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TALK SHOW
IN ALL THREE
KEY FEMALE
DEMOGRAPHICS.**



NOVEMBER '96

PROGRAM	WOMEN 18-34		WOMEN 18-49		WOMEN 25-54	
	RANK	RTG	RANK	RTG	RANK	RTG
OPRAH WINFREY	1	5.2	1	5.7	1	6.0
ROSIE O'DONNELL	2	3.3	2	3.1	2	3.1
JENNY JONES	3	3.0	3	2.7	3	2.5

SOURCE: NSS 10/28 - 11/22/96. GAA WHERE AVAILABLE.

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ABOUT ROSIE
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FIRST SEASON...**

Fast Track

Must Reading from

Broadcasting & Cable

December 30, 1996

TOP OF THE WEEK / 4

Hundt maps out FCC agenda for 1997 FCC Chairman Reed Hundt detailed his plans for 1997, setting goals for addressing and resolving a series of issues facing both industries. His agenda includes the FCC's review of broadcast ownership rules, digital TV rules, cable inside wiring regulations, satellite-delivered digital radio, universal service and political advertising. / 4

Digital TV standard adopted by FCC The FCC adopted the compromise agreement reached last month by broadcast, computer and consumer electronic industry negotiators. That deal called for adoption of the "Grand Alliance" standard minus the controversial picture formats that had divided the industries. / 4

ABC takes double hit in court In separate cases, ABC news magazines were hit with a \$10 million libel judgment and a finding that network employees committed fraud, trespass and breach of fiduciary duty in connection with an undercover report exposing alleged wrongdoing at Food Lion supermarkets. / 10

FCC OKs Westinghouse-Infinity The FCC has approved the \$4.9 billion sale of Infinity Broadcasting Corp. to Westinghouse Electric Corp., creating the nation's largest radio group. With Justice Department approval secured in November, the door is now open for closure of the 43-radio-station deal. / 12



Broadcast and cable networks will be showcasing their use of TV's voluntary ratings soon. / 7

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Networks take aim at Nielsen

The Big Four sponsored a joint print advertising campaign in major media and advertising trade publications the week of Dec. 16 slamming Nielsen Media Research. / 17

Matt Lauer was named co-anchor of NBC News's 'Today' last week, replacing the departing Bryant Gumbel. / 17

'News of the Weird' comes to TV Nashville-based High Five Entertainment is betting that Chuck Shepherd's offbeat syndicated newspaper column, "News of the Weird" can be transformed into a successful weekly reality series. / 18

How to win 'Friends': The cast of NBC's 'Friends' finally got what it asked for from Warner Brothers TV in the way of a reported \$45,000-plus boost to their current \$30,000-\$35,000 per-episode salary. / 18



Limited channel space makes launching tougher

Prospects for launching new networks next year appear to be tougher than ever, say cable industry observers. The days of launching small independent cable networks without major MSO affiliation may be numbered. Cover art by Nicolas Via/SIS / 36

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Cable-rate rises in decline Cable television rates rose an average of about 7.8% through November and will likely close out 1996 with a similar increase. Some predict a leveling-off beyond that. / 28

Disney plans children's educational network for daytime Disney will jump into the lucrative daytime kids market with a children's educational network by early 1998, competing for the same ad dollars now being spent on Viacom-owned Nickelodeon. / 25

Telemedia Week

PC Meter finds household 'Net use doubling

Use of the Internet has spread to more than twice the percentage of U.S. households of a year ago and America Online continues to be the most popular single access point. / 49

C/Net, Intel plan New Year's cyber-bash

C/Net and Intel Corp. will open their online event Mediadome venue with a New Year's Eve Webcast of a San Francisco concert featuring Chris Isaak, Lyle Lovett and Los Lobos. / 50

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FSN chooses Comprompter software FSN, Time Warner's interactive television service in Orlando, Fla., has purchased roughly \$200,000 worth of Comprompter automation software to support its new Orlando operation. / 51

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Hundt maps out 'Hard Road'

Outlines FCC agenda for 1997, including political advertising, broadcast ownership

By Chris McConnell

WASHINGTON

The FCC will keep broadcast and cable lobbyists busy in 1997 if FCC Chairman Reed Hundt is able to keep to the agenda he outlined last week.

Detailing his plans in a 29-page document titled "The Hard Road Ahead—An Agenda for the FCC in 1997," Hundt set goals for addressing and resolving a series of issues facing both industries. His agenda includes the FCC's review of broadcast ownership rules, digital TV rules, cable inside-wiring regulations, satellite-delivered digital radio and universal service and political advertising.

"During the next year this commission will take numerous actions designed to move us toward that competitive marketplace in communications and that general enjoyment of public benefits from communications," Hundt said.

Among the public benefits Hundt envisions is improved access to the public by political candidates. He said the FCC will provide Congress with views on ways to improve the access of candidates to TV and suggested asking broadcasters to set aside ad time for candidates as part of the industry's



Chairman Hundt suggests establishing a free airtime bank for political candidates.

public interest obligations.

Hundt cited a *New York Times* report that political spots accounted for 1.3% of the total number of TV commercials broadcast in major markets between April and October.

"We can assume that some 1.5 to 2 percent of total advertising time represents an approximation of the appropriate amount of time taken up by political advertising in a presidential election cycle," Hundt said. "Broadcasters could be asked to make available not more than that time to candidates for use for political spots."

Hundt previously had suggested requiring broadcasters to set aside 5% of their digital television capacity for public interest programming. Last week he suggested that the commission and lawmakers examine political airtime proposals aimed at today's analog TV.

One idea Hundt cited was using free-airtime pledges to solve another long-standing FCC problem: competing applications for new TV and radio stations. A 1993 court ruling struck down the commission's criteria for choosing a license winner from competing applications, and the FCC has not implemented a new system since.

Hundt suggested that the commission might simply award the analog licenses to the applicants pledging free airtime, children's educational programming and other public interest programming.

"If spectrum is to be given away at no charge, this option at least provides the public with assurance that its property is going to those [who] would return the most in terms of public interest programming," he said.

While discussing the political airtime plans, Hundt also set a series of goals for wrapping up pending proceedings. Among the targeted issues:

- Broadcast ownership rules. The FCC last fall launched a review of

DTV standard: It's official

FCC commissioners last week adopted the digital TV compromise reached last month by broadcast, computer and consumer electronic industry negotiators. That deal called for adoption of the Grand Alliance standard minus the controversial picture formats that had divided the industries.

Negotiators for the industries reached the compromise in response to a Nov. 25 deadline set earlier in the fall by FCC Commissioner Susan Ness.

Broadcasters delivering digital TV now will be required to use the remaining elements of the Grand Alliance standard, which includes specifications for compressing video, delivering sound and sending the signals over the airwaves.

"We've killed the idea that DTV broadcasts only to DTV receivers," FCC Chairman Reed Hundt said of the

compromise agreement.

The FCC action leaves two more rulemakings to wrap up before broadcasters can begin sending the digital signals to sets. One—launched in 1995—concerns the rules under which broadcasters will operate in the digital age.

In that proceeding, commissioners need to settle a series of issues, including how long stations will be able to hold on to their analog channel and whether broadcasters will be required to deliver any high-definition programming.

FCC officials must also wrap up a rulemaking aimed at assigning each station a channel for delivering the digital signals. In August, the FCC released a proposal for assigning the channels.

Hundt has said that the commission plans to complete both rulemakings by April.

—CM

CONGRATULATIONS TO JENNY JONES ON WINNING THE PRESTIGIOUS 1996 NANCY SUSAN REYNOLDS AWARD.



For the moving episode
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The award is given by
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ownership and attribution rules. Hundt said the commission should complete the rulemakings by June.

■ **Antenna restrictions.** Commissioners are considering whether apartment buildings should be subject to a rule barring local restrictions that impair a viewer's ability to install receiving gear for TV, DBS or wireless cable. Hundt pledged an answer in the first quarter.

■ **Inside wiring.** The FCC is reviewing the cable "demarcation" point, cur-

rently defined as 12 inches outside a subscriber's unit. Hundt said the FCC will resolve the issue early in '97.

■ **Local Multipoint Distribution Service (LMDS) spectrum.** Commissioners are deciding whether to allow local cable and phone companies to bid for LMDS spectrum within their own regions. Hundt promised allocation and service rules within the next several weeks and said the FCC will auction the spectrum early next year.

■ **Digital audio radio satellite**

(DARS) service. FCC officials are writing service rules for the satellite-delivered radio service. Hundt said an auction of DARS spectrum should begin in April.

■ **Universal service.** A Federal-State Joint Board in November adopted a series of recommendations aimed at promoting the universal availability of telecommunications service. Hundt said he has asked FCC staff to prepare final rules by the commission's April meeting. ■

Quello out by June

Kennard leads race to replace FCC commissioner

By Harry A. Jessell

WASHINGTON

FCC Chairman Reed Hundt may have one fewer worry as he tries to move his considerable agenda next year.

By late spring, Hundt's chief nemesis on the commission, Jim Quello, should be gone, replaced by another Democrat more to Hundt's liking.

Told two weeks ago that the President wants his seat for another, Quello agreed to go quietly, but asked to stay until June 1. "It's time to get the hell out of here," says Quello, who will celebrate his 83rd birthday and 23rd anniversary as a commissioner in April.

Quello says that he doesn't know whether the White House will honor his request to remain until June 1. But even if the White House nominates a successor in late January or early February, it could easily take until then to win Senate confirmation.

The front-runner for Quello's slot is Bill Kennard, the FCC's 39-year-old general counsel. Also said to be angling for the post is Russell Frisby, chairman of the Maryland Public Service Commission.

Whoever the replacement, his or her name is expected to be sent to Capitol Hill for Senate confirmation along with that of Gina Keeney, a former Hill aide, now chief of the FCC Common Carrier Bureau.

President Clinton first nominated Keeney last August to fill the vacancy created by the departure last April of Republican Andrew Barrett. But the nomination got nowhere on Capitol Hill. Not only was the name sent up



late in the legislative session, but it was done apparently without notifying key senators in advance.

Keeney also is burdened by being the principal author of the FCC's controversial interconnection rules, which regulate what local telephone companies may charge cable and other competitors desiring to hook up to the telcos' networks. The local telcos' antipathy toward the rules could be focused on the Keeney nomination.

First appointed in April 1994, Quello has served under six Presidents and six FCC chairmen. Quello's last five-year term expired in June, but he is allowed to continue until the end of this year or until a replacement is appointed.

Quello, who enjoys the political game as much as any man in Washington, would have liked to be reappointed so he could serve another year or so. And he probably has enough friends in industry and on Capitol Hill to insure speedy Senate confirmation.

But government and industry



Quello (l) will celebrate his 83rd birthday and his 23rd anniversary as an FCC commissioner before relinquishing his seat. FCC General Counsel Bill Kennard (above, left) is credited with improving FCC's won-lost record in federal court; FCC Common Carrier Bureau Chief Gina Keeney (above, right) is still most likely to fill Republican vacancy.

sources say there was little chance that President Clinton—acting on the advice of his top telecommunications policy adviser, Vice President Gore, and Gore's friend, Chairman Hundt—would nominate Quello.

Hundt wants Quello out. He and Quello have been at odds over a series of important issues and have developed a strong dislike for each other. The animosity rose highest earlier this year in the fight over children's educational programming, which Quello eventually lost.

Although not assured of the nomination, Kennard may be hard to beat. He has Hundt's endorsement, the trust of regulated industries and relevant experience.

Before joining the commission in 1993, Kennard was a well-regarded communications lawyer at the firm of Verner Lipfert Bernhard McPherson & Hand. The Yale Law graduate also spent a year at the NAB.

A radio broadcaster in his first career, Quello has been an unabashed and enthusiastic supporter of "free over-the-air television." And he also has generally promoted cable, except where its interests have clashed with those of broadcasting. ■

Networks rolling out TV ratings

Broadcast and cable networks are busy assigning ratings for programs

By Lynette Rice and Rich Brown

The four major broadcast networks say they will begin airing programs this week with the new voluntary system unveiled Dec. 19.

Meanwhile, the WB netlet was the first to rate its shows when it superimposed the ratings icons on its Dec. 22 lineup.

The big four are saving their official announcements for Jan. 1, but they've already begun to hint at how they will rate shows—overall and for individual episodes.

Most basic-cable networks will debut the voluntary TV ratings system in January, but it is not clear whether all pay-TV movie channels will follow suit. Some cable networks will continue to use ratings they have developed, combined with the new ratings.

USA Network, one of the few that has announced a launch date, plans a Jan. 3 debut. Other cable networks contacted last week are busy reviewing their plans, and expect to adopt the system next month.

The TV industry unveiled its age-based ratings system in early December, with six categories ranging from TV-Y and TV-Y7 for children's programming to TV-G, TV-PG, TV-14 and TV-M for general audience programming.

News programming will not be rated, but entertainment news shows such as *Inside Edition* and talk shows such as *Oprah* will be. However, if a talk show crosses into news with, for example, an interview with the First Lady or a hard-news exclusive, the program will be exempt from a rating.

"We wanted to have something that parents would use," says Jack Valenti, president of the Motion Picture Association of America and head of the TV ratings implementation group. "What we're doing is in the long-range interest of every parent in this country."

The ratings icon for all shows will appear in the upper left corner of the picture frame for the first 15 seconds of the program. If the program is longer than one hour, the icon will reappear at the beginning of the second hour. The group is launching a massive media education campaign, including broadcast public-service announcements, a



Ratings ribbon-cutting

Age-based TV ratings are already appearing on some shows across the country, but opponents of the TV industry's ratings system say the battle to determine how TV ratings will operate is far from over.

President Clinton, who along with Vice President Gore met with Motion Picture Association of America President Jack Valenti on Dec. 19 (above) is willing to give the industry-devised scheme a chance.

The system is "a huge step forward over what we have now, which is nothing," the President said. The ball is now in parents' court to let the industry know how it is working. "They have to seize the opportunity. They have to give the industry feedback."

Nonetheless, Representative Edward Markey (D-Mass.) says the battle over the ratings is only beginning. He is joined with children's advocacy, parental and other groups seeking a more detailed system. By replacing the "TV" in "TV-PG" with either a "V" for violence, "S" for sex, or an "L" for language, Markey says, the system would provide parents with more meaningful information. Markey is calling for a parental test of both ratings systems using V-chip technology.

Markey promises to take his fight to the FCC, which will seek public comment on the industry's ratings system over the next few months. "We're not going to go away," he said. "There's plenty of time to make clear what parents want." —HF

World Wide Web page and a toll-free 800 number.

The examples set by movies such as Disney's "G"-rated "101 Dalmations" are not likely to stop broadcast networks from labeling 8 p.m. shows that appeal primarily to adults—such as NBC's *Jeff Foxworthy Show* and CBS's *Everybody Loves Raymond*—as TV-G-rated sitcoms.

A TVG does not mean the show is designed for children: it means only that little ones may watch the show without moms or dads. Network standards and practices departments are largely expected to do the rating duty.

At NBC, look for "Must See" sitcoms such as *Friends*, *Frasier* and *Mad About You* to earn TV-PGs, while

certain episodes of *Seinfeld* and *ER* may earn TV-14s. (Overall, however, both Thursday night shows will be TV-PGs.) Ratings for gritty dramas will vary: *Profiler* will earn a TV-14, while *Homicide: Life on the Street* is closer to a TV-PG, although individual episodes may warrant a tougher rating.

Theatricals, however, could force NBC to break away from its largely TV-PG lineup. The upcoming broadcast of "Schindler's List," from 7:30 p.m. to 11 p.m. on Feb. 23, may be a more appropriate recipient for a TV-M, the strongest category in the new ratings system.

CBS expects to label most sitcoms and dramas with either a TV-G—*Promised Land* and *Touched by an*



All Children

Program is suitable for all children. It shouldn't frighten younger children.



Older Children

Designed for children age 7 and older, program may contain mild physical or comedic violence that may frighten children under 7.



General Audience

Program is appropriate for all ages. It contains little or no violence, no strong language and little or no sexual dialogue or situations.



Parental Guidance Suggested

Program may contain limited sexual or violent material that may be unsuitable for younger children.



Parents strongly cautioned

Program may contain some material that many parents would find unsuitable for children under 14 years of age.



Mature Audience Only

Program is specifically designed to be viewed by adults, and therefore may be unsuitable for children under 17.

Angel, among them—or a TV-PG—*Cosby*, *Ink* and *Pearl*, for example. Dramas like *Chicago Hope* will keep a TV-PG, as will the midseason replacement *JAG*, but *Nash Bridges* is expected to earn a TV-14.

TV-Gs and TV-PGs are expected to describe ABC's prime time lot, with Steven Bochco's *NYPD Blue* more apt to receive a TV-14. At Fox, however, all shows will likely receive a minimum TV-PG rating, with such skin-fests as *Beverly Hills, 90210* and *Melrose Place*, not to mention *America's Most Wanted*, deserving a "parental guidance suggested" label, a source says. Anything associated with Chris Carter is expected to earn a TV-14.

The netlets—which have long described their lineups as family-friendly—are rolling out TV-G and TV-PGs ratings. At UPN, *Moesha* and *In the House* will earn TV-G, while

Malcolm and Eddie, *Goode Behavior*, *Sparks*, *Homeboys in Outer Space* and *The Sentinel* will receive TV-PGs.

The WB will give TV-Gs to *7th Heaven*, *Sister, Sister* and *Nick Freno: Licensed Teacher*, and TV-PGs will go to *Savannah*, *The Wayans Bros.* and *The Jamie Foxx Show*.

Kids network Nickelodeon has not announced the date it will debut the ratings system, but is considering how it will rate its shows. The network plans to give most of its shows a G rating, but certain shows such as *Ren & Stimpy* and *Are You Afraid of the Dark?* will likely be rated TV-Y7 (children 7 and older), according to spokeswoman Pam Dill.

Published TV listings will need time to catch up with the on-air debut of the ratings system.

Executives at Discovery Communications Inc. met last Monday to discuss plans to implement the ratings for its

Discovery Channel and Learning Channel services. Most programming on the two networks likely will fall under G and TV-PG (parental guidance suggested), says spokesman Jim Boyle. He says certain shows will be exempt, such as upcoming ABC News-produced news magazine *Discovery This Week*.

Boyle says Discovery will continue to use its existing parental advisories on shows that might not be considered suitable for all audiences.

Likewise, HBO will continue to use its long-standing content advisory system combined with MPA ratings. The network's latest content advisory system, devised with Showtime in 1994, consists of 10 abbreviations used to describe the type and degree of content themes: Adult Language (AL); Graphic Language (GL); Mild Violence (MV); Violence (V); Graphic Violence (GV); Nudity (N); Brief Nudity (BN); Adult Content (AC); Strong Sexual Content (SC), and Rape (RP).

HBO is exploring how it may integrate the new ratings system into its existing advisories, but no changes are imminent, says spokesman Henry Gomez.

Competing service Encore has not yet committed to the new system. "At this point we're studying whether we're going to be able to get involved with it," says Encore spokesman Matt Barkett.

Showtime plans to adopt the new system, but only for original movies and series that are not already rated, says Matthew Blank, CEO, Showtime Networks Inc. ■

V-chip technology waits for Washington

While the implementation of a television ratings system seems like a sure thing, consumers shouldn't expect to buy a V-chip-equipped television set anytime soon.

The V-chip TVs will allow parents to automatically black out TV shows based on their ratings. The proposed six-level MPA ratings system is technically feasible, according to executives at the Consumer Electronics Manufacturers Association (CEMA). But TV set manufacturers will wait until the ratings are finalized by the FCC before putting V-chips into sets.

"From a technical point of view, once the V-chip is in a television set and you have designed both the integral workings and the user interface, you can't change the ratings system," says Joe Peck, director of government legal affairs for CEMA. "If you do, you obsolete sets from the marketplace."

Peck adds that broadcast equipment suppliers will also wait for FCC specifications before building encoders to embed ratings information in the vertical blanking interval of the broadcast signal.

Once the V-chip standards are set, it will take TV set manufacturers about 18 months to change their products—and their prices. While the extra silicon required for the V-chip won't have much of a price impact on high-end sets, cheap, no-frills sets could cost up to 15% more, says CEMA President Gary Shapiro.

"For closed captioning [made mandatory by Congress in 1993], you only need reception capability," he says. "This takes a tremendous amount of remote control technology—you need memory, and the ability to program and block out channels."

Existing TVs, of course, don't have V-chips. Soundview Technologies, a Greenwich, Conn.-based start-up, is targeting that market (estimated at over 200 million sets) with its "V Chip Converter," an external device that will plug into the video input jack of a TV set. The product will be introduced at the Consumer Electronics Show in Las Vegas next week, although it won't come to market until a ratings system is finalized. Soundview President David Schmidt says the box should sell for around \$40. —GD

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ABC takes double hit in court

Food Lion impact on climate for investigative journalism remains unclear

By Steve McClellan

NEW YORK

As libel awards go, it was a bad week for ABC News that reflected a bad year for journalism.

On Dec. 18, the news magazine *20/20* was socked with a \$10 million libel judgment in the case of a Florida financier and some of his dealings with real estate investors. Two days later, a North Carolina jury ruled that *Prime-Time Live* committed fraud, trespass and breach of fiduciary duty in connection with an undercover report exposing alleged wrongdoing at Food Lion supermarkets.

The libel judgment was the topper for what had already been shaping up as a bad year for the industry regarding big monetary awards to plaintiffs by juries. The Libel Defense Resource Center in New York estimates that in the six cases in 1996 in

which juries awarded libel damages, the average award was about \$3.8 million—more than twice the average of the seven awards handed down in 1995.

Nevertheless, it was the Food Lion case that had the industry concerned. In the case, the plaintiff never challenged the accuracy of the alleged wrongdoing in court, but rather challenged the process by which ABC obtained its information.

Food Lion sued ABC for fraud, trespass and breach of fiduciary duty as defined by North Carolina law in connection with the actions of ABC producers who misrepresented themselves to get jobs as Food Lion meat packagers, then used hidden cameras to film allegedly spoiled and outdated meat being repackaged for sale.

Indeed, jurors in the case were not allowed to see the broadcast at issue before rendering their verdict—lead-

ing some legal experts to say the finding was a foregone conclusion. The judge's instructions to the jury were, in part: "You should not concern yourself in any way with what the ABC broadcast did or did not broadcast about Food Lion. The claims of fraud, trespass and breach of duty do not have anything to do with the content of the broadcast."

Thus, while industry executives and legal experts say the initial decision in the case could have a chilling effect on some news organizations' willingness to do hidden camera reports, they say the real significance of the case won't be known until the second phase is complete—when the same jury decides what damages the grocery chain incurred and how much ABC should compensate Food Lion.

During the damages phase of the case, which starts today (Dec. 30), the jury will see the broadcast of *Prime-Time Live*'s story on Food Lion.

"A lot of the significance here is going to depend on the amount of the verdict," says Rex Heinke, a media lawyer. "If they come back and award one dollar, I think a lot of companies in Food Lion's position are going to conclude this just isn't worth it. On the other hand, if they come back with a big award, companies will be saying this might be a good way to do this [instead of trying to mount a libel challenge.]"

The Food Lion case is not the first time a company has challenged the process, but it's believed to be the first time a jury in such a case has sided with the plaintiff.

Sandra Baron, executive director of the Libel Defense Resource Center, thinks ABC will argue on appeal that its employees did not violate North Carolina fraud and trespass laws, as Food Lion claimed. Baron notes that ABC won a similar case in Illinois last year after *PrimeTime Live* used elderly patients, wired for sound, for an exposé of a major eye clinic. The clinic argued in court that the network invaded its privacy, as defined by Illinois law—an argument the court threw out.

"I think at least in the short run it will mean journalists approach these techniques a little more cautiously and carefully," says Baron. ■

Lieberman named to key Cahners post

Bruce A. Barnet, president and chief executive officer of Cahners Publishing, has announced the appointment of **Mark S. Lieberman** as executive vice president of entertainment, communications and media. Cahners (a division of Reed Elsevier, the world's largest publisher of business, scientific and professional information, with 1995 revenue of \$5.7 billion) is the parent company of BROADCASTING & CABLE, *Variety* and *Publishers Weekly*. Lieberman will be in charge of Cahners' 12 entertainment, communications and media trade magazines and its 10 communications and computer trade titles.



Lieberman, 37, a magna cum laude graduate of Tufts University and the holder of a J.D. degree from the Benjamin N. Cardozo School of Law, is the former president and owner of Abel Technologies Inc., a merchant bank whose functions included forming several multimedia and infotainment companies. Previously Lieberman served as associate deputy secretary and assistant secretary for technology for the U.S. Department of Commerce. A lawyer and engineer, he practiced intellectual property rights and sports law for the firm Lieberman & Nowak.

Barnet said he had looked outside the traditional publishing community to fill this key position. "Mark's considerable experience in media and technology, coupled with his unique entrepreneurial perspective, will help Cahners extend its existing brands and acquire new businesses in the entertainment arena, as we build an electronic entertainment community," Barnet said. Lieberman himself says: "I look forward to working with our world-class publishers and editors to build upon what are already very successful businesses and well-recognized brands."

FOX 26 #1 IN HOUSTON

KRIV #1 STATION IN PRIME IN MAJOR ADULT DEMOS

For the 5th consecutive major sweep period FOX 26 was the most viewed station, Adults 18-49 in Common Prime. But, that's just the beginning...

COMMON PRIME

(M-SA 7-9 PM & SU 6-9 PM)

#1 A 18-34
#1 A 18-49
#1 A 25-54
#1 W 18-34
#1 W 18-49
#1 W 25-54
#1 M 18-34
#1 M 18-49
#1 M 25-54

PRIME

(M-SA 7-10 PM & SU 5-10 PM)

#1 A 18-34
#1 A 18-49
#1 W 18-34
#1 W 18-49
#1 M 18-34
#1 M 18-49
#1 M 25-54

(Source: NSI, November '96. Ratings rounded.)

#1 M-F 5-7 PM

#1 A 18-34
#1 A 18-49

KRIV FOX 26

THE
STATION TO REACH HOUSTON'S
KEY DEMOGRAPHIC GROUPS



Networks' spirits rise with boost in scatter market

Increases estimated from high teens to 40%

By Stephen McClellan

NEW YORK

Fueled by new-product introductions and generally strong business and consumer confidence, the broadcast networks are getting big increases in this year's scatter market—ranging from the high teens to 40%, depending on the daypart and the network. Syndicators report getting scatter price increases in the teens.

Also boosting the scatter market is the return of an estimated \$400 million or more withheld from advertisers' regular budgets in 1996 to put toward the summer Olympics.

Network executives are so buoyed by results of the fourth-quarter and first-quarter scatter markets that they believe the 1997 up-front market may break the \$6.1 billion record set in the 1996 up-front. One network sales head sees the next up-front reaching \$6.4 billion.

Another healthy sign, networks and syndicators say, is that a significant

number of advertisers are doing scatter deals now that extend through the third quarter, rather than doing them one quarter at a time. "It's a sign that they think the market is going to be strong," says Robert Cesa, executive vice president, advertiser sales, Twentieth Television.

Agency executives say it's too early to predict how the 1997 market will shape up, and even network executives admit that the second-quarter scatter market is the traditional barometer for what the following up-front market will bear. The second-quarter market won't be in full swing for another month. At that time advertisers will also decide whether to exercise options to bow out of midseason advertising commitments made in June—another harbinger of how strong the following up-front ad market will be.

This year's scatter market will total \$1.5 billion–\$1.7 billion, advertising sources say. Estimates are that the first-quarter network scatter market will total some \$275 million, with less than \$50

million of available inventory left. The fourth-quarter scatter market totaled about \$500 million, with low double-digit price hikes over the up-front.

Larry Hoffner, executive vice president, network sales, NBC-TV, reports cost-per-thousand price hikes "in the teens" for first-quarter scatter, compared with up-front prices. In a typical year, that's generally in line with expectations of scatter price hikes over the up-front. "We had a real good up-front," says Hoffner. "When the pricing is good, you take it a little further, not knowing what's going to happen later. Scatter can be flat after a great up-front, but we had a good first-quarter scatter market."

