

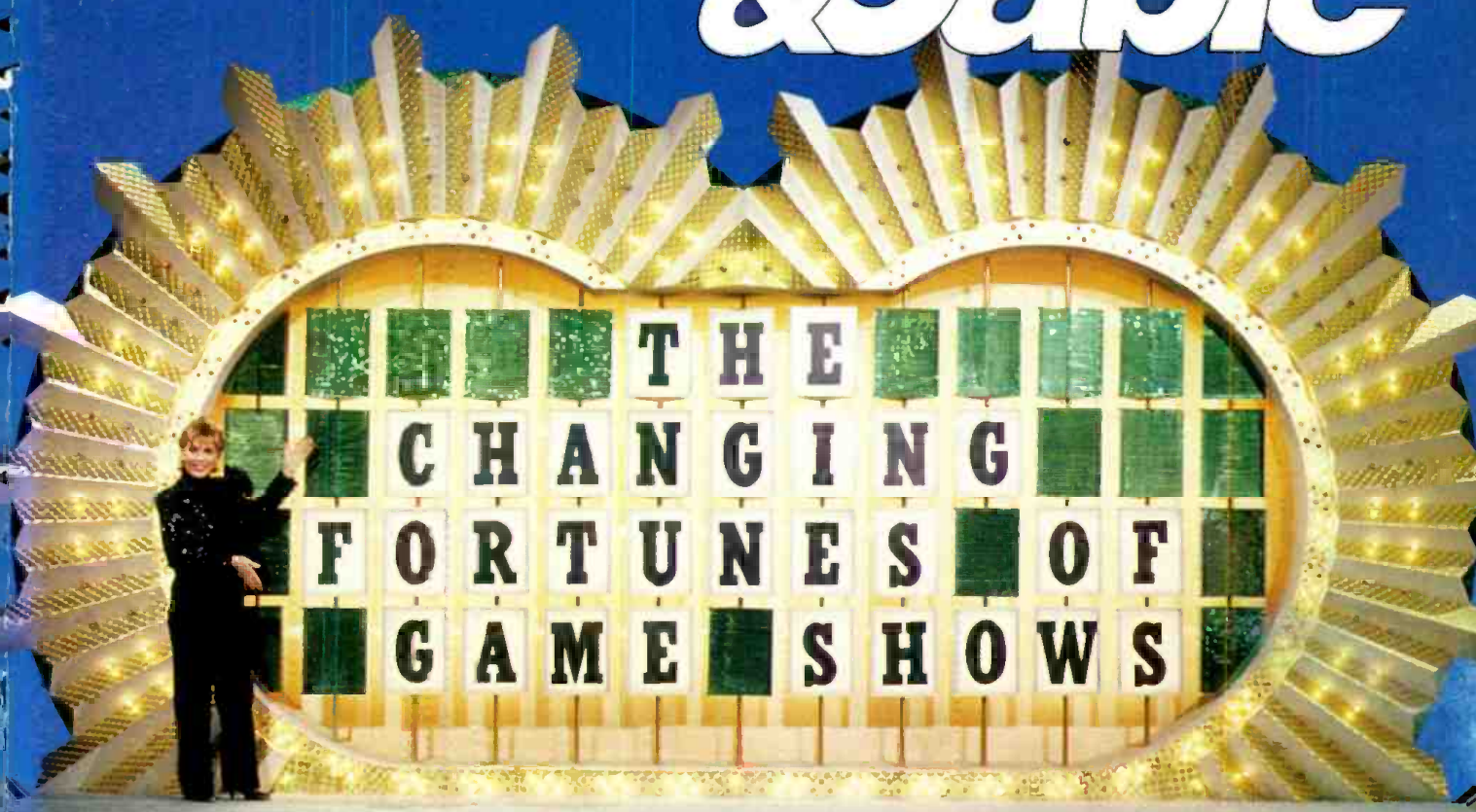
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Broadcasting & Cable

The Newsweekly of Television and Radio

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Cable Regroups at the Western Show

...Amid the Internecine Warfare

Hundt's Game Plan for 1997

Vanna White for King World's 'Wheel of Fortune'

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TOP OF THE WEEK / 6
BROADCASTING / 49
CABLE / 81
TECHNOLOGY / 97

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Fast Track

Must Reading from
Broadcasting & Cable
December 16, 1996

TOP OF THE WEEK / 6

MPAA-style ratings face attack TV's voluntary ratings system is under attack from Congress and parents groups even before its official release. But those ratings are the only ones the industry will tolerate, TV ratings group head Jack Valenti says. / 6



Michael Ovitz left Disney/ABC last week. / 14

TCI chief says cable needs to show profit TCI chief John Malone says it's time for the cable industry, particularly Tele-Communications Inc., to start showing a profit. After years of borrowing against the future, payback time is approaching, he says. / 7

ABC rebounds from sweeps loss Fresh from a prime time victory, ABC put its own spin on the November sweeps last week, saying that it is in a healthy position with advertisers and is making good on performance promises. The network finished third in the sweeps (10.1 Nielsen rating/16 share), keeping its second-place stronghold on adults 18-49. / 16

Information and education icons to make debut The new children's TV rules could show up in local TV listings next month, as all the major networks say they'll supply program guide publishers with a common symbol to identify their "educational and informational" shows. / 28



Last week's Western Show set a record with more than 26,000 attendees. Coverage is highlighted with the above logo.



COVER STORY

Game shows wait for a comeback

Modest performance of current new shows, a dearth of fresh concepts and a skeptical generation of viewers won't scare producers and programers away from

the game show genre, as long as *Wheel of Fortune*, *Jeopardy!* and *The Price Is Right* stay on top. / 42

Cover photo by Craig Mathew

Game shows find home on cable The game show genre has found a home on cable, which has numerous entries on The Family Channel, MTV and, now, the Game Show Network. / 46

BROADCASTING / 49

Hume will leave ABC for Fox News Rupert Murdoch scores a major coup, as ABC chief White House reporter Brit Hume will join Fox News as chief Washington correspondent and managing editor in January. / 56

Rush gets a raise Radio stations across the country will be paying more to carry Rush Limbaugh next year. / 78

Happy Holidays
BROADCASTING & CABLE will not publish on Dec. 23. Breaking news developments will be available on the daily TV Fax (1-800-544-5729 to subscribe). B&C returns with the Dec. 30 issue, featuring a special report on new cable networks.

CABLE / 81

Cable embattled but unbowed Cable executives at the 1996 Western Show showed optimism in the face of adversity. Attendees reflected on a disappointing year, but many conclude that the threats to cable from telcos and DBS may be overstated. / 81

Comcast digital launch follows 'years of hell' Comcast's digital TV service could transform the cable industry, analysts in New York were told at the PaineWebber Media Conference last week. / 92

Telemedia *Week*

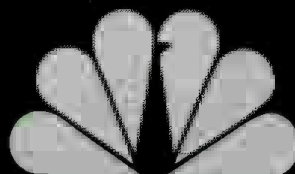
CableNet makes promises The Western Show's CableNet pavilion promised a great deal for the future of modems and multimedia, and some of that technology is beginning to deliver. / 94

Microsoft, Netscape strike key Internet deals Microsoft makes a pact with PointCast for sending news and ads to PC users, while Netscape makes a deal that will make its Navigator the preferred browser for five regional Bell companies. / 94

TECHNOLOGY / 97

HP sells MPEG-2 product to six cable networks Six cable networks have purchased Hewlett-Packard's MPEG-2 compressed MediaStream Server-Broadcast Series and will begin taking delivery this month. TBS has purchased Wegener MPEG-2 gear. / 97

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Closed Circuit.....18	Fates & Fortunes...118	Washington Watch...36



Our Confidence In Nielsen is

Each of the Networks has informed Nielsen that:

- The people meter sample is insufficient in today's TV environment.
- The in-tab sample rates for key demographics are the lowest in 10 years.
- Their national sample does not reflect the national demographic profile.
- There is a growing disparity between local overnight ratings and national ratings.
- Unexplained fluctuations in critical audience measurements are alarming.

“Nielsen is not responding adequately to the industry's concerns.”

DOOM

Top of the Week

Valenti delivers the V-chip code

Says industries will go to court if government tries to change it

By Heather Fleming
WASHINGTON

The voluntary TV ratings system scheduled for official unveiling this week is the only ratings system the industry will tolerate, said TV ratings group head Jack Valenti last week.

Under the Telecommunications Act of 1996, the FCC has the authority to set up its own ratings panel if it finds unacceptable the voluntary industry system set up by Valenti's implementation group. FCC Chairman Reed Hundt said he would reserve judgment until he has read both the plan and public comments on it.

President Clinton said Friday: "I feel very strongly that the government should not be involved in this." Instead, he said, the system should have a 10-month trial. "Then, if they're inadequate or there needs to be some more content in the rating systems...we'll be able to make that argument."

"I can tell you right now," said Valenti, president of the Motion Picture Association of America (MPAA), "we're not

going to use any other television ratings system except the one we're going to announce." The voluntary system adopted by the TV industry implementation group closely resembles the one developed by MPAA for movies.

As expected, the ratings system will comprise six age-based categories. The group plans to educate the public on the ratings system through TV public service announcements, pamphlets and possibly a toll-free phone number. Members also hope that newspapers, TV listings and other news outlets will regularly publish the complete list of ratings categories and definitions.

Still to be worked out is the definition of news programming, which will be exempt from rating. Some fine-tuning of the category descriptions is also likely before the plan is unveiled Dec. 19.

A ratings oversight or "appeals"



Jack Valenti says if Congress wants another system, 'we'll be in court in a nanosecond.'

board will look at those program ratings for which there has been a "general complaint," said Valenti. Chaired by Valenti its first year, the panel will consist of six cable, six broadcast and six creative industry representatives. The group will reconvene after a year to assess the system.

"It has not been a very easy process," said Chuck Sherman, National Association of Broadcasters senior vice president, television.

"Discussions are continuing, but I really believe we'll have everyone [in the ratings implementation group] on board [this] week."

But Representative Edward Markey (D-Mass.), who wrote the V-chip legislation, is battling against an age-based ratings system. Markey prefers a system that specifies the level of sex, violence and offensive language in a program with an "S," "V" or "L" rating.

"[W]e should stop pretending that ratings attached by the producers or distrib-

Getting specific over kids

The TV ratings implementation group last week was considering the following specific ratings system language. A Dec. 9 memo was circulating among all group members for their final OK, but fine-tuning is expected until the plan's official release in New York on Dec. 19.

The following categories apply to programs designed solely for children:

TV-Y: All Children. This program is designed to be appropriate for all children. Whether animated or live action, the themes and elements in this program are specifically designed for a very young audience, including children ages 2-6. This program is not expected to frighten younger children.

TV-Y7: Directed to Older Children. This program is designed for children ages 7 and above. It may be more appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild physical or comedic violence, or may frighten children under age 7. Therefore, parents may wish to consider the suitability of this program for their very young children.

The following categories apply to programs designed for the entire audience:

General Audience. Most parents would find this program suit-

able for all ages. Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.

TV-PG: Parental Guidance Suggested. This program may contain some material that some parents would find unsuitable for younger children. Many parents may want to watch it with their younger children. The theme itself may call for parental guidance. The program may contain infrequent coarse language, limited violence and some suggestive sexual dialogue and situations.

TV-14: Parents Strongly Cautioned. This program may contain some material that many parents would find unsuitable for children under 14. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under age 14 watch unattended. This program may contain sophisticated themes, sexual content, strong language and more intense violence.

TV-M: Mature Audience Only. This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program may contain mature themes, profane language, graphic violence and explicit sexual content.

utors of shows will have any credibility at all," Markey said at a press conference. "A small number of age-based categories will become the black holes into which producers dump the majority of shows." He said the industry's decision to rely on an MPAA-like system is "all money driven" because advertisers will not want to advertise on shows stamped with a violence rating.

Markey and Senator Joseph Lieberman (D-Conn.) said they may consider introducing legislation that mandates a content-based system if the final proposal is an age-based system. Valenti warned that if they do, or if the FCC tries to change the system, "we'll be in court in a nanosecond."

Members of the implementation group defended an MPAA-like system for TV, saying a "V," "S" and "L" ratings system would be too complicated for parents to use, and would be riddled with inconsistencies. Under the MPAA ratings system, the board is solely made up of parents. It reviews all movies and assigns ratings. But with more than 2,000 hours of television programming daily, ratings must fall to the programming producers and distributors themselves.

Meanwhile, children's advocacy, parental, health and media watchdog groups are joining Markey's fight for a content-based system. Forty-one such groups and individuals sent a letter to Valenti last week calling for an "S," "V" and "L" labeling system.

The Media Studies Center/Roper Center also released a survey showing 73% of Americans support a television ratings system based on program content, while 15% support an MPAA-style system. Valenti said the implementation group will release its own survey this week that shows an "overwhelming" majority of Americans prefer an MPAA-like system.

The tone of the campaign against the implementation group's ratings system is frustrating to many who back the voluntary ratings. Valenti lashed out at Markey, accusing him of orchestrating "inflammatory, hallucinatory accusations that have been targeted at the TV program guidelines before they've even been announced."

Martin Franks, CBS senior vice president, Washington, was also frustrated that "some of the very same people that offered [the TV industry] a voluntary system seem to have forgotten the definition of voluntary. A number of us wonder if we are the victims of bait and switch." ■

Malone: Profit of a new era

Says it's time for cable to deliver return on investment, higher stock prices

By Price Colman
ANAHEIM

John Malone says it's time for the cable industry, particularly Tele-Communications Inc., to start showing a profit.

In keeping with what's become a Western Show tradition, Malone turned a panel discussion into a pulpit for redefining the industry.

After years of cable borrowing against the future so it can build a future, payback time is rapidly approaching, Malone said last week.

"The curse of the cable industry... over all these years has been that every year the debt comes up and all the money generated gets reinvested, and then some," said the TCI chairman. "That's a paradigm that has to change as this industry gets larger and matures."

Malone's comments represent a radical reversal for an executive many consider the most powerful and influential in the cable industry.

"It's a sea change in the entire cable industry," said John Mansell, of Paul Kagan Associates. "Here's a company that really taught the rest of the industry to build the business on the basis of equity appreciation and asset appreciation. And now the industry is moving in a different direction toward net income as it [enters] a new stage of development with increasing competition for its core business. Maybe it's going to be the trend for the future."

Since returning to active duty at the helm of TCI, Malone has made a number of moves—spinning off certain operations, restructuring the core cable business, slashing capital expenditures, cutting 2,500 jobs—intended to enhance the bottom line.

In addition, he has re-enlisted Donne Fisher, TCI's former financial guru, in an effort to boost TCI Communications (TCOMA) and Liberty Media Corp. (LBTYA) stock prices, sources told BROADCASTING & CABLE.

Fisher's mission, sources said, is to reassure the investment community

about the inherent value of TCI and to work with the estate of the late TCI chairman John Magness in buying back the shares in both TCI Communications and Liberty that the estate owns.

Such a repurchase plan would be anti-dilutive to the stock and could consolidate additional voting power in the hands of Malone.

In an effort to create a new TCI, Malone has turned to two veterans: Fisher and J.C. Sparkman, TCI's former cable wizard. Malone lured both out of retirement, reportedly with \$1 million—plus signing bonuses to help with the turnaround.

As for the paradigm shift to profitability, instead of the cash-flow model cable has long employed, the new gospel according to Malone says that emerging businesses must support themselves while exploiting the opportunities presented, simplifying the parent company's corporate structure and reducing debt leverage.

"At some point the shareholders deserve some kind of return," Malone said. "In a capital-intensive business like ours, that should take the form of rising stock prices. We have not been able to deliver that in recent years. Let's be honest about it, guys: the cable industry has the lowest return on investment capital of any major business in this country. So for us to be shy about rates or about expecting to get a decent return on capital is foolish."

Malone's comment about rates was in sharp contrast to NCTA President Decker Anstrom's introductory comments: "We must be careful, really careful, about price increases. Price was the match that lit the bonfire that consumed us in 1992."

Nonetheless, many of the top MSOs, including TCI and Time Warner, have announced rate hikes for 1997 that will average around 7%.

While "Darth Vader" Malone alluded to the dark side facing cable if it



'For us to be shy about expecting to get a decent return on capital is foolish.'
—John Malone



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TEAM KNIGHT RIDER

TAKING ACTION TO THE EXTREME FALL '97

doesn't generate earnings soon, he did not define "soon." His longtime friend and cable pioneer Ted Turner offered a less dire portrait: "I'm very bullish on the cable industry. I'm surprised at how much we've been penalized in the last 12 months, stock price-wise.... I think...by the end of this year our stocks are going to recover a good bit."

Malone, on the upbeat side, praised the potential of emerging services, particularly digital cable and high-speed data. He also stressed that a key reason for his interest in those businesses is that they are essentially unregulated.

"I think the most exciting part of our business now is going to be that area that is unregulated," Malone said,

specifically citing the Internet.

Malone has said that he will require emerging businesses—the high-speed data business @Home and residential telephony People Link by TCI—to sustain themselves. His remarks last Thursday underscored that and statements he has made since reappearing in the public eye conference in October. ■

Cable commits to digital, online future

Western Show marked by digital-cable deals

By Richard Tedesco

ANAHEIM

The cable industry made a definite commitment to the indefinite digital future last week in Anaheim, embracing the new technologies in a series of major deals announced at

for operators with the current interest in Internet services, predicting that the Internet could provide "the most exciting part of our business."

In action on the modem front, Cox Communications was the latest cable operator to enter the fray, placing an order for 50,000 Cybersurfr modems from Motorola and an unspecified number of QuickBurst modems from Hewlett-Packard. TCA Cable will take

make headway with other operators during third quarter 1997. "All the MSOs are talking to us," said Efi Arazi, Imedia CEO. "The bucks are speaking very loudly."

With the technical side advancing, the MSOs now need to work out the deals. It's like the fabled future marriage of TV and the PC: savvy observers repeat the mantra of convergence, but nobody really knows how that convergence will occur in the real world.

TVN, which announced that TV/Com will build its Digital Cable TV set-tops, is pitching 40 channels of digital content that can complement the usual array of analog channels at a minimal cost in channel space. Meanwhile, New Media Communications touted what it claims is the world's fastest cable modem, the Cyber City, operating at 54 mbps.

The promise of the new technologies is almost too good to be

believed by an industry that is struggling against DBS incursions. Cable is rushing headlong into the digital future buoyed by the CableLabs delivery of interoperability specs for high-speed modems to nearly 100 vendors.

Just how many of those vendors decide to make modems to those specs is the next stage in the process. But modem deployments will push on, with or without hardware interoperability.

At one panel in Anaheim, Will Richmond, vice president of new media for Continental Cablevision, said, "We could easily envision a day when our service people installing Highway One have a stash of WebTV boxes in their trucks." It's a nice picture of a future where cable operators have managed to comfortably nestle consumer-friendly digital technology into the unregulated scheme of ancillary businesses. It may even be a real picture someday. ■

the Western Show.

The most tangible signs of the advent of cable's digital age were the deals struck to advance real deployments of the blue-sky technologies. Time Warner trumpeted \$450 million worth of deals for digital set-tops from three different manufacturers (see page 95).

The biggest piece of that action will go to Scientific-Atlanta, which will supply 550,000 units of its Explorer 2000 boxes as well as headend gear for Time Warner's Pegasus project. Toshiba will kick in 250,000 boxes, and Pioneer will supply 200,000 units.

The boxes open the door to expanded pay-per-view programming and the high-speed Internet access they also can enable. And Time Warner is spending \$4 billion over four years to bring its plant up to 750 mhz capacity to accommodate the digital technology.

"This is not a little exercise. We are putting huge resources into this," said Jim Chiddix, Time Warner's chief technology officer. He could have been speaking for a number of MSOs who are putting their money where their high-tech aspirations are.

At one of the sessions at last week's show, Tele-Communications Inc. honcho John Malone said his "most urgent" mission was deployment of digital set-tops. And he seemed elated at the business prospects that present themselves



S-A's Explorer 2000 set-top features a built-in transmitter for internet access.

delivery of 20,000 units of S-A's new dataXcellerator one-way modems over the next two years.

Any way into the modem market seems to make sense to operators eager to learn how to embrace the new opportunity posed by the Internet. Atlanta-based Hayes Microcomputer demonstrated its new Ultra cable modem, with a maximum downstream rate of 5 mbps and a \$179 price that could compel even small operators to take an interest in the Internet.

Heralding another sign of cable's digital destiny, Imedia Corp. demonstrated the 24:1 compression ratio that drives its new CherryPicker product. The ReCoder digital processor at the heart of Imedia's new release permits recoding and editing of digital satellite feeds on the fly.

Supporting as it does TCI's Headend in the Sky initiative, Imedia expects to



War looms over program prices

Operators say escalating costs have to stop, even if it means dropping channels

By Price Colman
ANAHEIM

If content is king in the new world of television, then the king had better prepare for a revolt.

In a theme repeatedly echoed during the Western Show last week, cable operators stressed their distress over the relentless escalation of programing costs and the impact it has had on their business.

"This is a tough, bloody year," InterMedia's Leo Hindery declared during the show's first-ever "preview" session, on Tuesday. "I think we as an industry need to understand the pressures that we are putting on each other.... This is not an easy time for relationships in the industry."

From all signs, more blood will be shed before MSOs and programers resolve their conflict. Tele-Communications Inc. has taken the early lead in hard-line negotiations with networks, all but demanding concessions from them. TCI Chairman John Malone gave a sign of what's likely ahead when he told analysts and investors at the Bear, Stearns conference in October that he was going to play "Darth Vader" in negotiations with programers.

Malone has also said that he's seeking win-win negotiations with networks, but his primary emphasis has been on slashing programing costs to achieve net earnings for TCI.

Few, if any, have been immune from the Malone force.

"TCI is dramatically indifferent to the ownership of services," said Peter Barton, president of TCI programing subsidiary Liberty Media Corp., during the show's official opening session Wednesday morning. While defending his parent company as seeking a win-win scenario with

programers, Barton said TCI's approach to programers is "you'd better wake up and either work with us or start thinking about a business model that doesn't include us."

Demonstrating support for Malone's aggressive approach, Jones Intercable CEO Glenn Jones suggested that dropping a high-profile network is not inconceivable: "The one thing I have learned is that you can take off any network—I don't care what it is, CBS, NBC—and there's not enough trauma in your cable system that you can't survive it. Let's not come to that."

A source close to Jones later said the CEO was clearly drawing a line that programers would cross at their own risk.

The growing conflict between operators and programers did not take a backseat at a show intended to highlight the camaraderie and common interests shared by programers and operators. Instead, the potential for a war between cable's operator and programing states appears increasingly likely in '97.

MSO executives' comments suggested they are as resentful of being excluded from discussions about programing rate increases as they are of being the public relations foil when they pass on such rate hikes to their customers.

"If we're getting charged based on assumptions [about ratings], I've got to be part of that conversation," said Hindery, who added: "There's something going on here that's driving a wedge between the



InterMedia's Hindery and Jones Intercable's Jones see tougher negotiations with programers over prices.



Discovery's John Hendricks was among the programers butting heads with operators.

pipeline side and the oil side of this business. We are seeing rate increases year after year after year [based on an inaccurate rating system]. Eighty percent of my rate increase last year was content-cost driven.... There's something going on here that we have to start talking about."

Cable and broadcast executives have criticized audience rating services such as Nielsen. Critics contend that Nielsen is slow, expensive and inaccurate.

Liberty's Barton cited sports programing—a key element in most MSOs' channel lineups—as rocket fuel for rising programing costs. "Other costs are up 17 to 20 percent. Sports is going up 30 to 50 percent per year. [Sports] is a tough business, and it will never be a comfortable business for anybody."

Barton suggested that programers could ease the tension with operators by being creative in contract negotiations: "There is a need on the part of cable operators for exclusivity. It's something Liberty is very much interested in developing and wants to provide."

Despite the growing tension between operators and programers, the consensus is that Rupert Murdoch fundamentally altered the landscape when he offered to pay operators \$10-plus per sub to launch Fox News Channel.

"I'm struck more by the fact that the upfront [payment] occurred than by the magnitude of it," Hindery said. "A year ago when we sat here, it was inconceivable.... If Rupert, Ted [Turner] and Discovery are paying upfront monies, there's a message there that we all have to reconcile." ■

Show Topper
Attendance at this year's Western Show in Anaheim was a record-breaker:

1996	26,122
1995	23,200
1994	21,700



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Ovitz leaves Disney

Former superagent frustrated by role under Eisner

By Lynette Rice and
Cynthia Littleton

HOLLYWOOD

Other than the scandal-laden hiring of a rival network executive, Michael Ovitz didn't leave much of a mark on ABC and The Walt Disney Co. television division in his short tenure at the studio.



Whither Ovitz?

Months of speculation about Ovitz's departure came to an anticlimactic head last Thursday, when Disney confirmed that Ovitz will step down on Jan. 31 after 16 months as president.

By many accounts he won't be missed by the Disney/ABC troops.

"This is a really, really big company," said Ted Harbert, chairman of ABC Entertainment. "Anyone who thinks that either [Disney chief executive Michael] Eisner or Ovitz has the time to be involved in the day-to-day management of any division of the company doesn't realize what a huge

operation" Disney/ABC is.

Disney insiders say Ovitz kept a low profile in the studio's TV production and distribution units. By contrast, the onetime superagent to superstars is said to have been rebuffed in his efforts to take an active part in the management of ABC, which merged with Disney just one month before Ovitz's arrival.

Ovitz's tension with the TV community peaked last summer with the hiring of Jamie Tarses, a hotshot NBC development executive, as president of ABC Entertainment.

Ovitz's aggressive bid for Tarses prompted NBC West Coast President Don Ohlmeyer to brand him the "antiChrist," after the former superagent allegedly suggested that Tarses threaten Ohlmeyer with a sexual harassment lawsuit if he didn't release Tarses from her NBC contract. Both Ovitz and NBC have denied this.

The episode was also uncomfortable for Harbert, who was ultimately promot-

ed to chairman of ABC Entertainment when Tarses took over as president.

Sources in and outside Disney say Eisner and Ovitz never developed a good working relationship, despite a 25-year friendship. Ovitz was unsatisfied with his ill-defined role as second-in-command to Eisner.

In a statement, Ovitz acknowledged that "it is important to recognize when something is not working. I hope that my decision to leave will eliminate an unnecessary distraction for a great company." Disney said there are no immediate plans to name a successor.

A source close to both men said Eisner wanted Ovitz to focus on areas that Eisner did not have the time to concentrate on, such as the international expansion of the Disney empire. Ovitz wanted to be more involved with shaping ABC's prime time schedule and other domestic concerns.

Ovitz's plans were the subject of much speculation last week. Sony Corp. and Viacom denied published reports that they are negotiating with the founder of Hollywood's powerful Creative Artists Agency. But Ovitz, 50, certainly won't need to work. After his stock options are cashed in, he is expected to pocket more than \$80 million from his one-year tenure at Disney. ■

Cable-telco battle bogus, says Hundt

FCC chairman promises action to promote competition

By Chris McConnell

WASHINGTON

The much-ballyhooed battle between cable and phone companies so far is phony, FCC Chairman Reed Hundt said last Thursday.

Addressing a Practising Law Institute conference, Hundt recounted earlier forecasts that the two industries were on a collision course to compete in each other's businesses. "The fact is, we're getting divergence from the convergence scenario," said Hundt, adding that "only the naive" would believe in the emergence of a two-wire world of telephone/video providers.

Hundt cited recent reports of phone company plans to scale back video ventures. Conversely, cable companies, "with a few exceptions," are not taking on the phone companies as telephone service providers, he said.

"This is not the two-wire world," Hundt said, adding that the lack of competition "is not what the [Telecommunications Act] was supposed to get us."

Hundt discussed the state of cable-telco competition while discussing his plans for promoting competition during the next year. "We want a fully competitive war, not a standoff in which incumbent companies warily eye each other, but never really enter each other's markets," he said.

To that end, Hundt cited a number of initiatives the commission plans to undertake in 1997. The list includes wrapping up pending proceedings on telephone number portability and access to poles, conduits and rights-of-way. He also said the commission plans to preempt rules imposing "undue burdens" on telecommunications carriers.

Additionally, Hundt said the FCC plans to establish a more "market-dri-



Hundt hopes the FCC will vote on a digital TV standard this week.

ven" spectrum policy. "We have to allow people to use the spectrum in the way the market says is best." An FCC policy statement on the subject is coming in a few weeks, he added.

The FCC hopes to vote on establishing a transmission standard for digital television before year's end. Hundt said the commission hopes to complete the other digital TV rulemakings "in a way that maximizes broadcasters' abilities to respond to changes in technologies and markets, thus enabling broadcasters to compete in new markets."

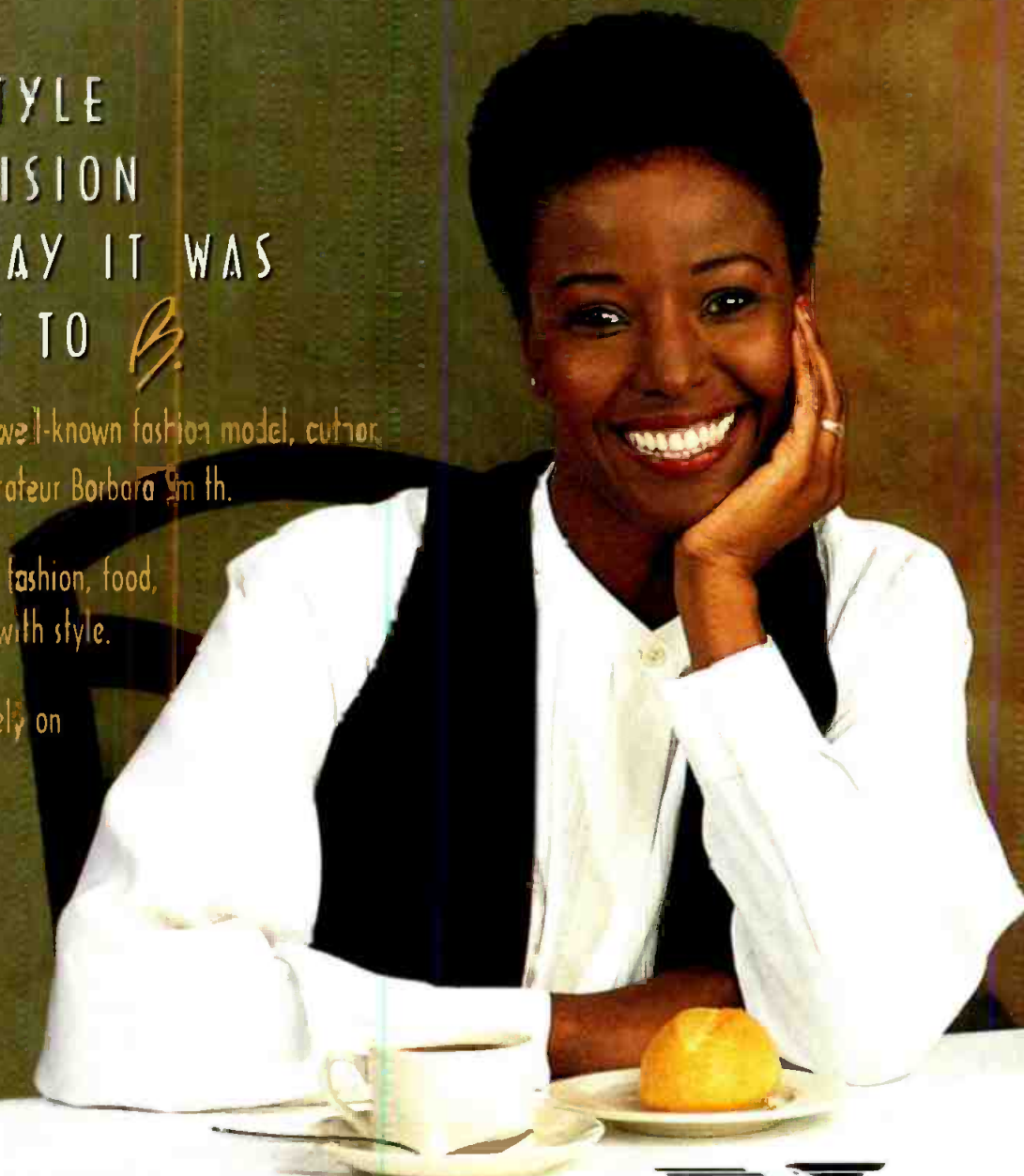
Hundt said he plans to issue a more detailed memo next week on his 1997 agenda. ■

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ABC puts best face on sweeps loss

Network wins week of Dec. 2, but network's drop in households, key demos clouds uptick

By Lynette Rice

LOS ANGELES

ABC, fresh off its second prime time victory Dec. 2-8, put its own spin on the November sweeps last week, saying that it is in a healthy position with advertisers and is making good on performance promises. The network finished third in the sweeps (10.1 Nielsen rating/16 share) and kept its second-place stronghold on adults 18-49.

"There seems to be an addiction to year-to-year comparisons. While that may be a story in itself—network erosion—it doesn't speak properly to the competitive race," said Ted Harbert, chairman of ABC Entertainment. "ABC in any given week is very competitive...in terms of the race for the 18-to-49 demographic, ABC is, and continues to be, a strong second."

As of Dec. 2-8, ABC was ahead of the November sweeps victor, NBC. Thanks to a week of mostly original programming that included a Barbara Walters special and Saturday football, ABC won the week with a 9.5/16, behind NBC's 9.2/15 and CBS's 9.4/15.

Yet the victory failed to underscore the larger issue of the season—ABC's drop



ABC's plan to 'stop the bleeding' on Saturday night includes sticking with drama 'Relativity.'

in households (11%) and in key demos (15% in 18-34 and 16% in 18-49). Harbert conceded that the cancellations of *Second Noah* and *Common Law* on Saturdays, coupled with drops in ratings for *Lois & Clark: The New Adventures of Superman* on Sundays, can be blamed for the network's loss of viewers.

"November just had the lousiest list of event movies. We didn't have a miniseries...The only movie I wish [hadn't been] in the November sweeps was 'Four Weddings and a Funeral.' It's

not a November sweeps movie."

Now that ABC has rejiggered its Wednesday lineup, it hopes to "stop the bleeding" on Saturdays by airing movies and remaining committed to the struggling drama *Relativity*.

Spin City, which Harbert described as a victim of too much hype in its freshman year, is seen as a long-term asset for ABC. And March will see debuts of the much-anticipated drama *The Practice* from David Kelley and a sitcom with Arsenio Hall.

NBC recently raised Harbert's ire after a rival executive blamed ABC for network erosion this season and described its season-to-date performance as a "freefall." "They should speak of their accomplishments and leave the comments about others out of the equation," Harbert said.

Equally annoying to Harbert was a Dec. 11 promotion that aired on NBC, encouraging viewers to tune in that night because ABC was airing repeats. That prompted an angry letter from ABC to NBC, which pointed out that an original episode of *Coach* actually ran on ABC.

"I think the biggest factor in network erosion is six networks doing the same thing in most time periods," Harbert said. ■

Full court press

Koch and comedy courts test their appeal

By Cynthia Littleton

HOLLYWOOD

Here come the judges. For all the recent talk about a game show revival (see "Cover Story," page 42), it's court shows that are hot in syndication these days.

Last week, Warner Bros. confirmed plans to revive *The People's Court* next fall in a live, hour format with former New York City mayor Ed Koch on the bench.

A courtroom strip is also the first daily project to come from ITC Entertainment since the company was acquired by Dutch music and film giant PolyGram in early 1995.

Comedy Court, presided over by the

droll Steve Landesberg, will have comedians serve as lawyers for litigants in real-life civil disputes, where Landesberg's decision will be binding.

Both distributors say they're going after early fringe, news lead-in time periods, most of which are occupied by talk veterans such as Sally Jessy Raphael, Montel Williams, Maury Povich, Geraldo Rivera and Jenny Jones.

The new interest in the court genre has been sparked in part by the strong performance of Worldvision Enterprises' freshman strip, *Judge Judy*. The new *People's Court* will be produced in New York by Ralph Edwards/Stu Billet Productions, the team behind the hugely popular original show that ran from 1981 to 1993.

One of the chief strengths of the original show was its ability to deliver hard-to-find male viewers in daytime and early fringe dayparts.

"In its heyday, *The People's Court* had a terrific male audience [composition]," says Scott Carlin, executive vice president, WBTD, which is offering the strip for cash plus 3 1/2 minutes of barter.

The expanded format will feature two or three cases per episode, legal analysis and a call-in segment for viewers to render their verdicts via phone, fax and e-mail.

Koch, a lawyer since 1949, served nine years in Congress before his 1979-89 stint as New York mayor.

Landesberg is a veteran of *The Tonight Show*, and is best known for his role as the sardonic detective Arthur Dietrich on *Barney Miller*. ITC is offering the half-hour strip from The Producers Entertainment Group on a straight barter basis. ■

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Bell Atlantic, Nynex pull plug on wireless deal

By Michael Katz
WASHINGTON

Wireless cable's week to forget culminated appropriately enough on Friday the 13th, when Bell Atlantic and Nynex officially pulled the plug on their Tele-TV video service agreement with CAI Wireless.

The RBOCs are shelving the 1995 agreement with CAI for one year and are giving the wireless operator an option to buy back the \$100 million investment Bell Atlantic and Nynex made in CAI. The decision also releases CAI from having to reserve its wireless spectrum for use by the telcos.

Bell Atlantic and Nynex also suspended plans to launch Tele-TV via CAI's systems in Boston and Norfolk, Va., just one week after telling **BROADCASTING & CABLE** that the spring 1997 launches were on schedule. The telcos had not been satisfied with the number of households the service was able to reach, due to technical problems such as foliage interference.

CAI President John Prisco, however, says the problems were correctable, but the telcos were looking for an excuse, at CAI's expense, to focus on long-distance service. The lack of confidence shown by the telcos has damaged CAI's stock, which, at the end of the week was 1 3/8, after hitting 17 1/2 in May.

"I think it's unfair and inaccurate to characterize the technology as not being able to deliver," Prisco says, adding that CAI still plans to offer the service, and has been in discussions with several companies, including other telcos, about strategic alliances.

In the week prior to the announcement, Bell Atlantic and Nynex had decided to significantly scale down their Tele-TV venture, which sent wireless cable stocks reeling (**B&C**, Dec. 9), and Wireless Cable Association President Dick Alston stepped down (see page 36). ■

Closed Circuit

NEW YORK

More frog for Tribune

Look for Tribune to exercise its options to acquire a bigger stake in The WB. Tribune executives say they are very pleased with the network's performance and expect to exercise a series of options that expire in 1997 and 1998 that will raise its interest in The WB from 12.5% to 22%.

WASHINGTON

Hoping for consensus

FCC Chairman Reed Hundt says he still hopes to convince his colleagues to support a commission inquiry into televised alcohol advertising rather than take action on his own. With commissioners James Quello and Rachelle Chong opposing FCC action on hard liquor ads, some FCC sources have suggested that Hundt could simply invite public comments on Alaska Governor Tony Knowles's petition for an FCC inquiry without obtaining the OK of other commissioners. But Hundt says such a course would not allow the FCC to gather data on all the relevant issues, including whether broadcasters should distinguish between hard liquor ads and beer and wine spots.

NEW YORK

FoxTrax gets facelift

Fox Sports has refined FoxTrax, its high-tech graphics system for NHL games that makes the hockey puck glow and adds a comet's tail on slapshots. According to Jerry Gepner, Fox Sports senior VP of field operations, the new FoxTrax is "much more stable and pleasant to the eye." Fox now is mounting the required infrared sensors on superstructures above the ice (such as lighting grids), instead of on the glass surrounding the rink, and to combat image jitter has improved the software for the SGI processing computer in the "Puck Truck."

