FMs), making it the market's top radio group, and enter Milwaukee (1 AM, 1 FM) and Washington (1 AM, 2 FMs).

The price is 11 times the first year's estimated cash flow, the highest pro forma cash-flow multiple ever paid by Chancellor's owner Hicks, Muse, Tate & Furst Inc., according to Tom Hicks, chairman of the investment firm. They were prepared to put up the cash

because "it's a great fit" with the stations they already own. Hicks says. The fact that it could own five FMs in Minneapolis, including a country competitor, and four FMs in Phoenix "was the real driver." He also describes the DMA 7 Washington market as "very attractive."

Furthermore, Hicks firmly believes that with consolidation in a market, money will be saved: "We're writing all-new rules. We're all learning what the new economies will be." Other sources, however, think it simply cannot be known whether such savings will materialize.

Dinetz says these are "the best of all the stations we have been involved with in terms of acquisitions." The two companies were close competitors in Minneapolis, and a trade or buy was considered long before Colfax bought the stations in Phoenix. When these acquisitions occurred, the "opportunity became even more compelling," says Dinetz. He also says a buy was attractive because Colfax President Steve Goldstein's "operating character [and]

standards are in line with [Chancellor's]."

Smith Barney analyst John Reidy cites the "significant position in Minneapolis" acquired by Chancellor as one positive aspect of a "fine deal." In a Chancellor news release, Dinetz describes Minneapolis-St. Paul as an "under-radioed market" with high revenue and population per station.

Niraj Gupta of Schroder Wertheim & Co. points to Phoenix as "one of the fastest-growing radio markets" in the country. According to BIA's estimated 1995 station revenue, Chancellor will have 34.7% of the Minneapolis market's revenue and 23.3% of Phoenix's.

Gupta describes the deal as "relatively attractive, compared with recent deals in the industry." Industry analysts judge the \$365 million to be 12 times 1996 estimated cash flow—a "good price," according to Gupta. He thinks Chancellor will continue to buy selectively. It has "one of the more disciplined management teams in the business," he says, and "[I] would be surprised if they didn't continue to make astute acquisitions."

The deal, which was announced last Monday, will swell Dallas-based Chancellor's radio holdings to 53 stations in 15 of the top 40 markets, including the eight stations being acquired from OmniAmerica in a deal announced in May. OmniAmerica's \$21.3 million acquisition of WJHM(FM) Orlando, Fla., from Beasley Communications was completed last week. Last year's biggest radio-only deal, Chancellor's \$395 million merger with Shamrock, closed in February.

Furthermore, Chancellor will have clusters in 5 of the markets, and control more than 10% of market revenue in nine (see chart).

Chancellor has been mentioned as a possible candidate for a merger with Disney/ABC. "Clearly, the company is more attractive now than [before] the deal", says Gupta, but in this industry "everything is realistically possible. The same rumors are going around about Evergreen, the Viacom radio group."

Minneapolis-based Colfax, owned by brothers Steven and Mitchell Rales, is left with KARO(FM) Nampa/Boise, Idaho, and KIDO(AM)-KLTB(FM) Boise, which do not quite fit into the Chancellor group's concentration in the top 40 markets (Boise is DMA 135). Sources

Chancellor: 53 stations, 5 clusters

Chancellor's stations and share of market revenue, including all pending acquisitions

Market	Stations (owned or being acquired)	1995 est. % of total market revenue
New York	WHTZ-FM	4.0%
Los Angeles	KLAC(AM)-KZLA-FM	3.7%
San Francisco	KABL-AM, KNEW(AM), KBGG-FM, KSAN-FM	7.6%
Washington	WGMS(FM)*, WBIG(FM)*, WTEM(AM)*	9.8%
Atlanta	WFOX-FM	5.3%
Nassau/Suffolk, Long Island	WALK-AM-FM, WGBB(AM), WBAB-FM, WBLI(FM), WHFM(FM)	58.0%
Minneapolis-St. Paul	WBOB(FM)*, KQQL(FM)*, KDWB-FM, KTCZ-FM, KTCJ-AM, KFAN(AM), KEEY-FM	34.1%
Pittsburgh	WWSW-AM-FM	8.5%
Phoenix	KOOL-FM*, KISO(AM)*-KZON(FM)*, KOY(AM)*-KYOT-FM*, KMLE-FM	23.3%
Denver	KXKL-AM-FM, KZDG(FM), KIMN(FM), KALC(FM)	15.6%
Cincinnati	WUBE-AM-FM, WYGY-FM, WKYN(AM)(Florence, Ky.)	14.7%
San Bernardino	KMEN-AM-KGGI-FM	19.5%
Milwaukee	WOKY(AM)*-WMIL(FM)*	14.8%
Sacramento	KFBK-AM-KGBY-FM, KHYL-FM, KSTE(AM)	33.8%
Orlando	WJHM(FM), WOCL-FM, WXXL(FM), WOMX-FM	36.0%

*Colfax stations

Source: BIA Publications/BIA Master Access

say these stations were an unwanted part of Colfax's acquisition of the Milwaukee and four of the Phoenix stations. "We're evaluating the future of the Boise stations," Goldstein said last week.

Westinghouse/CBS/Infinity paves way for union

Infinity Broadcasting Corp. has taken the first step to clear the way for its merger with Westinghouse/CBS by agreeing to sell WYSY(FM) Aurora/Chicago to Spanish Broadcasting Systems (SBS) for about \$35 million.

Negotiations concerning the sale of a Chicago AM also are under way. Westinghouse Chairman Michael Jordan said in a company news release. Charles E. Giddens of Media Venture Partners, SBS's broker in the transaction, said that Infinity preferred to sell it to another party. In FCC filings concerning the merger, Westinghouse/CBS/Infinity pledged to sell its excess Chicago stations and another unspecified station to minority broadcasters.

The sale of an AM would leave a merged Westinghouse/CBS/Infinity with three AMs and five FMs in the Chicago market—within the FCC ownership limit. The companies still have two FMs too many in Dallas/Fort Worth.

Spanish Broadcasting Systems, a leading Hispanic broadcaster, is entering a new market with its acquisition of WYSY. SBS owns Spanish KXED (AM) Los Angeles and KLAX-FM Long Beach, Calif.; WCMQ-AM-FM Miami Springs-Hialeah, WZMQ(FM) Key Largo and WSKP-FM Key West, all Florida, and WXLX(AM), WSKQ-FM and WPAT-FM New York.

Infinity is in the process of acquiring WYSY from Cox Communications ("Changing Hands," July 29). The deal also is pending FCC approval of the Westinghouse/CBS/Infinity merger.

FTC clears SFX/Multi-Market merger

A step closer to a merger also has been taken by Robert F.X. Sillerman's SFX and Multi-Market Radio. The Federal Trade Commission announced that neither of the two federal antitrust agencies will challenge the deal, thus ending the FTC waiting period. FCC approval is also needed for the merger, which was announced in April ("Changing Hands," April 22). Sillerman already is Multi-Market's largest shareholder. ■

Elizabeth Rathbun contributed to this article

Changing Hands

The week's tabulation of station sales

TV

WOWL-TV Florence/Huntsville, Ala.

Price: \$2.4 million
Buyer: Galleria Broadcast Group, Atlanta (managing partners Gary Kneller and Bruce Lumpkin); no other broadcast interests
Seller: Rick Biddle, Florence; no other broadcast interests
Facilities: Ch. 15, 1,410 kw visual, 400 kw aural, ant. 730 ft.
Affiliation: NBC
Broker: Stan Raymond & Associates Inc.

COMBOS

WGMS(FM), WBIG(FM) and WTEM (AM) Washington; WBOB(FM) and KQQL(FM) Minneapolis-St. Paul; KOOL-FM, KISO(AM)-KZON(FM) and KOY(AM)-KYOT-FM Phoenix, and WOKY(AM)-WMIL(FM) Waukesha/Milwaukee, Wis.

Price: \$365 million (cash)
Buyer: Chancellor Broadcasting Co., Dallas (Steve Dinetz, president/own-

Proposed station trades

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

THIS WEEK:

TVs □ \$2,400,000 □ 1
 Combos □ \$375,475,000 □ 6
 FMs □ \$22,890,637 □ 8
 AMs □ \$1,930,100 □ 8
 Total □ \$399,695,737 □ 23

SO FAR IN 1996:

TVs □ \$5,335,830,845 □ 70
 Combos □ \$10,202,620,479 □ 249
 FMs □ \$1,847,513,590 □ 283
 AMs □ \$151,838,913 □ 167
 Total □ \$17,537,803,827 □ 769

SAME PERIOD IN 1995:

TVs □ \$2,592,112,000 □ 93
 Combos □ \$1,299,002,810 □ 151
 FMs □ \$440,802,313 □ 242
 AMs □ \$77,259,654 □ 134
 Total □ \$4,409,176,777 □ 620

Source: BROADCASTING & CABLE

er); owns KMLE-FM Chandler/Phoenix, Ariz.; KDWB-FM, KTCZ-FM and KTCJ-AM Minneapolis and KFAN(AM)-KEEY-FM St. Paul/Minneapolis (for other holdings, see chart, page 32). Note: Chancellor will become subsidiary of Hicks, Muse, Tate & Furst Equity

August, 1996

The Lamb and Schvier family interests

have sold

Great Lakes Communications, Inc.

and

WICU-TV

Erie, Pennsylvania

(an NBC Network affiliate)

to

SJL Communications, L. P.

We are pleased to have served as exclusive broker in this transaction.



431 Ohio Pike Cincinnati, Ohio 45255 (513) 528-7373

Fund II.

Seller: Colfax Communications Inc., Minneapolis (L. Steven Goldstein, president); owns KARO(FM) Nampa/Boise, Idaho, and KIDO(AM)-KLTB(FM) Boise

Facilities: WGMS: 103.5 mhz, 44 kw, 518 ft.; WBIG: 100.3 mhz, 36 kw, 274 ft.; WTEM: 570 khz, 5 kw; WBOB: 100.3 mhz, 97 kw, 905 ft.; KQQL: 107.0 mhz, 100 kw, 1,080 ft.; KOOL-FM: 94.5 mhz, 100 kw, 1,655 ft.; KISO: 1230 khz, 1 kw; KZON: 101.5 mhz, 100 kw, 1,740 ft.; KOY: 550 khz, 5 kw day, 1 kw night; KYOT: 95.5 mhz, 96 kw, 1,570 ft.; WOKY: 920 khz, 5 kw day, 1 kw night; WMIL: 106.1 mhz, 50 kw, 976 ft.

Formats: WGMS: classical; WBIG: oldies; WTEM: sports; WBOB: country; KQQL: oldies; KOOL: oldies; KISO: urban contemporary; KZON: adult album progressive; KOY: nostalgia, middle-of-the-road; KYOT: new adult contemporary; WOKY: classic middle-of-the-road; WMIL: country

WAZL(AM) and WXMT(FM)

Hazleton, Pa.

Price: \$3,500,000

Buyer: Tele-Media Broadcasting Co., Bellefonte, Pa. (Robert E. Tudek, president/50% owner); owns WRSC (AM) State College, WQWK(FM) University Park and WKN(FM) Port Matilda, all Pa.; 99% of WRKZ(FM) Hershey, WQXA-AM-FM York, WQKK(FM) Ebensburg, WGLU(FM) Johnstown, all Pa.; WPRO(AM) East Providence and WPRO-FM Providence, R.I.; WTAD(AM), WQCY(FM) and WMOS(FM) Quincy, Ill.; 97.5% of WEST(AM) and WLEV(FM) Easton, Pa., and 95% of WLKW(AM) WWLI(FM) Providence, R.I., and is buying WBLF(AM) Bellefonte.

Seller: 4M Broadcasting Inc., Hazleton (Robert Moisey, president); owns WKAB(FM) Berwick, Pa.

Facilities: AM: 1490 khz, 1 kw; FM: 97.9 mhz, 19.5 kw, 722 ft.

Formats: AM: news and information, sports, middle-of-the-road; FM: classic rock

WQTK(AM) Macon, WIBB-FM Fort Valley and WITK(AM) and WRBG(FM) Warner Robbins, all Ga.

Price: \$2,500,000

Buyer: WIKS-FM Inc., Marietta, Ga. (Stephen J. Taylor, president/49.9% owner); owns WIKS(FM) New Bern and WMGV(FM) Newport, N.C. Taylor owns 35.13% of WTLZ(FM) Saginaw, Mich., 35.15% of WMDH-AM-FM New Castle, Ind., and 52% of WQBZ(FM) Fort Valley.

Seller: Taylor Communications Corp., Tulsa, Okla. (Edward J. Taylor III,

chairman, father of Stephen); owns WXNR(FM) Grifton, N.C., and WACT-AM-FM Tuscaloosa, Ala.

Facilities: WQTK: 1280 khz, 5 kw day, 99 w night; WIBB-FM: 97.9 mhz, 10.5 kw, 499 ft.; WITK: 1600 khz, 2.5 kw day, 500 w night; WRBG: 101.7 mhz, 2.5 kw, 350 ft.

Formats: WQTK: urban oldies; WIBB-FM: urban contemporary; WITK: country, religious; WRBG: adult contemporary

KMAD-AM-FM Madill, Okla.

Price: \$200,000

Buyer: Steve Landtroop Inc., Durant, Okla. Steve Landtroop owns 20% of KSEO(AM)-KLBC(FM) Durant, Okla.

Seller: Radio Station KMAD, Madill, Okla. (Glenn E. Corbin, managing partner); no other broadcast interests

Facilities: AM: 1550 khz, 250 w day; FM: 102.3 mhz, 3 kw, 233 ft.

Format: C & W

KMMJ(AM) Grand Island and KLRB (FM) Aurora, Neb.

Price: \$700,000

Buyer: JRK Broadcasting LP, Shenandoah, Iowa (John R. Kidd, president/68% owner of Kidd Enterprises Inc., 100% voting/2% equity general partner of applicant); owns KGRI-AM-FM Grand Island. Kidd Enterprises has applied for FM in Hastings, Neb.

Seller: Prairie States Broadcasting Inc., York, Neb. (Tommy L. Gleason Jr., president); owns KAWL(AM) and KTMX(FM) York

Facilities: AM: 750 khz, 10 kw; FM: 97.3 mhz, 50 kw, 354 ft.

Formats: AM: news, farm, talk; FM: classic rock

WILP(AM) (formerly WXPX) West Hazleton/Wilkes-Barre and WWFH(FM) (formerly WQEQ) Freeland/Wilkes-Barre, Pa.

Price: \$575,000

Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/ 24.6% owner); owns WKRZ-FM, WGGY-FM, WILK-AM, WGBI-AM and WWSH-FM, all Wilkes-Barre/Scranton, Pa.; KBLA-AM Santa Monica/Los Angeles; WVRV(FM) Wilmore, Ky./East St. Louis and KPNT (FM) St. Genevieve/St. Louis; KMEZ (FM) Belle Chasse/New Orleans and WWL-AM, WLMG-FM and WSMB(AM) all New Orleans; WBEN-AM, WWKB-AM, WKSE-FM, WMJQ-FM, WGR-AM and WWWS-AM, all Buffalo, N.Y.; WFBC-AM-FM, WORD-AM and WSPA-AM-FM, all Greenville, S.C.; WRVR-FM, WJCE(AM)-WOGY-FM, all Memphis, and WLAC-AM-FM and WJCE-FM Nashville; is selling KZSS(AM)-

KZRR-FM Albuquerque and KLSK(FM) Santa Fe/Albuquerque, N.M. Sinclair also owns or controls 29 TVs. Note: Sinclair's River City Broadcasting LP had had LMA with stations.

Seller: Friendship Communications Inc., Freeland (Eric J. Bock, president); no other broadcast interests

Facilities: AM: 1300 khz, 5 kw day, 500 w night; FM: 103.1 mhz, 730 w, 679 ft.

Formats: AM: country; FM: oldies

RADIO: FM

KWNR(FM) Henderson, Nev.

Price: \$12 million (merger)

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, president); owns KKDD(AM) North Las Vegas and KSNE-FM and KFMS-FM Las Vegas; WSFR(FM) (formerly WHKW-FM) Corydon, Ind./Louisville, WDJX-FM, WHKW(AM) (formerly WRES-AM) and WFIA-AM, all Louisville, Ky.; KUDL-FM and KMXV(FM) Kansas City, Mo.; WEZL(FM) and WXLY(FM) Charleston, S.C., and KKAT(FM) Ogden/Salt Lake City and KALL(AM)-KODJ(FM) Salt Lake City; is buying WVEZ(FM) Louisville, KUTQ-FM Bountiful and KZHT(FM) Provo, Utah; has time brokerage agreements with KBGO-FM Las Vegas and WSJW(FM) Louisville; is selling WLQT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio, and WHKW-AM Louisville and intellectual rights to WHKW-FM Louisville

Seller: Southwest Florida Enterprises Inc., Miami (Fred Havenick, president); no other broadcast interests

Facilities: 95.5 mhz, 92 kw, ant. 1,161 ft.

Format: Country

WBHK(FM) (formerly WLBI) Warrior/Birmingham, Ala.

Price: \$6 million (cash)

Buyer: H and P Radio LLC, Las Vegas (H. Carl Parmer, Cecil Heftel, co-owners); is buying WTNW(AM)-WBHU(FM) (formerly WFFX) Tuscaloosa, Ala. Heftel and Parmer have "significant interest" in Sinclair Broadcast Group Inc.'s WDBB-TV Bessemer/Tuscaloosa, Ala. Heftel is 65.4% owner, and Parmer is president/9.8% owner, of Heftel Broadcasting Corp., which was bought Aug. 5 by Clear Channel Communications Inc.

Seller: North South Broadcasting Co. LLC, Montgomery, Ala. (Robert G. Brennan, member, board of managers). Brennan owns 5.6% of WBAM-FM Montgomery.

Facilities: 98.7 mhz, 6 kw, ant. 328 ft.

Format: Light adult contemporary

WHRR(FM) Avon/Rochester, N.Y.

Price: \$2 million

Buyer: Heritage Media Corp., Dallas (James Hoak, chairman; Paul W. Fiddick, president, Radio Group); owns WBBF(AM)-WBEE-FM and WKLY (FM) Rochester, N.Y.; WEAR-TV Pensacola, Fla.; KCFX(FM) Harrisonville, KY(FM) Liberty and WRTH(AM)-WIL-FM and KIHT(FM), all St. Louis, Mo.; WPTZ(TV) North Pole, N.Y.; WVAE-FM Fairfield, Ohio; KOKH-TV Oklahoma City; KXYQ (AM) Milwaukie, KKSJ-FM Portland and KKRH-FM Salem, all Ore.; KEVN-TV Rapid City and KIVV-TV Lead-Rapid City, S.D.; WNNE-TV Hartford, Vt.; KRPM-FM Tacoma and KKSJ(AM) Vancouver, Wash.; WCHS-TV Charleston, W.Va., and WEMP(AM)-WMYX(FM) Milwaukee and WAMG(FM) Wauwatosa, Wis.; is buying WMYU (FM) Sevierville/Knoxville and WWST (FM) Karns, Tenn., and KNWX(AM) Seattle; is swapping KRPM(AM)-KCN-FM Seattle for WRNO-FM, WEZB-FM and WBYU-AM, all New Orleans

Seller: Livingston Communications, Avon, N.Y. (Robert Savage, president); principals of Livingston also own WYSL(AM) Avon. Note: Livingston acquired station last year for \$650,000

Facilities: 93.3 mhz, 2.1 kw, ant. 381 ft.

Format: Easy listening

WYSR(FM) Rotterdam/Albany, N.Y.

Price: \$1 million

Buyer: SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); owns WGNA-AM-FM and WPYX(FM) Albany and WTRY(AM) Troy/Albany (for other holdings see "Changing Hands," Aug. 26). Note: SFX had joint sales agreement with wysr.

Seller: Jarad Broadcasting Co. of New York Inc., Long Island, N.Y. (Donald J. Morey, president); owns WLIR(FM) Westhampton, N.Y., and WIBF-FM Jenkintown, Pa.

Facilities: 98.3 mhz, 3 kw, ant. 328 ft.

Format: '70s

WSGF-FM Springfield/Savannah, Ga.

Price: \$700,000

Buyer: Point Communications Inc., Montauk, N.Y. (Richard P. Verne, president/owner); is buying WBMQ(AM)-WIXV(FM) Savannah, Ga.; owns WMAD-AM-FM Sun Prairie and WIBA-AM-FM Madison, Wis.; is forming Point Madison GP with Midcontinent Media Inc., combining Point's Wisconsin stations and Midcontinent's WTSO-AM-WZEE-FM Madison and WMLI-

New Jersey station to simulcast on cable

Gearhart's talk show will air in morning drive

Radio

By Donna Petrozello

Press Broadcasting President Robert McAllan is aiming to kill two birds with one stone by debuting morning drive host Jim Gearhart of Press's WKXW (FM) Trenton, N.J., on a Comcast Cablevision channel.

Not only will the venture bring the WKXW personality head-to-head with the morning television audience, it also will provide to WKXW advertisers with the option of buying spots on both a radio and a cable TV show, McAllan says. The show is scheduled to launch Sept. 3 as *Wake Up! New Jersey* to Comcast's 1.2 million cable households.

The concept of marrying a radio show with cable television is not exactly new. Cable's E! network moved cameras into Howard Stern's studio several years ago and airs a late-night version of his weekday morning show. Yet, McAllan's vision seems to be

born of a personal penchant for morning TV news and information shows.

Although McAllan boasts a lengthy radio career that started in sales, he confesses to having a TV set in nearly every room of his home, and he considers radio morning shows a logical fit for cable.

"As televisions become more pervasive in the home, we think most people don't watch a morning television show, they listen to it," McAllan says. "This is radio on television."

"We're trying to compete outside our element with other media," says John Dziuba, WKXW vice president/GM.

If any New Jersey talk show has the potential to succeed on cable, it's likely to be Gearhart's. The show draws an estimated 400,000 listeners weekly and reaches

es 18 of New Jersey's 21 counties.

WKXW, better known as "New Jersey 101.5," is the state's top-rated talk radio station, according to Arbitron's spring ratings. Gearhart's 6-10 a.m. weekday show earned a 12.3 rating with listeners ages 12-plus.

McAllan's vision to bring a New Jer-



Jim Gearhart's morning show on WKXW will be available to 1.2 million Comcast households in New Jersey.

Katz to sell radio via the Internet

In an effort to link advertisers and radio stations on the Internet, the Katz Radio Group has formed Internet Marketing Sales. The venture will establish a network of radio stations with individual home pages on the World Wide Web and offers national advertisers the opportunity to participate on those sites.

Advertisers can include their icon on different radio Web sites to link browsers to other home pages established by the advertiser, says KRG director of information Gerry Boehme. Boehme will oversee the new sales division. Advertisers may choose to make coupons for merchandise available through a station's Web page, or they can use an icon and a hot link to give browsers more information about their products, Boehme says.

"This is a way for radio to continue driving business to retail stores, only advertisers' Web sites will work as electronic retail stores," Boehme says.

—DP

Continues on page 74

"We're trying to compete outside our element with other media."

wxxw's John Dziuba

sey 101.5 radio show to cable includes pitching advertisers on the perceived benefits of having their spots run on radio as well as television. McAllan intends to sell inventory for the show using radio station sales teams. But, he admits, "we need to discuss" how to work with selling 60-second spots on radio and 30-second spots on television. He also sees the venture as having the potential to raise ad rates for Gearhart's show.

The programing on Gearhart's show is expected to remain largely intact, with news, traffic, weather and business reports and live calls from listeners. Press Broadcasting souped up the broadcast studio with an estimated \$1 million in renovations and a link between the studio and Comcast's video

fiber-optic network.

Gearhart's show will be the only radio show simulcast on the Comcast network, which Michael Doyle, Comcast senior vice president, describes as a channel devoted to "programing exclusive to Comcast customers."

Comcast started construction on its video fiber network last year. The network gives Comcast the capability to broadcast on 16 channels, Doyle says, yet 14 are dark. Gearhart's show, along with a full slate of daily, 24-hour programing, is carried on one of the 16 channels. The other channel carries CNN Headline News with local news briefs filled by "Comcast Newsmakers" programing.

Comcast General Manager Pat Scanlon says Comcast wants to launch "interactive and regional programing" on its full-service, fiber-optic channel—and Gearhart's show fits: "We saw there was a need for a statewide programing service, and we saw a niche there," Scanlon says. "Instead of being a pipe that delivers HBO or ESPN, we're offering a unique service. We're reinventing local programing and raising

"We're reinventing local programing and raising the local-programing standard."

Comcast's Pat Scanlon

the local-programing standard."

Along with Gearhart's show, Comcast's full-service channel carries live, weeknight call-in shows on family and parental topics, sports, and political and social issues, Doyle says.

Scanlon says Comcast's link with wxxw is not necessarily relegated to weekday mornings. Comcast can pick up feeds from the station around the clock, he says, giving it access to all types of wxxw programing, including information about weather emergencies.

McAllan says he will not be surprised if other radio stations begin crafting similar deals with local cable companies: "Obviously, the talk format works. I think there will be marriages and deals like this put together all over the country. ■

R I D I N G G A I N

Westwood One stock a 'buy'

Industry analysts at UBS Securities have rated Westwood One Radio Networks' stock as a "buy." UBS cited double-digit increases in cash flow for the second quarter and a relatively low per-share price as a result of the merger of Westinghouse/CBS Radio and Infinity Broadcasting announced earlier this year. Infinity owns approximately 26% of Westwood One Radio Networks stock, but did not include the networks in its merger plans. UBS analysts note that "Westwood One stock offers a very attractive risk/reward situation, as it is being valued at its lowest multiple in two years despite consistent 20 percent cash-flow growth. Our 12-month price target is \$18 to \$23 [per share], with risk to \$14."

Odyssey goes 'Live'

Odyssey Communications' California triopoly of KLYY(FM) Arcadia, KSYY (FM) Fallbrook and KVYY(FM) Ventura has acquired *Modern Rock Live*, a Sunday evening syndicated artist-interview show. *Modern Rock Live* is the first long-form show the modern rock Y-107 stations have acquired

since signing on-air last March, station officials say. The show is syndicated by Global Satellite Networks.

WRKS-FM adds Les Brown

Emmis Broadcasting's WRKS-FM New York will add former radio DJ and motivational speaker Les Brown weekdays at 9-10 a.m. WRKS-FM touts the show as a "mix of music and motivation to start New Yorkers' workdays in a positive direction."

They want 'Don & Mike'

Deluged by calls and faxes from disappointed fans, officials at wxxw (FM) Webster, Mass., returned the previously canceled *Don & Mike Show* to the station's weekday afternoon drive. *Don & Mike* syndicator Westwood One Entertainment said wxxw dropped the show for three weeks in mid-August after general manager Alan Okun decided it didn't mesh with wxxw's oldies format. Last week, Okun admitted that he succumbed to calls from listeners to reinstate the duo, who had been carried by wxxw since January 1994. Okun said that even his mother had urged him to reconsider his decision,

and "I don't want my mom mad at me." Okun plans to convert the station to either a "hot talk" or a contemporary music format to attract "a younger demographic" consistent with *Don & Mike's* audience.

SW drops Smooth FM in U.S.

SW Networks will cease its 24-hour new adult contemporary format "Smooth FM" in the U.S. on Dec. 1. The satellite-delivered format has some 30 affiliates in the U.S. But instead of closing the door on syndicated NAC programing entirely, SW plans to offer a programing services package to its Smooth FM affiliates in the U.S. and to market "Smooth FM International" to radio stations abroad.

Radio Today has 'Heartlines'

Radio Today Entertainment has agreed to take over affiliate marketing for the syndicated call-in advice-and-request show *Country Heartlines with John Crenshaw*. MultiVerse Networks will represent national advertising sales for the show. Crenshaw's show recently was introduced for national syndication by Benchmark Communications. —DP



VH1 Duets: The Brian Setzer Orchestra and Bryan Adams

Cable rules when it comes to music programming on TV. Pioneer music channel MTV continues to be a powerhouse, but its playlist of back-to-back music videos has evolved into something closer to a youth-lifestyle channel. Meanwhile, co-owned VH1, which also has strayed from music videos, is returning to its original charter.

There are a handful of other players, but newcomers to the business are finding the going tough. With cable channels in short supply, carriage is hard to come by. Meanwhile, music programs continue to make up part of the mix—to greater and lesser degrees—of a number of cable channels.

There is only a smattering of music programming on the broadcast networks, with one exception: PBS. Music has always been an important element of the noncommercial network's offerings.