At this point, says Hoffner, the signs are positive for 1997. "It looks like the money is out there. So far, there doesn't seem to be any pulling back by advertisers. We still have to wait and find out about second-quarter options that fall through in January, but I think it's going to be fine."

At CBS, Joseph Abruzzese, president, sales, says he was expecting mid-teen scatter price increases. "but they're up around 25 or 30 percent." And while scatter accounts for only about 15%-20% of the network's inventory, "it's pretty healthy and it fits right in with the predictions for next year—that the money is definitely there."

At ABC, Marvin Goldsmith, president, sales and marketing, reports that the network's scatter prices are up 25%-35% in prime, roughly 30% in daytime and up about 40% in news—including *World News Tonight* and *Good Morning America*.

ABC will have 20%-25% of its inventory to sell in scatter this year. "We took a risk that there would be a strong scatter market this year, and it has certainly paid off for us," says Goldsmith.

Agency executives point out that part of the scatter surge is due to lower network ratings, fewer available gross rating points and thus higher cost-per-thousand rates. "No one in the buying community is surprised they are paying more in scatter when there is erosion in every daypart," says Julie Friedlander, executive vice president in charge of national broadcast buying for Ogilvy & Mather.

All things considered, says Goldsmith, leading indicators bode well for another record up-front market. "If the up-front started tomorrow, I'd say we're looking at the largest one we've ever had." ■

Done deal: FCC OKs Westinghouse/Infinity

The FCC has approved the \$4.9 billion sale of Infinity Broadcasting Corp. to Westinghouse Electric Corp., creating the nation's largest radio group. With Justice Department approval secured in November, the door is now open for closure of the 43-radio-station deal.

The deal, struck in June, will close at "the first opportunity," possibly this week, a CBS Radio spokesperson says.

As part of its OK last Thursday, the FCC gave Westinghouse permanent approval to own TV as well as radio stations it acquired from CBS in New York (the nation's No. 1 TV market), Los Angeles (2), Chicago (3), Philadelphia (4), San Francisco (5) and Detroit (9). Westinghouse already had permanent one-to-a-market waivers in Boston (6) and Baltimore/Washington (7). But in both cases, the FCC granted conditional approval for the purchase of Infinity's additional radio stations in those markets. Permanent approval awaits FCC action on its one-to-a-market rule. Official liberalization of the rule is expected by June 1997.

In its action, the FCC also backed Justice's requirement that Westinghouse spin off one FM in Philadelphia and one in Boston (BROADCASTING & CABLE, Nov. 18). And the FCC gave Westinghouse six months to divest stations in Chicago and Dallas/Fort Worth so the company can meet the commission's local ownership cap. Meanwhile, the stations are in trust.

In related action, the FCC last Thursday gave Cox Radio Inc. temporary waiver of the one-to-a-market rule to own WFTV(TV) and six radio stations in Orlando, Fla. Cox needed the waiver to proceed with its swap of two Chicago radio stations for three Infinity radios in Orlando. —EAR

CBS, Fox sue PrimeTime 24

By Michael Katz
WASHINGTON

A group of broadcasters is suing PrimeTime 24, claiming the country's largest satellite carrier flagrantly violated the Copyright and Satellite Home Viewer Acts by delivering broadcast signals to prohibited areas.

The suit was filed in federal district court by Fox, CBS, the CBS Affiliates Association and five CBS affiliates. The broadcasters accuse PrimeTime 24 with knowingly selling network programming to ineligible customers, depriving the broadcasters of millions of dollars.

According to the Satellite Home Viewer Act, satellite carriers are protected against copyright liability only for programs delivered to so-called white areas—places where a regularly broadcast network signal, or Grade B signal, is unavailable.

"Our policy is to adhere to the Satellite Home Viewer Act as best we can," says PrimeTime 24 Chairman Sid Amira. PrimeTime 24 acknowledges that "tens of thousands" of its subscribers receive Grade B signals, but do not get a clear picture. "We suggest that picture quality" should be part of the act. Amira says, noting that the company has been campaigning heavily on Capitol Hill for an amendment that would include picture quality among the criteria.

Tom Olson, a partner at Wilmer, Cutler & Pickering, which is representing CBS Inc. and Fox Broadcasting Co., explains that Miami viewers receiving the satellite service often watch programming on CBS's Raleigh, N.C., affiliate instead of bothering to switch to a broadcast antenna to watch the Miami affiliate. This practice, says Olson, deprives local affiliates of viewers and millions of dollars in advertising.

PrimeTime 24 says it has terminated service to 320,000 customers based on challenges by local affiliates. However, the company maintains that the affiliates filing the suit are not losing viewers, because those viewers, despite receiving a Grade B signal, could not get a clear picture from the local station. ■

Closed Circuit

MIAMI

Diller eyes Miami remake

With the complicated merger of Silver King Communications, Home Shopping Network and Savoy Pictures concluded, Barry Diller and his growing executive team are gearing up for a busy 1997.

The broadcasting arm of the new company, which changed its name last week to HSN Inc., is strongly considering making its first move in Miami by the end of next year or early 1998. Diller, chairman of HSN, has long said that he intends to replace the Home Shopping Network programming on some or all of the group's 11 major-market UHF stations with locally oriented entertainment, sports and informational fare.

Some local programming ideas may be tested next year on KHON-TV, the top-rated station in Honolulu, and other Fox affiliates in the SF Broadcasting group. SF was formed three years ago as a joint venture of Savoy and Fox.

Although the HSN group has outlets in the top three markets, Miami is viewed as a good testing ground for a range of concepts, such as English-language programming targeted to the booming Hispanic market. The station group may adopt the umbrella name CityVision, but no decision has been made, a spokesperson said last week.

Diller's latest programming venture, launched with backing from cable giant Tele-Communications Inc., is also close to unveiling a number of key staff appointments, including a No. 2 engineering executive, head of sales and head of editorial development for the station group.

DENVER

Glimpse of Magness estate

An Arapahoe County, Colo., judge's decision to seal documents means it will be at least three months before there is public disclosure on how Tele-Communications Inc. founder Bob Magness's huge estate will be distributed. But documents filed with the

Securities and Exchange Commission on behalf of Magness estate executors Donne Fisher and Daniel Ritchie shed light on how powerful Magness was. Estate stock holdings include: 30.8 million shares of supervoting (10 votes per share) TCOMB stock, representing about 36.4% of total shares; 3.5 million shares of TCOMA stock, about .6% of the total; 7.7 million shares of Liberty (LBTYB) supervoting shares, about 36.3% of the total; roughly 880,000 shares of LBTYA, about .6% of the total, and about 125,000 shares of Class B preferred stock (worth about \$8 million). Total value: \$703 million. TCI Chairman John Malone has right of first refusal to buy the TCOMB and LBTYB shares.

NEW YORK

Super Bowl sellout

The Fox network expects to rake in advertising revenue in the respectable neighborhood of \$71 million for its Super Bowl presentation Jan. 26. The network has sold all of its advertising airtime at a rate of \$1.2 million–\$1.3 million per 30-second spot. There are 56, 30-second units available per regular-season football game, and that figure is roughly the same for play-off and Super Bowl games.

Hard choices

FCC Chairman Reed Hundt and others notwithstanding, almost 70% of local general managers (69 out of 100) say they should have the right to air hard-liquor advertising on their stations, according to BROADCASTING & CABLE's annual survey of GMs. (Results of the survey will be published in the Jan. 6, 1997, issue.) Only 21 of the 100 GMs surveyed said they do not believe stations should have the right to air such advertising. Ten said they weren't sure. Nevertheless, only 12 of the managers said their stations had actually aired or considered airing hard-liquor ads, while most of the rest (86) reported they did not carry such ads.

Campaign reformers promote free airtime

'Public responsibilities' could cost broadcasters millions

By Heather Fleming
WASHINGTON

The latest plan to reform campaign financing would scrap the discounts given candidates for advertising, but could cost broadcasters hundreds of millions of dollars more in political ad revenue each election cycle.

Even with lowest unit rate (LUR) TV and radio advertising discounts given to federal candidates, campaign spending reached a record high during the 1995-96 election cycle. In figures offered by the Television Bureau of Advertising after the election, politicians spent a record \$500 million on local and network broadcast TV. The Cabletelevision Advertising Bureau estimated that another \$30 million-\$35 million was spent on cable.

With LUR, a broadcaster must offer a candidate the rate it would offer a favored advertiser, regardless of the number of spots the candidate purchases. Simple enough in theory, in practice LUR is often complicated by a maze of varying rates and schedules.

The just-released reform proposal from Free TV for Straight Talk Coalition's Paul Taylor, American Enterprise Institute's Norman Ornstein, Brookings Institution's Thomas Mann, State University of New York's Michael Malbin and Colby College's Anthony Corrado would scrap the LUR radio and TV discounts for federal candidates, and in exchange each

broadcaster and cable operator would be assessed a surcharge of 50% on all political advertising sold at prevailing commercial rates.

The money raised would be deposited in a "national political time bank" from which vouchers would be distributed to qualified federal candidates and political parties to purchase airtime at prevailing rates. The parties would then redistribute the vouchers to the candidates of their choice.

Taylor estimated that the cost to broadcasters could be about \$250 million per two-year election cycle. But broadcasters estimate that the LUR discount, which would be eliminated, costs \$50 million-\$100 million per election cycle.

Taylor said that now is a good time to ask broadcasters for additional public interest responsibilities, since digital TV licenses have not yet been awarded. "This is the right moment to extract new public interest requirements from broadcasters."

Other public interest obligations that Taylor suggested broadcasters could impose to further reduce campaign costs include: a 75% or 100% surcharge on political time sold; a fee on digital TV spectrum, to be applied to a trust fund with the interest to be dedicated to a political time bank; and a requirement that broadcasters awarded a digital TV license allocate weekly prime time blocks during campaigns for political programming.

"Broadcasting already plays a major role in furthering the national dialogue through free debates, free public affairs programs and free coverage on news programs," National Association of Broadcasters (NAB) President Eddie Fritts said in a prepared statement. "This proposal to confiscate time from broadcasters would only perpetuate the proliferation of negative political attack ads and would fail to further debate on the issues."

Representative Billy Tauzin (R-La.), who will chair the House Telecommunications Subcommittee, agrees. "Where does it end?" asked Tauzin. "If this idea becomes the law of the land, will Congress later expand the free-time principle to mayoral races? City council races? School board races? Before long, local broadcasters will be forced out of business or forced to charge viewers for access to their programming."

But Senator John McCain (R-Ariz.), who will take the helm of the Senate Commerce Committee, plans to reintroduce a campaign finance reform bill in January with Senator Russell Feingold (D-Wis.) that includes another free-airtime proposal. That bill would give candidates 30 minutes of free airtime per market if they agree to limit campaign spending.

The Free TV for Straight Talk proposal includes "many very positive things," a McCain aide said. But in terms of the broadcast bank, "we're a little concerned over the possible effects." Still, it is "certainly a novel idea" that McCain plans to "look at closely," he said.

FCC Chairman Reed Hundt last week proposed that broadcasters make available free of charge up to 2% of their advertising time to political candidates. Should Congress adopt such a plan, Hundt said in his 29-page agenda for 1997, it could also offset the financial impact on stations by permitting tax

Jet Broadcasting opposes California LMA

A Pennsylvania broadcaster has joined opponents of Ackerley Communications' local marketing agreement (LMA) with KCCN-TV in Monterey, Calif., citing a similar situation in its own market.

Jet Broadcasting Co., owner of Erie, Pa.'s WJET-TV, this month urged the FCC to overturn the deal. Opponents of the LMA this spring filed a still-pending petition against the agreement, maintaining that it threatens diversity in the four-station Monterey-Salinas market, where Ackerley also owns KCBA(TV) Salinas.

Jet Broadcasting voiced support for the arguments,

similar to those it has made against an LMA between SJL Communications and WFXP(TV) Erie. SJL Communications also owns WICU-TV in Erie.

"A combined entity has an advantage with respect to its ability to provide desirable programming which attracts a larger audience," Jet Broadcasting said.

Ackerley CFO Denis Curley counters that his company's agreement with KCCN-TV is breaking no rules and has resulted in more news-and-entertainment programming. "We feel very strongly that the community is better served by what we're doing," Curley says. —CM

credits or deductions for the donated time or by amending or repealing the current law requiring stations to give candidates steeply discounted time.

Another campaign reform proponent who favors free airtime is a broadcast station owner himself—Cecil Heftel. A former congressman from Hawaii, Heftel recently formed a grass-roots campaign reform group, The People First, designed to apply political pressure to enact meaningful reform legislation.

"The people have a direct need for some kind of remedy for the manner in

which special-interest money is controlling the political agenda in our nation," said Heftel. "One obvious method of rectifying the situation is to require radio and TV licensees to provide a very significant number of minutes of time in an appropriate formula...for our federal campaigns."

Heftel accuses Congress of "abdicating its responsibility for protecting the airwaves that are owned by the public. [Representatives] have long forgotten the concept of public interest, convenience and necessity." Instead, they

have "responded to huge funding contributions...and courted favor with the electronic media as a result of which they have minimized a source of criticism and critique of the political process on TV and radio," Heftel said.

His group has not yet finalized its plans for reforming campaign financing.

Heftel co-owns WBHK(FM) Warrior/Birmingham and WTNW(AM)-WBHJ(FM) Tuscaloosa, Ala. He also has significant interest in Sinclair Broadcast Group Inc.'s WDBB-TV, Bessemer/Tuscaloosa, Ala. ■

Cable and phone companies take on local regulators

Historic rivals fear locals could stifle new ventures

By Chris McConnell
WASHINGTON

Cable and telephone companies, frequent opponents at the FCC, this month found a common enemy: local governments.

Representatives from both industries urged commission officials to keep local regulators out of the telecommunications rulemaking business. Speaking at an FCC forum on local management of public property, cable and telephone lawyers were concerned that local telecom regulations will discourage their companies from launching new ventures.

"We see this urge to regulate in detail," said Steve Harris, of Pacific Telesis. Dan Brenner of the National Cable Television Association (NCTA) agreed that excessive local regulation of telecommunications could discourage cable companies from entering the local phone business.

"The FCC should lay out some general rules," said Tony Epstein, a Washington attorney for MCI.

FCC Chairman Reed Hundt said the commission plans to respond by creating an advisory committee to offer recommendations on such state and local jurisdictional issues.

"We want to learn," Hundt said in opening the forum. He asked attending industry and government representatives to suggest members for such a committee.

Local regulators contend they need

Cable and telephone lawyers are concerned that local telecom regulations will discourage their companies from launching new ventures.

to regulate access to the streets to prevent public disruptions and threats to public safety. Vitaly Troyan, San Francisco's deputy director of public services, presented slides depicting repeated excavations of city streets by telecommunications providers.

"We do accommodate everyone as long as they play by our rules," Troyan said.

"These are essential for the orderly operation of our cities," Knoxville, Tenn., Mayor Victor Ashe said of the local rules regarding rights-of-way.

Cable and telephone companies countered that they have no objection to local management of the public property, but rather to rules they say go beyond simple management.

"We don't have any problem putting cobblestones back," PacTel's Harris said. Howard Symons, a Washington attorney for Tele-Communications Inc. (TCI), added that his company is worried local regulators will use their

administrative oversight as a platform for other forms of regulation.

Tele-Communications is battling an ordinance in Troy, Mich., that requires telecommunications service providers using public rights-of-way in the city to obtain a telecommunications franchise. TCI has asked the FCC to declare that the local regulators are exceeding their authority in enforcing the provision.

"The FCC clearly has the authority to review Troy's actions," Symons told officials last week. Symons said that he expects more cities to adopt similar franchise requirements if the FCC does not preempt Troy's regulations.

"If you don't act here, you will have to act soon," he told the FCC officials.

Attorneys for the city maintained that their regulation applies to all telecommunications service providers, including Ameritech, and that the rule does not pose any barrier to new competition.

"It is intended to manage use of the city's rights-of-way," Mark Van Bergh, an attorney for the city, said of Troy's franchise requirement.

Van Bergh said the rule does not prevent TCI from upgrading its cable network to fiber optics, provided the company does not offer phone service over the upgraded network until it obtains permission from state and local regulators.

"The facts are that TCI has never sought any authority to occupy Troy's row to provide telecommunications service," Van Bergh said. ■

Petitions granted

Two more Time Warner cable systems won deregulation from the FCC this month. The commission's Cable Services Bureau granted petitions by the company to deregulate the rates for its systems in Clearwater, Fla., and Upper Arlington, Ohio. The rulings followed a decision earlier in December to deregulate the rates for Time Warner's system in Columbus, Ohio. Commission officials ended rate regulation of the Clearwater system after deciding that the system is facing effective competition from a 77-channel cable system operated by GTE Media Ventures. The officials said Time Warner's Upper Arlington system faces competition from Ameritech New Media's cable system in the market.

No emergency

The National Association of Broadcasters (NAB) wants the FCC to cut stations a little slack on enforcing new emergency alert system (EAS) rules. The rules require broadcasters to purchase equipment for the new alert system by Jan. 1. The NAB last week asked the commission to hold off on enforcing that requirement for 90 days.

"Public safety clearly will not be threatened by any brief and—in many cases—involuntary delays in broadcasters' purchase, installation and/or use of EAS gear," the association told the commission. The NAB said stations will continue to rely on the current Emergency Broadcast System while broadcasters work out bugs in the new technology. The NAB also said many stations have only recently been informed of state and local emergency plans affecting their purchase of EAS gear.

Cable systems growing

The National Cable Television Association (NCTA) says the average cable system's channel capacity passed the 50 mark in 1996. The group's summary of the year's highlights says average channel capacity reached 53 in 1996, up from 47 in 1995. The association also counts 162 national cable video networks, up from 139 in 1995, and says advertising revenue for the industry increased to \$6.37 billion in 1996 from \$5.34 billion in 1995.

Spectrum feeding frenzy

Broadcasters are getting ready for a rush on electronic news-gathering spectrum next month in Washington. A group of broadcasters last week held their first meeting to coordinate the use of ENG spectrum during the presidential inaugural. The group has asked the FCC to require broadcasters coming to Washington for the event to coordinate their ENG plans with the Washington Executive Broadcast Engineers Frequency Coordinators. The group also has asked the commission to set aside TV channel 15 to accommodate two-way radio communication during the event. Broadcasters interested in using ENG spectrum in Washington between Jan. 8 and Jan. 21 can contact the coordination group at 202/452-9323 or at the group's Internet address: webe@denny.com.

Spectrum reservations

Internet access providers want the FCC to save some spec-

trum for them. In comments on the commission's rulemaking to reallocate spectrum that once was slated for digital satellite radio, the United States Internet Providers Association suggested that the commission use the frequencies for a new "wireless Internet service." "This action is necessary to alleviate current bandwidth limitations...and relieve some of the congestion on local telephone networks caused by inadequacies of local switches in handling Internet traffic," the group said.

OVS OK'd

The FCC this month OK'd Metropolitan Fiber Systems' (MFS) request to operate open video systems (OVS) in Boston and New York. The FCC last month denied MFS applications to operate the systems in New York and Boston because the company had not told the FCC the expected maximum channel capacity of the two systems. MFS filed revised applications stating that it expects the systems to be capable of carrying at least 330 analog channels.

EEO fines

The FCC's Mass Media Bureau has fined WPET(AM)/WKSI-FM Greensboro, N.C., \$12,000 for violations of the FCC's equal employment opportunity (EEO) policies as part of a decision to renew the licenses for the stations. Additionally, the bureau upheld two notices of apparent liability for EEO violations it had issued earlier. Officials fined KKIQ-FM Livermore, Calif., \$10,000 and fined KTID-AM-FM San Rafael, Calif., \$15,000.

In another decision, the bureau reduced a \$12,000 fine it had issued against Monte Corp. for transferring a license without FCC approval. The bureau had issued the notice of apparent liability after determining that Monte Corp. had sold KSWB(AM) without its consent. After reviewing the action, the bureau said the company had sought to learn the proper course of action concerning the sale and was under the mistaken impression that it did not need to file an application to assign the station's license. The commission reduced the fine to \$10,000. The bureau also rescinded a \$31,250 EEO fine it had issued against KTMS/KHTY-FM Santa Barbara, Calif. The commission rescinded the fine after determining the broadcaster was unable to pay it.

Dziedzic moving

David Dziedzic is moving from the Texas Rangers to the National Association of Broadcasters to head the association's Advertising and Services department. Dziedzic, who started his new position Dec. 27, previously was vice president of marketing with the Rangers.

Open meetings

The FCC is broadcasting its open meetings over the Internet. Net surfers can tune in to the sounds of communications policymaking at <http://www.fcc.gov/realaudio>. The necessary gear: a computer with a soundboard, speakers and a modem. ■



Edited By Chris McConnell

Combined nets take aim at Nielsen

ABC, CBS, NBC and Fox advertise their displeasure over rating service

By Steve McClellan

In an unprecedented move, the four major networks sponsored a joint print advertising campaign in major media and advertising trade publications the week of Dec. 16 slamming Nielsen Media Research.

"Our confidence in Nielsen is DOWN," read the headline of the full-page ads purchased by ABC, CBS, NBC and Fox, with the logos of all four prominently displayed at the top of the page.

The ad went on to say:

"Each of the networks has informed Nielsen that:

- The peplemeter 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."

The ads came in response (and in identical format) to a set of ads Nielsen ran in the Nov. 11 editions of several trade publications that proclaimed, "Our service is UP." The Nielsen ad cited the expansion of the peplemeter sample to 5,000 homes, improvements in cooperation rates among recruited households and the expansion of local metered service to 38 markets by 1997.

The anti-Nielsen ads followed by one week an ALTV request that the FCC investigate flaws in the ratings services provided by Nielsen. The ads also come on the heels of a charge by NBC Research Senior Vice President Nicholas Schiavone that "reported" drops in viewing levels by Nielsen will cost the six networks \$100 million in revenue for fourth quarter 1996. Schiavone thinks the reported drops are due to flaws in Nielsen's service and not

the result of less TV watching.

David Poltrack, CBS executive vice president, planning and research, says declines in the Nielsen ratings for the *Late Show with David Letterman* in the fourth quarter have a value of about \$20 million. Poltrack has recently taken Nielsen to task for the growing discrepancy between reported ratings from its local station and network household samples. One recent night, he says, there was a 31% difference between the reported rating for *Letterman* from the overnight markets and that part of the national sample represented in those markets. The differences, he says, "should be close to

identical, subject to some minimal level of sampling error."

Poltrack confirms that the four-network ad was in response to Nielsen's ad, which the networks felt was "totally misleading. Their claims aren't supported by the facts. They have all of these problems and they aren't able to answer many questions we have about discrepancies in their service."

Nevertheless, Poltrack acknowledges that the Nielsen service, flawed as it may be, is probably not responsible for the entire 2 percentage-point drop (to 65%) in four-network prime time share and the 6% drop in rating reported this season. "The collective

Lauer to succeed Gumbel



Lauer

As expected, Matt Lauer was named co-anchor of NBC News's *Today* last week, replacing the departing Bryant Gumbel. Lauer will fill the spot opposite Katie Couric beginning Jan. 6.

"I think the biggest hurdle is that people will want to compare me to Bryant," said Lauer, who turns 39 today (Dec. 30). "I hope people don't tune in January 6 and expect to see an imitation of Bryant. That's the wrong idea. The only thing I can do is rely on what I have been doing the last three years with filling in. I hope the response is good."

The terms of Lauer's contract were not disclosed. A replacement for Lauer, who has served as the news anchor since January 1994, will be announced shortly.

NBC News President Andrew Lack acknowledged that while other prospects expressed interest in Gumbel's job, Lauer was clearly the front-runner for the number-one-ranked show. As of the week of Dec. 9, *Today* has remained on top for 53 straight weeks in households and 14 straight weeks for adults 18-49.

"The show has performed well over the last two years, regardless of Bryant or Matt.... It has a wide margin of strengths," Lack said. "I don't think it will change in terms of ratings."

Lack wouldn't disclose Gumbel's future at the network, other than to say that talks are continuing and the "chairman emeritus" will always be welcome at *Today* for special reports. A two-hour tribute to the veteran morning anchor, featuring surprise guests, is set for Jan. 3.

—LR

network audience has shown a continued decline," he says.

As to the ALTV filing, Schiavone says it is testament to the fact that, "whether you are a station or a network, this is really everybody's problem."

But at least for now, Poltrack says, CBS doesn't want to get the government involved and would prefer to work with Nielsen and the Electronic Media Ratings Council and other industry groups to resolve the differences. At the same time, he says, "What we think is critical to having the best service is to introduce a competitor." That's why ABC, CBS, and NBC are investing millions in the SMART ratings system being developed by Statistical Research Inc., Poltrack says.

A Nielsen spokesperson says the networks' ad was a "negative response to our positive campaign" and that Nielsen's efforts have been supported by "key customers," including David Marans of J. Walter Thompson and Betsy Frank, executive vice president, Zenith Media.

The spokesperson did admit that the drop in rates of usable (in-tab) data to calculate the ratings "is a legitimate issue, and we are trying to deal with it."

The position of most ad agencies and media buyers is that Nielsen isn't perfect, but it's the best the industry has and it gets the job done.

"No audience research is perfect, and Nielsen could improve its products," says Marans. "However, after many meetings with top management at Nielsen, along with discussions with other leading experts as well as our own analyses, we continue to believe that the Nielsen measures are probably

the best media research available in any medium."

During the past year, some network executives, including Fox's Chase Carey, have hinted at possible legal action if the ratings company didn't take corrective measures. But no such action appears imminent.

At NBC, network television president Neil Braun does not rule out a lawsuit but says he hopes it doesn't come to that. "We'll do what we have to, to protect our interests, but litigation to me is a last resort." NBC is currently involved in its "most active and most specific dialogue" with Nielsen over concerns about the ratings, he says. As for progress, Braun

says, "it's hard to say. I'll have a better idea during the first quarter."

At Fox, Giles Lundberg, senior vice president, research and marketing, says "the legal option is still an option [for Fox] and is frequently discussed." But, he adds, "first and foremost, we want improvements."

Lundberg says there's been little progress in getting Nielsen to address concerns. "In many areas Nielsen has unfortunately dug in their heels, and I don't think the industry is going to take it for much longer."

As to the ALTV filing, Lundberg supports it: "I believe the more attention that is focused on the issue, the better." ■

Getting 'Weird' at NATPE

High Five productions is shopping show based on 'News of the Weird' column

By Cynthia Littleton

St. Bernard Parish, La.: City equipment driver Bobby Bouffine resigned under fire in October.

According to city officials, Bouffine had stopped by an X-rated video store for several hours during a workday and parked the city's \$100,000, eight-ton, 25-foot-long pothole-filling machine in the parking lot. "News of the Weird," Feb. 19, 1995.

"News of the Weird," Chuck Shepherd's nationally syndicated newspaper column, has been amusing readers with such offbeat news items for near-

ly a decade. Nashville-based High Five Entertainment is betting that Shepherd's ever-growing archive of oddities can be transformed into a successful weekly reality series.

The High Five partners plan to shop a pilot of the show to distributors at next month's NATPE convention in New Orleans. High Five, known for producing music specials and Tribune Entertainment's first-run series *The Road*, has licensed the TV rights from Shepherd and Universal Press Syndicate, which distributes the weekly column to more than 330 newspapers.

Larry Frankenbach, High Five's vice president, worldwide distribution, says the show will be "a lighthearted look at the light-headed," blending re-enactments with live footage, amateur video, animation and on-the-scene reporting.

"The presentation of the show will look just like a local newscast," Frankenbach says.

According to Universal Press Syndicate, "News of the Weird" is carefully researched and all clippings are kept on file. The items are compiled from stories that appeared during the previous nine months in U.S. and Canadian daily newspapers or ran on one of the world's five major wire services.