WASHINGTON

Ready to take a stand

Senator Ernest Hollings (D-S.C.), ranking member of the Senate Commerce Committee, has been noticeably silent on the TV ratings battlefield—but not for much longer. Hollings plans to have a "very high profile" on the issue of TV violence in the next Congress, an aide says. He will reintroduce his TV safe-harbor bill, which would ban violent programming during most of the day.

Justice gives Chancellor Orlando OK

The Justice Department last Friday concluded its antitrust investigation into Chancellor Broadcasting Co.'s radio holdings in Orlando, Fla., Chancellor attorney Edward P. Henneberry says. That bodes well for Cox Broadcasting Inc. and Paxson Communications Corp., which also are being investigated there, says the companies' attorney, Timothy J. O'Rourke. Justice is expected to drop the Cox and Paxson investigations next week.

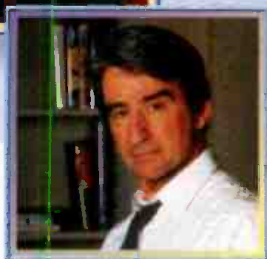
The three companies were being investigated for possible antitrust violations after their dealings reduced the number of stations in the market from 14 at the beginning of the year. They also would control 96% of the market's radio revenue.

But "this isn't a three-owner story," Henneberry says. "There's newspaper, there's TV, there are far more than three [media voices in Orlando]." If that's the tack Justice is taking, it could mark a departure from Justice's insistence that radio revenue stands separate from other media in a market. A department official declined comment.

In Orlando, Justice also was investigating whether any one group would control a particular demographic, which could raise advertising rates. But in Chancellor's case, its holdings were "a very complementary fit of stations" that covered the spectrum of adult demographics, Henneberry says. —EAR

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Kids icons to make debut

E/I symbol expected soon in program guides

By Chris McConnell

Early signs of the new children's TV rules could show up in local TV listings next month.

NBC, CBS, Fox and UPN television networks last week said they will be supplying program guide publishers with a common symbol to identify their "educational and informational" shows. The networks said they had sent letters to *TV Guide*, the Newspaper Association of America and other publishers urging them to use the "E/I" symbol in TV listings.

Although ABC did not participate in

the joint announcement, a spokesperson said the network also plans to supply publishers with the symbol to identify its educational fare.

"Use of a common symbol for educational children's programs in published TV program guides and schedules is consistent with the spirit of the FCC's new regulations," said NAB President Eddie Fritts.

Those regulations, adopted in August, require stations to identify their "core" educational shows at the beginning of the shows and also to notify program guide publishers of the shows. The FCC adopted the require-

ment as part of its decision to tighten the definition of children's educational programming and establish a "processing guideline" of three weekly hours of such programming.

The processing guideline does not go into effect until fall 1997, although the requirement to identify the shows and notify program guide publishers takes effect Jan. 2.

"We hope that [the program guide publishers] follow through," said David Donovan of the Association of Local Television Stations. Donovan said the new symbol could begin to appear in TV listings next month. ■

Ad Council eyes liquor ad probe

Self-police force may examine targeted markets

By Heather Fleming

The advertising industry may take a look at alcoholic beverage advertising before regulators do.

The National Advertising Review Council (NARC) will consider creating a board to review whether alcohol and tobacco advertising targets underage consumers. The group, an alliance between the Council of Better Business Bureaus and the advertising industry, was originally formed 25 years ago to

improve the quality of advertising. The self-policing body frequently investigates ads for truthfulness and accuracy, and the industry has complied with 95% of all NARC decisions.

A specific division under the NARC—the Children's Advertising Review Unit—is already in place to review ads directed at children 12 and under, but there is no unit in place to review those ads targeted at viewers under 21.

"We're just beginning to examine

the whole issue," said Wally O'Brien, president of NARC. "We are going to be looking at the issue thoroughly and from a variety of perspectives."

Discussions among the industry began two weeks ago just as the Federal Trade Commission (FTC) issued subpoenas to Stroh Brewery and Seagram Ltd. The FTC is investigating whether their ads target underage drinkers.

Meanwhile, Distilled Spirits Council of the United States (DISCUS) President Fred Meister said last week that FCC Chairman Reed Hundt's call on the TV industry to reject distilled spirits advertising "comes very close to violating the law."

"Calling for a boycott of ads for any product can run afoul of the antitrust laws," Meister said at a Media Institute luncheon. When a regulator says an industry should not do something, it has a "chilling effect," Meister said in a speech at a Media Institute luncheon.

"That position is wrong on the law and wrong for the country," a spokesman for Hundt said. "The chairman of the FCC has First Amendment rights and so do broadcasters. Suggesting that broadcasters exercise their First Amendment rights not to run advertisements that can be harmful to kids is both legal and responsible." ■

Carp leaves Turner



Turner Broadcasting System lobbyist Bert Carp is leaving the company to join the Washington lobbying firm of Williams & Jensen. Carp's departure has been expected since Time Warner's acquisition of TBS earlier this year. Time Warner has its own Washington office headed by Tim Boggs. However, Carp will continue to represent Time Warner/Turner in his new post. He will also do work for the National Cable Television Association where he formerly worked. Prior to joining NCTA in 1984 as executive vice president, Carp worked in the White House under President Jimmy Carter as a domestic policy adviser.

Carp's chief lieutenant, Gail MacKinnon, a former aide to outgoing House Telecommunications Chairman Jack Fields (R-Tex.), left TBS last month and is expected to join Tele-Communications Inc.'s Washington office around the first of the year. There, she will work with David Krone and Earle Jones. MacKinnon and Krone will share duties on the Hill and at the FCC. Jones will handle government affairs for TCI's mid-Atlantic region. —HAJ

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Nov.'95 - 6.8
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Nov.'96 - 5.9

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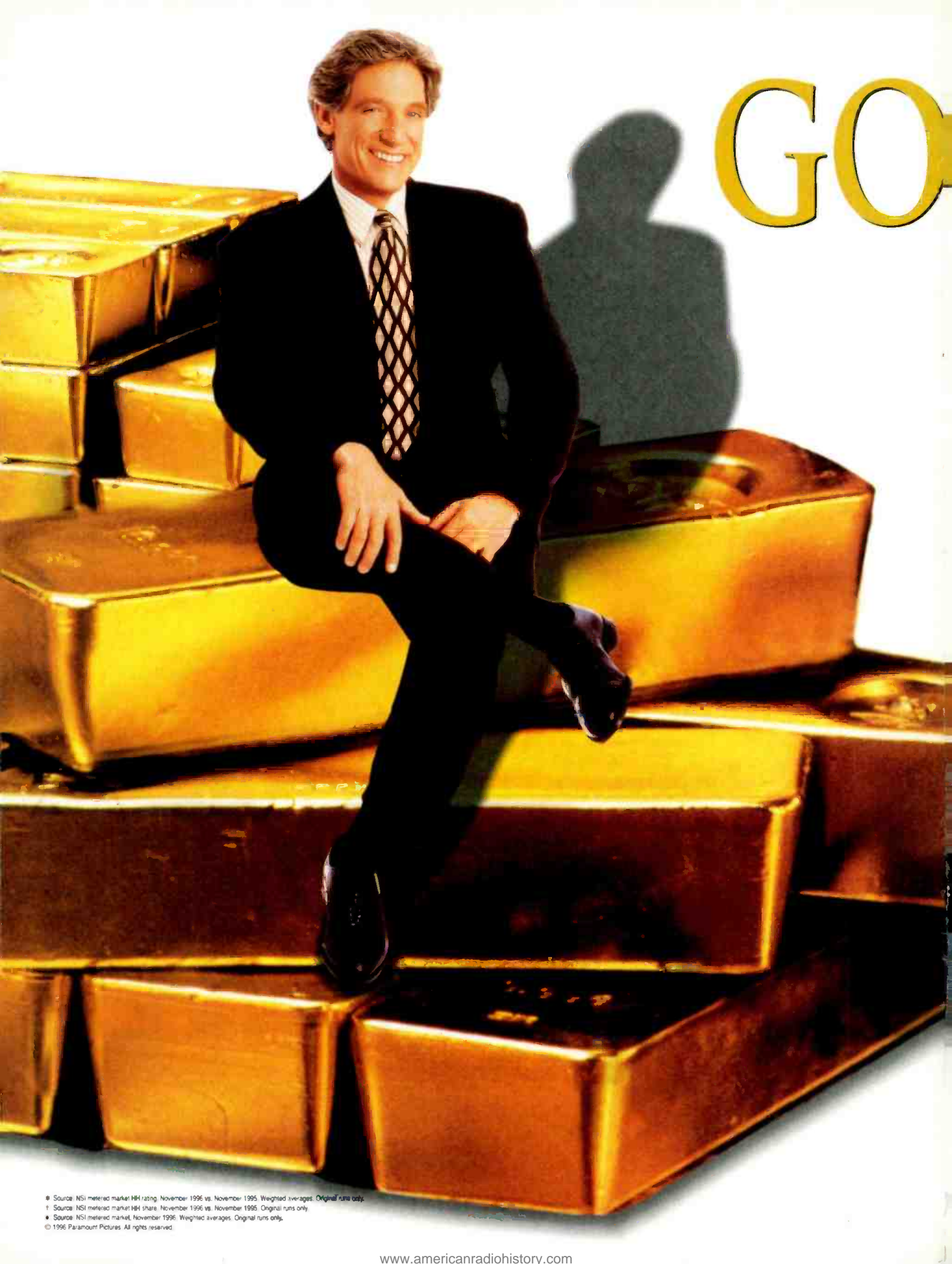
7.1
Nov. '96

AMERICAN JOURNAL

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● Source: NSI metered market HH rating, November 1996 vs. November 1995. Weighted averages. Original runs only.
† Source: NSI metered market HH share, November 1996 vs. November 1995. Original runs only.
● Source: NSI metered market, November 1996. Weighted averages. Original runs only.
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Household Rating Nov.'96 vs. Oct.'96

FCC OKs TW rate dereg

Competition may exist even as telcos build systems

By Chris McConnell

Cable companies could see some FCC action before the holidays on their requests for regulatory relief.

The commission last Monday granted a Time Warner petition to deregulate the rates of its cable system in Columbus, Ohio. And FCC sources say the commission's Cable Services Bureau plans to issue more rulings this month on pending petitions for deregulation.

Most of those petitions are from cable companies that cite Bell-affiliated wireless cable systems as competitors. The 1996 Telecommunications Act states that cable companies which face "effective competition"

cannot be subject to rate regulation. The law says competition exists if a local phone company or its affiliates offer video programming to subscribers in the same franchise area by any means other than satellite.

Last week, FCC officials said Time Warner's Columbus system is facing such competition from Ameritech's cable operation in the city. Time Warner had argued that Ameritech has wired about one-third of the area where Time Warner serves subscribers.

"The showing presented here supports a finding of service being offered," the FCC said, also citing Ameritech's advertising efforts and construction plans.

"[The decision] gives us tremendous flexibility to adjust to competition," says Washington communications lawyer Aaron Fleischman, whose firm represented Time Warner in its petition before the FCC.

Fleischman praises the commission's decision against arguments that regulators should not deregulate the cable system's rates until the Ameritech system is fully constructed. "This is a significant thing," Fleischman says.

Washington communications lawyer Wesley Heppler agrees that any commission decision to deregulate a system's rates is important. But he adds that the decision that the Ameritech system qualifies as effective competition represents an easy call for regulators.

"The tougher case is going to be with the MMDS [wireless cable] investments," Heppler says. ■

Bartlett will leave RTNDA

David Bartlett is leaving the Radio-Television News Directors Association (RTNDA). Bartlett last week said he asked to be released from the remaining year on his contract after the association's board of directors told him they would not be picking up the option on his contract. Bartlett attributed the split to differences over the amount of visibility and authority the group's president should maintain.

"This has been an ongoing disagreement as long as I can remember," said Bartlett, who says he favored retaining more control over the association's day-to-day operations. Bartlett also pointed to changes in the board's membership that have occurred since he began at the association more than seven years ago. "This board would not have hired me," said Bartlett, whose resignation takes effect Dec. 31.

The association, which paid Bartlett \$133,957 during calendar year 1994, said it will launch a national search for a replacement. RTNDA Chairman Mike Cavender said the group hopes to name a new president early next year.

Alston leaving WCAI

In another surprise resignation, Wireless Cable Association International President Richard Alston last week called it quits. "Compelling personal matters require my attention," said Alston, who was named the group's president May 1. The former Bell Atlantic executive said he had been weighing his decision to leave for several weeks.

"Although I regret having to leave after such a short time, we have a highly professional staff that will handle industry affairs capably and creatively," Alston said. The association said General Counsel Andrew Kreig will be taking over as acting president.

FCC changes

FCC Chairman Reed Hundt last week announced a series of promotions and new assignments in his office. Counsel to the chairman Julius Genachowski was named chief counsel, and legal adviser Jackie Chorney was named senior legal adviser.

Chorney replaces John Nakahata, who is going to the Office of General Counsel to serve as acting chief of the Competition Division.

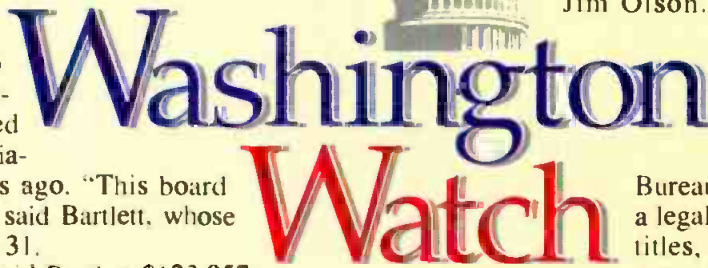
Nakahata, in turn, will replace the departing Jim Olson. Olson earlier this month

announced he is leaving the commission at the end of next month. Additionally, Tom Boasberg is moving from the International

Bureau to Hundt's office to serve as a legal adviser. Along with the new titles, the FCC officials will have some new responsibilities. Genachowski, who has advised Hundt on mass media issues, now will handle cable, wireless and DBS matters but will continue to advise Hundt on digital television. Chorney, who has handled cable issues, will be advising Hundt on mass media matters, including the issues of broadcast ownership.

Tauzin's star rising

The conservative *National Review* magazine has named soon-to-be House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) one of five "rising stars" in conservative ranks. Tauzin "is an integral part of the Republican inner circle, representing the migration of conservative Democrats in the Deep South to the GOP," Robert Novak wrote. The other up-and-coming conservatives listed are Senator Sam Brownback (R-Kan.); University of California Regent Ward Connerly; California Attorney General Dan Lungren; and Senator Rick Santorum (R-Pa.).



Edited By Chris McConnell

A message for television and radio executives

Many of you have been reading with interest the decision by members of the Distilled Spirits Council of the United States to advertise on television and radio. We would like you to take a look at what your viewers and listeners, as well as fellow broadcast executives, are saying about broadcast and cable alcohol advertising.

The Washington Post printed a notice asking readers to write in and answer the question "Does liquor advertising belong on television?" Several weeks later, this was the paper's conclusion:

"...IF BEER AND WINE ADS WERE PERMISSIBLE, IT WOULD BE INCONSISTENT NOT TO ALLOW LIQUOR ADS AS WELL."

Our correspondents, although not large in volume, had strong views on this topic. Most argued that if beer and wine ads were permissible, it would be inconsistent not to allow liquor ads as well. A government imposed ban on alcohol ads drew almost no takers. Those worried about the effect advertising on children preferred parents as regulators over the Federal Communications Commission."

What about talk radio—that great barometer of public debate? According to *Talker's Magazine*, spirits ads on television aren't even on top 10 list of hot topics of debate.

Advertising Age surveyed television stations that have broadcast liquor ads. According to their survey "most report the spots haven't drawn a single complaint."

The public understands that alcohol advertising is not new and many, perhaps from reading their state driver's manuals or the U.S. Dietary Guidelines, understand more than some folks in Washington about the basic fact of beverage alcohol equivalence. That is simply, that typical servings of beer, wine and spirits each contain the same amount of alcohol*.

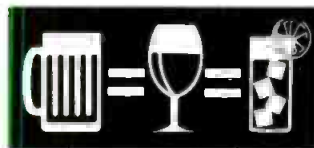
Federal and state governments and groups such as Mothers Against Drunk Driving teach the fact of alcohol equivalence, not to help us out, but because it is an important part of alcohol education. Making arbitrary distinctions between beer, wine and spirits ignores the educational fact of alcohol equivalence and sends the wrong message to all.

If you take just one thing away from this message, let it be this: when we as an industry advertise on television, we are

not abandoning the fundamental principles of our Code of Good Practice: (1) responsible, tasteful, and dignified advertising and

marketing of distilled spirits to adult consumers who choose to drink and, (2) to avoid targeting advertising and marketing of distilled spirits to individuals below the legal purchase age.

**"MOST REPORT THE SPOTS HAVEN'T DRAWN A SINGLE COMPLAINT."
—ADVERTISING AGE**



*Equivalency based on U.S. Dietary Guidelines, 12 ounces beer, 5 ounces wine, 1-1/2 ounces distilled spirits

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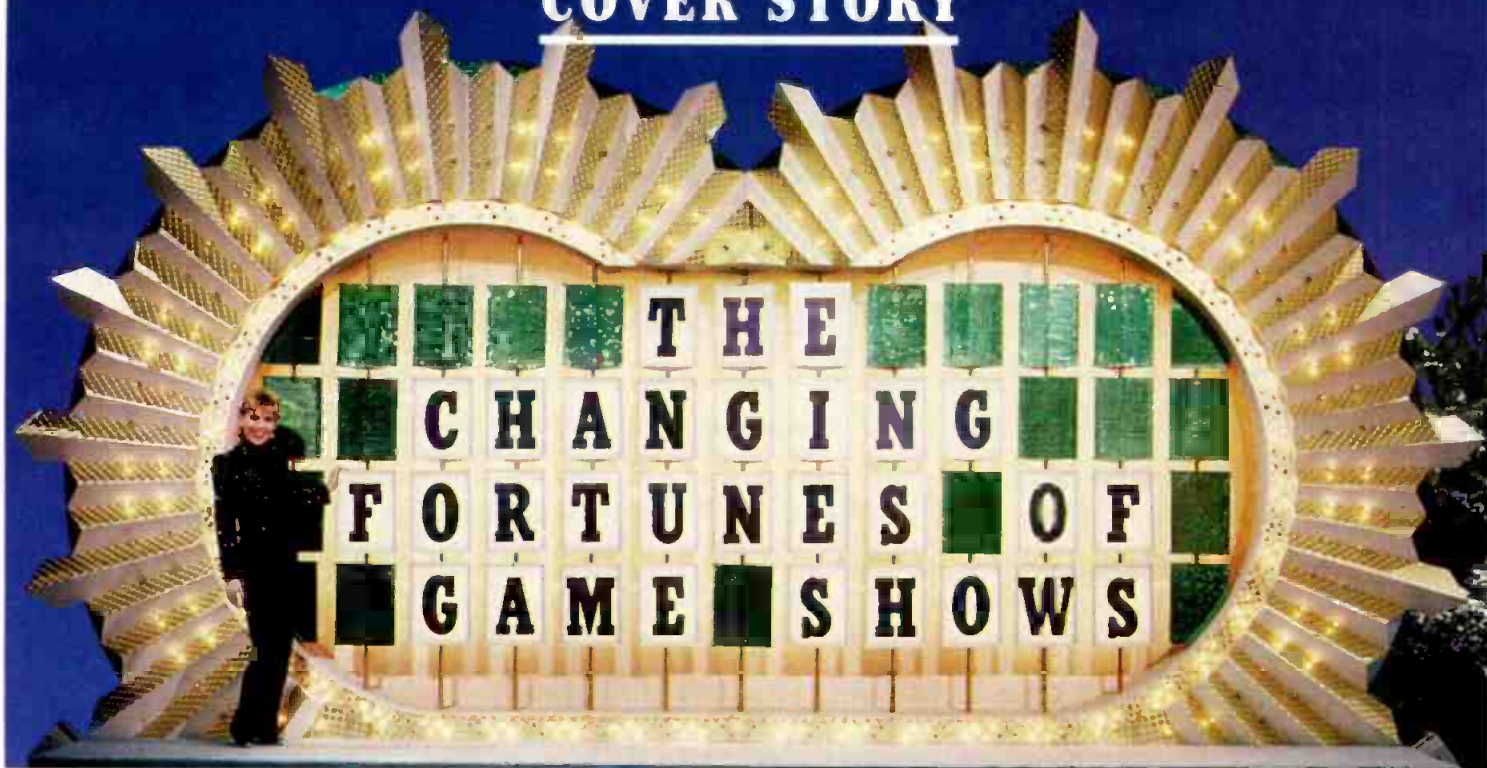
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Less than a decade ago, game shows ruled daytime television. But in the 1990s, viewers would rather watch losers on talk shows than winners on game shows. Producers are scratching their heads as game after game struggles to make it through an entire season. Some say that a lack of originality, as

well as a national economic slide a few years ago, were responsible for the decline. Others believe that the slump is part of a natural cycle in the TV business. Whatever the reason, game show producers have their fingers crossed, hoping that *Dame Fortune* will make their shows a winner again.

Game shows wait for comeback

Modest performance of current new shows, absence of fresh concepts and preferences of Generation X cited as possible reasons for scant supply

By Cynthia Littleton

Once a staple of prime time and daytime, game shows have largely disappeared from broadcast TV schedules in the 1990s.

Some wonder whether pricing games and quiz shows are a thing of the past for a generation raised on joysticks and computer graphics. But producers and programmers aren't ready to give up on the genre, as long as *Wheel of Fortune*, *Jeopardy!* and *The Price Is Right* stay on top of their game.

This time last year, dozens of game show concepts were making the development rounds in Hollywood, as public criticism of sensationalistic daytime talk shows crested. Yet only a handful of new offerings are expected

to make it to next month's NATPE convention in New Orleans.

"Game shows are long overdue for a big comeback," says Fred Wostbrock, a talent agent, manager and co-author of "The Encyclopedia of TV Game Shows."

"But 1997 is not going to be the year."

Some say buyers and sellers have been put off by the modest performance of this season's freshman relationship shows, *Bzzz!*, *The Newlywed Game* and *The Dating Game*. But industry veterans say the real problem is finding the right combination of engaging games and likable hosts.

Producers say the game must be difficult enough to spark competition among contestants yet easy for viewers to play along at home. "I defy anyone to walk past a TV screen showing a partially solved puzzle without trying to solve it," says Harry Friedman, producer of *Wheel of Fortune*.

A game show involving celebrity panelists and pictures is generating a buzz among station buyers. Worldvision Enterprises plans to revive *Pictionary* next

GAME SHOW RATINGS WINNERS

Show	HHs	A18-34	A18-49	A25-54
<i>Wheel of Fortune</i> (King World)	11.1	2.2	3.1	4.0
<i>Jeopardy!</i> (King World)	9.2	2.1	3.0	3.7
<i>Dating/Newlywed Hour</i> (Columbia TriStar)	1.8	1.0	0.9	0.8
<i>Bzzz!</i> (Tribune)	1.5	0.9	0.8	0.6
<i>Kwik Witz</i> (Beau & Arrow)	1.2	0.8	0.8	0.8

Source: Nielsen Syndication Service, Sept. 2-Nov. 24, GAA where available

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fall with Alan Thicke as host. A children's version of the popular board game, described as "charades with a pen," was tried as a first-run vehicle in summer 1989.

All American Television is sifting through the Mark Goodson Productions library in search of formats that can be updated to appeal to today's daytime viewers.

All American, which acquired the Goodson library for \$50 million last year, had planned to pair *Match Game* and *Card Sharks* in an hour game show block as a midseason replacement early next year in a co-venture with Tribune Entertainment. But the partnership disbanded in November, when the two companies could not come to terms on production and financial issues. Now All American is re-evaluating its choice of shows and shooting for a fall 1997 launch.

"The beauty of owning the library is that we can have many titles in development at any time," says Larry Lamattina, president of All American/Fremantle Television Group, which also licenses dozens of Goodson formats worldwide.

DreamWorks Television is continuing to fine-tune *Majority Rules*, an offbeat quiz show that debuted earlier this year as a strip on KPNX(TV) Phoenix and wwl-tv New Orleans. DreamWorks plans to pitch the show to buyers at NATPE next month with the goal of moving toward a national launch next fall.

Kelly News & Entertainment is targeting a teen audience with its new weekly *Peer Pressure*, developed by the creators

of MTV's *Singled Out*. Patterned after the board game *Life*, the show's studio audience determines whether teen contestants make smart decisions on moral and ethical questions.

Western International Syndication hopes to advance the popularity of tele-



'Jeopardy!,' on the air for 12 years, has a new set.

phone-interactive game shows with *Cyber Challenge* and *Combat Zone*. Broadcasters would share in the revenue generated by the call-in players.

Rumor has it that Columbia TriStar Television Distribution is considering reviving *The \$25,000 Pyramid* and *Treasure Hunt* as an hour strip. CTTD declined to comment, but sources say the shows are being considered as a backup if CTTD's *Dating/Newlywed Hour* does not return next fall.

With a 1.8 national Nielsen household

average for the season to date, *The Dating/Newlywed Hour* is neither a bomb nor an overnight hit. Most of the show's major-market clearances are in daytime, but the block has performed best in afternoon and in late-fringe when its target young adult audience is more readily available. Barry Thurston, president of CTTD, says the shows will switch time slots in many markets over the next few weeks, including a crucial upgrade from 11 a.m. to 1 p.m. on WNYW-TV New York, as of Dec. 30.

"We're very pleased with the demographic performance that we've seen so far in the November books," says Thurston, citing its track record on WNGT-TV Norfolk, Va., where the block averaged a 6 rating among adults 18-34, compared with a 3 household rating.

The teen and young-adult demographic story in the November book may also decide the fate of Tribune Entertainment's *Buzz!* The dating game show from Ralph Edwards/Stu Billett Productions was designed to serve as a companion to off-network sitcoms or as a transitional vehicle out of kids programming.

The season's only new weekly game show comes from a start-up distribution outfit, Beau & Arrow Productions, in Cleveland. *Kwik Witz* is a comedy game show in which comedians and other performers are challenged to improvise skits based on situations and concepts proffered by host Andi Matheny.

With a range of post-2 a.m. time slots, the show has turned in a remarkable 1.2 national Nielsen household average rating for the season to date, thanks to

Game shows scarce on networks

CBS's *The Price Is Right* may be the only game in town on the network side, but Fox and The WB have few audience participation shows slated for midseason.

Eight episodes of *Big Deal!* from New World Entertainment have been ordered for Fox's midseason lineup. The hour-long, weekly game show, loosely inspired by the old *Let's Make a Deal*, aired six times at the start of the season before being pulled for a later release. No time slot or return date has been announced.

Earlier this fall, The WB announced that it has ordered six episodes of the new adult game show *In the Dark* from Jonathan Goodson Productions in association with Paramount Network TV. The show, based on the British show of the same name, will pit randomly selected audience members in wacky competitions—and performed in total darkness. The show will be hosted by comedian and BBC personality Julian Clary.

All American Television, with Miramax Films, wouldn't mind finding a network home for their '90s version of *What's My Line?* The original quiz/panel show aired from 1950 to 1967 on CBS, and was the longest-running game show in the history of prime time network TV. The current show is similar to the old in that panelists will guess a contestant's occupation through a series of yes/no questions. But, so far, there are no bites for Miramax's first foray into television.

The reigning king of network game shows is *The Price Is Right*, which airs twice a day on CBS. Now in its 25th season, the successful daypart for the network is the longest-running game show in TV history, consistently ranking number one in daytime. So far this season, the early broadcast of *Price* has earned a season-to-date Nielsen average of a 4.3 rating 20 share through Nov. 29, while the latter broadcast has averaged 5.4/24. —LR

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stronger clearances on NBC and ABC O&Os in some top markets.

"We're not a smash; we're not in the trash," says Beau & Arrow founder Steve Belkin, who has devoted most of the past five years to getting the show on the air. "I think we're actually going to get renewed, too."

Rival distributors hope that demographics will be the Achilles' heel for King World Productions' access mainstays *Wheel* and *Jeopardy!*, which have ranked among syndication's top five strips since the mid-1980s.

Although competitors point to continuing declines in the 18-34 and 18-49 columns, King World officials note that the shows faced unprecedented competition last season from the off-network launch of two powerhouse sitcoms, *Home Improvement* and *Seinfeld*.

"History repeats itself every time," says Don Prijatel, King World's senior vice president, advertising and promotion. "Sitcoms come on strong in the



Columbia TriStar's 'The Dating/Newlywed Hour'

first few books, and then tail off. Everything has been thrown at these shows over the past 13 years, but they just keep going."

The \$64,000 question in the station community these days is whether the ABC-owned station group will renew the King World game shows when the current deal ends at the close of the 1998-99 season. ABC and King World officials would not comment, but industry sources say King World is pushing for an early renewal; ABC station heads are said to be in no hurry to make a commitment.

In the meantime, *Wheel* and *Jeopardy!* are undergoing their biggest cosmetic makeovers ever this season. Vanna White will turn her last letters in February, when *Wheel*'s trademark puzzle board will be replaced by 54 computerized touch screens. *Jeopardy!* also has a new, larger set that can travel, allowing producers to take the show on the road for the first time. ■

Games find slots on cable

By Michael Katz

The rise of the daytime talk show in the late 1980s and early 1990s threatened the majority of game shows on broadcast television, but they are still alive and kicking on cable.

"The market that is most appropriate for game show development has become cable," says Bob Boden, a self-described game show historian and fanatic who is also a vice president of The Family Channel. "There has been more activity in cable game show production than there ever was on a network."

The Family Channel is cranking up its game show production with four new weekday game shows: *Shop Till You Drop*, *Shopping Spree*, *Wait Till You Have Kids* and *Small Talk*. The weekends will also feature *Family Challenge*.

"Game shows make a lot of sense for The Family Channel," Boden says. "We're calling on a genre that not only has family appeal but is efficient to produce and traditionally finds a balanced and dedicated daytime audience."

Game shows are one of the most inexpensive forms of television, with low production costs and inexpensive "talent." The contestants and the host are considered the talent, and if the contestants for some reason try to hold out for \$100,000 per episode, they can be sent away—even without a parting gift. The payout to the contestants is often a wash for game shows, which acquire prizes free, at a discount or in exchange for the publicity the products receive on the show. Game shows also cut production costs by taping five or more episodes per day.

Perhaps the most welcoming place for the genre is the Game Show Network, which has 24 hours of nothing but—you guessed it—game shows. The Sony-owned network has a veritable arsenal of game shows. Russell Myerson, senior vice president of operations for the Game Show Network, says the network has "cornered the market" with its 50,000 game show episodes that span five decades. The network owns the Merv Griffin library as well as the license to the library of game show pioneer Mark



'The New Shop 'Til You Drop,' with host Pat Finn, is among the game shows seen on the Family Channel.

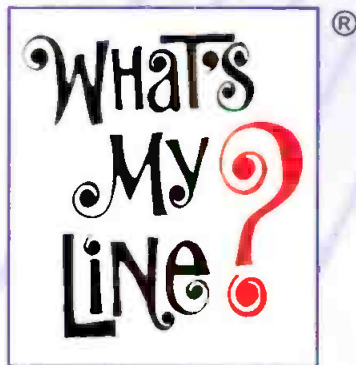
Goodson, who had been an original equity partner in the Game Show Network's launch before his death, in 1992.

The Game Show Network features reruns from its library such as *Wheel of Fortune*, *Jeopardy!* and *The Dating Game* as well as *Singled Out* and *Inspiration Please*, which appear in first run on MTV and Odyssey, respectively.

But the network will increase original programming in 1997 to 20%. One of its new shows is *GSN GameWorld*, which the network describes as a "celebration of game shows." Myerson likens the show to E! Entertainment's *Talk Soup*; however, *GSN GameWorld* does not par-

The Tradition Continues in **1997!**

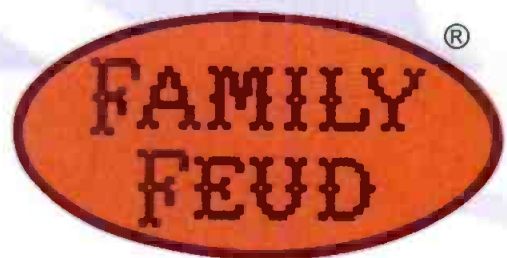
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ody game shows in the way that *Talk Soup* covers talk shows. *GSN Daily* will combine the best of GSN's interactive game shows with a behind-the-scenes look at game shows.

Although the network features mostly reruns, it distinguishes itself with its interactive game shows, during which viewers can participate from their homes using a touch-tone telephone. The network claims to have doled out more than \$1.5 million in cash prizes to viewer/contestants.

One of the hottest new cable game shows is Buena Vista's *Debt*,

which has been one of Lifetime's highest-rated programs. *Debt* tests the contestant's general knowledge of popular culture, and the winner has his or her debts paid off.

Andrew Golder, *Debt*'s executive producer, says paying off debt has become



the American dream. "The attitude of the Reagan '80s was, 'we have enough,'" says Golder. "In the mid-'90s, it's 'oh my God, what have we done?'"

The show is hosted by Wink Martindale, in his 19th stint as a game show host. Martindale, who thought he had hosted his last show, was drawn to *Debt* by the show's concept and the hope that it

would do for him what MTV did for Tony Bennett. Martindale hopes *Debt*'s popularity may be part of a game show resurgence on television.

"I think it's a cyclical business," says Martindale. "When talk shows came on, game shows had gone bye-bye, but now

that talk shows are talking themselves into a gutter, I think game shows can come back."

Debt's popularity could bring it to prime time on broadcast, a rare occurrence. The program has an option to be carried on prime time by ABC, 50% owner of Lifetime and whose parent company, Disney, owns Buena Vista.

Another one of cable's most popular game shows is MTV's *Singled Out*, a hip dating game show that pairs young contestants—perhaps with the hope that they will spawn the next generation of MTV viewers. *Idiot Savants* is the network's newest game show, and, if things go well, it may receive the baton from *Singled Out* when that show runs its course. *Idiot Savants*, according to the network, celebrates both academia and the tragic results of a youth misspent, worshiping the false idols of pop culture.

Mike Dugan, producer, head writer and creator of the show, says game shows on MTV can't have Bob Barker-type hosts and need to have attitude, and an edge. For instance, the show's host frankly points out a contestant's bone-headed answer, and he doesn't preach the importance of spaying one's pet (as Bob Barker does at the end of each *Price Is Right*). ■



'Idiot Savants, with host Greg Fitzsimmons, debuted on MTV last week.

Tartikoff expanding local approach

Know It Alls, the quiz show that trades on local color, is going statewide next year in Tennessee, Florida, Texas and other states.

In Tennessee, the latest incarnation of the game show format developed in 1993 by Brandon Tartikoff and marketed by Litton Syndications will originate from the Grand Ole Opry in Nashville, starting in September.

Meredith Broadcasting's Nashville NBC affiliate WSMV-TV has signed on as anchor station for the weekly half-hour, which program director Larry Emsweller describes as "something like *Jeopardy!* with a Tennessee-trivia flavor."

Building statewide networks of *Know It Alls* affiliates will be Litton's big push at next month's NATPE convention in New Orleans.

Fortuitously, New Orleans is where *Know It Alls* debuted three years ago on Tribune Broadcasting's WGNO-TV.

"This show is homegrown entertainment," says Tartikoff, the maverick programming executive who stepped down as chairman of New World Entertainment. The only comparable local game shows on the air are the state lottery programs produced by Jonathan Goodson Productions.

"Broadcast stations need to become like the hometown paper and give the audience something—besides news—they can get only from that outlet," Tartikoff says.

South Carolina-based Litton has been working to license the format on a market-by-market basis for the past year. A



The game board of 'Hoosier Know It Alls'

version dubbed *That's Atlanta* bowed on New World's Fox affiliate WAGA-TV Atlanta in November. *Hoosier Know It Alls* will debut on Sinclair Broadcasting's WTTV-TV Indianapolis on Dec. 30.

If the show works, it could spread to other Sinclair outlets. While starting the show has been a labor of love for staffers at WAGA-TV and WTTV, the statewide versions will be produced by Litton and a dedicated staff at one central location, requiring far less of a financial commitment from affiliates.

Dave Morgan, president of Litton, says the plan is to enlist one affiliate in each state to sell Litton's half of the spots in the all-barter show. At press time, no deals had been finalized in

Texas, but Media General's WFLA-TV Tampa was among the first stations to sign up for the regionalized version.

WSMV-TV's Emsweller sees unlimited potential for *Tennessee Know It Alls*. "I can see the mayors of the major cities competing against each other, or football coaches from rival schools, or celebrities coming on to play for charities," he says.

In its Saturday 6:30 p.m. slot, *That's Atlanta* averaged a 6 Nielsen household rating in its first month, dipping slightly from its local news lead-in. Says John Kukla of WAGA-TV: "The great thing about this show is that it's not just local, it's really, really positive local programming." —CL

Broadcasting

December 16, 1996

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MCA attempts Universal strategy

New 'Knight Rider' coming from syndication unit

By Cynthia Littleton

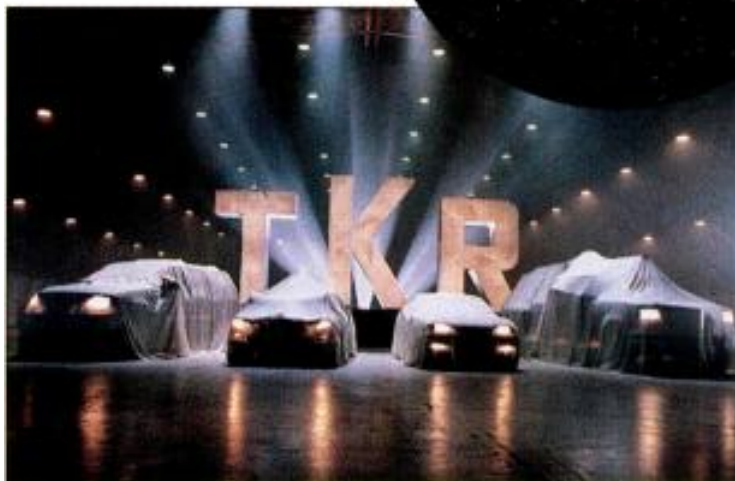
Everything old is new again for the erstwhile MCA Inc. The entertainment giant changed its name to Universal Studios Inc. last week in an effort to "maximize the strengths of our diverse assets under one global brand," says Ron Meyer, president. "This tells the world we are one unified company."

Founded as Music Corp. of America in 1924 by songwriter Jules Stein, MCA acquired Universal Pictures' Universal Studios lot in Hollywood and some of its movie library in 1958. Since then, MCA has established movie, TV, music and theme park divisions under various MCA and Universal banners.

On the surface, the name change brings a symbolic end to a two-year period of upheaval in which most of the company's top management has been replaced. Five years after the studio was sold to Japanese electronics manufacturer Matsushita Electric Corp., the bulk of MCA was acquired by

Canadian beverage giant Seagram Co. in April 1995.

On the TV side, the MCA Television Group has been rechristened the Universal Television Group.



This is not your father's 'Knight Rider.' There's a whole fleet of talking vehicles.

Along with the name change, Universal Domestic Television, the syndication arm formerly known as MCA TV, confirmed it has cleared its upcoming

Universal says the new version will focus on a team of crime fighters "who possess technologically advanced vehicles with unique personalities. ■

action hour *Team Knight Rider* in 40% of the country, including 15 of the top 20 markets, for a fall 1997 launch. Universal is offering the revival of its 1980s talking-car/detective drama—the NBC series that made David Hasselhoff a star—on a barter basis of 8 1/2 minutes national, 5 1/2 minutes local.