For the future, digital compression holds the promise of turning up the volume of music programs.

Cable: More than just MTV

Viacom service remains leader, but new networks look to make music of their own

By David Tobenkin

Demand for music on cable has kept several larger networks profitable, but shortage of channel capacity has forced many networks to focus on international growth while the newer music television networks play for time.

The MTV Networks juggernaut continues, but the environment's challenges are illustrated by MTV Networks executives' decision to launch its M2: Music Television network in a slow rollout and push back consideration of a second spin-off network.

"A couple of years ago we announced MTV 2 and 3 and what we

found out was that while there maybe was room for another MTV, there were a number of different ways it could go," says MTV Executive Vice President of Programming Andy Schuon. "We thought it would be fun to start small."

Analysts say that the launch of M2 makes good sense, given that the parent network's gradual transformation from a video service to an eclectic youth-lifestyle channel left it exposed to attack from those seeking to provide viewers with the video playlist service MTV once offered exclusively.

A major new domestic competitor backed by record labels appears to have receded in the face of antitrust concerns, a saturated music-television market and

channel-capacity shortage, although serious competition exists abroad from such music video services as Viva in Germany (backed by record labels Sony, EMI, PolyGram and Warner) and Channel V in Asia, backed by several major record labels and News Corp.

Helping to quell the incentive for such ventures domestically has been the relative dearth of new major recording artists. No new Garth Brooks, Billy Ray Cyrus, Michael Jackson or Madonna has emerged during the past several years. "Music television rides with the music industry," says BET Networks President Jefferi K. Lee. "When they are cooking, we are cooking. When the music has a lull,



we have a lull.” The pretenders to the youth-music-sweepstakes throne remain just that, although some have shown significant growth. During the past year, The Box has increased from 20 million to 22 million subscribers, despite concerns about its support from its lead investor. Canadian import MuchMusic says that its spontaneous format has helped it to increase its subscriber base from 3.5 million to 5.8 million during the past year. Executives of such channels say that the competition between them is no greater a threat than is that from the myriad new cable services vying for a spot on cable operators’ lineups or for the attentions of young people.

Perhaps the ultimate fear for many established networks is being dropped in favor of a new service. VH1, always in

the shadow of younger-skewing network sibling MTV, last week appeared to face the possible loss of carriage on some Tele-Communications Inc. systems as a result of a deal between Fox and TCI (BROADCASTING & CABLE, Aug. 5). The network is continuing to adjust its schedule to focus on adult music and persuade audiences and advertisers that its core is adult music. VH1 President John Sykes says the network has managed to increase its distribution, from 54 million a year ago to 55 million this year.

“These are like the go-go days of the ‘80s. Cable people are throwing money right and left at operators,” says Sykes. “Operators are looking at their lineups and seeing what channels serve their audiences.”

The networks that have done best generally have been those that have specialized. The Nashville Network, with a large portion of its lineup dedicated to country music, continues to post strong results—although it, too,

was facing possible deletion on some TCI systems in favor of the Fox news channel. Its newer sibling, Country Music Television, is winning adherents—with a 16.5% increase in subscriber base from 28.7 million households at the end of second quarter 1995 last July to 33.5 million households at the end of second quarter 1996.

Black Entertainment Television, with more than two-thirds of its schedule devoted to music, also continues to grow, aided by the authority that an African-American-run network can bring to the rich diversity of African-American music.

The several networks that have launched or are seeking to launch will follow the code of specialization. BET on Jazz: the Cable Jazz Channel launched with 450,000 subscribers last January and has increased that number to more than 1 million. A similarly narrow niche is intended for the Gospel Network, which launches in Dec. 1, 1996. ■

The all-music channels



BET on Jazz: The Cable Jazz Channel

Since launching in January, BET on Jazz has added markets including Detroit, Washington, Philadelphia and Gary, Ind. BET Network’s President Jeffery Lee concedes that he would have preferred to launch with far more subscribers. Yet incurring losses now can position the service for rapid growth when more capacity becomes available, Lee says: “We want to make our case and be prepared. We can control costs and as channel capacity opens up, [we’ll] be first in line.” He predicts that BET on Jazz will have 4 million-5 mil-

lion subs by the end of 1997.

The key to the network’s success will be placing a face on a music form often welcome but confined to the background of listener awareness. Lee says. “We are going beyond just exposing the audience to the music. We are trying to go to jazz festivals, jazz clubs and exotic locations to get the flavor of the presentation of jazz. We also want to bring jazz through unconventional vehicles, such as shows we plan to do with NBA basketball player fans of jazz.”

Despite talk that the channel might be priced as a premium service, it was offered as a basic tier service. And although the new service boasts major corporate sponsors such as McDonald’s and Procter & Gamble and movie studio advertising, rates have been low, Lee says, adding, “We won’t get the rates we want until we have the distribution.”

The Box

The Box continues to attempt a turnaround following the stock-price drop of parent Video Jukebox Network Inc. caused by concerns over backing from its key investor. VJN’s stock hit a 52-week low of 15/16 on July 12 after Liberty Media Corp. chose not to exercise

an agreement to acquire a controlling interest in the company. The move was accompanied by the exit of Les Garland, executive vice president of The Box and a guiding force behind the music video network. Liberty, which controls 5% of the company, could have increased its stake to 60%.

The service also suffered a major blow on Jan. 1, when Time Warner Cable dropped it from its key New York systems. The company had a net loss of \$2.1 million for the six months that ended June 30, on revenue of \$10.6 million, compared with a net loss of \$432,888 for the comparable period a year earlier on revenue of \$11.2 million. (The 1995 six-month period included a onetime gain of \$1.4 million.)

Some say that although the company will need increased backing from an outside investor, its core business plan and strategy are sound. “They are not losing a lot of money, just a marginal amount, and a lot of that is due to international expansion and the conversion to digital,” says Bruce Galloway, managing director at Burnham Securities and a specialist in depressed stocks. “On an operational basis they are close to breaking even. I think that the service is a good idea that needs a strong investor



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to back it.”

There are positive signs at the network. June was the first month in which ad revenue exceeded transactional revenue received from viewers ordering their favorite videos (charges begin at 99 cents) and billing them to their phone.

Box Chief Executive Alan McGlade touts the ability of The Box's network of individual video servers to allow viewers and cable systems to select and cue videos of local interest: "The Box can specialize smaller than a market, down to the level of an individual cable system. What is overlooked is that this is a social type of service; people want to select the videos they are going to watch together."

The company also is spending heavily on foreign expansion, with investments in Europe and Latin America. The Box serves 95% of the UK's cable subs and is active in the Dutch market. Already in Argentina, it is about to debut in Peru and Chile.

Country Music Television

CMT continues to expand by adhering to its formula of exclusively airing videos without VJs and lifestyle series.

"We think that VHI and MTV have lost their way with long-form programming. We want our viewers to know that they are only three minutes away from another video," says Lloyd Werner, vice president of CMT. "This is the only pure video service out there. Viewers like knowing what they are going to get."

The "going for what viewers like" approach is mirrored in the channel's playlist, previously 60% new acts to 40% recurring, but now evenly divided, and scheduled to reverse to 40/60 next season. "We believe our viewers aren't interested in as much cutting-edge music as the record industry would like us to play," Werner says. "And many households still don't have us, so [when they do] they will be seeing these videos for the first time."

Internationally, the channel can be seen in 49 countries. CMT International lost \$2.2 million for the second quarter, compared with a loss of \$1.4 million a year earlier, largely related to increased costs related to expansion. In April the



Dwight Yoakam on Country Music Television, which is expanding worldwide and is now seen in 49 countries.

company began a Portuguese feed.

CMT is "growing very nicely," says Cowen & Co. stock analyst Harold Vogel. "I predict that they will hit 35 million [subs] by the end of this year. There also is a great deal of potential overseas. CMT has been unprofitable due to investments, but probably will be profitable within two years. There are pockets of interest in Germany and England, where it plays more mainstream as American music."

The company this past season also began Spanish- and Portuguese-language feeds of the show for Latin American markets and the U.S.

The Gospel Network

Entering a tough economic environment without backing from a major investor, The Gospel Network will launch on Dec. 1, says its president, Greg French. It will provide urban contemporary gospel programming and possibly a 30-minute comedy showcase. French says that the network will need 12 million subs to break even.

A parallel satellite network of churches is designed to provide high-quality videotape and television ministries as well as apply collective pressure on cable operators to carry the network. Both networks will start with 20 hours of programming each week. Churches are asked to contribute

\$500 per month to become affiliates and receive access to programs produced through the Church Satellite Network.

The service, which will not be advertiser supported, initially will be delivered on C-band, and viewers will be encouraged to ask their cable operators to add it.

MTV

The maturing MTV, 62.6 million subscribers strong, now has less a format than "a mission to provide the biggest stories and most interesting stories in music today," says Andy Schuon, MTV executive vice president of programming.

The launch of all-video service M2 will cause no adjustment of programming for MTV. MTV's main thrust domestically will be adding more long-form programming that repeats less often, especially at 10 p.m., Schuon says, adding that there are plans to expand the sports and fashion blocks.

Some of the network's seemingly odd picks, such as dating game show *Singled Out*, have proved successful. MTV will try to capitalize on the appeal of *Singled Out* host Jenny McCarthy by developing a show for her. MTV also has signed Chicago Bulls star Dennis Rodman to his own weekly series, with a commitment to 20 half-hour episodes. It debuts this fall.

Seeking to expand on the success of its reality-based soap opera *The Real World*, MTV will launch *Road Rules*, a documentary about five strangers sent across America to tackle adventures; *Buzzkill*, a hidden-camera prank show; *From the Buzz Bin*, which will take an in-depth look at the musical careers of new artists through exclusive interviews, live performance footage and video clips, and the returning hard-



VJs tie it all together for pioneer music channel MTV, 15 years old and still growing.



88% of Americans believe music helps a child's overall intellectual development. (Gallup Survey)



Families are looking for something other than sex and violence programming. 96% of adults think an arts network is a good alternative. (Marquest Research)



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Today's parents are seeing how involvement in the arts improves their children's performance in school. (Gallup Survey)



In the U.S., one in four people over the age of 5 play a musical instrument. (American Demographics)





edge animation show *Aeon Flux*.

It is internationally where the network's growth continues unabated. Total households increased from 265 million in 69 territories last year to 280 million this year in 76 territories. "We continue to enjoy steady, strong expansion," says William Roedy, MTV Networks president, international. "Now we hope to consolidate and grow within our existing markets, especially through regionalization. Our goal is to have all operations in each country reflect closely the audiences they are transmitting to. We want to use local VJs, mostly local language and product designed for each respective audience."

Such localization is accomplished in part by breaking up geographic areas and producing customized versions. Europe, for example, is divided into three areas and Latin America into two. Playlists also are regionalized, with regions given autonomy to determine 50% of their playlists to increase the incorporation of local talent.

That reflects the sometimes successful counterprogramming by competitors who have tailored their efforts to individual markets and raised alarms about the foreign content of MTV. In Germany, Viva—a network with a strong emphasis on German sensibilities—has proved a strong competitor.

And the network's expansion continues. In January, MTV launched a 24-hour service in India and it also has been aggressively licensing game show and series formats to foreign broadcasters. Recent deals include licensing *Singled Out* in Sweden, Denmark and Spain and *The Real World* in Hungary and Italy.

M2: Music Television

The new music video network from MTV launched Aug. 1 in 3 million households, all accessed by backyard dish. The network is now securing deals with cable systems and DBS suppliers. "We're pretty happy with how it's going—especially since we announced the channel only a couple of weeks before we launched it and only began looking for distribution then," says Andy Schuon, MTV executive vice president of programming.

The channel, aimed at 12-34-year-olds, has been free-form, with every hour different. It features a variety of rock, rap, pop, R&B, hip-hop and reggae, with less of a focus on hits than its older sibling. Hoping to emulate the early free-form popularity of MTV before it progressed into a music culture-driven channel, MTV2 wants to be less rigid than radio playlists. Videos each hour are grouped by artist, tempo, common producer or other factors they have in common.

One MTV discovery being applied to



The studio of MOR Music Television, a 24-hour music shopping network, is located in a state-of-the-art facility in Nashville, from which the channel transmits live.

the new network is the eclectic taste of the youthful audience, Schuon says. "We are not so worried that certain types of videos will butt up against other types. At MTV we have found that barriers between genres have become less apparent—the same viewers will watch hip-hop and alternative music, so you can see Bone, Thugs /N/ Harmony on the same channel as Pearl Jam."

In November M2 will begin offering three local affiliate breaks per hour, intended to allow cable operators to plug in local music information provided by MTV Online's developing local music area.

Even if MTV2 never turns a profit, some observers say it may have accomplished its aim by blocking the way for a potential upstart music video competitor and by mollifying record industry complaints that new acts cannot receive airtime on MTV.

MOR Music Television

Music shopping network MOR Music TV continues to revamp under the guidance of new owner Speer Communications, new president Ken Yates and the media consultant Lee Abrams. This month the network unveils a "Neapolitan" format hoped to brand various day-parts to certain types of music. The network will now air programming associated with pop music, adult contemporary and smooth jazz in the morning, country in the afternoon and classic rock at night.

Similarly, the service is trying to segment its content within each hour by scheduling recurring features at set times, such as offers of top merchandise after the second 15 minutes of programming, and a regularly recurring two-minute recap of the best box sets.

MOR Music TV is trying to tie sales of products to milestones such as major anniversaries of artists' deaths. It also has narrowed its focus to a "top 50" list of artists. Yates says that the combination of videos and merchandising breaks has been successful in retaining the average viewer for more than one hour.

Sales already are up fourfold since Jan. 1 from an admittedly small initial number, Yates says. The service's subscriber base remains a problem, however, and is roughly even with last year's total 12 million homes.

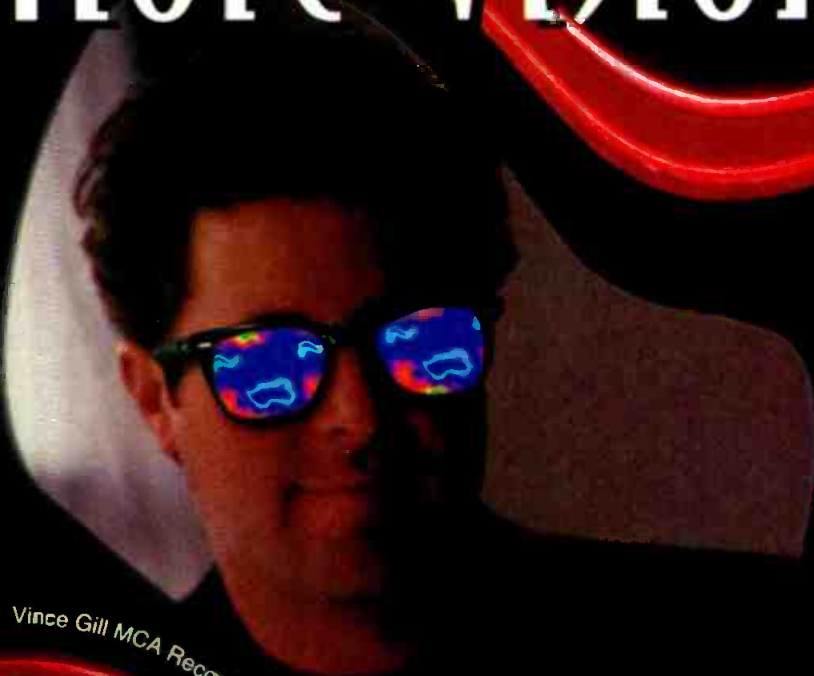
The company has begun to co-sponsor concerts—including Hootie and the Blowfish, Vince Gill and Brooks & Dunn—during the past year to try to increase awareness of the service.

Also, to gain distribution, it is offering cable operators equity of up to one third of the company in exchange for carriage. The first taker was Intermedia Partners, whose 650,000-plus subscriber systems are concentrated in the Southeast.

MuchMusic

Launched in the U.S. in July 1994, the Canadian all-music import backed by Cablevision Systems Corp.'s Rainbow Programming Holdings Inc. has increased from 3.5 million subscribers a year ago to 5.8 million now, says Dennis E. Patton, MuchMusic USA general manager. The increase also

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reflects the service's inclusion in DIRECTV's package of services, which gives it an additional 1 million homes.

Operating on a four-to-five-year plan to reach the 20 million subscribers that are necessary for it to break even, the emphasis at the network is on the production of live shows from a Toronto facility in which the entire building, rather than just soundstages, is used for production.

"A month ago Melissa Etheridge stopped by with her guitar and did three acoustic versions and had a heart-to-heart talk with our VJ, which is the intimate, interactive type of event that our live nature fosters," says Patton. The network has been aggressively gearing up for expansion, over the past year, opening affiliate relations offices in major U.S. cities.

The channel is expanding its series offerings for the U.S. market. It added *Clubland*, a new hour-long live performance series using footage from recent club performances and designed to give viewers an extended look at emerging artists. A returning show, the half-hour *Break This*, features videos, interviews and exclusive live performances from breaking bands about to hit the charts.

MuchMusic service also seeks to set itself apart with a policy against airing video with violent content and calling for equitable gender portrayals. The service is distributed in Canada, Mexico, Argentina, Finland and Canada.

VH1

VH1 continues to reposition itself by refocusing as an adult music service to complement co-owned MTV. "We've spent the last year and a half taking off the sitcoms, dramas and stand-ups that blurred the focus of the network," says John Sykes, VH1 president. "Now if there's a complaint, it's about the music, not Gallagher smashing watermelons. This is a tightly branded network that we want to stand for one thing and one thing only: music. We think our ratings will never be as big as USA's, but we serve an important purpose for cable operators who have a majority of their viewers in the demos we serve."

The network may have to hope that is enough. Sources recently told BROADCASTING & CABLE that VH1—in

addition to E! Entertainment Television and the Playboy Channel—is among the networks likely to be dropped by Tele-Communications Inc.'s cable systems early this month to make room for a new 24-hour Fox news channel. Those changes will have to be disclosed to TCI subscribers within the next several weeks.

Responding to those reports, a VH1 spokesperson said: "We think VH1 provides a very focused unduplicated service for adults, and we are aware that is one of the things TCI, cable operators and subscribers are looking for."

Still, even in a worst-case scenario,



Peter Gabriel with REM lead singer Michael Stipe at the '1996 VH1 Honors.'

some doubt that there will be serious erosion in carriage of the network. "I don't think it's in serious jeopardy—Viacom has a lot of oomph," says Charles Kersch, a stock analyst at brokerage Neidiger Tucker Bruner. "Viacom can handle the package so you take both [MTV and VH1] or none—the same as Turner does with his networks—and can build in lots of pricing discounts. None of the operators can afford to lose MTV."

Sykes says that although ratings during the past year have been largely flat, the current fiscal year will be the best year ever financially for the 11-year-old service, with a projected doubling of its operating income, accomplished through streamlining of costs and the addition of new advertisers—including American Express, AT&T and BMW—that, he says, previously balked at buying time on the network because "they didn't understand what we are."

Drawing viewers 25-40-years-old is a

difficult task, Sykes says, noting that this age group tends to have numerous other commitments. He says that the network needs to serve them by telling them of new artists they should know about and information about what is going on.

Like many others, Sykes says that the focus increasingly is turning to long-form programming. Big events this past and coming season include *The LIFEbeat Benefit Concert* to increase AIDS awareness; *Route '96*, a rock 'n' roll road trip following the biggest and best concert tours of the summer; the *VH1 Honors* awards; the *Fairway to Heaven* celebrity golf tournament; the *VH1 Fashion and Music Awards*; the *VH1 Lift Ticket to Ride* celebrity ski challenge, and a five-hour documentary on the music of the '70s.

The success of last year's *VH1 Duets*, in which live-performance shows featured duos playing for an audience in relaxed settings, has led to a return of the concept in a modified form in this year's *Storytellers*, in which artists will showcase their songs and the stories behind them.

The network also is expanding with two international VH1 networks, one in the UK, the other in Germany.

Says Sykes: "We could run this network on a shoestring but this last year we put \$30 million into programming."

Z Music Television

The Nashville-based Christian music video network Z Music Television has 27 million potential full- and part-time households, roughly even with a year ago, says Graham Barnard, Z Music's manager of programming. The service, launched in March 1993 (and in which Gaylord Entertainment Co. purchased an interest in May 1994), features two dayparts: the morning, which skews female, and the afternoon, which skews male with its "edgy or bright" personality. The network also features one-hour alternative Christian rock segments, *Generation Z*.

"This is the only network where you can hear music like this—you won't hear it elsewhere because of a lot of editorial decisions. But the music is still in step with what you would hear on VH1 and, in the case of *Generation Z*, on MTV. But you will notice something is missing, images that are not wholesome—we leave out the violence, raw sex appeal and disrespect for authority," Barnard says. —DT

Music adds to the mix

Cable networks that offer music in addition to their regular programming

By David Tobenkin

TNN

Music remains dominant on The Nashville Network's schedule, although the addition of off-network episodes of *The Dukes of Hazzard* and the planned addition of *Dallas* to its lineup may portend a broader focus.

Among its music shows are *Prime Time Country*, the flagship entertainment show; *The Road*, an off-syndication weekly series showcasing hot country artists on stage and on the road; *The Statler Bros. Show*, TNN's highest-rated series, featuring established country music stars and new artists; and *VideoMorning* and *VideoPM*, both of which feature hit country videos.

"We rely heavily on performances—this is the only place where you can go to see live television country music performances," says Lloyd Werner, executive vice president of sales and marketing for Group W Satellite Communications and responsible for TNN's advertising sales, cable system affiliation and marketing. "Anytime there is a big country performance we are the number-one source for it. We've turned down major league sports because it would interfere with that. I think the biggest change we'll see is more and more long-form programming. For TNN, long form is a necessity."

Among the big-ticket items this coming season are the *Fruit of the Loom All-Star CountryFest '96*, an all-star country concert held in Atlanta this summer that originally aired on CBS in July; the *Canadian Country Music Awards*; *Riders Radio Theater: The Television Show*; an installment in a series of specials featuring Canadian country singer Terri Clark and country veteran Mel Tillis, and *Farm Aid '96*.



Ricky Skaggs appeared live on TNN, which specializes in live country music performances.

BET

The African-American-themed network continues to perform strongly. Parent company BET Holdings Inc. saw its net income increase from \$15 million (on revenue of \$85.2 million) in the first nine months of fiscal 1995 to \$16.8 million (on revenue of \$98 million) in the corresponding period of fiscal 1996, despite the launch of new network BET on Jazz. BET also has added 3.2 million subscribers during the current fiscal year, for a subscriber base of 44.6 million.

Advertising growth is in the double digits, says BET President Jefferi Lee. But the relative success of black music forms has led to increased competition from more mainstream services like MTV, Lee says: "MTV looks more like us than we do now. As our music took off they followed."

New music shows on its weeknight schedule will include *UnReal*, a signature show that will air Monday-Friday at 8-10 p.m. and showcase videos with uncensored rap sessions where celebrities discuss hot issues, and *Hit List*, offering the most requested videos of the day in a one-hour format.

Returning music shows include *Jazz Central*, *Bobby Jones Gospel Show*, *Video Gospel* and *Rap City*. *Rap City* this season will include edutainment packages with segments on the latest news and happenings in the hip-hop community.

BET Entertainment specials this season include *BET 15th Anniversary Salute to the UNCF Featuring Michael Jackson*, *Bob Marley: Live at the Rainbow* and the *St. Lucia Jazz Festival*.

LIFETIME

Last November, Lifetime aired a one-hour musical tribute to Carole King's

"Tapestry" album on its 25th anniversary. The show included performances by Manhattan Transfer, Eternal, Faith Hill, Richard Marx, Amy Grant and Celine Dion. Viewers were shown the artists' recording sessions.

In December the channel aired a special featuring Sheryl Crow, Aaron Neville, Michael Bolton, Emmylou Harris and Sophie B. Hawkins in a two-hour fund-raiser: *Lifetime Applauds: The Fight Against Breast Cancer*.

TBS

Turner Broadcasting System's foray into music television ended this past season with the cancellation of its weekly *Live from the House of Blues*. The midnight Friday show was a victim of heavy sports pre-emptions and a poor fit with the rest of the network's schedule, a source says. No new music series are planned, the source adds.



The infrequent concert on HBO features top-notch talent, such as Gloria Estefan, who is scheduled for a Sept. 21 show from her hometown of Miami, at 10 p.m. ET.

HBO

While infrequent, musical performances on the premium cable channel tend to be top quality. Among them were Barbra Streisand's first public tour in nearly 30 years; Whitney Houston's 1994 concert honoring Nelson Mandela and the newly unified South Africa, and Michael Jackson's 1992 television concert debut.

"When the artists want to do a live event, they come to us," says Nancy Geller, HBO's vice president of original programming. "The Michael Jack-



sons or Madonnas come back to HBO for a second or third time. It's the way we market it—as a front-row seat to the event with full

and total support. We have no advertising, so we have no agenda. And we go as long as the show goes.”

HBO produces one event per quarter on average, but Geller says that could increase.

Recent or imminent HBO music events include a Gloria Estefan concert

in her hometown of Miami to air Saturday, Sept. 21, at 10 p.m. ET, and an Aug. 24 summer celebration that featured Sinbad and artists including Natalie Cole, Confunkshun, The Gap Band, Al Green, Chaka Khan, Kool and the Gang and Marley and the Melody Makers, among others. ■

Awards shows, specials make music on broadcast TV

PBS among leaders of network and syndicated offerings

By Michael Katz

Last year was a hard act to follow for music-related programming on the broadcast networks. ABC reaped the benefits of the highly publicized *Beatles Anthology* release; the rest of the networks capitalized on a flurry of anniversaries such as Frank Sinatra's 80th birthday, the 70th anniversary of the Grand Ole Opry and Soul Train's 25th anniversary.

Although the beat is slower this year among broadcasters, PBS continues to be the dominant network of music programming. To help bolster its December pledge drive it will present in November *Lena Horne: Finding Her Voice*, an *American Masters* special.

And PBS continues its long-running *Great Performances* with a documentary of Burt Bacarach, a performance of Henry Purcell's "Dido and Aeneas" and a New Year celebration from Vienna hosted by Walter Cronkite.

PBS will have more musical holidays with the *Cincinnati Pops Halloween Spooktacular* featuring Robert Guillaume at 9 p.m. on Oct. 30; the *Cincinnati Pops Holiday* with Erich Kunzel and Mel Torme at 9 on Dec. 23, and the *Morehouse-Spelman Christmas Carol Concert*, featuring the glee clubs from Morehouse and Spelman colleges in Atlanta at 9 on Dec. 25.

Music has always been a major part of the noncommercial network's schedule, says John Wilson, a PBS senior producer: "There isn't much music programming on the commercial networks, and we do what we can to make a difference." Wilson says PBS



The noncommercial fare of PBS has always included music; its 'Austin City Limits' features country music performances such as that of Lovett, Nelson & Crowell.

has some jazz specials in the pipeline, including the music and the making of Robert Altman's "Kansas City," expected in spring 1997, and a series on the history of jazz from *Civil War* and *Baseball* producer Ken Burns, coming in fall 1998. In addition to the specials, PBS will continue its series *The Metropolitan Opera Presents, In the Spotlight*, and in spring 1997, *Austin City Limits*.

Although there are fewer music specials on broadcast television this year than last, there is no shortage of music awards shows. CBS has the *39th Annual Grammy Awards* in February, and the *30th Annual Country Music Association Awards*, which will air Oct. 2 at 8-11 p.m. In 1997 ABC will carry the *World Music Awards* from Monte Carlo, which salutes the world's best-selling artists, and the *24th American Music Awards* in January. Fox will have the *Billboard Music Awards* live

from Las Vegas on Dec. 4 at 8-10 p.m. In the spring, NBC will host the *32nd Annual Academy of Country Music Awards* from the Universal Amphitheater in Los Angeles.

On the syndication side, Tribune Entertainment is offering the *Soul Train Music Awards* and *Soul Train's Lady of Soul Awards*, hosted by Queen Latifah with Arnold Schwarzenegger scheduled to appear to give an award to Vanessa

Williams. The *Lady of Soul Awards* will be televised in prime time on Sept. 9, with the syndication window running through Sept. 22.

Outside the awards circle, CBS will present *The Kennedy Center Honors: A Celebration of the Performing Arts* in late December and will offer some down-home holiday music specials from

Dolly Parton with other popular music stars and an all-new *Opryland Country Christmas*, which the network calls a "musical celebration of Nashville's holiday traditions."