Frankenbach says High Five intends to push the half-hour show as a companion to *America's Dumbest Criminals* and other reality weeklies. ■

Friends' paychecks

The cast of NBC's *Friends* finally got what they had asked for from Warner Bros. TV in the way of reported \$45,000-plus boosts to their current \$30,000-\$35,000-per-episode salaries. The new contracts for the six actors extend through the 1999-2000 season and call for roughly \$85,000 per episode in the fourth year, going to \$100,000 the next year and \$120,000 in year six, according to a source. The actors reportedly wanted more money after learning the hefty price the syndication arm was demanding for *Friends* reruns.



Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Dec. 9-15

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 13	abc	CBS	NBC	Fox	U/PIN	WB	
	12.2/20	10.0/16	10.8/17	7.1/11	2.6/4	2.2/3	
MONDAY	8:00	73. Dangerous Minds	27. Cosby 9.9/16	50. National Geographic Special 8.5/13	50. Melrose Place 8.5/13	103. In the House 3.0/5	117. 7th Heaven 1.9/3
	8:30	6.6/11	36. Ink 9.3/14			102. Mal & Eddie 3.2/5	
	9:00	6. NFL Monday Night Football—Kansas City Chiefs vs. Oakland Raiders 13.8/24	36. Murphy Brown 9.3/14	10. NBC Monday Night Movie—Lying Eyes 11.9/19	85. TV All-Time Fun Holiday 5.6/9	113. Gooder Bhr 2.3/3	112. Savannah 2.4/4
	9:30		24. Cybill 10.3/16			115. Sparks 2.1/3	
	10:00		21. Chicago Hope 10.6/18				
TUESDAY	8:00	10.8/17	10.5/17	10.4/17	6.3/10	2.8/4	
	8:30	59. Roseanne 7.7/13	43. Martha Stewart's Christmas 9.0/15	31. Mad About You 9.8/16	75. Fox Tuesday Night Movie—Saved by the Light 6.3/10	99. Moesha 3.3/6	
	9:00	61. Life's Work 7.5/12		27. Smthg So Right 9.9/16		111. Homeboys 2.5/4	
	9:30	9. Home Imprvmt 12.5/19	15. CBS Tuesday Movie—Christmas in My Hometown 11.3/18	11. Frasier 11.8/18		110. The Burning Zone 2.6/4	
	10:00	16. Spin City 10.9/17		24. Caroline in/City 10.3/16			
WEDNESDAY	8:00	9.3/15	8.9/15	8.1/13	7.6/12	3.9/7	3.1/5
	8:30	58. Grace Undr Fire 7.8/13	43. The Nanny 9.0/15	67. Wings 7.2/12	57. Beverly Hills, 90210 7.9/13	107. Extreme Blue 2.9/5	103. Sister, Sist 3.0/5
	9:00	56. Coach 8.0/13	54. Pearl 8.2/13	70. NewsRadio 7.0/11			103. Pinky/Brain 3.0/5
	9:30	36. Drew Carey 9.3/15	39. Kathie Lee: Time for Christmas 9.2/15	66. NewsRadio 7.3/11	63. Party of Five 7.4/12	91. Star Trek: Voyager 4.9/8	99. Wayans Br 3.3/5
	10:00	39. Ellen 9.2/15	45. Candid Camera: 50th Anniversary 8.9/16	63. Men Bhvg Badly 7.4/12			99. Jame Foxx 3.3/5
THURSDAY	8:00	21. PrimeTime Live 10.6/19		33. Law & Order 9.7/17			
	8:30	6.0/10	8.1/13	18.7/30	5.8/9		
	9:00	78. High Incident 6.0/10	42. Diagnosis Murder 9.1/15	4. Friends 16.1/27	85. Martin 5.6/9		
	9:30	88. Murder One 5.4/9	52. Moloney 8.4/13	5. The Single Guy 14.9/24	78. Living Single 6.0/10		
	10:00			2. Seinfeld 18.7/29	83. New York Undercover 5.7/9		
FRIDAY	8:00	73. Turning Point 6.6/11	71. 48 Hours 6.9/12	3. Suddenly Susan 17.1/27			
	8:30	10.3/19	6.1/11	9.1/17	4.4/8		
	9:00	39. Family Matters 9.2/18	83. Dave's World 5.7/11	48. Unsolved Mysteries 8.6/16	96. Tales fr/the Crypt 4.0/8		
	9:30	45. Boy Meets World 8.9/17	93. Ev Loves Raymd 4.8/9		98. Tales fr/the Crypt 3.6/7		
	10:00	27. Sabrina/Witch 9.9/18	81. Forces of Nature 2 5.8/10	21. Dateline NBC 10.6/19	90. Millennium 5.1/9		
SATURDAY	8:00	52. Clueless 8.4/15	67. Nash Bridges 7.2/13	54. Homicide: Life on the Street 8.2/15			
	8:30	8.20/20 12.6/23					
	9:00	5.3/10	9.7/18	6.6/12	6.0/11		
	9:30	88. Doug's Xmas 5.4/10	35. Dr. Quinn Medicine Woman 9.4/18	94. Dark Skies 4.7/9	87. Cops 5.5/11		
	10:00	91. Edith Ann's Xmas 4.9/9	47. Opryland's Country Christmas 8.7/16	61. The Pretender 7.5/14	75. Cops 6.3/12		
SUNDAY	7:00	77. General Hospital: Twist of Fate 6.2/11	17. Walker, Texas Ranger 10.8/20	59. Profiler 7.7/14	78. America's Most Wanted: AFB 6.0/11		
	7:30	95. Relativity 4.6/9					
	8:00	9.2/15	11.2/18	10.6/17	6.9/11	2.3/4	
	8:30	72. Am Fun Hm Vid 6.8/12	14. 60 Minutes 11.6/20	(nr) NFL Game 2 13.7/25	109. Life w/Louie Xmas 2.7/5	119. Brotherly Lv 1.6/3	
	9:00	48. Am Fun Hm Vid 8.6/14		27. Dateline NBC 9.9/17	97. Tick Loves Santa 3.9/7	117. Brotherly Lv 1.9/3	
WEEK AVG	8:00	69. Lois & Clark 7.1/11	11. Touched by an Angel 11.8/19	13. 3rd Rock fr/Sun 11.7/19	63. The Simpsons 7.4/12	114. Parnt 'Hood 2.2/4	
	8:30			34. Boston Common 9.5/15	81. Ned and Stacey 5.8/9	108. Steve Harvey 2.8/4	
	9:00	17. ABC Sunday Night Movie—To Love, Honor and Deceive 10.8/17	17. CBS Sunday Movie—The Summer of Ben Tyler 10.8/17	31. NBC Sunday Night Movie—Lightning Jack 9.8/16	20. The X-Files 10.7/16	105. Unhap Ev Af 3.0/5	
	10:00					116. Life w/Roger 2.0/3	
	10:30						
WEEK AVG	9.0/15	9.3/16	10.6/18	6.3/10	3.1/5	2.5/4	
STD AVG	9.7/16	9.9/16	10.8/18	8.1/13	3.3/5	2.7/4	

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:

TVs □ \$132,500 □ 1

Combos □ \$25,535,800 □ 7

FMs □ \$22,998,379 □ 17

AMs □ \$5,780,600 □ 10

Total □ \$54,447,279 □ 35

SO FAR IN 1996:

TVs □ \$10,487,824,645 □ 99

Combos □ \$12,033,784,236 □ 345

FMs □ \$2,628,006,860 □ 417

AMs □ \$212,820,906 □ 254

Total □ \$25,362,436,647 □ 1,115

SAME PERIOD IN 1995:

TVs □ \$3,587,475,545 □ 140

Combos □ \$2,480,610,569 □ 222

FMs □ \$778,426,481 □ 361

AMs □ \$102,919,747 □ 207

Total □ \$6,974,890,248 □ 930

Source: BROADCASTING & CABLE

TV

Option to buy construction permit for WKRP-TV Charleston/Huntington, W.Va.

Price: \$132,500

Buyer: Mountaineer Broadcasting Corp., Ridgefield, Conn. (William L. Kepper, president/owner). Kepper owns 5% of wxxv-TV Gulfport, Miss.; 2% of wvgv-TV Lewisburg, W.Va.

Seller: WKRP-TV Inc., Charleston; no other broadcast interests

Facilities: Ch. 29, 5,000 kw visual, 500 kw aural, ant. 1,491 ft.

COMBOS

WARM(AM) Scranton-WMGS(FM) Wilkes-Barre, Pa. (plus LMAs for WBHT-FM Mountain Top/Wilkes-Barre and WKQV-FM Olyphant/Wilkes-Barre and JSA for WKQV(AM) Pittston/Scranton/Wilkes-Barre, all Pa.)

Price: \$11 million

Buyer: Tele-Media Broadcasting Co., Bellefonte, Pa. (Robert E. Tudek, president/50% owner); owns WTAD (AM)-WQCY(FM) and WMOS(FM) Quincy, Ill.; WBLF(AM) Bellefonte, WEST(AM)-WLEV(FM) Easton, WQKK(FM) Edensburg, WRKZ(FM) Hershey, WGLU(FM) Johnstown, WIKN(FM) Port Matilda, WRSC(AM) State College, WQWK(FM) University Park and WQXA-AM-FM York, all Pa.; WLKW(AM)-WWLI(FM) and WPRO(AM) Providence, R.I.; is buying WAZL(AM)-WXMT(FM) Hazelton/Wilkes-Barre, Pa.; has TBA with WAZL(AM)-WZMT(FM) Hazelton, Pa.

Seller: Susquehanna Radio Corp., York, Pa. (Louis J. Appel Jr., chairman; David E. Kennedy, president); owns KNBR(AM)-KFOG(FM) San Francisco; WNNX(FM) Atlanta; WFMS(FM) and WGRL(FM) Indianapolis; WRRM(FM) Cincinnati; WSBA(AM)-WARM-FM York, Pa.; KTCK(AM) and KLIF(AM)-KPLX(FM) Dallas/Fort Worth and KRBE-FM Houston, and WGH-AM-FM and WLTY(FM) Norfolk, Va.; is buying WHMA-AM-FM Anniston, Ala.; KHTX-FM Carson City, Nev. (to be Fair Oaks/Sacramento, Calif.), KHOT-FM Los Altos, Calif., and 51% of CP for KNBR-FM Haltom City/Dallas/Fort Worth. Susquehanna Cable Co. owns cable systems in York and Shelbyville, Ind.

Facilities: WARM: 590 khz, 5 kw; WMGS: 92.9 mhz, 5.3 kw, ant. 1,384 ft.

Formats: WARM: news/talk; WMGS: adult contemporary

WOLZ(FM) Fort Myers and WKII(AM)-WFSN(FM)* (formerly WEEJ) Port Charlotte/Fort Myers, Fla.

Price: \$11 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns/is buying wckt(FM) Lehigh Acres/Fort Myers and wxrm-FM Naples Park/Fort Myers, and wqmf(FM) Jeffersonville, Ind./Louisville, Ky. (see item, below). For other holdings, see "Changing Hands," Dec. 16.

Seller: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); owns 50% of wdrb(FM) Sanibel/Fort Myers; owns WAAX(AM)-WQEN(FM) Gadsden/Tuscaloosa, Ala.; WWNC(AM)-WKSF (FM) Asheville, N.C.; WING-FM Dayton/Springfield, Ohio; WTJS(AM)-WTNV(FM) Jackson and WYNU(FM)* Milan/Jackson, Tenn., and WKWK-AM-FM, WWVA (AM)-WOVK(FM) and WEGW(FM)*, all Wheeling, and WHLX(FM)* Bethlehem/Wheeling, W.Va.; is buying WACT-AM-FM Tuscaloosa (see item, below), WHOS(AM)-WDRM-FM (formerly WKRM-FM) Decatur/Huntsville, WBPH(AM) Huntsville and WTXF-FM Fayette/Tuscaloosa, Ala.; is selling wjsu-TV Anniston, Ala. (*=Osborn is buying)

■ Osborn is being bought by Capstar Broadcasting Partners, which owns WINE(AM)-WRKI(FM) Brookfield, WNLK (AM)-WAFX(FM) Norwalk and WSTC (AM)-WKHL(FM) Stamford, all Conn.; WJBR-AM-FM Wilmington, Del.; WMYM (AM)-WLRO-FM Cocoa, WMMB(AM)-

BOTTOM LINE

More Orlando OKs

As expected, the Justice Department has signed off on Paxson Communications Corp.'s deal-makings in Orlando, Fla., Paxson says. Justice already has approved Chancellor Broadcasting Co.'s radio holdings there (B&C, Dec. 16).

Along with Cox Broadcasting Inc., the companies were being investigated for possible antitrust violations after their dealings reduced the number of station owners in the market from 14 at the beginning of the year. The companies also would control 96% of the market's radio revenue.

Paxson says it now is free to own four FMs and two AMs in Orlando.

It also operates an LMA with WIRB (TV) Orlando.

Nexstar buys more TVs

ABRY Broadcast Partners-backed Nexstar Broadcasting Group is buying its second and third TV stations: wtwo(TV) Terre Haute, Ind., and KQTV(TV) St. Joseph, Mo. Both stations operate on Ch. 2; wtwo is an NBC affiliate and KQTV is an ABC affiliate. The stations are owned by TCS Television Partners LP, which is backed by Martin Pompadur. Nexstar in June bought WYOU-TV Scranton/Wilkes-Barre, Pa., for at least \$23.3 million. The price for wtwo and KQTV was not disclosed.

Triathlon out of race?

Robert F.X. Sillerman-backed Triathlon Broadcasting Co. is looking to "maximize shareholder value," perhaps through the sale of the company. "Strategic alliances and additional acquisitions" also are being considered, CEO Norman Feuer said in a Dec. 17 news release. Triathlon owns, is buying or operates 40 radio stations in seven Western markets: Little Rock, Ark.; Colorado Springs; Wichita, Kan.; Lincoln and Omaha, both Nebraska; and Spokane and Tri-Cities, both Washington.

Triathlon's stock closed at \$8.19 the day of the announcement. On Dec. 26 it closed at \$8.25. —EAR

WGDD-FM Melbourne, WHKR-FM Rockledge, WZZR(FM) Stuart, WKOS(FM) Gifford/Vero Beach and WOOL(FM) and WAXE(AM)-WAVW(FM) Vero Beach, all Fla.; WPUT(AM) Brewster, WVIB(FM) Mount Kisco, WVYB(FM) Patterson, and WFAS-AM-FM White Plains, all N.Y.; WBVB(FM) Coal Grove and WIRO(AM) and WMLV(FM) Ironton, Ohio; WAEB-AM-FM Allentown and WZZO(FM) Bethlehem, Pa.; WKEE-AM-FM and WHRD(AM) Huntington, WTCR-AM Kenova/Huntington-WTCR-FM Huntington, and WZZW(AM) Milton and WFXN-FM Milton/Huntington, all W.Va.

Facilities: WOLZ: 95.3 mhz, 97 kw, ant. 453 ft.; WKII: 1070 khz, 3.1 kw day, 260 w night; WFSN: 100.1 mhz, 100 kw, ant. 450 ft.

Formats: WOLZ: oldies; WKII: adult standards; WFSN: oldies

KHJJ(AM)-KGMX(FM) Lancaster/Palmdale, Calif.

Price: \$1,437,500

Buyer: Point Broadcasting Co., Santa Monica, Calif. (95% owner; John Q. Hearne, president/owner); owns KBET(AM) Santa Clarita and KKZZ(AM)-KOCF(FM) Oxnard/Ventura and KTRO(AM) Port Hueneme-KCAQ(FM) Oxnard/Ventura, Calif.; is buying KHJJ(AM)-KGMX-FM Lancaster, KUTY(AM) Palmdale-KLKK-FM Rosamond and KXSP(AM) Ventura-KTND(FM) Ojai/Ventura, all Calif.

Seller: Eric-Chandler Communications of Antelope Valley Inc., Encino, Calif. (Tom Miserendino, Robert Geddes, owners); no other broadcast interests

Facilities: AM: 1380 khz, 10 kw night; FM: 106.3 mhz, 3 kw, ant. 210 ft.

Formats: AM: news/talk; FM: adult contemporary

Broker: Media Venture Partners

WACT-AM-FM Tuscaloosa, Ala.

Price: \$1 million

Buyer: Osborn Communications Corp.; WAAX(AM)-WQEN(FM) Gadsden/Tuscaloosa, Ala.; is buying WHOS(AM)-WDRM-FM (formerly WKRM-FM) Decatur/Huntsville, WBPB(AM) Huntsville and WTXT-FM Fayette/Tuscaloosa, Ala.; is selling WOLZ-FM, WFSN-FM Fort Myers and WKII(AM) Port Charlotte/Fort Myers, Fla. (see item, above)

Seller: Taylor Communications Corp., Tulsa, Okla. (Edward L. Taylor, chairman/owner); is buying, then selling, WYIQ(FM) Warner Robins/Macon, Ga. (see item, below); is selling XWQTK(AM) Macon, XWIBB-FM Fort Valley/Macon and XWITK(AM)-WRBG(FM) Warner Robins/Macon, all Ga., and WXNR(FM) Grifton, N.C.

Facilities: AM: 1420 khz, 5 kw day, 108 w night; FM: 105.5 mhz, 1.5 kw, ant. 403 ft.

Formats: AM: religion; FM: country
Broker: Media Services Group Inc.

WBNM(AM)-WALJ-FM Gordon/Macon, Ga.

Price: \$575,000

Buyer: Roberts Communications Inc. (Michael A. Roberts, owner)

Seller: Griffith Communications Inc., Macon (Benjamin W. Griffith III, president); no other broadcast interests

Facilities: AM: 1120 khz, 10 kw day,

2.5 kw night; FM: 107.1 mhz, 2.25 kw, ant. 541 ft.

Formats: AM: full-service; FM: new adult contemporary

Broker: Media Services Group Inc.

KDAP-AM-FM Douglas, Ariz.

Price: \$375,000

Buyer: KASA Radio Hogar Inc., Phoenix (Moises Herrera Sr., president); owns KASA(AM) Phoenix
Seller: KDAP Inc., Douglas (Howard Henderson, principal)

Facilities: AM: 1450 khz, 1 kw; FM: 96.5 mhz, 3 kw, ant. 30 ft.

Formats: AM: Spanish; FM: country



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WESR-AM-FM Onley, Va.

Price: \$148,300 for stock

Buyer: Charles Russell and Dennis Cope, Hallwood and Wallops Island, Va.

Seller: Benjamin Ferguson and Gloria Jennings, Salem and Pennsville, N.J.

Facilities: AM: 1330 khz, 5 kw day, 51 w night; FM: 103.3 mhz, 50 kw, ant. 320 ft.

Formats: AM: talk; FM: adult contemporary

RADIO: FM

KOND-FM (formerly KEYH-FM) Cleveland, Tex.

Price: \$10 million

Buyer: Preferred Media Group Inc., Houston (Gerald M. Birnberg, secretary/25.1% owner)

Seller: Texas Classical Radio Inc., Houston (M.S. Stude, owner). Stude owns KRTS(FM) Seabrook, Tex.

Facilities: 97.1 mhz, 100 kw, ant. 981 ft.

Format: Classical

WSUS(FM) Franklin, N.J.

Price: \$4 million-\$5 million

Buyer: Nassau Broadcasting Partners LP, Princeton, N.J. (Louis F. Mercatanti Jr., president/33.4% owner; Spectrum Equity Investors LP, 50.7% owner); owns WJLK-AM-FM

Asbury Park and WQNJ(FM) Ocean Acres/Asbury Park and WNNJ-AM-FM

Newton, N.J.; WHWH(AM) Princeton, WPST-FM Trenton, N.J./Philadelphia,

WHCY(FM) Blairstown, N.J./Stroudsburg and WVPO(AM)-WSBG-FM Stroudsburg, all Pa.; is buying WTTM(AM)-

WCHR(FM) Trenton, all N.J.; has LMA with option to buy WOBM(AM) Lake-

wood-WOBM-FM Toms River, N.J.

Seller: WSUS Communications Inc., Franklin (James Normoyle, principal); no other broadcast interests

Facilities: 102.3 mhz, 590 w, ant. 745 ft.

Format: Adult contemporary

Broker: Serafin Bros. Inc.

KDNO(FM) Delano/Bakersfield, Calif.

Price: \$1.75 million

Buyer: Hemisphere Broadcasting LLC, Fresno, Calif. (co-owners Clifford N. Burnstein, Peter D. Mensch); owns KKXX-FM, KRAB-FM and KHIS-AM-

KSMJ-FM (formerly KHIS-FM) Bakersfield, KYNO(AM)-KJFX-FM and KFRR-FM Fresno, KSTT-FM and KSLY-FM San Luis Obispo and KXFM-FM Santa Maria, all Calif.; is building KSEA(FM) Greenfield, Calif.

Seller: Tape Networks Inc., Delano (Richard Palmquist, principal); no other broadcast interests

Facilities: 98.5 mhz, 50 kw, ant. 499 ft.

Format: Sacred music

KEZE(FM) (formerly KSPO) Spokane, Wash.

Price: \$1.2 million

Buyer: Z-Rock Communications Corp., Boca Raton, Fla. (A.M. Hochstadt, president/48% owner); owns KNJY(FM) Spokane

Seller: Melinda Boucher Read, Spokane; owns 45% of KTBI(AM) Ephrata, Wash.; is building KTAC(FM) Ephrata

Facilities: 96.9 mhz, 6 kw, ant. 535 ft.

Format: Religion

KMXM(FM) (formerly KAKO) Gooding and KIKX(FM) (formerly KRAZ) Ketchum, Idaho

Price: \$1,118,379 (\$943,379

assumption of obligations)

Buyer: FM Idaho Co., Atlanta (co-owners Wendell M. and Lydia C. Starke); is buying KLVJ-AM-FM Mountain Home, Idaho

Seller: Idaho Broadcasting Consortium Inc., Santa Rosa, Calif. (Frederic W. Constant, president). Constant owns KSAC(FM) Sutter Creek, Calif.; has applied to build FM in Healdsburg, Calif.

Facilities: KMXM: 100.9 mhz, 100 kw, ant. 481 ft.; KIKX: 104.7 mhz, 100 kw, ant. 1,679 ft.

Formats: Both dark

Broker: Exline Co. (seller)

KBYB(FM) El Dorado, Ark./Monroe, La.

Price: \$575,000

Buyer: Gulfstar Communications Inc., Austin, Tex. (John D. Cullen, president; Hicks Muse Tate & Furst, owner); owns WJBO(AM)-WFME(FM) and WYNK-AM-FM Baton Rouge and the following Texas stations: KLVI (AM)-KYKR (FM) Beaumont, KKMY(FM) Orange/Beaumont, WTAW(AM)-KTSR(FM) College Station, KRYS-AM-FM and KMXR (FM) Corpus Christi and KNCN(FM) Sinton/Corpus Christi, KIIZ-FM Killeen and KNRV-FM Harker Heights/Killeen, KKAM (AM)-KFMX-FM and KRLB-FM Lubbock, KAFX-FM Diboll/Lufkin, KKYR-AM-FM Texarkana, KNUE(FM) and KTYL-FM Tyler, KISX(FM) Whitehouse/Tyler, WACO-AM-FM and KWTX-AM-FM Waco, KBRQ(FM) Hillsboro/Waco and KIXS(FM) Victoria and KLBV(FM) Bloomington/Victoria, all Tex.; is buying KEZA(FM) and KKIX(FM) Fayetteville, KWHN(AM)-KMAG(FM) Fort Smith and KKZQ(FM) Lowell, all Ark.; KIOC-FM Beaumont and KFYO(AM)-KZII(FM) Lubbock, Tex., and KCQL(AM) Aztec/Farmington, KKFG (FM) Bloomfield/Farmington and KTRA (FM) and KDAG(FM) Farmington, N.M.; is selling KCHX(FM) Midland, Tex.; has time brokerage agreement with KAGG

(FM) Madisonville, Tex.

Seller: KIXK Inc., El Dorado, Ark. (Charles Shinn, president); no other broadcast interests

Facilities: 96.1 mhz, 100 kw, ant. 228 ft.

Format: Country

Broker: Whitley Media

WXST(FM) Loudon, Tenn.

Price: \$550,000

Buyer: Horne Radio LLC, Knoxville, Tenn. (61% owner; Douglas A. Horne, chief manager)

Seller: Tellico Sound Ltd. LP, Knoxville (Debbie Greenwood, president); no other broadcast interests

Facilities: 105.3 mhz, 6 kw, ant. 328 ft.

Format: Oldies

WKYL(FM) Lawrenceburg, Ky.

Price: \$525,000

Buyer: Davenport Broadcasting Inc., Frankfort, Ky. (C. Michael Davenport, president)

Seller: Vernon R. Baldwin Inc., Fairfield, Ohio (Vernon R. Baldwin, president); owns WKYL(FM) Lawrenceburg, Ky., and WCNW(AM) Fairfield and WNLT(FM) Harrison, Ohio. Baldwin owns WWXL(AM)-WWLT(FM) Manchester and WVRB(FM) Wilmore, Ky. jointly owns 90% of WRKG(AM)-WZLE(FM) Lorain, Ohio.

Facilities: 102.1 mhz, 3 kw, ant. 328 ft.

Format: Soft adult contemporary

KWBR(FM) Pismo Beach/Arroyo Grande, Calif.

Price: \$500,000

Buyer: American General Media, Towson, Md. (co-owners/siblings Anthony S. Brandon, L. Rogers Brandon); owns KKAL(AM) Arroyo Grande and KZOZ-FM San Luis Obispo, Calif.; WYDE(AM) Birmingham-WRAX-FM Trussville, Ala.; and KKCL-FM Lorenzo/Lubbock and KWFS-FM Wichita Falls, Tex. Brandons also own KGEO(AM)-KGFH-FM Bakersfield and KDDB-FM Paso Robles, Calif.; 50% of KCID-FM Caldwell/Boise, Idaho; KTMN-FM Los Alamos and KNYN(FM) Santa Fe, N.M., and KQOL-FM Boulder City, Nev. Anthony Brandon owns 67% of KERN-AM-FM Bakersfield; WWWG(AM) Rochester, N.Y., and KWFS(AM) Wichita Falls, Tex.; has interest in WWLG(AM) Baltimore and WASA(AM) Havre de Grace, Md.

Seller: Maverick Broadcasting Co., Bakersfield, Calif. (James H. Elison, principal); no other broadcast interests

Facilities: 95.3 mhz, 4.2 kw, ant. 390 ft.

Format: AOR

WWDZ(FM) Danville, Ill.

Price: \$500,000

Buyer: Neuhoff Broadcasting Corp., Springfield, Ill. (Geoffrey H. Neuhoff, president/60% owner); owns W DAN (AM)-WDNL(FM) Danville

Seller: Rollings Communication Corp., St. Louis (Dale Rollings, owner); owns WKTW(FM) Tuscola, WZN (FM) Sullivan and WWDZ(FM) Danville, all Ill.; is selling WBAN(AM) Rantoul, Ill.
Facilities: 94.9 mhz, 6 kw, ant. 328 ft.
Format: Classic rock

KONZ(FM) Arizona City, Ariz.

Price: \$400,000

Buyer: Brentlinger Broadcasting Inc., Scottsdale, Ariz. (Jayson R. Brentlinger, 66.7% owner); co-owns 66.7% of KRIM(FM) Payson, Ariz.
Seller: Phillip T. Zeni Sr., Phoenix (court-appointed receiver for Arizona City Broadcasting Corp.)
Facilities: 106.3 mhz, 3 kw, ant. 298 ft.
Format: Dark

WFIX(FM) Rogersville, Ala.

Price: \$400,000

Buyer: Shoals Broadcasting Corp., Tuscumbia, Ala. (co-owners Mark A. Pyle, C. Jeffrey Chandler)
Seller: Pulaski Broadcasting Inc., Pulaski, Tenn. (Hershel Lake, president); owns WKSJ-AM-FM Pulaski, Tenn.; is selling WKNI(AM) Lexington, Ala.
Facilities: 93.9 mhz, 2.25 kw, ant. 531 ft.
Format: Classic rock

WZBN(FM) Carthage, Ill.