The show has been cleared by the Chris Craft Television group and other major groups. "This is not your father's *Knight Rider*," says Ned Nalle, executive vice president of Universal Television Enterprises Productions. "It will be smarter, hipper, with more complex story lines and more characters."

Comcast rooting for 'The Home Team'

Terry Bradshaw will host C³'s first big product

By Cynthia Littleton

The new programming arm of cable giant Comcast Communications has teamed with Fox for its first major foray into the production arena with a syndicated daytime strip hosted by former NFL star Terry Bradshaw.

C³'s joint venture with Twentieth Television for *The Home Team* was unveiled as part of a three-year overall deal to produce programming for News Corp. outlets worldwide. The hour show is described as a blend of celebrity interviews and lifestyle informa-

tional segments on cooking, health, fitness, fashion and other timely topics.

Founded last fall, C³ (which stands for Comcast Content and Communications) is headed by Rich Frank, a veteran studio TV executive and president of the Academy of Television Arts & Sciences.

Bob Crestani, longtime TV dealmaker with the William Morris Agency, heads a team of 15 executives tasked



The Home Team's home team: Managing C³'s *The Home Team* are C³ Chairman Richard Frank, Twentieth Television President and COO Rick Jacobson, Planet Hollywood Chairman Keith Barish, C³ Vice President Eve Szurley and C³ President Robert Crestani.

with expanding Comcast's interests in programming, software and new media. Moreover, C³ is looking for innovative

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ough, with the Infobahn Wannabes. Time for a little reality: Today thousands of folks at home will play along with our real-time games. Nearly one million visits will be made to our web site this month. And the original shows we're creating will put real prizes in the hands of your customers on a daily - even hourly - basis. Kinda makes the whole interactive-future-thing seem like a pretty good time, eh? So launch Game Show Network today, and put the pedal to the metal. (Get us on the horn in NYC at 212-833-8727 or call us from your car or some trendy histro in L.A. at 310-280-2222.) **The future looks like fun. Wanna play?**

ways to make use of Comcast's electronic retailing assets, cable shopping channel QVC and its massive internal telephone/customer support network, in entertainment programing.

The Fox deal serves as the formal coming-out party for C³, which is understood to be negotiating similar production/distribution alliances with NBC and other big media players. Comcast has also provided Frank and Crestani with a sizable acquisition budget.

Sources say C³ considered making an offer for King World Productions

last summer, when the syndication powerhouse's planned merger with New World Communications was scuttled by News Corp.'s \$2.5 billion buy-out of New World.

A former Pittsburgh Steelers star might seem an odd choice to host a female-oriented daytime strip, but the Oklahoma-bred Bradshaw "is a natural" in such a setting, says Frank, who spent the past 10 years as the top executive at Walt Disney Television before founding C³ with Comcast in September 1995. The restaurants, chefs and stars of Plan-

et Hollywood Inc. will play a role in the production of *The Home Team*.

And the company's celebrity investors, a list that includes Bruce Willis, Demi Moore, Arnold Schwarzenegger and Sly Stallone, are expected to help promote the show.

As of last week, none of the 22 outlets in Fox's newly enlarged station group had picked up *The Home Team*. Rick Jacobson, president of Twentieth, says the company plans a careful, market-by-market approach to find the best environment for the show. ■

Outlets abound for MIP' Asia programing

Inter-Asian programing sales set the tone, but some major international deals are signed

By Simon Twiston Davies

HONG KONG

If there was a theme at this year's MIP' Asia convention in Hong Kong, it was regional consolidation and high expectations for the escalation of Asia's digital DTH rollout.

Buyers in all sectors looked for Asian product to place on Asian networks. Asia's major terrestrial networks—57 of them in 13 countries, plus 900 in China—were also in a mood to buy and sell Asian programing, while using Western products as "make-weights" to bulk up their schedules.

According to Swapna Vora, a buyer from the Asia Television Network (ATN) satellite broadcaster in Bombay: "It's easy to purchase international products at these shows, but to purchase relevant Asian programing for a new general entertainment channel, such as the one we will launch next year, is much more difficult. The Asian products are more expensive than many of the Western shows—and harder to find."

ATN officials at MIP' Asia confirmed that the Indian network will add a new service to its Song and Dance music channel in second quarter 1997. The two ATN channels are expected to be a key element in the launch of digital DTH platforms over India in the next 18 months.

And from South Korea, the convention attracted 64 buyers and sellers involved in programing the country's new product-hungry nationwide cable system of 20-plus channels.

Japan accounted for 140 corporate

participants, ahead of the U.S. with 109. The 170 Asia-Pacific participants represented a 49% increase over last year, according to convention organizer Reed Midem.

There has been a fourfold increase in exports of TV programs from the Chinese market since 1993. Asian exports now account for 90% of overseas sales by the China TV Program Agency, the sole official overseas distributor for China's television programing. In 1993, the year the CTVPA began operations, sales hit US\$1.5 million, and by 1995 they had topped US\$3 million. Chinese officials at MIP' Asia forecast that CTVPA will have exported more than 3,500 hours of programing, worth an estimated US\$7 million, by the end of 1996.

Sales have been most active in markets with large ethnic Chinese populations, such as Taiwan, Hong Kong and Macau. But sales also have picked up in South Korea, Japan, Malaysia, Vietnam and other non-Chinese markets. The remaining 10% of sales were made to video rental companies in the U.S., France and Australia.

Reversing that trend in southwest China, not far from the Tibetan border, the provincial Szechuan TV network has secured 200 hours of educational, sports documentary and educational programing from the Australian group Waverly International.

This deal followed on the heels of the announcement that King World International and the Shanghai-based Sino Universal International advertising sales and media planning company will undertake barter syndication of 54

episodes of *The Little Rascals* TV series to Chinese TV stations and cable systems with city franchises. China International TV, a division of the Chinese state-controlled CCTV network, is facilitating the barter syndication deals.

While inter-Asian programing agreements set the tone for the convention, international deals also were announced. The most notable was a one-year supply deal between Troma Inc. and News Corp.'s new English-language channel Star Movies for an undisclosed number of movies.

Tony Watts, general manager of Star Movies, says the new digital channel will optimize News Corp.'s access to 20th Century Fox and PolyGram libraries and add movies from a lineup of independents, including Troma's 150-strong series of cult products such as *Tromeo and Juliet*. ■

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Nov. 24, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	12.2/227/99
2. Home Improvement	10.7/231/98
3. Jeopardy!	10.2/223/99
4. Oprah Winfrey Show	9.2/234/99
5. Seinfeld	8.1/218/97
6. ESPN NFL Regular Season	8.0/5/74
7. Simpsons	7.0/206/96
7. Star Trek: Deep Space Nine	7.0/236/98
9. Entertainment Tonight	6.7/188/96
10. Hercules, Journeys of	6.4/221/97
11. Xena: Warrior Princess	6.3/223/97
12. Turner Pictures III	5.9/171/97
13. Home Improvement-wknd	5.5/221/96
14. Inside Edition	5.1/152/91
14. Wheel of Fortune-wknd	5.1/169/72

Factoid: Notorious Watergate "plumber" G. Gordon Liddy was once a celebrity guest on Super Password. Legend has it he was a ruthless player.

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Forecast calls for 1997 ad spending to rise 5.8%

Coen says U.S. ad spending will match or exceed GDP growth for rest of century

By Steve McClellan

Ad spending on television in 1997 will climb 5.8%, to about \$41.6 billion, according to Robert Coen, senior vice president, director of forecasting, McCann-Erickson.

Coen, whose predictions on ad spending are closely watched by the industry, kicked off last week's PaineWebber Media Conference in New York with his forecast for next year. Total TV growth for 1996 was 11.8%, to \$28.4 billion.

Coen predicts that ad spending on the four major broadcast networks will rise 4% in 1997, to almost \$13.6 billion (all spending figures are gross dollars), after a 12.4% boost this year.

David Poltrack, executive vice president, planning and research, CBS, who also spoke at the gathering, predicts a more modest 1%-2% growth, which he noted translates to a 5% gain if adjusted for the 1996 Olympics. Network growth this year is the first double-digit growth year for the networks

since 1984, Poltrack said.

Coen also predicted a gain of 4% for national spot TV in 1997, to more than \$10.2 billion, while cable and syndication combined will climb 15%, to \$6.34 billion. Coen didn't break out cable and syndication for 1997, but for 1996 he thinks the final numbers will show cable networks up 25%, to \$3.3 billion. Syndication will be up 8%, to \$2.18 billion, although Coen's syndication estimate includes the two fledgling networks, UPN and WB, which probably account for \$150 million—\$180 million of that total.

Local TV sales growth will be in line with the 1995 growth rate of 5.5%, which would put the 1997 local TV total at about \$11.5 billion, he said.

Coen said that total U.S. ad spending will amount to 2.28% of the gross domestic product in 1996, the highest it's been so far this decade. And adver-



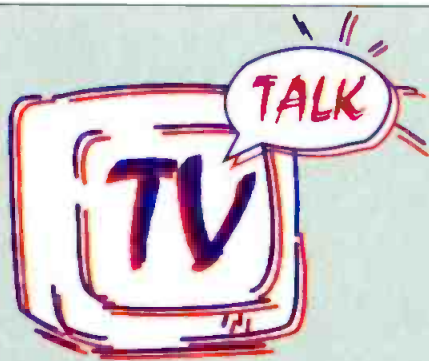
Coen predicts TV ad revenue will top \$41 billion in 1997.

tising growth should match or exceed the growth of GDP for the rest of the century, he said.

"Business and consumer confidence is as high as or higher than it has been since before the 1990-91 recession," he said. Other positive indicators: continuing low unemployment and inflation; new telecommunications

law, which should spur new competition and advertising demand; and a general shift from promotions to a greater use of advertising to protect or build brands in a competitive marketplace.

Areas of concern for next year, Coen said, are uncertainty about political policies, including those regarding beer, wine and liquor advertising; sluggish growth in real per capita consumer income; and growing concern about when the next recession will develop. ■



'3d Rock' in 3-D

NBC's *Third Rock from the Sun* will present its season finale in May in a special 3-D format. Portions of the comedy will use optic technology, which, when viewed with special 3-D glasses, will offer a first in live-action network viewing. Glasses will be available free with the purchase of Barq's Root Beer, a product of Coca-Cola. "3-D technology has been around in the movies since the 1950s, but we promise viewers that they have never seen anything quite like this on their television screens.

3rd Rock from the Sun is the perfect show to utilize this fun effect," said

John Miller, executive vice president, advertising and promotion and special event programming, NBC.

LPGA adds events to TV schedule

The Ladies Professional Golf Association's 1997 broadcast schedule will include three more televised tournaments than last year's. A total 31 LPGA events will air on various broadcast and cable channels in 1997, including ABC's broadcast of Nabisco's Dinah Shore tournament March 29-30 and the U.S. Women's Open on NBC July 12-13.

NBC to offer 100 hours at NATPE

NBC Enterprises has rounded up 100 hours of programming for the 34th annual NATPE Conference and Exhibition in New Orleans next month. Among the made-fors that will be available for international sales: *Pandora's Clock*,

Danielle Steel's The Ring and Sweet Dreams. Also included in the package will be such new movies as *Murder: Life and Friends 'til the End*. Eighteen hours of the new sitcom *Mr. Rhodes* and 22 hours of the new drama *The Profiler* also will be offered, as will 75 first-run episodes of Rysher Entertainment's *USA High*.

Presidential adviser joins ABC

Senior White House Adviser George Stephanopoulos will join ABC News as a contributing correspondent and analyst for *This Week* and *Good Morning America*. "George Stephanopoulos is one of the best-known and most articulate presidential advisers this country has ever seen," said Roone Arledge, president of ABC News. "His vast knowledge of Washington politics and policy will be an enormous asset to ABC News, and we are delighted to have him as a contributor." Stephanopoulos, 35, will leave his post in the White House in January. —LR

Factor. If the U.S. government had a nickel for every explanation worn by Yanna White over the years, it would enjoy a budget surplus with the next century.
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Hume will leave ABC for Fox News

New Washington chief represents coup for Murdoch

By Lynette Rice

In a major coup for Rupert Murdoch, ABC's chief White House reporter Brit Hume will join Fox News as chief Washington correspondent and managing editor in January.

The 23-year veteran of ABC News will cover major political stories and contribute news analysis to Fox News Channel and Fox News Edge, the Fox network's affiliate news services. He joins ABC alums Catherine Crier and Mike Schneider at Fox—as well as his wife, Kim Schiller Hume, who was appointed bureau chief/senior producer of the Washington office in August.

"They made an offer that was just too good to turn down," says Hume, adding that the offer from Fox "took my breath away." Hume's contract with ABC expires at the end of the year.

"I thought people would be wondering why I'm leaving the Yankees to join an expansion team," he continued. "But we see the Fox News Channel in Washington. We know that this is an amazing start-up."

Murdoch, News Corp. chairman, said, "I have long been an admirer of Brit Hume's work, and we are proud to have him join our company."

ABC will replace Hume with John Donovan, a veteran foreign correspondent who has been covering politics, race and the economy for *World News Tonight* with Peter Jennings since 1994. He begins in January.

A former print reporter, Hume joined ABC in 1973 as a consultant for the network's documentary division and was named a Washington correspondent in 1976. He was promoted to Capitol Hill correspondent in 1977 and covered that beat through 1988. A year later, he was named the network's chief White House correspondent.

Hume expects to perform a wide variety of duties for Fox News, from takeout



Fox made Hume an offer 'too good to turn down.'

pieces from Washington to "shorter, analytical commentaries, not opinions. It's something I've wanted to do for years. I believe it can be done without the hint of bias."

Hume said he was approached earlier this year by Roger Ailes, chairman of Fox News, but contract restraints made it impossible to talk. Thanks to his wife, "I had this great mole to tell me what was going

on, whether it was a place I wanted to be or not. All reports are positive."

Hume deserves top billing at Fox News, but Murdoch's news channel has managed to attract a number of movers in the business, including Crier, Schneider and Fred Barnes, a regular panelist on *The McLaughlin Group* and *CBS This Morning*. The Fox News Channel launched Oct. 7 in more than 17 million homes, offering live newscasts every half-hour, 24 hours a day. ■

Retail store scene of press conference on sex on TV

Groups use Circuit City TV sales floor to unveil results of survey on sex in family hour

By Lynette Rice

Citing the rise of sexually transmitted disease and teenage pregnancy, two nonprofit organizations last week declared sexual content on TV a public health issue because of its far-reaching effect on impressionable youth.

Armed with a three-part survey showing that three out of four family-hour shows on the Big Four networks contain sexual content, The Henry J. Kaiser Family Foundation and Children Now used a TV sales floor in a

Circuit City store in California as a backdrop to discuss the ills of prime time programming. Sexually charged snippets from *Melrose Place* and *Friends*—not to mention a toe-sucking segment between a married couple on the family-friendly *Dr. Quinn, Medicine Woman*—were televised for the press on multiple monitors.

"The bottom line is that what kids learn about sex is important," said Victoria Rideout, director of the Children & the Media Program at Children Now, a nonpartisan watchdog group. "And kids learn a lot

about sex on TV."

The nonprofit organizations say they plan to mail the survey to network executives and to discuss the findings with the Television Academy of Arts & Sciences in the spring.

In an analysis of content—conducted by a University of California—Santa Barbara professor who reviewed 84 hours of programming on the Big Four—an average 8.5 sexual interactions aired per hour of programming during the family hour in 1996, a 118% increase since 1986 (3.9 per hour) and 270% since 1976 (2.3 per hour). Thirty percent of family-hour programs in 1996 featured scenes with a primary emphasis on sex, up from 23% in 1986 and up from 9% in 1976.

Some positives were detected. Six percent of the shows with sexual content had an overall emphasis on sexual risks and responsibilities, while 9% of the scenes mentioned issues relating to risks or to using condoms.

"It's important to note that we do

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(You've just heard the real future of interactive television.)

Photo: The set the celebrities sat in on The Hollywood Squares was nearly 40 feet tall. (Just big enough to hold all those celebrity egos.)

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not endorse or encourage restraints on the media," said Matt James, spokesman for Kaiser Family, a Menlo Park-based nonprofit health-care philanthropy. "But with AIDS, sexually transmitted diseases, 700,000 teenage pregnancies...where are kids getting their information? TV has an incredible impact on the lives of children."

The study also included somewhat dubious focus groups composed of children ages 8-13 in Chicago and San Jose, Calif. The children were shown a compilation of excerpts—not full episodes—from popular family-hour shows to test their reac-

tions to sexual content.

Apparently, they came away with a few opinions. On hand at last week's press conference was Sabrina Robinson, an 11-year-old from San Jose who cites Heather Locklear as her favorite TV actress. With a bevy of boom microphones dangling over her head, a soft-spoken Robinson told TV crews that *Melrose Place* and *Martin* were guilty of prime time promiscuity.

Robinson also told reporters that she and the other kids were recruited to see how "sex on TV influences kids," even though Rideout insisted that the participants were not given a heads-up on what to look for in the excerpts.

"We can't sit them down for a complete episode," Rideout said. "These clips were by no means the raciest or the wildest."

A national telephone survey by Princeton Research rounded out the study. Forty-three percent of a random sample of 421 parents with kids 8-12 said they worry a "great deal" about the amount of sexual content on TV. More than two-thirds said they watch TV with their children, while 72% said they "usually" or "always" know what's on.

Yet in a strange twist in the survey, 60% of the parents have never heard of the so-called family hour. ■

SYNDICATION MARKETPLACE

New producer on board for 'Rosie'

The Rosie O'Donnell Show has a new executive producer. Daniel Kellison, who has been at the helm of the show since its debut in June, has been replaced by daytime TV veteran Hilary Estey-McLoughlin, who was most recently vice president, development, for *Rosie O'Donnell* producer Telepictures Productions. Kellison's split with Telepictures and the hottest new strip in syndication reportedly was amicable. Sources say O'Donnell and other top producers wanted someone with more experience in daytime than Kellison, who earned his stripes on David Letterman's late-night shows on NBC and CBS. Estey-McLoughlin has been with Telepictures since 1986, supervising the launch of *Rosie O'Donnell* and talkers such as *Jenny Jones*, *Jane Whitney* and *In Person with Maureen O'Boyle*.

Little Rascals go to China

Spanky, Darla, Alfalfa and the rest of the "Our Gang" kids are headed to China. King World International has struck a deal with China International TV Corp. to syndicate 54 colorized episodes of Hal Roach's classic *Little Rascals* series on China's national TV station, China Central TV, and other regional stations.

'Soldier' producers named

Rysher Entertainment has drafted veteran producers Greg Strangis and

Robert McCullough to serve as executive producers of its upcoming action hour *Soldier of Fortune, Inc.* No station deals have been announced, but the concept about a disillusioned Green Beret-turned-mercenary has drawn favorable reviews from some broadcasters.

Distributor fills sales posts

MG/Perin has appointed two new sales executives following the departure of senior vice president Joseph Mirabella, who served as general sales manager for the New York-based distributor for the past two years. Sean Deneny, formerly with Viacom and STS Entertainment, has been tapped as vice president, director of sales; Karl Middelburg, formerly with New Line Television, has been named regional manager, based in Atlanta. MG/Perin is launching a new FCC-friendly animated weekly *Chucklewood Critters* next fall, in addition to seeking renewals for its reality weeklies *Coast Guard*, *Prevention's Bodysense* and *Could It Be a Miracle*.

Ethnic year-in-review programs ready for air

Baruch Entertainment has cleared two year-in-review specials on stations covering more than 70% of black and Hispanic TV households, including the NBC O&Os in Chicago and Washington. *The 7th Annual Black History Year in Review 1996*, hosted by Julian Bond, James Brown and Armstrong Williams, revisits

everything from the summer's arson attacks on black churches to the killing fields of Rwanda. *Hispanic America 1996: The Year in Review*, hosted by *New York Undercover's* Michael DeLorenzo, wraps up a year highlighted by the "Macarena" dance craze and a record Hispanic turnout in the presidential election. Both hour specials are offered on a straight barter basis of 7 minutes national, 7 minutes local.

FCC-friendly and for sale

Cappelli & Co. is going national. Litton Syndications is offering 65 half-hour episodes of the FCC-friendly weekly, which previously aired on Hearst Broadcasting stations, on a straight barter basis of 2 1/2 minutes national, 2 1/2 minutes local. The live-action show is hosted by children's recording artist Frank Cappelli, whose songs aim to teach basic concepts of safety, good behavior and other social skills. The show, geared toward kids ages 2-7, has been cleared by WCVB-TV Boston and five other Hearst outlets.

The light of day for 'HP'

Real Stories of the Highway Patrol has been pulled out of the graveyard in Los Angeles. With the cancellation of Eyemark Entertainment's *Day & Date*, KCBS-TV has moved the long-running reality show from 1:30 a.m. to 3 p.m. *Real Stories* had been airing at 6:30 p.m. on KCBS-TV until last summer, when the CBS O&O rearranged its early-fringe news block.—CL

In 1997, Something New Will Fill

The Latenight Void...

11 PM **2** **3** **4** **30** News :35

5 Mad About You (CC)—Comedy 78921
Jamie and Paul are separated en route to her surprise birthday celebration. Ricky: John Fleck. Subway Passenger: Mark Schiff.

9 Jenny Jones (CC)—Discussion 1:00 37977
Scheduled topic: reuniting with an unfaithful ex.

11 Seinfeld (CC)—Comedy 45335
George buys a car thinking it was once owned by Jon Voight; Kramer tries to save a mom-and-pop store.

20 LAPD: Life on the Beat 94267

25 Bloomberg Information Television 83199

41 Noticias

47 Noticiero 78903

49 Symphony for the Spire 1:00 36373

55 Next Generation (CC) 1:00 68847

11:30 **5** Roseanne (CC)—Comedy 98118
After Roseanne throws her back out, Bev (Estelle Parsons) arrives to help out—and to help spoil the grandkids. Mark: Glenn Quinn.

11 Cheers (CC)—Comedy 27002
Cliff opposes crews tearing down his house to build a store, but his mother (Frances Sternhagen) wants the money so she can go to Miami. John: Ratzenberger, George: Wendt.

13 Finding Financial Freedom (CC) 1:30
"Nightly Business Report" commentary on handling personal

NYK Odd Couple—Comedy 8281 18

SC Sports Innerview—Arn Liguori 465002

YLC Paleoworld—Science 276170

USA Silk Stalkings (CC) 1:00 513793

Chris and Lipschitz search for a stalker on college students. Rob Estes, Charlie B.

11:35 **2** **3** Letterman (CC) 1:00 9331557/5000
Scheduled: Martha Stewart; John Cleese

4 **30** Jay Leno (CC) 1:00 9326625/5000
Scheduled: Tom Selleck, singer Patty

7 Nightline (CC)—Ted Koppel 4922

MAX ~~MAX~~ Goodfellas (CC)
—Drama 2:25 58603712 Ray Liotta.

SRD ~~MAX~~ Legends of the Fall
—Drama 2:15 99587083

FAM Three Stooges **BT** 1:00

FNC O'Reilly Report—Comedy

FX Picket Fences—Drama

HBO **M** Malicious (CC)—

MSG Jets/Giants Report

MSN Internight—

MTV Idiot Savant

NYK Taxi (CC)

SC Mets

presenting



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THE NEW VIBE OF
LATENIGHT TELEVISION!

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Dec. 2-8

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

Week 12	abc	CBS	NBC	Fox	U/P/N	WB
	12.1/19	9.7/15	8.9/14	8.2/12	2.7/4	2.7/4
MONDAY	8:00 76. Dangerous Minds	17. Cosby 11.4/18	64. Jeff Foxworthy 7.1/11	42. Melrose Place 8.6/13	93. In the House 3.1/5	97.7th Heaven 2.6/4
	8:30 6.0/10	30. Ink 9.9/15	67. Mr. Rhodes 6.7/10		92. Mal & Eddie 3.2/5	
	9:00 9. NFL Monday Night Football—San Francisco 49ers vs. Atlanta Falcons 13.6/23	23. Murphy Brown 10.6/16	30. NBC Monday Night Movie—The Prosecutors 9.9/16	57. World's Funniest Outtakes 7.8/12	99. Goode Bhvr 2.3/3	96. Savannah 2.8/4
	9:30 27. Cybill 10.2/15				102. Sparks 2.2/3	
	10:00 52. Images of Life 8.2/14					
10:30						
TUESDAY	11.9/19	8.2/13	10.8/17	7.6/12	2.8/4	
	8:00 30. Roseanne 9.9/16	57. Promised Land 7.8/13	28. Mad About You 10.1/17	61. Fox Tuesday Night Movie—Code Name: Wolverine 7.6/12	90. Moesha 3.9/6	
	8:30 34. Life's Work 9.4/15		36. Smthg So Right 9.3/15		93. Homeboys 3.1/5	
	9:00 5. Home Imprvmt 14.4/22	48. CBS Tuesday Movie—Gone in a Heartbeat 8.3/13	15. Frasier 11.7/18		102. The Burning Zone 2.2/3	
	9:30 18. Spin City 11.2/17		15. Caroline in/City 11.7/18			
10:00 10. NYPD Blue 13.3/22		21. Dateline NBC 10.9/18				
10:30						
WEDNESDAY	10.8/18	8.2/14	7.2/12	8.2/13	3.2/6	2.2/4
	8:00 26. Grace Undr Fire 10.5/18	56. The Story of Santa Claus 7.9/13	63. Wings 7.3/12	52. Billboard Music Awards 8.2/13	95. The Sentinel 2.9/5	104. Sister, Sist 2.1/4
	8:30 40. Townies 8.7/14		66. NewsRadio 6.8/11		105. Nick Freno 2.0/3	
	9:00 14. Drew Carey 11.9/19	46. CBS Wednesday Movie—A Child Is Missing 8.4/14	83. NewsRadio 5.8/9		91. Star Trek: Voyager 3.5/6	99. Wayans Br 2.3/4
	9:30 18. Ellen 11.2/18		71. Men Bhvg Badly 6.5/10		99. Jamie Foxx 2.3/4	
10:00 18. PrimeTime Live 11.2/19		48. Dateline NBC 8.3/14				
10:30						
THURSDAY	7.3/12	6.5/10	15.1/24	6.2/10		
	8:00 69. High Incident 6.6/10	43. Winnie the Pooh Christmas 8.5/14	6. Friends 14.3/23	76. Martin 6.0/10		
	8:30 75. Murder One 6.1/9	88. Moloney 5.1/8	13. Suddenly Susan 12.1/19	76. Living Single 6.0/9		
	9:00 34. Turning Point 9.4/16	80. 48 Hours 5.9/10	1. Seinfeld 16.9/26	73. New York Undercover 6.4/10		
	9:30 3. Men Bhvg Badly 14.7/23		2. ER 16.4/27			
10:00						
10:30						
FRIDAY	10.8/19	7.7/13	8.1/14	6.6/11		
	8:00 40. Family Matters 8.7/16	43. Frosty/Snowman 8.5/15	57. Unsolved Mysteries 7.8/14	84. Sliders 5.7/10		
	8:30 39. Sabrina/Witch 9.0/16	43. Frosty Returns 8.5/15	48. Dateline NBC 8.3/14	62. Millennium 7.5/13		
	9:00 37. 20/20 9.2/16	55. Beauty & the Beast 8.0/14	48. Homicide: Life on the Street 8.4/15			
	9:30 7. Barbara Walters Special 14.2/25	69. Nash Bridges 6.6/12				
10:00						
10:30						
SATURDAY	7.0/13	10.0/18	5.6/10	6.0/11		
	8:00 65. SEC Football Championship—Florida vs. Alabama 7.0/13	37. Dr. Quinn, Medicine Woman 9.2/17	89. Dark Skies 4.9/9	85. Cops 5.6/10		
	8:30	29. Early Edition 10.0/18	80. The Pretender 5.9/10	76. Cops 6.0/11		
	9:00	21. Walker, Texas Ranger 10.9/20	80. Profiler 5.9/11	74. America's Most Wanted: AFB 6.2/11		
	9:30					
10:00						
10:30						
SUNDAY	7.3/11	13.7/21	9.0/14	12.8/20		1.9/3
	7:00 71. Am Fun Hm Vid 6.5/11	11. 60 Minutes 12.8/21	67. Dateline NBC 6.7/11	8. Sears Family Theater—Home Alone 2: Lost in New York 13.8/21		110. Brotherly Lv 1.7/3
	7:30 60. Am Fun Hm Vid 7.7/12		87. Dateline NBC 5.3/8			108. Brotherly Lv 1.8/3
	8:00 86. Lois & Clark 5.4/8	3. CBS Sunday Movie—Mrs. Santa Claus 14.7/22	33. 3rd Rock fr/Sun 9.6/15			105. Parnt 'Hood 2.0/3
	8:30		54. Boston Common 8.1/12			105. Steve Harvey 2.0/3
	9:00 48. ABC Sunday Night Movie—Passenger 57 8.3/13	12. Touched by an Angel 12.5/20	23. NBC Sunday Night Movie—Greedy 10.6/16	23. The X-Files 10.6/16		98. Unhap Ev Af 2.4/3
	9:30					108. Life w/Roger 1.8/3
	10:00					
10:30						
WEEK AVG	9.5/16	9.4/15	9.2/15	8.3/13	2.9/5	2.2/3
STD AVG	9.8/16	10.0/17	10.9/18	8.3/14	3.4/5	2.7/4

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Ask not what you

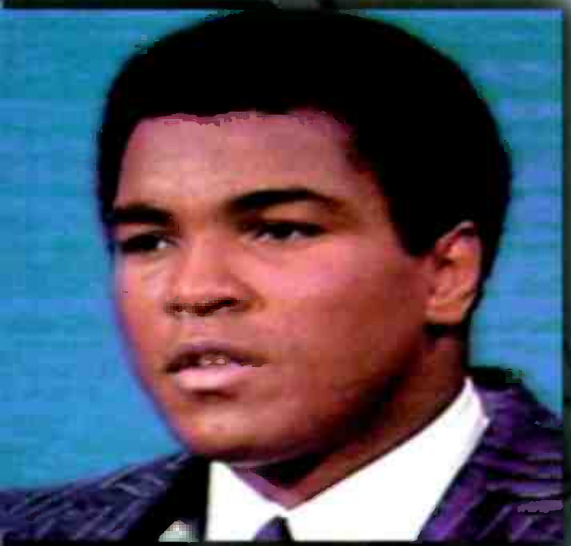
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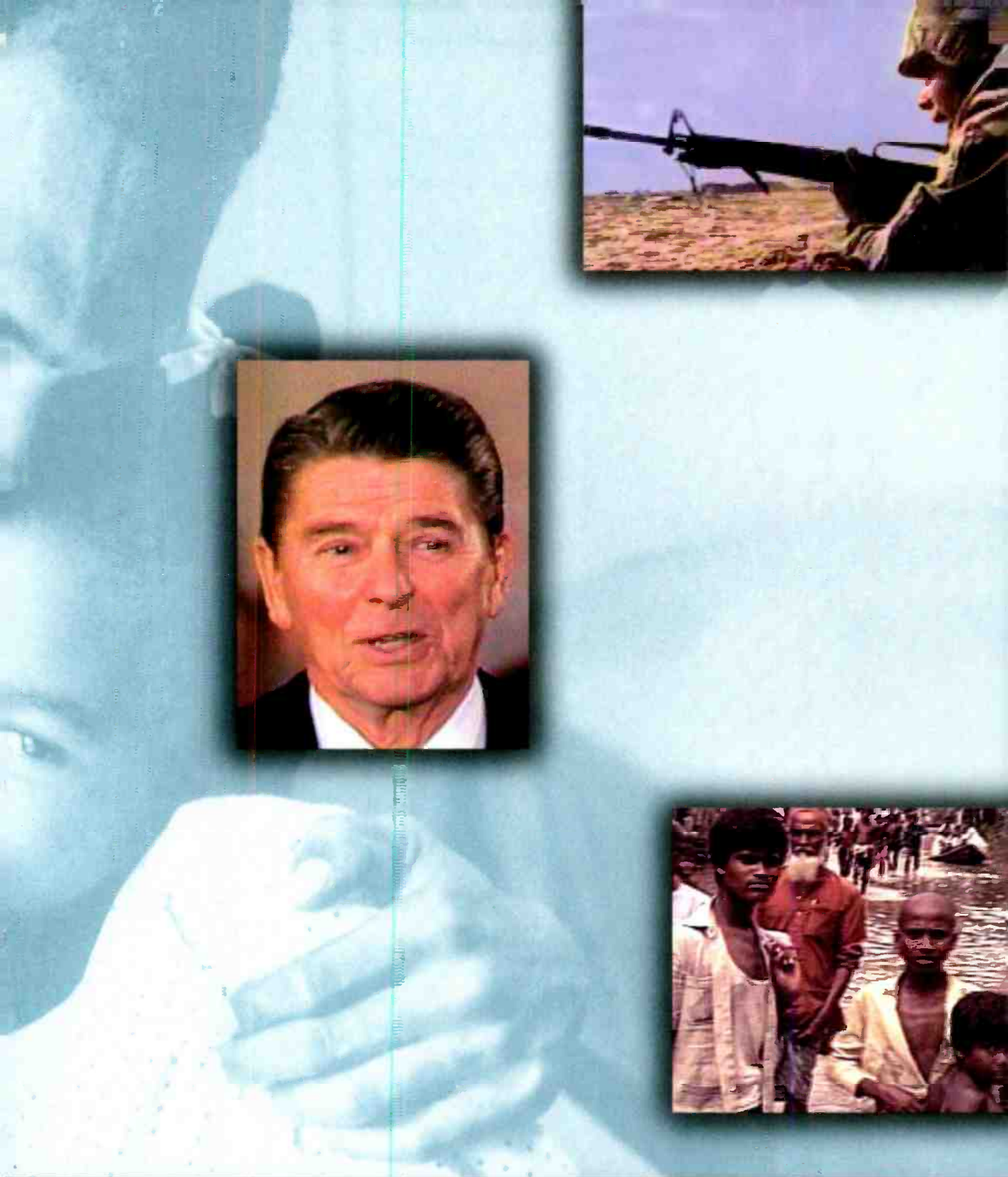


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They shape what we



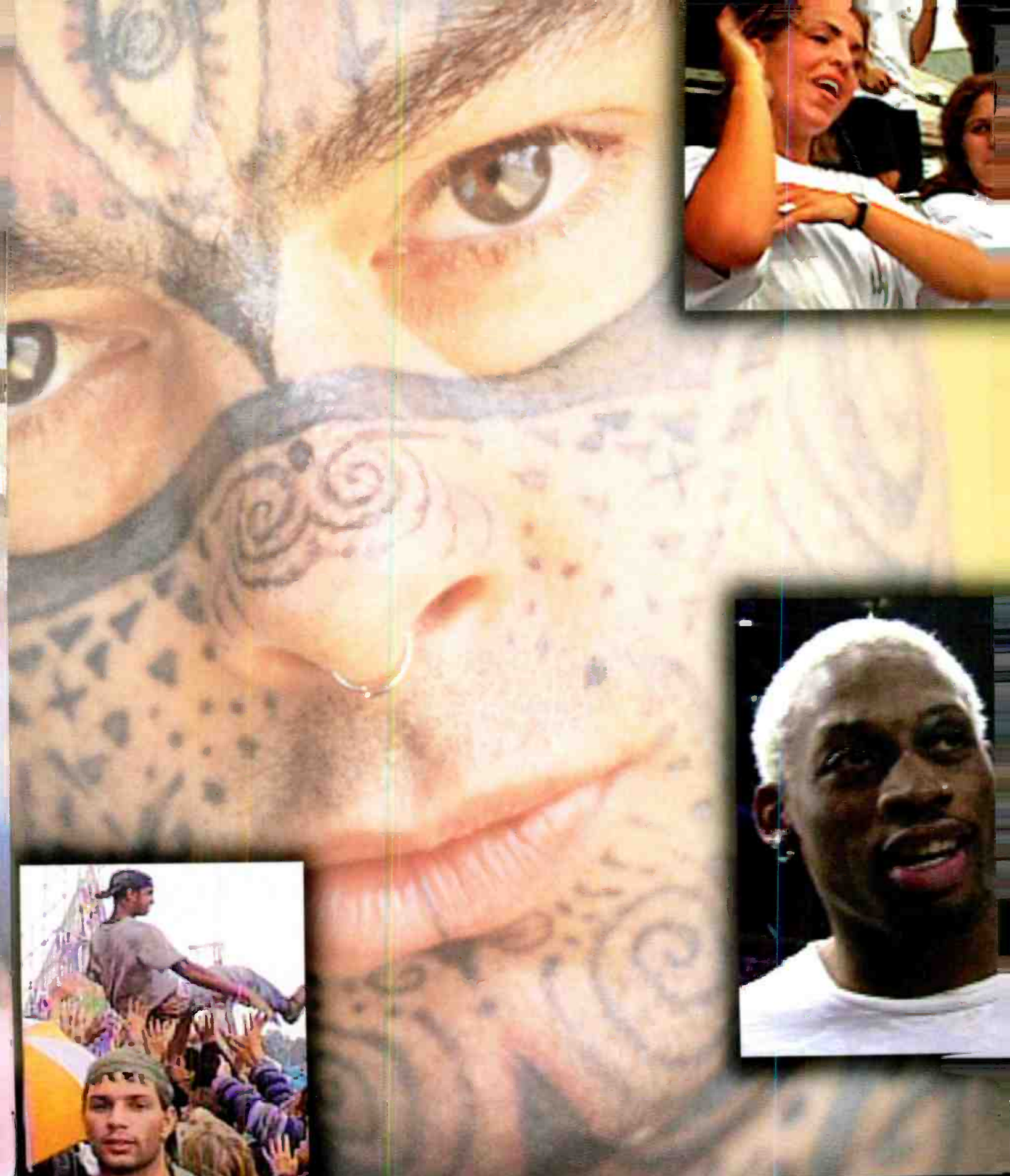




what we







what we **DANCE** to



By nature we

Mostly we are curious



People whose lives in

bring meaning

Eye on People is

that celebrates

7 days a week,

we bring you more

want to know



are all **CURIOUS**



about other people.

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that curiosity.