ABC will get back to the Beatles again, replaying last year's popular multipart *Beatles Anthology* at 9-11 p.m. on Aug. 31, Sept. 5 and 7. Also slated for ABC is a gala for the President at Ford's Theater, a benefit for the venerable theater where Lincoln was shot. ABC also will continue to capitalize on the retro-popularity of *Schoolhouse Rock*, its musical cartoon shorts that appear between Saturday morning kids shows.

Fox's and NBC's music programming will be sparse this season, with only a rock 'n' roll skating championship in the fall from Fox, and no specials other than the *Academy of Country Music Awards* from the Peacock network. ■

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Diller consolidates position with HSN deal

Complicated transaction advances goals of moving shopping service to cable and launching broadcast network

By Price Colman

With the Home Shopping Network back in the Silver King Communications fold, media mogul Barry Diller can concentrate on his primary mission of starting a new programming service.

That's the underlying reason that Diller, Silver King, HSN and Liberty Media Corp. put together a circus act of a deal last week instead of waiting for

resolution of regulatory issues that might have allowed a previous stock swap deal with Liberty to go ahead.

"Sometime between a year and 18 months from now, we want to program these [Silver King] stations in a tight, local, highly branded entertainment service," Diller said. "That is real growth of assets."

That goal accounted for part of the



time pressure on Diller. Another, more immediate factor was an Aug. 30 deadline for swapping Liberty's control of HSN to Silver King in exchange for about a 45% interest in Silver King.

The FCC issued an order in June on how much of a broadcaster a cable company can own if their coverage areas overlap. The order specifically limited Liberty's interest in Silver King to under 22%. That prompted Diller, HSN President James Held and Liberty boss Peter Barton to come up with Plan B—the deal announced last week.

Given the participants, it's hardly surprising that Silver King and Tele-Communications Inc., parent of Liberty, should emerge as the big winners in the nearly \$1.3 billion deal. Because Liberty will no longer be majority owner of HSN, it doesn't have to consolidate the HSN business, including \$135 million in debt, on its balance sheet.

Although the HSN business is improving, it has been an underperforming asset for the past couple of years. Without it, Liberty should be able to show a stronger bottom line, which in turn helps TCI.

For Silver King, buying HSN means substantial savings and new revenue that Diller can easily tap to start his new programming, service. Moreover, HSN saves a \$40 million annual payment to Silver King to carry its programming, and with the companies merged, those savings accrue to Silver King.

Bringing HSN under the Silver King umbrella also enables Diller to accelerate his plan for transforming HSN from a broadcast-delivered service to one

Who gets what

Details of the Silver King/Home Shopping Network deal

- Each share of HSN common stock converts to .45 of a share of Silver King stock.
- Each share of HSN Class B "super-voting" stock—10 votes per share—converts to .54 of a share of Silver King Class B stock. Currently, Liberty Media Corp. holds all Class B shares of HSN.
- Silver King sets aside 2.6 million contingent shares of its Class B stock for Liberty. The shares will be exchanged when regulatory circumstances permit.
- Under a previous agreement, Liberty gives all voting rights of its shares to Barry Diller through BDTV Inc.
- A stock collar on the deal allows Silver King to back out if its stock rises above \$36.875 for a 20-day period and allows HSN to walk if Silver King stock falls below \$22.125 for a 20-day period.
- Once the deal is consummated, Silver King will own 80.1% of HSN, while Liberty will own 19.9%.
- Of the total 56.9 million outstanding shares of Silver King existing after the deal is done, original Silver King shareholders, excluding Liberty, will own 7.4 million shares; former HSN shareowners, excluding Liberty, will own 24.5 million; Liberty Media will own roughly 9.8 million Silver King shares; Savoy Pictures Entertainment, which Silver King is acquiring, will own 4.2 million Silver King shares. In addition, Liberty will own 10.8 million Silver King Class B shares, including the 2.6 million contingent shares.
- If and when regulatory hurdles are overcome, Liberty would own about a 36% stake in Silver King.

—PC

delivered by cable. One advantage is that cable-delivered HSN may be able to use the vertical blanking interval (VBI) or a digital channel to deliver some products electronically, such as computer software, dramatically reducing shipping costs.

A second, even more crucial factor is that HSN on cable frees Silver King's 12 UHF stations to carry Diller's new programming service. A key question is: If the news is so good, why did Silver King and HSN stock drop on news of the deal?

"Maybe public shareholders consider themselves the losers, though I don't think that's really true," said Mark Riely of Media Group Research. "My guess is that people who like the

idea of having big-city station coverage...probably don't want it diluted with this shopping stuff," said Dennis Leibowitz of Donaldson Lufkin & Jenrette.

The initial slide in the stock prices—they had rebounded slightly later in the week—also may be a signal that investors were struggling to understand the structure of the deal, which Diller himself acknowledged was complex.

But as Diller pointed out during a conference call with analysts, the complexity was unavoidable. "The transaction was complicated by two poles we had to work within," he said. "On one side, there were FCC guidelines on how much stock Liberty could own.

On the other, Silver King needed to own 80 percent of HSN."

Some might suggest that the stock slide indicates that Diller—developer of the Fox network, HSN's white knight and the "once and future Silver King"—is losing his Midas touch. After all, only nine months ago, when Diller announced the original, almost-as-complex deal with Liberty, Silver King stock jumped 14% and HSN stock climbed nearly 12%.

But Leibowitz at least doesn't think there'll be substantial defections from the Barry Diller fan club. "The people who bought Silver King in the first place are betting on Barry Diller," Leibowitz said. "They're still betting on him." ■

Discovery launches kids block

Drops lifestyle programming on Sunday mornings as part of initiative that includes launch of international channel

By Rich Brown

The Discovery Channel is preparing to follow the lead of at least a half-dozen other cable networks by targeting kids on Sunday mornings.

By the end of first quarter 1997, Discovery will drop its current lineup of lifestyle programming on Sunday mornings and replace it with a three-hour block aimed at the 8-to-14-year-old audience. It is part of a broad, kids-oriented initiative at parent company Discovery Communications Inc. that will include a new digital network, Discovery Kids; a new Latin American network, also called Discovery Kids, and retail stores aimed at young consumers.

The Sunday morning kids marketplace is "highly competitive," but none of the existing shows is directly competitive with the documentary and nonfiction programming Discovery is preparing for the time slot, says Judith McHale, president, DCI. While Nickelodeon will be airing cartoons like *Rugrats* and *AAAH!!! Real Monsters*, Discovery will offer documentaries on such topics as the work ethic of the backyard ant and the parenting skills of the equatorial African gorilla.

"The audience base is large enough for us to be a part of it," says Johnathan Rodgers, president, Discovery Networks, U.S. "Our expectation is not to get a broad household number. We

won't have to have a huge number to be successful."

Nearly 40% of children ages 2-17 already watch Discovery Channel each month, according to data supplied by the company. And the new Discovery Channel block is a "natural extension" of the preschool-oriented Ready, Set, Learn programming block on sister network The Learning Channel, says Rodgers.

Rodgers says programming in the new Discovery block will range from natural history documentaries to a show that will help kids with their science projects. He says that competition is more likely to be PBS's *Ghostwriter* than the many cartoons found on competing networks like Nickelodeon, The Family Channel, TBS and USA.

In addition to launching the Sunday morning kids block on Discovery Channel, DCI is preparing a 24-hour kids network for cable system operators equipped with digital boxes. The new network, Discovery Kids, will be part of a four-channel digital package that DCI will make available when digital boxes begin to roll out in October. Discovery Kids and the



Exclusive Latin American showing of 'Barney' is part of the new Latin American Discovery Kids.

three other digital channels—Discovery Travel and Living, Discovery History and Discovery Science—initially will air repeat programming culled from DCI's library.

"There's no reason for us to invest tens of millions of dollars until there is an audience to justify that investment," says Rodgers.

DCI will expand its kids brand with

the launch of a Latin American version of Discovery Kids. The service will have an abbreviated launch on Nov. 4 and is expected to be in 1 million-1.2 million homes by the time it debuts full-time on Jan. 6, 1997, says Dawn McCall, senior VP and general manager, Discovery Channel Latin America. Licensed programming will include the exclusive Latin American airing of *Barney and Friends* and *Puzzle Place*.

DCI is exploring the possible launch of Discovery Kids stores in select markets by mid-1997, says McHale. About 25% of the retail business in DCI-owned Nature Company stores is now targeted to the juvenile market, she says. ■

WWF tries out new holds

Programing changes include higher USA profile, possible launch of series on WGN-TV

By Rich Brown

The World Wrestling Federation is preparing a number of shifts in its TV-programing strategy, including an expanded presence on USA and the possible launch of a series on Tribune-owned superstation WGN-TV Chicago.

Building on the success of its two existing shows on USA—*Monday Night Raw* and Saturday morning's *Mania*—the WWF later this month plans to add a Sunday morning *Superstars* show to the schedule. *Superstars* now airs in syndication, but its distribution to TV stations will end with the USA debut.

The syndicated version of *Superstars* to date has aired primarily on Fox TV stations, and the WWF has paid those stations for carriage, according to Jim Bell, vice president of television marketing and pay per view. He says that the WWF will continue to syndicate a bartered wrestling series, *Challenge*, which is carried by about 120 TV stations nationally.

Meanwhile, the WWF is in talks with WGN-TV about carrying a wrestling show, and an announcement regarding a possible deal could come as early as this week.

"No matter what we do, USA



"No matter what we do, USA remains our primary and significant broadcast partner," says Bell.

"That will not change."

—Jim Bell, VP
Television Marketing and
Pay Per View, WWF

remains our primary and significant broadcast partner," says Bell. "That will not change."

Monday Night Raw continues to be one of the highest-rated shows on USA, with a year-to-date average 2.9 rating and 4.4 share (1,965,000 households), according to Nielsen data supplied by competitor TNT. Professional wrestling and its unique brand of outrageous theater consistently ranks among

the most-watched programing on cable. TNT says its Monday night prime time *WCW Nitro* has a year-to-date average of 3.0/4.9 (2,006,000 households). Last week, TNT says, *Nitro* reached a personal best of 4.3/7.2.

USA will be moving *Monday Night Raw* during the next two weeks to Friday night, avoiding head-to-head competition with Turner's increasingly competitive wrestling organization. Although the move is designed to avoid preemption by USA's U.S. Open coverage, the shift has led to speculation that the network could be eyeing Friday night as a possible permanent berth for the show.

"No such conversation has ever taken place," says Bell, adding that the only scheduling change ahead is the possible rescheduling of a *Monday Night Raw* date in February that will be preempted by USA's coverage of the Westminster Dog Show.

In other developments, the WWF is looking into expanding its pay-per-view presence from monthly to weekly events. WWF is in discussions with PPV distributors Request Television and Viewer's Choice, and it is "quite possible" that the company's programing lineup will expand to include weekly PPV offerings, Bell says. ■

A new 'Star' on the DTH horizon

CRTC grants license to Star Choice Television Network

By Noel Meyer

Lindsay, Ontario-based Star Choice Television Network has been granted a DTH license by the Canadian Radio-Television and Telecommunications Commission (CRTC). The subsidiary of Direct Choice TV expects to launch its service with a full complement of Canadian and American services within four to six months.

Once considered a dark horse in the satellite TV sweepstakes, Star Choice is redeveloping its business plan, which was based on its being the third

Once considered a dark horse in the satellite TV sweepstakes.... It now stands a good chance of being the first Canadian service to launch.

or fourth Canadian DTH operation to launch. It now stands a good chance of being the first Canadian service to launch. Two other licensed services,

ExpressVu and Power DIRECTV, have so far failed to launch: ExpressVu because of transponder scarcity; Power DIRECTV because it claimed that the operating conditions of its license made its service unprofitable.

Star Choice's plans are closely linked to EchoStar. Not only will Star Choice take its American signals directly from EchoStar but the company also will purchase EchoStar digital set-top decoders.

Star Choice has not yet finalized its plans for Canadian transponder space, but the federal regulator has given its assent to all of the company's pro-

posed four options for obtaining space. The most likely solution calls for Star Choice to sublease transponder space on Telesat's Anik E2 from Stentor, the Canadian Telecom consortium. Before launch, the company still has to build a broadcast center in Toronto and a call-authorization center in New Brunswick, with costs estimated at between C\$7million and C\$8 million.

The company is also in negotiation for the manufacture of its 24-inch antenna. Equipment and programing costs have not yet been set, although it seems likely that Star Choice will offer a package of 40 channels for about \$25 a month. Allison Lenehan, director of sales and marketing, told BROADCASTING & CABLE that equipment costs would be competitive with the North

American market and that the company expected equipment prices to stabilize by the time Star Choice launched.

Star Choice based its original business plan on winning 66,000 subscribers in its first year of operation and climbing to 300,000 subscribers by its fifth year. It estimates the Canadian DTH market at between 1.5 million and 3.5 million. ■

Bertelsmann breaks with Kirch

Digital dispute is back on as Bertelsmann backs second digital platform

By Debra Johnson

Hopes of ending a lengthy and costly digital-decoder war in Germany were dashed Aug. 23, when German media group Bertelsmann decided to distance itself from any involvement in rival Kirch Group's digital TV package, DF1, which launched on July 28.

Bertelsmann now says it will back a second digital platform, Super Television, led by the Deutsche Telekom MMBG consortium, which earlier had agreed to use Bertelsmann's MediaBox decoder.

Super Television will launch its 11 channels and four pay-per-view services on Bertelsmann's programming package Club RTL before year's end. Club RTL's basic package will include RTL Movie, RTL Showtime, RTL Action, RTL Liga (soccer), RTL Derby (horse racing), RTL Globus (documentaries), RTL Kids, RTL Rock, RTL Melodie, RTL Country and RTL Blue (erotic programming). The PPV package, RTL Ticket, will offer RTL Movie Ticket, RTL Sport Ticket, RTL Event Ticket and RTL Erotik Ticket.

Only two weeks ago, the battle between Bertelsmann and Kirch appeared to be over.

Less than a month after Bertelsmann decided to slam the digital door on Kirch, the pair agreed to develop a common interface for their different decoders: Kirch's d-box and Bertelsmann's MediaBox. The groundbreaking agreement effectively would have halted a technology war that threatened to split the market and impede development of digital pay TV before it even got off the ground.

Now that the war is back on, it looks as though it may be programing

proress that determines the winner.

Kirch has all but sewn up the most important Hollywood studio deals. The latest announcement last week in the form of a deal with Disney (see "Top of the Week"), and before that with Warner Bros., which signed a long-term pay-TV and PPV output deal with an estimated value of \$800 million. As part of the deal, WB will launch a German version of WBTV: The Warner Channel on DF1's basic tier in mid-1997 and take a stake—sources say 5%-10%—in the digital platform.

Shortly thereafter (on July 30), MCA Television signed a 10-year pay-TV output deal worth roughly \$1 billion, but unlike Warner Bros., MCA is holding on to its PPV rights.

That deal includes a channel-carriage agreement whereby DF1 will carry two MCA channels: an action/adventure service in mid-1997 and a movie channel in mid-1998. As part of the deal, there will be an "opportunity to make an investment in DF1," according to Blair Westlake, president, Universal pay TV and TV business development.

MCA will hold majority stakes in both channels, but other U.S. studios may be invited to take minority stakes. Viacom also formed a strategic alliance with Kirch following a DF1 digital trial last April. The deal, which could be worth \$1.8 billion over 10 years, gives Kirch all German-language free- and pay-TV rights to Paramount films and TV product for five years (backdated to January 1996), with an option to renew for five years. All existing and future Viacom channels will be included in DF1. Kirch also has a five-year output deal with Columbia TriStar that expires at the end of the decade.

Bertelsmann, meanwhile, through its ownership in market leader RTL, has a

10-year free-TV deal worth \$1.5 billion that gives the channel access to MCA's library of 3,000 feature films, 1,000 TV movies and 20,000 TV-show episodes. The deal also extends RTL's current seven-year \$250 million co-financing arrangement with MCA for TV series, which was due to expire in July 1997. The pair will co-finance 25 series during the next decade.

The media group also has a joint-ownership arrangement with Disney for Super RTL, a programing supply deal for Disney Club on RTL Television, and an extensive Warner Bros. package (48 films, 500 one-hour series) that expires in mid-1998. Warner Bros. is still negotiating a free-TV output deal with both RTL and Kirch.

The fight for control of the 1.2 million subscribers to Germany's only pay-TV movie service, Premiere, still hangs in the balance. Kirch and Bertelsmann hold stakes in Premiere of 25% and 37.5%, respectively, with French pay-TV group Canal+ controlling the remaining 37.5%. Bertelsmann is confident that the movie channel will launch as part of Super Television, not DF1, but Kirch owns many of the pay-TV movie contracts, without which Premiere would be left floundering.

Another issue to be resolved is whether Rupert Murdoch's BSKyB will take a 25% interest in Premiere. Kirch promised Murdoch a stake in Premiere in return for a 49% equity stake in DF1, while Bertelsmann reportedly agreed to allow Sky to take equity in Premiere in return for Club RTL's carriage on DF1. Canal+ has yet to agree to Murdoch's equity participation.

With or without the digital alliance, there are still those who question the future viability of digital platforms in Germany. If it has taken more than five

years for Premiere to accumulate 1.2 million subscribers at DM44.50 per sub per month—and it is still not profitable—what future is there for DF1 and Super Television? Slow penetration can partly be explained by the 1,400 films screened on average on other free channels each year, but DF1 and Super Television will have to offer viewers something substantially different before viewers make the digital plunge.

Several German politicians have expressed concerns that the rise of pay TV could deprive free-TV viewers of top sporting events, and they have hinted at possible regulatory action. "We should have a basic right to soccer for everybody," says Siegmur Mosdorf, chairman of a parliamentary commis-

sion on the future of the media.

Despite its critics, Kirch is promising to turn DF1 into a service offering subscribers "diversity, easy use and optimal choice.... Subscribers will be able to watch whatever they want whenever they want to." And Gottfried Zmeck, managing director of DF1, is confident that "the market will accept this new form of television very quickly."

Kirch is projecting 200,000 subscribers by year's end for DF1 and 700,000 by the end of 1997. By the turn of the century, when DF1 expects to have reached break-even, the subscriber base is projected to be 3 million. The existing basic package consists of 17 channels broadcasting movies, series, children's programs,

sports, documentaries and music for DM20 per month. The premium package includes two sports channels—DSF Golf and DSF Plus—for DM30 per month. Those subscribing to DF1 also will have access to the near-video-on-demand service Cinedom at DM6 per movie. Among the movies and events featured in August were "Star Trek Generations," "Drop Zone," "I.Q." and "Pontiac Moon."

One of the highlights of DF1's launch was DSF Plus's unique coverage of Formula 1 Grand Prix racing. Using new digital transmission technology (Tele Online Navigation Instrument), viewers can switch between five camera positions on five individual channels. ■

TCI drops more channels

TNN, Request3 and WOR among services cut on some systems for Fox news channel

By Price Colman

With barely a month to go before Tele-Communications Inc. launches the Fox News Channel on most of its systems, the list of out-Foxed channels continues to grow.

Along with VH1, E! Entertainment Television, the Playboy Channel, Lifetime, Court TV and ME/U, The Nashville Network, Request3 and WOR are among those being sent to the bench on some TCI systems to give the Fox start-up a position in the starting lineup.

In some isolated cases, the Faith & Values channel and C-SPAN 2 will go to part-time status and share a channel slot.

The channels are not going quietly. And it's not only programmers who are complaining about the changes. In some cases, TCI field personnel are voicing their displeasure.

"There seems to be a lot of unhappiness at the system level about some of these decisions," says a source familiar with the situation. "Evidently, a lot of the systems are trying to resist some of these edicts."

Complaints from the trenches apparently focus on bumping services that are popular and productive—in terms of advertising—for an unknown commodity.

Letters to subscribers informing them of channel-lineup changes are due out



early this week, 30 days in advance of the Fox News Channel's scheduled Oct. 7 launch.

Some programmers are themselves still waiting for a formal pink slip from TCI. "TCI hasn't really notified us officially of what's happening," says Meredith Wagner, senior vice president of public affairs at Lifetime. That hasn't stopped scores of Lifetime viewers from calling the programmer to complain about the drop.

"When this story first hit the press, our phones started ringing off the hook because women were fairly outraged that, with all the channels, there's only one specifically for women and that was in jeopardy," says Wagner.

TCI systems dropping Lifetime include those in the Rhode Island-Massachusetts area and parts of Georgia and Southern California.

The volume of calls to Lifetime prompted executives to advertise in local media to inform viewers what had happened. That, in turn, generated more calls.

"People are calling us, saying, 'What can we do?'" Wagner says. "I know they're calling systems at a fair-

ly heavy rate." Robert Thomson, senior vice president of corporate communications and policy planning at TCI, declined to detail which programmers had been most affected, saying, "We haven't given out numbers, and we aren't going to do that now."

Thomson also acknowledges that TCI has taken some flak, directly and indirectly, from unhappy programmers. "We understand they have to man the barricades," he says. "We're not going to get into a fight with them. We like our programmers, we respect them. We regret that short-term pain has to be visited upon them, but we don't think that any of these rounds of deletions will have a material long-term impact on any programmers involved."

Thomson points out that part of the deal with Fox parent News Corp. is a \$200 million loan to TCI that will go toward upgrading networks. Those upgrades are intended to increase channel capacity and eventually enable reintroduction of some of the bumped services.

In a number of instances where TCI has upgraded networks, the Fox News Channel simply will be added without dropping another programmer. In other cases, including systems in Marin County and San Francisco, TCI is delaying the Fox News Channel launch until it can add capacity with an upgraded network. ■

Flyers look for a place to land

Deal may be reached this week, but with whom?

By Michael Katz

Officials at Comcast Corp. insist that the Philadelphia Flyers hockey club will be seen in the Philadelphia area on cable this season—but at the moment they don't know where.

Thirty-nine home games and seven road games remain in limbo because the Flyers' contract with Cablevision-owned SportsChannel Philadelphia has expired. With the hockey season only weeks away, the matter remains unsettled because the Flyers want the service for only a year. After that, the team plans to switch to the Comcast sports channel, which will launch in 1997. As of now, the Flyers have contracts with a local station to carry 31 road games and with Fox to carry six games.

A SportsChannel Philadelphia spokesperson says negotiations are ongoing. However, if a deal isn't reached soon, a source says, the Flyers may seek arrangements with local cable operators—perhaps as early as this week.

That shouldn't be too much of a problem, since Comcast owns the area's largest cable system.

SportsChannel Philadelphia's dissatisfaction with the Flyers' desire to end the deal after just one more year might be overcome by a favorable carriage deal on Comcast's area systems for owner Rainbow Programming's new 24-hour regional news channel. Earlier this month Rainbow signed a 10-year deal with Lenfest Group, the Philadelphia area's second-largest operator, to carry the news channel on its systems. Carriage on both Lenfest and Comcast systems would give the channel a major boost.

Comcast, in July, completed its estimated \$500 million purchase of a 66% interest in a joint venture to own and operate the Flyers, the NBA Philadelphia 76ers, and two city arenas. A month after announcing the proposed purchase in March, Comcast decided to launch a



The cable home of the Flyers is up in the air.

regional sports channel to carry the Flyers, 76ers and Philadelphia's Major League Baseball team, the Phillies.

The new Comcast sports channel recently tapped Sam Schroeder as its new vice president of programming and production. Schroeder spent 13 years as a vice president with regional premium channel PRISM and, most recently, three years as president of CCI, a Philadelphia area-based independent television production company. ■

Necessity is mother of Jones's Chicago uncluster

MSO faces deadlines to liquidate limited partnerships

By Price Colman

Jones Intercable Inc.'s decision to sell its 208,000-subscriber Chicago systems seems curious, given the company's clustering strategy.

Why sell what the National Cable Television Association ranks as Jones's largest group of contiguous systems? The answer: necessity and opportunity.

On the necessity side, Jones is under pressure from contractual deadlines to liquidate many of its limited partnerships. Jones has used such partnerships, many of them created in the first half of the '80s, as a mechanism to generate capital and fuel expansion.

With the advent of telecommunica-

tions competition, Wall Street has grown increasingly intolerant of business and financial structures—such as limited partnerships—that make valuing a company difficult. Tidying up the books could help improve Jones's stock performance, which in turn could be used to fund network enhancements and cluster purchases.

Although Jones owns some of its Chicago operations outright, there are four different limited partnerships. Cashing out of those gives Jones a big bang for its simplification buck.

Which leads to the opportunity side. As the nation's third-largest city, Chicago has a lot of potential for a telecommunications provider with critical mass in the market. Jones's share is

about 13% of the market. Tele-Communications Inc., on the other hand, has about 46% of the market, followed by Continental Cablevision with roughly 30%. Given the competitive posture of Chicago-based Baby Bell Ameritech, TCI and Continental may be willing to aggressively bid for Jones's operations.

"There's no doubt that, ultimately, a conversation will be held about Chicago," says Robert Thomson, TCI senior vice president of corporate communications and policy planning, without projecting the outcome of such a conversation.

The standard \$2,000-per-subscriber price means that Jones would get a little over \$400 million for the sale. The price could easily go higher if TCI, Continental or an MSO yet to be named seeks to exploit the lucrative market. At the same time, TCI and other large MSOs are plugging a lot of money into new products and services and network enhancements.

That suggests a bidding war is less likely than a bidding skirmish. ■

Savage quits Canadian MSO Rogers

Rogers Communications CFO Graham Savage quit Canada's largest MSO on Aug. 26. Savage and CEO Ted Rogers are said to have been at odds over how to handle the company's debt, which has mushroomed to \$4.7 billion and is expected to hit \$5 billion by year's end. Savage was in favor of reducing the debt, but Rogers disagreed.

Warner TV down under

WBTV: The Warner Channel has plans to launch exclusively in Australia on Optus Vision's cable premium package Jan. 1, 1997, bringing Optus Vision's channel count to 23. Programming will consist of typical WBTV fare, including classic and contemporary animation, live-action TV series, miniseries and feature films. Optus Vision has output deals with Warner Bros., Disney and MGM/UA.

CMT joins NetHold's Euro package

CMT: Country Music Television has struck a deal with pay-TV group NetHold's European digital packages. CMT will launch in the Benelux in September, followed by the Nordic territories in mid to late fall and Central Europe early next year.

Music Choice for Latin America

Music service Music Choice will bring 30 music channels to Galaxy Latin America's DIRECTV Latin America digital DTH service. The schedule will include 10 Latin American channels as well as channels from the core DIRECTV U.S. lineup. Music Choice is owned by DCR, which in turn is owned by General Instrument and several U.S. cable MSOs.

Veba proposes cable combine

German utilities group Veba is seeking to link with other



German telcoms to establish a rival cable network to that owned by Deutsche Telekom. Veba owns, with Cable & Wireless, private cable/telcom Vebacom. Veba Chairman Ulrich Hartmann says rivals were spending too much on new networks with too much capacity and should pool resources.

Kiosque gets on French cable

French cable operator CGV, owned by utilities group Compagnie Generale des Eaux, has inked a carriage deal for PPV service Kiosque, now being carried by pay-TV Canal+ digital DTH service Canalsatellite Numerique. The deal marks Kiosque's first cable agreement. Trials will kick off in September.

UK cable fraud claims

Two former employees of the UK's third-largest cable operator, Bell Cablemedia, have been arrested for allegedly signing building contracts at inflated prices for the group's cable rollout. The Serious Fraud Office inquiry could look into other operators' activities.

MGM Gold to bow on NetHold Europe?

Sources say European pay-TV group NetHold is discussing bringing the MGM Gold channel to its packages in the Benelux and Scandinavia. The channel is gearing up for a Pan-Asian debut. NetHold already has a PPV deal with MGM.

Channel 3 plans pay TV for Thailand

Thai cable channel Channel 3 will launch a pay-TV service initially via cable in a joint venture with an unnamed Singapore firm. Channel 3 also plans eventually for a channel to be delivered off satellite. At least two other operators are planning pay services in Thailand.

—By Debra Johnson

HEAD ENDINGS

Yankee deal in works

New York Yankees rightsholder Madison Square Garden Network is said to be considering a deal that would give fledgling local broadcaster WBIS-TV rights to about 30 games next season (ITT Corp. has ownership in both MSG and WBIS). MSG Network would continue to carry about 100 games while cutting current over-the-air rightsholder WPIX-TV New York from 50 to 20 games. In other WBIS developments, Phyllis Seifer has been tapped as director of program development and creative services. Seifer formerly served as VP of programming and promotion at

Fox flagship WNYW-TV New York. WBIS has also tapped ABC News executive producer Chris Antonacci as executive producer of daytime programming.