Price: \$210,000

Buyer: Bick Broadcasting Co., Hannibal, Mo. (Frank C. Bick, chairman/46% owner); owns KRRY(FM) Canton, KHM(AM) Hannibal and KICK-FM Palmyra, all Mo.
Seller: Landmark Broadcasting Corp., Keokuk, Iowa (John Land, principal); no other broadcast interests
Facilities: 92.1 mhz, 25 kw, ant. 328 ft.
Format: Oldies

WZIO(FM) South Webster, Ohio

Price: \$200,000

Buyer: IM-Media Broadcasting Inc., Jackson, Ohio (Steven R. Lanier, president/25% owner)
Seller: South Webster Broadcasting Inc., Portsmouth, Ohio (Dee Mauk, president); no other broadcast interests
Facilities: 94.9 mhz, 3 kw, ant. 320 ft.
Format: '70s

KYLS-FM Ironton, Mo.

Price: \$70,000

Buyer: Dockins Communications Inc., Sikeston, Mo. (Fred M. Dockins Sr., president/owner)
Seller: David E. Smith Communica-

tions Inc., Fredericktown, Mo. (David E. Smith, president)

Facilities: Not available

Format: Not available

KBUB(FM) Brownwood, Tex.

Price: Sale expenses

Buyer: Living Word Church of Brownwood Inc., Brownwood (Jack A. Ruth, president/25% owner); owns KPSM(FM) Brownwood
Seller: Criswell Center for Biblical Studies, Arlington, Tex. (Ronald L. Harris, VP); owns KSYE(FM) Frederick, Okla., and KCRN-AM-FM San Angelo, Tex.

Facilities: Not available

Format: Not available

WYIQ(FM) Warner Robins/Macon, Ga.

Price: Assumption of certain obligations

Buyer: WIKS-FM Inc., Marietta, Ga. (Stephen J. Taylor, president/49.9% owner); is buying WYIQ(FM) Gray/Macon, WOTK(AM) Macon and WITK(AM)-WRBG(FM) Warner Robins/Macon, Ga. Taylor is son of seller, Edward L. Taylor, and owns 52% of WQBZ-FM (formerly WIBB-FM) Fort Valley/Macon, Ga.; 35.3% of WMDH-AM-FM New Castle, Ind., and 35.1% of WTLZ(FM) Saginaw, Mich.; is selling WIKS(FM) New Bern and WMGV(FM) Newport, N.C.
Seller: Taylor Communications Corp. (Edward L. Taylor, chairman/owner/father of Stephen Taylor); is selling WACT-AM-FM Tuscaloosa, Ala. (see item, above); WOTK(AM) Macon, WIBB-FM Fort Valley/Macon and WITK(AM)-WRBG(FM) Warner Robins/Macon, all Ga., to buyer; is selling WXNR(FM) Grifton, N.C. Note: Taylor is in process of buying WYIQ for \$500,000 ("Changing Hands," Sept. 30)
Facilities: 96.5 mhz, 1.99 kw, ant. 414 ft.

Format: Classic rock

RADIO: AM

KMJI(AM) Sacramento, Calif., and KMPS(AM) Seattle

Price: \$3.5 million (\$2 million for KMPS; \$1.5 million for KMJI)

Buyer: Salem Communications Corp., Camarillo, Calif. (co-owners/brothers-in-law Edward G. Atsinger III [president], Stuart Epperson); owns KGNW(AM) Burien/Seattle and KLFE (AM) Tacoma/Seattle, Wash. (for other holdings, see "Changing Hands," Dec. 16)

Seller: EZ Communications Inc./American Radio Systems Corp., Boston (Steven B. Dodge, president); owns/is buying KRAK-FM, KHTK(AM)-KNCI(FM), KXOA(AM), KQPT(FM), KCTC(AM)-KYM (FM), KSSJ-FM and KSFM(FM) Sacra-

mento and KRPM(AM) (formerly KING), KYCW(FM), KMPS-FM and KZOK-FM Seattle and KBKS(FM) (formerly KCIN) Tacoma/Seattle; is selling KXOA-FM Sacramento (for other holdings, see "Changing Hands," Dec. 16)

Facilities: KMJI: 1380 khz, 5 kw; KMPS: 1300 khz, 5 kw

Formats: KMJI: sports; KMPS: country
Broker: Gary Stevens (seller)

WHYO(AM) Salinas, P.R.

Price: \$700,000

Buyer: Colon Radio Corp., Salinas (Martin Colon Rivera, president/owner); no other broadcast interests
Seller: Island Broadcasting Corp., Salinas (Juan Miguel Ortiz Emmanuelli, president)
Facilities: 1210 khz, 5 kw
Format: Spanish

WXKN(AM) Newburg/Louisville, Ky.

Price: \$500,000

Buyer: Gore-Overgaard Broadcasting Inc., Dillard, Ga. (Cordell J. Overgaard, president/54% owner); owns KLAV(AM) Las Vegas and WTMR(AM) Camden, N.J./Philadelphia
Seller: River City Communications Inc., Louisville, Ky. (Michael Wix, principal); owns WRAQ(AM) Brevard, N.C.
Facilities: 680 khz, 1.3 kw day, 450 w night

Format: Talk

Broker: Force Communications & Consultants LLC

WQWQ(AM) Muskegon Heights, Mich.

Price: \$400,000

Buyer: WLC Broadcasting Inc., Muskegon (Nathaniel W. Wells Jr., president/51% owner)
Seller: Muskegon Lakeshore Broadcasting Inc., Muskegon (David Marra, principal); no other broadcast interests
Facilities: 1520 khz, 10 kw day, 1 kw night
Format: Adult contemporary

WDLR(AM) Delaware, Ohio

Price: \$200,000

Buyer: Robert G. Casagrande, Powell, Ohio; owns WAHC(FM) Circleville and WAKS(FM) Marysville, Ohio; has interest in company applying to build FM in Columbus, Ohio; is selling WNRJ(AM) Circleville
Seller: Radio Delaware Inc., Delaware (James Shaheen Sr., president/owner); no other radio interests
Facilities: 1550 khz, 500 w day, 29 w night
Format: News/talk

KBAI(AM) Morro Bay, Calif.

Price: \$150,000

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO);



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Zell/Chilmark Fund LP, 70% owner); owns KIIS(AM)-KFMC(FM) Los Angeles, KSDO(AM)-KCLX-FM and KHTS-FM San Diego and XTRA-AM-FM Tijuana, Mexico/San Diego, Calif.; KBPI(FM), KOA(AM)-KRFX(FM) and KHOW(AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver and KTLK(AM) Thornton/Denver; WGST(AM)-WPCH(FM) and WKLS-FM Atlanta; WLAP(AM)-WMXL(FM) Lexington and WYWC-FM Winchester, Ky.; WDAF(AM)-KYYS(FM) Kansas City, Mo., and KATZ(AM)-KMJM(FM) St. Louis and KNUZ-FM Alton, Ill./St. Louis; WKRC-TV, WCKY(AM), WOFX(FM), WLW(AM)-WEBN(FM), WKRQ(FM) and WWNK(FM), all Cincinnati, WTVN(AM)-WLVO(FM) Columbus and WSPD-AM and WVKC(FM) Toledo and WRVF-FM Beavercreek/Toledo, Ohio; KEX(AM)-KKRZ(FM) Portland and KKCW(FM) Beaverton/Portland, Ore.; wwst-FM and WMYU-FM Knoxville, Tenn., and the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville, WJBT(FM) Green Cove Springs/Jacksonville and wsol-FM Brunswick, Ga./Jacksonville, WBRD(AM) Palmetto-WDUV(FM) Bradenton/Tampa, WXTB(FM) Clearwater/Tampa, WTBT(FM) New Port Richey/Tampa, WFLA(AM)-WFLZ(FM) and WDAE(AM)-WUSA-FM Tampa and WAMR(AM)-WCTQ(FM) Venice

■ Jacor is buying KOGO(AM)-KKLQ-FM, KCBQ(AM) (plans to sell) and KIOZ(FM), all San Diego; KCOL(AM)-KPAW(FM) Fort Collins and KGLL(FM) Greeley, Colo.; WSPB(AM)-WSRZ-FM Sarasota, CP for WYNF(FM) Coral Cove/Sarasota and CP for WEDD(FM) Englewood/Venice, all Fla.; KIDO(AM)-KLTB(FM) Boise and KARO(FM) Caldwell/Boise, Idaho; WMT-AM-FM Cedar Rapids and WHO(AM)-KLYF(FM) Des Moines, Iowa; WTKT(AM)-WXZZ(FM) Georgetown/Lexington, WKQQ(FM) Lexington, WSFR(FM) Corydon, Ind./Louisville, WVEZ(FM), WDJX-FM, WFIA-AM and WHKW-AM, all Louisville, Ky., and intellectual rights to WHKW-FM Louisville; WAHC(FM) Circleville, WAKS(FM) Marysville and WIOT-AM-FM Toledo, all Ohio, and Ktwo(AM)-KMGW-FM Cheyenne, Wyo., and Wyoming Radio Network; is exchanging KOPA(AM)-KSLX(FM) Scottsdale/Phoenix for KPOP(AM) and KGB-FM San Diego; has LMA with WGST-FM Atlanta; is selling KSEG-FM and KRXQ(FM) Roseville/Sacramento, Calif.

■ Jacor also is buying Regent Communications Inc., which owns KUDL-FM and KMXV(FM) Kansas City, Mo.; KSNE-FM and KFMS-FM Las Vegas; WEZL(FM) and WXLV(FM) Charleston, S.C., and KKAT(FM) Ogden/Salt Lake

City and KALL(AM)-KODJ(FM) Salt Lake City; is buying Kwnr(FM) Henderson, Nev., and KUTO-FM Bountiful and KZHT(FM) Provo, Utah; has time brokerage agreements with KBGO-FM Las Vegas and WSJW(FM) Louisville; is selling KKDD(AM) North Las Vegas, and WLOT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio

Seller: Sarape Communications Inc., Laguna Beach, Calif. (Andy James Fakas, president); owns KNCR-FM Paso Robles, Calif.; is building KAGR-FM Morro Bay, Calif.

Facilities: 1150 khz, 5 kw

Format: Stardust

Broker: Jorgenson Broadcast Brokerage Inc. (buyer); Ray Stanfield & Associates (seller)

WJFC(AM) Jefferson City, Tenn.

Price: \$150,000

Buyer: Appalachian Educational Communication Corp., Bluff City, Tenn. (Kenneth C. Hill, president); owns WHCB(FM) Bristol, WPWT(AM) Colonial Heights and WKCV(AM) Kingsport, Tenn., and WHGG(FM) Roanoke Rapids, N.C.; is building FM in Murrels Inlet, S.C.; has applied to build FM in Beaufort, N.C.

Seller: Eaton P. Govan III, Johnson City, Tenn.; owns WAEZ(FM) Elizabethton and WEZG(FM) Jefferson City, Tenn.

Facilities: 1480 khz, 500 w day

Format: Gospel

50% of WZYX(AM) Cowan, Tenn.

Price: \$80,000

Buyer: Tims Ford Broadcasting Co. Inc., Cowan (Charles W. Meye, president/40% owner)

Seller: Hughes M. Brewer, Sewanee, Tenn.

Facilities: 1440 khz, 5 kw day, 100 w night

Format: Country

KIBL(AM) Beeville, Tex.

Price: \$50,600

Buyer: Paulino Bernal, McAllen, Tex.

Seller: Ysidro Villarreal, Alma V. Moreno, Beeville; own KTKO(FM) Beeville

Facilities: 1490 khz, 1 kw

Format: C&W

WSTN(AM) Somerville, Tenn.

Price: \$50,000

Buyer: Patria Communications Inc., South Holland, Ill. (co-owners Pierre A. and Donata R. Chestang); no other broadcast interests

Seller: Alfred L. Roberson III, West Helena, Ark.; no other broadcast interests

Facilities: 1410 khz, 500 w

Format: Dark

—Elizabeth A. Rathbun

Up-front buys take off in first quarter

Demand is high as advertisers book time to avoid being shut out

Radio

By Donna Petrozzello

If the hectic pace of network radio buying up-front is any indication of the state of the marketplace, radio executives may have cause to celebrate the approaching year.

To avoid being shut out, media buyers representing products from low-fat margarine to pharmaceuticals say they have booked network radio campaigns for first quarter 1997 a bit earlier this year.

"To avoid the crunch," Rich Russo, senior vice president and director of radio for JL Media, started buying network radio spots last August for client Great Foods of America that will appear in first quarter 1997.

"I foresaw this happening," Russo says. "I don't have to worry about the up-front buying that's going on right now which is insane." Russo says he's already purchasing network radio for fourth quarter 1997.

Likewise, media manager Roby Weiner has locked in a full calendar of network radio buys for client Warner Lambert. Weiner predicts a "strong first quarter and strong year" for network radio advertising.

David Landau, president of MultiVerse Networks, described first quarter 1997 as the "best network radio up-front season since 1990."

At least two factors are driving the up-front buying frenzy—an influx of new advertisers to network radio and continued bullish buying by returning network advertisers.

Advertisers in financial industries—including banks and credit card and insurance companies—are making up the bulk of new network radio accounts, say network executives.

Network radio also is being used more frequently by cable television companies, direct TV and satellite groups to reach a national audience. More advertising also is coming from makers of various packaged goods, network officials say.

"We've had more up-front business this year than ever before," says Dick Silipigni, senior vice president of sales

for CBS Radio Networks. "We've had two or three new advertisers come into the medium with substantial schedules, and people are buying across the board."

Silipigni estimates pricing for CBS Radio Network spots to be up about 8%-10% over 1996.

Lyn Andrews, senior vice president of advertising sales and marketing for ABC Radio Networks, says the total dollars committed to network up-front buys at ABC are pacing up to 8% higher for 1997 over 1996. First-quarter sales also are "running far ahead this year, compared with last year," Andrews says.

Andrews cites repeat-customer demand and the lower cost of network radio, compared with television, as part of what is driving up demand: "There has been a recognition that network radio works, that it is an extremely good value for the dollar."

ABC is also enjoying a healthy up-front season because it plans to fold its youth-targeted Excel radio buying network as of Jan. 1. While ABC will offer

advertisers looking to reach adults 18-49 inventory on its new Advantage network, which targets young listeners in the nation's top 10 markets. Andrews says ABC has at least 50% less youth-targeted inventory to offer.

As a result, ABC has enjoyed not only brisk up-front sales for its remaining youth inventory but also high spillover demand for its adult networks, which drives up profits for the network. Andrews says cost-per-point rates will increase "20% to 30%" for its youth networks and increase "in the high single digits" for adult network rates.

Rod Calarco, executive vice president of sales at Westwood One Radio Networks, says advertisers' attraction to Westwood One's format and demographically targeted buying networks has created an "extremely busy" up-front season. Yet Calarco says he "is not yet sold out for the first quarter" and doesn't want to be. "I always like to have inventory to sell to an advertiser," he says.

Regardless of whether networks choose to sell out inventory far up-front or hold on to some to sell later in the first quarter, executives agree that healthy network sales benefit the entire industry.

Craig Kitchin, executive vice president of Premiere Radio Networks, says strong sales breed "creative expansion" among networks to take chances introducing new programming and production service packages.

"A robust up-front season tells us that we see good things happening in 1997 economically, and if we have 10 or 12 projects that are on the development plate, we're going to be more inclined to try them because we know there will be an economy to support it," Kitchin says.

Some 65% of Premiere's inventory for the first quarter has already been sold, and 40% of the network's inventory 1997 is already committed to advertisers, he says.

"We've seen the return of every player from last year with budgets that are the same or slightly larger," Kitchin says. "That's gone a long way toward supporting the confidence of sales management in network radio." ■



Holiday cheer

Hundreds of New York radio executives celebrated the holiday season at a luncheon party sponsored by the New York Market Radio Broadcasters Association at the Marriott Marquis. Among the revelers were (l-r) Jch7 Waugaman, regional vice president, CBS Radio; Kevin Smith, vice president/GM of WNEW(FM) New York, and Scott Herman, vice president/GM of WNS(AM) New York. —DP

NAB wants scaled fees for radio

Stations should pay according to size, not technical class

By Elizabeth Rathbun

Smaller stations would pay less and large stations would pay more in FCC regulatory fees under a National Association of Broadcasters (NAB) proposal.

That system would be "more fair than the current system," under which stations pay depending on their technical class, says the NAB's Jack N. Goodman. Under that system, a Class A AM station in a small Midwestern town pays as much as a Class A station in New York City (\$1,250).

The NAB wants to add to the mix the population that a station reaches. The FCC earlier this year indicated that it was looking for such a solution for the congressionally mandated fees, Goodman says. This way, the smallest Class A AM would pay \$325, while the largest would pay \$1,800 (see chart). The formula also would make radio assessments more like TV fees, which vary by market size.

Although fees for small radio stations would be "substantially reduced" from current levels, fees for stations serving midsize markets would stay about the same, NAB says in its proposal. The fee increases for large stations, particularly those that reach 1 million or more people, "would not present a significant burden," NAB concludes.

The FCC asked for comments on radio regulatory fees last month in a Notice of Inquiry. Comments were due Dec. 23.

Radio regulatory fees in flux

NAB wants to change the way the FCC assesses radio stations' regulatory fees. The NAB proposes taking into consideration the population served by a station, not just a station's technical class.

AM station class

	A	B	C	D
Current fees	\$1,250	\$690	\$280	\$345

By population served:

Less than 100,000	\$325	\$260	\$125	\$165
100,001-250,000	\$375	\$325	\$175	\$225
250,001-500,000	\$575	\$450	\$250	\$325
500,001-1.5 million	\$975	\$650	\$325	\$425
1,500,001-3 million	\$1,500	\$950	\$450	\$575
More than 3 million	\$1,800	\$1,300	\$650	\$750

FM station class

	A, B1, C3	B, C, C1, C2
Current fee schedule	\$830	\$1,250

By population served:

Less than 40,000	\$300	\$450
40,001-100,000	\$450	\$925
100,001-250,000	\$925	\$1,350
250,001-750,000	\$1,150	\$1,750
750,001-1.75 million	\$1,300	\$2,000
More than 1.75 million	\$1,650	\$2,750

Source: NAB

R I D I N G G A I N

LBC picks up Spanish NFL broadcasts

The New York-based Latino Broadcasting Co. radio network (LBC) debuted its Spanish-language coverage of National Football League games on Dec. 28 with the start of the NFL playoffs. LBC also plans to broadcast the Super Bowl and Pro Bowl games in January and February. LBC took over Spanish-language NFL rights from CBS Radio's Spanish-language CBS Americas division, which the network shut down in April. LBC, which was formed in April, is a collaboration between LBC President Raul Hernandez and the Colombian-based Caracol S.A. media group. In addition to football, LBC also holds rights to Spanish-language coverage of Major League Baseball and soccer and the National Basketball Association. LBC distributes international news and entertainment programming to 50 U.S. affiliates,

and its programming also is carried by stations in Mexico and Chile.

Clinton criticizes talk radio

President Clinton trashed talk radio again in a one-hour interview on C-SPAN's *Booknotes*. Clinton said he doesn't listen much to talk radio, but says it is not good for America. "[What] strikes me about...talk radio—the sort of hostile, shrill talk radio—is [that it is] overwhelmingly right wing—not just Republican, but right wing—and therefore very hostile to me and to my administration, to my wife, to others and to our policies. And I think when it goes from criticism to ridicule and hatred, and particularly when it is at variance with the facts, which is quite often, it's not serving the country well. This is a country where there is free speech, and they have...a right to do it. But

I don't think it's been very good for America."

MMR unveils 'Snapshots'

Using the resources of 11 different media and consumer research companies, Media Market Resources (MMR) combines network TV, cable TV and radio data on audience share with demographic and consumer profiles in its comprehensive "Snapshots" report. Snapshots includes data on consumers' use of competing media, such as newspapers and magazines, average household income and median age in 211 national geographic markets. Participating research companies are Arbitron Co., Claritas (in conjunction with The Ad Audit), Competitive Media Reporting, Dataworld, Market Statistics, The Media Audit, MMR, Nielsen Media Research, Publicitas, Retail Direct and Scarborough Research.

Cable

December 30, 1996



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Cable-rate rises in decline

Eventual leveling-off is anticipated given increased competition

By Price Colman

Cable television rates rose an average of about 7.8% through November and will likely close out 1996 with a similar increase.

It's too early to predict how high cable rates will climb in 1997, although many of the larger MSOs have indicated they plan rate increases.

Tele-Communications Inc., for instance, plans in January to raise rates about 7% for roughly 3 million unregulated customers. TCI Chairman John Malone told analysts this fall that the company likely would raise rates a similar amount in June for its 11 million regulated subscribers.

The cable industry has long depended on basic-cable rate increases as a key source of new revenue. The coming year could mark the beginning of

the end of that practice, however, as competition in the video services business accelerates.

"I think the days of across-the-board rate increases are winding down," said Ted Henderson of Denver investment company Janco Partners. "I think operators are smart to take them while they can."

The DBS industry and Baby Bells Ameritech, GTE and PacTel gave cable its first real whiff of competition in 1996, although not enough to fuel a price war. At the recent Western Cable Show in Anaheim, Calif., NCTA President Decker Anstrom called on cable operators to "be careful about price increases" because "inattention to prices was the match that lit the bonfire that ultimately subsumed us in 1992."

Currently, DBS holds a slim content lead over cable through its use of digi-

tal compression to deliver more programming. But the cable industry plans to roll out digital cable to millions of subscribers in '97, adding new programming that will minimize DBS's advantage. The suggestion is that price, increasingly, will become a differentiator between cable providers and competing video providers.

The average 7.8% basic-cable rate increase through November compares with about a 4.1% average increase in 1995 and is in sharp contrast to an average decrease of about 2.3% in 1994. That decrease was largely the result of the 1992 Cable Act, which imposed rate regulation on the industry and forced a number of cable operators to lower rates for basic-service tiers.

Since the U.S. Department of Labor's Bureau of Labor Statistics first began keeping cable rate records in 1983, rates have risen an average of about 103%, reflecting the growing power and penetration of cable.

This year's 7.8% average rate increase is a bit surprising in light of TCI's 13% average rate increase and Time Warner's 10% average hike. Together, the companies account for nearly 40% of all cable subscribers in the U.S., with TCI alone constituting about 22% of the U.S. total of \$63.2 million.

But despite TCI's size and corresponding impact on the market, its rate increase for nearly 14 million subscribers went into effect on June 1, mitigating the effect on industry rates as a whole.

Underscoring the double-edged nature of rate hikes—a revenue enhancer on the one hand and a potential public relations bomb on the other—Malone acknowledged that TCI poorly handled the June increase. That is, TCI raised rates without adding new services, prompting customers to defect to DBS or to drop cable service altogether. During the third quarter, TCI lost about 70,000 subscribers.

In the coming year, TCI and others will deploy migrated programming tiers (MPTs) designed to give customers greater choice in programming or a significant cut in monthly bills. ■

Disney takes on Nick

Plans children's educational network for daytime

By Jim McConville

Disney will jump into the lucrative daytime kids market, launching a children's educational network by early 1998 that will compete for the same ad dollars now being spent on Viacom-owned Nickelodeon.

The Disney network, with the working title ABZ (the Disney name may also be added), will reportedly target young children during the day and teenagers and young adults at night.

ABZ is reportedly the brainchild of Disney/ABC Cable Networks President Geraldine Laybourne, who joined Disney last

December after helping to build Nickelodeon into a kids cable-TV giant during the past 10 years.

Disney hasn't said it will directly position ABZ against the 17-year-old Nickelodeon, which controls a large chunk of the daytime kids market.

In figures released by Nickelodeon last week, the channel claims approximately 57% of the rating points among children 2-11. For the week of Dec. 9, Nickelodeon had 11 of the top 15 cable shows, according to Nielsen Media Research figures.

Disney is also said to be going forward with plans to launch a cable soap

opera channel. ■



Geraldine Laybourne, president, Disney/ABC Cable Networks, is said to be taking aim at her former creation.

Hit the button it's Argentina!
Hit the button it's Argentina!
Hit the button it's %#*#@ Argentina!

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

Factoid: 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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Dish prices fall again

From \$700 at start of year to under \$100

By Jim McConville

With DBS sales still lagging behind industry forecasts, retail prices on 18-inch DBS satellite dishes are now falling as fast as the snow in Lake Tahoe.

DBS dish prices—\$700 at the start of 1996—have dropped below the \$100 mark. California retailers Fry's and Fedco are now selling RCA's DBS satellite system at \$99.95, down from its \$200 promotional price set last September.

Circuit City, the nation's largest consumer electronics chain, is selling the

same dish for \$149.95. With both offers, customers must sign up for a \$300 programming package in advance.

Signs that DBS operators wouldn't meet their 1996 forecasts appeared in October, when DIRECTV, the nation's largest DBS operator, revised its downward forecast twice—from 2.5 million subs to 2.25 million and then to 2 million.

The revision surprised many industry watchers who thought September's \$199 price promotion (initiated by EchoStar and matched by DIRECTV) would act as a catalyst to push 1996 subscriber counts past DBS's original projections.

While final-year DBS figures are still a week away, industry analysts say it's clear that 1996 will fall short of the plan.

"Sales aren't going quite as fast as they wanted them to, obviously, because of the revised-down numbers," says Evie Haskell, editor of *Sky Reports*.

"DBS people are looking at where they would be at the end of the year and the Christmas selling season, and it just hasn't turned out as well as they hoped," says Bill Marchetti, analyst for Paul Kagan & Associates, who projects that DBS will end 1996 with 6 million subscribers, compared with 2.2 million at the end of 1995. ■

Warner Bros. strikes deals with UK's ITV, Channel 4

The UK's commercial terrestrial broadcaster ITV Network has firmed up its ongoing relationship with Warner Bros., signing a program supply agreement with the studio on Dec. 18. One week earlier, Warners sealed a programming deal with rival terrestrial commercial service Channel 4. The ITV deal, described as a "multi-million pound" agreement, gives the channel access to films released theatrically in the U.S. during 1995 and 1996 as well as animation series and new hour and half-hour TV shows from the 1996-97 season. Among the movies to make their terrestrial premiere on the ITV from 1998 onward will be "Ace Ventura 2," "Batman Forever," "The Bridges of Madison County," "Outbreak," "Eraser" and "Executive Decision."

The Channel 4 deal—estimated to be worth \$100 million—includes released and upcoming films from Castle Rock until 2001. It also includes library films from Warner Bros. and MGM, the majority of which will air in 1997. As part of the deal, Channel 4 also secured popular series *ER* and *Friends* from 1998 to 2000. The two series, for which Channel 4 has rights for 1997, have become invaluable to the channel. The last episode of the third series of *Friends* attracted 5.72 million viewers, positioning it slightly below the top-rated domestic soap, *Brookside*, with 7.11 million, while *ER* pulled in 1.75 million viewers, according to UK ratings service BARB.

NetHold in Netherlands

NetHold's near-video-on-demand service Movies on Demand has launched a commercial service in the Netherlands. The service will be rolled out to Scandinavia and Belgium in early 1997. MOD has non-exclusive PPV deals with MGM/UA, PolyGram, Independent, Concorde,



Morgan Creek, New Regency and Nordisk Films and is expected to sign PPV agreements with two more Hollywood studios shortly. MOD has the capacity to offer up to seven titles via seven channels at 30-minute intervals for top movies and one or two hours for older movies. The company hopes to increase the number of channels to 36 by the second quarter of next year. Blockbuster movies are priced at Dfl11.95 (US\$6.90), while less successful features cost Dfl7.95. Among the first titles being offered are "Species," "Bullets over Broadway," "Prêt-à-Porter," "A Bronx Tale," "Ace Ventura II" and "Showgirls."

Telepiu Disney deal

Italian pay-TV group Telepiu has concluded a 10-year pay-per-view and exclusive pay-TV deal with Disney/ABC International Television for live-action feature films from Disney, Hollywood, Touchstone and Miramax. Telepiu's digital bouquet, Telepiu Satellite, will also carry a premium Disney Channel, which is expected to launch in late 1997. The Disney Channel is available in Taiwan, the UK and Australia and will launch on Canal+'s Canalsatellite Numerique of France on March 22, 1997, and Middle East pay-TV group Orbit on April 2, 1997.