24 hours a day,



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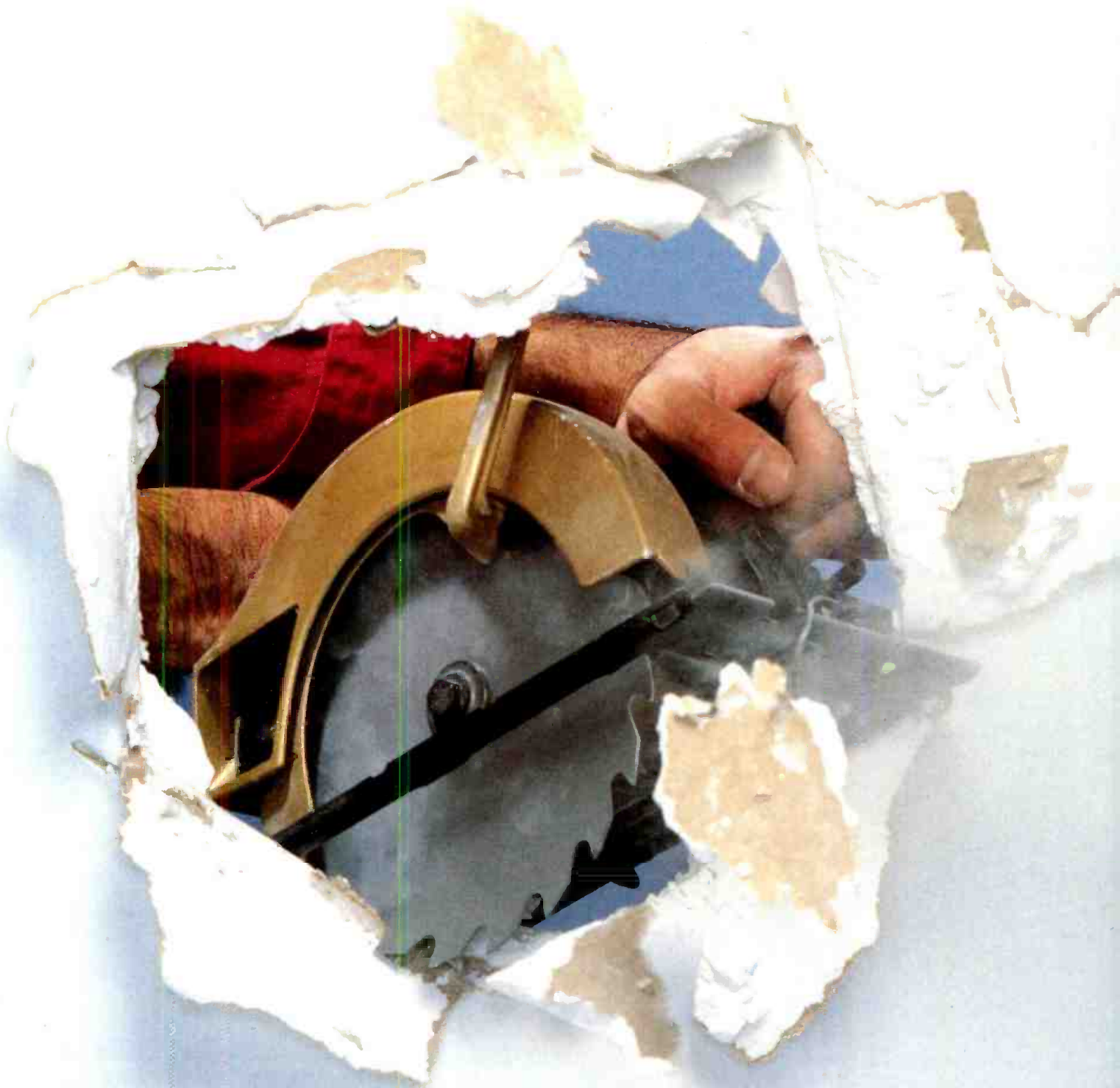


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Quietly...

NBC posts \$1 billion in earnings

By Steve McClellan

NBC will post a fifth straight year of 20% operating-profit margin growth in 1996, with total earnings (before interest, taxes and amortization) of \$1 billion. Total revenue at the company will exceed \$5 billion, a gain of more than 20%. Nearly half of 1996 earnings will come from the NBC Television Network.

That was the news from company president Bob Wright at last week's PaineWebber Media Conference in New York. "It's been a very good year for us," Wright told analysts, indicating that all signs look positive for an "attractive" 1997 as well. With a network and stations that are dominant in most key day-parts, a lock on many major sports franchises—including Olympics through the

year 2008—and growing cable enterprises, NBC is probably in the "best relative position for any network in 10 years," Wright said.

On the digital TV front, Wright said the NBC-owned stations will make the conversion over a four-year period starting in 1998 with WRC-TV Washington. WNBC(TV) New York and KNBC(TV) Los Angeles will follow in 1999, with stations in Philadelphia and Chicago to make the switch in 2000. The remainder will convert by 2002.

The cost of switching the stations to digital is relatively insignificant, he said: \$2 million–\$10 million per station.

"Digital will be driven by consumers," Wright said. Most TV set manufacturers will be ready to deliver digital-capable sets by 1998. At the

same time, cable operators are set to start implementing digital set-top boxes next year. The question for consumers, he said, is whether they will want to pay for digital capability twice—when they buy digital packages from cable operators, and when they buy new TV sets. The answer is, probably not, but Wright did not say how he sees the issue resolving itself.

NBC now produces about 77% of the programming it puts on the air, a mix of news, entertainment and sports. Wright did not deny interest in acquiring all or part of a production studio, but he strongly downplayed the idea. "There are a lot of liabilities and fixed costs," he said.

Wright said NBC would be interested in acquiring an entertainment cable network, but no talks are in progress. ■

Changing Hands

The week's tabulation of station sales

TV

KINT-TV (and KSVE[AM]-KINT-FM) El Paso

Price: \$29.2 million

Buyer: Entravision Communications Co. LLC, Los Angeles (Walter F. Ulloa, managing member/21% owner); has applied to build TV on Ch. 30, Odessa, Tex.

Seller: Paso del Norte Broadcasting Corp., El Paso (Jose Angel Silva Jr., president); no other broadcast interests. Note: Paso del Norte bought AM-FM for \$1.02 million in 1992.

Facilities: KINT-TV: Ch. 26, 2,240 kw

visual, 224 kw aural, ant. 1,499 ft.; AM: 1150 khz, 5 kw day, 380 w night; FM: 93.9 mhz, 96.2 kw, ant. 1,207 ft.

Formats: AM: international music; FM: Tejano

Affiliation: Univision

WHKE(TV) Kenosha/Milwaukee, Wis.

Price: \$6.1 million (\$6 million forgiveness of debt; \$100,000 cash)

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); for holdings, see "Changing Hands," Oct. 28

Seller: Christian Network Inc., Clearwater, Fla. (James L. West, chairman; buyer Lowell W. Paxson, co-founder/backer); owns WCTD(TV) Miami, WIRB(TV) Melbourne/Orlando and WFTS-TV Bradenton/Tampa/St. Petersburg, all Fla.; is buying WHRC

Big deal

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

■ Besides swapping to Gannett Co. Inc. its WZZM-TV Grand Rapids, Mich., and WGRZ-TV Buffalo, N.Y., Argyle Television Inc. will pay \$20 million in exchange for Gannett's WLWT(TV) Cincinnati and KOCO-TV Oklahoma City. Total value of the deal is to be determined.

(TV) Norwell/Boston, Mass.; WOCD(TV) Amsterdam/Albany, N.Y., and KLDT (TV) Dallas/Fort Worth.

Facilities: Ch. 55, 741 kw visual, 74.1 kw aural, ant. 449 ft.

Affiliation: Independent

COMBOS

KXSP(AM) Ventura-KTND(FM) Ojai/Ventura and KBBY(FM) Ventura, Calif.

Price: \$8.6 million (\$6.6 million for KBBY; \$2 million for AM-FM)

Buyers: ■ KXSP-KTND: Gold Coast Broadcasting Co., Los Angeles; (John Hearne, Carl Goldman, principals); owns KKZZ(AM)-KOCF(FM) Oxnard/Ventura, KTRO(AM) Port Hueneme-KCAQ (FM) Oxnard/Ventura and KBET(AM) Santa Clarita, Calif.; is buying KHJJ (AM)-KGMX(FM) and KUTY(AM)-KLKX(FM) Lancaster/Palmdale, Calif. ■ KBBY: McDonald Investment Co. Inc., Birmingham, Ala. (William W. McDon-

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Calmly...

ald, chairman/owner)/Bengal Pacific Communications, Fort Washington, Pa. (Joseph D. Schwartz, president); own KVEN(AM)-KHAY(FM) Oxnard/Ventura, Calif., and KNRQ-FM Creswell/Eugene and KZEL-FM Eugene, Ore.; are buying KDZZ(AM)-KTEG (FM) and KHTZ (FM) Albuquerque, N.M. McDonald also owns WHHY(AM)-FM (formerly WJCC[FM]) Montgomery and WAFX(FM) Prattville/Montgomery, Ala.; is buying KNRQ(AM) Springfield/Eugene, Ore.
Seller: Buena Ventura Inc., Ventura (Kathryn Duncan, president); no

other broadcast interests
Facilities: AM: 1590 khz, 5 kw; FM: 105.5 mhz, .1 kw, ant. 1,358 ft.; KBBY: 95.1 mhz, 12.3 kw, 876 ft.
Formats: AM: Spanish; FM: thunder country; KBBY: adult contemporary
Broker: Media Venture Partners (seller)
KCOL(AM)-KPAW(FM) Fort Collins and KGLL(FM) Greeley, Colo.
Price: \$7.2 million (\$4.242 million for AM-FM; \$2.958 million for KGLL)
Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70%

Proposed station trades

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

THIS WEEK:

TVs \$56,800,000 3
 Combos \$9,225,000 2
 FMs \$42,206,018 9
 AMs \$7,000,000 2
 Total \$115,231,018 16

SO FAR IN 1996:

TVs \$10,487,692,145 98
 Combos \$12,008,248,436 338
 FMs \$2,605,008,481 400
 AMs \$207,040,306 244
 Total \$25,307,989,368 1,080

SAME PERIOD IN 1995:

TVs \$3,317,475,545 132
 Combos \$2,242,751,971 219
 FMs \$773,476,481 358
 AMs \$101,166,747 199
 Total \$6,690,328,650 905

Source: BROADCASTING & CABLE

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owner); owns KBPI(FM), KOA(AM)-KRFX(FM) and KHOW(AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver and KTLK(AM) Thornton/Denver; is buying WAHC(FM) Circleville and WAKS(FM) Marysville, Ohio (price not released). For other holdings, see "Changing Hands," Dec. 9.

Sellers: ■ AM-FM: University Broadcasting Co., Indianapolis (Arthur A. Angotti, president); owns WGBD(FM) Attica, WBWB(FM) Bloomington, WGCT (FM) Ellettsville/Bloomington and WAZY(FM) Lafayette, all Ind. ■ KGLL: Duchossois Communications Co., Chicago (Richard Duchossois, president); no other broadcast interests

Facilities: AM: 1410 khz, 1 kw; FM: 107.9 mhz, 100 kw, ant. 470 ft.; KGLL: 96.1 mhz, 100 kw, ant. 660 ft.
Formats: AM: news/talk; FM: CHR; KGLL: country

KRVA(AM) Cockrell Hill/Dallas-KRVA-FM McKinney/Dallas and KXEB(AM) Sherman, all Tex.

Price: \$5,468,680 (merger; includes \$1.8 million cash)

Buyer: KRVA Broadcasting Inc., Los Angeles (51% owner: Z Spanish Radio Network Inc. [Amador S. Bustos, president/72.15% joint owner with wife/secretary Rosalie L.]; 49% owner: El Dorado Communications Inc. [Thomas H. Castro, president/ 45% owner]) ■ Z Spanish owns KZLZ (FM) Kearny/Tucson and KZNO(FM) Nogales, Ariz.; KZSF(FM) Alameda, KHOT(AM)-KZFO(FM) Madera, KJAZ(AM)-KZCO(FM) (former-

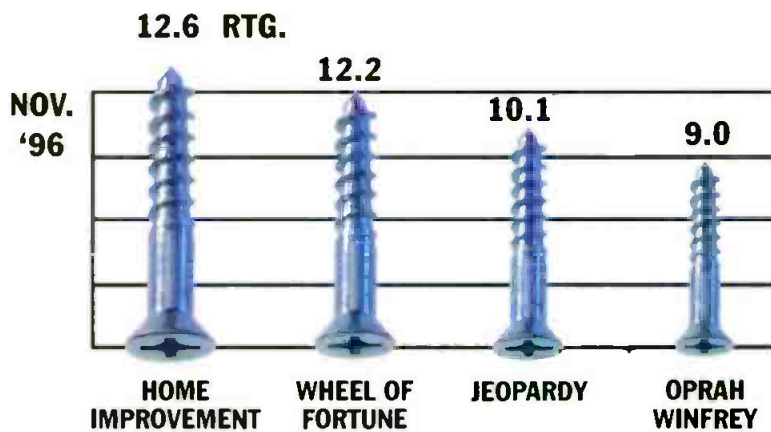


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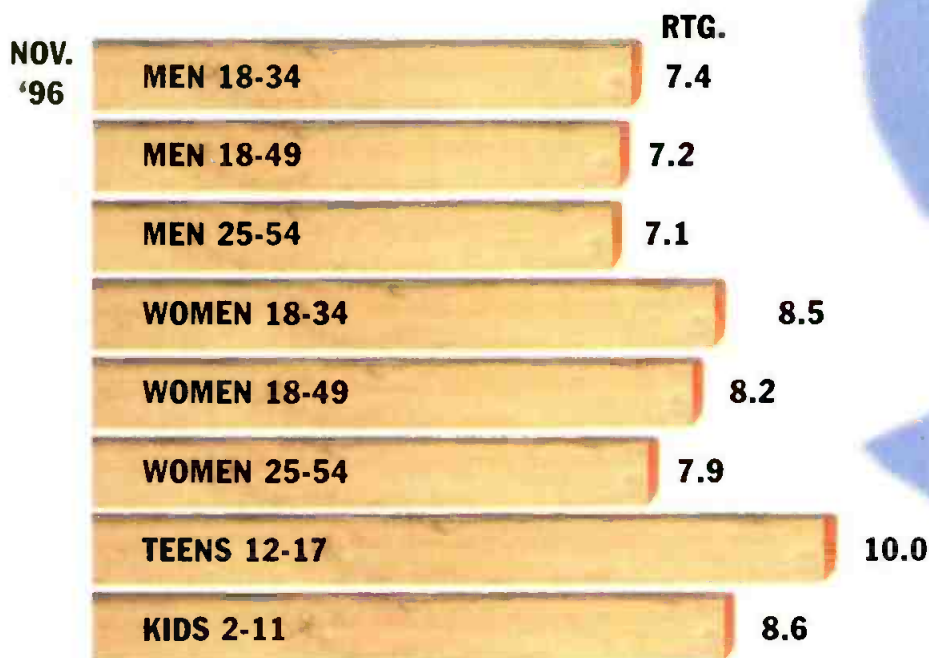
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#1 in All Demos!



Source: NTI 10/28 - 11/24/96; GAA where available.
Rank among all regular syndicated series (excludes umbrella programs).
Each November sweep since Peoplemeter data available ('88-'89 to present).
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ly KORV-KEWE) Oroville, KZSA(FM) Placerville and KZWC (FM) Walnut Creek, all Calif.; WZCH (FM) (formerly WABT) Dundee/Chicago and WRZA(FM) (formerly WBUS) Kankakee, Ill.; is buying KVVA-FM Apache Junction/Phoenix; KSUV-FM McFarland and KZBA(FM) Shafter, all Calif., and WWJY(FM) Crown Point, Ind./Chicago; has interest in and LMA with option to buy KZMS(FM) Patterson, Calif.; has applied to build FM in Merced, Calif.; operates La Zeta radio network. Amador Bustos owns 20% of KAFY(AM) Bakersfield, Calif.; is buying KZSJ(AM) San Martin, Calif.; has applied to build FM at Longmont, Colo. ■ El Dorado is buying KTLR-FM Terrell, Tex. (overlaps with KRVA-AM-FM); owns KRTO(FM) (formerly KMQA) West Covina, Calif., and KXTJ(FM) Beaumont and KQOK(FM) Galveston, Tex.; is buying KRRA(AM) West Covina; KEYH(AM) Houston, KLVL(AM) Pasadena/Houston, all Tex.; has TBAs with KGRB(AM) West Covina, Calif., and KOND(FM) Cleveland. **Seller:** Radio Plano Inc., Dallas (Antonio B. Rodriguez, president; joint owners Alexander A. Rodriguez and Elesha Rodriguez 1991 Trusts,

Irving, Tex. [Antonio B. Rodriguez, trustee]). Antonio Rodriguez owns KTCY(FM) Denison, Tex. Note: Radio Plano is in process of purchasing KXEB. **Facilities:** AM: 1600 khz, 5 kw day, 1 kw night; FM: 106.9 mhz, 2.5 kw, ant. 351 ft.; KXEB: 910 khz, 1 kw **Formats:** All Spanish **KCQL(AM) Aztec/Farmington, KKFG(FM) Bloomfield/Farmington and KTRA (FM) and KDAG(FM) Farmington, N.M.** **Price:** \$5.25 million **Buyer:** Gulfstar Communications Inc., Austin, Tex. (John D. Cullen, president; Hicks Muse Tate & Furst, owner); for holdings, see "Changing Hands," Nov. 25 **Seller:** J. Thomas Development of N.M. Inc./Radio Properties Inc., Farmington (Jeff, Mary and Richard Thomas, principals) **Facilities:** KCQL: 1340 khz, 1 kw; KKFG: 104.5 mhz, 100 kw, ant. 1,086 ft.; KTRA: 102.1 mhz, 100 kw, ant. 994 ft.; KDAG: 96.9 mhz, 100 kw, ant. 1,096 ft. **Formats:** KCQL: oldies; KKFG, KTRA: country; KDAG: classic rock **Broker:** Media Venture Partners

KWON(AM)-KYFM(FM) Bartlesville, Okla. **Price:** \$625,000 **Buyer:** KCD Enterprises Inc., Monmouth, Ill. (joint owners/spouses Kevin and Dorea Potter); owns WRAM (AM)-WMOI(FM) Monmouth. Kevin Potter owns 5% of KRPT-AM-FM Anadarko, Okla. Dorea Potter has interest in WMCW(AM) Harvard, Ill. **Seller:** KYFM Radio Inc., Sulphur Springs, Tex. (Galen O. Gilbert, president/owner). Gilbert owns KSWM (AM) Aurora, Mo.; 52% of KWHW(AM)-KRKZ(FM) Altus and KTJS(AM)-KQTZ(FM) Hobart, Okla.; is buying KIOL(FM) Lamesa/Odessa, Tex.; is selling KDXE(FM) Sulphur Springs, Tex. **Facilities:** AM: 1400 khz, 1 kw; FM: 100.1 mhz, 950 w, ant. 492 ft. **Formats:** AM: country; FM: adult contemporary **Broker:** Ralph E. Meador (seller)

RADIO: FM

KTHX-FM Carson City, Nev. (to be Fair Oaks, Calif.) **Price:** \$14.95 million **Buyer:** Susquehanna Radio Corp., York, Pa. (Louis J. Appel Jr., chairman; David E. Kennedy, president); owns KNBR(AM)-KFOG-FM San Francisco; is buying KHQT-FM Los Altos, Calif. (for other holdings, see "Changing Hands," Dec. 9) **Seller:** Sapphire Broadcasting Inc., Teaneck, N.J. (Hoyt J. Goodrich, president); also is selling WHMA-AM-FM Anniston, Ala., to buyer (for Goodrich's other interests, see "Changing Hands," Dec. 9) **Facilities:** 94.7 mhz, 86.6 kw, ant. 2,072 ft. **Format:** AAA **Broker:** Larry Patrick (buyer)

WXEG(FM) Beavercreek/Dayton, Ohio **Price:** \$3,347,338 **Buyer:** American Radio Systems Corp. Boston (Steven B. Dodge, president); owns/is buying WMMX-FM, WTUE-FM, WONE-AM, WBTT(FM) and WLQT(FM) and (under LMA) WDOL-FM, all Dayton, Ohio; KKDJ(FM), KMJ(AM)-KSKS(FM), KNAX-FM, KRBT-FM, KOQO-AM-FM Fresno, KKSJ(AM)-KBAY(FM), KSJO (FM) and KUFX(FM) San Jose/San Francisco and KRAK-FM, KHTK(AM)-KNCI(FM), KXOA(AM), KQPT(FM), KCTC (AM)-KYMXX(FM), KSSJ-FM and KMJI(AM)-KSFM(FM) Sacramento, all Calif.; WZMX(FM), WRCH-FM, WTIC-AM-FM Hartford, Conn.; WIRK-FM, WKGR-FM, WBZT(AM), WEAT-AM-FM, WOLL-FM and WPBZ-FM West Palm Beach, Fla.; WWMX (FM), WOCT(FM), WBMD(AM)-WQSR-FM and

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The Brighte In Local Progra

This was a year of evolution for the Iris Awards. New categories, a new judging process and new criteria were developed with an eye toward keeping the competition relevant and the statuette sought after by the best in the business.

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WCVB-TV, Boston, MA

PUBLIC SERVICE ANNOUNCEMENTS

Family Now
Mini Soap Opera Spots
KSL-TV, Salt Lake City, UT

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IRIS AWARD

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A Town of Hope
Stan Hay
KNSD-TV, San Diego, CA

INDIVIDUAL ACHIEVEMENT: ON-CAMERA TALENT

Action News For Kids
Ana Duarte-Coiner
WBNG-TV, Binghamton, NY

Winners will be honored at
a celebration luncheon on
Monday, December 9 on the
Wheel of Fortune set at Sony
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A special thanks to all
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including our judges, we know
you had a very difficult decision.
We'd especially like to recognize
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judging.

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WBGR(AM), all Baltimore; WRKO (AM)-WBMX(FM), WEEI-AM, WEGQ-FM, WWTM(AM)-WAAF(FM) Boston; KBEQ-AM-FM (Kan.) and KFKF-FM (Mo.) Kansas City; KFNS(AM)-KEZK-FM, KSD-FM and KYKY(FM) St. Louis; WSOC-FM Charlotte and WTDR(FM) Statesville/Charlotte, N.C.; KMZQ-FM, KMXB-FM, KXNO (AM)-KLUC-FM, KVEG(AM), KFBI(FM), all Las Vegas, and KXTE(FM) Pahrump, Nev.; WYRK-FM, WJYE-FM, WECK(AM), WSJZ-FM, WBLK-FM Buffalo and WCMF(FM), WRMM-FM, WPXY-FM, WHTK(AM) and WAQB(FM), all Rochester, N.Y.; KDBX(FM), KBBT(AM)-KUFO(FM), KUPL-FM, KKJZ(FM) Portland, Ore.;

WBZZ(FM) and WZPT(FM) Pittsburgh and WIOQ (FM) and WUSL(FM) Philadelphia; KJCE(AM)-KKMJ-FM, KAMX(FM) (formerly KPTY) Austin, Tex., and KRPM(AM) (formerly KING), KYCW(FM), KMPS-AM-FM and KZOK-FM Seattle and KBKS(FM) (formerly KCIN) Tacoma/Seattle, Wash.; is selling KXOA-FM Sacramento; WNEZ(AM) New Britain/Hartford; KSD(AM) St. Louis, and KFAB(AM)-KGOR(FM) Omaha.

Seller: New Generation Broadcasting Inc., Centerville, Ohio (Alan Gray, president); no other broadcast interests

Facilities: 103.9 mhz, 1.15 kw, ant.

522 ft.

Format: New country

WAEZ(FM) Elizabethton/Johnson City, Tenn.

Price: \$3 million

Buyer: Bristol Broadcasting Co. Inc., Bristol, Tenn. (W.L. Nininger, president/89.3% owner); owns wxBQ-AM-FM Bristol/Johnson City (for other holdings, see "Changing Hands," Nov. 25)

Seller: Upper East Tennessee Broadcasting Inc., Johnson City (Eaton Govan III, president); owns WJFC (AM)-WEZG-FM Jefferson City, Tenn.

Facilities: 99.3 mhz, 3.9 kw, ant. 795 ft.

Continues on page 115

B O T T O M L I N E

For sale, part 1: LIN?

AT&T Corp., recently said to be looking to increase its TV station holdings, instead may be looking to sell its 45.4% stake in LIN Television Corp. LIN owns eight TV stations and has LMAs with four others.

In a filing last week with the Securities and Exchange Commission, AT&T said it has put its \$560 million investment in the company up for review. That could lead to AT&T's selling some or all of its 13.49 million shares, or 45.4% of LIN's stock, the filing says. AT&T has hired Morgan Stanley Group Inc. as its adviser.

LIN's stock hit a 52-week high of \$44.50 with last Tuesday's news. It closed last Thursday at 43 5/8.

Providence, R.I.-based LIN owns WTNH-TV (LMA with WBNE-TV) New Haven, Conn.; WAND(TV) Decatur, Ill.; WANE-TV Fort Wayne and WISH-TV Indianapolis, Ind.; WIVB-TV Buffalo, N.Y.; KXAM-TV Llano/Austin (LMA with KNVA-TV Austin) and KXAS-TV Fort Worth/Dallas, Tex. (LMA with KXTX[TV] Dallas), and WAVY-TV Portsmouth/Norfolk, Va. (LMA with WVBT-TV Virginia Beach/Norfolk).

AT&T in September was rumored to be eyeing a purchase of Pappas Telecasting Cos.' 16 TVs.

For sale, part 2?

McGraw-Hill Co.'s four ABC affiliates also may be on the block. Company chairman Joseph Dionne told the PaineWebber Media Con-

ference last week that the company is giving "a very serious hard look" at selling its TV stations, according to Bloomberg Business News.

The company's biggest market is Denver (the nation's 18th largest), where it owns KMGH-TV (ch. 7). It also owns KERO-TV Bakersfield (ch. 23, no. 132) and KGTV(TV) San Diego (ch. 10, no. 27), Calif., and WRTV(TV) Indianapolis (ch. 6, no. 25).

For sale, part 3?

Media Service Group Inc. is brokering the sale of UPN affiliate KADY-TV Oxnard/Santa Barbara, Calif. The station is being sold out of bankruptcy by trustee John W. Hyde, who has been operating the station since July.

Columbia Pictures Television, Paramount Pictures Corp., Viacom and Warner Bros. in March filed for Chapter 11 relief against the debtor, Riklis Broadcasting Corp.

FCC OKs Park buy by Media General

Media General Inc. last Tuesday won FCC approval to buy Park Communications Inc.'s 11 TV stations, subject to certain conditions. The FCC gave Media General 12 months to sell Park's WTVR-TV Richmond, Va. The station overlaps with Media General's *Richmond Times-Dispatch* newspaper and its Media General Cable of Fredericksburg. And instead of granting a permanent waiver of the duopoly rules to allow Media General to own

Park's WBMG-TV Birmingham, Ala., and WHOA-TV Montgomery, Ala., which Park is buying, the FCC granted conditional approval. That condition is FCC action on the duopoly rule.

The FCC last month indicated that it will authorize duopolies when the stations are in separate DMAs and where their Grade A contours do not overlap, as in this case. The \$710 million deal, announced in July, includes Park's 28 daily and 82 weekly newspapers.

SFX stock shores up

SFX's stock price surfed the waves of the Dow Jones industrial average, rising from a 52-week low of \$24.75 on Dec. 6 to \$28.75 that same day. SFX closed last Thursday at \$29, update still far short of its Oct. 15 high of \$48.25.

It was a volatile week on Wall Street, with the Dow plunging 144 points on Dec. 6, rising 82 points last Monday and falling again last Wednesday more than 70 points. Radio stocks in general hung in there as the Dow swung, according to the B&C/Bloomberg Business News index of radio stocks.

For example, a \$100 investment on Jan. 2 would have been worth \$123.66 by the Dow Jones measure as of last Wednesday. The same investment in the radio index would be worth \$118.72, while \$100 in SFX would have garnered \$93.55. By contrast, on Dec. 5, the Dow was at \$124.33; radio was at \$119.23, and SFX was at \$83.47.—EAR

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<p>RADIO EQUITY PARTNERS L.P. Managing Agent Senior Credit Facilities</p> 	<p>RIFKIN/ NARFAGANSETT SOUTH FLORIDA CATV, L.P. Managing Agent Senior Credit Facilities</p> 	<p>VIACOM INTERNATIONAL Agent Senior Credit Facilities</p> 	<p>WALT DISNEY COMPANY Co-Agent Senior Credit Facilities</p> 

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Westinghouse has high monetary hopes

Chairman Jordan tells conference that company expects radio to be major player in media division

Radio

By Steve McClellan

With a major contribution from the company's greatly expanded radio properties, Westinghouse expects to generate \$1 billion in cash flow from its media properties next year, company chairman Michael Jordan told reporters at last week's PaineWebber Media Conference.

Indeed, with the soon-to-close acquisition of Infinity Broadcasting, radio will be the profit contributor among the company's media holdings in 1997, Jordan said.

On the TV station side, \$25 million in cost cuts have already been implemented, chief financial officer Frederick Reynolds told the analysts. Reynolds said the company is working at the owned-stations division to get better sellout levels for the 1 million-plus spots the group has to offer each year. Boosting those levels could add \$50 million to O&O revenue coffers he said.

In addition, Reynolds said the network's stations in the top three markets (New York, Los Angeles and Chicago) could boost revenue by a total \$125 million by bringing their ratings averages up to the average of the rest of the Westinghouse owned stations. With a combination of cost reductions, ratings

improvements and better sellout levels, the TV stations could improve company revenue by \$300 million in the short term, he said.

Reynolds reported that the company will complete its proposal to split into separate industrial and media companies by third quarter 1997. The company is waiting for the Internal Revenue Service to rule that the split won't impose heavy tax burdens on the company or its shareholders, said Reynolds. That approval could take six months, he said.

Asked about getting back into the National Football League rights game, Jordan said CBS would be competitive in pursuing a new package. But he also said any bid would be offered on a "businesslike basis," as opposed to a "what price glory?" basis.

Westinghouse has not finalized any cable operator carriage agreements for its Eye on People cable channel, set to debut next April, Jordan said. But a number of operators have signed commitment letters indicating they intend to carry the service. "Our plan is to be at 3 million cable homes by April," said Reynolds.

He told analysts that the service is getting "good receptivity." Reynolds said that Westinghouse has set a first-year rollout goal of 9 million-10 million subscribers. "We think that would be success, and we're confident we can achieve that," he said. ■

Westinghouse, Infinity approve merger

In separate meetings in New York Dec. 10, shareholders of Westinghouse Electric Corp. and Infinity Broadcasting Corp. approved the planned \$4.9 billion merger of the companies.

Westinghouse shareholders also approved increasing from 630 million to 1.1 billion the number of shares to be issued to complete the merger. Westinghouse officials say 205 million of the additional shares are needed to satisfy the terms of the merger, announced last June.

Those terms call for Westinghouse to exchange \$3.9 billion of its stock for all of Infinity's outstanding shares and for Westinghouse to assume \$1 billion of debt. Infinity shareholders will receive 1.71 shares in Westinghouse for each of their shares.

The combined Westinghouse/CBS Radio/Infinity Broadcasting radio group will encompass 79 radio stations in 17 markets, 64 in top-10 markets.

Westinghouse Chairman Michael Jordan repeatedly voiced support for the growth and profit potential of radio, saying that "radio had the most consistent growth in advertising revenue of any areas of entertainment businesses last year."

Westinghouse is expected to announce a new name for the broadcasting division in January. Meanwhile, the merged group is known as CBS Radio. —DP

Cavett targets radio

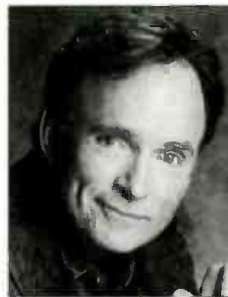
By Donna Petrozello

Veteran TV celebrity interviewer Dick Cavett has made beginning a radio career one of his New Year's resolutions for 1997.

On Jan. 6, Cavett will launch a syndicated, weekday morning-drive radio show dubbed *The Dick Cavett Show* on 25 stations nationwide. The show's creator and executive producer, Jim

Moskovitz, says Cavett will target a niche for talk on social and political issues and celebrity interviews that is not being reached on a national scale in radio.

The show's studio producer, Jack Roberts, says Cavett will give not only audiences but also local and "blue chip" advertisers "an alternative to Howard Stern and Don Imus." ■

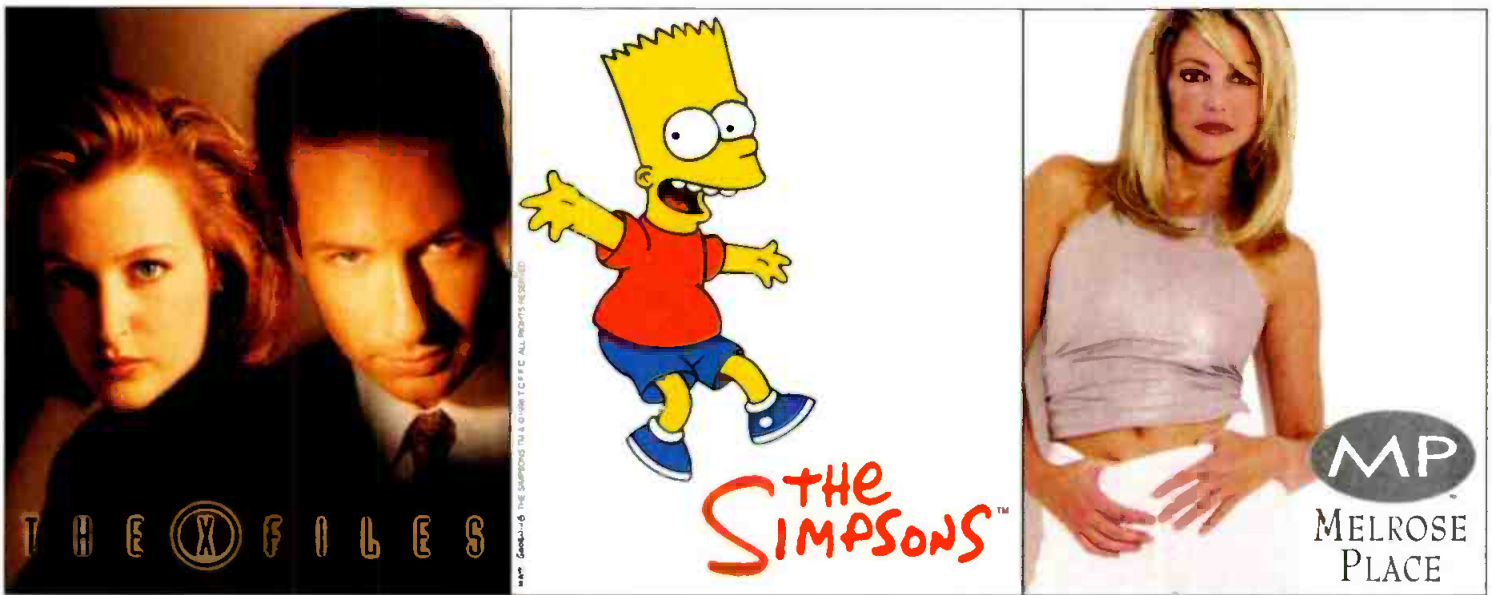


"People have an image of morning-drive radio that all you can do with it is scream or act like an idiot, and I disagree," says Moskovitz. "Cavett may not be a shock jock, but his humor, wit and quickness make him an ideal show host in the morning."

To give some listeners a sneak preview, Cavett planned to guest-host in morning drive on WWRC(AM) Washington on Friday, Dec. 13, replacing syndicated talk show *Daybreak U.S.A.* ■

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Source: NTA Average audience estimates, including preliminary estimates. 10/31/96 - 11/27/96. Common time periods only. Subject to qualifications.

Limbaugh syndicator seeks more, and gets it

EFM gains in cash and barter deals, affiliates report

By Donna Petrozello

Radio stations across the country expect to pay more to keep Rush Limbaugh on their programming roster next year.

While *The Rush Limbaugh Show* audience share remains relatively stable, the show's syndicator EFM Media Management in New York has apparently negotiated higher-than-usual cash and barter increases with dozens of affiliates for the upcoming year.

According to several general managers at Limbaugh affiliates, EFM has asked some large-market stations to turn over more commercial inventory per hour during the next year along with modest cash increases. EFM typically asks to retain four minutes of commercial inventory each hour during the show, but has asked for six minutes in renegotiated contracts for 1997 with some large-market affiliates.

At some small and midsize-market stations, EFM has negotiated higher cash payments, in some cases doubling stations' cash fees, but has not asked for more commercial inventory. One small-market manager who said EFM asked for 50% more cash for *Limbaugh* next year called the increase "dramatic," especially compared with previous annual increases averaging 10%. One manager said he was "shocked" to be hit with a bill for the show "in excess of 50%" of the 1996 fee.

EFM Director of Affiliate Relations Lee Vandenhanel declined to comment on the rumored price hikes.

Meanwhile, *Limbaugh's* average-

quarter-hour ratings have remained relatively stable over the past year in top markets. A survey of audience share data for *Limbaugh* listeners ages 12 and older in the top 25 markets between summer 1995 and summer, 1996 shows that *Limbaugh* grew in audience at 13 of the 25 stations, declined in audience share at 11 and remained flat at one station.

According to Arbitron data, some 51% of the nation's population tapped in Arbitron's consistently measured metro areas, or slightly more than 87 million people 12 and older, reside in the nation's top 25 markets.

Among stations that gained audience, *Limbaugh* pulled in an average 1.1 higher share, summer 1995 to summer 1996. At stations that lost audience, *Limbaugh's* share was off an average 0.8 during the same period. *Limbaugh* held on to a stable 5.1 share at WLS(AM) Chicago, summer to summer.

Over the five ratings periods included in Arbitron's summer 1995 to summer 1996 survey period, *Limbaugh* performed particularly well in Cleveland at WTAM(AM). During that time frame, the show's AQH share rose steadily from a 5.4 to a 7.2 in summer, 1996. It also performed well at KVI(AM) Seattle, where audience share rose from a 7.6 in summer 1995 to 9.0 in summer 1996.

However, the show's lagging markets among the top 25 surveyed include Milwaukee, where its midday share on WISN(AM) dipped from 11.4 last year to 8.9. Likewise, at KFYI(AM) Phoenix, *Limbaugh* dropped from a 9.1 to an 8.0, and



Rush gets a raise.

at WBAP(AM) Dallas/Fort Worth, it dipped from an 8.9 to a 7.9.

Many station managers say they consider the steeper cost of doing business as EFM's way of capitalizing on the enduring success of the show. EFM launched *Limbaugh* nationally in August 1988

to an initial 56 stations, including lynchpin talk WABC(AM) New York, still the show's home base.

By 1994, *The Rush Limbaugh Show* claimed nearly 650 affiliates, close to its latest roster of 658 stations, according to EFM officials. *Limbaugh* claims a weekly cume audience of nearly 20 million listeners. EFM owns, produces, syndicates and handles affiliate relations for the show.

At the outset, EFM syndicated the show on a strictly barter basis, but within the past three years, EFM has added a cash payment to its *Limbaugh* package, say programmers. Depending on the affiliate, market size and relationship with EFM, the cash fee can range from \$20,000 to more than \$200,000 per year in addition to commercial spots, say station managers.

"It's an expensive show, but you have to look at what it does for a station as a whole," says John Gehron, co-chief operating officer at American Radio Systems, which carries *Limbaugh* on several of its stations.

"Broadcasters who are forking over the dough see the value of the show," says Neal Gladner, general manager of KARN(AM) Little Rock, Ark. Despite slightly weakened ratings on KARN in recent years, according to Gladner, *Limbaugh* is "worth fighting for."

Regardless of whether *Limbaugh* is up or down by a share point, it consistently ranks first or second in its time slot at most of his affiliates nationwide. That is why station managers surveyed say they will swallow EFM's cash or barter increases rather than risk losing a talk giant that reliably draws ratings and revenue.

"*Limbaugh* is a strong promotional vehicle," Gehron says. "Rush brings more than daypart ratings, he instantly brings listeners to your station. He is one of the most important programming foundations for the stations that carry him." ■

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Cable

December 16, 1996

Cable: Bloody but battling

*Industry optimistic;
says fears of DBS, telcos
may be overstated*

By Price Colman

The collective public persona of the 1996 Western Show was optimism in the face of a challenging year gone by and a year of unknowns ahead.

Underlying that optimism was a gritty realism that acknowledged the cable industry is struggling toward maturity.

"The entire convention will focus on the fact that despite what some of our critics believe, cable will deliver a full menu to our customers," said Frank Intiso, chairman of show host California Cable Television Association and president of Falcon Cable TV, the 10th-largest MSO.

But Intiso also recognized that the cable industry must achieve a delicate balance: "Value is the difference between what we provide to our customers compared to the price we charge. If we fall into the trap of using lower and lower prices as a means to achieve value, we will not succeed."

Intiso's remarks were at once a recognition of the offensive that DBS has mounted against cable and what many operators perceive as an imbalance of power between programers and operators.

In the panel discussion that followed Intiso's opening remarks, participants sought a substantive answer to how cable will cope with threats from within and without.



Liberty's Barton: 'It's all about distribution, carriage and eyeballs.'