Gaylord throws its hat in rink

Gaylord Entertainment and sportswear manufacturer Craig Leipold have filed an application with the National Hockey League to obtain an NHL franchise for Nashville and the new Nashville arena. The team would be 80.1% owned by Leipold Hockey Holdings and 19.9% by the Nashville-based entertainment company. Gaylord's holdings include TNN: The Nashville Network

and CMT: Country Music Television.

Brilliant leaving ESPN

ESPN veteran Andy Brilliant is exiting the network after 17 years, but will be continuing in a consulting capacity. Brilliant joined the company as its first general counsel and most recently served as executive VP and GM of ESPN International.

Westin takes Lifetime assignment

Veteran TV news producer Av Westin has signed on as a consultant for Lifetime's presidential election cam-

paign coverage. The network's "Go Vote" campaign will feature on-air updates throughout the campaign.

RuPaul on VH1

VH1 beginning Oct. 12 at 11 p.m. ET/PT will debut a half-hour weekly talk show, *The RuPaul Show*, hosted by the 6'7" drag queen. Scheduled guests include Whoopi Goldberg, Dennis Rodman, Dionne Warwick and Eartha Kitt.

Cable Labs gauges digital impact

Seeking to get a handle on how the digital world will affect residential entertainment and information services, Cable Television Laboratories has issued a request for information to 200 equipment vendors. The request—which focuses on network and personal computers, digital video disc players, videogame players and television monitors—is intended to gauge the devices' impact on the design of cable set-top boxes and cable modems. Cable Labs also is seeking to interpret how such devices, linked in a home network, could offer opportunities for new and enhanced services over cable networks. The deadline for response is 5 p.m. MST Sept. 30. For more information, contact Cable Labs at 303-661-9100.

Fox news hires

Fox national political correspondent Mike Schneider has re-upped with the company and will anchor a one-hour nightly program on Fox News Channel when the cable network debuts on Oct. 7. FNC has also hired former News 12 Long Island assistant news director Janet Alshouse as news director.

Cable kickoff

Cable network FX plans to offer 10 weeks of live Saturday night college football games this fall, including matchups from the Big 12, Pac-10 and Conference USA. The coverage kicks off Sept. 21 at 7 p.m. ET, when Clemson takes on Missouri.

TNN names new host

The Nashville Network has tapped entertainer Gary Chapman as the new host of its flagship variety entertainment series *Prime Time Country*. Chapman, 39, takes over the host chair starting Oct. 7.

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PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 19–Aug. 25, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	HHs. (000)	Rtg.	Share
1. Movie: "True Crime"	USA	Sun	4:00p	2,425	3.6	8.7
2. World Champ. Wrestling	TNT	Mon	9:00p	2,401	3.5	5.6
3. Rugrats	NICK	Sun	10:00a	2,265	3.4	11.0
3. Busy World of R. Scarry	NICK	Wed	9:30a	2,262	3.4	13.7
3. Rugrats	NICK	Mon	6:30p	2,304	3.4	7.1
3. Rugrats	NICK	Mon	9:00a	2,272	3.4	13.9
3. World Champ. Wrestling	TNT	Mon	8:00p	2,280	3.4	6.0
8. Movie: "The Perfect Daughter"	USA	Sun	6:00p	2,222	3.3	6.7
8. Rugrats	NICK	Wed	9:00a	2,239	3.3	13.6
8. Rugrats	NICK	Tues	6:30p	2,187	3.3	6.9
8. NASCAR/Goody's 500	ESPN	Sat	7:30p	2,266	3.3	6.8
12. Movie: "The Perfect Daughter"	USA	Wed	8:59p	2,178	3.2	5.3
12. Rugrats	NICK	Wed	6:30p	2,116	3.2	6.6
14. The Ren & Stimpy Show	NICK	Sun	11:00a	2,094	3.1	9.8
14. AAAAAH!!! Real Monsters	NICK	Sun	10:30a	2,104	3.1	10.0
14. I Love Lucy	NICK	Tues	10:00p	2,099	3.1	5.2
17. Tiny Toons Adventures	NICK	Sat	9:30a	1,988	3.0	10.1
17. Rugrats	NICK	Fri	9:00a	2,033	3.0	12.0
17. Rupert	NICK	Wed	10:00a	1,980	3.0	12.0
17. I Love Lucy	NICK	Tues	10:30p	2,010	3.0	5.3
17. Clarissa Explains It All	NICK	Mon	6:00p	1,977	3.0	5.4
17. Rupert	NICK	Mon	10:00a	2,037	3.0	12.2
23. WWF Wrestling	USA	Mon	8:57p	1,951	2.9	4.4
23. All That	NICK	Sun	1:00p	1,970	2.9	8.7
23. Rocko's Modern Life	NICK	Sun	11:30a	1,946	2.9	9.1
23. Are You Afraid of the Dark?	NICK	Wed	5:00p	1,947	2.9	7.5
23. I Love Lucy	NICK	Tues	9:30p	1,981	2.9	4.7
23. I Love Lucy	NICK	Tues	8:30p	1,960	2.9	5.1
23. Rupert	NICK	Tues	10:00a	1,934	2.9	11.1
23. Doug	NICK	Mon	7:00p	1,956	2.9	5.8
23. Busy World of R. Scarry	NICK	Mon	9:30a	1,929	2.9	11.5
23. Topx: Harley Davidson	TBS	Sun	10:01p	1,998	2.9	4.9
33. Secret World of Alex Mack	NICK	Sun	12:30p	1,889	2.8	8.5
33. Rugrats	NICK	Thurs	6:30p	1,844	2.8	6.1
33. I Love Lucy	NICK	Tues	9:00p	1,903	2.8	4.7
33. Busy World of R. Scarry	NICK	Tues	9:30a	1,852	2.8	10.9
33. Are You Afraid of the Dark?	NICK	Mon	5:00p	1,886	2.8	7.1
33. J. Henson's Muppet Babies	NICK	Mon	10:30a	1,874	2.8	11.1
33. Movie: "Colombo"	FRM	Sun	9:00p	1,837	2.8	4.5
33. Topx: Biker Women	TBS	Sun	9:01p	1,951	2.8	4.6
41. Rugrats	NICK	Sat	7:30p	1,780	2.7	6.1
41. My Brother and Me	NICK	Sat	12:30p	1,773	2.7	8.3
41. Tiny Toons Adventures	NICK	Sat	9:00a	1,836	2.7	9.8
41. Busy World of R. Scarry	NICK	Fri	9:30a	1,818	2.7	11.0
41. Doug	NICK	Thurs	7:00p	1,818	2.7	5.7
41. Rugrats	NICK	Thurs	9:00a	1,828	2.7	11.6
41. Doug	NICK	Wed	7:00p	1,807	2.7	5.4
41. Rocko's Modern Life	NICK	Wed	5:30p	1,785	2.7	6.3
41. Doug	NICK	Tues	7:00p	1,821	2.7	5.4
41. Are You Afraid of the Dark?	NICK	Tues	5:00p	1,818	2.7	6.8

Sources: Nielsen Media Research, Turner Research



Premium Service

Pay television services are enjoying an upswing in programming activity, subscriber interest and advertising profits. HBO, for instance, released record financial results in July and new delivery services such as DBS are contributing to today's dynamic pay environment. Plus, original cable programming is on the rise, garnering players awards and critical acclaim, as well as bigger audiences.

In light of these exciting developments, *Broadcasting & Cable* will explore the current state — and the future of — premium cable channels in a special report on September 30.

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Mergers

United Video, News Corp. call the whole thing off

TV Guide, Preview Guide merger collapses

By Richard Tedesco

The proposed merger of Prevue Guide and TV Guide on Screen collapsed early last week as negotiations between United Video Satellite Group and News Corp. came to an abrupt, acrimonious halt.

Several months of negotiations came down to a few

sticking points that couldn't be resolved, according to Peter Boylan, UVS executive vice president. Boylan says day-to-day control of the venture, branding of the service and contingencies in the event of a corporate divorce were the divisive issues.

That third point was effectively resolved before the marriage, as United Video claims it walked away with the TV Guide intellectual property—its software content—and parent company Tele-Communications Inc. retained the 1.4 million subscribers in its systems that may carry Prevue

Guide's revamped EPG.

But News Corp. also can use the TV Guide intellectual property, according to Bill Squadron, News Corp. senior vice president of strategic planning. He says News Corp. is discussing strategy about TV Guide on Screen now with TCI, to "take it to another level" and also determine whether TV Guide on Screen remains on TCI systems.

Several months of negotiations ended with a series of extensions until the last one played out Monday night. "When the final extension expired on Monday night, we

decided to disagree," says Boylan, who claims that the irreconcilable issues were "crystal clear" elements News Corp. wanted to renegotiate.

Squadron calls that characterization "untrue" and says that both sides raised issues that proved irreconcilable. "The devil's often in the details, and some of the details were difficult to resolve," he says.

Boylan says both sides were "disappointed" about the outcome, but added that "we're feeling reasonably good about the outcome. The only thing we didn't get is the TV Guide brand, which we didn't attribute much to."

Now United Video plans to incorporate the TV Guide software into Prevue's electronic program guide format under the Prevue name. Prevue's EPG reaches more than 1 million subs.

TMC

PointCast adds 'Times' and plans CD-ROM

PointCast Inc., one of the leading multimedia Internet news services, will add a *New York Times* channel this fall and plans to release a CD-ROM to ease access for potential users.

PointCast will present what Jaleh Bisharat, vice president of marketing, says will be a "very dynamic" online edition of the *Times*.

In October, PointCast will release a \$19.95 CD-ROM that will permit users who can't download the service to gain access to it. When installed on a PC, the CD-ROM connects to the PointCast broadcast center to enable reception of the service. PointCast expects that the CD-ROM, to be distributed by Davidson/Sierra to 5,000 retail outlets, could expand its reach considerably, according to Bisharat.—RT

Internet Access

Netscape tries for 'quantum leap' in 'Net access

New products expected early next year

By Richard Tedesco

Netscape Communications Corp. hopes to create a quantum leap in Internet access through its new independent software entity, Navio Communications Inc.

Navio's mission is to deliver scalable software enabling Internet access to companies that will incorporate it into non-PC consumer products, including televisions, set-top boxes, telephones, game players and the new breed of network computers. That software already

is being licensed to companies developing various products that will—not incidentally—also use Netscape's Navigator.

The first wave of these products is expected to surface early next year, according to Adam Stock, Navio director of marketing, who says Internet-ready TVs and network computers probably will be the first fruits of the venture. "What we're doing is creating browsers [with] new kinds of interfaces that allow our OEM customers to customize," Stock says.

The Navio software makes it possible for

consumer electronics companies to create formats appropriate to the devices being used and to make Internet content presentable on various platforms. Telephones using the software also are expected to be out next year, according to Stock.

The idea is to make the Internet accessible in almost any location. "Navio's mission is to enrich the lives of people by delivering Internet tech-

nology to the new universe of consumer and non-PC devices, including TVs, game devices, network computers, phones and cars," says Dr. Wei Yen, Navio president.

But as Netscape seeks to break into this market and expand its presence in the Internet business through Navio, it faces considerable competition, as proprietary TV Web-surfing devices are on the way from Viewcall and WebTV. **TNN**

Yahoo, Excite strike content pacts

Yahoo! Inc. and Excite Inc., two of the most popular Internet search engines, have struck content deals to give their respective services more momentum.

Yahoo and Maxwell Laboratories Inc. will begin providing real-time traffic reports online in major U.S. metro areas as part of the regional consumer-information sites Yahoo is developing. The first regional sites have been launched in the San Francisco Bay area (www.sfbay.yahoo.com) and Los Angeles (www.la.yahoo.com), which features traffic information for Los Angeles as well as for Orange and San Diego counties.

Real-time highway traffic speed/congestion reports, accident reports and road construction and closures are included.

Excite and Intuit, the PC-based financial software firm, will provide Quicken users with ready access to financial news on the Internet. The companies are not explaining at this point just how that will be accomplished, but the goal apparently is to enable Quicken users to access customized financial data in a simplified procedure online.

EmmyCast to carry non-televised parts

A live, interactive version of this year's Emmy Awards, including segments not aired on the awards telecast, will be available online Sunday, Sept. 8, at 7 p.m. ET.

Web surfers will be able to access the entire presentation program online (www.emmys.org), and highlights of the event will be on the site until the end of the year. Creative arts awards not presented during the ABC telecast that night will be accessible at the site. The EmmyCast will use Xing Technology's StreamWorks multimedia technology to facilitate online carriage.

NFL debuts redesigned Web site

The National Football League has introduced its retooled Web site featuring live coverage of the first weekend of NFL action on Aug. 31 and Sept. 1.

NFL.com, created with the assistance of Starwave Corp. and ESPN Enterprises, will feature an hour-long Cyberspace Showdown on Tuesday nights, kicking off with a confrontation between the San Diego Chargers' Junior Seau and the Cincinnati Bengals' Jeff Blake on Sept. 3.—RT

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The Private & Wireless Show is the must attend event of the year. Call 800-555-0224, 713-342-9226 or fax 713-342-2458 for more information.

Technology

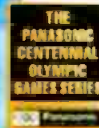
September 2, 1996

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OWN A PIECE OF OLYMPIC HISTORY



For 17 days, Panasonic brought you the images of the Centennial Olympic Games. World records were broken. Gold medals awarded. And the spectacle and pageantry was captured with Panasonic cameras and recorded on Panasonic VTRs.

This fall, the Panasonic Centennial Olympic Games Series—the cameras, VTRs, and other production equipment used in the Games' international television coverage—will be available for sale for a limited time. The proven D-3, D-5 and DVCPRO VTRs used for recording, editing and archiving; the digital camcorders and ENG, studio and POV cameras that acquired every Olympic moment can now perform for you. Audio mixing consoles, speakers, amplifiers and DAT decks, a wide selection of broadcast monitors and digital switchers and editing systems—are all part of this exciting and unique program.

Each piece of this limited series is designated as the Panasonic Centennial Olympic Games Series, with gold plaques and certificates of authenticity.

To find out more about how you can own a piece of the gold, call Panasonic at 1-201-348-7671. Supplies are limited!



Allbritton goes all-digital in Alabama

Birmingham facility is equipped with Philips BTS gear

By Glen Dickson

Allbritton Communications' new all-digital TV facility in Birmingham, Ala., hits the airwaves this week with more than \$2 million of new Philips BTS digital gear handling everything from news acquisition to spot playback.

The facility will house the operations of Allbritton's WCFT-TV Tuscaloosa, Ala., and Osborn Communications' WJSU-TV Anniston, Ala. Allbritton purchased WCFT-TV from Federal Broadcasting last year (BROADCASTING & CABLE, Nov. 20, 1995) and is running WJSU-TV under an LMA agreement it secured in January (BROADCASTING & CABLE, Jan. 8).

"We had the luxury of a clean sheet of paper," says John Hillis, president of Allbritton's ALLNEWSCO division. (ALLNEWSCO runs Allbritton's 24-hour cable news channel, Newschannel 8, in Washington and headed the Birmingham project.) "We think we'll be set for the next 20 years with our basic architecture and structure."

The new facility, integrated by Harris Broadcast Systems, is outfitted with 14 DVCPRO field cameras, four LDK 9P field cameras, 36 DVCPRO tape



The ability to interface with the Media Pool was a big selling point for Philips switchers such as this Saturn master control unit.

The Philips BTS Media Pool server will play back spots for WCFT-TV and WJSU-TV.



decks, a Media Pool video server, a Diamond Digital production switcher, a Venus routing switcher and a Saturn master control switcher.

The digital launch coincides with the Sept. 1 affiliation switch the two UHF stations are making from CBS to ABC as part of Allbritton's ownership deals. New World's WBRC-TV Birmingham, the former ABC affiliate, is switching to Fox.

After putting the affiliation package together in November, Allbritton evolved the digital plan for WCFT/WJSU during the winter. "We looked at different formats and different vendors and started with the notion that we'd be digital in the studio and master control and, perhaps, analog everywhere else," says Hillis.

According to Hillis, initially Allbritton was not seeking a turnkey equipment vendor. Allbritton first chose a video server to play out spots and syndicated programming for the two stations, then worked

backward from there, he says.

"Where we really got started was with Media Pool," Hillis says. "That looked to be the disk-based system that worked best for our needs. Then that interfaced nicely with the Saturn, which talks back and forth to the routing switcher, which makes the cross-points with the production switcher. So the decision really sprang from Media Pool, which probably took us to the production island and master control. The packaging of servers and switchers made the pricing and service aspects attractive to us. The field acquisition proved a fortuitous set of circumstances where we found we could single-source everything to Philips."

Allbritton received a DVCPRO demonstration shortly before NAB '96 and made its final decision on the new digital format at the show (BROADCASTING & CABLE, April 17). "What we were hanging on was to see DVCPRO gear in operation," says Hillis. "Once we got the camera in hand and the folks at Newschannel 8 gave it a workout, we were really impressed. When we found out it cost about the same as industrial-grade Betacam, it became a no-brainer—to advance forward into digital and not [at a] substantial cost."

The Birmingham facility will broadcast five newscasts throughout the day, at 5:30-7 a.m., noon and 5, 6

Broadcom debuts modem chip set

Broadcom Corp. is producing a chip set for cable modems that accommodates downstream and upstream modulation functions in two chips.

As it begins producing its QAMLink cable modem chip set this year, Broadcom is moving toward a single-chip solution next year. Broadcom's BCM3115 QAMLink Dual-Channel Receiver chip supports 64-QAM transmission, while its BCM3118 QAMLink DVB/DAVIC Receiver supports the DAVIC standard. Both can support 256 QAM demodulation and can handle downstream rates up to 56 mbps.

Its BCM3036 QAMLink Upstream Burst Modulator chip was designed in cooperation with General Instrument for that company's two-way SURF-board modem, which also uses Broadcom's BCM3115 chip for downstream functionality.

Motorola's CyberSurfr modem also uses Broadcom's new chips, and Scientific-Atlanta has used Broadcom chips in trials for US West and Time Warner's Full Service Network in Orlando, Fla., according to Rich Nelson, Broadcom director of marketing for cable TV.

The BCM3115 and BCM3118 chips are available in 1,000-lot quantities for \$70 and \$65, respectively, and the BCM 3036 is being manufactured now. Broadcom expects to have a MAC chip for downstream transmission available in first quarter 1997.

—RT

and 10 p.m. As CBS affiliates, the stations were doing news acquisition with 3/4-inch and one-inch, says Hillis; now all field video will be shot with the Philips DVCPRO camcorders. Studio work will be done with the LDK 9P units, which are outfitted with Vinten TSM robotics. The pre-existing facilities in Tuscaloosa

and Anniston, which will serve as ancillary studios and news bureaus, also will receive DVCPRO units. "Their content will be integrated with the newscast material in the Birmingham facility," Hillis says.

To make its transmission move into Birmingham, Allbritton is putting up new towers in Anniston and Tusca-

loosa and installing new, higher-powered Comark IOT transmitters and Dielectric antennas.

"We're doing tower moves that keep the city grid coverage and provide additional coverage into Birmingham metro from the east and west," Hillis says. "Before, they were lower in power and focused on the city of license." ■

New chopper in the Phoenix skies

KTVK buys custom helicopter from Geneva Aviation

By Glen Dickson

Phoenix independent KTVK(TV) is on the air with a new custom news helicopter from Geneva Aviation of Everett, Wash. The \$1.4 million Astar chopper, equipped with five cameras, is playing an extensive role in KTVK's three-hour morning and 90-minute evening newscasts with traffic, spot and feature reporting.

Unlike stations in other big cities, KTVK has purchased its chopper outright instead of leasing it from an operator. And the flight crew are station employees.

"Airborne ENG has some of its strongest roots in the Phoenix market," says Dennis O'Neill, KTVK news director. "There's such a huge distance to cover, like in Los Angeles, and the only way to get there is to fly over everyone else. The helicopter is a beat all its own. For that reason we fly a lot, and it's not economically viable to lease."

KTVK's aircraft is only the fifth ENG chopper designed and built by Geneva, an Astar helicopter specialist that has been catering to the high-end sightseeing-chopper market for 11 years. Geneva delivered its first news chopper to KPHO-TV in Phoenix in January 1995 and since has outfitted copters for WNBC-TV New York; KXTV Sacramento, Calif., and now KTVK (a fifth is a demo unit for a chopper manufacturer). Orders on the way include KRIV Houston and KNBC Los Angeles, says Geneva President Gary Hasson.

"TV stations started inquiring three years ago [whether] we could do something better than what they had,"



Geneva's quad-screen video system. Two screens allow the pilot/reporter to preview video sources; one shows the station's broadcast, or 'air,' and the fourth shows the signal being transmitted.

says Hasson. "We looked at what was available and found that some of the audio/video stuff we'd been doing for sightseeing was more sophisticated than what the ENG people were using. We did our first two aircraft with a mix of off-the-shelf equipment and customized gear, and we found we couldn't achieve our goals with off-the-shelf gear. So we started designing all of the audio/video stuff ourselves."

Geneva designs and manufactures its own video switcher, for example. "It's a 16 by 16 crosspoint, vertical [blanking] interval switcher, with two microprocessors that control it," says Hasson, who is deeply involved with Geneva's electronic design.

Although Geneva does sell its microprocessor-based ENG systems for installation in other people's choppers (KPTV Portland, Ore., and Globo in Brazil have purchased Geneva's gear for use in their choppers), its approach to new Astar aircraft is unique. The company strips the helicopter bare and integrates the ENG gear into the flight console, as opposed to the standard

process of bolting it in as add-on gear.

The result is a real "flying studio" compared with KTVK's previous chopper, says KTVK pilot/reporter Bruce Haffner: "Geneva sat down with the pilots and TV people and started with a bare interior. One great idea was to take a split-screen TV monitor for off-air and preview and put it in the dash, where it's easier for the pilot to see."

KTVK's chopper has three point-of-view cameras: one Sony unit mounted on the dash for talent shots of the pilot/

reporter; another Sony in the rear of the cabin for a wide-angle interior shot, and an Elmo lipstick camera mounted on the horizontal stabilizer near the tail, which gives viewers a shot of the helicopter soaring over the landscape.

"That's my go-to shot," says Haffner. "After I've set up a story at a location, I punch that button and let the viewers see the approach."

For location shooting, the on-board photographer has a choice of a standard Betacam or a hand-held Schwem gyro-stabilized camera. Haffner says the topography of Arizona lets the chopper get close enough to the scene that KTVK didn't spring for an expensive belly-mounted, remote-controlled gyro-stabilized unit.

To transmit, the chopper relies on a Geneva-engineered microwave unit pod that contains a transmitter, receiver, channel filters and antennas. The microwave antenna system includes a steerable high-gain antenna, an omnidirectional antenna and a down-look antenna. The system is auto-steerable, receiving steering information from a GPS receiver. ■

Cutting Edge

By Glen Dickson

Mobile Wall One provided the videowall for the Democratic National Convention in Chicago, following up on its performance at the 1992 DNC. The 7x8 projection cube wall used the new Pioneer RM-V2400A Multi-Projection CUBE system and measured approximately 15 feet by 22 feet. Mobile Wall One used a Gunderman processor to feed the 56 CUBES, taking inputs from Sony CRV laser disk players, BVW-75 Betacam SP decks, a TVL still store and live camera feeds from the television control room.

Speer Productions' three new SNG production



One of Speer Productions' new satellite production trucks

trucks, integrated by Harris Broadcast Systems, are being used to cover regional sports events for WB affiliate WNAB(TV) Nashville and have been used to produce live *Sports Talk* shows for WNAB from the Houston Oilers training camp (the NFL franchise moves to Nashville in 1997). Beginning in November, one of the Speer Productions trucks will be used as a mobile news bureau for Tennessee Now, Speer Communications' fledgling

24-hour news and information network.

MicroNet has completed a 3.1 gigabit per second (gbps) optical fiber link between its technical operations center at 60 Hudson Street in New York and the Glenwood International earth station in New Jersey. According to MicroNet President Carl Cangelosi, the new fiber pipeline is the highest bandwidth currently available between metropolitan New York and a satellite earth station facility. The link is capable of transmitting 16 uncompressed (194 mbps) video channels or 48 DS-3 channels in both directions. Analog and digital microwave paths are available as backup.

Teleport Minnesota, the Twin Cities service arm of Group W Network Services, has expanded its transmission facilities because of increased demand in the Midwest. The Minneapolis teleport has added five new antennas to its satellite earth station, bringing the total number to 15. With the addition of the five antennas providing C-band and Ku-band uplinking capability, Teleport Minnesota can transmit telecasts



through the continental U.S. and to Europe and Latin America.

Shockley Communications, Madison, Wis., has purchased \$350,000 worth of **Panasonic** DVCPRO equipment to outfit news operations at two of its Wisconsin UHF stations. Among the new gear are seven AJ-D700 DVCPRO camcorders, six AJ-D750 editing decks, 12 professional editing VCRs and two AG-EZ1U DV-format camcorders. The equipment will be split between ABC affiliates wxow-TV La Crosse and wqow-TV Eau Claire. At wxow-TV it will replace old 3/4-inch equipment, while at wqow-TV it will be used to start up a news department. Both DVCPRO installations are due for completion by the end of September. "A significant factor in our decision was Panasonic's wide cross-licensing for DVCPRO and agreements with other manufacturers to insure further capability," says Shockley's Terry Kelly, executive vice president. "As you make the move to digital TV, you want to spend your money only once."

Realtime Video of San Francisco is shooting five new on-air promos for local NBC affiliate KRON-TV

with its Sony DVW-700 Digital Betacam camera. The promos are for BayTV, KRON-TV's 24-hour news, sports and information cable channel, and feature BayTV personalities seated before a gray background. "The only props are chairs selected to complement their idiosyncrasies," says Katherine Huey, KRON-TV manager of on-air promotion. "Realtime's Digital Betacam allowed us to tape a series of affordable film-quality spots very quickly and efficiently."

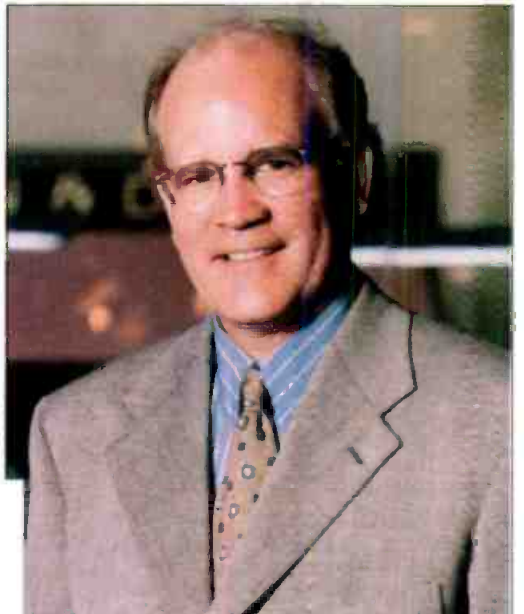
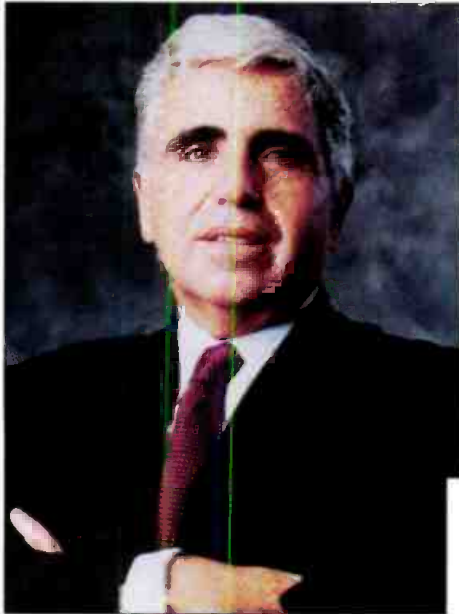
Fox Sports picked **Gepco International** to wire the Carolina Panthers' new home, the 72,500-seat Ericsson Stadium in downtown Charlotte, N.C. Gepco supplied 160,000 feet of VP6000 coax cable, 45,000 feet of VT61811 triax cable and a combined 37,000 feet (23,000 six-pair and 14,000 12-pair) of multipair audio cable. Gepco also created dozens of custom-made panels for the termination room and junction boxes in the broadcast booth, locker room and tunnels. Gepco also had supplied cable to Fox for the NFL expansion team's temporary home last year at Clemson University in South Carolina.