Canal+ pay-TV deal

French pay-TV group Canal+ has signed a five-year exclusive pay-TV and PPV movie deal with News Corp.'s U.S. studio 20th Century Fox. The deal gives Canal+ access to recent Fox blockbusters such as "Independence Day," "Braveheart" and "Broken Arrow" as well as upcoming features such as "Speed 2," "Cruise Control" and "Alien III Resurrection." Both companies also plan to develop channels that will be carried on their respective platforms internationally.

—By Debra Johnson

Factoid: Ventriloquist Paul Winchell, who hosted the game shows *Runaround* and *What's My Name*, was no dummy. In 1975 he implanted the world's first artificial heart. (We think, however, he moved his lips while doing so.)

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MLB to vote on Turner Braves deal

Any deal will have to pass muster with Fox, ESPN

By Jim McConville

Major League Baseball owners will vote next month on whether to allow WTBS(TV) Atlanta to retain television rights to approximately 100 Atlanta Braves games yearly through 2000.

Owners vote Jan. 16 during MLB's annual winter meetings in Phoenix, Ariz., according to Bill Giles, owner of the Philadelphia Phillies and a member of MLB's executive committee.

The vote has one very large string attached to it, however. The deal proposed by Turner—to televise roughly 100 Braves games per season over the next four years—must first gain the blessings of cable networks ESPN and Fox Sports, which own MLB cable rights through 1999.

"It is clear that MLB cannot do it

without their blessing," says Giles. "We may vote on it subject to that [approval]. But whether we're going to get ESPN and Fox to bless the conversion [of TBS from superstation to free-market station] is still very much up in the air."

Giles says Turner may have to give ESPN and Fox something in return for their approval. "That is currently being discussed," he says.

A Fox spokesperson, who declined to be identified, says Fox will likely look to gain some sort of concession for its vote, adding: "How we play our card is up to us."

Given TBS and Braves owner Ted Turner's ongoing war with Fox Sports owner Rupert Murdoch, Fox's blessing may have a high price tag. Turner and Murdoch have engaged in a public fight—sometimes personal—over Time Warner's decision not to carry Murdoch's Fox News Channel on its New York City cable system.

TBS Chairman Terry McGuirk insists that TBS will retain the station's Braves rights. "The deal that we're talking to [MLB acting commissioner Bud Selig] about [is for] 100 games going forward over the next couple of years."

At the Western Cable Show in Anaheim, Calif., earlier this month, McGuirk dismissed a published report that TBS would be forced to give up Braves telecasts on a graduated basis. The report, attributed to Fox Sports executives, said TBS would phase out its Braves telecasts over the next four years with no games by the turn of the century. ■

Cable survey finds work to be done

One quarter of subs say they would likely switch to cable competitor

By Michael Katz

A year-end state-of-cable report reveals a state that the industry would rather not revisit in 1997.

The fourth annual report was conducted by Horowitz Associates and Marshall Cohen Associates and was sponsored by several industry players, including Comcast Cable Communications, MTV Networks, Discovery Communications, Showtime Networks and USA Networks. Between October and November 1996, the nationwide report surveyed 1,510 television households and 200 general managers and marketing managers at cable systems.

Despite the cable industry's customer-service battle cry, the report found that almost one quarter (24%) of cable subscribers would be very likely or likely to switch to a new cable company if the same service were offered at the same monthly cost. (Of course, put another way, the vast majority (76%) of cable subscribers appear to be happy with their present service.)

Although the NCTA and CTAM have emphasized the importance of

their industrywide public service initiative, 81% of surveyed cable subscribers rated their local telephone service as excellent, compared with 64% who gave the same rating to their cable company. The report also concluded that premium-cable subscribers are more likely to switch than basic subscribers and that men are more likely to switch than women.

"It is clear that the price and value of cable need to be repositioned in this ever more competitive marketplace," says Howard Horowitz, president of Horowitz Associates. "Consumers are concerned by cost issues, but they also want greater variety and quality of programming and they are willing to pay for it."

According to the survey, only 38% of subscribers rated their cable service as good or excellent in terms of value for the cost of service. However, only 29% of all subscribers say that lowering cost is the most important thing that cable companies can do to keep them as customers. Those surveyed cited more channels, new channels and better programming as ways to retain subscribers. ■

Sci-Fi tries theme blocks



The Sci-Fi Channel will add three themed "Dimension" blocks to its

weekend prime time schedule starting Jan. 3. Friday nights will be labeled The Dimension of Darkness, a 7-11 p.m. horror-oriented block featuring regular series *She-Wolf of London* followed by a two-hour theatrical horror film and concluding with hour series *Friday the 13th*. Saturday night, tabbed Dimension of Imagination, will feature a double bill of one theatrical sci-fi film and a Sci-Fi original movie. Sunday's Dimension of Power will feature an 8-11 p.m. super hero-oriented block comprising double episodes of series *Swamp Thing* (8-9 p.m.), followed by *The Flash* (9-10 p.m.) and *Robo Cop* (10-11 p.m.).

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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Global shops for stations

Home shopping network follows in competitor HSN's footsteps

By Rich Brown

While Barry Diller works to replace Home Shopping Network programming on the Silver King TV stations, upstart competitor Global Shopping Network plans to build distribution for itself using the old HSN/Silver King model.

New York-based GSN expects to reach 30 million broadcast homes (20 million of which are also cable homes) by the end of 1997 and has pinpointed local TV stations in a dozen markets to carry out the plan, says Barbara Laurence, president of GSN and a 15% partner in the service. The first, WRAY-TV Raleigh-Durham, N.C., is expected to debut GSN as early as this week.

Laurence says deals to launch GSN on TV stations in San Francisco and Boston are expected to be finalized by February; additional markets will roll out as follows: Los Angeles; Cleveland; Detroit; Houston; Louisville, Ky.; Knoxville, Tenn.; Dallas, and Seattle.

The TV stations that will carry GSN are being purchased by Ramcast, a separate company formed by the GSN partners. Laurence's partners in both ven-

"Each one is the equivalent of passing a kidney stone," GSN President Barbara Laurence says of the task of finding and closing on the TV station properties.

tures are Rachimim Anatan (75%) and Moti Gal-Oliver (5%). Anatan is founder and owner of USA Detergents, a multimillion-dollar company that produces Extra laundry detergent; Gal-Oliver has strong ties to New York's Diamond District, which supplies the jewelry that constitutes 60% of GSN's merchandise.

"Each one is the equivalent of passing a kidney stone," Laurence says of the task of finding and closing on the TV station properties. Brian Cobb of Media Venture Partners is helping Ramcast in

its aggressive search for TV stations.

"We are acquiring only channels with strong signals," says Laurence. "We are not counting on must carry."

Ramcast is prepared to cut deals with cable system operators in the event that must carry disappears, Laurence says. (Under the FCC's must-carry rules, TV stations can require local cable system operators to carry their signal.) She says GSN is already closing in on a deal with one top multiple system operator to carry the service in markets where the network does not plan to have broadcast affiliates. The MSO in exchange would receive 5% of the gross sale of merchandise in its markets plus what Laurence describes as a "very small" equity stake in GSN.

Ramcast plans to program the stations with a variety of programming that will include GSN as well as local content and other networks to be launched by the partners. (GSN expects to debut a second, as-yet-undisclosed network in the first half of 1997.) Laurence has hired former Tribune syndication sales executive David Sifford to acquire three hours of weekly kids programming, which will be included in the schedule to meet FCC requirements.

Laurence says there is plenty of room for home shopping services despite a growing list of competitors that now includes Home Shopping Network, QVC, Valuevision, Shop at Home and various new infomercial networks. Shopping services will always find room because they provide carriers with the opportunity to share in the revenue, she says.

In addition to TV station and cable carriage, Laurence hopes to interest direct broadcast satellite providers in the service.

Since its debut last March, GSN has been available only to the 2.3 million homes equipped with backyard dishes. To gear up for its expanded distribution, GSN has just boosted its daily live programming lineup from eight hours to 16 hours. The network's staff has grown to 200 employees.

In other GSN developments, the network has signed an eight-year contract with Satcom C-4 and will switch to the satellite from Galaxy 1R in January. ■

WGN-TV gets Christmas present

Tele-Communications Inc. gave WGN-TV an unexpected pre-Christmas bonus, reversing a decision to drop the superstation in five states. TCI systems in Illinois, Indiana, Iowa, Wisconsin and Michigan will continue to offer WGN-TV come Jan. 1.

TCI based its change of direction on a deal between WGN-TV and the NBA that allows the station to continue carrying Chicago Bulls games (WGN-TV also carries the popular Chicago Cubs baseball games). Consumer outcry and protests from systems managers also influenced the decision.

"We did hear from more than several hundred concerned customers about WGN," said TCI spokeswoman LaRae Marsik.

Although consumers in those five states may have notched a win, others weren't so lucky. Roy Bliss, president of United Video Satellite Group Inc., resigned—apparently under pressure—after criticizing TCI's decision to drop WGN-TV. UVSG uplinks the station and other programming to TCI and other MSOs. TCI owns 37% of UVSG Class A shares and 85% of super-voting (10 votes per share) Class B shares.

TCI is developing plans to "cherry-pick" the most popular WGN-TV programming and provide it in those systems where the superstation was not reinstated. To do that, TCI plans to preempt certain programming on "host" networks such as Animal Planet, C-SPAN, C-SPAN 2 and "anyone else who will legally allow us," and insert WGN-TV programming, Marsik said. —PC

Factoid: If the U.S. government had paid a nickel for every season worn by Varma White over the years, it would enjoy a budget surplus well into the next century.
*Minimum subscriber levels required.

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COVER STORY

New cable networks scramble for space

Limited channel space makes getting on systems tougher

By Jim McConville

Anouncing a new cable network is easy. Actually launching one is much more difficult.

With little cable carriage space available and digital set-top boxes still far from a household item, prospects for launching networks in 1997 appear to be tougher than ever, say cable industry observers.

"In a channel-constrained environment prior to rebuild, I'd say that it will be a challenge for cable operators to consider [adding] new channels," says Lynn Buening, vice president of programming for Falcon Cable.

The days of launching small independent cable networks without major MSO affiliation appear numbered. Only two major independent networks without an MSO partner were able to launch this past year: America's Health Network and Classic Sports Network.

New networks launched in 1996 typically satisfied one or more of the follow-

ing criteria: they paid lucrative up-front fees and/or offered exclusivity; they were part of a vertically integrated company with MSO backing; they own retransmission-consent agreements; they launched first on satellite.

Network launches during the year included Black Entertainment Network's BET on Jazz, Discovery's Animal Planet, Nick at Nite's TV Land, News Corp.'s Fox News Channel (FNC), NBC's MSNBC, MTV's M2, ESPN's ESPNEWS and, most recently, CNNSI, the joint venture of *Sports Illustrated* and CNN.

Major networks scheduled to arrive in early 1997 include: CBS's Eye on People, A&E's Biography Channel, Rainbow Programming's Romance Classics and BET Movies, a black movie channel co-produced by BET and Encore Media. All have an existing network, deep pockets or an MSO partner—or all three.

But new networks—even those with money and MSO partners—can no longer expect automatic cable carriage.

Case in point: Rupert Murdoch's Fox News Channel, which ran into a wall when it tried to force itself onto Time Warner Cable of New York's public access channels.

Jeff Flathers, associate analyst, Paul Kagan & Associates, says delays in set-top delivery will reduce 1997 launch prospects for many of the proposed networks. "The digital TV rollout next year is going to be slower than previously predicted, with only about 1 million households expected to be hardwired with digital set-top boxes."

New networks also face the prospect of reaching many of their first subscribers through satellite dishes rather than cable wire. Rival sports news networks ESPNEWS and CNNSI, both of which launched this fall, say roughly 75%-80% of their charter subscribers are coming from DBS and C-band.

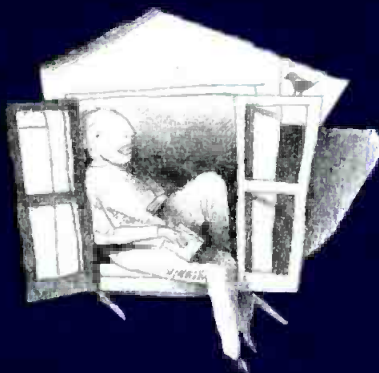
ESPNEWS launched in November with an estimated 1.5 million subscribers, mainly from satellite, while



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1997 PUBLIC SERVICE
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A Planning Tool for the Media





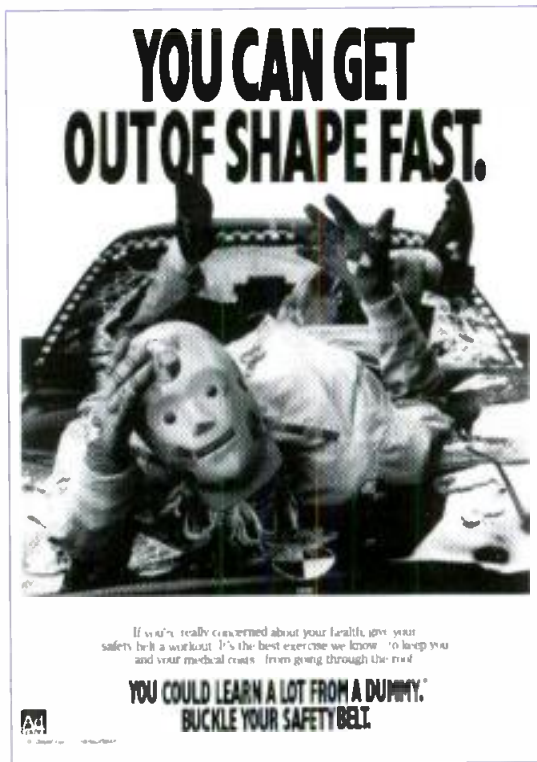
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Over the past decade, alcohol-related fatalities have been reduced by 30 percent. Still, there is an alcohol related fatality every 32 minutes on average.

JANUARY

Back to School — Winter Term

Education Reform
Fire Safety
Gender Equity in Education
Recruiting New Teachers
The National Urban League/YDP's
Value of Math and Science

Crime Stoppers Month

Coalition for America's Children
Crime Prevention

National Junior Achievement Month

Junior Achievement

National Volunteer Blood Donor Month

American Red Cross

1 National Environmental Policy Act: 6th Anniversary

Buy Recycled
Clean Water
Earth Share
Forest Fire Prevention

20 Dr. Martin Luther King, Jr. Birthday (Observed)

Anti-Discrimination
The College Fund/UNCF
The National Urban League/YDP's

FEBRUARY

African-American History Month

Anti-Discrimination
The College Fund/UNCF
The National Urban League/YDP's

9-15 Child Passenger Safety Awareness Week

Safety Belt Education

16-22 National Engineers Week

Value of Math & Science

20 Student Volunteer Day

Individual Giving & Volunteering
Points of Light



MARCH

American Red Cross Month

American Red Cross Blood Donor
American Red Cross Volunteer

Women in Education Month

Gender Equity in Education

Women's History Month

Anti-Discrimination

2-8 National PTA Drug & Alcohol Awareness Week

Drug Abuse & AIDS Prevention

APRIL

11-17 Alcohol & Other Drug Related Birth Defects Week

Healthy Start

17 Armed Forces Day

Employer Support of the Guard &
Reserve

19-26 Buckle Up America! Week

Safety Belt Education

JUNE

8 Race Unity Day

Anti-Discrimination

14 Flag Day

Employer Support of the Guard &
Reserve

15 Father's Day

Fathering Initiative
Parental Responsibility
Parents As First Teachers



JULY

National Recreation & Parks Month

Buy Recycled
Clean Water
Earth Share
Forest Fire Prevention

4 Independence Day

Employer Support of the Guard &
Reserve

AUGUST

Back to School Period (through September)

Anti-Discrimination
Children Now/Kaiser Family
Foundation
Education Reform
Gender Equity in Education
Junior Achievement
Parents as First Teachers
Recruiting New Teachers
The National Urban League/YDP's
Value of Math and Science

National Water Quality Month

Clean Water

4-H Youth Voices & Action

4-H

5 National Night Out

Coalition for America's Children
Crime Prevention

26 Women's Equality Day

Anti-Discrimination
Gender Equity in Education

28 Dream Day

Coalition for America's Children
The College Fund/UNCF

9 National Depression Screening Day Understanding Mental Illness

11-13 White House Display of AIDS Quilt (Last showing of entire quilt before it is divided)

Pediatric AIDS

12-18 National Food Bank Week

Second Harvest

16 World Food Day/ World Hunger Day

Second Harvest

26 Make A Difference Day

Anti-Discrimination
Coalition for America's Children
Individual Giving & Volunteering
Points of Light



NOVEMBER

Child Safety & Protection Month

Child Abuse Prevention
Coalition for America's Children
Fire Safety
Pediatric AIDS
Safety Belt Education

11 Veterans Day

Employer Support of the Guard &
Reserve

16-22 American Education Week

Education Reform
Head Start
Junior Achievement
Recruiting New Teachers
The College Fund/UNCF
Value of Math & Science
The National Urban League/YDP's

20 United Nations: Universal Children's Day

ALL COMMITMENT 2000
CAMPAIGNS

22 National Stop the Violence Day

Child Abuse Prevention
Coalition for America's Children
Crime Prevention
Domestic Violence Prevention

23 Big Help Day

Points of Light

27 Thanksgiving

Second Harvest

DECEMBER

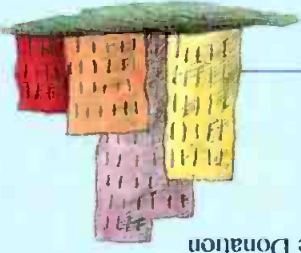
National Drunk and Drugged Driving Prevention Month

Drunk Driving Prevention
Safety Belt Education

1 World AIDS Day

Drug Abuse & AIDS Prevention
Pediatric AIDS

- Alcohol Awareness Month
- Drunk Driving Prevention
- Course Selection for New School Year (April - June)
- Value of Math & Science
- Mathematics Education Month
- Education Reform
- Value of Math & Science
- National Child Abuse Prevention Month
- Child Abuse Prevention
- Coalition for America's Children
- National Recycling Month
- Buy Recycled
- Earth Share
- 13-19 National Volunteer Week
- Coalition for America's Children
- Individual Giving & Volunteering
- Junior Achievement
- Points of Light
- 13-19 National Crime Victims' Rights Week
- Crime Prevention
- Domestic Violence Prevention
- 20-26 National Organ & Tissue Donor Awareness Week
- Organ & Tissue Donation
- 22 Earth Day
- Buy Recycled
- Clean Water
- Earth Share



MAY

- Asian Pacific Heritage Month
- Anti-Discrimination
- Mental Health Month
- Understanding Mental Illness
- National Physical Fitness and Sports Month
- Youth Fitness
- 3-11 National Safe Kids Week
- Children Now/Kaiser Family Foundation
- Coalition for America's Children
- Crime Prevention
- Fire Safety
- 4-10 PTA Teacher Appreciation Week
- Education Reform
- Recruiting New Teachers
- World Red Cross Day
- American Red Cross
- Mother's Day
- Breast Cancer Detection
- Healthy Start
- The National Urban League/YDP's
- Parents as First Teachers

SEPTEMBER

- National Literacy Month
- Education Reform
- Baby Safety Month
- Healthy Start
- Infant Immunization
- Pediatric AIDS
- Safety Belt Education
- Stop Violence/Save Kids Month
- Child Abuse Prevention
- Coalition for America's Children
- Crime Prevention
- Domestic Violence Prevention
- Drug Abuse & Aids Prevention
- 1 Labor Day
- 15 National Hispanic Heritage Month
- (through October 15)
- The National Urban League/YDP's
- Anti-Discrimination
- 10-12 National Urban League/YDP's
- Fire Safety
- Forest Fire Prevention
- 6-12 National 4-H Week
- 4-H

OCTOBER

- Child Health Month
- Child Abuse Prevention
- Coalition for America's Children
- Pediatric AIDS
- Healthy Start
- Domestic Violence Awareness Month
- Crime Prevention
- National Crime Prevention Month
- Coalition for America's Children
- Crime Prevention
- Domestic Violence Prevention
- National AIDS Awareness Month
- Drug Abuse & AIDS Prevention
- Pediatric AIDS
- Net Day (Every weekend of October)
- Points of Light
- 1 Domestic Violence Workplace Awareness Day
- 5-11 Mental Illness Awareness Week
- Understanding Mental Illness
- 6 Child Health Day
- Child Abuse Prevention
- Healthy Start
- Infant Immunization
- The National Urban League/YDP's
- Youth Fitness
- 6-12 Fire Prevention Week



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Holiday Season
 (through January 1998)
 Crime Prevention
 Drunk Driving Prevention
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 Points of Light
 Second Harvest
 Understanding Mental Illness
 Youth Fitness

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Child Abuse Prevention
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Clean Water
<http://www.nrdc.org/nrdc>

Coalition for America's Children
<http://www.kidscampaigns.org>

Crime Prevention
<http://www.weprevent.org>

Domestic Violence Prevention
<http://www.fvpf.org/fund>

Drug Abuse & AIDS Prevention
<http://www.nida.nih.gov>

Drunk Driving Prevention
<http://www.nhtsa.dot.gov>

Earth Share
<http://www.earthshare.org>

Education Reform
<http://www.ed.gov>

Gender Equity in Education
<http://www.academic.org>

Individual Giving & Volunteering
<http://www.indepsec.org>

Fathering Initiative
<http://www.register.com/father>

Organ & Tissue Donation
<http://www.infi.net/~donation>

Safety Belt Education
<http://www.nhtsa.dot.gov>

Second Harvest
<http://www.secondharvest.org>

Value of Math & Science
<http://www.nacme.org>



Campaign Issue Reference Guide

♥ Commitment 2000 Campaigns

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* Community Improvement Campaigns

CAMPAIGN ISSUE	SPONSOR ORGANIZATION	PHONE	HOTLINE	WEB
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QUALITY OF LIFE FOR CHILDREN

♥ Coalition for America's Children	Coalition for America's Children	(202) 638-5770	1-888-544-KIDS	http://www.kidscampaigns.org
♥ Fire Safety	For a Safer America Coalition	(202) 639-8140		
♥ Head Start	U.S. Department of Health & Human Services	(202) 690-8760	1-800-27-START	
♥ The National Urban League	The National Urban League	(212) 310-9021	1-888-326-YOUTH	http://www.nul.org
♥ Talking With Your Kids	Children Now/Kaiser Family Foundation	(212) 446-9325	1-800-CHILD-44	
♥ Underage Drinking Prevention	National Council on Alcoholism & Drug Dependence, Inc.	(212) 206-6770		
♥ Youth Fitness	President's Council on Physical Fitness & Sports	(202) 296-8455		

STRENGTHENING FAMILIES

♥ Child Abuse Prevention	National Committee to Prevent Child Abuse	(312) 663-3520	1-800-CHILDREN	http://www.childabuse.org
★ Domestic Violence Prevention	The Family Violence Prevention Fund	(415) 252-8900	1-800-END-ABUSE	http://www.fvpf.org/fund
♥ Fathering Initiative	National Fatherhood Initiative	(301) 972-2367		http://www.registrar.com/father
♥ Parental Responsibility	Administration for Children and Families	(202) 401-9215		

IMPROVING EDUCATION

♥ Education Reform	Education Excellence Partnership	(202) 872-1260	1-800-96-PROMISE	http://www.ed.gov
♥ Gender Equity in Education	Women's College Coalition	(202) 234-0443	1-800-WCC-4GIRLS	http://www.academic.org
♥ Junior Achievement	Junior Achievement, Inc.	(719) 540-8000	1-800-THE NEW JA	http://www.ja.org
♥ Recruiting New Teachers	Recruiting New Teachers, Inc.	(617) 489-6000	1-800-45-TEACH	
♥ The College Fund/UNCF	The College Fund/UNCF	(703) 205-3474	1-800-332-UNCF	
♥ The Value of Math & Science	National Council for Minorities in Engineering	(212) 279-2626	1-800-97-NACME	http://www.nacme.org

COMMUNITY WELL-BEING

★ American Red Cross/ Blood Donor	American Red Cross	(202) 728-6560		http://www.crossnet.org
♥ American Red Cross/ Volunteer	American Red Cross	(202) 728-6569		http://www.crossnet.org
♥ Anti-Discrimination	Leadership Conference Education Fund	(202) 466-3311		http://www.crossnet.org
♥ Crime Prevention	National Crime Prevention Council,	(202) 466-3311	1-800-WF-PREVENT	http://www.weprevent.org
♥ Drunk Driving Prevention	U.S. Department of Justice, Crime Prevention Coalition	(202) 366-9550	1-800-424-9393	http://www.hhsa.dot.gov
♥ Employer Support of the Guard & Reserve	National Committee for Employer Support	(703) 696-1400	1-800-336-4590	http://www.hhsa.dot.gov
♥ 4-H	National 4-H Council	(301) 961-2800		
★ Individual Giving & Volunteering	Independent Sector	(202) 223-8100	1-800-55-GIVES	http://www.indepsec.org
★ Points of Light	The Points of Light Foundation	(202) 223-9186	1-800-59-LIGHT	
♥ Safety Belt Education	U.S. Department of Transportation	(202) 366-9550	1-800-424-9393	http://www.hhsa.dot.gov
♥ Second Harvest	Second Harvest National Food Bank	(312) 263-2303	1-800-532-FOOD	http://www.hhsa.dot.gov

ENVIRONMENT

★ Buy Recycled	Environmental Defense Fund	(212) 505-2100	1-800-CALL-EDF	http://www.edf.org
★ Clean Water	Natural Resources Defense Council	(212) 727-2700	1-800-504-8484	http://www.nrdc.org/nrdc
★ Earth Share	EPA/Earth Share	(800) 875-3863	1-800-488-8887	http://www.earthshare.org
♥ Forest Fire Prevention	USDA Forest Service	(202) 205-1508		http://www.smokekeybear.com

PREVENTATIVE HEALTH CARE

★ Breast Cancer Detection	American Cancer Society	(212) 382-2169	1-800-ACS-2345	http://www.nida.nih.gov
♥ Drug Abuse & AIDS Prevention	National Institute on Drug Abuse	(301) 443-1124	1-800-662-HELP	
♥ Healthy Start (Prenatal Health Care)	U.S. Department of Health & Human Services	(301) 443-2204	1-800-232-2522	http://www.infri.net/~donation
♥ Infant Immunization	Centers for Disease Control & Prevention	(404) 639-3311		
♥ Organ & Tissue Donation	Coalition on Donation	(804) 330-8620	1-800-355-SHARE	
♥ Pediatric AIDS	Pediatric AIDS Foundation	(310) 395-9051		http://www.mhsource.com
♥ Understanding Mental Illness	National Alliance for Research on Schizophrenia and Depression	(516) 829-0091	1-800-829-8289	



The Advertising Council

Dear Colleague:

As The Advertising Council enters its second year behind the *Commitment 2000: Raising a Better Tomorrow*, we would like you to join us in building a Dream Team for Kids. In 1996 we launched The Coalition for America's Children, and in 1997 will introduce new campaigns for 4-H, The Urban League, The National Black Child Development Institute, Children Now, Parental Responsibility, and Youth Fitness.

Along with all of our other important efforts, we are all part of a team devoted to improving the quality of life in our communities. The media play a key role on this team. While the Ad Council is the largest provider of public service announcements, developed *pro bono*, it's the media who deliver the messages. You hold the power to positively influence the lives of millions of Americans — including our children.

We are pleased to be your source of compelling messages addressing education, the environment, community service, health concerns, substance abuse and public safety with a variety of campaigns.

Our goal is to make it easy for you to support Ad Council messages. We hope this calendar will be useful throughout the year, suggesting events and occasions that will make your schedule of PSAs and editorial content topical, interesting and helpful to the community you serve.

Thanks for your continued support of the Ad Council, and our efforts to make America a better place for children.