Assuming the role of diplomat, Liberty Media President Peter Barton said: "We are all here in the same business. We're a little bit like the French: We're willing to sell arms to all people in the war. It's all about distribution, carriage and eyeballs as far as we're concerned. All of us run businesses that depend and thrive on eyeballs. So, to a certain extent, we're rooting for all sides...as long as they use the weapons."

The weapons, according to Barton's characterization, are programming. But



Bloomberg: The Internet will provide 'high-quality video in the near future.'

panelists—Michael Bloomberg, president of Bloomberg LP; Terence McGuirk, chairman of TBS; Thomas Rogers, president of NBC Cable, and Barton—recognized that the rules for success in the cable arena are being rewritten daily.

The threat from telephone companies appears to have been overblown, said Rogers, voicing a widespread sentiment: "I think that the book of Italian war heroes will be thicker than the book of video visionaries in the telephone industry."

Unveiled in Anaheim

Scala Computer Television said it has reached agreement with General Instrument under which GI will embed Scala's BackBone software, Human Touch graphical user interface (GUI) and playback engine in GI's consumer and commercial integrated receiver decoder 4DTV. The 4DTV box enables C-band and Ku-band customers to convert to digital television. In addition, the 4DTV box is HDTV-ready and equipped to permit Internet access. By embedding Scala's technology, the 4DTV box will be equipped for GUIs such as on-screen program guides. Scala also said it is launching its InfoChannel IC100 master/player system to the cable market using a personal-computer platform. InfoChannel permits cable operators to insert local advertising, interstitials or other information, using text and graphics, on their specific systems. A system operator could conceivably insert timely information about weather, for instance, using a PC at a remote location.

The Box, a subsidiary of Video Jukebox Network Inc., said it intends to convert 31 existing locations to digital, enhance the customization of music video playlists and introduce new local programming segments and promotions in all its national markets. The Box is expanding from one overall playlist to four general music mixes: Pop-Rock, Mainstream, Street and Latino. Each mix is designed to serve as a starting point for customizing Box selections to fit local markets.

Hundai subsidiary TV/COM has introduced a new line of integrated digital receiver-decoders, the P2000, comprising the P2020, the P2040 and the P2060. The line will include standard and optional features including digital, telephony and high-speed data interfaces. The entry-level P2020 will be priced at \$1,195 and will be available in second quarter 1997.—PC

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Likewise, DBS may have shot its wad, panelists suggested. Bloomberg, a relative newcomer to the cable world, projected that cable modems and the Internet may be possible saviors for cable in the face of competition from DBS or telephone companies.

"If the cable modem actually catches on, the economic model of the cable operator changes dramatically," said

Bloomberg. "What the cable modem will be used for is video on demand. How you are going to charge somebody to be on your system when they have high-speed Internet access and can get [VOD] that way I don't understand. People that say the Internet is not going to provide high-quality video in the very near future just have their heads in the sand."

The increased intensity of competi-

tion, new players and technologies hasn't changed the fundamentals of programmers' business, Barton said: "I don't know that there has been any...paradigm shift. This is business as usual.... I haven't been involved in an affiliate deal that hasn't been tense."

As for Liberty's negotiations with TCI, "we've been [called] on the carpet along with everyone else," Barton said. ■

Weiswasser: Telco video not dead yet

Despite shadow cast by Tele-TV troubles, no elegies in order for Americast

By Rich Brown

Americast President/CEO Stephen Weiswasser says his telco backers remain committed to building their video delivery business despite reports that telco interest in the category is fading.

Skepticism about the telcos is on the rise with the scaling-back of Tele-TV, a joint video service venture owned by Bell Atlantic, Nynex and Pacific Telesis. But Weiswasser says the Americast partners—Ameritech, Bell-South, GTE, SBC Communications, SNET and The Walt Disney Company—are alive and well and have just placed an order with Zenith for state-of-the-art digital set-top boxes that will support wire or wireless systems.

"Many have been eager to write ele-

gies," says Weiswasser. "But Tele-TV is not and never has been a harbinger of things to come for Americast."

However, Weiswasser says the telcos have a relatively small window—three to five years—in which to carve their niche in the video delivery business. Critical to the telcos' short-term success in the marketplace will be to focus more on programming content and marketing and less on trying to induce customers to use exotic services.

Weiswasser says Americast is now focusing on three primary areas of development: faster navigation devices; internet tie-ins with program services, and local content. He says he



Weiswasser: 'Tele-TV is not a harbinger of things to come for Americast.'

expects much more local and regional content on TV in the future and that he expects Americast will produce a lot of it.

In other Americast developments, Weiswasser says Congress or the FCC may have to "look at the motives" of distributors and content providers who are withholding programming from the telcos. He says the telco is "beginning to see situations"

where cable system operators are gaining program exclusivity.

"In our view, this cannot be seen as anything but targeting the telcos," says Weiswasser. "Where those motives are anticompetitive, action may have to be taken." ■

Ness: Competition coming

Commissioner predicts effects of Telecom Act will be visible soon, defends telco rules

By Harry A. Jessell

FCC Commissioner Susan Ness asked consumers and others who expected that local telephone and cable competition would flow quickly from the 1996 Telecommunications Act to be patient.

Competition is not here, she conceded in a Western Show speech, but "it's coming."

Since President Clinton signed the act into law in February, she said, the public has seen cable and long-distance rates creep higher and mergers result in further consolidation of the



'I firmly believe that our interconnection order...set the right direction.'

cable and telephone industries.

As a result, Ness said, she has seen the beginning of a public outcry. "This is going to be a serious issue this year."

But it often takes a while for government actions to bear fruit, she added. The FCC auctioned spectrum for personal communications service in 1995, she said, although most consumers won't get a chance to sign up

for the cellular like service until next year.

Ness defended the FCC's interconnection rules, which set national stan-

NGT buys 200 hours

National Geographic Television, which is teaming with NBC to launch cable channels in Latin America, Europe and Asia, has bought 200 hours of documentaries to help fill those channels. Among the suppliers are Canal + (France), Turner, ABC International (Australia), Jane Balfour Films (UK), Europe Images (France), Jennifer Cornish Media (Australia) and Boreales (France). The first channel to launch will likely be in Latin America in second quarter 1997, with one or more European channels slated for launch soon thereafter.

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dards on the prices telcos could charge cable firms and others seeking to hook up with the local phone network.

After a challenge by state telephone regulators and the local telcos, a federal court in St. Louis stopped the rules from going into effect and now is reviewing them.

"I firmly believe that our interconnection order set the right tone, set the right direction," she said, adding that it was written with "true fidelity" to the Telecommunications Act.

The state regulators' opposition boils down to a jurisdictional dispute, said Ness. "We will work that out."

The FCC hopes to release a policy statement setting forth its spectrum management philosophy next January, Ness said. "What we are trying to do is reach a balance between providing greater flexibility and getting spectrum out as rapidly as possible, largely through competitive bidding."

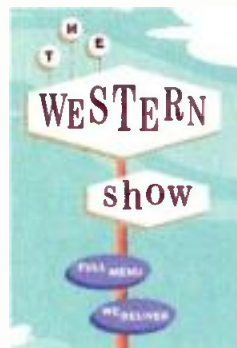
Upon releasing the statement, the FCC will invite industry comment She said. The statement will address such issues as the need to provide "some sense" of what a particular piece of spectrum should be used for while preserving some flexibility in its use.

The FCC soon will adopt the digital broadcast TV standard agreed to by the broadcasting and computer industries last month, Ness said. "The standard will not affect cable," she said; however, "we would hope cable does its best to receive the [broadcast] signals and be able to pass the signals through.... That's something that needs to be resolved." ■

TNT says it's tops in basic

Network claims victory in prime time cable ratings for 1996

By Jim McConville



With a little over two weeks left in 1996, TNT is declaring itself the winner in the prime time cable ratings sweepstakes, saying it will finish on top with a 2.1.

If that holds true, it will mark the first time the Turner network has finished first. TNT will have dethroned USA Network, which will finish second with a 2.0 average prime time rating. Last year USA led all cable networks with its 2.3.

Based on Nielsen Media projections, TNT will finish the year with a 2.1 rating/3.6 share and a 1,443 household average compared with its 2.0 average/3.4 for 1995, said TNT President Brad Siegel at a Tuesday Western Show press conference.

Siegel says TNT will finish first in households with the 1,443 average, an 11% increase over its 1,294 household average in 1995.

Besides its 2.0 rating, USA will finish with a 3.2 share and 1,339 household average compared with its 2.3 rat-

ing, 3.8 share and 1,524 household average for 1995.

Siegel was especially pleased that the network will take first place in household delivery of the important adults 18-49 demographic: "Our gains are not coming from older audiences, they're coming from younger audiences: 18 to 49 and even the 18 to 34 age group."

He credited TNT's first-place finish to its TNT Originals series, which included *Andersonville*, the year's top-rated basic cable original movie; its repackaged movie series *The New Classics*; its NBA and NFL franchises, and the *WCW Monday Night Nitro Live* wrestling series.

Siegel said TNT hopes to build on its ratings victory next year with a slate of new original movies and recent syndicated acquisitions. Original series on tap for 1997 include *Last Stand at Saber River*, *The Hunchback*, *Rough Riders* and *David*.

Original series debuting next year include *The New Adventures of Robin Hood*, which premieres Jan. 13 at 10 p.m., and *Rough Cut*, a weekly series on the film industry that will debut in June. TNT will begin to air syndicated episodes of *Lois and Clark* in the fourth quarter.

TNT also passed the 70 million-subscriber mark in November, Siegel said. ■

Cable told to make 'digital money'

Negroponete advises CTAM crowd to get piece of Internet action

By Harry A. Jessell

Those who say you can't make money on the Internet are "off their rocker," digital guru Nicholas Negroponete said yesterday at a CTAM conference.

There are plenty of ways to cash in on the multimedia World Wide Web, the founding director of MIT's Media Laboratories said. He's most bullish about the "transactions." The selling of goods

over the Web will grow into a \$1 trillion-\$3 trillion business within the next few years, he said.

Some \$300 million worth of cars was sold over the Internet this year, Negroponete said. "If you can take a piece of that action, that's where your money will come from."

Supporting the online buying and selling will be "digital money," which



Negroponete: Buying and selling over the Internet could grow into a \$3 trillion business within a few years.

will have the value and anonymity of cash but will allow the spender to get a receipt to prove the goods were paid for, he said.

On the other hand, he said, Micro-

soft's Bill Gates thinks that advertising has the most potential. In 1995, total advertising revenue for all Websites was \$35 million, he said. This year, Netscape alone will exceed that number, and all sites combined will garner about \$500 million.

But Gates may yet come around to his way of thinking, Negroponte said. "Bill has an extraordinary ability of being wrong...then suddenly changing his mind...and being right at exactly the right time."

Negroponte advised cable operators not to settle for being in just the data transmission business. "If that's all you do, you're not an interesting business. You've got to do more.

"Everybody in this room is going to be in the 'bit' added-value business," he said without elaborating on what those businesses might be.

Regardless of the service, he said, cable may want to consider replacing its subscription model with a pay-per-use model. Subscriptions "may be-

come a negative number in the next few years. People may pay you to use their Internet service."

Negroponte downplayed security and privacy problems on the Internet. In just about every sense of the word, he said, the Internet is "safer" than the real world. People who refuse to use their credit card number on the Web will readily give it to a "lascivious waiter." And it's better that your child meet a pedophile on the Internet than "outside the door," he said. ■

Kicking tires on the infobahn

New media executives talk about multimedia opportunities for cable

By Cynthia Littleton

Time Warner Cable is looking to bring regional cable operators together to provide a localized, integrated network of online services through cable modems.

Tim Evard, president of Time Warner's Excalibur Group, said its rollout of the Road Runner Internet access service in Ohio has shown that even sophisticated users have trouble finding locally oriented information, such as bus schedules or road closures, on the Internet.

"The heart of this new business is regional," Evard said during the "New Media: If We Build It, Will They Come?" panel session at the Western Cable Show. "Cable operators have an opportunity to launch a very consumer-friendly product that will help us differentiate our product from the telcos."

The Road Runner service is available for a \$40 flat monthly fee in about 300,000 Time Warner cable homes in Akron and Canton, Ohio. To date, the company has 1,500 paid subscribers; in the past few months, 40-50 subscribers have been signing up each week, Evard said.

Evard indicated that Time Warner had initiated talks with rival cable operators about offering a uniform package of online services, but he declined to elaborate. Road Runner is set to bow in Upstate New York, San Diego and 12 other regions by the end of next year.

Moderator Steven Craddock, Comcast's vice president, new media development, and other panelists taking part in the session agreed that the key to

expanding the marketplace is to make surfing the Web as easy and as eye-catching as channel surfing.

"Today, we know we'll reach the early adopter [online user] just by providing speed and ease of navigation," said Dean Gilbert, senior vice president

of @Home Network, a joint venture of cable giants TCI, Cox and Comcast.

"For tomorrow, we need to find the multimedia applications that will make an exciting interactive experience" for online novices, Gilbert said. "Our vision is to leverage our existing cable



Tuning in to kids

While the TV industry zeros in on its proposed ratings system, the National Cable Television Association is organizing a week-long "Tune In to Kids and Family" programming initiative involving at least 75 cable networks. Participating networks will televise family, children's or educational programming during 8-9 p.m. at least one day of the week of April 7-13, 1997 and will flag all of the programming with the same on-screen bug. Executives representing some of the participating networks were on hand at the Western Show to unveil the on-screen icon.

infrastructure to change to the way people interact with information at work and at home."

As Internet usage soars, Intel Corp.'s InterCast system of directly transmitting Web pages and other interactive information that results in the user's TV set may be one solution to the slowing, when popular cyberspace sites are inundated with visitors.

InterCast is already transmitting data through the vertical blanking interval on selected telecasts from CNN, NBC and QVC. MTV will come on board early next year, said



TW's Evard predicts a bright future for cable modems.

panelist Mariah Scott, director of the InterCast Industry Group.

On the other end of the convergence spectrum, Steve Perlman, president of WebTV Networks, said his company's new low-end set-top devices have been surprisingly popular with PC owners. Those who already have access to e-mail and the Web are purchasing the roughly \$300 devices simply for convenience.

Nonetheless, WebTV's marketing campaign is squarely aimed at the 60% of American homes not equipped with a PC, Perlman said. ■

E! picks up subs

E! Entertainment Television says it will have gained 7 million subs by year's end, including 946,000 added in December. That's the second-biggest year in the network's history behind the 8 million subs added last year. The network is now in 42.3 million homes. Elsewhere on the E! front, the channel is launching a new affiliate promotion, The E! Golden Hanger Awards Sweepstakes, to promote its "pre-show" coverage of the Academy Awards and a new fashion awards show, the "Golden Hanger Awards." Viewers who tune into the March 24 Academy Awards preview will have the chance to win trips to the "Golden Hanger" awards show in Hollywood.

War stories from the telco battles

Cox Cable executive among those personalizing effects of competition

By Rich Brown

A year after the debut of US West's cable system overbuild in Omaha, the incumbent operator, Cox Cable, is sharing some hard lessons learned in the process.

"Never underestimate the competition," said Claus Kroeger, vice president, operations, Cox Communications. "And never, never underestimate your customers' willingness to leave you.

Your Choice of soaps

Fans of *All My Children*, *General Hospital* and *One Life to Live* will no longer be able to beg off from a lunch date or other commitment—like a job—with the explanation: "My stories are on." Your Choice TV has made a deal to time shift ABC's daytime dramas, making them available on demand through digital cable and satellite services beginning next year. In other Your Choice news, Kristine Morrissey, senior manager of affiliate sales for co-owned Discovery Networks, is joining Your Choice in the same capacity.

Whether they dribble out in masses or one at a time, it hurts."

US West's cable system overbuild in Omaha has forced incumbent operator Cox to change some of its ways of doing business, according to Kroeger, speaking at the panel session "Fiberfight at the Cable Corral: Competing with the New Providers."

US West in October 1995 launched its overbuild in a 50,000-home area that included 30,000 Cox-area homes. Kroeger would not say how many customers have defected to US West, but he said Cox has managed to hold on to more than half the customers the Company thought it was going to lose.

"It doesn't take the loss of many customers to change the income statement," Kroeger said. "It really gets ugly fast."

One of the biggest operational adjustments for Cox in Omaha has been preparing its employees for the competition, said Kroeger. Cox has found itself spending more time focusing on pay scales and recruiting and training of employees in the face of competition. He says the competition also makes for a more complicated bidding process with contractors, he said.

Kroeger cited some of the lessons learned in the past year:

■ Plant upgrades should be made before the competition arrives. Service

outages that occur during upgrades can be costly when the competition is courting subscribers.

■ Even minor picture-quality flaws that have generally become acceptable in the cable business can send customers to the competition.

■ Converter boxes have been "found to be distasteful" to a certain number of customers.

■ Some cable customers will want to change their video supplier simply for the sake of change and cannot be persuaded otherwise.

■ Cable customers indicate that they hate "nickel-and-diming" by the cable industry, including late fees, additional outlet costs and other small charges by operators.

■ The local operator needs to be given more freedom by the home office to react more quickly to individual market situations.

■ Customer service must be available around-the-clock and offer short turn around times. Service people should be sent to customers' homes within two hours, not two days.

■ "If the customer has a problem and can't reach you on the telephone and can reach your competition, they'll go," Kroeger said. "Our customers are becoming fussier and fussier, and they have a lot of other places to eat." ■

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Cable must fight for MDU market

Competition is growing on various fronts for apartment business

By Jim McConville

Cable operators face competition not only in the single-home residential market, now they are looking over their shoulder when it comes to the multiple dwelling unit (MDU) market as well.

Cable operators need to come up with an MDU game plan to deal with the growing number of wireless and satellite operators that are making inroads in apartment or MDU units now serviced by cable, said industry experts on the panel "Multiple Dwelling Units: A Competitive Battleground."

And there is competition on several fronts. Opponents now vying to work their way into cable-held MDUs include MMDS, SMATV, DBS and telcos now getting into the business.

"It has become a true battleground around the U.S.," says Terry Bienstock, managing partner of Bienstock & Clark, a law firm that deals with telecommunications law.

"You no longer have mom-and-pop SMATV operators trying to skim the best of your customers off the top," says Bienstock. "They're large, well-financed companies trying to cut exclusive contracts with attractive program-

ing and pricing to get your MDUs."

Bill Kingsley, vice president, telecommunications business, for Comcast Cable Communications, says multiple family housing "has to be treated as one of our key segments in any cable market plan."

Panelists suggested that cable operators can exhaust all legal remedies when faced by an upstart competitor that has entered, or plans to enter, one of their MDU complexes.

A second approach: Offer current customers better service. "Are we going to stay in cable or bring in a whole array of products?" asked Kingsley.

Another MDU strategy is to make customers an offer they can't refuse. Cox Communications has developed an MDU strategy by pairing with telephone company PacTel to offer both cable and telephone service in newly built MDU complexes.

Steve Becker, director of broadband services, commercial markets, for Cox Communications, said Cox has built a fiber-optic network at Foothill Ranch, a newly built condominium complex in San Tera, Calif. Joining with PacTel to offer video and voice services makes it difficult for a potential MDU interloper to enter the complex, Becker said. ■

Direct-mail cable on tap

Digital set-top boxes promise individualized ads

By Jim McConville

Coming soon to a cable household near you: customized spot cable commercials.

That's the promise of advertising executives who say that new digital technology will not only let cable spot advertisers reach geographic zones but will someday create the cable equivalent of direct mail: individualized ads targeted to neighborhoods and households.

The tool: digital set-top boxes that will eventually let advertisers pinpoint customized messages. That's according to panelists of "Courting New Advertisers for New Media" at CTAM's 1996 New Revenue Roundtable Conference held before The Western Show.

"We're hoping that by 1997 or 1998 we begin to use zone-targeting cable modems and, ultimately, digital set-top feeder channels," said Bill Harvey, vice chairman and chief creative officer, Next Century Media.

Mike Drexler, chief media officer of Bozell Worldwide, said that cable operators aren't getting the advertising dollars from national advertisers that they could by using digital set-top boxes that would allow addressable commercials.

Drexler said such addressable commercials will "open up a whole new era of creative advertising and let us pinpoint our commercial messages to indi-

vidual household members."

"This new medium, addressable spot cable, can become so powerful—and you can get such a large share of marketing dollars—that eventually you could be getting more [dollars] from advertising than from cable customers," said Harvey.

But for that scenario to become reality means spending money. "It will take the commitment to invest in the technologies that allow us to deliver these ads to an individual household," says Fred Sattler, senior vice president and media director for ad agency TBWA Chiat/Day.

Sattler said set-top box design should take into account "insertion capabilities [that] allow us to start targeting first on a regional ZIP code basis and ultimately down to an individual household."

But Kevin Barry, vice president, local sales and marketing, Cabletelevision Advertising Bureau, said such refined advertising comes with its own price: increasing the number of advertising spots to monitor.

Barry said zoned or customized advertising multiplies nearly tenfold the number of individual avails for a cable operator. "They need to be zoned, maximized, scheduled, run, verified and invoiced," he said. "This is very tough, and the industry is just getting a handle on it." ■



New game afoot

The Game Show network is launching its first original long-form strip, *GSN Gameworld*. The show will feature highlights from current first-run game shows on network, cable and in syndication. Burt Wheeler and Sharon Sussman (MTV's "Singled Out") will be executive producers. The network also has expanded its sales staff. Dena Kaplan, from Rainbow Ad Sales, joins as VP, sales strategy and communications; Dave Primuth, from E! Entertainment, joins as director of research. Named directors, affiliate sales: Marilyn Berryman, from Popcorn Channel; Dennis Wald, from Spectravision; Joseph Hammell, from Travel Channel, and Bari Shein, from NewsTalk Television.

Conan Goes Cable

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CONAN WHERE YOU LEAST EXPECT HIM.



US West wants to move Time Warner Entertainment beyond restructuring

USWMG won't compromise financial flexibility, Holmes says

By Steve McClellan

Time Warner doesn't appear to have had much success restructuring its Time Warner Entertainment joint venture with US West Media Group. And that's just fine with US West.

Speaking to analysts at the PaineWebber Media Conference, last week, USWMG Chief Financial Officer Douglas Holmes said: "We could live very much with the status quo. We'd like to shift the focus from the restructuring [that Time Warner desperately wants] to exploiting the opportunities."

Nevertheless, Holmes said, USWMG has not absolutely ruled out a restructuring: "It could be desirable in some form." But the company would reject any proposal that "compromises the financial flexibility" of USWMG. Basically, that means the company does not want to assume a ton of debt or pay additional equity to

"We'd like to shift the focus from restructuring to exploiting the opportunities."

—USWMG's Douglas Holmes

restructure the venture, through which it owns 25% of the Warner Bros. Studio, Home Box Office and Time Warner Cable.

Holmes said USWMG values its stake in TWE at "easily north of \$4 billion." That valuation has been the subject of some dispute with Time Warner, which reportedly puts its worth somewhere south of that number.

Beyond clustering and building the core cable business, USWMG will "urgently" roll out high-speed modems and take advantage of that "high growth" market. The company

also intends to grab a piece of the \$150 billion local wireline phone business, although the telephony business is more complex and would take longer to roll out than the modems.

Holmes said USWMG will get out of the wireless cable business soon, and is negotiating to divest its interest in Air-Touch, the wireless cable company. "There's not a lot of strategic mandate to stay in that business," he said.

With the completion of its acquisition of Continental, US West Media Group has become the third-largest MSO in the country. And Holmes told analysts that the company does not expect to make any other major acquisitions in the foreseeable future. However, the MSO does intend to swap systems where it can to build up its existing clusters.

The company is more than halfway through a \$350 million stock repurchase program, paying about \$19 per share. ■

TCI seeks program supplier concessions

Program costs are on top of list of cuts to boost cash flow

By Steve McClellan

TCI Chairman John Malone is "working with a vengeance" to extract concessions from program suppliers.

The goal is to achieve an overall decrease in the company's programming expenses, starting in January. That was the news from TCI's executive vice president of finance, Bernard Schotters, at the PaineWebber Media Conference.

Programming and employe-related costs are the two largest expenses for the MSO, Schotters said.

Malone's effort (which has not yet resulted in any new contracts) is one element in TCI's multi-pronged strategy to boost cash flow next year, Schotters said. The strategy also includes "modest" rate increases of about \$1 for TCI subscribers; corporate overhead

reductions (he cited the recent 2,500 job layoffs, and didn't rule out others); a 2%-3% growth in subscriber penetration and the rollout of ALL TV the new TCI digital television service.

Schotters also confirmed that TCI will spin off its 82% interest in both TCI International and Liberty Media. A number of issues remain to be worked out, and both deals are conditioned on getting an Internal Revenue Service blessing that the spin-offs can be done on a tax-free basis, Schotters said. If all goes according to plan, the spin-offs should be complete by mid-1997.

Meanwhile, the MSO will roll out All TV to systems passing a minimum 5 million of its subscribers to 1997, said Camille Jayne, senior vice president, digital cable television, TCI.

Jayne said the company would shortly begin trying to convert to paying customers the 550 homes partici-

pating in a test of service in Hartford, Conn. The test began in late October.

There will be three different digital TV packages, Jayne said. The "custom" package that will offer about 100 channels for \$34.99 a month. That's about \$10 more than TCI's basic analog package, which about 55% of the company's current subscribers receive, she said.

The Custom package includes 60 analog channels: an All TV navigator and universal remote; access to 37 channels of pay per view (18 different daily titles available every half-hour); six special interest channels (including Sci-Fi Channel, History Channel, Classic Sports Network and CNNSI) and one pay service and all its multiplexed channels.

For \$15 more, subs can have the "Popular" service, which offers everything in the Custom package plus one more premium service and its multiplexes: Starz!; three additional special interest channels (for a total 9) and 40 digital

music channels. The Ultimate package, priced at \$64.99 for some 140 channels, offers three pay channels, 18 special interest channels and the digital music channels.

A la carte prices: movie plexes, \$11.99; Starz!, \$9.99; special interest channels, \$1.49, and digital music package, \$8.99. PPV movies are priced at \$2.99 each.

Jayne also said ALL TV would be offered via satellite to some systems, either where the company wants to roll it out ahead of the planned terrestrial roll-out in certain markets or where the system is too small to justify a headend upgrade. ■

Cox planning big moves in DTV, phone businesses

Allocates over \$1 billion in 1996-97 for switch to fiber

By Steve McClellan

Cox Communications, the Atlanta-based MSO, is gearing up for a major play in both digital television and the telephone business. The company has committed more than \$1 billion over this year and next

Cox dials up Frontier

Cox is teaming with long-distance service company Frontier Corp. to offer Cox Long Distance by Frontier in select Cox markets by March 1997. The five-year agreement will have Cox handling all the marketing and sales, with Frontier providing the long-distance network, telecommunications services, billing and customer service. Although Cox is not identifying the markets, but the odds are on its top nine clusters: San Diego, Phoenix, Orange County, New England, Hampton Roads, New Orleans, Oklahoma City, Omaha and Pensacola and Fort Walton Beach, both Florida.

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Dec. 2-8, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.	Cable Share
1. NFL/Minnesota vs. Detroit	ESPN	Sun 8:00p	5,614	7.9	5.8	11.7
2. NFL/Philadelphia vs. Indianapolis	ESPN	Thu 8:00p	5,019	7.1	5.2	10.9
3. Rugrats Chanukkah	NICK	Wed 8:00p	3,083	4.4	3.2	7.1
3. Rugrats	NICK	Mon 7:30p	3,015	4.4	3.1	6.7
5. Rugrats	NICK	Wed 7:30p	2,952	4.3	3.0	7.1
6. Rugrats Chanukkah	NICK	Sun 10:00a	2,685	3.9	2.8	11.1
6. Rugrats	NICK	Fri 7:30p	2,714	3.9	2.8	7.1
6. Rugrats	NICK	Thu 7:30p	2,711	3.9	2.8	6.4
6. Rugrats	NICK	Tue 7:30p	2,685	3.9	2.8	6.3
6. World Championship Wrestling	TNT	Mon 9:00p	2,751	3.9	2.8	5.6
11. Doug	NICK	Wed 7:00p	2,620	3.8	2.7	6.5
11. NFL Sportscenter	ESPN	Sun 10:54p	2,724	3.8	2.8	7.4
13. Hey Arnold	NICK	Mon 8:00p	2,569	3.7	2.6	5.4
13. NFL Primetime	ESPN	Sun 7:00p	2,624	3.7	2.7	6.0
15. Movie: "An Unexpected Family"	USA	Wed 8:59p	2,542	3.6	2.6	5.6
16. Tiny Toons Adventures	NICK	Sat 9:00a	2,423	3.5	2.5	11.4
16. Rugrats	NICK	Sat 8:30a	2,419	3.5	2.5	12.8
16. Doug	NICK	Thu 7:00p	2,453	3.5	2.5	6.0
19. Rugrats Chanukkah	NICK	Sat 7:30p	2,377	3.4	2.5	6.3
19. Tiny Toons Adventures	NICK	Sat 9:30a	2,327	3.4	2.4	10.4
19. Doug	NICK	Fri 7:00p	2,360	3.4	2.4	6.4
19. The Secret World of Alex Mack	NICK	Tue 8:00p	2,344	3.4	2.4	5.3
19. Movie: "Honey, I Shrunk the Kids"	TBS	Fri 10:15p	2,397	3.4	2.5	6.4
24. Movie: "Beverly Hills Cop II"	USA	Mon 9:00p	2,323	3.3	2.4	5.0
24. Kenan & Kel	NICK	Sat 8:00p	2,317	3.3	2.4	5.9
24. Doug	NICK	Mon 7:00p	2,266	3.3	2.3	5.4
27. All That	NICK	Sat 8:30p	2,221	3.2	2.3	5.5
27. Movie: "Overboard"	TNT	Sun 3:00p	2,237	3.2	2.3	6.4
27. Movie: "Magnum Force"	TNT	Wed 8:00p	2,245	3.2	2.3	5.1
30. Are You Afraid of the Dark?	NICK	Sun 6:00p	2,114	3.1	2.2	5.2
30. AAAHH!!! Real Monsters	NICK	Sun 10:30a	2,171	3.1	2.2	9.0
30. Are You Afraid of the Dark?	NICK	Thu 5:00p	2,174	3.1	2.2	7.3
30. Tiny Toons Adventures	NICK	Wed 6:30p	2,146	3.1	2.2	5.7
34. Looney Tunes	NICK	Sun 9:00a	2,058	3.0	2.1	9.3
34. Clarissa Explains It All	NICK	Fri 6:00p	2,044	3.0	2.1	5.9
34. Are You Afraid of the Dark?	NICK	Fri 5:00p	2,103	3.0	2.2	7.2
34. The Secret World of Alex Mack	NICK	Thu 8:00p	2,060	3.0	2.1	4.5
34. Rocko's Modern Life	NICK	Thu 5:30p	2,045	3.0	2.1	6.1
34. Doug	NICK	Tue 7:00p	2,068	3.0	2.1	5.2
40. All That	NICK	Sun 12:30p	1,987	2.9	2.0	7.3
40. Doug	NICK	Sat 7:00p	2,022	2.9	2.1	5.5
40. Salute Your Shorts	NICK	Sat 12:00n	2,042	2.9	2.1	8.7
40. Las Vegas	A&E	Mon 9:00p	1,970	2.9	2.0	4.3
40. Movie: "Baby Boom"	TNT	Sun 5:30p	2,018	2.9	2.1	4.9
45. AAAHH!!! Real Monsters	NICK	Sat 6:30p	1,909	2.8	2.0	5.4
45. Rocko's Modern Life	NICK	Fri 5:30p	1,935	2.8	2.0	6.0
45. Tiny Toons Adventures	NICK	Thu 6:30p	1,917	2.8	2.0	5.0
45. Clarissa Explains It All	NICK	Thu 6:00p	1,942	2.8	2.0	5.3
45. Are You Afraid of the Dark?	NICK	Tue 5:00p	1,950	2.8	2.0	6.7
45. World Championship Wrestling	TNT	Mon 7:55p	1,941	2.8	2.0	4.3

Sources: Nielsen Media Research, Turner Research

to upgrade its cable plant to fiber. It has also made a commitment to acquire 350,000 digital set-top boxes from General Instrument, 50,000 of which it expects to roll out in first quarter 1997.

"Our strategy has not changed," Jimmy Hayes, Cox senior vice president and chief financial officer, told a gathering of analysts at the PaineWebber Media Conference. The company's long-term strategy, he said, is to supply a "full-service network" that offers subscribers an array of video, voice and data services.

Hayes said the company's telephone technical trials in San Diego; Orange County, Calif.; New England, and

"Our strategy [to supply a full-service network] has not changed."

—Cox's Jimmy Hayes

Omaha have gone "very, very well." He said Cox expects to launch telephone service toward the end of the first quarter in one of its California markets, where Cox has an interchange agreement with PacTel (see box, previous page). Cox also will start a PCS service in Southern California before the end of the month.

But the interchange negotiations are

tough going, admitted Hayes: "It is a lot of trouble. I don't know where we are in the other markets. But I think it will work out—not to a stalemate, but to a resolution for both parties."

Cox will have 400,000 telephone-ready homes by the end of 1996, 2 million by 1997 and 3.3 million by 1998, said Hayes. Losses associated with starting phone service will amount to \$20 million in 1997, with break-even projected for 1998 and positive cash flow predicted for 1999.

The company's cable advertising grew in 1996 by about 17%, Hayes said. Growth is expected to be slower in 1997, with the slowdown in automobile advertising. ■

Comcast putting up digital DBS defense

Brodsky high on high-speed modems, so-so on telephone

By Steve McClellan

Comcast is launching a digital television service along the lines of TCI's ALL TV that in many ways will transform the cable industry, company vice chairman Julian Brodsky told analysts at the PaineWebber Media Conference.

Brodsky said Comcast sees digital TV first as a "defensive measure" that will protect the company's 4.2 million-subscriber base from further encroachment by DBS competitors and, second, as an "enormous revenue opportunity" in the next 12-18 months.

Comcast's digital service will "look very much like [TCI's] ALL TV product" of 130-150 basic, pay, pay-per-view, special interest and digital music channels, he said.

The company is also bullish on the high-speed-modem business, but unlike some MSOs has not marked the telephony business as a priority. Comcast is spending about \$200 per subscriber to upgrade its network to offer a host of new services, the two top priorities being digital TV and high-speed modems. "We're not looking for any deep involvement in telephony before 1998 or 1999," said Brodsky. It's unclear to

what extent Comcast will pursue the wireline phone business at that time.

Speaking about the industry overall—and Comcast in particular—Brodsky said, "We've come through three years of hell, starting with deregulation and the pressure on our rates in 1994 and then a period of enormous uncertainty" about potential competitors, new revenue sources and products, and the costs to rebuild technical plant.

"We're not there yet," he continued, "but clearly there is light at the end of the tunnel and it's not the RBOCs coming the other way. As far as new competition is concerned, we've clearly seen a diminution of the effort of the RBOCs. MMDS [wireless cable] seems to be fading quickly."

DIRECTV won't reach 3 million subscribers by year-end 1996 as executives there initially projected, said Brodsky. "Maybe not even 2.5 million," he said, "so if they come in at that number or less, I think we've seen the worst of DIRECTV in the near term."

As for News Corp.'s planned DBS service, he said, "When [Rupert] Murdoch does get ASkyB launched, I think he'll find it an entirely different kettle of fish in the United States than the video-starved market he found in the United Kingdom."

"We think the worst is over" for the cable industry, Brodsky said. "The first half of 1997 may be a defining moment where a lot of the uncertainties are cleared up." ■

Eye on carriage

Westinghouse has not finalized any cable operator carriage agreements for its Eye on People cable channel, set to debut next April, company chairman Michael Jordan told reporters at the PaineWebber Media Conference. But a number of operators have signed commitment letters indicating they intend to carry the service.

"Our plan is to be at 3 million cable homes by April," said Frederick Reynolds, Westinghouse chief financial officer. He told analysts at the conference that the service is getting "good receptivity." Reynolds said Westinghouse has set a first-year rollout goal of 9 million-10 million subscribers. "We think that would be success, and we're confident we can achieve that," he said.

Some shows tentatively scheduled to appear on the network are; *Today's People*, a daily show that focuses on the lives of "ordinary" people and celebrities alike; *Eye Witness*, a weekly reality show witnessing firsthand the hectic life inside places like emergency rooms and firehouses, and *The Public Eye*, a consumer affairs show. Because the shows were penciled in as part of a preliminary schedule for the network, they may have different names when the network launches. —SM



88% of Americans believe music helps a child's over-all 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. (McQuest Research)



95% of America's adults want what OVATION delivers.

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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)



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Modems

CableNet: Modems dominate multimedia

HP, Cox do distribution deal; US West taps Motorola

By Richard Tedesco

The Western Show CableNet pavilion promised real ideas with real results and certainly succeeded on the ideas end. The results in a real cable world

generally remain to be seen.

Some of the technology, however, is already very much in the real world. Motorola has a 50,000-unit deal with Cox Communications for delivery of its CyberSurfr modems in 1997. Cox's San Diego and Orange County systems will be the next stop for the CyberSurfr, which has been deployed by Time Warner in its Ohio rollout of Road Runner.

Motorola also announced a deal for deployment of its modems with US West's MediaOne cable division in Atlanta, where it has a system passing nearly 1 million households.

Some of the other technology, notably Hewlett-Packard's QuickBurst modem, enters the real world soon. For example, HP announced a major distribution deal with Cox Communications yesterday that will put its modem in Cox's major markets beginning early next year.

The deal did not indicate the number of units involved. Unit price is \$449, and less than \$400 for large-volume

purchases. But HP becomes the latest large computer company in the modem mania, and its QuickBurst, boasting a downstream speed of 30 mbps and a return path of 1.5 mbps, figures to be a popular product among operators spurning reliance on single vendors.

Among the most striking demonstrations was Lucent Technologies' Elemedia voice/music transport via cable. A combination telephony/music server in the Lucent booth was linked to a cable headend configuration with two-way modems at the CableNet end, enabling a very clear telephone packet link and CD-quality stereo sound with the music link.

Elemedia features platform-independent software components that add to an intriguing potential business opportunity. The music is streamed from a server where the material is encoded, then decoded as it is received. "But the users don't keep it," Joyce Eastman, a member of the Lucent technology staff says.

That's an online business opening that isn't lost on Netscape Communications, the first company to license the Lucent technology, according to Eastman.

On the modem front, Hayes Microcomputer had its Ultra cable modem operating with a five-mbps downstream rate and a telephone return path. The downstream path can be

divided five or 10 ways, according to Sebastion Pereira, Hayes manager of technical business development. So it accom-

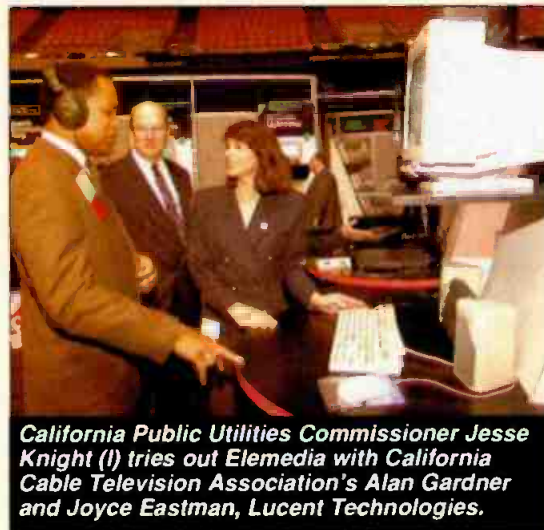
modates either a 1.25 mbps or 500 kbps downstream capacity per customer, a design aspect Hayes figures will enable tiered modem services.

Hayes is offering the Ultra for a cost of \$179 per unit for 10,000-unit lots.