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RADIO

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New radio network seeks broadcast pros for unique franchise opportunity under \$10,000. Write Radio Tour/USA, P.O. Box 199, Kilauea, HI 96754.

Giving Voice to Issues and Ideas At Minnesota Public Radio (MPR), we pride ourselves on our unique mix of quality radio services; News and Information, Classical Music and nationally syndicated programming like *A Prairie Home Companion*, *SoundMoney* and *St. Paul Sunday*. Behind our success lies innovative programming, state-of-the-art technology and the contributions of dedicated professionals. **Senior Director of Programming, Job #291-U.** In this high profile position, you will enhance MPR's operations by proposing new programming concepts and examining existing programs while developing a world class staff of 80 who utilize state-of-the-art technologies. You will work in tandem with our Marketing and MIS professionals, maximizing resources to create cost effective programming that reaches intended markets and adheres to our listeners' high standards. 5+ years of program formatting/development experience and several years of experience in broadcasting, announcing/production, and budget development/management are required, as are stellar leadership, management and communication skills. Above all, you must have the vision to create and strategically execute quality programming concepts. **News Director, Job #292-U.** You will have an effect on all aspects of the newsroom; hiring and developing staff; communicating editorial goals and objectives; administering budgets; and maintaining quality control. You will serve as a community focal point for MPR news, direct news relationships and develop access at many levels. Ultimately, you will define and implement MPR's strategic objectives for news. Your non-traditional approach and your news and information expertise are your greatest assets. Leading and managing a large team of professionals who share your passions should be second nature in this position which demands flexibility and an openness to challenge. Enter an environment where your vision can be realized. We offer excellent benefits and pay competitive with commercial radio operations. Send a resume, stating job#, to: Human Resources, Minnesota Public Radio, c/o Minnesota Communications Group, 445 Minnesota Street, Suite 500, St. Paul, MN 55101. AA/EOE Employer. *Minnesota Public Radio.*

General Manager/Radio PA needed for statewide commercial radio network serving 120+ affiliates. Self-starter with outstanding sales and people skills. Prior radio sales management and affiliate relations experience preferred. Letter, resume and salary requirements, in confidence, by September 6 to Radio PA Search, WITF, Inc., Box 2954, Harrisburg, PA 17105. AA/EOE.

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Tired of the stressful commute? Does the great outdoors beckon? If your background is broadcast journalism we have a position open for news director for a regional combo in the High Sierra of Northern California. Contact Rod Chambers, 916-257-2121. EOE

Producer Morning Edition. Minnesota Public Radio (MPR) is a regional network comprised of 30 stations and transmitters that provide 24 hour news and information programming and a Classical Music Service. We currently seek a seasoned broadcast journalist to produce regional segments for MPR's "Morning Edition." This position works with newsroom editors - determining stories and related material; researching, synthesizing info, and writing/editing copy. Will be selecting guests and conducting pre-interviews. Producer uses digital audio production systems, providing production elements and operating broadcast console when needed. Candidates will possess a "nose for news," organizational abilities, evidence of creative production techniques and the ability to work with a team facing daily deadline pressure. 3-5 years broadcast experience and knowledge of public radio programming desirable. Previous on-air and/or long form program production experience a plus. B.A. degree (or equivalent) required. Send resume to: Human Resources (290-U), Minnesota Public Radio, c/o Minnesota Communications Group, 445 Minnesota Street, Suite 500, St. Paul, MN 55101. AA/EOE. *Minnesota Public Radio.*

Broadcast Journalist. WCCO Radio is seeking a qualified Broadcast Journalist. This position requires a strong anchor and aggressive reporter with Midwestern roots and a minimum of five years experience at a medium or major market radio station. Please send resume and tape to: Kit Borgman, News Director, WCCO Radio, Dept. T, 625 Second Avenue South, Minneapolis, MN 55402. We will accept applications through September 9, 1996.

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TELEVISION

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Financial Services Manager: KFMB stations (TV/AM/FM) is seeking a financial services manager to manage department that is responsible for day to day accounting functions, financial reporting, budgeting, human resources administration, strategic planning, and other business operation functions. Applicant should have an accounting degree, a minimum of 5 years financial/managerial experience, and should be people-oriented with strong interpersonal skills. Radio/tv/cable experience preferred. EOE. Salary negotiable based on experience and skills. Contact: Ed Trimble, President and General Manager, KFMB Stations, 7677 Engineer Road, San Diego, CA 92111. Fax: 619-495-9363.

Director of Creative Services - KPWB-TV, Sacramento, CA is looking for someone to manage our Creative Services Department. Seeking highly motivated and creative person who has demonstrated a strong background and understanding of marketing. Please send resume, qualifications and tape to: Personnel-ET 8/86, KPWB-TV Channel 31, 500 Media Place, Sacramento, CA 95815. No phone calls please. EOE.

HELP WANTED MARKETING

Marketing Specialist. KPTM FOX 42-TV and KXVO TV-15 has an opening for an experienced media professional to join our successful team of local marketers. If you have three plus years in television, radio, cable or other related advertising fields - we want to talk to you! The ideal candidate will possess knowledge of the market, have terrific presentation skills, understand the fundamentals of marketing and demonstrate strong closing skills. We are looking for a long term player. This is a great opportunity! EOE-M/F/H. Reply in confidence to: KPTM FOX-42/KXVO TV-15, Attention: Personnel, 4625 Farnam Street, Omaha, Nebraska 68132.

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Qualified candidates please send your resume to: **KABC-TV, Attn: D. Converse, Director of Engineering, Dept. MIS-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls or faxes please. EOE.



Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicant to live abroad. A minimum of 3 years experience is required. Send resume to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-299-4206, to the attention of V. Schwantje.

Operations Manager needed for NBC-4 in Beaumont, TX. If you are a hands on manager and a trainer, dedicated to quality production, send us your resume. Knowledge of Media 100 non-linear editing system, Utah Switcher, and digital equipment is a plus. Send resume to: EEO Officer, KJAC-TV, P.O. Box 3257, Port Arthur, TX 77643. EOE.

WLWC TV, Channel 28, Providence/New Bedford, seeking a qualified candidate for chief engineer for a remarkable television station which is operated under a local marketing agreement with NBC O&O WJAR Channel 10. Successful candidate will possess strong knowledge of UHF transmitter applications and will oversee construction of new state of the art transmission facility. Should have significant experience, FCC first class license, and SBE certification a plus. Responsibilities will include all routine maintenance of WLWC Channel 28 and operations concerning the transmitter and antenna systems. Contact: Robert Connelly, Fant Broadcasting Company, One Independence Plaza, Suite 720, Birmingham, AL 35209. Fant Broadcasting Company of Massachusetts Inc. is an equal opportunity employer and recruiter.

Rapidly Expanding Television/Radio News and Information services organization seeks maintenance engineers in various locations. Requires a minimum of 5 years experience maintaining ENG, microwave, routing and distribution equipment and systems. Some project management and system design experience preferred. Computer experience preferred. This unique and challenging position offers an excellent opportunity for professional growth. Travel required. Fax resume to 713-407-6648.

Director of Engineering. This is the opportunity to work for a progressive company that embraces new technology. RAMAR Communications owns and operates 3 TV and 2 radio stations in Lubbock, 2 TV stations in Albuquerque, and has applications pending for 4 other television stations. RAMAR is seeking a motivated professional with proven ability in supervising an engineering staff and multiple projects. Position specifications: 1) 7+ years combined broadcast experience TV and Radio, 2) EE or EET degree preferred, 3) Studio and RF experience, 4) SBE certification and/or General Class (formerly FCC First Class) license preferred. This position requires project management, good written and verbal skills, and experience in budgeting. Send resume to: RAMAR Communications, Inc., Position: Director of Engineering, POB 3757, Lubbock, TX 79452. EOE.

Immediate Opening for E.I.C./Maintenance. We are looking for a motivated, team oriented, and experienced E.I.C./Maintenance to work on Mobile Units and in the field shop. Great location. Must be willing to relocate and to do some traveling (not extensive). Requires trouble shooting, taking complete responsibility for all technical aspects of remote telecasts, and the ability to handle client relations professionally. Applicants must have a minimum of 5 years maintenance experience in the field of broadcasting. Experience with Grass Valley 300/3000 switchers, BVW-75's, Abekas A42 and A53, BTS Cameras, Ikegami cameras and other peripherals such as waveform/color monitors is also desired. Send resume/salary history to Box 00917.

Wright State University Television Center has immediate opening for Senior Broadcast Engineer. Individual will install, operate and maintain all video and audio equipment associated with the engineering service areas of the department. Additional duties include analyzing systems failures, diagnosing problems and isolating them to the component level, training staff and students in engineering operations of facilities. Requires associates degree in electronics, 4-6 years technical experience in broadcast engineering, maintenance, operations, and 2 years experience as electronics technician or equivalent combination of education and experience in electronics technology. Must have good human relation skills and a willingness to work occasional odd hours. Must be physically able and willing to lift and carry equipment. SBE certification and FCC license is desirable. Send letter, resume, and names, addresses, and phone numbers of 3 professional references to Director of TV Center, 104 TV Center, Wright State University, Dayton, OH 45435. Review of resumes to begin September 15, 1996. Position open until filled. EO/AA Employer.

ENG Operations Technicians. WHDH-TV, Boston's NBC affiliate, seeks candidates with full working knowledge of SNG/ENG operations. ENG receive areas and ability to shoot and edit. CDL license and valid medical card a must. Some travel required. 5-7 years of broadcast experience preferred. EOE, M/F/D/V. Send resume to: Human Resources, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114 or Fax to (617)248-0653.

Assistant Engineering Manager. CNN Washington is seeking an individual who can design A/V systems, manage technical staff and handle outside live productions and construction projects. Minimum of five years experience in TV production and broadcast video system design needed. Excellent computer skills, knowledge of CAD, computer networking and programming are essential. BSEE/ET degree or equivalent experience required. Please send resume and salary history to: T. Vu, Engineering Manager, CNN Washington, 820 First Street, NE, Washington, DC 20002. EOE.

HELP WANTED NEWS



PRODUCERS

Dominant #1 Station in growing top 10 market is looking for producers to grow with us! Are you able to handle live, local, late breaking news? Can you change your lead story five minutes before your show starts and have it look like you planned it that way all day? Are you good enough to not only write to video but write to graphics? If you have all these attributes and still seek to improve, send resume, recent tape and writing samples including teases to:

Dave Bennallack
Managing Editor

WSB Television
1601 West Peachtree Street
Atlanta, GA 30309

We are an affirmative action,
equal opportunity employer.
M/F ADA



Local Programming Editor/Photographer

The Olympics are gone but we're continuing with the business of producing award-winning documentaries and specials for the premier television station in the Southeast. We need an energetic, enthusiastic person who has strong skills in editing and shooting in-depth stories. Our News is a dominant #1 in this internationally acclaimed city and our prime time Specials often win against the nets. We're the ABC affiliate and the flagship TV station of Cox Enterprises. And we just broke ground on an all-new digital facility. This is the place to be. If you're the person we need for the 21st century, send a resume and tape of your long-form work ASAP to:

Mark Engel,
WSB-TV,
1601 W. Peachtree Street,
Atlanta, GA 30309. EOE.
Please, no calls.

**NEWS DIRECTOR
NBC AFFILIATE - TOP 25**

WTHR-TV, a Dispatch Broadcast Group, the NBC affiliate in Indianapolis, just lost the "best news director in the country." What characteristics made him the best?

- * Innovative and visionary manager
- * A journalist who respects the viewer and sees his job as a noble pursuit
- * A responsible journalist who understands the role of television news in the vitality and success of a local community
- * A investigative specialist who can lead an I-team and have the depth of conscience and conviction of purpose to support and direct difficult stories
- * A gifted manager who understands that "management is the art of achieving through others" and can teach, lead and inspire creativity, initiative and perseverance
- * A team player who values and appreciates their fellow department heads by realizing that stations win, not individuals

If you can fill these shoes I want to hear from you. Applicants must have college degree in journalism, minimum 15 years experience, at least 10 years news management experience in top 30 markets, prefer someone with producer background.

Indianapolis is a great news and sports town. You will have all the tools to work with including helicopter, largest news staff, award winning tradition and audience momentum. Send resume, references and news philosophy to:

Rich Pegram, V.P. & General Manager
P.O. Box 1313
Indianapolis, IN 46206-1313

*Qualified minorities and women are encouraged to apply.
WTHR is an Equal Opportunity Employer
We are a smoke-free and drug-free workplace*

**ANCHOR/
REPORTER**

SPORTSCHANNEL New England is looking for an Anchor/Reporter to anchor our Boston Celtics pregame, halftime and post-game shows, as well as take part in our weekly program "Celtics Magazine". You should be a seasoned sports broadcast professional, but we will consider candidates with non-sports on-air experience and an in-depth knowledge of sports. We offer a competitive salary and comprehensive benefits. For consideration, please send your resume and tapes to: **SPORTSCHANNEL New England, Department TS, 10 Tower Office Park, Woburn, MA 01801.** No phone calls please. SportsChannel is an equal opportunity employer.



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**Mail your ad to:
Antoinette Fasulo
Classified Ad Manager
Broadcasting & Cable
245 West 17th St.
New York, NY 10011**

CALL

(212) 377-7073

Weathercaster. Not necessarily meteorologist. Informative and entertainment. Join growing team. Jim Harmon, KECI-TV, 340 West Main, Missoula, Montana 59802. No calls. EEO.

Weekend Anchor/Reporter - KSNF-TV, NBC in Joplin, MO is seeking full-time Weekend Anchor/Reporter to join the most respected and experienced news team in market. Send resume and tape to EEO Officer, KSNF-TV, P.O. Box 1393, Joplin, MO 64802. KSNF is an Equal Opportunity Employer.

Weathercaster: Aggressive "Out of the Box" NBC affiliate seeks experienced weathercaster. Communicates the weather in friendly understandable terms. The ideal candidate will also report occasional feature stories. Kavouris I-7 proficiency a plus. Come work and play in one of the most beautiful places in California. Rush tape and resume to: Kirk Montgomery, KCPM-TV, 180 East Fourth Street, Chico, CA 95928-5412. EOE.

We're expanding...again. That's good news if you fit the following positions: News Photographer - News Producer - Reporter. All should have two years experience. Add to that list, a Segment Producer, a good job for a producer in training. If you're interested in joining a fast-moving and growing newsroom, send a tape and resume to: Juli Buehler, News Director, WLUK-TV FOX 11, 787 Lombardi Avenue, Green Bay, WI 54304. No phone calls please. EOE.

ANCHOR

WFTX-TV in the Ft. Myers/Naples market seeks a Monday - Friday Co-Anchor for 6 and 10PM newscasts. Named best AP Newscast in Florida two consecutive years and the fastest growing FOX newscast in the country, the successful candidate will possess reporter skills, leadership qualities, and will be FOXIFIED. Three years television experience required, college degree preferred. Send non-returnable tape and resume to: **Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991.** No phone calls please. We are an Equal Opportunity Employer.

Weekend Producer/Photojournalist: KMID-TV, big 2 News, has an immediate need for an experienced newscast producer and photojournalist. This person will be responsible for producing various news shows and general assignment reporting. You will need to possess producing, shooting and editing experience and have a team work ethic. We are a Southwest ABC affiliate. Send your resume, resume tape - no beta tapes - to: Tony Venti, News and Operations Manager, KMID-TV, PO Box 60230, Midland, Texas 79711. We encourage women and minority applicants. No telephone calls.

YOUR AD COULD BE HERE!

To place an ad in Broadcasting & Cable Classified section, call Antoinette Fasulo
TEL: 212-337-7073 FAX: 212-206-8327
AFASULO@BC.CAINNERS.COM

WSAZ NewsChannel 3 seeks a sports anchor/reporter and a meteorologist for its top-rated newscasts. Sportscaster must be a personable team player, strong writer, reporter, producer, anchor and play-by-play announcer for football and basketball. Meteorologist must be a strong forecaster and on-air communicator skilled in using computer graphics and familiar with Kavours Triton I-7 and Magic Trak. Send tapes to Ken Selvaggi, WSAZ-TV, 645 5th Avenue, Huntington, WV 25701. EOE.

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 direction 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.

WLOS-TV, the ABC affiliate in the 35th market seeks an energetic, dynamic Anchor/Reporter. You must be able to combine solid journalism skills with an enthusiastic, warm, personable storytelling style. Effective anchoring is only part of the job. You must also be an excellent reporter, with outstanding "live" reporting experience and a demonstrated ability to enterprize stories on a daily basis. If you welcome a challenge and have the discipline to meet high standards every day, send non-returnable tape and resume to Alan Mason, News Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. Drug Free Workplace. Women and minorities are encouraged to apply. EOE.

Traffic Assistant: WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced individual for its traffic department. Knowledge of VCI and/or JDS systems a plus. Salary commensurate with experience. Please mail resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

Reporter: News 4 San Antonio is looking for a top notch reporter. We want someone who tells stories for the viewers, not their peers in the newsroom. Strong writing skills and a keen eye for the visuals is mucho important. Will to win, heart of a champion, good people skills and gargantuan work ethic, are also required. Send a tape and resume to: Tim G. Gardner, News Director, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. No phone calls, please. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F.

Producer: New York's News Leader is looking for a great Newscast Producer. Must have at least 3 years major market line producing experience. Knowledge of Newstar a plus. Please send resume and tape to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Producer - Looking for a creative and innovative producer who can organize and format daily newscasts, supervise the evening news crew, and have excellent writing skills. At least one year experience in TV news production, degree from accredited university in broadcast/journalism or related field preferred. Please no telephone calls. Send resume and non-returnable tape to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT TV is an Equal Opportunity Employer.

Photographer/Editor: We are seeking experienced and creative NPPA like photographer. Must have 3 years experience and be willing to travel. Spanish helpful. Send tape and resume: Montage Productions, P.O. Box 1169, Washington, DC 20013-1169.

News Reporters. If you are the most aggressive reporter in your market, the one who never gets beat on a story, then we're looking for you. We are NBC 6 in Charlotte. Our growing news operation is searching for reporters who know how to win. Excellent live skills are a must. Three years experience as a reporter at a commercial television station are required. No phone calls. Send tape and resume to Human Resources Department, Attn: Megan Drulard, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. Equal Opportunity Employer.

News Director: KWWL, NBC for Eastern Iowa, seeks experienced TV news pro with strong news sense, even stronger reel. Need hands-on journalist with clear vision who can lead us to our next duPont Award. Must commit to hard work, wild weather, hyphenated market, great stories, even greater people. Start October 1. Letter, resume, VHS or 3/4" tape to Jim Waterbury, General Manager, KWWL, 500 East Fourth Street, Waterloo, Iowa 50703. EOE.

News Director - We're looking for a high energy professional with at least 3-5 years news management experience to lead a team with solid commitment to local news. We are a CBS/AR&D station in a highly competitive area where news is breaking 24 hours a day. We run a beta shop with multiple live capability, two bureaus and five shows each day. If you are bilingual (English/Spanish) or have connections to the Rio Grande Valley, that's a big plus. Qualified candidates must have managed in the last twelve months. Send resumes to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT is an Equal Opportunity Employer.

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

I promoted our weekend producers and shot myself in the foot. Now I need two Producers to handle our weekends. These are full time jobs in the fastest growing city in America. Take a gamble and write Joe Riddle, E.P., KLAS, 3228 Channel Eight Drive, Las Vegas, NV 89109.

Morning Show Producer: WGME TV is looking for a producer with vision, creativity, and a strong commitment to news. Can you take us to number 1? We're closing the gap. If you're an excellent writer and love leading a pressure packed hour cast, we need you. Send resume and non returnable tape to: Lois Czerniak, Newschannel 13, 1335 Washington Avenue, Portland, Maine, 04103. E.O.E.

Executive Producer/Special Projects. WFTV-Orlando. Looking for an idea person who knows how to produce hard-edged, topical specials. Must have a flair for production techniques and the ability to make special assignments truly special. Will work closely with marketing and must understand the promotional strategy for specials. Investigative producing experience an added bonus. Must be capable of generating high volume without sacrificing quality. Responsibilities will include supervising and coordinating production of news series and specialty programming. Large market news experience required. Send resume and tape to Lauren Watkins, WFTV, 490 East South Street, Orlando, FL 32801. No phone calls please.

Executive Producer/Product Presentation. WFTV-Orlando. Senior management position. Responsible for polishing all major newscasts. Will play a key role in daily news operation. Must understand dynamics of a fast-paced, highly produced newscast. Responsibilities will include newscast coordination and copy editing. 5+ years producing major newscast in medium-large market. Executive Producer experience preferred. Send resume and tape to Lauren Watkins, WFTV, 490 East South Street, Orlando, FL 32801. No phone calls please.

Executive Producer: KMID-TV, Big 2 News, has an immediate need for an experienced executive producer. This person will be responsible for producing the 6 and 10 pm newscast and be a key manager within a busy news department. If you have experience as a main news producer at a commercial television station and can coordinate and supervise a news team with flair...then send me a tape copy - no beta tapes - of your most recent early and late news with writing samples. Strong writing and organization skills are mandatory. Send your resume, resume tape and writing samples to: Tony Ventii, News and Operations Manager, KMID-TV, PO Box 60230, Midland, Texas 79711. We encourage women and minority applicants. No telephone calls.

Director: KATU, Portland, Oregon, ABC affiliate is looking for a Newscast Director. We are looking for someone who thrives under pressure and enjoys a fast paced technically challenging show. The successful candidate will be a proven leader with proven production values. This position requires an individual who can set and maintain a standard that will set this station apart from any competition. If you are creative, competitive, and a team player, send your resume and tape to: Mindy Davis, Human Resources Manager, KATU, 2153 NE Sandy Boulevard, Portland, OR 97232. EOE.

TO PLACE AN Ad IN BROADCASTING & CABLE
Classified SECTION, Call ANTOINETTE FASULO
PHONE 212-337-7073 FAX 212-206-8327

Bozeman, Montana NBC-Affiliate looking for an experienced, talented news director/anchor with reporting and producing background. We're part of a four-station group with a solid commitment to news (including S-N-G). If you're good and seeking a quality lifestyle, this could be the job for you. Send tape, resume and references to Jim Harmon, Eagle Communications, 340 W. Main, Missoula, Montana 59802. No calls. EEO.

Assignment Editor - Join us in Joplin, great community, great station, KSNF-TV, NBC. If you love competition, love finding the story others can't and love news, this is the opportunity for you. Send resumes to EEO Officer, KSNF-TV, P.O. Box 1393, Joplin, MO 64802. KSNF is an Equal Opportunity Employer.

Assignment Editor: KSBY-TV in San Luis Obispo, CA is looking for an assignment editor. Must be organized and multi-talented. Should have two or more years experience working on an assignment desk. Will oversee the day-to-day news gathering activities. Send resume to KSBY-TV/m, News Director, 467 Hill Street, San Luis Obispo, CA 93405. EOE. No phone calls please.

Anchor/Reporter. New York Times Station looking for Weekend Morning Anchor and Reporter. 2-3 years experience plus ability to produce two-hour newscast. 3/4" or VHS tape and resume to Al Setka, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50309. EOE.

Anchor/Reporter - News 12, the nation's first 24-hour regional news operation, has an opening for an Anchor/Reporter in our Connecticut location. You must have at least 3 years of experience in a commercial TV news department and excellent live shot ability. Please send your resume and non-returnable tape to: PO Box 999-CT, Woodbury, NY 11797. EOE. No phone calls, please.

HELP WANTED PROMOTION

Wanted: Promotions and Marketing Guru - Are you a multi-talented creative person looking to work in New York's #1 DMA? Then, this is the chance you have been working for! We are a rapidly growing independent looking to increase our viewer awareness and station identity. We need a promotions and marketing director who will make the station's image shine. A person with at least 3 years of experience in leading a successful promotion and marketing department. A talented writer with the ability to be "hands-on" in all aspects from concept to completion involving contests, print and radio campaigns, sales marketing support, on-air creative for entertainment and news and community activities. Management and budgeting experience a must. We will provide you with an excellent support staff, competitive salary, benefits and a fabulous work environment. Send resume, tape, and salary history to David Feinblatt, GM, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

#1 WABC-TV New York Needs Top Writer/Producer: Tough job requires talented pro. WABC-TV seeks an experienced, dedicated Promotion Writer/Producer with a strong reel and talent to shine in #1 market. Extensive news topical experience, strong creative and production skills a must. Lots of pressure, tight deadlines, great opportunity. Please send resume and tape to: Brigitte McCray, WABC-TV, 7 Lincoln Square-6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Promotions Director: KMID-TV, Big 2 News, needs a top-notch individual who can handle daily promotions, station public relations and oversee our creative services staff. The successful candidate must have marketing experience, be innovative and well organized with a track record which clearly demonstrates creativity. Knowledge of print and radio ad production is also required along with hands-on production skills. Sounds like you...then send a resume and demo reel of your best work on 3/4 of VHS to: Tony Venti, News and Operations Manager, KMID-TV, Big 2, PO Box 60230, Midland, Texas 79711. Women and minority candidates are urged to apply. EOE. No telephone calls.

Promotion Producer/Director for NBC 26. Will write, produce, and direct news topical and image promos. Ideal candidate is a very creative writer who knows how TV news works and is familiar with production equipment. Exciting opportunity to work in family-atmosphere station that is willing to try new things! Send writing samples and demo reel to Personnel - News Promo Prod., WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. EOE.

Promotion Producer. Work with Jerry Seinfeld! Okay, maybe "with" is the wrong word...work for the Mighty Peacock network "along with" him! #1 NBC O&O in Columbus is looking for a cool, creative and little bit crazy Promotion Producer who can do it all! We have 1 linear and 2 non-linear edit suites, 2 full sets of field gear...the toys are here, all you have to do is make "must see TV." You will do topicals, event, image and any other kind of promotion you can think of! If it's good, send it to: Rick Green, WCMH CSD, P.O. Box 4, Columbus, Ohio 43216...if it's not good, keep it! EOE.

Promotion Producer/Director for WACY-TV UPN 32. Will write, produce, direct and schedule promos. Station has an LMA with WGBA-TV NBC 26, and Producer may also do promotions for that station. Ideal candidate is a creative writer that knows television production equipment. Announcing skills helpful but not required. Send writing samples and demo reel to: Personnel - Promo Producer, WACY UPN 32 and WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. Equal Opportunity Employer.

HELP WANTED PRODUCTION

Full-Time Satellite Capacity

Most competitive prices for high powered West-Hemi/West-Hemi transponders on Intelsat 705 and domestic transponders on GE-1.

Digital compression and automated signal origination available.

Call Hero Productions at (305) 863-1111

**GRAPHIC DESIGNER
(2 Positions)**

KGO-TV/Channel 7 is seeking a Graphic Designer with 3 to 5 years of television news graphics experience. Responsibilities will include daily graphics and production for news and promotions. Quantel Paintbox and Mac experience is required. Application deadline is September 20, 1996. Please send resume, cover letter, print samples and non-returnable tape to:

**KGO-TV/Channel 7
Personnel Department
900 Front Street
San Francisco, CA 94111
EOE**

Wanted - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 309, Citra, FL 32113.

Television Video Promotion Manager. Energetic professional to strategically plan and implement on-air promotion and other video projects for WI Public TV. Supervise full and part-time staff. BA. Minimum 3 years production and 2 years supervision experience required. Request application materials from Betsy Bendrick, Wisconsin Public Television, 821 University Avenue, Madison, WI 53706. PH: 608-262-5221. Deadline September 18. An AA/EEO Employer.

TV Producer/Director - WUNI-TV 27, Boston's Univision affiliate, seeks a full-time, bilingual Producer/Director. We're looking for a creative, energetic team player who has a thorough understanding of commercial production and is capable of dazzling promotional strategies. Applicant must have commercial shooting and editing experience and live production experience (3 to 5 years). Spanish fluency and translation skills a must. College degree preferred. Send resume with salary history and demo reel to: WUNI-TV 27, 33 Fourth Avenue, Needham, MA 02194; Attn: M. Godin. No phone calls please. EOE.