Sincerely,

A handwritten signature in cursive script that reads "Ruth A. Wooden".

Ruth Wooden
President
The Advertising Council

A handwritten signature in cursive script that reads "Alex Kroll".

Alex Kroll
Chairman
The Advertising Council

Chairman Emeritus
Young & Rubicam

CNNI launched earlier this month with roughly 2.5 million C-band and DBS subscribers, including 1.45 million from DBS operator Primestar Partners.

Industry experts expect 1997 to produce the same kind of network musical chairs played by Tele-Communications Inc. in November, when it decided to jettison several under-performing networks to make room for ones willing to pay hefty up-front fees.

TCI next month will drop Comedy Central, E! Entertainment Television and VH1, among others, from many of its systems to make room for Animal Planet, Turner's Cartoon Network and Home & Garden Network, all of which will pay TCI up-front cash payments of \$5-\$8 per sub.

Would-be networks suffered another setback when TCI also pulled the plug on Intro Television, its experimental net-



new cable networks

work for showcasing new cable channels to 9 million TCI subscribers. TCI will replace Intro TV with Encore Media's Plex multiplex movie service.

With limited space, some cable networks secure partial or sheltered launches on existing channels until carriage opens up. Lifetime Network will launch *The Place*, a two-hour Friday night block aimed at young women that it hopes to spin off as a network within the next two years, says Doug McCormick, Lifetime

president.

The Ecology Channel, another network stuck on launch hold, has opted to produce nature shows for The Outdoor Life Network and sell retail products through the Internet until it can find carriage space.

For small independent networks without large corporate backers, survival means holding tight purse strings and offering programming that advertisers feel can move their product.

"It all boils down to cost," says Andy Dale, vice president of programming for The Outdoor Channel, an independent network launched in 1993 and now distributed on wireless, C-band and cable. "If you're an independent, you can't just spend a lot of money and hope to be successful," he says. "If you follow conventional corporate wisdom, you're doomed to failure." ■

Cable's latest wannabes

Even though cable systems have a limited amount of channel space, there appears to be no limit to the number of would-be programmers developing ideas they hope to grow into successful networks. Following is a list of fledgling services (launched since January 1996) and those expected to debut by 1999.

ABZ Channel (working title)

Los Angeles 818-569-7500

Programming: Educational programming for young children and pre-schoolers during day, and teenagers and young adults at night.

Owner: CapCities/ABC and Disney

Launch date: Early 1998

Air & Space Network

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

Website: www.airspacemag.com/airspacetvnet



Programming: Family-oriented entertainment, education and information on all aspects of aviation and space flight

Owner: ASN Ventures Corp.

Launch date: Spring 1997

America's Health Network

Orlando, Fla. 407-224-6800

Programming: 24 hours of original programming, including 16-hour block of live



Ask the Doctor programs

Owner: Private

Launch date: March 25, 1996

Subscribers: 5.2 million

American Political Channel

Alexandria, Va. 703-518-4600

Programming: Political news, information and public policy information

Owner: Private

Launch date: TBA

The American West Network

Toluca Lake, Calif. 818-841-2003

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



Owner: Private

Launch date: TBA (part of composite 13-network tier scheduled to launch on low-power satellite in 1997)

Animal Planet

Bethesda, Md. 301-986-0444

Website:

www.animalplanet.com

Programming:

Animal themed in all genres

Owner: Discovery Communications

Launch date:

June 1, 1996

Subscribers: 1 million

AnimalVision: The Animal Channel

New York 212-529-0391

Anthropology Programming and Entertainment

Los Angeles 310-470-1275

Programming: 24 hours of series, specials and films on man's diverse cultures, human evolution, primates, fossils and prehistory

Owner: TeleMarc Entertainment

Launch Date: Late 1997

Anti-Aging Network

Beverly Hills, Calif. 310-277-4150

e-mail: elysa622@aol.com

Programming: Designed to help viewers "live better longer" by featuring the latest breakthroughs and cutting-edge

Discovery





advances in anti-aging and rejuvenation
Owner: Henley-Frerer Enterprises
Launch date: Late spring 1997

Applause

Los Angeles 213-850-5000
Programming: 24 hours of general entertainment, including six hours of children's programming
Owner: Nathan Sassoover
Launch date: First quarter 1997

Arena/Classic Music Channel

Westlake Village, Calif. 818-446-4100
Programming: Music video from all genres and eras
Owner: Classical Broadcasting Co.
Launch date: 1997

Arts & Antiques Network

Washington 703-553-0472
Website: www.thatnet.com/arts&antiques
Programming: Magazine-style programming of news and information aimed at the serious antique collector
Owner: Private investors
Launch date: Summer 1997



The Auto Channel

Louisville, Ky. 502-584-4100
Website: www.heautochannel.com/index.html
Programming: Everything automotive
Owner: Gordon Communications
Launch date: second quarter 1997

The Automotive Television Network (ATN)

Acton, Mass. 508-264-9921
Programming: Automotive news, sports, weather, documentaries, home shopping and infomercials



new cable networks

Owner: Global Television
Launch date: Second quarter 1997

BBC World

New York 212-705-9434 (global network, will be based in London)
Programming: 24-hour news-and-information channel featuring current affairs, documentary and lifestyle programs produced by the BBC
Owner: British Broadcasting Corp.
Launch date: TBA

The Benefit Network

Hollywood, Calif. 310-452-5339
Website: www.benefitnetwork.com
Programming: Ecological and humanitarian programming
Owner: Benefit Network (nonprofit company)
Launch date: 1998



BET Movies-STARZ!3

Englewood, Colo. 303-267-4000
Programming: Premium movie service devoted to showcasing black film artists
Owner: BET Holdings Inc. and Encore Media Corp.
Launch date: February 1997



BET on Jazz:

The Cable Jazz Channel

Washington 202-608-2000
Website: www.betnetworks.com (www.msnet.com)
Programming: Jazz and blues
Owner: BET Holdings
Launch date: Jan. 15, 1996
Subscribers: More than 1 million

Biography Channel

New York 212-661-4500
Programming: 24 hours of biographies and programming about people
Owner: A&E Networks
Launch date: Late 1997

Black Shopping Network

Los Angeles 213-782-9410

Black Women's TV

Los Angeles 213-993-6032
Programming: 24-hour information, entertainment and home shopping service targeting upscale black women
Owner: Evans Partners
Launch date: February 1997

The Boating Channel (TBC)

New York 212-877-0500
Programming: 24 hours of nautical programming
Owner: The Boating Channel Inc.
Launch date: Two-hour launch second quarter 1997; full launch TBA



BOOKNET™

BookNet

New York 212-698-7808
Programming: Featuring books, authors and the spectrum of topics found in books; 24 hours of children's programming weekly
Owner: BookNet LLC
Launch date: Late 1997

Career & Education Opportunity Network

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

Catalogue TV

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

Channel 500

Chicago 312-321-9321

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LAUNCHING JANUARY 1, 1997

www.americanradiohistory.com

CHANNEL 500

Website: myhero.com/fitv.com

Programming: Nonfiction general programming

Owner: Appalshop/Fund for Innovative TV

Launch date: TBA

Children's Fashion Network

Los Angeles 213-993-6032

Programming: Home shopping service featuring fashion designs for preteens

Owner: Evans Partners

Launch date: February 1997



Chop T.V.

Los Angeles 310-841-6964

Website: www.choptv.com (Jan. 1997)

Programming: Magazine-style programming on martial arts

Owner: Chop T.V. Enterprises

Launch date: TBA (will launch on Network One)

C/NET: The Computer Network

San Francisco 415-395-7800

Website: www.cnet.com (also has network of eight Websites)

Programming: Programming about comput-



new cable networks

ers, the Internet and digital technologies

Owner: Publicly traded (NASDAQ: CNWK)

Launch date: Provides programs for USA Networks/Sci-Fi Channel; launch date TBA

CNNfn

New York 212-714-6922

Website: www.cnnfn.com

Programming: Business news coverage, with companion Website. CNNfn.com provides background to material seen on cable channel.

Owner: CNN

Launch date: Dec. 29, 1995



THE SPORTS NEWS NETWORK

CNN/SI

Atlanta 404-878-1600

Programming: 24 hours of sports news

Owner: CNN and *Sports Illustrated*

Launch date: Dec. 12, 1996

Subscribers: 4.5 million

Collectors Channel

Hudson, Mass. 508-568-0856

Programming: Entertaining and educational programming with some shopping elements for collectors and vendors of eclectic and investment-quality collectible merchandise

Owner: Collectors Channel Inc.



Launch date: Part-time mid-1997

Computer Shopping Channel

Los Angeles 213-993-6032

Programming: 24-hour shopping service for software and hardware

Owner: Evans Partners

Launch date: March 1997

Conservative Television Network (CTN)

Alexandria, Va. 703-836-3257

Programming: News, information and entertainment from a conservative perspective

Owner: Fabrizio, McLaughlin and Associates

Launch date: TBA

Consumer Resource Network (CRN)

Detroit 810-647-7487

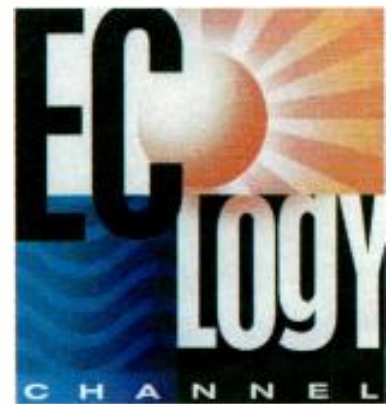
Website: www.crninfo.com

Programming: Marketer-produced infomercials

Owner: Visual Services Inc.

Launch date: Jan. 1, 1996

Subscribers: 5 million



Ecology Channel

Ellicott City, Md. 410-750-7291

Website: ecology.com; EcoMart.com

Programming: News and issues relating to the environment, fiction and non-fiction

Owner: Ecology Communications Inc.

Launch date: Part-time since November 1994; full-time in 1998

The Enrichment Channel

New York 212-366-1841

Programming: Self-help, personal



Global Shopping Network



Address: <http://Globalshopping.com>

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For more information, contact our Director of Public Relations, Shari Frank at (212) 246-9000.

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growth, enrichment, motivation, healing and global news

Owner: Worldlink Communications Group Inc.

Launch date: First quarter 1997



ESPNEWS

Bristol, Conn. 860-585-2000

Website: www.espnetsportszone.com

Programing: Sports news

Owner: ESPN

Launch date: Nov. 1, 1996

Subscribers: 1.5 million

Eye on People

Stamford, Conn. 203-965-6000

Programing: Entertainment and information



Owner: Westinghouse/CBS

Launch date: March 31, 1997

Fashion Network

New York 212-462-4500

Website: fashiontv@aol.com

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

Owner: Private/All Mobile Video

Launch date: July 29, 1996

Subscribers: 5 million

Fitness Interactive

Los Angeles 310-271-5400

Programing: 24 hours of health and fitness

Owner: Private

Launch date: Fourth quarter 1997

Fox News Channel

New York 212-556-2500

Programing: 24 hours of news

Owner: Fox

Launch date: Oct. 7, 1996

Fox Sports Net

Los Angeles 213-856-1969

Programing: Live sports programming;



new cable networks

regional NBA, MLB and NHL games

Owner: News Corp., Liberty and TCI

Launch date: Nov. 1, 1996

Subscribers: 20 million



Gay Entertainment Television

New York 212-255-8824

Website: www.nycnet.com/GET

Programing: Alternative-lifestyle news, information and entertainment

Owner: GET/Marvin A. Schwam

Launch date: Second quarter 1997

Global Shopping Network

New York 212-246-9000

Website: global-shopping.com

Programing: Televised electronic retailing network, offering manufacturer direct prices

Owner: Private

Launch date: Jan. 15, 1997

Global Village Network

Washington 202-393-3818

Programing: International business and world culture programming

Owner: Gloria Borland

Launch date: TBA

Golden American Network (GAN)

Beverly Hills, Calif. 310-858-1115

Programing: Targets people 50-plus

Owner: Private

Launch date: Fourth quarter 1997

The Gospel Network

Hollywood 213-469-4322

Programing: Live concert, music videos, news, sports, comedy showcase, direct-response and special interest programs with general interest appeal

Owner: Private

Launch date: Sheltered launch Dec. 1, 1996; 24 hours March 1, 1997



Guthy-Renker Television (GRTV)

Santa Monica, Calif. 310-581-6250

Programing: Infomercials and direct-response programming

Owners: Bill Guthy, Greg Renker and Michael Wex

Launch date: January 1996

Subscribers: Approximately 20 million

Hobby Craft Network

Solana Beach, Calif. 619-259-2305

Website: www.hobby-craft.com

Programing: Craft and hobby how-to programming

Owner: Private

Launch date: Second quarter 1997

Home Improvement Network

San Diego 619-273-0572



Website: www.fixitvideos.com/homefix
Programing: Home repair do-it-yourself instructional programming, also available in Spanish. Mini-pay programming opportunities available for cable companies.

Owner: Private

Launch date: Premiered on America One Television, summer 1996

International Channel Networks

Denver 303-267-4000

Website: www.i-channel.com

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

Owner: Encore Media/International Media Group

Launch date: End of 1997

Jackpot Channel

Santa Monica, Calif. 310-394-0010

Programing: Variety/entertainment programs on gaming industry

Owner: Neville Gerson/Nicholas Hollander

Launch date: October 1996

They belong to
each other.

Their movies
belong to
us.



Tracy and Hepburn. Astaire and Rogers. Bogart and Bacall.
Hollywood's greatest stars are together forever on Turner Classic Movies.

Owning the biggest and most celebrated movie library in the world
means TCM offers thousands of movies you'll never get on any other channel.

So why not give your subscribers the kind of high quality programming
they've been asking for? Give them *Movie Heaven*.



Jock Talk TV

Los Angeles 213-993-6032

Programming: 24-hour sports talk with viewer call-in format; emphasis on baseball and boxing

Owner: Evans Partners

Launch date: June 1997

Jones Health Network (JHN)

Englewood, Colo. 303-792-3111

Programming: Health information with educational elements

Owner: Jones Education Co.

Launch date: TBA

Kid City

New York 212-595-3456

Owner: Children's Television Workshop

Launch date: TBA

The Language Network

Englewood, Colo. 303-792-3111

Programming: Language-oriented programming with educational elements

Owner: Jones Educational Network

Launch date: TBA

The Love Network

New York 212-752-4657

Programming: Aimed at educating viewers about love, communication, relationships, self-esteem and self-improvement

Owner: Private

Launch date: Second quarter 1997

M1—The Museum Channel

Los Angeles 213-850-8080

Programming: Entertainment-based, dedicated to the wealth and variety of 35,000 museums worldwide, ranging from children's museums to the Smithsonian.

Owner: Olivier de Courson, Mits Kataoka

Launch date: October 1997

M2: Music Television

New York 212-258-8000

Programming: Music videos

Owner: Viacom/MTV

Launch date: Aug. 1, 1996



new cable networks

The Martial Arts Network

Boca Raton, Fla. 561-479-3781

Website: www.martial-arts-network.com

Programming: 24 hours devoted to martial arts action/adventure films and TV series, as well as original programming, competitions, news, how-to and fitness

Owner: RTI Enterprises Inc.

Launch date: Late 1997/early 1998

The MBC Movie Network

Irving, Tex. 214-402-0997

Programming: African-American premium movie service

Owner: Minority Broadcasting Corp. of America

Launch date: Third quarter 1996



The Military Channel

Louisville, Ky. 502-429-0200

Programming:

Aviation programming, military documentaries and battle histories, news-and-information

Owner: Private

Launch date: Third quarter 1997

MSNBC

Fort Lee, N.J. 201-585-2622

Website: www.msnbc.com

Programming: 24-hour news and information network

Owner: Microsoft and NBC

Launch date: July 15, 1996

Subscribers: 20 million



My Pet TV

Orlando, Fla. 800-946-7104

Programming: Informative, educational and entertaining coverage of domestic pets

Owner: Nightwing Entertainment Groups Inc. and The Humane Society of the U.S.

Launch date: TBA (had sheltered launch on Sept. 9, 1996)

NationTalk

Los Angeles 310-993-6032

Programming: 24-hour political news talk

Owner: Evans Partners

Launch date: 2nd quarter 1997

New Investment Channel

Los Angeles 310-993-6032

Programming: 24-hour business news/talk tracking IPOs

Owner: Evans Partners

Launch date: Jan. 6, 1997

New Science Network

Littleton, Colo. 303-575-6289

Programming: News and information on scientific breakthroughs, paranormal and metaphysical studies

Owner: Phil Catalano

Launch date: 1999



NEWSWORLD INTERNATIONAL

NewsWorld International

Toronto 416-205-3690

Website: nwi@toronto.cbc.ca

Programming: Hourly news program featuring international and business news and documentaries

Owner: North American Television Inc., joint venture of Canadian Broadcasting Corp. and Power Broadcasting

Launch date: 1997 (launched on DIRECTV in September 1994)

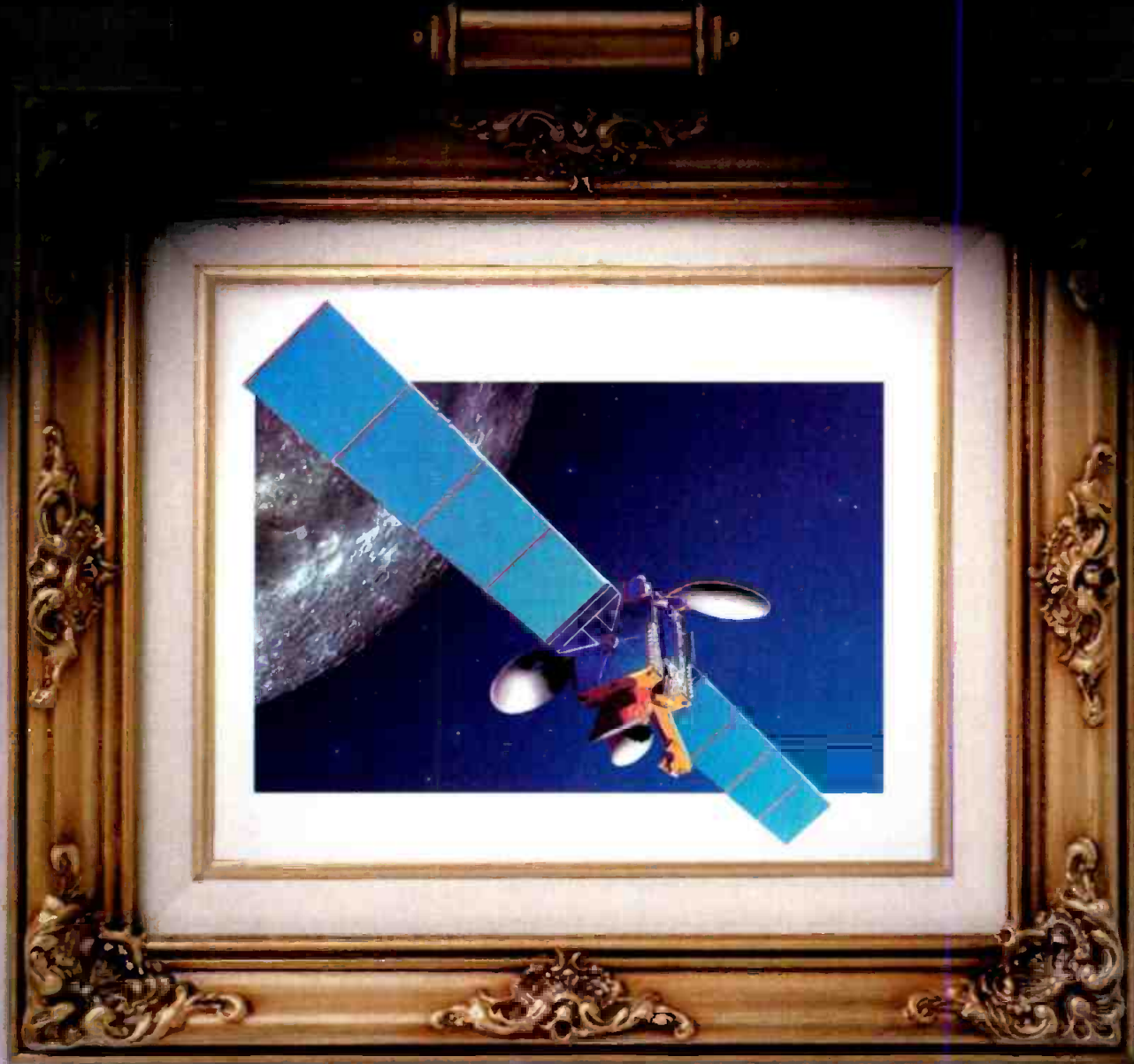
Nick at Nite's TV Land

New York 212-258-8000

Website: www.nickatnitesvland.com

Programming: Variety of vintage TV series, including sitcoms, dramas, west-

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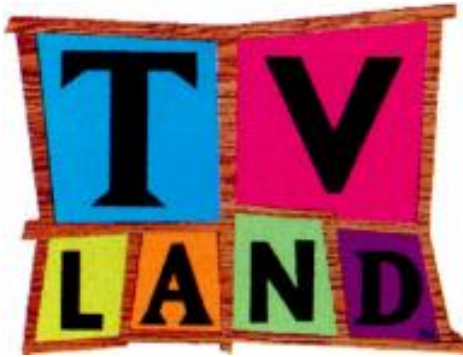
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Nick at Nite's



erns and variety shows, plus reromercials

Owner: Viacom

Launch date: April 29, 1996

Subscribers: 15 million

Oasis

Los Angeles 310-553-4300

Website: www.oasistv.com

Programming: New Age programming about holistic health, spirituality, metaphysics, environment, world peace, visionary art and personal growth

Owner: private/Moviecorp Holdings

Launch date: March 31, 1997

The Outlet Mall Network

Sarasota, Fla. 941-362-1000

Website: www.omnimapix.netcom.com

Programming: Television home shopping and Internet shopping

Owner: Mark Gray

Launch date: 1997



Ovation: The Fine Arts Network

Alexandria, Va. 703-684-4828

Website: www.ovationtv.com

Programming: 20 hours of arts programming, including dance, music, literature, artist profiles, opera and museum exhibits

Owner: Ovation Inc. (investors include New York Times Co., Time Warner Cable and J.P. Morgan)

Launch date: April 21, 1996 (limited launch as two-hour block on TCI's Intro TV network Oct. 3, 1995)



new cable networks



Parent Television

Los Angeles 310-824-0689

Programming: Aimed at parents and parents-to-be; advice and instruction, news, discussion, home shopping and therapy

Owner: Private

Launch date: Summer 1998

Parenting Satellite Television Network

South Charleston, W.Va. 304-744-9323

Programming: Programming, advertising and home shopping aimed at parents, guardians and grandparents

Owner: Cambridge Research Group and Motion Masters

Launch date: 1996

The Parents Channel

Montreal 514-844-4555

Programming: A wide variety of TV genres with a focus on parenting

Owner: Malofilm Communications

Launch date: TBA

Planet Central Television

Hollywood 213-467-9858

Website: www.pctvi.com

Programming: Targets the "alternative



information and entertainment audience" that sees itself as smart and demands smart media

Owner: Private

Launch date: May 1995 part-time; 24-hour launch scheduled for late 1997

Praise Television

Clearwater, Fla. 813-536-0036

Programming: Contemporary Christian music videos

Owner: Private

Launch date: Dec. 9, 1996

Premier Horse Network (PHN)

Burbank, Calif. 818-955-9000

Website: www.horsenet.com/premier

Programming: 24-hour-a-day cable and satellite equestrian network, featuring horse shows, professional rodeo, flat and steeplechase racing, equestrian news, instructional programs and home shopping

Owner: Private

Launch date: July 1997

Prime Life Network

New York 212-594-5050

Programming: Targets the 50+ audience, featuring original series and specials embracing the mature active lifestyle

Owner: Prime Life Inc.

Launch date: TBA



Recovery Network

Santa Monica, Calif. 310-393-3979

Website: www.recoverynet.com

Programming: Providing information and support to people dealing with and affected by alcoholism and other chemical dependencies, eating disorders and compulsive gambling problems, as well as information on alternative healthy lifestyles

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

Launch date: Limited launch March 1996; nationwide in February 1997

Subscribers: 200,000

Romance Classics

Woodbury, N.Y. 516-364-2222

Programming: Movies, series and original programming with romantic themes

Owner: American Movie Classics/Rainbow Programming

Launch date: Jan. 1, 1997

Cable Marketplace



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NEWSWORLD INTERNATIONAL

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*Source: Erdos & Morgan, 1996

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Sandra Frey at (212) 337-6941

or

Doris Kelly at (202) 659-2340

For More Information

Seminar TV

Oceanside, Calif. 619-722-2407

Programming: Personal and professional development

Owner: Global Mind Network

Launch date: 1996

Sewing and Needle Arts Network

Encino, Calif. 818-784-9501

Programming: Instructional/informational programming on home sewing and crafts

Owner: NeedleArts Media

Launch date: TBA

Share TV

McKean, Pa. 814-476-7721

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

Owner: Private

Launch date: First quarter 1997

Soap Channel

Los Angeles 818-569-7500

Programming: Syndicated soap operas and related programming

Owner: CapCities/ABC and Disney

Launch date: TBA

Space Television Network

Venice, Calif. 310-821-1542

Programming: Dedicated to space exploration, technology, science, nature and human adventure.

Owner: Private/Jules Ross

Launch date: TBA



SPEEDVISION
NETWORK

Speedvision

Stamford, Conn. 203-406-2500

Website: www.speedvision.com

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

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

Launch date: Feb. 23, 1996

Subscribers: 5 million



new cable networks

The Success Channel

Rancho La Costa, Calif. 619-496-3300

Programming: Personal achievement, career and human potential develop-



ment; motivational programming encouraging a balanced lifestyle

Owner: Success Broadcasting Network

Launch date: 1996

Sundance Channel

New York 212-708-1600

Website: www.sundancechannel.com

sundance channel

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

Owner: Robert Redford, Showtime

Launch date: Feb. 29, 1996

Subscribers: 4.7 million

Talk TV Network

Phoenix 602-585-1515

Programming: 24-hour talk television network

Owner: Private

Launch date: Fall 1998

The Theater Channel

Venice, Calif. 310-823-3431

Programming: Videotaped theater performances of all genres, including children's theater, reviews, festivals and backstage interviews

Owner: Private

Launch date: TBA

Therapy Channel

Los Angeles 213-993-6032

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

Owner: Evans Partners

Launch date: June 1997

TRIO

Toronto 416-205-3690

Programming: Dramas, documentaries and films, as well as children's and teens' programming

Owner: North American Television Inc.,



joint venture of Canadian Broadcasting Corp. and Power Broadcasting

Launch date: 1997 (launched September 1994 on DIRECTV)

URU TV/The Earth Cast Network

Cave Creek, Ariz. 602-585-7200

Wingspan: The Aviation Channel

Bethesda, Md. 301-340-3900

Website: airapacemag.com/



WingSpan/Wingspan.home.html

Programming: 24-hour-a-day aviation channel featuring news, documentaries and educational programs on flight and aviation

Owner: The Network Group

Launch date: Fourth quarter 1997

World African Network

Atlanta 404-365-8850

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

Owner: Unity Broadcasting Network

Launch date: 1997

—Compiled by Jessica Sandin

Broadcasting & Cable's Telemmedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week[®]

Online Services

PC Meter finds household 'Net use doubling

America Online maintains strong entry position

By Richard Tedesco

The number of households accessing the Internet has more than doubled in the past year, and America Online continues to be the most popular single access point.

According to PC Meter, 11.1% of U.S. households accessed the Internet during a monthlong period between September and October 1996, compared with 4.4% for the same period last year. PC Meter conducted interviews with residents of 9,928 households during October. Nearly 14% of those surveyed said they had access to some sort of Internet service, including access at work, in the preceding month.

Meanwhile, search engines, or services effectively acting as Internet ingress ports, remain the most popular point of access. According to PC Meter's individual usage report for October, more than 40% of PC users in its sample used AOL, with Yahoo and Netscape used by more than 38%. More than 15% of all users reached the 'Net via Microsoft Network.