PowerTV demonstrated a prototype of a cross between a Web browser and an electronic program guide. It's a software solution running on a Scientific-Atlanta 8600 box, a forerun-

ner of the Explorer box in the Time Warner Pegasus deal. The PowerTV browser simplifies delivery of Internet content by offering the user a ready menu of locally cached Websites.

Thomson Sun Interactive was showing its Open TV software technology, which enables discreet broadcasting of Internet content from Websites tied to on-air TV advertisers.



California Public Utilities Commissioner Jesse Knight (l) tries out Elemedia with California Cable Television Association's Alan Gardner and Joyce Eastman, Lucent Technologies.

Internet

Microsoft, Netscape strike Internet deals

Navigator will be preferred browser for five Bells

By Richard Tedesco

Microsoft Corp. and Netscape Communications have struck deals to stoke their competition on the Internet.

As Microsoft made a pact with PointCast to provide news and advertising content to PC users, Netscape signed a pact that makes its Naviga-

tor the preferred browser for five regional Bells.

Microsoft will make PointCast a channel in its latest generation of Windows, to be released in June. The Internet service, which provides users with news from several Web sources—including the *New York Times*, Cable News Network and Reuters—incorpo-

rates PointCast in Microsoft's Internet broadcast service, Active Desktop.

PointCast plans to incorporate Microsoft's browser, Internet Explorer, in its next upgrade next year. In addition, MSNBC, the joint news venture of Microsoft and NBC,

will provide information for PointCast. The deal is a blow to Netscape because its Navigator has been PointCast's browser and it reportedly was preparing its own software, Constellation, to cache Internet broadcast content. But many of PointCast's 1.7 mil-

lion subs will likely continue to use Netscape's Navigator.

Netscape scored its own coup last week with the announcement of the agreement with Ameritech, Bell Atlantic, BellSouth, Pacific Bell and Southwestern Bell. The deal enables some 72 million con-

sumers in their marketing regions to order Internet service from the respective RBOCs through Netscape's new ISP Select service. PC users will be able to create personal Internet accounts through ISP Select and readily establish 'Net connections. TM

Modems

TW buys 1 million digital boxes

\$450 million deal has S-A, Toshiba, Pioneer supplying set-tops for Pegasus project

By Harry A. Jewell

Time Warner is betting \$450 million on its digital future.

The nation's second-largest cable operator last week announced purchases of 1 million digital set-top boxes that will permit the introduction of scores of new cable networks, expanded pay-per-view programming and high-speed access to the Internet. The deals are valued at \$450 million.

Scientific-Atlantic will supply most of the goods for Time Warner's digital Pegasus project. S-A's contract calls for it to deliver 550,000 set-tops as well as the headend equipment, network control and management software and product integration software.

According to Time Warner, Toshiba will supply another 250,000 boxes; Pioneer, 200,000.

Time Warner will introduce the boxes over three years, starting in the second half of 1997. The cable company isn't saying which systems will get the boxes.

The introduction of the set-tops will produce a service "superior" to the direct broadcast satellite services that have been nibbling away at cable's subscriber rolls, says Time Warner chief technologist James Chiddix.

"This is not a little exercise," he says. "We are putting huge resources into this."

Paving the way for the set-tops, Time Warner is spend-

ing \$4 billion over four years to upgrade its cable systems with broadband amplifiers (750 mhz), fiber-optic trunk lines and two-way transmission capability.

Time Warner systems serve 12.1 million subscribers, about 66% of the 18 million homes passed. The company hopes to complete the upgrade of one-third of the homes passed by the end of this year; half of them by the end of 1997, and all of them by the end of 1999.

Time Warner plans to allocate about a third of the spectrum on its 750 mhz cable systems to digital TV. With the help of digital compression and the set-tops, that spectrum will yield room for 180-250 digital TV channels, on top of 80 conventional analog channels.

That capacity will accommodate many of the scores of new cable networks now searching for distribution on cable or satellite. It will also allow expanded PPV or so-called near-video-on-demand, where subscribers are offered dozens of movies and events with frequent start times. Once headend equipment is developed, the boxes can also support "true video on demand": hundreds of movies whenever the subscriber orders them.

"The easy stuff will go first," says Michael Harney, vice president/general manager, S-A digital video systems. "Then they'll migrate to the more advanced stuff."

The set-tops also support two-way high-speed Internet access at 1.5 megabits per second, Chiddix says.

Time Warner had few details on what services it would offer or how it would market them. Subscribers wishing to partake of the digital services will probably have to pay a few dollars a month just to have the set-top installed.

Time Warner would like a four-year payback on the \$400 set-tops, says Chiddix. That means it needs to get an additional \$4 or \$5 of cash flow out of every set-top home.

The Pegasus project is the first tangible fruit of Time Warner's ongoing interactive TV trial in Orlando, Fla., Chiddix says. Except for the graphics, the boxes are "more capable" than those in Orlando, he says. TM



Modems: Think fast, then what?

Questions need to be addressed before access solutions are found

By Price Colman

Like the movie "Top Gun," the operative philosophy in the world of cable modems is "the need for speed."

But that's just the underlying fundamental. It's now part of the telecommunications lexicon that cable's broadband pipe yields immense capacity and, consequently, blinding speed.

After that, however, things start to get complicated. For instance:

- How do cable operators move beyond the so-called early adopters into broader consumer markets?

- What's the ideal mix of local and national content, and who's responsible for provid-

ing that content?

- Is the TV, PC or a new "network device" the front-end of choice for accessing the Internet?

As you might expect, the answers vary from MSO to MSO. But with leading MSOs Telecommunications Inc., Time Warner and Continental Cablevision all well into launching their respective Internet access products, the answers emerging have more in common than in contrast.

"The customer we're targeting is the customer who doesn't even have a PC at home yet," says Stephen Fry, president of Time Warner's North-east Ohio Division. "How do we get them? Part

of that is local content.”

Time Warner, the number-two MSO, has launched its Road Runner service in Akron and Canton, Ohio, where it's available to 300,000 homes. Fry did not disclose how many paying customers the service has at present.

Fry's comments about local content were on-target for a session titled "The Local Angle: Revving Up Your Cable Modem Service." But Fry's remarks, like those from other panelists, underscored how the cable industry and the Internet are still getting acquainted.

In what was perhaps the most repeated theme of the session, Fry and other speakers stressed that the cable Internet business is so new that it's impossible to see very far ahead.

Steven Hill, senior vice president of Broadband Data Services at Continental Cablevision, observed that while there's no lack of early adopters "who don't want a lot of content provided for them...we are not at all sure what people are going to want to do on this service in the future."

Continental appears to have among the highest subscriber numbers for an Internet service. Its Highway 1 service, first tested in different form three years ago, has about 1,200 residential customers and 6,000



While local content is a key element in Internet access services cable MSOs have planned or are already offering, the emerging business line poses more questions than it answers. Panelists (left to right) Richard Gingras of @Home Network, Stephen Fry of Time Warner and Steven Hill of Continental Cablevision sought to cut through the fog.

institutional and commercial customers. Those numbers will get a big boost from Continental's recent signing of 11,000 college students in Jacksonville, Fla.

Continental intends to launch Highway 1 in Detroit in January and subsequently in Chicago, Los Angeles and Atlanta.

Ultimately, Hill says, "It's customers who are going to create most of our content for us."

Cloudy as the future may be, the early indications from TCI's @Home service are encouraging, says Richard Gingras, vice president of programing and editor-in-chief for @Home Network.

At an analyst-investor conference earlier this fall, Tom Jermoluk, CEO of @Home, said @Home was signing hundreds of new customers in each new billing cycle and—in addition to launches in California's Sunnyvale-Fremont area, Hartford, Conn., and Arlington Heights, Ill.—would roll out the service in at least 20 cities in 1997.

For @Home, local content is an issue, although one that is eased by its alliance with Comcast, Cox and other MSOs.

"@Home is not in the local content business," says Gingras. "Our cable partners are. Our role is to make that happen." **TMA**

Internet

Internet still more promise than payoff

Paine Webber panelists say the new medium has much uncharted territory

By Richard Tedesco

The Internet is still more promise than reality, but it figures to mature dramatically with a corresponding increase in the number of PC users who will be accessing it.

That was the tenor of a panel on multimedia at last week's conference sponsored by PaineWebber. And what was eminently clear was the unique nature of the Internet as a new medium. "We plainly haven't seen anything like this in the past," said Jerry Yang, director of Yahoo, the Internet's premier search engine. "It's very decentralized, which is both a blessing and a liability of this medium."

With more than 100,000

content categories for the 450,000 sites in its directory, Yahoo also is the leading recipient of Web ad revenue—\$5.5 million in the third quarter from 300 advertisers and much more expected in its fourth quarter, according to Yang.

On the subject of the growth of users, Milo Medin, vice president of network for the @Home cable online access service, predicts a universe of 350,000-400,000 PC users accessing content with high-speed modems on U.S. cable systems by the end of next year. In the wake of @Home launches in Hartford, Conn., suburban Chicago, Baltimore, Sarasota, Fla., and Orange County, Calif., two more markets will introduce

the service this year. And Medin says deals will be announced in the next few weeks with MSOs not yet affiliated as partners.

Medin argues that two-way systems are a less expensive way for operators to enable Internet access than the telephone return-path schemes that seem to be gathering interest from operators who want early entry into the business. Increasing the size of the lines of RBOC providers to handle peak traffic will cost operators more than would controlling the access themselves, according to Medin. Based on his conversations with cable engineers, he estimates that half of U.S. cable systems will be equipped to handle two-way modems by

the end of next year.

The crucial question for NBC is how to get PC users to its sites over the long haul. Tom Rogers, president of NBC cable and business development, says the big Web attractions haven't yet been created: "The endgame is that there's got to be something extraordinarily attractive for this business to get going."

Along with a need for "more robust" multimedia content, Rogers says the access technology must become easier in order to attract the 80% of non-surfers out there now. He also predicts a "sifting out" process, reducing to a fraction the "infinite" number of Internet content creators now cranking out material content. **TMA**

Technology

December 16, 1996

HP makes big server sales

Six cable networks to use MPEG-2 product

By Glen Dickson

Hewlett-Packard shook up the Western Show last week with announcements of a flurry of video server sales. Six cable networks—The Weather Channel, American Movie Classics, MuchMusic USA, Romance Classics, The Eternal Word Television Network and Multivision—have purchased HP's MPEG-2 compressed MediaStream Server—Broadcast Series and will begin taking delivery this month.

Sridhar Ramanathan, marketing manager for HP's video communications division, says that HP's ability to output up to six channels from one server and its support of FibreChannel networking are driving sales. "All six chose HP for a lot of channel expansion capability," says Ramanathan. "Networks are regionalizing feeds around the world, so adding channels is key to the revenue model."

The Weather Channel will use two networked HP broadcast servers to automate spot insertion and play back taped segments when it moves to its new all-digital facility in Atlanta this spring. The

network, which is already established in the UK and Germany, plans to enter the Latin American market in April and is considering expanding to Asia (see story, page 98).

"HP is becoming a major computing force inside The Weather Channel; our new, fault-tolerant meteorological system is based on HP workstations and servers," says Mark McKeen, senior vice president of operations for The Weather Channel. "We've chosen HP as our broadcast server platform based on our experiences on the computing side."

Rainbow Network Communications, the originator of American Movie Classics (AMC), MuchMusic USA and Romance Classics, plans to use two HP servers to insert commercials and interstitial programming on MuchMusic USA and interstitials on AMC and Romance Classics, a new channel scheduled for a January launch.

Mexico City-based Multivision will install an HP server for spot insertion on the 14 new channels it plans to launch in Latin America. Multivision, which is already using a first-generation HP unit to prepare break tapes for master control playback, plans to use



HP announced a sales rush on its MediaStream Server—Broadcast Series product at the Western Show last week.

the second-generation HP server to play breaks, promos and commercials directly from the server.

The Eternal Word Television Network, based in Birmingham, Ala., will use the HP broadcast server to support its expansion into Latin America,

TBS buys Wegener MPEG-2 gear

Turner Broadcasting System is purchasing MPEG-2 satellite gear from Wegener Corp. to digitally transmit daily, live-anchored news broadcasts from CNN's production center in London and live news coverage from Moscow for use on CNN and CNN International.

The TBS order is for six sets of Wegener's Series DV2000 MPEG-2 digital video encoding and decoding products, with commitments for an additional eight sets. CNN hopes to have the equipment operational by late first quarter 1997. Terms of the deal were not disclosed.

Wegener's DVT2000 transmitter unit can accept serial D1, composite and S-Video sources and transmits one compressed video signal (either DVB-compliant or

secure), up to six mono audio channels (or three stereo pairs), one optional synchronous data channel, and one 9.6 kbps asynchronous data channel. The audio input signal can be either analog or AES/EBU digital.

On the receiving end, TBS will use the DVR2000 integrated receiver/decoder, which occupies 1.75 inches of rack space and outputs composite, S-Video and serial D1 video. It also provides relay contact closure for control of external devices such as VTRs.

Frank Barnett, managing editor of CNN Newsbeam, says that CNN will use the Wegener gear mainly for backhauls from London and Moscow, and may utilize it with its flyaway SNG units in Europe as well. —GD

Europe and the Pacific Rim. The network plans to tailor its programming to each market and time zone, and will use the HP unit to play out both short- and long-format programming for four channels. The automated multichannel system is scheduled to go on-air next March.

HP's big server news at the Western Show came from a product that first found favor with call-letter broadcasters. The company didn't have any announcements about its Broadband Series server, which was originally

developed for video-on-demand applications to serve cable headends and telcos, although it did show a six-channel NVOD demonstration with DiviCom.

Ramanathan says that HP is still working on the Broadband Series product, which is under development at PacBell, GTE, BellSouth and Hong Kong Telecom. "We're continuing to support the rollout of that product, but our big focus for it now is NVOD," he says. "The potential VOD market has contracted with the interest in bringing

the Internet to the home, so our expectations have shrunk."

Ramanathan says that HP is now working to make the Broadband Series unit suitable for delivering NVOD movies over hybrid fiber/coax networks. He says that telcos and cable operators are very large customers for HP's UNIX computer products and that the company is eager to serve their broadband needs.

"We're just refocusing on what [NVOD] they're actually purchasing," says Ramanathan. ■

Cutting Edge

By Glen Dickson

News Digital Systems has introduced the System 3000 Transcoder, a product that will allow cable operators to convert MPEG-2 digital satellite or terrestrial contribution feeds for final distribution over their networks. The Transcoder accepts an incoming MPEG-2 QPSK satellite feed, demodulates it and allows the cable operator to "cherry-pick" content from the original feed to match its regional audience preferences. The unit also uses state-of-the-art processing to reduce or expand the output bit rates before QAM modulation for an efficient outgoing cable feed within the 6-8 mhz bandwidth. The NDS Transcoder should compete with Imedia's CherryPicker, a similar digital transcoding product that also made its debut at the Western Show.

Bell Canada is purchasing MPEG-2 digital video network products from General Instrument for use in two trial locations in London, Ontario, and Repentigny, Quebec, and

will use them to provide digital tiered-access broadcast service, interactive program guides and NVOD to subscribers there. The telephone company has signed equipment contracts for GI encoders, headend and transmission equipment and digital set-top boxes.

DiviCom has introduced an MPEG-2/DVB



Hothaus Design helped create this A&E open, in which the network's logo takes on the form of a movie projector.

encoder aimed at small and midsize cable operators and broadcasters. The MediaView MV10 is a compact, one-rack-unit box that accepts either analog PAL or NTSC video and serial digital video, analog or digital

audio, and data via Ethernet or RS-422/232, and compresses it into an MPEG-2 transport stream. The encoder will drive a modulation device directly, enabling a compact configuration for mobile applications like digital SNG and sports backhauls, and can handle I-, P- and B-frame encoding at data rates from 1.5 to 15 mbps.

Dallas-based **Hothaus Design**, a division of Video Post & Transfer, worked with Arts & Entertainment Network's director of creative services,

Artie Scheff, to create the graphics package for The A&E Movie programming block.

Hothaus designers Terry Hart and John Fox and Video Post & Transfer 3-D artist Curt Miller contributed to the 15-second open, which brings the A&E logo to life in the form of a movie projector. Film in the "projector" seamlessly threads through the "A," the "E" and the ampersand, then projects various film genres. Film footage for the open was shot by Norry

Niven of Stone Core Films and inserted during final compositing on a Quantel Henry at Video Post & Transfer by digital illusionist Jon Mueller.

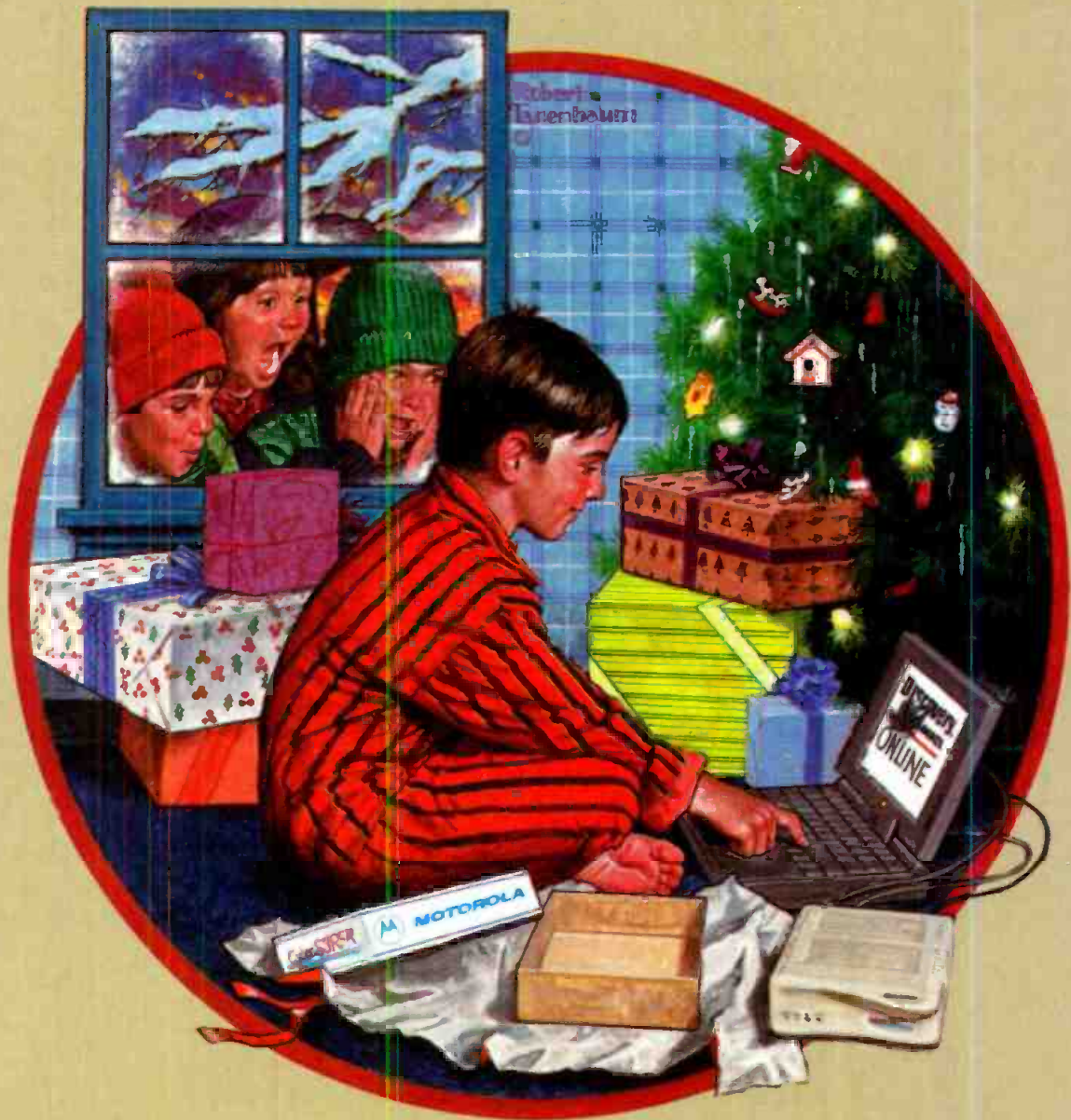
Fox Sports will exclusively use Canon lenses for its coverage of Super Bowl XXXI. NEP Super Shooters, which is supplying three full-production trucks and two graphics units to Fox for the big game, will provide more than 30 Canon lenses, including Digi-Super 70 and J55Super models, on the main play-by-play cameras; and PJ40X Tele 2000 and J55 Tele 1500 field lenses and J20aX8B portable lenses for the super slo-mo units. Canon lenses will also be mounted on goalpost cameras and various POV cameras throughout the stadium and locker rooms. "It's a mishmash of cameras," says Jerry Gepner, Fox Sports senior vice president of field operations. "There will be a lot of hand-helds and a lot of hard cameras." Gepner estimates fox will use 24 studio-style cameras and 10-12 unmanned and POV units, including the robotic goalpost cameras.

In other NFL news, Vyvx will provide feeds to NFL Films for in-stadium highlights during the 1996-97 season. Through its

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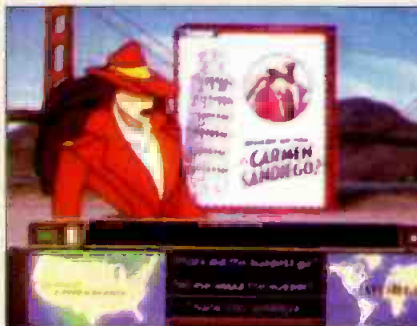
VenueNet service, Vyvx will use its 11,000-mile fiber-optic network to allow highlights, interviews and videoconferencing from any venue to be shown in stadiums. Vyvx provides game backhauls to five of the NFL's national rights-holders.

Applied Graphics Technologies, which provides digital image services to print publishers and advertisers, has acquired the assets of SpotLink Inc., which dubs and ships television and radio commercials. Applied Graphics, which acquired SpotLink from Western International Media for over a half-million shares of Applied Graphics stock, wants to merge SpotLink's business with its existing digital distribution of content for print media (called the Digital Link System). "It is a critical next stage in our strategy to enable our customers to acquire, store

and distribute all of their content, both for print production and for electronic radio and television broadcast, through a single, comprehensive digital database," says Applied Graphics Chairman Fred Drasner.

Realtime Video, San Francisco, helped to create a seven-second tag promoting Broderbund Software's new software modeled after *Where in the World Is Carmen Sandiego?*, PBS's educational cartoon series. For the tag, produced by Karin Glenning from Red Sky Films for client Saatchi & Saatchi, Realtime turned demos from the Broderbund video game into original animation. "Karin Glenning had a series of director files on Syquest

with scenes from the software," says Realtime producer Joe Inferrera. "Following the storyboards from Saatchi & Saatchi producer Carol McCarty and art director Joe Kayser, we managed to pull 300 frames out of that footage that we could put together to form a whole new scene." Realtime used its Macs graphic sys-



Realtime Video turned videogame demos into original animation for this Saatchi & Saatchi tag for Broderbund Software.

tem to isolate the videogame character Carmen, and to create mattes for its Quantel Henry, which was then used to

assemble the tag. Sound effects were created by The Music Annex in San Francisco. The tag airs on PBS following episodes of the Saturday morning cartoon show.

Pinnacle Post, Seattle, has upgraded Edit 2, one of its high-end digital edit suites, with a 4+4 ELITE post-production switcher from PSP Digital (the UK company that acquired the Alpha Image switcher range from Dynatech). Pinnacle uses Edit 2, which also has an Acom Axial 2010 editor, three channels of Kaleidoscope DVE and a Delta digital character generator, for some of its commercial projects and all of its long-form effects projects. The 4+4 ELITE includes four Superlayers, four Auxiliary Layers and a background layer, allowing the user to work with nine independent video sources at once.

Weather Channel buys PowerVu gear

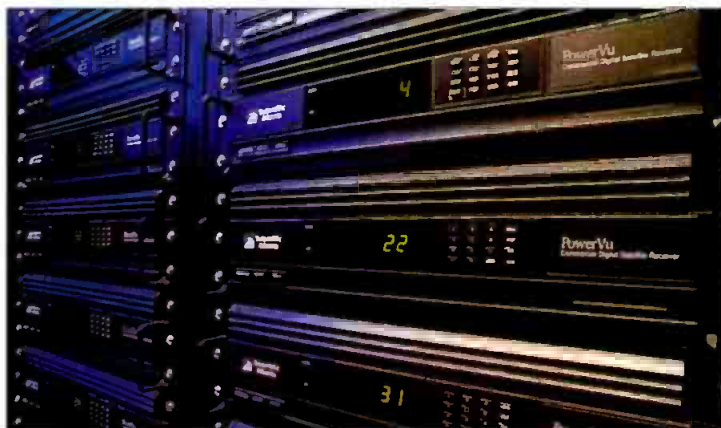
Service will launch customized local forecasts

By Glen Dickson

The Weather Channel has purchased Scientific-Atlanta's PowerVu MPEG-2/DVB digital compression gear, which it will use to launch customized local forecast services in Europe early next year, followed by implementation in both Latin America and the U.S. later in 1997.

The new forecast format includes delivery by an on-air announcer using new digital imaging capabilities, which will replace the text-and-icon-based local forecasts previously supplied by The Weather Channel.

The Weather Channel England plans to launch the localized forecast



The Weather Channel will use Scientific-Atlanta's PowerVu compression system for customized local forecasts.

programming, which will rely on PowerVu's high-speed data capability, to 60-80 cable headends across the UK. A Dutch-speaking version for broadcast to the Netherlands will also be part of the initial rollout. Then,

roughly 120 German headends will receive the enhanced forecasts on Der Wetter Kanal via an uplink purchased by Bosch Telekom from Scientific-Atlanta.

The Weather Channel will also use PowerVu to introduce an enhanced local product to the U.S. The main programming signal will continue in analog form, but the network will use a PowerVu compressed digital signal on a small portion of its

transponder bandwidth to send customized localized forecasts for cities across the service area. The Weather Channel's new Weather Star XL system will receive those signals and recall them on cue for playback. ■

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Midland Broadcasters, Inc., Topeka, Kansas. Immediate opening for a Radio Frequency/Broadcasting Engineer. General Class License. Minimum of 5 years experience. Directional and non-directional-AM/FM stations. Task oriented individual, computer knowledge, flexible, reliable and energetic. Scott Studio System a plus. Please send resume to P.O. Box 4407, Topeka, KS 66604 or call (913)272-2122.

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Wanted: EOE in small market in NW needs Station Manager with strong local sales background, ability to recruit, hire, train and motivate a must. Send confidential resume and salary requirements to Box 00937.

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Sales Marketing Manager: WCPX, CBS Orlando. The successful candidate will implement special projects and events, generate new and non-traditional sources of revenue through creative new business development and sales promotions. Will work closely with local and national AE's and serve as liaison between all departments as it relates to implementing projects. The individual will coordinate the website, interactive phone system, station magazines, and produce sales support collateral. Must be creative, aggressive and comfortable interfacing with clients on all levels. Television experience preferred. Please send resumes to Howard Zeiden, Director of Sales and Marketing, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. Fax (407)521-1208. No phone calls, please. EOE. M/F.

Sales Account Executive. #1 station in top 50 market seeks Sales Account Executive to represent station to advertising agencies and direct clients. Heavy emphasis on new business development. 1 to 2 years media sales experience preferred. College degree, strong presentation and negotiation skills necessary. Knowledge of ratings and research preferred. Send resume to Brooks Westerhoff, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

National Sales Manager. KOCB TV-34 in Oklahoma City, the UPN affiliate in the 43rd market is seeking a National Sales Manager. Requires 3-5 years experience in television sales and knowledge of kids business and promotional selling. Must have leadership, organizational, computer and business development skills. Responsible for inventory management. Knowledge of TV Scan and Scarborough a plus. Send resume and references to: GSM, KOCB TV-34, 1501 NE 85th Street, Oklahoma City, OK 73131. EOE.

National Sales Manager: WEAU-TV, the dominant NBC station in the La Crosse/Eau Claire market is seeking a self-motivated and organized professional to lead our national sales effort. Candidates should have national sales experience or three years experience as a successful local sales rep. Send resume to: WEAU-TV, Executive Secretary, P.O. Box 47, Eau Claire, WI 54702. EOE.

General Sales Manager. ABC affiliate needs a hands on Manager with at least 3 years Sales Management experience. Successful candidate will have a proven record in growing Local Sales and be able to work with our Marketing Department to develop non-traditional revenue sources. Send resume and salary history to General Manager, WQAD-TV, 3003 Park 16th, Moline, IL 61265. EOE.

Minority Broadcast Sports/Sales Position. Southeast television production company seeks energetic self-starter for broadcast and program development service and sales. Target markets include African-American live sports events and entertainment events. Must possess thorough knowledge of Black College Sports, the African-American television market, television and sponsorship sales. Degree plus minimum 2 years experience in television, programming or sponsorship sales. Please send resume to Box 01011 EOE.

Local Sales Manager - WABM-UPN, the fastest growing station in Birmingham is seeking an experienced leader to head the local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, and have expert control over inventory and pricing. Experience with qualitative research and TVscan is a plus. Send resume and references to: Ben Kulikowski, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

Local Account Executive: WDZL, the WB affiliate in Miami, is looking for a top level Account Executive. Minimum of 5+ years major market television/rep firm experience. Knowledge of all computer-based research tools a must as well as proven track record of success. College degree preferred. If you're an over-achiever as well as a team player, send or fax letter and qualifications to: Alan Rosenfeld, Local Sales Manager, 2055 Lee Street, Hollywood, FL 33020. Fax: 954-921-6186.

General Sales Manager. A single station market ABC affiliate has a tremendous opportunity for a highly motivated, aggressive, goal driven individual. Candidates must document successful Sales Management experience and accomplishments at Local and Regional Sales. National Rep experience a plus. Strong ability to develop and implement Sales driven promotions. Knowledge of pricing, budgeting, forecasting, vendor support, Coop and key market promotion. Resumes to Personnel Department, WBBJ-TV, 346 Muse Street, Jackson, TN 38301. WBBJ-TV is an EEO employer and seeks minority and female applicants.

General Sales Manager. WHOI-TV, the ABC affiliate in Peoria, Illinois has an immediate opening for an aggressive GSM/NSM. Must be strong in inventory control, research, motivation and new business development. Send resume and references to Sheryl Jonsson, General Manager, WHOI-TV, 500 N Stewart Street, Creve Coeur, IL 61610. EOE.

Account Executive. WJBK-TV, FOX 2 Detroit seeks an experienced professional for major account list. Qualified candidate should be aggressive, possess strong negotiating and packaging skills, thorough knowledge of Nielsen and qualitative research, computer skills and be a team player. Minimum 4 years of major market TV sales experience preferred. Excellent verbal and written presentation skills are required, as well as a proven track record of exceptional performance with advertising agencies and development of new local business. A pre-employment drug screen is required. Send resume to Tim Sharky, Local Sales Manager, WJBK-TV, Box 2000, Southfield, MI 48037-2000. EOE.

Account Executive. Television sales experience is required, with proven success in New Business development. Experience handling agency business is required, knowledge of Scarborough is preferred. Send resume to Local Sales Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE. No phone calls please.

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Creative Director. KDNL, ABC in St. Louis, has an immediate opening for an individual possessing at least three years experience in television marketing and promotion. This position demands seasoned abilities in the areas of creative writing/producing, and departmental supervision. Interested candidates should send a written resume, outlining industry experience, and a tape illustrating on-air production skills to: Attention: Personnel Department, KDNL-TV 30, 1215 Cole Street, St. Louis, MO 63106. You may contact the Director of Marketing, Phil Michael, at 314-259-5706 with any questions. Pre-employment drug screening is required. KDNL-TV is an Equal Opportunity Employer and women and minorities are encouraged to apply.

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DIRECTOR OF ENGINEERING

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Television Maintenance Engineer. Maintenance Engineer to support broadcast-quality university TV production and conference facility. Associate degree in electronics (minimum) and experience in a broadcast or academic production facility. Maintain and repair cameras, production switchers, vtr's (Betacam, D2), editors, dve, graphics, fiber optics, knowledge of analog and digital video standards. Studio control and MC operations experience. Will work directly with professional staff and students. No sign language skills required at time of application, but must be willing to learn and show proficiency within a reasonable period of time. Competitive salary and excellent benefits. To apply, send resume or come to: Gallaudet University, Personnel Office, 800 Florida Avenue, NE, Washington, DC 20002-3695. EOE/Women and minorities are encouraged to apply.

Hands-on, experienced television Studio Engineer to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail: jkautz@wcbi.com

TV Maintenance Technician. WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must be able to perform all maintenance on ENG equipment including Beta VTR's and cameras. Qualifications include 3 years experience in electronic news equipment repairs and SBE certification or Technical school degree. Send resumes to: David E. Smith, Engineering Manager, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE. No phone calls please.

TV Maintenance Engineer. San Diego's public broadcast station, KPBS, seeks TV studio maintenance engineer (Equipment Technician II) for new state-of-the-art production and broadcast technical plant currently under construction. Candidate should be service-oriented self-starter skilled and experienced in all aspects of TV engineering including installation and maintenance of studio equipment, both analog and digital. High degree of computer literacy and proficiency in microprocessor and digital communications technologies is desired. Two years of maintenance experience in broadcast or high end production environment required. Salary commensurate with experience, knowledge and skills, starting at \$2840/mo. Applications and full job description available at San Diego State University, Personnel Services, 3rd Floor Administration Building, 5500 Campanile, S.D., CA 92182. Recruitment closes Friday, Jan. 10, 1997. SDSU is an Equal Opportunity Employer and does not discriminate against any persons on the basis of race, religion, national origin, sexual orientation, gender, marital status, age or disability.

Immediate opening for experienced Broadcast Engineer. Must have a minimum of five years in broadcasting maintenance, including systems trouble shooting, repair of audio and video equipment and computer systems. Transmitter experience necessary. Send resume to Bob Smith, Vice President/General Manager, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Field Service Engineer - Broadcast Service. Odetics, Inc., manufacturer of Broadcast Cart Machines, has immediate opening for a Field Service Engineer. Responsibilities include installation and training of broadcast cart machines and associated products at the customer's location. Position requires a strong background in digital and analog electronics, solid mechanical aptitude, experience with current technology PC based products and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X/4.X products and Microsoft NT is highly desirable. Position requires heavy travel, both domestic and international. We are looking for a hard working, results oriented individual who can work with minimum supervision, has the ability to work well with customers and enjoys a dynamic working environment. Odetics offers a competitive salary and a comprehensive benefits package. Equal employment opportunity employer. Send resume and salary history to: Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802 or fax (714)780-7999.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume' to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

Engineer - New York Post/Effects Company. We are seeking a senior video engineer who also is experienced on maintaining SGI Onyx-based Flames and familiar with a sophisticated UNIX-based network. Qualifications: Knowledge of digital video hardware and Computer systems (SGI/Mac/IBM) a must. Systems integration a plus. Minimum of 3 years experience required. Send resumes to Box 01018 EOE.

Assistant Chief Engineer. Immediate opening. Requires thorough knowledge of studio equipment, including Beta-Cam field recorders and editing equipment. RF and Computer skills a big plus. Minimum of 3 years broadcast experience is required. Send resume to: Artie Shinn, Chief Engineer, KDBC-TV, P.O. Box 1799, El Paso, TX 79999. Fax (915)496-4590. EOE.

Television/Radio Engineer: State of the art television and radio broadcast facility with satellite up-link is accepting applications for the position of Television Engineer. One year minimum experience in RF troubleshooting, operation and maintenance of television and radio production broadcast equipment. FCC license and/or SBE certification with two year degree required, four year degree preferred. Knowledge of computer operating systems. Knowledge of FCC rules and industry standards. Ability to work under pressure. Willingness to work any shift, weekends, holidays and overtime. Apply at Human Resources, Grand Valley State University, 140 Lake Michigan Hall, Allendale, MI 49401. Application deadline date is January 3, 1997. EEO/AA/ADA.

Network/Systems Administrator-New York Post/Effects Company. We are seeking a senior network administrator experienced in maintaining a sophisticated UNIX-based network. The right candidate will be working in one of the most exciting and cutting-edge companies in the US and will be instrumental in developing new approaches and technologies as well as establishing a cross-country, multi-location WAN. Qualifications: Must be fluent in UNIX. Experience in ethernet, Local Talk and other new network technologies. Network performance tuning experience is required. 3 to 5 years experience in supporting a UNIX network required. Send resumes to Box 01019 EOE.

Producer/Anchor/Webmaster. The dominant, small market NBC affiliate in the beautiful mountains of southern WV is seeking an experienced, well-rounded journalist to produce our morning show, anchor consumer set pieces, and handle web site updates. Applicant must have college degree, strong writing skills, and ability to shoot and edit. We offer an excellent fringes benefits package and opportunity to work in a first-rate organization. EOE/M/F. Send resume and non-returnable VHS tape to: Anchor/Reporter, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701.

Producer. We're a Top 35 market ABC affiliate in one of the best places to live in America and we need an experienced producer to take ownership of our top-rated 6AM newscast. If you're a solid journalist, a creative storyteller, and you know how to produce a viewer-friendly newscast, send non-returnable VHS tape and resume to Dale McElrath, Executive Producer, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. We welcome phone calls for this position. Drug free workplace. EOE.

Producer. Creative and aggressive Producer wanted by soon to be FOX O&O. If you know how to "win your newscasts' key stories," and thrive on beating the competition, send recent aircheck (VHS tape only) and resume to: Henry Chu, Assistant News Director, WDAF-TV, 3030 Summit, Kansas City MO 64108. No phone calls, please. EOE.

Photographer/Editor. We need an experienced visual storyteller who welcomes the challenge of shooting great stories in one of the most photogenic places in America. If you can produce solid pieces on deadline, work as a team with reporters and make a daily contribution to enhance our news product, send a non-returnable tape/resume to Adam McNulty, Chief Photographer, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. Drug free workplace. EOE.

News Producer. WBFF in Baltimore will be adding a news producer to its staff in early 1997. Candidates must have creative producing ability and strong writing skills. Send recent tape with critique, resume and news philosophy to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

News Photographer. Join the NPPA Station of the Year photography staff. WBFF-TV in Baltimore is looking for a NPPA-style photographer with exceptional visual storytelling skills. Send your best stories and a resume to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Reporter: WFSB, a Post-Newsweek Station and Connecticut's #1 news station is looking for a creative, energetic, experienced and dynamic broadcast journalist to join our team. If your writing has pizzazz, if you never take no for an answer, if you have a style that's your own, and if working in a fiercely competitive, fast-paced newsroom is your idea of a good time, we should be talking. Send your resume and tape to Steve Sabato, News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Videographer: Expanding Detroit production company seeking creative, quick thinking photojournalists for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume/tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

HELP WANTED NEWS

**POST-NEWSWEEK
STATIONS, INC.**

NEWS EXECUTIVE PRODUCERS

Post-Newsweek Stations are looking for the very best news executive producers for present and future openings. Right now, we have openings at WFSB in Hartford and WJXT in Jacksonville. We want people who combine journalistic excellence, out-of-the-box television production ideas, and great people skills. If you are the best, and are looking for the kind of company who can challenge you to be even better, we want to hear from you. Please send letter, resume, and salary history to:

**Mark Effron
Vice President, News
Post-Newsweek Stations
3 Constitution Plaza
Hartford, CT 06103**

EOE.