HELP WANTED SALES

TV Asia in N. Bergen, NJ requires: 1) Engineer/Editor - able to do dubs, minor repairs and edit previews. 2) Cameraperson/Editor - Shoot news, docs and edit on Beta. Production/Programs News Producer: TV Asia, N. Bergen, NJ. Daily news, knowledge of subcontinent. 2 years line producing experience. Fax resume 201-453-0447. No calls. Producer: TV Asia, N. Bergen, NJ. Weekly programs. Knowledge of English/Hindi language. 3 years studio and field experience. No calls. Fax resume 201-453-0447. Associate Producer: TV Asia, N. Bergen, NJ. Weekly program. Knowledge of Hindi/English. 3 years studio and field experience. No calls. Fax resume 201-453-0447.

Operations Supervisor/Director. NBC 14, WFIE has an immediate opening for an Operations Supervisor/Director. The successful candidate must have a thorough understanding of news, remote production, graphics and post production. Strong leadership skills, problem solving abilities, creativity and technical knowledge will be needed to manage studio operations, news and the varied special programming we do. Position requires minimum 3 years experience with emphasis in directing and post production. Send reel and resume to: Clarence Mann, Production Director - NBC 13, WFIE-TV, P.O. Box 1414, Evansville, Indiana 47701. NBC 14 is an Equal Opportunity Employer.

Creative Service Director: We're looking for an experienced Promotion Producer who is ready to head up a department. The qualified individual will have hands-on production experience with particular strengths in the creation of compelling news promotion. The successful candidate will also be competitive, enthusiastic and highly motivated. Send your resume and your tape (make sure its your creative on the reel!) to Lisa Wadsworth, Personnel Director, WSTM/NBC, 1030 James Street, Syracuse, NY 13203. EOE.

Production Manager: WALB-TV, a dominant NBC affiliate, has an excellent opportunity for a production manager with strong skills in running studio and control room operations. Good knowledge of news and commercial production. Good people and managing skills. Ability to establish and control budget. Team builder, computer skills and knowledge of Windows, Mac OS, Excel, Media Composer and Image Editing very helpful. Resumes only to: WALB-TV, Attn: JP, P.O. Box 3130, Albany, GA 31707. Equal Opportunity Employer.

Art Director - ABC Broadcast Graphics. ABC Broadcast Graphics is looking for an Art Director with a minimum of 5 years broadcast television experience to work on network news magazine show or daily national news show. This extremely creative, highly motivated, self starting individual must be able to function well under pressure and have excellent people/communication skills. Art background is a necessity. Knowledge of SGI, Quantel Paintbox, HAL Express, MAC mandatory. Must be able to work with directors, producers, and artists in solving creative problems. Send reel and resume to Hal Aronow Theil, ABC Broadcast Graphics, 47 West 66th Street, New York, NY 10023. No calls please.

HELP WANTED PROGRAMMING

Director of Programming and Promotions. 18 WKCF-TV is seeking a hands on Manager to oversee the programming and promotion divisions of the station. Ideal candidate must be a creative and positive leader with excellent organizational skills. Responsibilities include day to day programming and scheduling decisions; programming evaluations based on financial considerations and rating analysis, and overall station image and positioning. Prior experience working in a TV station preferred. Please submit your resume in writing to HR/DPP, 602 Courtland Street, Orlando, FL 32804. No phone calls or walk ins. Pre-employment test required.

FOX BROADCASTING COMPANY

COMMERCIAL COPY SCHEDULER

Fox Broadcasting Company currently has an excellent opportunity available for a Commercial Copy Scheduler. Individual will be responsible for working with advertising agencies and processing television commercial instructions.

We are seeking a team player with excellent organizational skills and attention to detail. Candidate must be able to handle busy phones while working under tight deadlines. Television and computer input experience required.

We offer challenging career opportunities, competitive salaries and excellent benefits. For consideration, please forward your resume with salary history to: Fox Broadcasting Company, Personnel Dept. MA-12582, P.O. Box 900, Beverly Hills, CA 90213. Please, no phone calls. An Equal Opportunity/Affirmative Action Employer.



MAGAZINE ADVERTISING SALES POSITION

Broadcasting & Cable seeks experienced Ad Sales person for NY based position. Candidate must have at least 3 years of sales experience in print or electronic media. Knowledge of entertainment industry is a plus. Travel required. We are a major media company that offers full benefits and opportunities for career growth.

Send resume and salary requirements to:
Estrella Diaz
Broadcasting & Cable
245 West 17th Street
New York, NY 10011
EOE

MAGAZINE ADVERTISING SALES POSITION

Leading trade-magazine for the TV and radio industry seeks experienced ad sales person for L.A. based position. Territory is primarily southern California but some travel is required. Candidate must have at least 3 years of sales experience in print or electronic media. Experience in TV programming sales would also qualify. We are a major media company that offers full benefits and opportunities for career growth. Send resume and salary requirements to BCST-04, Cahners Publishing Company, 5700 Wilshire Blvd., Suite 120, Los Angeles, CA 90036. EOE. M/F/D/V.

WRAL-TV (CBS)/WRAZ-TV (WB) in Raleigh, North Carolina - Experienced account executive to handle regional and local business. Strong negotiating and presentation skills, as well as the ability to sell promotional opportunities and develop new business consistently a must. Experience in selling an LMA preferred. Great stations, and a great company in a dynamic market. If you can make a difference in representing the market leader, send your resume to Laura Stillman, Local Sales Manager, WRAL-TV, PO Box 12000, Raleigh, North Carolina 27605. An equal opportunity employer.

WHP-TV/UPN 15 WLYH, Harrisburg, PA seeks experienced National Sales Manager. Knowledge of Nielsen Ratings Service, ability to sell estimates and negotiation skills vital. Organizational expertise a must. Previous success in Event Marketing, Sport and Sales Promotions desired. Cover letter, resume to GSM, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE/MF.

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

or Fax 212.206.8327 for BROADCASTING & CABLE'S

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General Sales Manager: Spartan Communications, Inc. CBS affiliate KWCH/KBS in Wichita, Kansas has a great opportunity for a dynamic manager who has a proven track record as a general sales manager. Candidate must possess all of today's necessary skills and have experience in developing incremental revenue sources from non-traditional spot TV advertisers. Call Ron Collins at 316-831-6000, fax your resume to 316-831-6190 or mail to KWCH/KBS P.O. Box 12 Wichita, Kansas 67201. EOA.

General Sales Manager. Sinclair Communications, Inc., one of America's fastest growing broadcast companies, is offering an outstanding opportunity for a proven, aggressive and dedicated sales leader. The winning candidate will be leading an experienced sales team in a progressive and growing Southern market. NSM or rep background with knowledge of TV Scan and Scarborough a plus. This is the position for a people oriented sales professional with a vision for the future. Send resume and references to Stephen Mann, General Manager, WTTQ/WABM TV, P.O. Box 832100, Birmingham, AL 35283. EO/EMF.

Account Executive - Need aggressive sales person who is hungry to sell UPN prime and specials and develop new business. Ideal candidate will have experience as follows: television sales (2 years); sales marketing and promotions; NSI, BAR, Scarborough. Send to: Local Sales Manager, UPN 20/WDC, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.



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Contact 11 Sales / Project Manager. Create your own position with this unique marketing opportunity! Energetic self starter with initiative and creativity required to develop, close and renew sales for an interactive data collection phone system. Combine outstanding sales skills with innovative technology to drive client's new business. Minimum of three years experience in sales/integrated promotion. Computer skills and background in client service essential, plus good understanding of print, broadcast and interactive technologies. Looking to combine your consumer marketing and promotional savvy with an exciting sales opportunity? Sell us on the reasons why. Base plus commission. Fax a cover letter with resume to (312)509-5301 or mail to WTTW/Attn: T. Burton, 5400 North St. Louis Avenue, Chicago, IL 60625. EOE.

Account Executive. KDAF - WB33 is seeking an AE. The person must have a minimum of three years experience in television time sales, ideally in a top ten market. College degree preferred. Full knowledge of TV ratings materials and qualitative research is required. A proven successful track record in new business development is a must. Computer skills needed. EOE. M/F. Please send resume to Local Sales Manager, KDAF-TV, 8001 John Carpenter Freeway, Dallas, TX 75247.

Account Executive: WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced account executive for local direct sales. A background in local direct cable sales a plus. WJYS offers a guaranteed training salary, excellent commission plan, production bonuses, full corporate benefits and career growth opportunities. If you are able to demonstrate a proven track record of successful local direct sales, please forward resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

General Sales Manager - NBC in Joplin, Missouri needs a proven leader to direct the sales operation of this station and to become part of our fast growing group. New business development, inventory control, sales incentive trip and National sales experience required. Spot peddlers need not apply. I'm looking for the person who wants to be a General Manager and that can sell value. Send resumes to Wayne Bettoney, General Manager, KSNF-TV, P.O. Box 1393, Joplin, MO 64802.

Local Sales Manager: Portland, Oregon. KATU-TV, Channel 2, ABC affiliate is seeking an experienced leader to head our local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, inventory control and pricing. Minimum five years television sales experience required. Qualified applicants send resume to: Mindy David, 2153 NE Sandy Blvd., Portland, OR 97232. EOE.

Local Account Executive Opening for an experienced sales professional to service existing accounts and develop new business. Candidate must be a self starter with a good work ethic. Prefer college graduate with sales experience. Computer knowledge a plus; media or broadcast experience a definite plus. Send resume to: EEO Officer, KJAC-TV, P.O. Box 3257, Port Arthur 77643. EOE.

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

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Tower Space Rental Available in the Milwaukee area. Excellent prices. Give Joel or Willis a call at (414)764-4953.

CABLE

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RESEARCH PROJECT MANAGER

TBS Superstation is seeking an audience research manager for its Atlanta-based research department. This individual will be responsible for providing network management, programming, marketing, advertising and promotion staffs with audience and marketing-related information used for decision making purposes. Job functions include analysis and interpretation of data obtained from a variety of sources, including the A.C. Nielsen Company and primary research studies. The ideal candidate will have 3-5 years experience in cable or broadcast media research and will have the ability to manage several projects simultaneously. Applicants should be well skilled in the analysis of A.C. Nielsen audience data, and have a solid

understanding of television programming and marketing strategies and practices. Advanced PC knowledge and strong written and oral communication skills required. Candidate must be outgoing, aggressive and able to interact well with network management and other network departments. For consideration please send resume and salary requirements to:

Nancy Canali Lucas
Vice President/Research
1050 Techwood Drive
Atlanta, GA 30318



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TCI Media Services

HELP WANTED PROMOTION

**ON-AIR
PROMOTION PRODUCER**

Court TV network, based in NYC, is seeking an aggressive on-air writer/producer. A strong background in graphics, visualization and organization a must. Experience in news and non-linear editing a plus.

For immediate consideration, please send resume, demo tape & salary requirements to COURT TV, Attn: Human Resources, 600 3rd Avenue, NYC 10016.

(No phone calls please)



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BLIND BOX ?**

Send resume/tape to:

Box _____,

**245 West 17th St.,
New York, New York 10011**

INTERNET

HELP WANTED TECHNICAL

Internet Audio: Exciting and innovative Internet-based audio service seeks several highly motivated, leading-edge audio production technicians at its Northern NJ headquarters. Requirements: 5 yrs radio / audio production experience in both analog and digital domains, including familiarity with DAWS, DAT and networked computers. On-line audio experience helpful; B.A./B.S. preferred. Permanent and temporary positions available. Competitive salaries, excellent benefits and a positive work environment; EEO. If you're a skilled audio producer, engineer or audio archivist interested in developing groundbreaking audio delivery technologies with like-minded colleagues, fax resume and references to: AudibleWords Corporation, 201-890-2442.

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National Sports Jobs Weekly, PO Box 5725 Glendale AZ 85312, <http://www.sportsjobs.com> (602) 933-4345, 4 issues for \$39, 13 for \$89.

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

Entry Level Only! Employment Assistance for TV News and Sports Reporters. Lead service, talent marketing and demo tapes. 13th year. MCS. 619-788-1082.

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

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

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

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For Sale. Small Texas advertising agency with amazing profits. If you have a good voice, an interest in sports and want to live the good life, call 713-682-2667.

WANTED TO BUY TOWERS



FM & TV TOWERS WANTED

Miller Tower company is actively acquiring towers throughout the United States. Purchase price based on tower cash flow. Lease back your station needs as you require.

For a confidential review, contact: Bill Miller - Miller Tower Company
212-696-4511 or mail inquiry to: 444 Park Avenue South, 7th Floor, NY, NY 10016

HELP WANTED CONSULTANT

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CONSULTANT**

Atlanta

Exciting opportunity for an experienced professional to join our New Media team as a Client Trainer/Consultant. This highly visible position will develop ongoing communication and education programs with our most important clients. The position will be responsible for the creation and implementation of a research-based sales development program for account managers, executives and related staff. We need a self-starter who can work with a minimum of supervision and track record of success with clients. The ideal candidate will have a contagious comfort with computers and research databases. Sales background is preferred. A minimum of 3 years of experience in the cable/broadcast industry is a must!

Arbitron offers a competitive salary and a comprehensive benefits package. To explore these opportunities further, please send your resume with salary history to Donna Parker, Human Resources:

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FAX: 212-206-8327

AFASULO@BC.CAHNERS.COM

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

Changing Hands

Continued from page 35

FM (formerly WMXF[FM]) Sauk City/Madison, Wis.

Seller: Phillip O'Dell, Savannah; no other broadcast interests

Facilities: 103.9 mhz, 3 kw, ant. 300 ft.

Format: Urban

KTLH(FM) Boonville, Mo.

Price: \$550,000

Buyer: Zimmer Radio of Mid-Missouri Inc., Cape Girardeau, Mo. (Jerome R. Zimmer, president/25% owner); owns KTGR(AM)-KCMQ(FM) Columbia and KCLR-FM Boonville/Columbia, KZIM(AM)-KEZS-FM Cape Girardeau, KSIM(AM) Sikeston and KWOC(AM)-KKLR-FM and KJEZ(FM) Poplar Bluff, and is buying KGIR (AM) (formerly KCGQ) Cape Girardeau-KCGQ-FM Gordonville/Cape Girardeau, all Mo. Jerome Zimmer owns WOOZ-FM Harrisburg and 20% of WCIL-AM-FM Carbondale, Ill., WKBQ(AM) St. Louis-WKBQ-FM Jerseyville, Ill./St. Louis and WKKX(FM) Granite City, Ill./St. Louis;

Seller: Big Country of Missouri Inc., Columbia, Mo. (Richard Billings, president); Billings owns KWRT(AM) Boonville, together with his wife, Patricia, and has 50% interest in CP for FM in Jefferson City, Mo.

Facilities: 93.9 mhz, 6 kw, 328 ft.

Format: Adult contemporary

WDJY-FM Trenton, Fla.

Price: \$375,000

Buyer: Crystal Broadcasting Inc., Indianapolis (Joseph F. Newman, president); owns WLUS(AM) Gainesville, Fla.

Seller: Florida Radio Partners Inc., Clarksburg, Md. (Larry Grimes, president); no other broadcast interests

Facilities: 101.7 khz, 3 kw, 328 ft.

Format: Country

WZLK(FM) Virgie, Ky.

Price: \$265,637

Buyer: WZLK Inc., Pikeville, Ky. (Lonie Osborne, president/owner; brother of seller); owns WLSI(AM) Pikeville

Seller: Kenneth Osborne, Pikeville; no other broadcast interests

Facilities: 107.5 mhz, 580 w

Format: Country

RADIO: AM

The following item listed an incorrect buyer in the Aug. 26 "Changing Hands." It should have read:

KKDD(AM) North Las Vegas

Price: \$600,000

Buyer: Las Vegas Radio Co. Inc., Elgin, Ill. (K. Richard Jakle, president/25% owner); Jakle owns 25% of WBIG(AM) Aurora, Ill., 16.55% of WBEV(AM) and WXRO(FM) Beaver Dam and WYKY(AM) Columbus, Wis., and 15% of WRMN(AM) and WJKL(FM) Elgin, Ill.

Seller: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, president/CEO); is buying KFMS-FM and KSNE-FM Las Vegas (for other holdings, see "Changing Hands," July 1)

Facilities: 1400 khz, 1 kw

Format: Children's

WSTU(AM) Stuart, Fla.

Price: \$350,000

Buyer: MMM Broadcasting Inc., Boca Raton, Fla. (Susan Goldsmith, president/owner); Goldsmith is majority stockholder of WSBP(AM) Boca Raton and WMLZ(AM) and WJBW(FM) Jupiter, Fla.

Seller: Palm Beach Radio Broadcasting Inc., West Palm Beach, Fla.

(Ross W. Elder, principal); owns WPBZ(FM) Indiantown and WHLG(FM) Jensen Beach, Fla.; WBLK(FM) DePew, N.Y., and WDOL(FM) Englewood and WLQT(FM) Kettering-Dayton, Ohio.

Facilities: 1450 khz, 1 kw

Format: Oldies

WMTI(AM) Morovis, P.R.

Price: \$265,000

Buyer: Wanda Rolon Miranda, Toa Alta, P.R.

Seller: Southwestern Broadcasting Corp. San Juan, P.R. (Pedro Roman Collazo, president/owner); owns WVEO-TV Aguadilla. Collazo owns WVOZ(AM) San Juan and is president of company that owns WSJU-TV and WVOZ(AM) San Juan and WAHQ-FM Carolina, all P.R.

Facilities: 1580 khz, 2.5 kw day, 2.5 kw night

Format: Popular Latin and American music

KIEZ(AM) Carmel Valley, Calif.

Price: \$217,300

Buyer: Yolanda Castro, Modesto, Calif.

Seller: Central Coast Communications, Chula Vista, Calif. (Jamie Bonilla Valdez, president/90% owner); Valdez owns KURS(AM) San Diego and KQSC(FM) Willows and 90% of KJDJ(AM) San Luis Obispo, KRCK(FM) Lompoc and KSBQ(AM) Santa Maria, all Calif.

Facilities: 540 khz, 10 kw day, 500 w night

Format: Dark

WBLF(AM) Bellefonte, Pa.

Price: \$212,800 (includes \$90,000 noncompete agreement)

Buyer: Tele-Media Broadcasting Co., Bellefonte (Robert E. Tudek, president/50% owner); owns WRSC(AM) State College, and WQWK(FM) University Park and WIKN(FM) Port Matilda, all Pa., 99% of WRKZ(FM) Hershey, WQXA-AM-FM York, WQKK(FM) Ebensburg and WGLU(FM) Johnstown, all Pa.; WPRO(AM) East Providence and WPRO-FM Providence, R.I.; WTAD(AM), WQCY(FM) and WMOS(FM) Quincy, Ill.; 97.5% of WEST(AM) and WLEV(FM) Easton, Pa., and 95% of WLKW(AM) WWLI(FM) Providence, R.I., and is buying WAZL(AM) and WZMT(FM) Hazelton, Pa.

Seller: Doris Ann Clark, Bellefonte; no other broadcast interests

Facilities: 970 khz, 1 kw day, 61 w night

Format: Country

WKNI(AM) Lexington, Ala.

Price: \$125,000

Buyer: Richard W. Dabney, Toney, Ala.; has interest in applications for FMs in Burnsville and Pontonoc, Miss.; Flint City, Killen and Gadsden, all Ala., and Minor Hill, Tenn.

Seller: Pulaski Broadcasting, Lexington (George Martin, president); owns WKSJ-AM-FM Pulaski, Tenn., and WFIX-FM Rogersville, Ala.

Facilities: 620 khz, 5 kw day, 99 w night

Format: Sports/talk

KVDL(AM) Quanah, Tex.

Price: \$85,000

Buyer: Nellie Dean, Mt. Gilead, Ohio, and Martin C. Leija Sr., Quanah

Seller: Glen A. Ingram, Quanah; owns KIXC(FM) Quanah

Facilities: 1150 khz, 500 w day

Format: Spanish

WPUV(AM) Pulaski, Va.

Price: \$75,000

Buyer: Robert Howard Teachout, Pulaski

Seller: Billy Gene Hale, Pulaski; no other broadcast interests

Facilities: 1580 khz, 5 kw day

Format: Bluegrass, country gold

-Compiled by Jessica Sandin

Amplification

The broker for the \$800,000 sale of KFWU(TV) Fort Bragg, Calif., from California Broadcasting Inc. to Sainte Ltd. was Kalil & Co. Inc. ("Changing Hands," Aug. 19).

For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; 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

Permit canceled (call letters deleted)

Grants, N.M. (BPH-920113ME)—Margaret Everson for KAGP(FM) 105.5 mhz, ERP 100 kw, ant. 454 m. *July 19*

Dismissed

Harrison, Ark. (BPCT-951106KJ)—New Life Evangelistic Center Inc. for TV on ch. 31, ERP 5,000 kw visual, ant. 3,320 m., .5 km E of Rd. T, 1.4 km NE of Rd. 76, 3.5 km NE of Branson, Mo. *Aug. 20*

Maumelle, Ark. (BPH-941019MC)—Humnoke Corp. for FM at 96.9 mhz, ERP 6 kw, ant. 100 m. *Aug. 15*

Maumelle, Ark. (BPH-941020MK)—Robert O. Copeland for FM at 96.9 mhz, ERP 6 kw, ant. 71 m. *Aug. 15*

Gridley, Calif. (BPH-930514MB)—Barney L. Dewey for FM at 101.5 mhz, ERP 6 kw, ant. 18.8 m. *July 23*

Gridley, Calif. (BPH-930527MM)—Kidd Communications for FM at 101.5 mhz, ERP 6 kw, ant. 100 m. *July 23*

Kaneohe, Hawaii (BPCT-950814KK)—Windward Television Inc. for TV on ch. 66, ERP 74.2 kw visual, ant. 661 m., on side of existing tower atop Wilwilinui Ridge, 4 km SW of Waimanalo. *Aug. 13*

Kaneohe, Hawaii (BPCT-9504264K)—Dixon Broadcasting Inc. for TV on ch. 66, ERP 66 kw visual, ant. 678 m., Puu Lanipo near Honolulu/Koolau-poko district line. *Aug. 13*

Kaneohe, Hawaii (BPCT-9504264K)—Mai'a Broadcasting Ltd. for TV on ch. 66, ERP 124.5 kw visual, ant. 639 m., Wiliwilinui Ridge, 11 km SE of Kaneohe. *Aug. 13*

Lihue-Kauai, Hawaii (BPH-941208MZ)—O'Hana Radio Partners for FM at 98.1 mhz, ERP 100 kw, ant. 333 m. *Aug. 15*

Newton, Iowa (BPCT-9604058L)—KM Communications Inc. for TV on ch. 39, ERP 5,000 kw visual, ant. 322 m., 1 km SW of intersection of rts. S60 and F70, 8.7 km S of Prairie City, Iowa. *Aug. 20*

Piketon, Ohio (BPH-950417MJ)—Sydney Parker for FM at 100.1 mhz, ERP 3 kw, ant. 100 m. *July 23*

Granted

Ozark, Ala. (BPED-931101MA)—American Family Association for noncommercial educational FM at 91.7 mhz, ERP 6 kw, ant. 75 m. *Aug. 15*

Maumelle, Ark. (BPH-941020ME)—George S. Flinn Jr. for FM at 96.9 mhz, ERP 6 kw, ant. 89 m. *Aug. 15*

Gridley, Calif. (BPH-930527MK)—Phoenix

Broadcasting Inc. for FM at 101.5 mhz, ERP .141 kw, ant. 602 m. *July 23*

Pearson, Ga. (BPH-951108)—KM Communications Inc. for FM at 101.9 mhz, ERP 6 kw, ant. 100 m. *Aug. 15*

Kaneohe, Hawaii (BPCT-950811KH)—Dove Broadcasting Co. for TV on ch. 66, ERP 96 kw visual, ant. 632 m., Wikiwilinui Ridge, 3 km SW of Waimanalo. *Aug. 13*

Shelley, Idaho (BPH-950123MH)—Woodcom Inc. for FM at 107.9 mhz, ERP 100 kw, ant. 503 m. *Aug. 20*

St. Martinville, La. (BPED-950906MM)—American Family Association for FM at 89.9 mhz, ERP 100 kw, ant. 105 m. *June 3*

Hattiesburg, Miss. (BPED-951020ME)—American Family Association for FM at 89.3 mhz, ERP 1 kw, ant. 67 m. *Aug. 19*

Piketon, Ohio (BPH-950417MO)—Piketon Communications for FM at 100.1 mhz, ERP 3 kw, ant. 100 m. *July 23*

Edna, Tex. (BPH-950331MH)—Hill Country Radio Inc. for FM at 96.1 mhz, ERP 13 kw, ant. 139 m. *Aug. 15*

Dayton, Wash. (BPH-951120MN)—Dayton Broadcasting Co. for FM at 102.3 mhz, ERP 6 kw, ant. -114 m. *Aug. 15*

Filed/Accepted for filing

Chester, Calif. (BPH-960806MD)—M. Jayne Sawyer (P.O. Box 1074, Chico, CA 95927) for FM at 99.7 mhz, ERP .400 kw, ant. 296.5 m., Stover Mtn., 4 mi. SSW of Chester. *Aug. 6*

Hydesville, Calif. (BPH-960715MF)—Eureka Broadcasting Co. (Hugo Papstein, president/41% owner, 1101 Marsh Rd., Eureka, CA 95501) for FM at 94.1 mhz, ERP 16 kw, ant. 579 m., co-located with KEKA-FM on tower at Monument Ridge, 9 km S of Rio Del, Calif. Eureka owns KINS(AM), KWSW(AM) and KEKA-FM Eureka. *July 15*

Shasta Lake City, Calif. (BPH-960718MF)—Park Lane Redding Radio Inc. (James H. Levy, president/7.93% owner, 750 Menlo

Ave., Ste. 340, Menlo Park, CA 94025) for FM at 107.1 mhz, ERP 1 kw, ant. 469 m., South Fork Mtn., 3.6 km from Whiskeytown. The Park Lane Group, owner of applicant, has applied for FMs in Lake Havasu City, Ariz., and Needles, Calif. *July 18*

McCall, Idaho (BPH-960807MD)—Hawkeye Radio Properties Inc. (Dale A. Ganske, president/owner, 5546-3 Century Ave., Middleton, WI 53562) for FM at 98.3 mhz, ERP 100 kw, ant. -79 m., off Williams Rd., 8.2 km S of McCall. Hawkeye has applied for FMs in Wallace, Idaho, and Farmington, Calif. Ganske owns 45% of KIKR(FM) Ashbury, Iowa, and has interests in applications for FMs in Dickeyville and DeForest, Wis. *Aug. 7*

Rogers Heights, Mich. (BPED-960812-MA)—Great Lakes Broadcast Academy Inc. (James McCluskey, director/60% owner, 11550 Maple St., Big Rapids, MI 49307) for FM at 91.7 mhz, ERP .35 kw, ant. -4m., old US 131, Rogers Heights, 6 mi. S of Big Rapids. *Aug. 12*

Sebeka, Minn. (BPED-960712MG)—Lifetalk Broadcasting Association (Paul E. Moore, president/11.1% owner, 402 East Yakima Ave., Yakima, WA 98901) for noncommercial educational FM at 89.3 mhz, ERP 100 kw, ant. 98 m., 8.2 km from Park Rapids, Minn. Lifetalk owns KSON(FM) Wapato, Wash., is buying WJYL(FM) New Washington, Ind., KSWA(FM) Corrales, N.M., and CP for WYVC(FM) New Delhi, Ohio, and has applied for FMs in Tok, Alaska, and Ellensburg, Wash. *July 12*

Leakey, Tex. (BPH-960805MC)—Horizon Broadcasting Inc. (Tim L. Walker, president/33% owner, P.O. Box 1710, Uvalde, TX 28801) for FM at 104.3 mhz, ERP 1 kw, ant. 181 m., 5 km W of US 83, 6.6 km SW of Leakey. Walker owns 1/3 of KBNU-FM Uvalde and KCWM(AM) Hondo, Tex. *Aug. 5*

Longview, Tex. (BPH-960807MC)—Sandra B. Powley (9279 Dutch Hill Rd., West Valley, NY 14171) for FM at 97.3 mhz, ERP 50 kw, ant. 150 m., .1 km N of Texas Hwy 1249, 1 km W of intersection of Texas

BY THE NUMBERS

BROADCAST STATIONS		Service		Total
Service	Total	Commercial VHF TV		559
Commercial AM	4,906	Commercial UHF TV		622
Commercial FM	5,285	Educational VHF TV		123
Educational FM	1,810	Educational UHF TV		240
Total Radio	12,001	Total TV		1,544
VHF LPTV	561	CABLE		
UHF LPTV	1,211	Total systems		11,660
Total LPTV	1,772	Total subscribers		62,231,730
FM translators & boosters	2,453	Homes passed		91,750,000
VHF translators	2,263	Cable penetration*		65.3%
UHF translators	2,562	*Based on TV household universe of 95.9 million		
Total Translators	7,278	Sources: FCC, Nielsen, Paul Kagan Associates		