Nearly 70% of all PC users used search engines, with news, information and entertainment services also scoring high with 55%. PC users typically accessed approximately four services daily and viewed more than seven pages in one half-hour of

access per day. Educational content sites showed a 46.2% access rate, with adult content sites just over 25% and shopping sites around 24%. Adult

content sites experienced the most pages accessed per usage—more than 14 pages on average.

In its overall Web usage

Discovery charts new course online

Discovery Channel Online is coming from a very different place, beginning this week.

Widespread acclaim for its site notwithstanding, Discovery is reinventing itself in cyberspace toward a more straightforward format. Individual pages will be longer, effectively offering more access to specific content, in addition to its core topic areas of history, nature, science, technology and exploration.

"It gives us more flexibility to allow people to get directly to things," says Rebecca Farwell, Discovery Online editorial director. "The front page is the hub, and you're never very far from what you want."

Meanwhile, Discovery is not far from licensing original content for the @Home service. As one of @Home's programming affiliates, Discovery intends to develop content exclusive to its site there "over time," at which point a critical mass of cable subscribers can access it, Farwell says.

In its current overall revamp, Discovery will have "rebuilt" some 10,000 pages, according to Farwell, who says she plans to run more serialized stories, with experts popping up more randomly in different areas.

Discovery's monthly virtual expeditions, including an upcoming journey into deep space to repair the Hubble telescope, proceed apace, with the idea of charging excursion fees now in limbo. "We're not yet sure what people are ready to pay for," Farwell says.

Discovery claims it is drawing about 30,000 visitors to its site daily, with 5 million pages viewed monthly. —RT



Mundie: 'We want PCs to become ubiquitous receivers of television.'

Mundie outlines Microsoft's mission

In Microsoft's worldview, sometime in 1998 the fundamental battle between the television and the personal computer has been joined and is about to be settled.

Given the orientation of the Redmond, Wash., computer software goliath, the outcome is easily deduced, particulars aside. "If the [digital broadcast] standard turns out to make PCs a digital receiver, we'll ship about 15 million of these things," says Craig Mundie, Microsoft senior vice president, consumer platforms division.

In Mundie's vision of the near future, the collision between TV and PC is "imminent and inevitable," a view shared in one way or another by many interested observers. But Microsoft is more than an interested observer, as its role in the recent resolution of digital transmission standards made clear. And now, as Mundie puts it, "We want PCs to become ubiquitous receivers of television."

Microsoft has a deal in place with DIRECTV to enable reception of that service's signals direct to PC. And that relationship will involve production of "turboweb" content—online material that can be streamed to a PC to supplement a particular programmer's content or as stand-alone content. It's just one of several TV-related initiatives that Microsoft has in the works.

"We want digital TV to become one of these all-inclusive mother-board features as early as possible," Mundie says.

He made it clear during the recent opening session of the Western Show that the cable industry didn't exhibit any particular foresight on the digital front. "I think as the cable industry saw digital coming, it started out with the orientation of doing the same thing again—sending television digitally," he said.

But now he believes that cable players such as Tele-Communications Inc., cable's counterpart to Microsoft, sees a business opportunity in the oncoming PC/TV convergence. Mundie thinks the broadcast industry has yet to wake up, notwithstanding the recent digital wake-up call: "The irony is that we think we're a big part of their future. They haven't internalized that yet."

Microsoft already has one PC/TV project in development with TCI. And the software company is actively seeking partnerships with terrestrial broadcasters, according to Mundie, to develop services as part of its grand strategy—positioning itself as something considerably more than a software company.—RT

survey, PC Meter found that more than 33% of households accessing the Web had annual incomes of \$100,000 and 28% had occupants with advanced degrees. Only 5%

of home usage occurred in households with annual incomes of \$25,000 or less, occupied by residents with high school degrees.

On a regional basis, 14.6%

of western U.S. households accessed the Internet, with 11.2% from the South, 10.6 percent in the Northeast and 8.6% in the North Central census regions.

TMW

Webcasting

CINet, Intel plan cyber-bash at new Mediadome

By Richard Tedesco

CINet and Intel Corp. will open their online event Mediadome venue with a New Year's Eve Webcast of a San Francisco concert featuring Chris Isaak, Lyle Lovett and Los Lobos.

That's an apparent indication of what's to come on the site (www.mediadome.com), which will use the latest streaming technologies for planned biweekly Internet entertainment happenings. An event is planned around the release of the feature film "Turbulence" on Jan. 13, when online participants will be able to attempt to land a virtual jumbo jet using Superscape's Viscap simulation technology. The Fugees will perform on Jan. 27, and jazz great Herbie Hancock follows in February.

Mediadome also plans to utilize Progressive



Networks' RealAudio and Xing's StreamWorks to enable the Webcasts. Technical requirements for each "webisode," as the companies are calling them, will be displayed on the site. "Mediadome is a prime example of how the marriage of brand-name media properties and dynamic Web technologies can

introduce a whole new level of interactive entertainment to Internet consumers worldwide," says Ronald Whittier, senior vice president and general manager of Intel's content group.

Intel also is involved in the InterCast project with NBC, streaming supplementary material with programming via PC. Mediadome is intended to offer PC users a varied multimedia experience with each event.

TMW

Apple gets Jobs back in NeXT move

Apple Computer celebrated Christmas early by buying NeXT Software for \$400 million last week. Most of that will be in cash, and half of it goes to Steve Jobs, who comes full circle in returning to the Silicon Valley company he co-founded.

Apple wanted a strong operating system and figured that a tie to a high-volume installed base and a prolific manufacturing company was the best thing for NeXT. "It means we greatly strengthen our Internet, Enterprise, and software propositions," says Gil Amelio, Apple chairman. "And it means we complete our commitment to deliver a truly modern operating system to our customers."

Amelio also characterizes the move as emblematic of a new era at Apple, which will welcome involvement with new technologies not necessarily of its own design. Apple, he says, will not be an island, but rather will "build a bridge to the center of an open-standards world based on industry alliances."

Gemstar to acquire StarSight

Gemstar International Group Ltd. agreed to purchase StarSight Telecast Inc. last week for \$273 million in stock. The deal enables Gemstar to marry its VCR Plus+ recording technology with StarSight's VCR programming software and its onscreen electronic guide technology.

More than half of each company's shareholders had already approved the transaction. StarSight management remains in place except for its chairman, Larry Wangberg, who now assumes an advisory role.

Simultaneously, StarSight concluded a \$20 million licensing deal with Microsoft Corp. Both of those deals come on the heels of StarSight's winning a \$17.7 million judgment in a legal dispute with Scientific-Atlanta. Gemstar and StarSight had been involved in a legal wrangle (which will be dropped as part of the deal) about intellectual property rights.—RT

En Tech serves data in Cybernet Cafe

When The Internet Cafe starts airing on more than 100 PBS stations next month, viewers will be able to receive data direct to their PCs during the telecast.

It's the latest innovation in data embedded in video from New Hampshire-based En Technology, which recently received FCC clearance to insert non-video information for this project. En had been conducting a trial of the technology through Internet Cafe with six PBS stations since October, according to Matthew Cookson, En's managing director of technology.

But the downloaded data serves a different function here than the other operating data-cast/broadcast service. InterCast. In En's case, data is ported directly to PCs equipped with external antennae or a cable hookup enabling reception. The data is software related to a topic in the show and is uplinked and carried in the live video portion of the telecast signified by two minutes of snow appearing in the bottom half of the TV screen.

PC users who've installed the \$150 TV modem card from En in their PCs are able to pick up the transmitted data, which comes as a practical counterpoint to the Cafe's presentation. "We don't bring TV to the PC," Cookson says. "We get much better throughput by blasting [data] through the video."

Data breaks through at 400 kbps in what Cookson calls En's "consumer push" with the technology. The company also wants to peddle the technology as part of a discreet system for private company nets.

As it initiates the PBS project, En is in discussions with cable networks about other applications for the technology, says Cookson, who notes that cable nets aren't subject to the same FCC constraints as broadcast nets.—RT

FSN chooses Comprompter software

Interactive service moves its encoding operation to Orlando

By Glen Dickson

The Full Service Network (FSN), Time Warner's interactive television service in Orlando, Fla., has purchased roughly \$200,000 worth of Comprompter automation software to support its new Orlando encoding operation for The News Exchange. TW and Tribune Interactive Network Service's on-demand news service offers content from ABC, CNN, The Weather Channel and local NBC and ABC affiliates WESH(TV) and WFTV(TV).

FSN had been encoding the programming for The News Exchange in New York at Time Inc. New Media headquarters, transmitting the video material back and forth from Orlando over a fiber-optic link. "However, we determined that system architecture



between New York and Orlando wasn't cost-effective," says FSN spokesman John Dunn.

Now the encoding takes place in Orlando at FSN's digital production center. According to Todd Morse, operations manager for the center, FSN takes fiber-optic feeds from Time Warner's cable franchise in Orlando, runs them through Vela Research MPEG encoders, then sends compressed files to its network operations center, where they are stored and played back on Silicon Graphics servers.

The Comprompter software, a customized version of the company's Windows NT-based ENR newsroom automation system, automates the program capture, compression and uploading for client viewing, says Comprompter President Ralph King. The software also makes backup tapes on Beta SP in case of server failure.

The Orlando encoding operation has been operational for several weeks. Morse says the new Comprompter software, which replaced a customized Brughetti automation package in New York, is working well.

"ENR is a very powerful automation system in itself, which maybe hasn't been realized by its traditional users," he says. "Taking a product pretty much out of the box, we expected a lot more difficulty. But we've been having a tremendous success rate." ■

ABC builds all-digital control room

Move is first stage in seven-year upgrade plan

By Glen Dickson

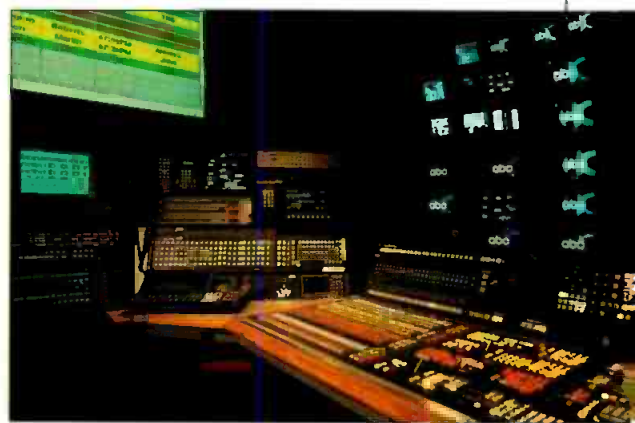
To begin its transition to digital television, ABC has constructed an all-digital control room, TV-7, in its network headquarters in New York. The new 7,500-square-foot facility is the first of seven Manhattan production control rooms that the network plans to upgrade to digital, at the rate of one a year.

"This is our first rebuild of a control room that's totally digital, both video and audio," says Elliott Reed, vice president of post-production and special programs

for ABC broadcast operations and engineering. "It will serve as a model for the ones to follow."

The digital TV-7, which controls the adjoining TV-7 studio, cost \$4 million-\$6 million to build and took roughly two years to complete. It encompasses an additional 4,000-square-foot audio control room, with a Solid State Logic Axiom digital audio console, and a 7,500-square-foot transmission/video room.

The heart of the new TV-7 is a 64-input Grass Valley 4000 component digital switcher with customized Lynx



ABC's new all-digital control room has 100 monitors and a projection screen that displays the status of incoming remotes.

Systems software, which connects to the rest of the plant via a Philips BTS Venus digital router, Tekniche digital-to-analog converters, and Leitch digital distribution and monitoring equipment.

"Our plant, of course, still has an analog infrastructure, so we're in the

process of building a new central switching facility to connect to the new control room and our digital graphics rooms," says Bruce Simon, general manager of studio and field systems for ABC BO&E.

Running on Philips BTS's Jupiter facility control software, the Venus functions as a "smart router": sources that remain analog are dialed digitally by the BTS router, which searches for the D-A path. The conversion process is seamless to the operator, says David Linick, manager of audio/video systems for ABC BO&E.

TV-7 also uses dynamic mapping, a concept that ABC is trying to employ throughout its technical operations. Since TV-7 will serve as a floater studio for news or sports, the incoming signals to the switcher need to be reconfigured rapidly. So ABC is using touchscreen monitors with a graphic representation of the monitors and buttons on the switchers, which allows a technical director to assign signals to the switcher inputs at the touch of a finger—making a "virtual patch."

Other gear in TV-7 includes an Abekas Brutus digital video effects

unit, an RTS Adam intercom system, an AT&T V-band digital phone system and 100 Ikegami monitors. To handle the production of large news events, ABC has installed a projection screen on the left side of the room that displays a computer-generated chart of incoming remotes. That system is a lot more efficient than scribbling with Magic Marker on a board, says Linick.

The next control room to be rebuilt for digital operation is TV-2, which controls the *Good Morning America* studio. That job should start within the next six months. ■

Cutting Edge

By Glen Dickson

WETA-TV, the PBS station in Washington, will be using a newly developed **Dielectric** antenna to launch experimental HDTV broadcasts in early 1997. WETA-TV, which will use a Harris digital transmitter to generate the HDTV signals on ch. 34, is installing the Dielectric DC-10JSC Cardioid model, a side-mounted antenna that is designed to handle up to 17 kw average input power and is approximately 22 feet long. According to Jerry Butler, the station's vice president of engineering, the Dielectric antenna will eventually transmit HDTV signals on ch. 35, the channel allocated to WETA-TV for digital television under the FCC's current frequency plan.

Deep Blue Sea, a Miami-based visual effects and animation company, has designed and created "Crop Circles," a network ID for NBC that suggests an alien landing. The ID is based on the "crop-circle phenomenon," a source of fascination for science fiction fans, and will run on Saturday nights during

NBC's lineup of "x-treme" shows. The Crop Circles concept was originated by Deep Blue Sea's David Woodward, who designed



Deep Blue Sea, Miami, designed and created this "Crop Circle" ID for NBC.

the storyboard and composited the images on a Discreet Logic Flame.

Fox News Channel has purchased a **Quantel** Editbox 4020 nonlinear editing system, which it will use to rapidly edit complicated clips. The system has two hours of storage and will be integrated with Fox News Channel's existing Quantel and computer-based systems to facilitate the distribution of graphics. FNC already has two Hal Express systems and five Paintbox Expresses.

Cox Broadcasting has just purchased four **Sony** Betacam SX DNW-A50

hybrid recorders for wsb-tv, its Atlanta ABC affiliate. The new recorders, which combine both digital tape and hard disk storage, will be used in the station's ENG vans and edit bays. The deal is part of a \$13 million contract Cox signed with Sony's systems integration division last April to create a new digital broadcast facility for wsb-tv based on Sony's Digital SX format and MPEG-2 4:2:2 Profile at Main Level.

Virtual-set developer **Orad Hi-Tech Systems**, which provided a virtual set to ABC News for its election-night coverage, says it is ready to deliver its new Virtual Presence feature for its CyberSet system. Virtual Presence allows producers to incorporate a live remote feed into the virtual-set environment. "The Virtual Presence feature makes it possible to seamlessly insert a remotely located actor into the virtual studio," says Orad owner Dr. Miky Tamir. "Actors moving in the virtual studio will now be able to interact with those 'remote' actors as though they were physically on the same stage."

TV Asahi in Tokyo has purchased **FROST, Discreet Logic's** real-time 3-D modeling and animation system for broadcast graphics creation and playout. The system, which will run on a single processor Silicon Graphics Onyx supercomputer with InfiniteReality graphics, was already tested in TV Asahi's coverage of the preliminary Japanese political elections. "FROST was used to produce real-time tabulation maps and projected winner boards," says Hitoshi Sakai, TV Asahi's News Center associate director. "We now intend to use the power of FROST in our daily news and weather broadcasts." Sakai says a selling point for the Discreet Logic software was its ability to do real-time rendering, 3-D graphics and animation without the use of a blue screen.



Orad's Virtual Presence feature incorporates remote feeds into the virtual-set environment.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

GENERAL MANAGER - RADIO PROPERTIES

Multi-station property in southeast beach resort community seeks qualified General Manager to oversee a duopoly station. The successful candidate must have previous station management experience with a working knowledge of sales, including regional and national agency, Operations and Programming. Duopoly experience a plus! For immediate consideration, please FAX resume and salary history by 1-10-97 to:

Director of Human Resources
1-904-947-4700
EOE / Drug Free Workplace

General Manager. Classical format experience required. Minimum 5 years experience as GM or Sales Manager in top 50 markets. Candidates should possess a history of consistently achieving projections and building audience. Candidates should have a knowledge of and appreciation for classical music as well as experience in building ties with cultural and arts organizations within the community. The ability to attract top classical on-air talent will be essential to the candidate's success and that of the station. This is a ground floor opportunity for an industry leader with a strong commitment to the arts and a desire to have profit and loss responsibility in a resort market. Send resume and salary requirements to Box 01023 EOE.

Market leaders looking to "Kick it up a notch," seek GSM for strong Heritage Country KRRV FM, KICR FM, and KDBS AM Alexandria, Louisiana. Great two book market, veteran sales staff, high energy. Needs leadership from positive *can do* GM. Respond to Bill Milam, VP/GM, 1515 Jackson Street, Alexandria, LA 71301. EOE.

HELP WANTED NEWS

News Director-News/Talk FM. Resort area. 3 1/2 person news staff. AP wire and audio, ABC, Accu-Weather. Morning shift including Saturday. Aggressive reporter and leader. Resume and tape: David Schoumacher, WGMD, Box 530, Rehoboth Beach, DE 19971. EEO.

Veteran A/C morning personality. Program/Music Director, A/C experience. News person, minimum 3 years experience. Production Director and Air Staff. Will be working at start up FM on Long Island (NY Metro). All broadcast systems state of the art. Great ground floor opportunity. Tape and resume to WLVG, PO Box 1150, Riverhead, NY 11901. EOE.

HELP WANTED SALES

General Sales Manager, Jacor, St. Louis. KM-JM-FM/KATZ-FM/KATZ-AM, St. Louis' Urban Trombo seeks an experienced, aggressive, sales professional to lead our Sales Department to the next level of greatness. The person selected must be able to manage, lead, motivate and train our large and talented sales staff. Must be experienced in goal attainment, inventory control, new business development, and alternative revenue streams. Rare opportunity and great compensation including 401K package. The best company with great people, and outstanding facilities. Urban radio experience a plus. Rush resume to: Mr. Lee Armstrong Clear, VP/GM, Jacor Broadcasting of St. Louis, Inc., 10155 Corporate Square Drive, St. Louis, MO 63132. Jacor Broadcasting is an Equal Opportunity Employer.

Local Sales Manager. Looking for a proven sales or management professional to lead the market's dominant sales force. Three years television experience preferred, must possess strong supervisory and presentation skills, and be able to motivate the team. Send resumes and references to Bill Preston, General Manager, KRTV, P.O. Box 2989, Great Falls, MT 59403. No phone calls, please. EOE.

HELP WANTED RESEARCH

Research Manager for Programming. National Public Radio, the leading provider of programming for public radio, seeks a Research Manager for Programming to manage public radio station program carriage survey and database; prepare analysis and reports using Arbitron data to support NPR's programming divisions; and coordinate and work on primary research projects related to NPR's programming activities. Bachelor's degree required, master's in business or communications preferred. Requirements include 3 years using research to support radio broadcast activities, 1 year direct experience working with Arbitron Data; familiarity with market research methodology; knowledge of statistical methods and demonstrated computer proficiency in using spreadsheets, database, and statistical packages. Must be able to clearly communicate research finding and implications. Knowledge of the public radio system a plus. Send cover letter stating salary requirements and resume to: National Public Radio, Human Resources Dept. #375, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer. Four stations in large western market. Strong RF, studio, computer, organizational and people skills. EOE. Resume and requirements to: Ernie Hopseker, New Century Media, 190 Queen Anne Avenue, Suite 100, Seattle, WA 98109, or fax to 206-286-2376.

SITUATIONS WANTED MANAGEMENT

Looking for GM Job. Mostly AM experience with profitable operations. Resume includes 2 years GM/SM. I bring game plan. Call Gary. 316-343-9896. Fax 316-342-1175. 2225 Hillcrest Drive, Emporia, Kansas 66801-6058.

Duopoly Pro. GM took FM's from #30 to #2 in combo. Looking for similar underperforming medium market \$ situation. (206)776-4690.

GM/GSM looking for a longlasting opportunity in Midwest or Houston area. Available January 6. 18+ years management experience in major, medium, and small markets. Startups too. Phone Bob at (312)927-2957 or (713)338-0898.

TELEVISION

HELP WANTED MARKETING

U have the P otential to run a N etwork

In this entry level position, you'll get to learn it all. As Assistant in Affiliate Marketing and Network Distribution, you should have a college degree and a strong desire to learn the marketing and distribution aspects of network television. Your skills should include media competency, handling multiple projects at a time, excellent communication and organizational skills, Macintosh (Word & Excel) friendly. Prior experience in media, marketing, or distribution preferred. Please fax resume to 310-575-7240, attn: job #AFFMKT.

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.

Marketing and Creative Services for Top 50 station is looking for a motivated, self-starter producer to join its awarding winning staff. The successful candidate must be able to produce effective promos and commercials. Creativity is essential. College degree and at least 2 years experience required. Send cover letter, resume, and tape to: Cindy Vaughan, HR # 6-19, WHAS-TV, P.O. Box 1100, Louisville, KY 40201. EOE. M/F/D/V.

Corporate Director of Creative Services. Media General Broadcast Group in sunny, warm Tampa, Florida, is looking for a top-notch station Marketing/Promotion Manager who is ready to move up to the corporate level. Responsibilities will include managing the creative direction for thirteen affiliated television stations located throughout the Southeast. If you have a demonstrated ability to develop and direct the execution of creative strategies for station image/branding, news promotion, graphics packages, outside media and all other aspects of station promotional efforts, we want to hear from you! Candidate will work closely with the Vice President of Marketing on all research projects and will develop creative strategies for all marketing plans. Prefer 3-5 years experience as a station Marketing/Promotions Manager. Send demo tape and resume to Personnel, Media General Broadcast Group, 100 North Tampa Street, Suite 3150, Tampa, FL 33602. M/F. EEO. Pre-employment drug test required.

HELP WANTED SALES

ALLBRITTON JACKSONVILLE, INC.

LOCAL SALES MANAGER Allbritton Jacksonville, Inc. is looking for a Local Sales Manager to join its team in Jacksonville, Florida and build a local sales organization from the ground up as we become the new ABC affiliate on April 1, 1997. This manager will supervise the activity of the local sales department in a multi-location setting ensuring the compliance of the local Account Executives with company goals and objectives. The Local Sales Manager must be able to foster and promote teamwork and a positive work environment. Three years experience as a manager in a local television sales department is required.

NATIONAL SALES MANAGER Allbritton Jacksonville, Inc. is looking for a National Sales Manager to join our team in Jacksonville, Florida as we become the new ABC affiliate on April 1, 1997. This manager will work directly with our national representative negotiating all business handled by the national rep. It will be the responsibility of this manager to make sure that the national rep firm meet all company goals and objectives. Travel required to meet with the rep firm and national clients. Experience as a national rep will be helpful. Two years experience as a National or Local Sales Manager required.

MARKETING MANAGER Allbritton Jacksonville, Inc. is looking for a Marketing Manager to join our management team in Jacksonville, Florida. This manager will develop and implement a promotion and marketing plan for the station and manage an "in house" team of professional for this new ABC affiliate. The successful candidate will have a proven track record of creative marketing ability and technical expertise with hands-on experience in all facets of advertising to promote the on air product. Experience in a start up operation is a plus. At least three years experience as a marketing manager in television is essential.

TRAFFIC MANAGER This manager will supervise the daily operation of the Traffic Department at Allbritton Jacksonville, Inc.'s new ABC affiliate in Jacksonville, Florida. Responsibilities include order input, log and copy coordination, plus inventory maintenance, attention to detail and working with other departments. Great attitude essential. Familiarity with Enterprise Traffic System and Columbine System essential.

To apply for these positions with Allbritton Jacksonville, Inc., send a cover letter and letter and resume to Mr. Leonard Firestone, President/General Manager, Allbritton Jacksonville, Inc., 7434 Blythe Island Highway, Brunswick, Georgia 31523. No phone calls please. AJI is an Equal Opportunity Employer.

Account Executive. WWCP-TV and WATM-TV, Western Pennsylvania's fastest growing FOX and ABC affiliates, are looking for Account Executives to fill new openings as we continue to expand our sales staff. If you are ambitious and want our income determined by the successful use of that ambition, then we want to talk to you. Openings are currently available for experienced, big list account executives to entry-level positions. Sales experience desirable but not necessary. The new year is here - make the move to a better career! Send or fax your resume and cover letter stating what makes you the best candidate for the job to: Account Executive Search, 1450 Scalp Avenue, Johnstown, PA 15904 or Fax 814-266-7749. EOE.

Corporate Director of Sales. Media General Broadcast Group is looking for a top-notch Sales Manager who is ready to move to the next level. Responsibilities will include developing sales philosophies, monitoring sales strategies, establishing group sales training programs, monitoring sales collection procedures and effectiveness, and providing oversight for all sales research for thirteen affiliated television stations located throughout the Southeast. The successful candidate will have 3-5 years experience as a General Sales Manager or Director of Sales at small to medium market stations. The candidate will work closely with the President of the broadcast group and the General Managers at each of the TV stations. If you possess the above credentials, we want to hear from you. Please send resume and sales philosophies to Human Resource Director, Media General Broadcast Group, 100 North Tampa Street, Suite 3150, Tampa, FL 33602. M/F. EEO Pre-employment drug test required. No phone calls.

Wanted-Traffic Experience. Do you feel you have reached the peak of your traffic career? Do you like working with people? Training? Traveling? Do you enjoy broadcasting, but feel you've reached a dead end? The good news is *there is life after traffic!* Use your broadcasting knowledge to launch an exciting career in the broadcasting-software industry. We are a leading international supplier of broadcasting software and we are looking for detail-oriented, motivated, and independent people like you to join our team of Customer Service Reps. Extensive travel and relocation to Colorado Springs, CO are a must. Competitive salary and compensation package. Fax resume, references and salary history to (719)548-1818, attn: Human Resources. EOE.

Local Sales Manager - WMC-TV5, a market leading NBC affiliate, seeks a management leader who can fulfill the revenue potential of strong station and experienced staff. History of "real" selling success and relationship skills with business owners and agency principles a must. Send resume to: Scott Leslie, General Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

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.

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.

Local Sales Assistant. Radio or television experienced preferred. Ideal candidate is detail oriented, organized, knowledgeable in Lotus, Microsoft Office, WordPerfect and has a strong work ethic. Responsibilities include building sales presentations, pulling sales reports for local account executives and administrative duties. Please send resume and cover letter by 1/3/97 to: Human Resources, Attention Local Sales Manager, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Local Assistant. No phone calls. EEO Employer.

Administrative Sales Assistant. Radio or television experience preferred. Administrative Assistant to the Sales Managers. Ideal candidate is extremely detail oriented, organized; knowledgeable in Lotus, Microsoft Office, WordPerfect, Calendar Creator; has a strong work ethic. Responsibilities include handling travel arrangements for department, expense reports and all administrative duties. Please send resume and cover letter by 1/3/97 to: Human Resources, Attention General Sales Manager, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Administrative Assistant. No phone calls. EEO Employer.

Online Advertising Representatives. KLAS-TV has immediate openings for two advertising representatives to sell new Interactive and Internet advertising applicants for the KLAS-TV Interactive Division. The ideal candidates will be computer literate, have experience on the Internet and have directory sales skills experience. Strong organizational, written, oral, presentation and interpersonal communication skills are required. A bachelor's degree is preferred. We are looking for a creative, positive, energetic, entrepreneurial self-starter who can serve multiple customers--both internal and external--and who excels in his/her current position. The main responsibility will be to increase revenue by prospecting and making cold calls to develop new business and meet sales goals and developing, selling and implementing interactive/online advertising programs to meet the needs of new clients. Applicants should submit resume and cover letter to Phil Pikelny, New Business Development Manager, KLAS-TV/LAS VEGAS On-Line, 3228 Channel 8 Drive, Las Vegas, NV 89109. E-Mail applications are welcome at pikelny@vegas.infi.net KLAS-TV and LAS VEGAS On-Line are Equal Opportunity Employers.