WDIV • WFSB • WJXT • WPLG • KPRC • KSAT
Detroit • Hartford • Jacksonville • Miami • Houston • San Antonio

KSTP-TV is looking to add two of the country's top Journalist to its aggressive, award-winning team. We need a **General Assignment Reporter Job #152-96** with that killer combination of fair and aggressive story enterprising skills, high-impact writing and dynamic live shot abilities, 4 years television reporting experience necessary. Bring us your talent and motivation and you'll get to work with some of the top producers and photojournalists in the country! We are also looking for a proven **Investigative Reporter Job #218-96**. Can you get to the core of a high-impact story and deliver the goods? If you can, we've got the talent and technology you'll need to deliver top of the line pieces. Send non-returnable tapes and resumes to:

KSTP-TV
Human Resources
3415 University Avenue
St. Paul, MN 55414



No phone calls please. Equal Opportunity Employer

Weathercaster. The dominant, small market NBC affiliate in southern WV is seeking an outgoing personality with good on-camera presence and good forecasting skills. Meteorology degree preferred but not required. We offer an excellent fringes benefits package and opportunity to work in a first-rate organization. EOE/M/F. Send resume and non-returnable VHS tape to: Weathercaster, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701.

Top 50 group owned affiliate is expanding again. We have the toys now we need more exceptional talent. We are in the process of searching for several positions. (2) **Reporters.** Minimum 2 years experience. (2) **Videographers.** 1 year experience shooting and editing. **Executive Producer.** Minimum 5 years line producing experience in large market. (3) **Reporter/Videographers.** 1 year experience as one person band. **Sports Reporter/Photographer.** 1 year experience one person band. Will also substitute anchor as needed. **Weekend Morning Anchor/Reporter.** 2 years experience. Must complement our female anchor. **Producer.** Minimum 1 year experience. Strong writer with excellent organizational skills. Women and minorities are encouraged to apply.

UW - La Crosse: Associate Broadcast Specialist - 100%. Produce and deliver news copy for WLSU news programs, spot newscasts, as well as non-scheduled news reports utilizing the various courses available, including police, wire services, National Public Radio, and personal contacts. The position includes the hosting of NPR's Morning Edition for local broadcast and producing local newscasts for this programming. Individual also responsible for developing story ideas and assisting and guiding students assigned to WLSU news department. At least one year's experience in broadcast journalism, bachelor's degree in communication studies or a related field. Salary is commensurate with qualifications and experience and is an annual appointment. Start date is January 15, 1997. Send letter of application, resume, 3 letters of recommendation, and audio tape with examples of appropriate broadcast work to: Sandra Harris, Chair, Associate Broadcast Specialist Search Committee, WLSU-FM, University of Wisconsin - La Crosse, 1725 State Street, La Crosse, Wisconsin 54601. Applications must be received by December 31, 1996. AA/EOE.

Top-rated Midwest ABC affiliate needs Anchor/Reporter. Must complement established female anchor for primary newscasts. Duties include anchoring, writing, reporting. Experience preferred. Good opportunity for weekend anchor. EOE. Send tape/resume to Box 01016.

TV/Radio Coordinator, Kansas State University News Services. Phone 913-532-6415 to receive a job description. Or visit our web site at <http://www.newss.ksu.edu> Kansas State University is an Equal Opportunity Employer.

News Director/Anchor needed immediately! Suburban Washington station. A little experience, and lots of energy needed. Good pay, fun environment. Call Director of Programming Rick DeLisi (703)404-0316 x3512.

Reporter. WBFF in Baltimore is expanding its reporting staff. We're looking for a great storyteller who knows how to use pictures and natural sound. Candidates must have 2-5 years experience in broadcast TV news. Send your best stories, your most recent assignment and resume to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Reporter. NBC affiliate seeks creative storyteller, strong on lives, for weekends and nights. You must have one to two years of commercial television news reporting experience. Non-returnable tape and resume to News Director, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503. No phone calls. EOE.

Midwest CBS Top 100 affiliate looking to strengthen News Operation with strong community oriented News and Weather anchors. 3 to 5 years experience required for all positions. Send resumes only, no tapes please, to Box 01014 EOE.

Meteorologist. Looking for a great forecaster and communicator with top-notch presentation skills to handle weekend weather and substitute during the week. Position may include some specialized reporting duties. Tapes and resumes to: Don Decker, News Director, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204.

Managing Editor: How well do you cover the news? We're talking breaking news, enterprise stories, investigative, sweeps series, elections, franchise reports and more breaking news. Las Vegas is the nation's fastest growing market (DMA #64). It's also growing into one of the most competitive ones. If you have a desire to win every day, the people skills to manage a staff of 60, and the courage to rumble with a news director who used to hold this title, then send your resume to: Ed Chapuis, News Director, KTNV-TV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. EOE.

Commercial/News Photographer. If you are looking for a position where you want to be a part of a "creative services/news" department, then this is your opportunity. This position offers you the opportunity to help plan/shoot/edit commercial and promotional materials as well as shoot and edit news stories. Please send resumes, non-returnable videotapes and three references to: Larry Waters, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

Broadcast Meteorologist. Immediate part-time opening with potential for long term employment. Seeking experienced broadcast meteorologist with AMS Seal or two years experience for opening in early January. Looking for energy and insight. Join fast paced production team with state-of-the-art weather graphics systems. Please send letter, resume and demo (VHS preferred) to Box 01020 EOE.

Associate Producer. WBFF-TV in Baltimore is expanding its producing staff in early 1997. We're looking for a strong writer and a creative producer who's ready to back-up our line producers and produce special projects. Send non-returnable tape and resume to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Assignment Editor. The dominant, small market NBC affiliate in Southern WV is seeking a news junkie who thrives on the daily pursuit of news. Must be able to manage people, handle multiple tasks, and work under deadline pressure. Good writing skills and excellent phone skills a must. College graduate and experience preferred. but we will consider an ambitious applicant looking for their start in the news business. We offer an excellent fringes benefits package and opportunity to work in a first-rate organization. EOE-M/F. Send resume and non-returnable VHS tape to: Assignment Editor, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701.

Anchor. WFTX-TV in the Ft. Myers/Naples market seeks a Weekend Anchor/Reporter. Three years television experience required, college degree preferred. The successful candidate will be a leader and FOXIFIED. Send non-returnable tape and resume to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Assignment Editor: Aggressive person to assign stories, maintain day file, and generate story ideas. Some back-up producing is also required. Send resume and statement of news philosophy to: Aries Hendershott, WIFR-TV, 2523, North Meridian Road, Rockford, Illinois 61101. EOE.

Assistant News Director. Need motivated, dedicated broadcast news manager. Good people skills and strong leadership abilities are essential. Will manage daily operations of news department with over 50 staff members. Must have a strong commitment to serious journalism and to quality. Should have at least 5 years experience in news management positions. Must have knowledge of newsroom computer systems and satellite and microwave news gathering. Should have experience at election and other major event planning and execution. Send resume/tape to: News Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Assistant News Director. No phone calls please. EEO Employer.

HELP WANTED PROMOTION

DESIGN AND PRODUCE YOUR FUTURE AT UPN20/WDC!

Graphics Designer/Paintbox Artist responsible for design and execution of on-air look and print design and production. Work on promotion, sales, public affairs and various station projects including advertising, sales collateral and other print projects. Minimum 3-5 years experience with Macintosh, Paintbox, preferably in a broadcast TV environment. Rush demo tape, print samples and resume.

Senior Promotion Producer to write and produce custom promos and make a major contribution to the on-air look and development of the station. Will work on tune-in, image and contest spots. Minimum 3-5 years experience. Rush latest tape and resume.

Start the new year with a new job working for one of the biggest TV groups in the country, Paramount. The Paramount Stations Group is a part of Viacom, one of the largest entertainment companies in the world. We are an Equal Opportunity Employer.



Mark Feldman
 Director of Marketing and Promotion
 UPN20/WDC
 P.O. Box 39113
 Washington, DC 20016

Senior Promotion Producer at major market (#15) NBC affiliate. WFLA-TV, Media General's flagship station, needs a super-producer to help keep us on top. The ideal candidate has a strong creative background with five years of medium/major market TV news promotion experience. If you thrive on creative challenges and live to win the news wars, rush resume and VHS demotape to Human Resources Department, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. M/F, EOE, Pre-employment drug testing.

Promotion Writer/Producer. So you have a wacky sense of humor but no outlet. You're writing news promos but ready to break out on some fun stuff. WAXN, Action 64, Charlotte's only independent station, may be the place you're looking for. If you can promote movies, theme weeks, local sports, and most anything else thrown at you, let us see your demo. Non-linear editing a plus. Send resume and reel to: Bonnie Barclay, WSOC-TV, Dept. 95, 1901 N. Tyron Street, Charlotte, NC 28206. EOE. M/F.

HELP WANTED PRODUCTION

Promotions Manager. Left brain/right brain! Need individual with strong leadership and organizational skills to coordinate station promotions. Must be highly motivated, energetic individual experienced in developing a station image through branding and marketing. Experience with on-air, outside media and community promotions and partnerships. Hands-on success at writing, producing, directing and editing eye-catching on-air station and news promotions. Computer graphics skills a big plus! Send tape, presentations and resumes to Kathleen McLain, G.M., WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Equal Opportunity Employer. M/F.

Promotion Writer/Producer. Top 20 ABC needs top-notch promo guerilla. We're #2 after only 2 years on the air. Can you help us get to #1? Must have 2-5 years experience producing news topicals, news series, generics, station image. Send great reel and resume to: KNXV-TV, 4625 South 33rd Place, Phoenix, AR 85040, Attn: Human Resources.

Promotion Manager. WTVM-TV, a dominant ABC affiliate in Columbus, Georgia, seeks a dynamic Promotion Manager to drive the continuing success of the station. This hands-on leader must have strong writing, producing and creative skills with emphasis on news promotion. Must possess team attitude, organizational and interpersonal skills. We're seeking an experienced manager who desires growth opportunities in desirable sunbelt location or strong number two who's ready to lead. Outstanding future opportunities exist within this multiple station group. Send resume and VHS or M-2 tape (no beta) to Lowell Sollenberger, Operations Manager, WTVM-TV, P.O. Box 1848, Columbus, GA 31902-1848. EOE.

Your dream comes true in Oregon. We're ready to take traditional promotion and creative services into the 21st Century. We've assembled the tools and we're recruiting a few more good people to do just that. You're an experienced and accomplished manager of promotion and creative services. You want a larger arena in which to develop and lead a fully integrated marketing strategy for a television station that puts the customer first. As Director of Marketing, you will join a great team at a strong station in a growing market. Portland is the rapidly expanding #24 market and one of the most livable cities in the USA. We offer a successful, competitive team environment where you can make a difference with your experience and your ideas. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for positioning an overall station image. Call 503-464-0600 to request an application. Send application, resume, tape and salary history immediately to: Marketing Director Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

Think you're creative? Not good enough...If other people think you are creative, send me a tape. ABC affiliate seeks highly creative, motivated promo-sapient to produce killer entertainment and news promotion. Candidate should have 2 or more years TV experience and great writing skills. AVID editing and shooting experience a plus but not mandatory. Rush your hottest tape and resume to: Gary Ledbetter, Creative Services Director, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. EOE. No phone calls please.

Design Director



WFSB--Hartford is looking for a Design Director to lead our award winning Design Team. If you are creative, energetic and a great designer, we will give you the chance to put your vision on the air. Here is an opportunity to run a great department at a great station. The right person will be instrumental in overseeing the on air look of all station productions. We are the driving news leader in the 26th market, a Post-Newsweek Station and setting the pace.

**Send tape and resume to:
Don Graham, WFSB 3, Constitution Plaza Hartford, CT 06103**

Television Production Technician. Experienced Production Technician for busy broadcast-quality university TV production facility. Camera (field and studio), editing, audio, lighting - live and tape production. Full-time temporary position. No beginners; a production reel will be requested later - this is a great opportunity to make your reel even better. Send resume only to: Gallaudet University Television, 800 Florida Avenue, NE, Washington, DC 20002-3695; or fax 202-651-5124. No phone calls please. Women and minorities are encouraged to apply. EOE

Producer. C-SPAN cable television network has an opening for a full time Producer to cover Congress. Responsibilities include on-location monitoring of U.S House and Senate floor activity, booking guests for live and taped interviews, conducting interviews and hosting telephone call-in segments. Position covers hours when Congress is in session. Candidate must be proactive and enterprising; someone with a strong knowledge of and interest in U.S. House and Senate procedures, politics, public policy issues and leaders. Experience in television production and news producing necessary. Flexible hours, including nights and weekends. Please send salary requirements and resume to: C-SPAN, Human Resources, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

Post-Production Editor: Enchanting opportunity - sunshine and blue skies in Albuquerque, NM. Qualified Editor sought for broadcast production/post production facility. Extensive experience with GVG Editor, ADO, Chyron Inifit/Maxine and Audio Production desired. Off line experience a plus. Applicant must possess good studio and lighting skills. Additional experience in special events and project coordination helpful. Professional attitude and good human relation skills are required. Position requires a flexible schedule. Resume, cover letter w/salary requirements and non-returnable tape: Brian Bouloy, KOAT-TV, 3801 Carlisle Blvd. NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Producer, Special Projects: News 12 Long Island is seeking a highly creative special projects producer with strong organizational skills and the ability to work on multiple projects simultaneously. Strong television production knowledge and a good understanding of government administration required. Please send resume to: PO Box 999-SP, Woodbury, NY 11797. EOE.

Graphic Artist. Are you wearing a sweater while you're reading this ad? Are you an expert on the Chyron/Liberty graphics system? If you said yes and can make news and promotional graphics, then let's talk about your new career in the sun. KMOL-TV, NBC San Antonio wants your talents. Just send your resume, demo tape and cover letter to: 4 San Antonio c/o Art Director, PO Box 2641, San Antonio, TX 78299.

Editor Wanted. Fast paced production company with clients nation wide seeks only the best. Minimum 5 years editing experience. Send sample VHS, resume, editing background and salary to: Steve, 976 Houston Northcutt Boulevard, Suite 3, Mt. Pleasant, SC 29464. No calls.

Director of Graphic Arts & Design: New Mexico's #1 TV station is searching for someone who can help take KOAT's look to the next level. Ideal candidate has excellent illustration and design skills, the ability to collaborate successfully with producers and the power to thrive under tight deadlines. Big emphasis on news and promotion. Television/management experience and college degree preferred. Must have strong post-production skills and working knowledge of MAC, Chyron Inifit/Maxine, Spencer Still Store, Adobe: Photoshop/Illustrator/After Effects, Electric Image and Quark Express. If you understand how design fits into a station's overall marketing plan, have the desire and dedication to be the best in the market and would like to live in a city where the picturesque landscape inspires you, send your resume and tape: Yvette Perez, Marketing Director, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Associated Producer. International Spanish Talk Show *Cristina* is looking for an Associate Producer to be based in Miami. Must have experience, speak and write Spanish. Reply to: Univision, 9405 NW 41st Street, Miami, FL 33178. Attn: Cristina Show.

300 days of sunshine!! In an unrelated story, your skills as a Design Director are needed in beautiful, desirable Portland, Oregon. Come join a station that loves to have fun in a city that does the same. If you have 3 to 5 years experience in a mid to large market TV art department; have extensive experience in creating graphics for news and promotion using SGI based Liberty paint system and Quantel Harriet; have supervisory experience and excel under tight deadlines, then we really need to talk. Print design savvy preferred. Call (503)464-0600 for an application, then send it with your resume and tape to: KOIN-TV, Design Director Search, 222 SW Columbia, Portland, OR 97201. Deadline 1/7/97. KOIN-TV, Lee Enterprises are Equal Opportunity Employers.

Really! 300 Days! The above-mentioned station in beautiful, desirable Portland, Oregon needs a talented Graphic Designer, too. Bring your 2 to 3 years experience in a television art department; your intense desire to create cool news and promotion graphics; your knowledge of Liberty paint system and Quantel Harriet; and your *can-do* attitude and warped sense of humor to a station that's well on its way to the top. Call (503)464-0600 for an application, then send it with your resume and tape to: KOIN-TV, Graphic Designer Search, 222 SW Columbia, Portland, OR 97201. Deadline 1/7/97. KOIN-TV/Lee Enterprises are Equal Opportunity Employers.

HELP WANTED RESEARCH

Television Audience Research Manager. Rapidly growing media research and consulting firm with a distinguished international client list including major broadcast groups, television and cable networks. We conduct methodology evaluations of ratings services for over 50 top market television stations. We are probably the world leader in addressing ratings service problems. If you have 3 or more years experience in media research, strong quantitative skills, excellent writing and analytical skills, and are eager to learn advanced methods of ratings research, please send a resume to Norman Hecht Research, P.O. Box 698, Syosset, NY 11791, attn: Arlene. For the right candidate we can offer VP potential, solid financial incentives and flexible working hours. An Equal Opportunity Employer.

Research Analyst. Responsible for maintenance of TVScan avail system, including program changes, estimates, rationale and loading sweep book. Input and maintain rate card system. Maintain a sports and specials track book. Maintain the Nielsen Micronode computer system for utilization by sales, research and station management. Interact with national rep. 1+ years of broadcast experience. Familiar with Nielsen ratings. Knowledge of Word for Windows, Excel, Powerpoint, Harvard Graphics and Corel helpful. send resumes to: Human Resources, Research Analyst, WPBF/WTVX, 3970 RCA Boulevard, Suite #7007, Palm Beach Gardens, FL 33410.

**HELP WANTED
FINANCIAL & ACCOUNTING**

**FINANCE
DIRECTOR**

NBC News Channel, NBC's state-of-the-art facility in Charlotte, NC, has an outstanding opportunity for an experienced financial professional.

As you direct all financial activities, you will coordinate annual budgeting for show costs and the operating plan, ensure the accurate and timely completion of monthly/quarterly closing processes, monitor capital appropriations for fixed assets, and provide cash flow estimates. Additionally, you will oversee the transition from the M and D ledger to the Peoplesoft system and supervise the Business Office staff.

To qualify, you must have a Bachelor's degree in Accounting/Finance (MBA/CPA/FMP preferred) and a strong financial background with broadcast industry and management experience. Effective communication, analytical, and team collaboration abilities are essential. Your strong financial skills should include expertise in accounting systems and principles. Unusual hours are sometimes required.

We offer an attractive compensation package with benefits. For consideration, please send or fax your resume to:

NBC News Channel
c/o MSNBC
Employee Relations-TT
2200 Fletcher Avenue
Fort Lee, NJ 07024
Fax: 201-585-6275
An Equal Opportunity Employer M/F



SITUATIONS WANTED NEWS

I'm seeking a chance. I'm sharp, hard-working and a witty female looking for on-air sports position. Exceptional writing skills, good experience, strong references. Call Lee at (860)582-4985.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo & Sandra Frey
TEL: 212.337.7073 • 212.337.6941 • FAX: 212.206.8327 (SAME)
INTERNET:AFASULO@B&C.CAHNERS.COM • INTERNET:S.FREY@B&C.CAHNERS.COM

News Director: I'm looking to manage a news department which is currently so deep in the ratings cellar, you need a coal mine elevator just to get to the newsroom. I'd also love the challenge of tackling horrific morale problems and a bland "cookie cutter" format. Let's pursue news relevant to our viewers! Election reporting should air the candidates and the issues, not the analysts and pollsters. I want to transform the newsroom into a fun place to work---where every member of the staff has opportunities to innovate and develop their creativity. Together we'll build an industry leader, dedicated to excellence in all areas of news gathering and production. Currently a New York attorney, I have TV operations experience in small, medium, and major markets (including New York City). Radio news experience, FCC "First Phone," excellent references. Edward S. Solomon, Esq. Phone: (518)561-8100. Fax: (518)561-8555.

PROGRAMMING SERVICES



National Weather Network
One and two day seminars and coaching. Experienced meteorologists teach chroma key, graphics systems, and one-on-one on-air polishing techniques. Make your video demo tape and get that job in Television NOW! Call NWN 1-800-353-9177.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

VIDEO SERVICES

Los Angeles: Experienced ENG and EFP crews. New SP Betacam packages. Spooner Productions, Inc. 800-776-6637.

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The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

(Over 25 years in the TV industry)

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**RARE OPPORTUNITY
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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mh/—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

NEW STATIONS

Permit canceled

Mount Vernon, Ky. (BPH-860703)—William S. Daugherty III for FM at 102.9 mhz, ERP 3 kw, ant. 100 m., off Hwy 70, 1.2 mi. S of Quail, Ky. *Nov. 25*

Dismissed

Columbiana, Ala. (BPH-931228MZ)—John H. Sides for FM at 101.5 mhz, ERP 2.3 kw, ant. 164 m. *Nov. 15*

Columbiana, Ala. (BPH-940113MC)—Eagle Broadcasting Inc. for FM at 101.5 mhz, ERP 6 kw, ant. 100 m. *Nov. 15*

Livingston, Calif. (BPED-951005MB)—Educational Media Foundation for noncommercial educational FM at 89.1 mhz, ERP .025 kw, ant. 45 m. *Nov. 22*

Returned

Nashua, N.H. (BPED-951017MA)—New Hampshire Public Radio Inc. for FM at 89.3 mhz, ERP 5 kw, ant. 21 m. *Nov. 22*

Granted

Columbiana, Ala. (BPH-940114MA)—Michael Thomas Stainback for FM at 101.5 mhz, ERP 1.4 kw, ant. 195 m. *Nov. 15*

Borger, Tex. (BPED-951031MA)—Top O'Texas Broadcasting Foundation for FM at 88.7 mhz, ERP 10 kw, ant. 62 m. *Nov. 15*

Stanton, Tex. (BPH-950425MB)—John H. Wiggins for FM at 105.9 mhz, ERP 37 kw, ant. 122 m. *Nov. 22*

Filed/Accepted for filing

Faribault, Minn. (BPH-961118M4)—KYMN Inc. (Wayne T. Eddy, president/owner, P.O. Box 201, 1985 320th St. W., Northfield, MN 55057) or FM at 107.5 mhz, ERP 38 kw, ant. 170 m., .8 km N of Warsaw, Minn. *Nov. 18*

Faribault, Minn. (BPH-961118ME)—Raydio Inc. (Charles Stroud II, president/51% owner, 3824 Park Ave. S., Minneapolis, MN 55407) for FM at 107.5 mhz, ERP 50 kw, ant. 150 m., 4.9 km N of Warsaw, Minn. *Nov. 18*

State College, Miss. (BPH-961118MT)—James W. Lawson (P.O. Box 70427, Tuscaloosa, AL 35407) for FM at 104.5 mhz, ERP 25 kw, ant. 100 m., Longview Rd., 4.5 km E of Longview. *Nov. 18*

State College, Miss. (BPH-961118MV)—Golden Triangle Radio Inc. (Donald R. DePriest, president/owner, P.O. Box 1076, Columbus, MS 39703) for FM at 104.5 mhz, ERP 25 kw, ant. 94 m., 9.9 km SW of Starkville on Hwy 25, .9 km W of the Talking Warrior Creek Bridge, Miss. Golden Triangle owns WKOR(AM) Columbus and WMXU(FM) and WSSO(AM) Starkville, Miss. DePriest owns WKOR(AM) and WMSU(FM) Starkville, WSMS(FM) Artesia and 51% of WRNX(AM) and WTUP(AM) Tupelo, WWZD(FM) New Albany and WESE(FM) Baldwyn, all Miss. *Nov. 18*

State College, Miss. (BPH-961118M7)—George S. Flinn Jr. (188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational FM at 104.5 mhz, ERP 100 kw, ant. 25 m., Longview Rd., 2.6 km W of Hwy 25, near Starkville, Miss. Flinn owns WFBI(TV) and WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo., has applied for FMs in Oxford, Tunica and Grenada, Miss.; Forest Acres,

S.C.; Virginia Beach, Va., and Sun Valley, Nev., and TVs in Kailua, Hawaii, and Norman, Okla., has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C.; Newton and Des Moines, Iowa, and interest in applications for TVs in Phoenix and Coolidge, Ariz.; Hot Springs, Ark.; Senatobia, Miss.; Tulsa, Okla., and Santa Fe, N.M. *Nov. 18*

State College, Miss. (BPH-961115MI)—Olvie E. Sisk (P.O. Box 2116, Tupelo, MS 38803) for FM at 104.5 mhz, ERP 25 kw, ant. 99 m., .4 mi. S of intersection of Mt. Olive Rd. and Montgomery St. S. Sisk owns WCNA(XM) Potts Camp, 45% of WEPA(AM) and WLZA(AM) Eupora, Miss.; 50% of WFTO(AM) and WFTA-FM Fulton, all Miss., and WKEA-FM Scottsboro, WMXN(FM) Stevenson and WFWA(AM) Fort Payne, all Ala. *Nov. 15*

Owensville, Mo. (BPH-961114MD)—Kenneth W. Kuenzie (511 West 5th St., Washington, MO 63090) for FM at 95.3 mhz, ERP 4.6 kw, ant. 114 m., Kosart Rd., Owensville. *Nov. 14*

Owensville, Mo. (BPH-961115ME)—Robert B. Mahaffey (P.O. Box 4584, Springfield, MO 65808) for FM at 95.3 mhz, ERP 3.6 kw, ant. 130 m., .5 km S of intersection of SR B and 38, SE of Bland, Mo. Mahaffey has interest in KRMS(AM) and KYLC-FM Osage Beach, KTTR(AM) and KZNN(FM) Rolla and KTTR-FM St James, Mo., KGGF(AM) and KUSN(FM) Coffeyville, Kan., CP for FM in Fredonia, Kan., and applications for FMs in Warsaw and Doolittle, Mo., and Dearing, Kan. *Nov. 15*

Wheeling, Mo. (BPH-961118MQ)—PAR Broadcasting Co. Inc. (Michael L. Ransdell, president/35% owner, Box 217, Trenton, MO 64683) for FM at 105.9 mhz, ERP 65.4 m., W side of B Hwy, 4.5 km N of Wheeling. PAR owns KGOZ-FM Gallatin, Mo. Principals of PAR own KTTN-AM-FM Trenton. *Nov. 18*

Shelby, Mont. (BPH-961114MF)—Shelby Media Association (Terry G. Peters, 50% owner, W66N545 Madison Ave., Cedarburg, WI 53012) for FM at 97.9 mhz, ERP 100 kw, ant. 600 m. *Nov. 14*

Sidney, Mont. (BPH-961115MD)—Northern Lights Broadcasting LLC (John C. Power, president/for FM at 93.1 mhz, ERP 100 kw, ant. 131 m., 6.5 km SE of Sidney, on Hwy 23. Northern Lights has applied for FMs in Tioga and Williston, N.D. Power has interest in Redwood Broadcasting, which owns KRDDG(FM) Shingletown, has CP for FM in Payson, Ariz.; has applied for FMs in Mesquite, Nev., and TVs in Shasta Lake City, Calif.; Marquette, Mich.; Great Falls, Butte, and Missoula, all Mont., and Pocatello, Idaho; is selling KNSN (AM) Chico and KHSL-FM Paradise and is buying KNNN(FM) Central Valley, all Calif. *Nov. 15*

Wendover, Nev. (BPH-961118MM)—Mount Rushmore Broadcasting Inc. (Jan Charles Gray, president/owner, 2793 Creston Dr., Los Angeles, CA 90068) for FM at 102.3 mhz, ERP 100 kw, ant. 300 m., .45 km S of Hwy 40,

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

4.1 km W of junction with Hwy Atl. 50. Mount Rushmore owns KFCR(AM) and KAWK(FM) Custer and KMX-AM-FM Hot Springs, S.D.; KALG(FM) Chadron, Neb., and KRAL(AM)-KIQZ(FM) Rawlins, KGOS(AM)-KERN(FM) Torrington and KQLT(AM)-KASS(FM) Casper, all Wyo., has CP for FMs in Newcastle, Wyo., and Billings, Mont., and has applied for FMs in Powell, Jackson and Laramie, all Wyo., and Grants and Clovis, N.M. *Nov. 18*

Wendover, Nev. (BPH-961118MP)—Gaylen C. and Laurel W. Palmer (221 M St., Salt Lake City, UT 84103) for FM at 102.3 mhz, ERP 99 kw, ant. 600.9 m., Rocky Point, 3 mi. N of Pequop Summit, Nev. *Nov. 18*

Wendover, Nev. (BPH-961118MR)—Wendover Radio Partners (Richard Dames, 66% owner, 1921 Crampton Ct., Chesterfield, MO 63017) for FM at 102.3 mhz, ERP 76.3 kw, ant. 672 m., on Leply Peak, 3.2 mi. from Wendover. Dames owns 24.95% of KTCX(FM) Beaumont, Tex. *Nov. 18*

Jackson, N.H. (BPH-961118MB)—New Hampshire Public Radio Inc. (Mark Handley, president, 207 N. Main St., Concord, NH 03301) for noncommercial educational FM at 99.5 mhz. ERP .13 kw, ant. 483 m., Wildcat Ski area, Gondola Bldg., 16 Pinkham Notch Rd., Jackson. NHPR owns WEVO(FM) Concord, WEVH(FM) Hanover and WEVN(FM) Keene, and has applied for FM in Nashua, all N.H. *Nov. 18*

Jackson, N.H. (BPH-961118MD)—North Country Radio Inc. (Jesse Moston, vice president, P.O. Box 2008, Conway, NH 03818) for FM at 99.5 mhz, ERP 2.4 kw, ant. 104 m., The Knoll, 3.6 km NNE of center of Jackson. Applicant owns WBNC-AM-FM and WWV(FM) Conway, N.H. *Nov. 18*

Jackson, N.H. (BPH-961118MX)—Blue Dolphin Communications Inc. (Edward F. Seeger, president, 2704 South Irby St., Florence, SC 29505) for FM at 99.5 mhz, ERP .100 kw, ant. 235 m., atop Thorn Mtn., 2.45 km SE of Jackson. *Nov. 18*

Jackson, N.H. (BPH-961115MA)—Cache Valley Communications Inc. (Ashley Thomas Joyner, president/50% owner, 101 Martinique Pl., Cary, NC 27511) for FM at 99.5 mhz, ERP .53 kw, ant. 240 m., atop Thorn Mtn., 1.9 mi. SE of Jackson. *Nov. 15*

Clovis, N.M. (961118MI)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for FM at 101.5 mhz, ERP 100 kw, ant. 299 m., 2 km E of Ned Houk Park, 15 km NNE of Clovis. KM has CPs for TV on ch. 20, Iowa City, and for FM in Pearson, Ga., has applied for FMs in St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.; Parkersburg, Iowa; Faribault, Minn.; Mesquite, Nev.; Willard, Ohio; Brigham City, Utah, and Neillsville and New Holstein, Wis., and TVs in Selma, Ala.; Holbrook, Flagstaff and Sierra Vista, all Ariz.; El Dorado and Gosnell, Ark.; Marianna, Fla.; Boise, Idaho; Ames, Iowa; Hutchinson, Kan.; Jackson, Miss.; Omaha; Albuquerque and Roswell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Virginia Beach, Va.; Spokane and Walla Walla, Wash.; Crandon,

Wis., and Jackson, Wyo. *Nov. 19*

Clovis, N.M. (BPH-961118MK)—Mount Rushmore Broadcasting Inc. (Jan Charles Gray, president/owner, 2793 Creston Dr., Los Angeles, CA 90068) for FM at 101.5 mhz, ERP 100 kw, ant. 135 m., SH 88, 3.4 mi. ENE of Portales. For interests, see item above. *Nov. 18*

Grants, N.M. (BPH-961118M5)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadalupe, Austin, TX 78701) for FM at 105.5 mhz, ERP 100 kw, ant. 310 m., in Cibola National Forest, W of Frog Lake Tank, N.M. Applicant has applied for TVs on ch. 34, Eureka Springs, Ark.; ch. 24, Tallahassee, Fla.; ch. 50, Kailua, Hawaii; ch. 45, Houston, Miss.; ch. 9, Walla Walla, Wash., and ch. 46, Norman, Okla. Carsey has applied for FMs in Sun Valley, Nev.; Faribault, Minn.; Healdsburg, Calif., and Karnes City and Winona, Tex. *Nov. 18*

Grants, N.M. (BPH-961118MA)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for noncommercial educational FM at 105.5 mhz, ERP 100 kw, ant. 430 m., 11.7 km N of San Fidel, N.M., on Mt. Taylor. EMF owns FMs in Magalia, Garberville, Chowchilla, Livingston, Santa Rosa and Kingsburg, all Calif., and AM in Tigard, Ore., has CPs for FMs in Grass Valley, Calif., and Cherryville, Ore., and has applied to build FMs in Klamath Falls and Winchester, Ore.; Eaton and Westminster, Colo.; Endwell, N.Y.; Peralta, N.M.; Tucson, Ariz., and Fairmead, Redding and Fountain Hills, all Calif. *Nov. 18*

Grants, N.M. (BPH-961118MJ)—Mount Rushmore Broadcasting Inc. (Jan Charles Gray, president/owner, 2793 Creston Dr., Los Angeles, CA 90068) for FM at 105.5 mhz, ERP 50 kw, ant. 406 m., 17 N of San Fidel, 21 km E of Grants. For interests, see item above. *Nov. 18*

Tullahoma, Tenn. (BPED-961120MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.5 mhz, ERP 1.9 kw, ant. 54 m., 1600 Old Estill Spring Rd. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, all Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CPs for FMs in Selma and Ozark, Ala.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb., and Clovis, N.M., and has applied for noncommercial FMs in Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Marion and Waverly, Iowa; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield, Iowa; Manhattan, Salina and Independence, Kan.; Mount Sterling, Ky.; Many and Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, Port Gibson and McComb, all Miss.; Cabool, High Point, Kennett and St. Joseph, all Mo.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City

and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Kerrville, Levelland, Mart, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va.; Cuba City, Wis., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. *Nov. 20*

Levelland, Tex. (BPED-961114MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.9 mhz, ERP .250 kw, ant. 64 m., 511 East Hwy 114, Levelland. For interests, see items above. *Nov. 14*

Gillette, Wyo. (BPED-961114MA)—Open Bible Praise Fellowship (Don Wight, president, P.O. Box 1492, Gillette, WY 82717) for FM at 91.9 mhz. ERP 1 kw, ant. 69 m., communications tower, 1.5 km SE of Gillette. *Nov. 14*

FACILITIES CHANGES

Dismissed

Long Beach, Calif. (BPH-9604528IG)—Spanish Broadcasting of Florida Inc. for KLAB-FM 97.9 mhz: change structure height, ant., TL, ERP, city. *Nov. 22*

Granted

Ventura, Calif. (BMPCT-960711KU)—Costa de Oro Television Inc. for KSTV-TV ch. 57: change ERP to 5,000 kw visual. *Nov. 21*

Fredonia, Kan. (BMPH-960319IH)—KGGF-KUSN Inc. for KJGM(AM) 104.1 mhz: change ERP, ant., TL, ant. supporting structure height, class to C3. *Nov. 18*

Tawas City, Mich. (BMPH-960326IA)—Patricia A. Mason for WAOU(FM) 103.3 mhz: change ERP, structure height, ant., TL, ERP, install directional ant. and class. *Nov. 22*

Jamestown, N.Y. (BPH-960215IB)—The Derrick Publishing Co. for WHUG(FM) 101.9 mhz: change class. *Nov. 18*

Warsaw, N.Y. (BP-960205AA)—Lloyd Lane Inc. for WCJW(AM) 1140 khz: change power. *Nov. 18*

Mansfield, Ohio (BPCT-960813KF)—Mid-State Television Inc. for WMFD-TV ch. 68: change ERP to 5,000 kw visual, ant. *Nov. 22*

Knoxville, Tenn. (BPH-960717IB)—Sequoyah Communications Inc. for WQBB-FM 104.5 mhz: change ERP to 2.30 kw, ant. to 161 m. *Nov. 22*

Vinton, Va. (BPH-960520IE)—Cavalier Communications LP for WJJS-FM 106.1 mhz: change ERP, ant., TL, ant. supporting structure height. *Nov. 18*

Brillion, Wis. (BPH-960725IG)—Brillion Radio Co. for WEZR(FM) 107.5 mhz: change class, ERP to 5 kw. *Nov. 22*

Accepted for filing

Apache Junction, Ariz. (BMPH-961031IC)—American Broadcasting Systems for KVVA-FM 107.1 mhz: change structure height, ant., class, ERP. *Oct. 31*

Dewitt, Ariz. (BMPH-961101ID)—First National Bank of DeWitt for KDEW-FM 96.7 mhz: change structure height, ant., TL, main studio location. *Nov. 1*

—Compiled by Jessica Sandin

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Changing Hands

continued from page 74

Format: Country

Broker: Blackburn & Co. Inc.

KTPK(FM) Topeka, Kan.

Price: \$2.9 million

Buyer: Kansas Capital Broadcasting Inc., Orlando, Fla. (Berl Brechner, president/51% owner); no other broadcast interests

Seller: Twenty First Century Broadcasting Inc., Topeka (H. Pat Powers, president); no other broadcast interests

Facilities: 106.9 mhz, 100 kw, ant. 1,210 ft.

Format: Modern country

KQNC(FM) Quincy (to be Susanville), Calif.

Price: \$50,000

Buyer: Sierra Broadcasting Corp., Susanville (Rodney P. Chambers, president/34% owner); owns KSUE (AM)-KJDX(FM) Susanville; has applied to build FM in Susanville

Seller: Olympic Broadcasters Inc., Portland, Ore. (Douglas Kahle, president); no other broadcast interests

Facilities: 101.9 mhz, 1.85 kw, ant. 2,115 ft.

Format: Dark

Construction permit for KXPW(FM) Belle Plaine, Iowa

Price: \$40,000

Buyer: Camrory Broadcasting Inc., Toledo, Iowa (Catherine A. Campbell, president/2.5% owner; Ruth Scharnweber, secretary/treasurer/40% owner)

Seller: Cynthia A. Siragusa, New York; no other broadcast interests

Facilities: 95.5 mhz, 6 kw, ant. 328 ft.

RADIO: AM

WBNW(AM) Boston

Price: \$6 million

Buyer: Salem Communications Corp., Camarillo, Calif. (co-owners/brothers-in-law Edward G. Atsinger III [president], Stuart Epperson); owns WEZE(AM) Boston; KFIA(AM) Carmichael, KGER(AM) Long Beach, KJAR(FM) Oxnard, KPRZ(AM) Poway/San Marcos, KAVC(FM) Rosamond and KKLA(AM) San Bernardino, all Calif.; KRKS(AM) Denver-KRKS(FM) Boulder, Colo.; WYLL(FM) Des Plaines, Ill.; WWDJ(AM) Hackensack, N.J.; WMCA(AM) New York; WTJY(FM) Johnstown and WRFD(AM) Worthington/Columbus, Ohio; KPDQ-AM-FM Portland; WFIL (AM) and WZZD(AM) Philadelphia; WPIT(AM)-

WORD(FM) Pittsburgh, and KKHT(FM) Conroe, KENR(AM) Houston and KSLR(AM) San Antonio, all Tex.; is buying KOOL(AM) Phoenix; KGFT(FM) Pueblo and KIKX-FM Manitou Springs, Colo.; WHK(AM) Cleveland; KEGE(AM) Minneapolis/St. Paul, and KEWS(FM) (formerly KSNN) Arlington/Dallas, Tex.; is selling KDFX(AM) Dallas; has TBAs with WHLO(AM) Akron and WTOF (FM) Canton, Ohio. Atsinger and Epperson also co-own 50% of KFAX(AM) San Francisco. Atsinger owns KBIQ (FM) Manitou Springs, Colo.; 40% of KKLA(FM) Los Angeles; has interest in WAVA(FM) Arlington, Va./Washington. Epperson is buying (via Salem Media of North Carolina Inc.) WTOB(AM) Winston-Salem, N.C.; has interest in KKLA(FM) and KBIQ(FM).

Seller: Back Bay Broadcasters Inc., Pawtucket, R.I. (Peter Ottmar, CEO); owns WPNW(AM) Providence and WWKX-FM Woonsocket, R.I.

Facilities: 590 khz, 5 kw

Format: Business news

Brokers: Gary Stevens & Co. (buyer); Media Services Group Inc. (seller)

KJOJ(AM) (formerly KIKR)

Conroe/Houston, Tex.