GRAPHIC BY BROADCASTING & CABLE

1249 and Hwy 2276. *Aug. 7*

Longview, Tex. (BPED-960724MG)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.7 mhz, ERP 1.3 kw, ant. 202.8 m., at the intersection of SH 300 and Farm to Market Rd. 1844. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX (FM) Cleveland, WQST-AM-FM Forest and WAFR (FM) Tupelo, Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan., has CPs for FMs in Ozark, Ala.; St. Martinville, La., and Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reed-sport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Big Spring, Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *July 24*

Spring, Tex. (BPED-960724MF)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.5 mhz, ERP .250 kw, ant. 101 m., .6 mi. N and .5 mi. E from junction of Hwys 87 and 33. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss.; KCFN(FM) Wichita and KBUZ (FM) Topeka, Kan., has CPs for FMs in Ozark, Ala.; St. Martinville, La., and Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reed-sport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Longview, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *July 24*

Christiansted, St. Croix, V.I. (BPCT-960703KI)—BGI Broadcasting LP (Harry E. Figgie III, president/25% owner, c/o David P. Lampel, 659 W. 183rd St., New York, NY 10033-3087) for TV on ch. 13, ERP 12.01 kw visual, ant. 269 m. BGI is buying WCTH(FM) Plantation Key and WSWN(AM) and WEGF(FM) Belle Glade and has applied for TV on ch. 51, Marianna, all Fla. Figgie has interest in applications for TVs in Inverness and Jackson, Fla. *July 3*

Virginia Beach, Va. (BPCT-960614KI)—Robert O. Copeland (168 Business Park Dr., Ste. 200, Virginia Beach, VA 23462) for TV on ch. 21, ERP 1,500 kw visual, ant. 81 m. *June 14*

Casper, Wyo. (BPET-960624KT)—Central Wyoming College (JoAnne McFarland, president, 2660 Peck Ave., Riverton, WY 82501) for TV on ch. 6, ERP .334 kw, ant. 536 m., Casper Mtn., 14.5 km SSW of Casper. The college owns KCWC-TV Lander and KCWC-FM Riverton and has applied for TV on ch. 8, Laramie, all Wyo. *June 24*

FACILITIES CHANGES

Dismissed

Black Canyon, Ariz. (BMP-960111AE)—Statewide Broadcasters Inc. for KUET(AM) 710 khz: change TL, ant. system. *May 15*

East Lansing, Mich. (BPH-941281B)—Liggett Broadcast Inc. for WFMK(FM) 99.1 mhz: change ERP to 22 kw, ant. to 207 m., TL to 12 km SW of East Lansing. *Aug. 13*

Hertford, N.C. (BMPH-921001ID)—Mara-natha Broadcasting Co. Inc. for WKJE(FM) 104.9 mhz: change ERP to 50 kw, ant. to 89.4 m., TL to Rd. 1300, .9 mi. SE of Ja-cocks intersection, class to C2. *July 19*

Media, Pa. (BPH-9405131B)—Greater Me-dia Radio Co. for WPLY(FM) 100.3 mhz: change ERP to 17 kw, ant. to 263 m., TL to the foot of Gulp St., just off Flamingo Ln., Philadelphia. *Aug. 19*

Returned

Baker, Fla. (BPED-960326MB)—Okaloosa Public Radio Inc. for WTJT(FM) 90.1 mhz: change structure height, ant., ERP, class. *July 19*

Granted

Anchorage (BPET-960325KE)—Alaska Public Telecommunications Inc. for KAKM(TV) ch. 7: change ERP to 316 kw visual. *Aug. 16*

Long Island, Alaska (BP-960605AA)—Chester Coleman for KABN(AM) 840 khz: change TL, power. *July 19*

Wickenburg, Ariz. (BPH-960222IZ)—Circle S Broadcasting Co. for KBSZ-FM 94.1 mhz: change class to C3. *July 22*

Dequeen, Ark. (BPH-950626IF)—Jay W. and Anne W. Bunday for KQON-FM 93.1 mhz: change class from A to C2. *July 22*

Carlsbad, Calif. (BPH-9605161D)—Tri-Cities Broadcasting Inc. for KUPR(FM) 95.7 mhz: change class from B1 to B. *Aug. 19*

Escondido, Calif. (BPH-9412121K)—North County Broadcasting Corp. D.I.P. for KOWF (FM) 92.1 mhz: change ERP to .580 kw. *Aug. 19*

Grand Junction, Colo. (BPH-960223IE)—Mustang Broadcasting Co. for KQIX(FM) 93.1 mhz: change ant., TL. *Aug. 19*

Crystal River, Fla. (BPH-940928IG)—ECI License Co. LP for WKTK(FM) 98.5 mhz: change ERP to 44 kw, reduce class to C1. *July 19*

Key West, Fla. (BPH-9604161C)—Key West Communications Inc. for WOZN(FM) 98.7 mhz: change structure height, ant., main studio. *Aug. 20*

Rockledge, Fla. (BPH-960424ID)—Roper Broadcasting Inc. for WHKR(FM) 102.7 mhz: change transmitter site, ERP to 50 kw direc-tional, ant. to 150 m. *Aug. 14*

Brunswick, Ga. (BPCT-960206KG)—York

Street Media Management LLC for WBSG-TV ch. 21: change TL to side of existing WWRD (FM)/WSOL-FM tower, near Kingsland, Ga., ant. to 418 m., ERP to 5,000 kw visual. *July 23*

Honolulu (BPH-9602221B)—Desert Com-munications II Inc. for KQMQ-FM 93.1 mhz: change ERP, ant., TL. *July 15*

Alton, Ill. (BPH-9606261B)—Noble Broad-cast Licenses Inc. for KATZ-FM 100.3 mhz: change directional ant., ERP to 50 kw, ant. to 150 m. *Aug. 15*

Anderson, Ind. (BPH-9510241C)—Ander-son University Inc. for WQME(FM) 98.7 mhz: change ant. to 116.7 m., ERP to 4.5 kw, TL. *Aug. 15*

Greenfield, Ind. (BPH-9603151B)—Mystar Communications Corp. for WZPL(FM) 99.5 mhz: change ant., TL, structure height. *July 22*

Cedar Rapids, Iowa (BPCT-9510181KE)—Second Generation of Iowa for KFXA(TV) ch. 28: change ERP to 5,000 kw visual, ant. to 483 m., TL to 6441 21st Ave. Dr., in Big Grove Township. *Aug. 13*

Battle Creek, Mich. (BPCT-9601121KF)—Channel 41 Inc. for WORV(TV) ch. 41: change ERP to 5,000 kw visual, ant. to 737 m. *July 5*

Glen Arbor, Mich. (BMPH-9602221Y)—David C. Schaberg for WTHM(FM) 95.5 mhz: change ant., TL, ERP, class. *Aug. 15*

Appleton, Minn. (BMPED-9606271L)—Min-nesota Public Radio for FM at 88.5 mhz: change ERP, ant., class, change to nondi-rectional ant. *Aug. 13*

Las Vegas (BPH-9601261E)—Lotus Broad-casting Corp. for KXPT(FM) 97.1 mhz: change ERP, ant. *Aug. 15*

Los Alamos, N.M. (BPH-9603221E)—Mountain Broadcasting Inc. for KTMM(FM) 98.5 mhz: change ERP to 100 kw, ant. to 560 m. *Aug. 14*

Ocracoke, N.C. (BMPH-9507281C)—Ocracoke Broadcasters for WAHL(FM) 92.7 mhz: change class to C1. *Aug. 12*

Bethlehem, Pa. (BPCT-9601311KF)—Son-shine Family TV Corp. for WBPH-TV ch. 60: change ERP to 2,951.2 kw, ant. to 284 m. *Aug. 12*

Mountaintop, Pa. (BPH-9601221E)—Fair-view Communications Inc. for WBHT(FM) 97.1 mhz: change ERP. *July 19*

Hatillo, P.R. (BP-960405AA)—Aurora Broadcasting Corp. for WMSW(AM) 1120 khz: change power, ant. system. *Aug. 14*

Manati, P.R. (BPH-9605171A)—La Voz Evangelica de Puerto Rico for WNRT(FM) 96.9 mhz: change ant. height. *Aug. 19*

Narragansett Pier, R.I. (BPH-96050021A)—Full Power Radio of Narragansett Inc. for WPJB(FM) 102.7 mhz: change structure height, ant., ERP, TL. *July 19*

Chattanooga (BPCT-9604261KE)—WDSI License Corp. for WDSI-TV ch. 61: change ERP to 5,000 kw horizontal, ant. to 370 m., TL to 2.25 km NW of Falling Water, Tenn. *Aug. 16*

Olive Hill, Tenn. (BPED-9604021A)—Rural Life Foundation Inc. for WDNX(FM) 89.1 mhz: change ant., ERP, class. *July 19*

Austin, Tex. (BPCT-9512071KG)—54 Broad-

casting Inc. for KNVA(TV) ch. 54: change TL to 5 mi. NW of Austin/Trail of the Madrones Rd., ERP to 5,000 kw visual, ant. to 374 m., main studio location. *Aug. 12*

Crystal Beach, Tex. (BPH-960412IC)—Irvin Davis for KSTB(FM) 101.5 mhz: change ERP to 14 kw, ant. to 137 m. *Aug. 14*

Goliad, Tex. (BPH-960429IF)—Cinco de Mayo Broadcasting for KHMC(FM) 95.9 mhz: change from A to C3. *Aug. 19*

Christiansted, V.I. (BMPH-960611IH)—St. Croix Wireless Co. Inc. for WAVI(FM) 93.5 mhz: change ERP, ant., class. *Aug. 15*

Kennewick, Wash. (BMPED-951215MG)—Calvary Chapel of Tri-Cities Inc. for KBLO(FM) 91.7 mhz: change ERP, ant., TL. *Aug. 14*

Green Bay, Wis. (BPCT-960213KE)—Aries Telecommunications Corp. for WGBA(TV) ch. 26: change ERP to 5,000 kw visual, ant. to 356 m. *Aug. 12*

Milwaukee (BPET-940610KF)—Milwaukee Area Technical Col. District Board for WWSV(TV) ch. 10: change ERP to 213 kw visual, ant. to 343.3 m., TL to .6 km N of Capitol Dr. on Holton Ave. *May 30*

Suring, Wis. (BPCT-960404KT)—VCY America Inc. for WSCO(TV) ch. 14: change TL to Angelica, 3.2 km S of Krakow, Wis., on Hwy 32, ERP to 1,000 kw visual, ant. to 201 m. *Aug. 16*

Accepted for filing

Opelika, Ala. (BPCT-960626KH)—Pappas Telecasting of Opelika for WWSV-TV ch. 66: change ERP to 5,000 kw, ant. to 443 m., TL to Lafayette Rd., 1.9 km N of Cusseta, Ga. *June 26*

Fairbanks, Alaska (BMPCT-960621KK)—Tanana Valley Television Co. for KFXX(TV) ch. 7: change ERP to 7.8 kw visual, ant. to 268 m., TL to 3.2 km NNW of intersection of Farmers Loop and Skyline Dr. *June 21*

Winslow, Ariz. (BMPH-960731IB)—Desert West Air Ranchers Corp. for KFMR(FM) 95.1 mhz: change TL. *July 31*

Avalon, Calif. (BMPED-960805IA)—The Community Services Department for KISL (FM) 88.7 mhz: change TL, ant., structure height, ERP. *Aug. 8*

Folsom, Calif. (960807AA)—Royce International Broadcasting Co. for KIOQ(AM) 1030 khz: change night power, TL, ant. system. *Aug. 7*

Morro Bay, Calif. (BMPH-960625IC)—Andy James Fakas for KAGR(FM) 94.1 mhz: change ERP, ant., TL. *June 25*

Denver (BPCT-960711KK)—McGraw-Hill Broadcasting Co. Inc. for KMGH-TV ch. 7: change ant. *July 11*

Naples, Fla. (BPCT-960711KH)—Second Generation of Florida Ltd. for WTVK(TV) ch. 46: change ERP to 5,000 kw visual. *July 11*

Nampa, Idaho (BPCT-960711KF)—Idaho Independent Television Inc. for KTRV(TV) ch. 12: change overall height of tower to 164 m., ant. to 802 m., TL to Middle Doe by current Boise national forest management plan for Deer Point, ERP to 197.8 visual. *July 11*

Pekin, Ill. (BMPED-951128IA)—Illinois Bible Institute Inc. for WCIC(FM) 91.5 mhz:

change ant. *Nov. 28, 1995*

Quincy, Ill. (BPET-960710LF)—West Central Illinois Educational Telecommunication Corp. for WOEC(TV) ch. 27: change overall height of tower to 325 m., ERP to 2,000 kw visual, ant. to 344 m. *July 10*

Bettendorf, Iowa (BPG-960802ID)—Connoisseur Communications of Quad Cities LP for KORB(FM) 93.5 mhz: change ERP. *Aug. 2*

Burlington, Iowa (BPH-960802IF)—Pritchard Broadcasting Co. for KKMI(FM) 93.5 mhz: change ERP. *Aug. 2*

Burlington, Iowa (BPCT-960711KW)—Burlington Television Acquisition Co. for KJMH (TV) ch. 26: change ERP to 2,500 kw visual, overall height of tower to 472 m., ant. to 460 m., TL to near tower of WRMJ(FM). *July 11*

Davenport, Iowa (BPET-960710KQ)—Black Hawk College for KOCT(TV) ch. 36: change ERP to 300 kw visual, ant. to 102 m., TL to 6600 34th Ave., Moline, Ill. *July 10*

Dubuque, Iowa (BPCT-960711KS)—Dubuque TV LP for KFVB(TV) ch. 40: change ERP to 5,000 kw visual, overall height of tower to 259 m., ant. *July 11*

Louisville, Ky. (BPCT-960702KJ)—Word Broadcasting Network Inc. for WBNA(TV) ch. 21: change ERP to 1,710 kw visual, ant. to 223 m., overall height of tower to 168 m., TL to Bald Knob, Floyds Knob, 3.1 mi. N of New Albany on Skyline Dr. *July 2*

Morehead, Ky. (BMPCT-960705KF)—Garcia Communications for WAOM(TV) ch. 67: change ERP to 400 kw visual, TL to Triangle electronics site, Daniel Boone National Forest, 1.6 mi. SE of Morehead. *July 5*

Murray, Ky. (BPH-960723IE)—WML Communications for WBLN-FM 103.7 mhz: change structure height, ant. *July 23*

Springhill, La. (BPH-960725IC)—Springhill Broadcasting Co. for KTKC(FM) 92.7 mhz: change ERP, frequency, class. *July 25*

Vidalia, La. (BPH-960731IA)—Vision Broadcasting Inc. for KPXS(FM) 104.7 mhz: change structure height, ant., TL. *July 31*

Bel Air, Md. (BP-960730AF)—New Harford Group Inc. for WHRF(AM) 1520 khz: change TL, ant. system. *July 30*

Marlborough, Mass. (BPCT-960709KL)—SKMA Broadcasting Partnership for WSH-TV ch. 66: change ERP to 5,000 kw visual. *July 9*

Iron Mountain, Mich. (BPCT-960711KF)—Danny Hood Evangelistic Association for WOH(TV) ch. 8: change ant. to 171 m., ERP to 316 kw visual. *July 11*

Lansing, Mich. (BPCT-960725KW)—WTMJ Inc. for WSYM-TV ch. 47: change ERP to 5,000 kw visual, ant. to 309 m. *July 25*

Lansing, Mich. (BPCT-960528KG)—Lansing 53 Inc. for WLA(TV) ch. 53: change ERP to 3,320 kw visual. *May 28*

Vanderbilt, Mich. (BMPCT-960703KH)—GRK Productions joint venture for WGPU(TV) ch. 45: change ERP to 840 kw visual. *July 3*

Rochester, Minn. (BPCT-960708KI)—KX Acquisition LP for KXLT-TV ch. 47: change ERP to 5,000 kw visual. *July 8*

Byhalia, Miss. (BPH-960725IE)—Albert L. Crain for WHLE(FM) 94.9 mhz: change struc-

ture height, ant., ERP. *July 25*

Clarksdale, Miss. (BPH-960805ID)—Radio Cleveland Inc. for WAIO(FM) 106.5 mhz: change ERP. *Aug. 5*

Greenwood, Miss. (BMPH-960729ID)—Clay Ewing for WGRM-FM 93.9 mhz: change structure height, ant., TL, ERP. *July 29*

Tupelo, Miss. (BPED-960624ID)—American Family Association for WAJS(FM) 90.9 mhz: change ERP, class. *June 24*

Cuba, Mo. (BMPED-950703MF)—Missouri River Christian Broadcasting for KGNN-FM 90.3 mhz: change ERP to 16.55 kw, ant. to 123 m., TL to 1 mi. SW of Leasburg, on W. Springfield Rd. *July 3*

Kansas City, Mo. (BPCT-960702KQ)—Scripps Howard Broadcasting Co. for KSHB-TV ch. 41: change ERP to 4,000 kw visual. *July 2*

Lebanon, Mo. (BMPED-960802IA)—Lebanon Educational Broadcasting Foundation for KTK(FM) 89.9 mhz: change ant., TL. *Aug. 2*

Springfield, Mo. (BMPED-960729IE)—Baptist College Inc. for KWFC(FM) 89.1 mhz: change structure height, ant. *Aug. 26*

South Sioux City, Neb. (BMPH-960625IE)—Chesterman Commun. Sioux City Inc. for FM at 107.1 mhz: change ERP, ant., TL. *June 25*

Gorham, N.H. (BPH-960805IB)—Gladys E. Powell for WXLQ(FM) 107.1 mhz: change ERP, ant. *Aug. 5*

Atlantic City (960809AA)—Allan B. Mendelsohn as court-appointed Trustee for WUSS (AM) 1490 khz: change TL, power. *Aug. 9*

Clovis, N.M. (BPCT-960703KG)—Marsh Media Inc. for KVH-TV ch. 12: change overall height of tower to 311 m., ant. to 294 m. *July 3*

Buffalo, N.Y. (BPCT-960711KQ)—Sullivan Broadcasting License Corp. for WUTV(TV) ch. 29: change ERP to 5,000 kw visual, overall height of tower to 339 m., ant. to 305 m., TL to 951 Whitehaven Rd., Grand Isle, N.Y. *July 11*

Rochester, N.Y. (BPCT-960711KQ)—Sullivan Broadcasting License Corp. for WUHF(TV) ch. 31: change ERP to 5,000 kw visual, ant. *July 11*

Rome, N.Y. (BPH-960718IC)—WFRG Inc. for WODZ-FM 96.1 mhz: change ERP. *July 18*

Burlington, N.C. (BPCT-960710KI)—Television Communications Inc. for WAAP(TV) ch. 16: change ERP to 5,000 kw visual, overall height of tower to 404 m., ant. to 394 m., TL to .7 km E of US 29, .8 km W of Rte. 2629, .5 km N of Rockingham/Guilford Co. line. *July 10*

Cleveland (BPCT-960709KK)—SKOH Broadcasting Partnership for WQHS-TV ch. 61: change ERP to 5,000 kw visual. *July 9*

Sandusky, Ohio (BPCT-960711KJ)—Christian Faith Broadcast Inc. for WGN-TV ch. 52: change overall height of tower to 411 m., ant. to 424 m., ERP to 5,000 kw visual. *July 11*

Suiphur, Okla. (BPH-960726IC)—DFWU Inc. for KFXT(FM) 100.9 mhz: change structure height, ant., TL, ERP, class. *July 26*

Eugene, Ore. (BPCT-960711LL)—California Oregon Broadcasting Inc. for KEVU(TV) ch. 34: change ERP to 805 kw visual, ant. to 305 m., overall height of tower to 113 m., TL to .5 mi. SE of Blanton Rd. in Lane Co. *July 11*

—Compiled by Jessica Sandin

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
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Get real

EDITOR: I read with interest the Aug. 12 comments of people from the American Association of Advertising Agencies crying about the consolidation in radio. They are quite vocal about their fears that radio, as a medium, will raise rates to an intolerable level. This of course has not happened, yet they act like it has.

The people who run radio operations are too smart to price themselves out of the measured media market, with arbitrary price increases based on consolidation. They are working hard, as each medium should, to position theirs as one of value. The price for almost everything is based on what buyers consider the economic value to be. When that gets out of whack, they don't buy. When it is enhanced, they buy more—media and every other product or service.

The type of thing I find most ironic about John Kamp's comments, and those of other agency types, is that they don't like the prospect that the tables might be turned a bit. For years agencies have used multi-account clout against broadcasters to hold rates down. No one has mentioned how a Western International and other buying services have beat up radio and TV stations on rates and get away with it because they represent a lot of accounts and have a lot of business to dole out.

I don't know if the Telcom Act will bring long-term benefit or harm. What I do know is that the crying is pretty naive.—*Ron Steiner, president, The Marketing Communications Group, Albuquerque, N.M.*

Unexpected benefits

EDITOR: I think we are looking at the Justice Department's Jacor/Cincinnati ruling from the wrong perspective ("Justice caps radio ownership," Aug. 12).

Since Jacor will now have a 50% limit on total market ad revenue, the other Cincinnati stations can fire all their salespeople. The GM will make sales calls only on Jacor to pick up the 50% that Jacor sold but can't have. Next, the GM demands payment in advance and insists that Jacor produce the ads (they can't refuse). Now, the other stations can fire their bookkeeper, copywriter and the on-air folks too. Since missed spots don't count toward revenue, Jacor will probably be will-

ing to pay for engineers to keep the other stations on the air. With all the available time, this GM can answer the phones and explain to prospective buyers that they should call Jacor. Exit the receptionist. Jacor could be encouraged to hire all these out-of-work people to handle its increased work load.

The GM should probably call Randy Michaels every few days to check Jacor's sales progress, thereby making a nice new friend.

Now, with so little to do, the other stations can sell their remote gear, vans, company cars and stuff. I think we can operate this station for about \$20,000 of electricity and a couple hundred thousand for the GM. Come to think of it, it's in Jacor's interest to pay this too.

Who said the government isn't supportive of small business?—*Gary G. Wright, vice president/GM, WKAN(AM)-WLRT(FM), Kankakee, Ill.*

Cause and effect?

EDITOR: I read with a certain amount of incredulous repugnance about the plan of Semaphore Entertainment Group to produce children's PPV programming (BROADCASTING & CABLE, Aug. 5). The idea that the producer of no-rule combat entertainment specials would put its blood-soaked hands in the realm of children's programming is as depressing as it is ridiculous. SEG would seem to be better qualified to produce wet-T-shirt contests or South American dog fights.

It's truly saddening that Viewer's Choice, Request TV and many cable outlets are so desperate that they allow such unmitigated crap to pass on their systems.

I remember when a three-network system, an FCC with teeth and an NAB with a code filtered out a large amount of rotten television before it hit the air. Nowadays, the opposite situation seems to be the case. We have PPV specials that offer intentional injury as entertainment; dramatic-program producers who confuse profanity with creativity; talk shows that try to position uncivil, offbeat lifestyles as normal; entertainment news programs that appear to be produced by drunken frat houses, and television news operations that seem to be more motivated by their compulsion to tell than by the public's right to know.

It seems to me that if the industry did a better job at making mature,

socially responsible, positive programming decisions they wouldn't have to fret about the government requiring them to do so.

At this point, I have less concern about the possible actions of elected public officials than I do over the regular actions of anonymous, unelected television executives. I'd rather deal with an enemy that I can vote out than one I can't.—*G.D. Roberts, Nashville*

Expanding horizons

EDITOR: The cartoon on page 89 of the June 17 issue—a man using his home computer to listen to radio—makes a point, perhaps not intended, that sums up why local broadcasters will lose "good demographic" listeners like me.

The joke assumes the man is wasting his money because he's spent thousands of dollars to pick up "free" radio. But suppose he lives in a city where a full range of radio options is not available.

For example, how come Atlanta, where I live and work as a journalist, had the sophistication to host the Olympics and yet doesn't have broadcasters who feel residents will support a full-time all-news radio station? (Instead, we have 'news-talk' formats—meaning only part-time all-news—that cater to a lowest-common-denominator audience.)

If local broadcasters are willing to ignore me, then I'm going to ignore them. I've already used my home computer to listen to network radio newscasts that are not carried locally.

As home computer technology becomes easier to use and more affordable (the cartoon's \$120/month fee for 'online service' is way off the mark, by the way) I wouldn't be surprised if other disgruntled radio listeners do the same.—*Jim Morris, Atlanta (e-mail: JhmAtl@aol.com)*

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Datebook

THIS WEEK

- Sept. 4-5**—*National Religious Broadcasters* public policy conference. Capital Hilton Hotel, Washington. Contact: (703) 330-7000.
- Sept. 5-6**—Career strategies workshop, presented by *Women in Cable & Telecommunications*. Turner Broadcasting, Atlanta. Contact: Janice Alderman, (312) 634-2359.
- Sept. 6**—International Monitor Awards gala, presented by the *International Teleproduction Society*. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: Cece Lazarescu, (212) 629-3266.
- Sept. 7**—News coverage seminar, presented by *Associated Press TV-Radio Association of California-Nevada*. Monterey Conference Center, Monterey, Calif. Contact: Rachel Ambrose, (213) 626-1200.
- Sept. 7-8**—ShowBiz Expo Canada, presented by *Variety and Reed Exhibition Companies*. Metro Toronto Convention Centre, Toronto. Contact: Janet O'Connell, (416) 491-3999.
- Sept. 7-9**—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.
- Sept. 7-11**—16th annual Telecommunications Tradewinds Conference, sponsored by the *National Association of Telecommunications Officers and Advisors*. The Breakers, Palm Beach, Fla. Contact: (202) 429-5101.
- Sept. 8**—48th annual Prime Time Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.

SEPTEMBER

- Sept. 10-12**—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.
- Sept. 10-15**—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.
- Sept. 11**—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.
- Sept. 11-12**—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.
- Sept. 11-15**—CANITEC '96, exhibition and convention, presented by *Camara Nacional de la Industria de Television por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva Rosales, (525) 682-02-98.
- Sept. 12**—HRTS Newsmaker Luncheon featuring network entertainment presidents, presented by the *Hollywood Radio and TV Society*. Century Plaza Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Sept. 12**—"Forecast '97 and Beyond," presented by the *Television Bureau of Advertising*. McGraw-Hill Conference Center, New York City. Contact: David Friedman, (212) 486-1111.
- Sept. 12-13**—Sight & Sound Expo '96, exposition and conference, presented by the *International Television Association*, the *Society of Broadcast Engineers* and the *International Interactive Communications Society*. Greater Columbus Convention Center, Columbus, Ohio. Contact: Kevin Thompson, (614) 895-1355.
- Sept. 12-13**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Offices of Robins, Kaplans, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.
- Sept. 13-17**—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.
- Sept. 14**—*NewsProNet* producer forum. Stouf-

fers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

- Sept. 16-17**—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.
- Sept. 17**—Fourth annual WICT Achievement (LEA) Awards, presented by *Women in Cable & Telecommunications*' Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.
- Sept. 17**—14th annual Everett C. Parker Ethics in Telecommunications Lecture, presented by *Office of Communication of the United Church of Christ* and the *Communication Commission of the National Council of Churches*. Interchurch Center, New York City. Contact: (216) 736-2222.
- Sept. 18-20**—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bollettino, (312) 634-2335.
- Sept. 19**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Sept. 19**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.
- Sept. 19-21**—77th national convention of the *Society of Professional Journalists*. Hyatt Regency, Crystal City, Va. Contact: (317) 653-3333.
- Sept. 20-22**—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.
- Sept. 23-24**—10th annual *National Association of Minorities in Cable Urban Markets Seminar*. Marriott Marquis Hotel, New York City. Contact: Roxane Yballe, (310) 404-6208.
- Sept. 23-25**—40th annual Eastern Cable Show, exhibition and conference, presented by the *Southern Cable Television Association*. Inforum Exhibit Hall, Atlanta. Contact: Nancy Horne, (404) 255-1608.
- 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.
- Sept. 24-27**—SCEC '96, 18th annual satellite communications exposition and conference, presented by *Satellite Communications*. Sheraton Washington Hotel, Washington. Contact: (800) 525-9154.
- Sept. 25**—*Federal Communications Bar Association* luncheon featuring Lloyd Cutler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Sept. 25**—13th annual Walter Kaitz Dinner honoring Bob Johnson, presented by the *Walter Kaitz Foundation*. New York Hilton and Towers, New York City. Contact: (510) 451-9000.
- Sept. 25-27**—*Broadcast Technology Society* 46th annual broadcast symposium. Hotel Washington, Washington. Contact: Alan Gearing, (301) 921-0115.
- Sept. 27-29**—*Oregon Association of Broadcasters* 56th annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: (541) 343-2101.
- Sept. 30**—Deadline for entries for the second annual *Advertising Marketing Effectiveness International Awards*, which recognize excellence in global advertising. Contact: (212) 238-4481.
- Sept. 30-Oct. 1**—*Kentucky Cable Telecommunications Association* board of directors/general membership meeting. University Plaza Hotel and Convention Center, Bowling Green, Ky. Contact: (502) 864-5352.
- Sept. 30-Oct. 2**—Digital television and Internet conference and expo, presented by *Convergence*. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

OCTOBER

- Oct. 1**—1996 *National Association of Broadcasters* Service to Children Television Awards. Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.
- Oct. 1-2**—"Engineering for the Non-Engineer," course presented by *Women in Cable & Telecommunications*. Laurel Manor, Livonia, Mich. Contact: Molly Coyle, (312) 634-2353.
- Oct. 1-4**—Eighth annual *Electronic Industries Association/Consumer Electronics Manufacturers Association* digital audio and video workshop. Holiday Select Inn, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.
- Oct. 2**—1996 *National Association of Broadcasters* Service to Children Television Symposium. NAB Headquarters, Washington. Contact: Victoria Cullen, (202) 429-5368.
- Oct. 2**—"The V-Chip: Myth and Reality," panel discussion presented by the *Academy of Television Arts & Sciences*. Directors Guild of America, Los Angeles. Contact: (818) 508-2080.
- Oct. 3-4**—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.
- Oct. 3-5**—SCaT/India Link, conference on Indian cable and pay TV, presented by *Global Exposition Holdings and Satellite and Cable TV Magazine*. Nehru Exhibition Center, Bombay, India. Contact: (713) 342-9826.
- Oct. 4-6**—*Women in Communications* 87th international conference on information and technology. Red Lion Inn Hotel, Portland, Ore. Contact: (703) 359-9000.
- 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 Osmsanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

NOVEMBER

- Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, 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, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1997

- Jan. 13-16**—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

MARCH 1997

- March 16-18**—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

APRIL 1997

- April 4-7**—*Broadcast Education Association* 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5254.
- April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

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

Early signs show the way

In childhood, James Loper saw a sign that a career in broadcasting was his destiny.

How could he miss it? The call letters of a local radio station blinked outside his bedroom window like a veritable Morse code message. "It went K...O...Y, then KOY. I was brainwashed, actually," the Arizona native recalls.

It didn't take long before Loper—who used to press his nose against the radio station window and pluck old wire copy out of the trash bin—figured out how to get behind those blinking lights.

Now he is shining lights of his own, and on the very industry that he wanted to join years ago. Loper is executive director of the Academy of Television Arts & Sciences, the North Hollywood, Calif.-based professional organization that's best known for the prime time and daytime Emmy Awards.

But Loper would rather the academy be recognized as more than just a distributor of 80 gold statues each fall.

"It is great to be able to reward quality programming through the Emmys," says Loper, who got his start in broadcasting as a weekend news announcer in Phoenix. "But the other part I'm very interested in—and have seen grow over the past few years—is the educational programs that we do for young people. We accept 28 interns each summer and put them to work in the industry. I think the academy is doing a major service by finding quality young people."

Loper also wants the academy to be seen as the true advocate for the industry, in keeping with its stature as the largest professional organization for television in the U.S. The academy tries to keep its members—which range from obscure makeup artists to high-profile network executives—apprised of the constant changes in the industry through seminars and how-to classes, Loper says.

The work of the academy has not gone unnoticed. Since Loper signed on as executive director in 1984, he's seen membership grow from about 4,000 members to its current 9,000. The organization also shed its transient image when it found permanent digs in a tony new building on Lankershim Boulevard.

"At one time nearly all of our money came from license fees from the awards ceremony," Loper says. "Now that's less than 50 percent of our total income. The rest is from our dramatic increase in membership."

Loper has experience building an orga-



"What is a producer? How many can there be on a show? There [are] an awful lot of them..."

James Leaders Loper

Executive director, Academy of Television Arts & Sciences, North Hollywood, Calif.; b. Sept. 4, 1931, Phoenix; BA, Journalism, Arizona State University, 1953; MA, radio/TV, University of Denver, 1957; PhD, communications, University of Southern California, 1967; announcer, part-time, KTAR(AM) Phoenix, 1956; acting director, Bureau of Broadcasting, Arizona State University, 1953-59; director of educational television, Cal State-Los Angeles, 1960-64; KCET(tv) Los Angeles, 1963-82: VP, assistant: GM, president/GM; adjunct professor, school of cinema-TV, USC, 1985 to present; present position since 1984; m. Mary Louise Brian, 1955; children: Elizabeth Loper Serhan, 31; James Jr., 30.

nization. As a former member on the old Los Angeles Committee for Educational Television, Loper wrote the license application for what would ultimately become KCET Channel 28 in Los Angeles. His tenure with the educational station began in 1963, culminating in the early 1980s with an operation that commanded an annual budget of \$23 million.

Although he found the work rewarding—KCET earned several national honors, including the Peabody and an Emmy, during Loper's tenure—the job of KCET's president and chief executive officer came with a price: fund raising.

"I finally got tired of it. People would see you coming and they would practically cross the street to get away because we would ask for so much all the time," recalls Loper.

No such problem today. Now just about everybody wants to talk with Loper if it means nabbing a last-minute mention in a certain Emmy category or a better seat at the awards ceremony.

"I had one guy who didn't talk to me for three years after I put him in the balcony," Loper says, laughing.

Fortunately, a lottery system now prevents fights over who gets to sit where at the annual extravaganza in the Pasadena Civic Auditorium. Nominees continue to sit close to the aisles so they can make a quick trip to the stage if they win.

Loper continues to receive calls from producers who insist they had a hand in the finished product—and want their just rewards if the show takes the top prize.

"The great problem the industry faces is the designation of a TV producer," Loper says. "What is a producer? How many can there be on a show? There [are] an awful lot of them, especially if you have your relatives or friends helping out."

When the 50th annual Emmys are held this Sunday (Sept. 8), Loper and his wife, Mary Louise—a longtime society columnist for the *Los Angeles Times*—will once again take their aisle seats close to the stage. Loper likes to wander around the auditorium before and during the festivities, just like the celebrities who love to be seen and photographed by the press.

Not that he enjoys, much less invites, the same kind of attention.

"My favorite question when [reporters] see me is 'Are you anybody?'" Loper says. "I love that question. But I try not to be well known."

—LR

BROADCAST TV



Dubow

Appointments at WXIA-TV Atlanta: **Craig Dubow**, president/GM, named executive VP, Gannett Television (owner of WXIA-TV); **Robert Walker**, VP, broadcast, named VP/GM; **Brien Kennedy**, VP/general sales manager, named VP, broadcast.

Appointments at KOLR-TV Springfield, Mo.: **Cathy Rippe**, national sales manager, named general sales manager; **Rene Kuttenkuler**, account executive, named national sales manager.

Appointments at WFXT(TV) Boston: **Mike Cole**, senior line producer, WHDH-TV Boston, joins as managing editor; **Marc Hopmayer**, manager, ENG operations, NYI, joins as manager, news operations; **Jamie Ioss**, producer, WPRI-TV Providence, R.I., joins as executive producer; **Eileen Curran**, anchor/reporter, WGGB-TV Springfield, Mass., joins as general assignment reporter.

Appointments at KFMB-TV San Diego: **Jaime Garcia**, co-anchor, KJEO(TV) Fresno, Calif., joins as weekend co-anchor; **Ted Garcia**, anchor, KSAT-TV San Antonio, Tex., and **Kevin Cox**, anchor/reporter, KFSN-TV Fresno, join as general assignment reporters.

David McIntosh, meteorologist, National Weather Service, joins KLFY-TV Lafayette, La., as severe-weather specialist/weekend meteorologist.

Appointments at KXTV(TV) Sacramento, Calif.: **Joe Diaz**, chief meteorologist, KIII(TV) Corpus Christi, Tex., joins as meteorologist; **Lisa Casalegno**, producer, *News 10 at 5:00*, named special projects producer; **Kevin Williams**, programming coordinator, named assistant director, programming; **Robin Matthews**, production coordinator, named assistant director, programming; **Traci Rockefeller**, special projects coordinator, named on-air promotion and brand manager; **Kim Shultz**, writer/producer, named senior writer/producer.

Helen Swenson, executive producer, WCPX-TV Orlando, Fla., joins WPXI(TV) Pittsburgh as executive producer, *NightBeat*.



Sauter (top), Paymar sales manager.

Appointments at King World's *Inside Edition* and *American Journal*, New York:

Mark Sauter, investigative reporter, *American Journal*, moves to *Inside Edition* for 1996-97 season; **Jim Paymar**, reporter, *American Journal*, moves to show's investigative unit.

Marti Hazel, account executive, WDRB-TV Louisville, Ky., and WFTE(TV) Salem, Ind., named local sales manager.

PROGRAMING

Appointments at ABC Entertainment, New York: **Alan Sternfeld**, senior VP, program planning and scheduling, named executive VP; **Jeff Bader**, VP, current series programs, named VP, program planning and scheduling; **Marilyn Wilson**, VP, specials, named senior VP, specials and late-night programming.

George Selby, supervisor, Cataloging Distribution Service, Library of Congress, Washington, joins Public Broadcasting Service's Teacher Resource Service, Alexandria, Va., as director.

Nancy Cook, Southwest regional sales manager, Multimedia Entertainment, Santa Fe, N.M., joins Eyemark Entertainment, Los Angeles, as VP, Southwestern sales.

Stephen Lazarus joins Rysher Entertainment, Los Angeles, as research analyst. He previously was with ACI/Pearson International Television.

David Schreff, president, marketing and media group, NBA Properties, joins Marvel Entertainment Group, New York, as president/COO.

RADIO

Gina Forsythe, VP, sales, Sentry Radio, Dallas, named VP/manager.

Appointments at KRUZ(FM) Santa Barbara, Calif.: **Rex McNeill**, afternoon drive

host/producer, KVRQ(FM) Atwater, Calif., joins as production director/mid-day air personality; **Todd Violette**, on-air personality, joins as afternoon drive air personality.

Mary June Rose, program director, WBT(AM) Charlotte, N.C., joins WGN(AM) Chicago as program director.

Bob Worthington, host, *Solid Gold Saturday Night*, WCBS-FM New York, joins WQSR(FM) Catonsville, Md., as afternoon drive personality.

CABLE



Boden

Bob Boden, executive in charge, *Home & Family*, The Family Channel, Studio City, Calif., named VP, daytime programming.

Hartyn Enholm, CFO, Spector Entertainment Group, joins

Graff Pay-Per-View Inc., New York, as executive VP/CFO.

Appointments at NET, Washington: **Ferman Patterson**, senior producer, *WorldWide* and *Freedom's Challenge*, named senior producer, special projects; **Eric Kuligowski** joins as director, engineering.

Appointments at the Game Show Network, Culver City, Calif.: **Kim Cunningham**, VP, business affairs, Viewer's Choice, joins in same capacity, Los Angeles; **Lori Ramsey**, director, affiliate sales, Encore/Starz! Network, joins as director, sales, Western region, Los Angeles.

MULTIMEDIA

Appointments at Speer Communications, Nashville: **John Mann**, GSM, WTAJ-TV Altoona, Pa., joins in same capacity; **Tom Weekly**, president, Independent Network Services, joins as sales manager, Speer Transmission Services.

Appointments at KidStar Interactive Media, Seattle: **Rich Romero** and **Tina Nole**, part-time on-air talent, made full-time; **Tiffany Minor**, client services director, named network client development director; **Tara Middlewood**, client services coordinator, named network client services manager.

Appointments at Seals Communications Corp. (Sealsco), television production and marketing company and producer of sports programming for ESPN and ESPN2, Atlanta: **Scott McLemore** named VP, production group; **Scott Dewey**, marketing director, named VP, marketing group; **Matt Dill** named director, communications and business development.

David Bird, sales executive, Katz Continental Television, Dallas, named director, special opportunity sales, Katz Media Group, there.

Appointments at WETA-TV-FM Washington: **David Thompson**, project director, named director, cultural programming; **Michelle Fogelgren**, public information coordinator, WPBT(TV) Miami, joins as publicist, cultural programming.

ADVERTISING/MARKETING

Iris Frank, director, human resources, General Media Inc., New York, joins Katz Media Group Inc. there as VP, human resources.

Nancy Gunter, media director, RET Media Services, Turner Broadcasting System, Atlanta, named VP.

Elen Weinstein, VP, sales and marketing, advanced media systems, National Cable Communications, joins DARE (Direct Agency/Rep Exchange) LLP, New York, as senior VP, marketing.

ALLIED FIELDS

Appointments at ASI Entertainment, Glendale, Calif.: **Dale Hagen**, research director, Westwood One Radio Networks, joins as project manager; **Kathy Flynn**, project manager, ASI Market Research, joins in same capacity; **Gary Oppenheim**, field director, Diagnostic Research International, joins as research field manager; **David Bean** named research services manager.

SATELLITE/WIRELESS

Appointments at Group W Satellite Communications, Stamford, Conn.: **Jim Babchak** and **Cheryl Constantino**, affiliate representatives, Eastern and Western regions, respectively, named managers, Central and Western regions, respectively; **Rick Hogan**, research director, Harrington, Righter and Parsons, joins as senior research analyst, ad sales.

Vyvx Inc. has purchased Global Access Telecommunications Services Inc. and has named key Global Access executives to its management team. Appointments: **Jack Morse**, president/

CEO, Global Access, joins as VP, international operations and domestic sales; **Richard King**, executive VP/COO, Global Access, named VP, satellite operations; **Laura Kenny** named VP, marketing; **Joe Turcotte** continues as VP, operations and engineering, Vyvx; **Kevin Westfall** continues as director, finance and administration, Vyvx.

ASSOCIATIONS/LAW FIRMS

Heidi Gaasch, assistant director, Alliance for International and Cultural Exchange, joins the Corporation for Public Broadcasting, Washington, as assistant director, government relations.

Martin Brophy, president, Shen-Heights Television Association, Shenandoah, Pa., elected chairman, Pennsylvania Cable & Telecommunications Association, Harrisburg, Pa.

TECHNOLOGY



Lech

Edward Lech, VP/GM, VantageWare, joins Graham-Patten Systems (manufacturer of D/ESAM series digital edit suite audio mixers), Grass Valley, Calif., as CEO.

Frederick Lawrence, president, transmission group, ADC Telecommunications, Minneapolis, joins ComStream Inc., San Diego, as CEO.

Kenneth Pelowski, former VP, strategic planning and business development, Quantum Corp., joins General Instrument Corp., Chicago, as VP, corporate development.

TELEMEDIA



Friedman

Clifford Friedman, senior director, corporate development, MCA Inc., Universal City, Calif., named senior VP, Universal New Media Group (part of MCA Inc., developing business in all

interactive media worldwide.)

Appointments at C/Net: The Computer Network, San Francisco: **Fredric**

Paul, editor in chief, *PC Games*, joins as executive editor, features; **Eric Knorr**, editor, *PC World*, joins as executive editor, reviews; **Rich Castagna**, senior editor, reviews, *Windows Magazine*, joins as senior editor, reviews.

Laura Berland, previously with MCI/NewsCorp Internet, joins ORB Communications & Marketing (an interactive advertising sales and marketing firm), New York, as executive VP.

DEATHS



Morris in 1971

Greg Morris, 61, actor, died Aug. 27 of carcinoma of the lungs at his home in Las Vegas. Born in Cleveland, Morris pursued a stage career in Seattle and moved to Hollywood in the early

1960s. After several guest roles in such series as *The Twilight Zone* and *Dr. Kildare*, he became one of television's first black stars with his role as electronics expert Barney Collier on *Mission: Impossible*, which ran from 1966 to 1973. In 1979 Morris took the role of Lt. David Nelson on *Vega\$* and relocated to Las Vegas.

Ben Joelson, 70, television writer and producer, died Aug. 25 of a lung ailment in Los Angeles. Joelson began his writing career with *Candid Camera* and, with partner Art Baer, wrote more than 100 scripts for shows such as *Gomer Pyle*, *Get Smart!*, *The Odd Couple*, *The Jeffersons* and *Hogan's Heroes*. In 1972 Joelson won an Emmy for his work on *The Carol Burnett Show*.

Janet Woodd-Orsatti, 56, executive vice president of Olympic Entertainment Group, parent company of the Children's Cable Network, died Aug. 9 of cancer in Las Vegas. A native of Saskatoon, Saskatchewan, Woodd-Orsatti had 15 years of television experience, including working for Don Fedderson Productions on shows such as *Family Affair*, *My Three Sons* and *The Smith Family*. Before joining Olympic in 1993, she was president of Tiffany Home Loans in Los Angeles. She is survived by her husband, three brothers and three sisters.

—Compiled by Denise Smith
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Columbia TriStar Television Distribution has cleared the final hurdle in its off-network sales of *Walker, Texas Ranger*

sealing a deal for weekend double runs of CBS's hit Chuck Norris drama with Fox's WNYW(TV) New York. The sale pushes *Walker's* broadcast clearances to more than 85% of the country for a fall 1997 debut. The show also will air as a weekday strip on USA Network.

Station sources say Telepictures Distribution is starting to close deals for weekend off-network rights to NBC's powerhouse medical drama *ER*

set to launch in fall 1998. Buyers to date include Allbritton Communications' WJLA(TV) Washington and WHTM(TV) Harrisburg, Pa. Sources say offers are pending in New York, Los Angeles and Chicago. Telepictures is offering weekend double runs of at least 88 episodes of *ER* for a two-year license term

and an even seven-minute barter split. Media buyers estimate that the sales could bring Warner Bros. another \$7 million-\$10 million in addition to the estimated \$100 million Turner Entertainment bid for the weekday strip rights to *ER* earlier this year.

Top cable MSO Tele-Communications Inc. plans to preempt infomercial time on The Nashville Network and other networks

to accommodate paid programming from home shopping services Shop at Home and ValueVision. The services will each pay TCI for a minimum six hours of nightly airtime on systems serving at least 4 million households. Each service is targeting no fewer than 4 million TCI households by November, with plans to grow to as many as 10 million within the first year. Cable networks say infomercial revenue helps subsidize their programming costs, but many operators resent the

SW dropping rep for MediaAmerica

SW Networks says that within the next few weeks it will cancel its contract with Global Media for national advertising representation of SW's slate of program services and syndicated long-form shows.

Although SW executives did not announce a replacement for Global last week, Todd Sloan, SW CEO, confirmed that it will replace Global with New York-based MediaAmerica by late September.

The move marks the second time SW has had MediaAmerica represent its national ad sales. SW first hired MediaAmerica last January. That affiliation lasted only about five weeks, when SW switched to Global.

Sloan declined to comment on the terms of its contract with Global, saying only that "MediaAmerica better meets our business needs." —DP

infomercial blocks because they don't share directly in that revenue.

The Minnesota Broadcasters Association asked the FCC last week to clarify its eligibility requirements for political ads to qualify for the lowest unit charge.

The broadcasters argue that a political advertisement should not be entitled to the lowest unit charge unless it contains a visual or aural appearance by the candi-

date during at least 30% of the spot. "Such a step would insure a significant appearance by the candidate, yet offer great flexibility to the candidate in presenting his or her views," the petition says.

The National Basketball Association last week filed a suit against America Online

in New York City federal district court, alleging that AOL's online updates of league games are a "misappropriation of the

Grant sues over WABC firing

Radio talker Bob Grant is suing WABC(AM) New York, the Walt Disney Co. and CapCities/ABC to fulfill the terms of a contract that WABC cut short by firing him last April.

WABC silenced Grant just 16 months into a six-year contract that ran from Jan. 1, 1994, through Dec. 31, 2000, according to the lawsuit. Although Grant's attorney, Richard Diamond, did not divulge the amount Grant is seeking, he says "there were specific provisions in [Grant's] contract that in the event he was terminated, [WABC] had to pay him certain monies. They have not made payment and they are trying to claim that they don't have to pay him, and that's the foundation for the lawsuit."

Grant was widely criticized last March for referring to himself on air as a "pessimist" for thinking that former U.S. Commerce Secretary Ron Brown survived a fatal air crash. Grant was fired a few weeks later from his WABC afternoon drive time show. The suit charges that WABC, Disney and CapCities/ABC management disparaged Grant's reputation when they publicly said that Grant's remarks about Brown were the cause of his termination.

WABC and management at Disney and CapCities/ABC have not clearly stated the reason for Grant's termina-

tion, Diamond says. "Behind closed doors," he claims, they said the remark about Brown "was not the cause for his termination."

Although Disney is named in the lawsuit, which was filed April 26 in New Jersey Superior Court, Diamond says Disney executives "claim they had nothing to do with Bob's termination." If that is proved true, he says, Disney may be "dismissed from the litigation without prejudice."

That determination, however, is only one issue that must be resolved. Last week the suit was moved from New Jersey Superior Court to a federal district court to accommodate WABC (a New York station) and Grant, a New Jersey resident. Diamond says that other than requesting that the lawsuit be filed in federal court, WABC and CapCities/ABC have not responded to the litigation.

CapCities/ABC spokeswoman Julie Hoover says the company "is aware of the lawsuit" and intends "to file a response within a few weeks." She also says the company considers Grant's "position to be without merit" and describes his leaving WABC as simply "a parting of the ways." —DP

essence of the NBA's most valuable property." AOL had filed suit against the NBA earlier last month, asserting that the NBA had no right to prevent information providers from posting scores and statistics of games in progress. That followed a judgment the NBA won against STATS Inc., the company that provides data to AOL, in a case involving Motorola pagers.

Combined local and national radio ad revenue increased an average 7% in July 1996, compared with that of July 1995, according to the Radio Advertising Bureau. Year-to-date radio revenue totals marked a 6% increase in combined local and national advertising for 1996 compared with the same period last year, the RAB reported.

Helen Kushnick, 51, credited for Jay Leno's successful rise to host of NBC's *The Tonight Show*, died of cancer Aug. 28 at her home in Manhattan. As Leno's former manager, Kushnick was made executive producer when Leno replaced Johnny Carson in 1992. She lost that job, however, over accusations that she booked only guests who agreed not to appear on other talk shows.

Mark Hoffman is out as executive producer of Telepictures Productions' new talk show *In Person with Maureen O'Boyle*. Telepictures declined to comment on the change, but Hoffman reportedly had trouble working with

Cathy Chermol, who joined the show this month, also as an executive producer. Hoffman, former news director of KNBC(TV) Los Angeles, had never produced a talk show but was tapped to launch the headline-driven *In Person* because of his hard-news background. Chermol's experience in the genre includes stints as executive producer of Telepictures' *Carnie* and *Jane Whitney*. *In Person* bows Sept. 9.

David D. Smith, president of Sinclair Broadcast Group, faces trial in Baltimore District Court Sept. 18, a court official says. Smith was arrested last month after Baltimore police said they saw him pick up an alleged prostitute in a Sinclair-registered Mercedes. Police followed the pair and say they witnessed the woman performing oral sex.

GTE won approval from the Camarillo, Calif., city council last week to include that city in its planned deployment of a **hybrid fiber/coaxial cable system** to serve Ventura County. Earlier this year, GTE received clearance from the city council in Thousand Oaks, where it will begin cable service soon. It is awaiting approval from councils in Oxnard, Santa Paula and Port Hueneme to provide cable service to 122,000 households in Ventura County by the end of 1998. GTE also plans to introduce its advanced video network in the Tampa Bay area of Florida



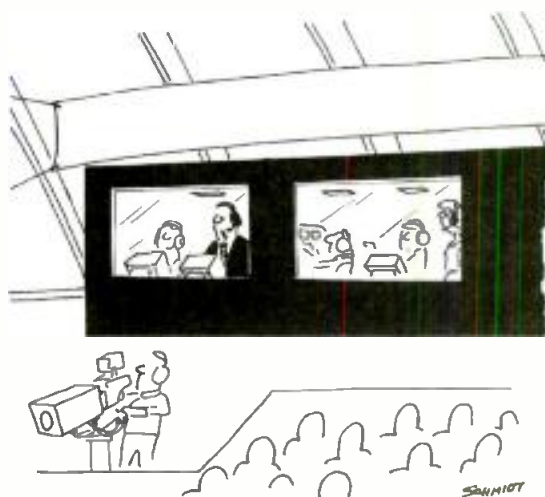
Service honored

The National Academy of Television Arts and Sciences handed out its 1995 community service and public service Emmy awards last week in New York. L-r: NATAS Chairman Charles Dolan, Cablevision Systems; Susan Haspel, NBC (winner for national PSA); Doloris McBain, WMAQ-TV Chicago (community service programs); Dean Mandel, KOMO-TV Seattle (local PSA), and NATAS President John Cannon.

and to expand to a total 66 U.S. markets by 2004.

The National Cable Television Association has asked the U.S. Court of Appeals for the District of Columbia to throw out the FCC's June Open Video Service

reconsideration order. OVS status allows telcos to deliver video while avoiding common carrier regulations and some cable regulations, in exchange for meeting other requirements including carrying unaffiliated program providers.



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Incorporating The Fifth Estate TELEVISION Broadcasting

Sitting tall

Sixty-plus years ago, the media joined with the Democratic party in a great and, it was thought, necessary deception: Convince the country that Franklin Roosevelt simply had trouble walking and was not, effectively, confined to a wheelchair. How appropriate that the media and the party combined again last week to showcase what people with disabilities can accomplish (the Republicans, with their nomination of Bob Dole, were also recognizing the victory of determination over disability).

Scripted? Calculated? Moving? Yes. The convention's opening night contained poignant moments that demonstrated both personal courage and an important shift in attitude toward people with disabilities.

Christopher Reeve arguably is a more powerful figure confined to a wheelchair than he was as an actor leaping tall buildings with a single special effect. Also on the program were Jim and Sarah Brady, whose now-familiar story is one of individual strength and persistence manifested in federal legislation. Both dramas have been played out in the media, with their principals becoming symbols of perseverance and triumph rather than objects of pity.

The media and the country have come a long way—sometimes led by those with leg braces and in wheelchairs. There is even a cable channel, Kaleidoscope, devoted to the challenges and accomplishments of the disabled.

Political motives aside, last week's spotlight on the "enabling disabled" was a moment worth celebrating.

P.S. There were also several moments last week in Chicago that are not worth celebrating—specifically, those speeches that celebrated the administration's intrusions into media content, including the V-chip and the three hours of children's TV. The ease with which this administration commandeers the Fifth Estate as another engine of social policy

is nothing to brag about and may prove to be Clinton's darkest legacy.

Inferior court decision

Los Angeles Superior Court Judge Hiroshi Fujisaki apparently thinks that the absence of TV cameras will diminish the likelihood of another media circus in the O.J. Simpson civil trial. The judge also has continued a gag order prohibiting participants from discussing the case.

His honor's rejection of cameras in the courtroom attempts to demonstrate that this judge will not tolerate the atmosphere that permeated—and often defined—the Simpson criminal trial, over which Lance Ito presided. Yet, a little discretion on the part of the judge and trial participants—though not necessarily a gag order—would make the camera ban unnecessary. CNN and Court TV can hardly be blamed for Faye Resnick's guide to the better plastic surgeons of West L.A. or The Dancing Itos. And television did not force sniping between F. Lee Bailey and Robert Shapiro, nor did it control the hemlines on Marsha Clark's skirts.

But TV helped to teach the public about relevancy and the exclusionary rule. If the public has no clear picture of the workings of our judicial system, it's not the fault of the media, but is merely an accurate picture of complexity.

Distortion is best countered by accuracy, and the sometimes irresponsible reporting that comes from a sensational trial is best offset by the accurate presentation that characterized most of the Simpson trial broadcasts. Excluding the television public from the trial will increase the importance of third-party accounts and, ultimately, enhance the presence of tabloid media as well as legal commentators.

The principal difference between the Simpson case and others is not the media attention it received, but the public interest that prompted that attention. That interest should hardly be limited to the number of seats in a courtroom.

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