Price: \$1 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns/is buying KMJQ(FM), KBXX(FM), KPRC(AM), KLAT (AM), KLTN(FM), KMPQ(AM) and KLTO-FM***, all Houston, KJOJ-FM Freeport/Houston and KSEV(AM) Tomball/Houston; has LMA with KHYS(FM) Port Arthur/Houston; KTUU-TV Tucson, Ariz.; KLRT(TV) (LMA with KASN-TV), KMJX(FM) and KDDK(FM), all Little Rock, Ark.; KTNO(AM)-KLVE(FM) Los Angeles and KSOL(FM) and KYLZ(FM) San Francisco; WAVZ(AM)-WXCi(FM) and WELI(AM) New Haven, Conn.; WCKT(FM) Lehigh Acres/Fort Myers and WXRm-FM Naples Park/Fort Myers, waws(TV) (LMA with WTEV) Jacksonville WHYI-FM,

WBGg-FM, WRTO(FM), WAQI(AM), WQBA-AM-FM, all Fort Lauderdale/Miami, WPMI(TV) Mobile, Ala./Pensacola (LMA with WJTC) and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; WOPA(AM) and WIND(AM)-WOJO (FM) Chicago; KSAS-TV Wichita, Kan.; WHAS(AM)-WAMZ(FM), WWKY(AM)-WTFX (FM), WHKW-AM and intellectual rights to WHKW-FM, all Louisville, Ky.; WQUE-AM-FM, WYLD-AM-FM, WNOE-FM and KLZJ-FM New Orleans and KHOM(FM) Houma/New Orleans, La.; WHYN-AM-FM Springfield, Mass.; WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids and WAKX(FM) Holland/Grand Rapids, Mich.; WFTC(TV) Minneapolis; KLSQ(AM) and KOWA(AM) Las Vegas; WXXA-TV, WZRQ(FM), WQBK-AM-FM and WQBJ(FM) Albany, N.Y.; WGLI(AM), WPAT(AM) and WADO(AM), all New York; wxra(FM) Eden, WMYK(FM) Moyock, WQOK(FM)* and WNNd-FM* Raleigh/Durham and WSJS(AM)-WTQR (FM) Winston-Salem, all N.C.; WERE(AM)-WNCX(FM) and WENZ-FM Cleveland; KXXY-AM-FM, KTST(FM), KTOK(AM)-KJYO(FM) and KBEC(AM) Oklahoma City and KOKI-TV (LMA with KTFO-TV), KOAS-FM, KAKC(AM)-KMOD-FM, KQLL(AM) and KQLL-FM, all Tulsa, Okla.; WHP(TV) (LMA with WLYH-TV) Harrisburg/Lancaster, WLAN-AM-FM Lancaster and WRAW(AM)-WRFY-FM Reading, Pa.; WPRI-TV (LMA with WNAC-TV) and WWBB(FM) Providence and WWRX-FM Westerly, R.I.; WWDM(FM) Sumter and WARQ(FM) Columbia, S.C.; WPTY-TV (LMA with WLMT-TV), KWAM(AM)-KJMS (FM), W DIA (AM)-WHRK-FM, WREC(AM)-WEGR-FM and WRXQ-FM, all Memphis, and WOWI-FM** and WJCD(FM)** Norfolk, WSVY-AM-FM** Portsmouth and WTVR-AM-FM, WRVA(AM)-WRVQ(FM) and WRVH(AM)-WRXL(FM) Richmond, all Va.; and the following Texas stations: KPEZ(FM) and KFON(AM)-KEYI-FM Austin, KUNO(AM)-KSAB-FM Corpus Christi, KICI (AM)-KICI-FM, KMRT(AM)-KDZR-FM and KESS(AM), all Dallas/Fort Worth, KHEY-AM-FM, KPRR(FM), KBNA-AM-FM and KAMA(AM), El Paso, KCYT-FM Granbury, KRTX-FM*** Galveston, KGBT(AM)-KIWW-FM Harlingen, KQXX(FM) McAllen, WOAI (AM)-KAJA(FM), KTKR(AM), KQXT(FM), KCOR(AM), KROM-FM, KXTN-AM-FM, all San Antonio and KMIA(FM) Winnie.

*LMA with option to buy; **JSA with option to buy; ***TBA

Seller: Family Group Enterprises Inc., Conroe (Rigby Owen Jr., president); no other broadcast interests

Facilities: 880 khz, 10 kw day, 1 kw night

Format: Christian

Broker: John W. Saunders (buyer)

—Compiled by Elizabeth A. Rathbun

Errata

Paxson Communications Corp. still is considering selling its ABC affiliate, WPBF-TV Tequesta/Palm Beach, Fla., and its time brokerage agreement with UPN affiliate wtvx-TV West Palm Beach. It was incorrectly reported in the Nov. 25 issue that Paxson had dropped those plans. However, Paxson merely ceased negotiations with an interested, unidentified, party, and the sale of the stations still is being considered, a Paxson official says.

Datebook

THIS WEEK

Dec. 17—New York Women in Film & Television Gala Holiday Luncheon and Muse Awards presentation. New York Hilton and Towers, New York City. Contact: (212) 838-6033.

Dec. 18—International Radio & Television Society Foundation Christmas benefit. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Dec. 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.

Dec. 20—Deadline for entries for the 22nd annual American Women in Radio and Television Commendation Awards. Contact: (703) 506-3290.

JANUARY 1997

Jan. 9-11—Society of Cable Telecommunications Engineers conference on emerging technologies. Opryland Hotel Convention Center, Nashville. Contact: (610) 363-6888.

Jan. 9—West Virginia Broadcasters Association radio sales seminar. Days Inn Conference Center, Flatwoods, W.Va. Contact: (304) 744-2143.

Jan. 9-12—Electronic Industries Association/Consumer Electronics Manufacturers Association international winter consumer electronics show. Las Vegas Convention Center, Las Vegas. Contact: Cynthia Upson, (703) 907-7674.

Jan. 12-13—Association of Local Television Stations (formerly INTV) 24th annual convention. New Orleans Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.

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.

Jan. 14—Federal Communications Bar Association Midwest chapter luncheon featuring Michele Farquhar. Chicago Marriott O'Hare, Chicago. Contact: Paula Friedman, (202) 736-8640.

Jan. 15—Federal Communications Bar Association luncheon featuring Debra Lee, president/CEO, BET Holdings. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 15-16—19th annual International Sport Summit, trade show and conference presented by E.J. Krause & Associates. Marriott Marquis Hotel, New York City. Contact: Jim Rice, (301) 986-7800.

Jan. 16—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Jan. 16—The New York Festivals 1996 International TV Programming and Promotional Awards presentation. Ernest Morial Convention Center, New Orleans. Contact: Joan McLoughlin, (914) 238-4481.

Jan. 16-18—10th annual Cabletelevision Advertising Bureau Sales Management School. Del Lago Conference Center, Houston. Contact: Nancy Lagos, (212) 508-1229.

Jan. 18-22—10th annual International Teleproduction Society president's retreat and management conference. Four Seasons Hotel, Nevis, West Indies. Contact: (212) 629-3266.

Jan. 21—Diversity in Media '97 Conference, presented by The Harkless Business Planning Group. DePaul University Center, Chicago. Contact: (773) 918-2752.

Jan. 25-28—54th annual National Religious Broadcasters convention and exposition. Anaheim Convention Center, Anaheim, Calif. Contact: (703) 330-7000.

Jan. 26-27—West Virginia Broadcasters Association winter meeting. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

Jan. 26-28—Regulatory and Law Forum on Competition in Wireless Markets, presented by Strategic Research Institute. The Fairmont Hotel, San Francisco. Contact: (800) 599-4950.

Jan. 27—Nebraska Broadcasters Association annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

Jan. 27-28—South Carolina Cable Television Association annual winter meeting. Embassy Suites Hotel, Columbia, S.C. Contact: Patti Hall, (404) 252-2454.

Jan. 29—The Caucus for Producers, Writers & Directors general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

FEBRUARY 1997

Feb. 4—"DBS: The Five Burning Questions," conference presented by The Carmel Group. The Westin Hotel, Los Angeles. Contact: (408) 626-6222.

Feb. 4-5—Arizona Cable Telecommunications Association annual meeting. Doubletree Suites Hotel, Phoenix. Contact: Susan Bitter Smith, (602) 955-4122.

Feb. 6-9—Radio Advertising Bureau marketing sales conference. Marriott Marquis Hotel, Atlanta. Contact: (214) 753-6740.

Feb. 7—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 10-12—CTAM 13th annual research conference. Hotel del Coronado, San Diego. Contact: (703) 549-4200.

Feb. 11—West Virginia Broadcasters Association television sales seminar. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

Feb. 11-13—Georgia Association of Broadcasters Sales & Programming Institute '97. University of Georgia, Athens. Contact: (770) 395-7200.

Feb. 12—"Celebrating the 105th Congress," gala reception hosted by the Washington, D.C., chapter of American Women in Radio and Television. Cannon Caucus Room, U.S. House of Representatives, Washington. Contact: Melodie Virtue, (703) 841-0606.

Feb. 12-13—Cable Television Association of Georgia annual convention. Ritz-Carlton Hotel, Atlanta. Contact: Patti Hall, (404) 252-2454.

Feb. 13-14—Wireless Cable Association Technical Symposium and Winter Show. Riverside Hilton Hotel, New Orleans. Contact: (202) 452-7823.

Feb. 13-14—"The FCC in 1997: New Priorities and Future Directions," conference presented by the Federal Communications Bar Association and the Federal Communications Commission. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 19-20—Asia Pacific Multichannel TV Summit, presented by Kagan World Media Ltd. Mandarin Oriental Hotel, Hong Kong. Contact: Alexandra Guthrie, +44 (0) 171 371 8880.

Feb. 19-21—32nd annual Broadcast Cable Credit Association seminar. Hyatt Riverwalk, San Antonio, Tex. Contact: Mary Teister, (847) 296-0200.

Feb. 19-21—Texas Show '97, presented by the Texas Cable & Telecommunications Association. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 22-25—MECOM '97, 9th annual Middle East international telecommunications show and conference. Bahrain International Exhibition Centre, Bahrain. Contact: Virginia Jensen, (210) 652-7070.

Feb. 24—Deadline for entries for the 18th annual Banff Television Festival program competition. Contact: (403) 678-9260.

Feb. 24-27—Canada Link '97, conference on cable and distribution services in Canada presented by Link Events. Vancouver Trade and Convention Center, Vancouver. Contact: Gerard Herador, (713) 342-9826.

Feb. 25-26—Great Lakes Broadcasting Conference & Expo, presented by Michigan Association of Broadcasters. Lansing Center, Lansing, Mich. Contact: (517) 484-7444.

Feb. 26-27—"The Future of Cable, Pay TV and New Media in Spain," conference presented by Kagan World Media Ltd. Hotel Villa Magna, Madrid. Contact: (408) 624-1536.

Feb. 27—Federal Communications Bar Association luncheon featuring Betty Alewine, president, COMSAT Corp. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

MARCH 1997

March 3-4—PROMAX Europe conference and exposition, presented by PROMAX International and BDA International. Hotel Arts (Ritz Carlton), Barcelona, Spain. Contact: (212) 376-6222.

March 6—10th annual Achievement in Radio Awards. Pittsburgh. Contact: Michelle Frenier, (412) 391-3193.

March 7-9—Intercollegiate Broadcasting Association 56th annual international convention of educational broadcasters. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 8—National Association of Radio Talk Show Hosts Talkfest Forum. Holiday Inn, San Antonio, Tex. Contact: Carol Nashe, (617) 437-9757.

March 9-12—MID Television International Television Programme Market. Dubai World Trade Center, Dubai, United Arab Emirates. Contact: +971-4-621133.

March 13—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

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.

March 18—Federal Communications Bar Association luncheon featuring Sam Donaldson. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 24-27—SBCA Las Vegas '97 Satellite Show, presented by the Satellite Broadcasting and Communications Association. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

March 26—International Radio & Television Society Foundation Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

APRIL 1997

April 4-7—Broadcast Education Association 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 7-8—Television Bureau of Advertising sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 7-10—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 9-12—National Broadcasting Society-Alpha Epsilon Rho annual convention. Palmer House Hilton, Chicago. Contact: Richard Gainey, (419) 772-2469.

JUNE 1997

June 4-7—PROMAX and BDA '97 conference and exposition, presented by PROMAX International and BDA International. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

June 8-14—18th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 12-17—20th Montreux International Television Symposium and Technical Exhibition, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 23-25—Wireless Cable Association 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

Major Meeting dates in red

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

2nd-generation executive leads reborn WTBS

Branding and identity. Those two words have become almost a corporate mantra for TBS President Bill Burke, who now leads Turner's superstation past its 20th birthday and into next year as a free-market superstation that will sell local advertising.

Burke, who was 10 years old when TBS started in 1976, will be responsible for developing the network's signature broadcasting as the nation's top independent station.

Given his family roots, it was an all but foregone conclusion that Burke would someday work in the broadcast business. His father, Daniel Burke, was a broadcast industry veteran who with Tom Murphy was the one-two punch in the 1985 merger of ABC-TV and CapCities.

Although surrounded by vestiges of the broadcast world his whole life, Burke says he never felt pressure to join the business. "My dad would bring the trades home and I was always interested in it," says Burke. "But I never made a conscious decision: I never said when I was 10 years old: 'I'm going to be in this business.' It was just that when it came time to start a career, I couldn't imagine doing anything else."

After graduating from Amherst in 1988, Burke went to work for National Geographic Television in New York and spent the summer on the production side of its *Explorer* series. That fall he joined Mattel Toys in Los Angeles as associate product manager in the company's brand and product development division, working on TV properties like *The Simpsons* with toy tie-ins.

While at Mattel, Burke also tried his hand in his spare time writing pilot scripts for TV. "It was then that I realized my calling was probably more on the business side," he says. "But what's great about this industry is that the business side is extremely creative, and you're constantly surrounded by creative people."

In 1990 Burke returned East to earn an MBA at Harvard. While there, a class case study on TBS captured his interest for what he describes as Turner's "entrepreneurial spirit and its history for giving young executives responsibility."

At Harvard, Burke also interviewed—and in 1992 was hired by—Scott Sassa, then-president of Turner Entertainment Group. As a director of business development, Burke's responsibilities included program and corporate acquisitions.

He quickly scaled the corporate ladder,



'We've tried to maintain and build our household delivery, but also to drive our demographics younger and younger.'

William Burke

President, WTBS-TV Atlanta; born Jan. 1, 1966, Detroit; BA, history, Amherst College, Amherst, Mass., 1988; MBA, Harvard Business School, Cambridge, Mass., 1992; associate product manager, Mattel Toys, Los Angeles, 1989-90; director of business development, Turner Entertainment, Atlanta, 1992; assistant general manager, Turner Classic Movies, Atlanta, 1993; general manager/VP, TCM, 1994; current position since April 1995; m. Karen Bollwerk, 1993; children: Christopher, 2; Erin, 3 months.

moving from assistant general manager to general manager, then vice president of Turner Classic Movies, which he helped launch in April 1994 and helped grow to 6 million subscribers in its first year. Exactly a year later Burke was promoted to president of Turner's superstation TBS. He was 29 years old.

Burke attributes his dizzying rise to luck and a progressive employer. "I was at the right place at the right time," he says. "I'm in a company that's known in the industry for giving young people a lot of responsibility, but I would have been kidding myself if I had expected to get a position like this at 29."

The move to TBS was a quantum leap in operation responsibilities. "It was a radical change," Burke says. "Since TCM was a commercial-free network and a brand-new channel, we were focused on getting distribution. At TBS, a mature network in almost every cable household in America with no cable revenue and all advertising, all of a sudden I was slave to watching the overnight [Nielsen] ratings."

As TBS enters its third decade and converts from national superstation to free-market superstation, Burke says his priority is to develop TBS's identity by aggressively spending on programming and marketing to compete with new niche services.

"We've tried to maintain and build our household delivery, but also to drive our demographics younger and younger," says Burke. Burke says his mandate is to continue to build TBS's prime time schedule by packaging and marketing TBS's existing product in innovative ways.

While TBS and sister network TNT share NBA broadcasts, Burke says, TBS has built a distinct identity from TNT, which has developed a program identity built around original movies, NFL football and miniseries.

"We hope to keep funneling those resources into bigger and better programming—more broadcast premieres and possibly original movies and series," Burke adds that TBS will look to its new parent company Time Warner to provide a fresh infusion of programming with both TV sitcoms and theatrical releases.

"For the last five or six years, we've been out paying more to get national rights," he says. "It's because we've done that that we'll be able to move outside of the compulsory license and convert to a free-market superstation."

—JM

BROADCAST TV



Long

Thomas Long, VP/GM, KTUV(TV) Medford, Ore., joins WLNE(TV) New Bedford, Mass., in same capacity.

Kevin VanderKolk, promotion manager, KOCO-TV Oklahoma City, joins WWMT(TV)

Kalamazoo, Mich., as senior promotion producer.

Appointments at KTXL(TV) Sacramento, Calif.: **Russ Lewis**, weekend anchor, KVOA-TV Tucson, Ariz., joins as weekend co-anchor; **Darla Givens** joins as weather anchor and general assignment reporter.

Marlene Asher, CFO, Orange County Newschannel Inc., joins KFMB-TV San Diego, as director, financial services.

Appointments at NBC Entertainment, New York: **Deborah Hamberlin**, VP, affiliate advertising and promotion services, named VP, media production services and affiliate promotion; **Vivi Zigler**, producer, named VP, affiliate advertising and promotion services.

Lance Allan, sports anchor/reporter, WFRV-TV Green Bay, Wis., joins WTMJ-TV Milwaukee in same capacity.



Affe

Bob Affe, program director, WTOG(TV) St. Petersburg/Tampa, Fla., joins Weigel Broadcasting Co., Chicago, as director, corporate programming. Affe will oversee

WCIU-TV Chicago, WDJT-TV Milwaukee and WBND(TV) South Bend, Ind.

Dan Mellon, national sales manager, KPIX-TV San Francisco, joins WCCO-TV Minneapolis/St. Paul as director, sales.

Pierre Cromartie, account executive, National Television Sales, ABC Inc., Dallas, joins the St. Louis office as sales manager.

Chris Garden, weekend anchor/weeknight reporter, WBRC-TV Birmingham, Ala., joins KYW-TV Philadelphia as gen-

eral assignment reporter.

Appointments at KMOV(TV) St. Louis: **Matt Sczesny**, anchor/reporter, WPTV(TV) West Palm Beach, Fla., joins in same capacity; **Anne Steffens**, anchor/reporter, WSBT-TV South Bend, Ind., joins as reporter; **Mary Cannon**, community affairs director, elected president, National Broadcast Association for Community Affairs.



Kane



Florsheim

Appointments at ABC owned television stations: **Thomas Kane**, president/GM, WPVI-TV Philadelphia, joins WABC-TV New York in same capacity; **Henry Florsheim**, news director, WABC-TV, joins KTRK-TV Houston as president/GM.

Deborah Cline, manager, financial planning, Tribune Broadcasting, named controller, KHTV(TV) Houston.

PROGRAMING

Jean Goldberg, director, media sales research, Warner Bros. Domestic Television Distribution, Burbank, Calif., named VP.

Kristie Smith, VP, Film Brokers International, joins Passport International, North Hollywood, as VP, sales.

Cesar Diaz, VP, sales, Venevision International, joins Vista International, Miami, as president.

Appointments at NBC, Burbank, Calif.: **Charles Freericks**, director, miniseries and motion pictures for television, NBC Studios, moves to NBC Entertainment; **Debbie Teicher**, manager, miniseries and motion pictures for television, NBC Entertainment, named director, NBC Studios.

Sean Perry, talent agent, Abrams-Rubaloff & Lawrence, Los Angeles, joins King World Productions Inc., New York, as senior VP, development.

Ilisa Spitzer, manager, affiliate relations, Semaphore Entertainment Group, New York, named director.

James Platt, head, business development, News Corp., New York, named senior VP, corporate affairs.

Craig Van Gorp, VP, sales, Turner Home Entertainment Domestic Home Video, joins Cabin Fever Entertainment, Atlanta, in same capacity.

Appointments at MG/Perin Inc., Atlanta: **Sean Deneny**, head, STS Entertainment, joins as VP/director, sales; **Karl Middeburg**, Southeast sales manager, New Line Television, joins as regional manager.

J. Michael Byrd, president, Turner International Asia Pacific, Hong Kong, named managing director there.

Appointments at Fox Broadcasting Co.: **Tim Dempsey**, director, media research, New York office, named VP, audience research; **Nicole Cerwin-Nichols**, director, publicity, Saban Entertainment, joins as director, corporate public relations and Fox Kids publicity, Los Angeles.

Daniel Stone, executive VP, new business development, international advertising sales, Turner Broadcasting System International, Atlanta, named executive VP, international operations and business development.

David Bloomfield, VP, business and legal affairs, Spelling Films Inc., Los Angeles, named senior VP.

RADIO



Bruce

Gary Bruce, consultant, joins Chancellor Broadcasting Company's WKYN(AM) Cincinnati, all-sports "The Score" station, as program director.

Bill Milam named VP/GM, Champion Broadcasting's KRRV-FM, KICR(FM) and KDBS(AM) Alexandria, La.

Stacy Cantrell joins WWSN(FM) Charlotte, N.C., as program director.

Mark Effenbein, on-air host, KTCK(TV) Dallas, joins Prime Sports Radio there as co-host, weekday morning show.

Robert Drucker joins MediaAmerica, New York, as national account manager, urban network radio properties.

Edward Ingles, sports announcer, WCBS(AM) New York, joins WRHU(FM)

Hempstead, N.Y., as professional-in-residence at Hofstra University.

Lauren Fox, producer, *Charlotte Morning News*, and **Ellen Roberts**, part-time producer, WBT-AM-FM Chester/Charlotte, N.C., named talk producers.

CABLE

David Macaione, operations counsel, communications division, Gaylord Entertainment, Nashville, joins Odyssey, New York, as VP, business affairs.



Crommett



Anderson

Appointments at CNN en Español, Atlanta: **Christopher Crommett**, managing editor, Noticiero CNNI, named news director; **Bonnie Anderson**, national correspondent, CNN, named managing editor.

Michael Klein, senior supervising producer, CNN, Atlanta, named VP, news production.

David Kline, senior VP/GM, SportsChannel Ohio, named senior VP, Rainbow National Sports, Woodbury, N.Y., overseeing NewSport and Prime.

Joseph Van Loan, senior VP, engineering, Cablevision Industries Corp., joins Mediacom LLC, Middletown, N.Y., as senior VP/COO.

Jim Clayton, VP, finance, Home & Garden Television and Cinetel Productions, Knoxville, Tenn., named senior VP, finance and business affairs; **Kristen Jordan**, director, acquisitions, Home & Garden Television, named VP, international development.



Jordan

Jay Abbazia, former U.S. affiliate marketing director, GEMS International Television, has launched Abbazia & Associates Inc., a cable marketing communications firm providing services for small to medium size cable

operators and MSOs. The firm is located in Sunrise, Fla.

Fernando Gomez, VP, affiliate sales, Latin America, Prime Deportiva, joins The Weather Channel, Atlanta, as VP, affiliate relations, Latin America.

Appointments at Comcast Cable Communications Inc.: **Walter Oden II**, sales and marketing manager, Time Warner Cable, Hampton, Va., joins Comcast Cable of Carolina Inc., North Charleston, S.C., as system marketing director; **Steve Dvoskin** joins Comcast's West and Central Florida system, Sarasota, as area VP.

Appointments at iX Networks: **Anne Marie Begley**, manager, affiliate sales and marketing, named director, Atlanta; **Elena Gutierrez**, director, advertising sales, Western region, named VP, Los Angeles; **Mark Romano**, director, affiliate sales and marketing, Univision/Galavision, joins as director, affiliate sales and marketing, New York; **Charlene Weisler**, director, national and local ad sales and marketing research, named VP, research, New York.

SATELLITE/WIRELESS

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Chuck Sargent**, GM, Time Warner Satellite Services, Columbia, S.C., joins as territory manager, Eastern region; **Jim Haile**, purchasing manager, Nabisco Inc., Philadelphia, joins as director, procurement; **Lynne Bartos**, market research manager, named director.

Robert Doty, manager, Southeast region, Global Access/Vyvx, joins Keystone Communications Corp., Atlanta, as regional sales manager, Southeast.

Appointments at United Video Satellite Group, Tulsa, Okla.: **David Beddow**, senior VP, TCI Technology Ventures Inc., named president; **Peter Boylan III**, executive VP/CFO, named executive VP/COO; **Roy Bliss** has resigned as president/COO, but will remain on the board of directors; **Lawrence Flinn Jr.** postpones retirement and will remain chairman/CEO until spring 1997.

Loreyne Alicea, direct marketing regional head, American International Group, Miami, joins Group W Satellite Communications there as director, marketing, Latin America.

Valerie Cunningham, head of operations, Subscriber Management Center, BSKyB, Scotland, joins American Sky

Broadcasting (ASkyB), New York as senior VP, subscription management.

ALLIED FIELDS

Richard Hollander, senior visual effects supervisor, VIFX, Los Angeles, adds president to his responsibilities.

Kelley Bradley, manager, repertory sales, Paramount Picture Corp., joins Turner Entertainment Co., Los Angeles, as manager, theatrical distribution, U.S. and Canada.

Bob Jacobs, news director, WREG-TV Memphis, joins the Associated Press, Washington, as technical development projects manager.

Dan Beard, owner, DNE Communications, Diamond Bar, Calif., joins New Media Hollywood, Los Angeles, as Windows NT support engineer specializing in networked computer systems.

Evan Goldfarb, VP, Central region, Scarborough, joins Strategic Media Research, Chicago, as VP, sales.

DEATHS



Rollins

Howard Rollins, 46, actor, died Dec. 8 in a New York hospital of a bacterial infection caused by lymphoma. Rollins starred as Virgil Tibbs on the television series *In the Heat of the Night* from 1988 to

1993. The show ran on NBC, then on CBS. Rollins also starred in "Ragtime," a 1981 film, and "A Soldier's Story," a 1984 film.

Daniel Rubin, 76, advertising/infomercial director, died Dec. 8 on Long Island, N.Y. Rubin, who wrote and directed such commercials as "it slices, it dices" Veg-O-Matic for Popeil Inc., is survived by his wife, Maxine; a daughter, and two granddaughters.

Neil Reagan, 88, died of heart failure at Scripps Memorial Hospital in San Diego. Reagan was President Ronald Reagan's brother. He had been a program director at WOC(AM) Davenport, Iowa, and radio announcer at KFWB(AM) Los Angeles. He also directed his brother in "Death Valley Days."

—Compiled by Denise Smith
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Syndication has been good to Paramount's *Frasier*. Viacom Chairman Sumner Redstone told analysts at the PaineWebber Media Conference last Friday that the show will generate \$2.6 million per episode in off-network sales. Through five seasons (it's now in year four and its renewal for next year is expected), total domestic syndication sales would reach nearly \$300 million. Earlier in the week, CBS CFO Fred Reynolds said off-network returns for *Walker, Texas Ranger* (produced in-house) demonstrate why CBS wants to own more of the shows on its air. *Walker* has commanded \$705,000 per episode, and CBS expects to take in \$145 million for its effort.

Home Box Office Chairman Jeffrey Bewkes told analysts last week that the company's operating income will exceed \$335 million, a more than 15% gain over 1995. He valued the company at \$3.9 billion, which he said is almost double its worth two years ago. Bewkes said HBO has been on a three-year growth spurt that will bring the premium service's cable sub count to roughly 32 million by year's end, while its companion service Cinemax will be in 10 million homes. Exact sub counts will be released in January.

The biggest mistake Congress made in writing the Telecommunications Act of 1996 was assuming that the FCC—an agency set up to regulate the communications industry—is capable of implementing a law to deregulate the industry, Representative **Billy Tauzin** (R-La.) said at a Practising Law Institute

Tribune stock drops after 4th Q results

It was a week of mixed messages from Tribune Co., with the result a 9% drop in the media conglomerate's stock price. Last Wednesday, Tribune announced a two-for-one split of its stock, which had closed at \$82.12 the night before. "This...will put the share price of [Tribune] more in line with our peers and most public companies," president John W. Madigan said in a news release. The split will be effective Dec. 27.

Madigan also said Tribune expects record earnings and cash flow of more than \$600 million this year, up from \$526.2 million in 1995. Broadcast revenue is expected to grow as much as 30% next year, including results from Renaissance Communications Corp., Madigan told the PaineWebber Media Conference in New York. Tribune in July agreed to acquire Renaissance and its six TV stations for \$1.13 billion.

However, on Wednesday the company reported lower than expected fourth-quarter earnings. That was blamed on sluggish national ad sales for broadcasting. Investors responded to the bad news, and Tribune's stock price fell 7.75%, from a high of \$82.12 on Wednesday to a low of \$75.75 Thursday. The stock closed at \$76.62 last Friday. Tribune hit a 52-week high of \$88.25 on Nov. 22. —EAR

conference in Washington. **Tauzin**, who will chair the House Telecommunications Subcommittee, said Congress should take a look at the British Office of Telecommunications (OfTel)—which is headed by a single administrator—as it looks at ways to reform the agency. Tauzin said his subcommittee will examine how to privatize commission functions; eliminate redundancies with other federal government agencies; devolve functions to the state commissions, and eliminate functions no longer necessary.

President Clinton nominated Chicago lawyer and

prominent Democrat **William Daley** (brother of Chicago Mayor Richard Daley) to be his next secretary of commerce. Daley served as special counsel to the President for the North American Free Trade Agreement. Clinton called Daley "a man of rare effectiveness, a longtime civic leader and a prominent attorney and business leader."

FCC Chairman Reed Hundt last week had some questions for those who have criticized him for being arrogant and aloof. "What's wrong with that? I figure if you're arrogant, you're

doing people a favor by being aloof," Hundt joked. The one-liner was one of several Hundt tossed attendees at the Federal Communications Bar Association's Chairman's Dinner. The monologue featured a list of top 10 reasons Hundt should stay at the FCC. Among them: no vacancy at the 8th circuit; Commissioner Quello would miss you; and Hey, they're paying you to "study" Howard Stern tapes. Hundt also wondered why Seagram doesn't propose running its ads on PBS. "That would pay for public broadcasting and no teenager would ever see them," Hundt said.

FCC Commissioner James Quello is getting a new adviser. Marsha MacBride is moving from the FCC's Mass Media Bureau to Quello's office, where her duties will include advising the commissioner on mass media issues. The appointment fills a vacancy created when Lauren "Pete" Belvin, Quello's senior legal adviser, left to become senior telecommunications counsel on the Senate Commerce Committee. Rudolfo Baca will become Quello's new senior legal adviser.

NAB's **DeDe Ferrell**,

Canadian DTH service scheduled to launch in early '97

Canadian DTH operator Star Choice Television Network has secured transponder space for its digital service and now expects to launch during first quarter 1997. It will sublease space segment from Stentor, the Canadian telco consortium, on Telesat Canada's Anik E2. Stentor owns the majority of Telesat.

The initial launch will consist of an interim service of 40 channels priced below the average \$30-a-month Canadian cable bill, but there will be an additional equipment rental fee of about \$25. Star Choice is using EchoStar technology as its delivery platform and is negotiating for additional transponders. Star Choice's parent, Direct Choice TV, a TVRO dealer, has changed its name to Star Choice Communications. Star Choice is scheduled to be Canada's first DTH service. —Noel Meyer

VP/Senate congressional liaison, was promoted to senior VP/government relations. Ferrell, who has been with the NAB for six years, will continue to be responsible for its lobbying efforts in both the House and the Senate.

Segments from CBS News shows 48 Hours and 60 Minutes will be featured in the prime time lineup of CBS Eye on People when the cable network debuts on or about March 31, 1997. *60 Minutes More* will air weeknights at 9-10 p.m. ET, while *Best of 48 Hours* will appear Saturday and Sunday at 7 p.m.

In May 1997 **Lifetime will debut the first in a quarterly series of specials on women's sports** co-produced by The Marquee Group, the New York-based sports and entertainment production company headed by former Madison Square Garden chief Bob Gutkowski. In another programming announcement, Lifetime said it will air a one-hour special on Feb. 24 featuring Oprah Winfrey with guest author Toni Morrison.

CableLabs is creeping closer to a standard for cable modems promising high-speed Internet access. At the Western Show, CableLabs President Dick Green announced that the company had released an RF interface specification to modem vendors and would soon release specs for network security and operations support. Taken together, the specs will allow companies to build

high-speed cable modems that will work on all cable systems. Dave Fellows, of Continental Cablevision, said modems built to the specs should be available next year with "volume deployment" in 1998. "We think this is a pretty straightforward modem to build," he said. The specs, which CableLabs hopes to submit to standards-setting bodies for format standardization, have been a long time coming. At the 1995 Western Cable Show, CableLabs officials said a full spec would be ready in April 1996.

Despite reports to the contrary, **TBS executives insist that they will retain rights to televise Atlanta Braves games over the next few years.** TBS Inc. Chairman Terry McGuirk says WTBS(TV) Atlanta is negotiating with Major League Baseball to keep the games on its superstation. WTBS has carried 100-125 games during the past five years. McGuirk dismissed published reports that TBS would be forced by ESPN and Fox Sports to

give up Braves telecasts on a graduated basis. McGuirk says WTBS is negotiating with MLB. "If we do a deal with baseball, we will probably do a few less games," he said at Turner's launch of its 24-hour sports network CNNSI at the Western Show last Thursday. "The deal that we're talking to [MLB acting commissioner] Bud Selig about [is for] 100 games going forward for the next couple of years."

The Washington chapter of the Broadcasters' Foundation presented its annual Distinguished

Broadcasters Awards.

This year's recipients were Thomas Cookerly, president of Cookerly Communications; Vincent Genson Jr., VP of American View; James McKinney, project director for the Model HDTV Station; Gordon Peterson, anchor, WUSA(TV); Sharon Percy Rockefeller, president, WETA-TV Washington; Donald West, editor/senior vice president, BROADCASTING & CABLE; and Richard Wiley, senior partner, Wiley, Rein & Fielding. The station award went to WMZQ-FM Washington.

ALTV wants Nielsen inquiry

The Association of Local Television Stations (ALTV) has asked the FCC to investigate the accuracy and reliability of television audience ratings.

ALTV, citing previous complaints about Nielsen Media Research from Fox, CBS, NBC and stations within its own group, said the issue is a matter of "considerable public interest consequence." The FCC makes numerous decisions based on audience ratings, and the economic performance of stations that the commission licenses is determined by Nielsen Media Research numbers.

ALTV also quoted from FCC Chairman Reed Hundt's speech at the last NAB convention, saying if accusations about the problems with Nielsen are true, the commission should investigate. A Nielsen spokesperson questioned the "credibility" of ALTV's brief, noting that the brief also said the advertising community has little interest in improving the reliability of the ratings. That statement, is ludicrous, the spokesperson said, and added that the industry, instead of attacking the diaries, would be better served by implementing local peoplometer diaries in all markets. —SM



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Incorporating The Fifth Estate TELEVISION Broadcasting

The Pogo principle

The cable industry stopped running long enough last week to ask itself what it was running from. Amazingly, the answer was: shadows. Considered from any realistic perspective, cable remains the most favored telecommunications medium in the United States, certainly for the next five years, perhaps for the next 10 and potentially forever.

It took the Western Cable Show to provide some perspective. After months of bad press, speculation and low stock market performance, cable looked over its shoulder and realized that nothing was coming. The telcos, a year after the passage of the Telecommunications Act that freed them, were essentially nowhere to be seen—except as cable partners. (Tele-TV, among the most ambitious of the telco hopefuls, appeared on the verge of collapse.) DBS was performing ahead of projections but was still far back in the pack. Best of all, the digital boxes for which cable has been waiting all these years were beginning to show up in volume. By this time next year they may comprise a population that will eclipse DBS in channel capacity.

This page has long believed that cable is the medium to be beat in the multichannel universe, and that remains the case. The jury is still out, but our present view is that only DBS has a realistic chance of taking the play away. We won't know how good a chance until the Murdoch/MCI ASkyB satellite goes up next year. If its promise of local television delivery comes through, that could be a new ball game. Or certainly a new inning.

Many remain skeptical of the 500-channel universe (although one Western Show pundit, news service entrepreneur Michael Bloomberg, spoke of a million-channel universe). Typically, they cite the fact that viewers watch only seven or eight channels and that there's neither time nor talent to go around. We say 500 channels will be only the starting point. Programming is going to be produced and consumed at a rate that will exhaust us all, not only within the U.S. but

around the world. As we said two issues ago: "Just hang on."

Cable TV is a two-edged sword: it has the best strategic position but the worst reputation. Western Show keynote Frank Intiso was right on when he admonished: "Hear the voice of our customers as soon as possible...we need to wow our customers."

Cable recognized the biggest enemy in Anaheim last week. It was it.

The sixth commissioner

This is the third anniversary of the Hundt FCC. It is not too soon to say that it will be a historic administration, even if its final outline is yet to be discerned.

But we do not come to praise Reed Hundt today, or even to bury him. We speak, instead, of the chairman's right hand: Blair Levin, the chief of staff. It is hard to tell whether Levin is one step ahead or one step behind his chairman; they are so closely in sync.

If we were to rank Levin's qualities, the first would be dedication to the public interest, followed by his intelligence and finally his fierce loyalty—unswerving is the word—to the Hundt agenda. Not the least of his attributes: offering himself as a lightning rod for the heat that comes his controversial chairman's way—heat that Levin has been singed by as well.

Would that our admiration could extend to the Hundt-Levin policy on the First Amendment. Indeed, as often as not we count ourselves among the many opposed to the drift at 1919 M Street. But we too are in sync on the public trustee concept: it is the sine qua non of the Fifth Estate. But the devil remains in the details, and that's where we still differ.

Those who would turn aside the Hundt-Levin juggernaut—and that's what it will be in the second Clinton administration—will have to bring similar qualities to the table, along with an openness to explore new ideas. Indeed, they would be advised to come up with their own new ideas first. Just call Blair.

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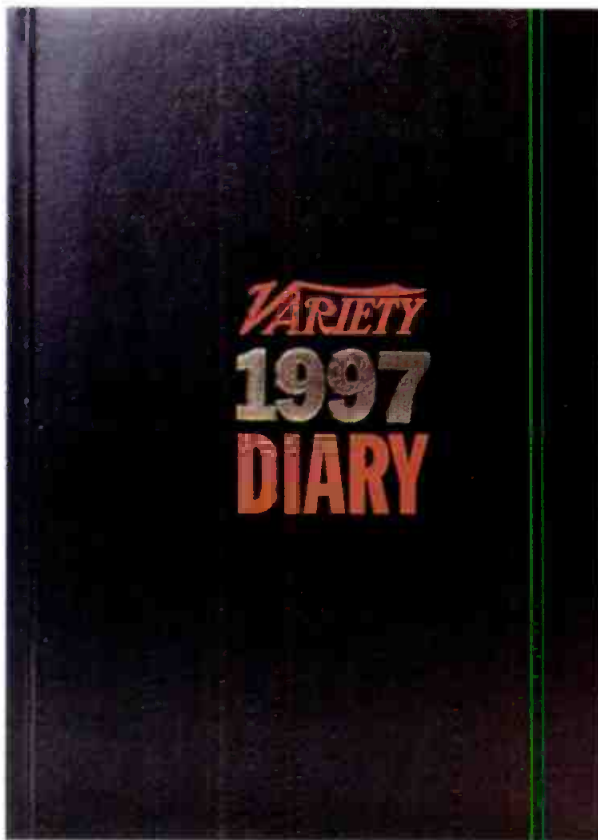
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