Project Manager/Sales Service. Conus Video and Satellite Services is looking for someone who will work closely with Sales Executives in sales support position. Will be main contact for customer service support. Candidate will manage multiple projects at the same time, so organization skills are a must. Candidate should have strong sales skills and may have the ability to move up to our sales force over time. Candidate must have experience in video production or in managing video production. Knowledge of satellite transmissions are a strong plus. Submit resumes to: Human Resources, Conus Job #222-96, 3415 University Avenue, St. Paul, MN 55114. Please include Job #. No telephone calls please. An Equal Opportunity Employer.

Local Sales Service Assistant. Responsible for assuring the timely processing of new sales orders and the maintenance of commercial inventory for WABC-TV. Daily reconciliation of on-air logs for invoice processing. Also involves daily CRT input (BIAS computer experience preferred). College degree or equivalent experience in a traffic department preferred. Please send resume to John Nelson, WABC-TV, 7 Lincoln Square-5th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Account Executive. KTBC FOX 7 has an Account Executive position available. The successful candidate must be able to handle agency business as well as develop new business. Candidate should have a working knowledge of TV Scan, Scarborough and Bias. If you're a *winner* with a *positive attitude* who enjoys being part of a *team*, please send resume and cover letter by 1/3/97 to: Human Resources, Attention Local Sales Manager, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Account Executive. No phone calls. EEO Employer.

Account Executive. CBS affiliate in Phoenix is looking for a dynamic seller who has two plus years broadcast sales experience. Assume a list of agency and direct accounts and develop new business. If you have strong people skills, understanding of computers, are creative, a problem solver, and a great closer, rush your resume to KPHO Human Resources, 4016 North Black Canyon Highway, Phoenix, AZ 85017. No phone calls. EOE.

Account Executive. KSDK-TV, St. Louis' #1 NBC affiliate has great opportunity. Successful candidate will have proven 5 year sales record including advertising agency track record and development of new business. Degreed. Send resume to: Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

TV Traffic Manager. Dominant ratings leader in top 60 southern market seeks self-motivated, team oriented leader who will guide department to serve customers and maximize revenue potential. Minimum 5-years traffic experience necessary. Please list traffic system and computer experience. Reply to Box 01025 EOE.

HELP WANTED TECHNICAL

Senior Television Maintenance Engineer. 10 years plus "hands-on" television equipment maintenance experience with a medium to large market television station, OEM, professional teleproduction company or network. Thorough knowledge of audio/video and control circuit theory in both digital and analog domains. Systems design and installation, and videotape equipment maintenance is a plus. Salary level competitive with national marketplace. Send resume and salary requirements to: Nichols Research Corporation Technical Services Corporation, 2945 Flowers Road South, Suite 107 (Attn: TV), Atlanta, GA 30341.

Studio Maintenance Engineer: Beautiful facility, state-of-the-art equipment. Respectable salary. Nice Weather. Hands-on broadcast/video tape experience required. WCBI-TV, Jerrell Kautz, C.E., Box 271, Columbus, MS 39701. Email: jkautz@wcbi.com Fax: 601-329-1004.

TECHNICAL MAINTENANCE ENGINEERS

NBC has two challenging opportunities to troubleshoot, repair and maintain studio, broadcast, and production equipment at the system and component level. Qualified candidates will have some technical training (degree preferred) and 3-5 years of related experience. Must be familiar with Grass Valley Switchers and effects; Clyron graphics; Sony cameras; Sony and Panasonic VTRs; and leading monitoring/terminal equipment. Proficiency with PCs; digital techniques; and microprocessors is also essential.

In addition to technical abilities, must have excellent interpersonal and teamwork skills, and the willingness to work all shifts/days of the week. Some overtime. Salary commensurate with qualifications and experience. For immediate consideration, please send your resume with salary history to:

NBC Employment
Department TME/BC
3000 West Alameda Avenue
Burbank, CA 91523



Equal Opportunity Employer

Our Technical Maintenance Department is seeking a self-starting individual with an Associate degree in Electronics Technology and five years current experience in electronics maintenance of broadcast equipment for a position as Maintenance Technician. A strong background in edit suite systems and digital video tape machine is required. General First Class FCC license desirable. Must be competent in operations, troubleshooting, general repairs (down to the component level), installation and construction of state-of-the-art broadcast equipment including digital electronics, microprocessors, and computer controlled equipment. Ability to work in a fast-paced environment and meet multiple deadlines required. PBS offers a salary commensurate with experience and an outstanding benefits package in an excellent work environment. Please send a letter of interest, resume, and salary requirements to:



Attn: Lanie Odum
1320 Braddock Place
Alexandria, VA 22314

PBS is an Equal Opportunity Employer.

KRQE TV is currently accepting applications for RF Maintenance Engineer. Previous experience in maintenance and installation of RF TV equipment is needed. Should have some college or technical training in electronic repair along with 2 to 5 years experience. Send resume to: Human Resources, KRQE TV, P.O. Box 1294, Albuquerque, NM 87103.

Director, Operations and Engineering. NBC10, located in Philadelphia, PA, is seeking an experienced Director, Operations and Engineering who will be responsible for all aspects of NBC10's operations and engineering areas and lead the development and implementation for the station's technology strategies. Expert experience in broadcast television and field of digital television to include transmission technology, production and distribution technology a requirement. Demonstrated skills in project management, broadcast production, engineering, finance and labor relations a necessity. Coordinates the facility, production, engineering and technology needs of the station. BS in Engineering or equivalent experience. MS preferred. Responsible for preparing and maintaining department budgets, forecasts, plans and reports; projects capital and technical needs. Facilitates training and cross-training of operations and engineering employees. Excellent leadership, team building, communications and general management skills. If interested, please send resume: NBC10, Employee Relations, City Avenue and Monument Road, Philadelphia, PA 19131 or fax 610-668-7073.

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.

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.

ENG Engineer. Candidate should have three to five years experience in medium market television news operation, editing ability on Sony 800 system and should also be proficient with Sony BVW-505 camera/deck combination. The ability to work unsupervised is a necessity as well as a valid drivers license. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Senior Videotape Editor: News 12 New Jersey, the Garden State's first 24 hour news channel, is seeking a Senior Videotape Editor. If you have strong leadership skills, love tv news and can edit in a fast paced environment, then you may be the candidate we are seeking. Send your non-returnable tape and resume to: P.O. Box 999-NJ, Woodbury, NY 11797. EOE.

TV Chief Engineer. Arkansas ETV Network seeks a chief engineer responsible for supervision of on-air operations, equipment installation and maintenance of the operations center of a state-wide, public television network. Duties include: master control, transmission systems, satellite systems, graphics and editing systems, studio and field production equipment. Position reports to Director of Engineering. Candidates need to have 6 years TV maintenance work experience including 2 years in a supervisory role, FCC General and/or SBE Certification and valid Drivers License. Mail applications, including the names and phone numbers of three professional references and salary history, to AETN-Personnel Office, PO Box 1250, Conway, AR 72033-1250. AA/EO/ADA Employer.

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.

HELP WANTED NEWS

5:30PM News Anchor/Reporter: Southeast, mid-market station needs a personable evening news anchor who can deliver no-nonsense news coverage. We need a solid journalist who understands that viewers need to be comfortable with the news anchors they invite into their homes. We have a tradition of strong news coverage and of anchors who lead that coverage as top notch reporters. After you finish the 5:30 news, you'll hit the streets for some hard news reporting and an 11PM live shot. Qualified applicants will be great video storytellers who work well in a fast-paced, hard-edged news environment. We put a premium on live reporting and teamwork. Candidates should have three to five years experience anchoring and reporting in mid to large markets and a very strong work ethic. A college degree in journalism or a related field is preferred. Send non-returnable tape/resume to, Box 01026. EOE.

TV Traffic Manager: WRGT-TV has an immediate opening for Traffic Manager. Excellent communication skills and ability to meet daily deadlines a must; college degree and 3 years experience in broadcasting/JDS preferred. Send resume and letter of interest to: TV Traffic Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 455408. No phone calls please! EOE M/F.

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. Reply to Box 01022 EOE.

Weekend Sports Anchor. KCEN-TV is currently soliciting applicants for Weekend Sports Anchor. Responsible for weekend sports anchoring and also weekday sports reporting. Reporting, producing, and editing background helpful. Must have a concise understandable delivery. Send resume and non-returnable tape to: KCEN-TV, Personnel Dept. 32, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Weathercaster: NBC affiliate has immediate opening for an experienced weathercaster for early and late newscasts. Meteorologist preferred, but will consider all candidates. Doppler radar, Accuweather graphic experience required. Minorities and women encouraged to apply. Send resume and tape to: General Manager, KOMU-TV, 5550 Hwy. 63 S., Columbia, MO 65201. An EEO Affirmative Action Employer.

Weather Anchor. CBS affiliate in Phoenix is seeking a Meteorologist with 3 years experience reporting weather on the set and out in the field. Prefer a candidate who has or is working toward Meteorology seal from AMS or NWS. If you can operate weather and newsroom computer systems...rush your tape and resume to KPHO Human Resources, 4016 North Canyon Highway, Phoenix, AZ 85017. No phone calls. EOE.

Tornado Alley. We have it all -- wild weather, superior equipment and great people! KFOR-TV rules over weather here in Oklahoma. If you are a weathercaster with at least three years experience give Kay Ashley a call (405)478-6322.

Television News Assignment Editor: Creative individual needed to run our weeknight assignment desk. Send resume with salary requirements to Ellen Reinhardt, Assignment Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23237. No phone calls please. Equal Opportunity Employer.

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.news.ksu.edu> Kansas State University is an Equal Opportunity Employer.

Sports Anchor/Director. KCOY, CBS 12 for California's Central Coast, has an immediate opening for a Sports Anchor/Director. Minimum 1 year on air experience. A commitment to community sports and recreation features. Must shoot and edit 3/4" video. Send non-returnable tape and resume to: KCOY-TV, Attn: Personnel, 1211 W. McCoy Lane, Santa Maria, CA 93455. EOE. Minorities encouraged to apply. Drug free workplace. No phone calls.

Reporter. We're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources, who is full of new ideas, who can produce focused, unique packages and who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tapes/resumes to Human Resources Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Reporter for Emmy Award winning nightly entertainment magazine show. Top 50 market. Three years live, tape reporting and story producing experience in news or related show required. Good communicator, energetic, good sense of humor and team player necessary. Send cover letter, resume and tape to: Cindy Vaughan, HR #6-20, WHAS-TV, P.O. Box 1100, Louisville, KY 40201. EOE. M/F/D/V.

Regional Manager. Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience, and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate. Send resumes: Human Resources, Conus Job #8-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Producer. WCNC, Charlotte's NBC 6, is looking for a producer for our "Straight to the Point" newscasts. If you like lots of graphics, live shots, the best stories of the day in your newscast, and have an overwhelming desire to win, send your resume and a tape to us. You need solid line producing experience and a college degree. Qualified applicants need to send your resume, tape and salary history to: NBC 6, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. No phone calls please. EOE/M/F/V/H.

Photographer. Talented, skilled, NPPA-style team players needed for immediate openings. College degree preferred. One year of experience required. Tapes/resumes to Human Resources Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Make Your Mark In Miami! WFOR-TV (CBS) is looking for a strong newscast producer for one of our weekday broadcasts. If you're a great writer, an idea person, and live for breaking news, send your resume. This is not a job for beginners! Contact: Cheryl Stopnick, Assistant News Director, WFOR-TV, 8900 NW 18th Terrace, Miami, FL 33172. Fax (305)477-3040. E-Mail: jobs@wfor.com EOE.

News Photographer: Join one of the Southeast's top ABC affiliates. Need ability, creativity and enthusiasm. Must be familiar with broadcast satellite and microwave equipment. Send tape and resume to: Chief Photog, WTVG, 410 W. 6th Street, Chattanooga, TN 37402. Call 800-950-1119 for more info. Equal Opportunity Employer.

News Producer, NBC 10. Can you produce the living daylight out of a newscast with outstanding production, content and feel? If so, then we want you! NBC 10, owned and operated by NBC is taking Philadelphia TV by storm! Impress us with your resume and dazzle us with your tape! But hurry -- this is a unique opportunity that won't last long. Send tape and resume to: Employee Relations, NBC 10, City Avenue and Monument Road, Philadelphia, PA 19131.

News Promotion Producer. News is our number one product, and Northwest Ohio's dominant TV station seeks a strong News Promotion Producer to help sell it! If you've got the ability, we've got the production tools to make it happen! Two years hands-on writing/editing/producing experience and degree in related field a must. Resumes and tapes to: Personnel Administrator-65, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

News Videotape Editor: KTVT Channel 11. Candidates must be able to edit short and long form pieces with flair and creativity. The ability to handle deadline pressure and stress a must. At least 1-2 years experience required. Send resumes and tapes to: Human Resources, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

Photographer. Arizona 5, the CBS affiliate in Phoenix, is looking for a creative and energetic photographer with at least 2 years experience shooting and editing for daily newscasts. If you've got excellent news judgement and know how to tell a story with pictures and sound...rush your tape and resume to KPHO Human Resources, 4016 North Black Canyon Highway, Phoenix, AZ 85017. No phone calls. EOE.

11 P.M. Anchor. A dominant, small market NBC affiliate in southern WV is seeking journalist with 3 or more years of experience, strong on air skills, and the ability to report and develop stories in a highly professional environment. We offer a competitive salary, excellent benefits, and a computerized newsroom. EOE-M/F. Please send resume along with a non-returnable VHS or 3/4" tape to: 11 p.m. Anchor, WVVA-TV, Route 460 Bypass, P.O. Box 1930, Bluefield, WV 24701.

News Anchor. Northwest NBC affiliate station is looking for an anchor with at least one year of experience. Ability to edit SVHS and 3/4" videotape, typing skills, newsroom computer experience and a valid drivers license w/no DUI convictions required. Send resume/non-returnable SVHS tape to: Tonia Ellis, KPVI, 902 East Sherman Street, Pocatello, ID 83201. EOE.

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.

KLAS has the following open positions: Morning news co-anchor, producer for early evening newscast, investigative reporter and sports anchor/reporter. Las Vegas is the fastest growing market (64th currently) and very competitive. Minimum of 2 years experience required for each position. Send non-returnable tapes to KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Marketing Writer/Producer: New Mexico's #1 TV station is searching for a talented writer/producer. If you excel at hard-hitting news promotion and set the standard for it in your market, we want to hear from you. Our ideal candidate is a creative, highly motivated professional with great writing and production skills. An eye for graphics, the ability to work well under tight deadlines and a keen understanding of branding and positioning very important. Two years news promotion experience and college degree preferred. If you meet these qualifications and are ready to make the move to one of the country's most livable cities, send your resume, reel and salary requirements to: Yvette Perez, Marketing Director, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Director. Aggressive, experienced News Director to lead Pittsburgh's top-rated news department. Ideal candidate has lead a news department to the top and kept it there. Great people skills and leadership skills a must. We're #1 and expect to grow. Send resume, track record and brief news philosophy to John A. Howell, III, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. Equal Opportunity Employer. WPXI-TV is a Cox Broadcasting Station.

News Director: Looking for an aggressive veteran news director of 3-5 year with excellent writing, teaching, and coaching skills to take us to the next level. A chance to put your creative and innovative skills to work at a national award winning suburban cable television news operation with live daily morning and afternoon news programs. Station staff is the approximate size of a small to medium market news operations in the major market or Mpls/St. Paul. Head current day to day news operations and provide leadership to compete in metro area with updated equipment and talented staff of reporters and photographers. Applicants must provide statements of news philosophy and include resume and salary requirements. Send resume to: Dave Kiser, Cable 12 News, 6900 Winnetka Avenue N., Brooklyn Park, MN 55428. Fax: 612-533-1346.

Co-Anchor. KAAL-TV (ABC affiliate) in Austin, Minnesota is looking for a co-anchor for our 6 and 10 news Monday-Friday. Strong writing and reporting skills are needed. College degree required. Send resume, references and 3/4" or VHS tape by January 17th to: Dean Adams, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. KAAL-TV is an Equal Opportunity Employer.

Meteorologist. Come join a top rated NBC affiliate on the Louisiana Gulf Coast. We are accepting applications for a meteorologist. Our Storm-center is well equipped, including our own Dopplar radar. Send resume, tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Free-Lance Field Producers to cover regions throughout the U.S. for national television news-gathering organization. Must be enterprising, proactive, organized, creative, a perfectionist, crisp writer and good story-teller. Rewarding opportunities to produce positive, life-changing news stories. Resume and non-returnable tape to E. Buchanan, Ivanhoe Broadcast News, P.O. Box 865, Orlando, FL 32802.

News Director. Southern Minnesota's #1 newscast. Located in America's most livable city, seeks energetic, aggressive leader to direct top-notch staff of seasoned veterans and bright young talent. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV, 601 1st Avenue, SW, Rochester, MN 55902. EOE.

Meteorologist. Weekend and 3 days a week meteorologist is needed to join Louisiana's number one weather team! Minimum 2 years on-air reporting and live shot experience and a personality required. Send resume and non-returnable tape to Jamie Politz, Director of Human Resources, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821. EOE.

News Photographer: TV station looking to hire a news photographer around the beginning of the new year. KTBS is a state-of-the-art station. The photographer we hire will have at least 2 years experience editing and shooting news and creative live remotes. It will be someone who can visually tell a story. Send tape and resume to: PH2-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

Assignment Editor (WFOR). We are looking for an aggressive assignment editor to work in the best news market in the country. Must have the ability to manage many crews and stay on top of non-stop breaking news at a growing CBS O&O. At least 3 years desk experience in a major market is a must. Send resume to: Rich Bamberger, Assignment Manager, WFOR-TV, 8900 N.W. 18 Terrace, Miami, Florida 33172 or E-Mail to jobs@wfor.com

Named the best newscast by the Associated Press in the state of Florida for two consecutive years, FOX WFTX-TV is currently accepting applications for a Videographer. Must have one year shooting and editing experience. College degree preferred. Send non-returnable tape and resume to: Chris McKinney, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

HELP WANTED PROMOTION

Can you play in Peoria? WMBD TV, Illinois station of the year, seeks an aggressive Senior Promotions Writer/Producer to join our award winning team. We're a medium size market with a big market mentality. AVID editing, broadcasting degree and one year experience preferred. Resume and reel to: Clay Hagedorn, Promotion Manager, WMBD TV-31, 3131 North University, Peoria, IL 61604. No calls please. EOE.

Topical Promotions Producer. WJLA, Washington, DC's ABC affiliate has immediate openings for a top notch addition to its promotions team. We need conceptually strong, creative talents who have imagination, energy and a contemporary style to make its mark in the #7 market. Promotion and advertising for all on-air news products, local program specials and news topicals. A minimum of 2 years as a news promotion/writer producer at a television station, cable operation or broadcast network. Experience in Top 50 market preferred. No phone calls, EEO, M/F. Send your resume and a non-returnable reel to: Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

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 demo tape to Human Resources Department, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. M/F, EOE, Pre-employment drug testing.

HELP WANTED RESEARCH

Research Director. One of the countries' top FOX affiliates, FOX 19 in Cincinnati, has an opening for a Research Director. The position requires a thorough understanding of Nielsen ratings, Scarborough research, TV Scan, Qualitap, and the ability to turn that information into a logical, meaningful presentation for the sales department. Full computer literacy is a must, as well as a thorough understanding of Word Perfect, Lotus spreadsheets, Ami-Pro, Works, and sales automation systems. The research director will be a key contributor to quantitative and qualitative positioning for the sales department. Send resume immediately to: Lisa Gerald, WXIX-TV, 19 Broadcast Plaza, 635 W. 7th Street, Cincinnati, Ohio 45203. Fax number is: 513-421-0341. EOE.

Sales Research: KTBS, the ABC affiliate in Shreveport, is looking for a savvy business professional to oversee its sales research effort. Successful candidate should be a skilled presentation writer who can handle several projects simultaneously. Excellent written/verbal communication skills mandatory; computer literacy a must. Send resume to SRI-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

Research Director - WMC-TV5, a market leading NBC affiliate, seeks a creative and analytical individual to develop inspiring sales presentations. Person will possess solid organization and presentation skills with intimate knowledge of rating and qualitative research. Metered market experience a plus. Send resume to: Scott Leslie, General Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

HELP WANTED ADMINISTRATION

Human Resources Assistant: Growing television and radio broadcast group is seeking a Human Resources Assistant to provide technical and administrative support in recruitment/selection function (with heavy emphasis on EEO recordkeeping), benefits administration, and other related personnel areas. Successful candidate will have excellent communication, organization, and interpersonal skills. Strong clerical background, including Windows-based computer literacy required. Prefer a college degree or coursework in Human Resources Administration or advanced training in human resources-related areas. Salary commensurate with experience and competitive benefits package available. Send cover letter and resume to: Dispatch Broadcast Group, Attn: Business Office - #184, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Dispatch Broadcast Groups is an equal opportunity employer. We are a smoke-free and drug-free workplace.

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Los Angeles: Experienced ENG and EFP crews. New SP Betacam packages. Spooner Productions, Inc. 800-776-6637.

**HELP WANTED
 FINANCIAL & ACCOUNTING**

WCCO-TV, a CBS owned and operated station is accepting applications for a Financial Controller. The position would report to the Director of Broadcast Operations and the General Manager. Responsibilities would include: administering the general ledger, month end closing, financial statement preparation, financial analysis, budgeting, cash management, accounts receivable, accounts payable, and payroll. The position would supervise an accounting staff of 4 professionals. The ideal candidates must be detail oriented, possess strong computer skills in a PC environment, and have a proven track record of keeping a company on budget. We require a CPA with a minimum of 3-5 years of broadcasting experience, as well as supervisory experience. WCCO-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply. Applicants should direct inquiries to Greg Keck, Director of Broadcast Operations, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No telephone calls, please.

HELP WANTED PRODUCTION

Videographer/Editor - KSWB, Tribune Broadcasting in San Diego is seeking an experienced, creative and driven videographer/editor to join the market's fastest growing TV station. The ideal candidate is well versed in single camera field production, lighting and story telling with a camera, in addition to being a solid editor comfortable in the linear and non-linear worlds. Reporting to the creative service director, this person will be responsible for shooting station promotion and image pieces, PSA's and some commercials. Editing duties will include station promotion, image and commercial production. A "knockout" reel, can-do attitude, solid people skills and broadcast or professional television production experience are a must. A four-year degree is preferred. Send non-returnable VHS tape, resume and references to Mr. Will Givens, Director of Creative Services, KSWB-TV, P.O. Box 121569, Chula Vista, CA 92112. No phone calls please. KSWB is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Videographer for Emmy Award winning nightly entertainment magazine show. Top 50 market. Experience in technical and creative aspects of live shots a plus. Must have finger on the pulse of today's video and story production, be a team player, and have plenty of creative ability. Send tape and resume to: Cindy Vaughan, HR # 6-21, WHAS-TV, P.O. Box 1100, Louisville, KY 40201. EOE. M/F/D/V.

Video Photographer/Editor: This position is responsible for all phases of video production for commercial spots and contracted video projects. This includes meeting clients, writing scripts, coordinating story boards, talent and locations, post production editing, computer graphics and animation. Candidates should have three years hands-on experience in all phases of video production, a good knowledge of photographic composition, practical knowledge of computer graphic and paint systems, digital fax, and both linear and non linear editing systems and excellent communication and customer relations skills. This position provides a full benefit package including medical and employee savings plan. Position available January 1, 1997. Qualified candidates should send production reel, resume and references to: Time Warner Cable, Human Resources, 3600 N. Sillet Avenue, Bakersfield, CA 93308. EEO M/F/V/D.

Unit Manager: Busy fast-paced cable network seeks a Unit Manager. Must have 2-3 years of T.V. experience which includes knowledge of satellite transmission and field production as well as a solid financial background. Must be computer literate, with spreadsheet experience. Send resume with salary requirements to: Court TV, 600 Third Avenue, New York, NY 10016, Attn: Human Resources.

Senior Producer/Director. Top 40 market UPN affiliate needs a senior producer/director. Responsible for operation of production department. Two years experience in writing, shooting, editing and directing. Must have knowledge of Ampex AVC switcher, Ampex ADO, and Dubner. Please send resume, salary history and tape to Jeanne Pennington, WGNT-TV, 1318 Spratley St., Portsmouth, VA 23704. EOE.

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.

Producers That Produce: Our client, a sports and entertainment company, located in the greater New York area, seeks (1) Sr. International TV Producer and (1) Features Producer. The International Position needs someone to send programming to a broad spectrum of regions around the world, set the look of the shows and the style of on-air talent. In addition you will manage a young international department. The Features Producer needs a hands-on writer/developer, who can create, drive and take through post to produce "Features" that will seamlessly fit into a group of weekly & monthly TV shows. Anticipate, develop, produce and make it happen in lengths of 1 to 3 minutes (on average) features. To explore further, mail or fax resume in confidence to the nationally known retained search firm: Morgan/Webber, Inc., Attn: Steven M. Lavender, 5510 Merrick Road, Massapequa, NY 11758/Fax: 516-799-5233.

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.

Character Generator Operator. WYFF-TV, a 35th market NBC affiliate in beautiful Greenville, SC, has an immediate opening for a sharp CG operator for our Chyron Infnit. Primary focus will be graphics for our fast paced and competitive news product. Good typing, spelling, and grammar skills are a must! Specific on the job training will be provided. Send resume to Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

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 Infnit/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.

Producer: Produce short and long form programming, including daily newscasts, specials, and other programs. Select, write and organize news stories. Direct reporters, photographers, and editors in gathering and presenting material. College degree, one year news producing experience. Self motivated, work hard and take charge. Work overnights, weekends. Computer experience helpful. Reply by cover letter and resume to WBNS TV Inc., Business Office #181, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encourage to apply. EOE. Smoke and drug free workplace.

Designers Needed. WJLA, Washington DC's ABC affiliate has immediate openings for two (2) top notch additions to its design team. We need conceptually strong, creative talents who have imagination, energy and an eye-catching style. Work must make its mark in the #7 market. News, promotions, programming and marketing support is all part of the job. Undergraduate degree in design and a minimum of 3 years of broadcast/production house experience required. V-Series Paintbox and post production a must. No phone calls, EEO, M/F. Send your resume and a non-returnable reel to: Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

Producer/Director. WMBD-TV seeks a Producer/Director responsible for working with our new weekday morning variety/entertainment program, news, commercial production, and special event programming. Successful candidate must be creative and a natural leader. Broadcasting degree helpful, experience required. Send letter and resume to: Kendra Cooper, WMBD-TV, 3131 North University Street, Peoria, IL 61604-1386. No calls please. EOE.

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. Director/Technical Director needed for fast-paced newscasts. Must work well in a high pressure, live-program environment, be experienced with live remotes, EFP, lighting, editing, post production and supervision of production crews. Must be news oriented, able to direct clean, high quality live newscasts and programs. Will work closely with the news staff to ensure a polished on-air news product. Position requires hands-on technical experience and thorough knowledge of studio, news production, commercial post production and video tape operation environments. Seeking a veteran newscast director with 2 to 5 years switching his or her own show. Excellent people skills a must. Send resume by 1/3/97 to: Production Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701, Ref: Director. No phone calls, please. EEO Employer.

HELP WANTED PROGRAMMING

Programming Coordinator: WBDC-TV 50, Washington, D.C.'s WB affiliate, managed by Tribune Broadcasting, is seeking a qualified individual to manage their programming operations. Requirements include experience in contract processing of syndicated packages and features, interface with syndicators, knowledge of broadcast rights and FCC requirements, oversight of programming department computer operations and recordkeeping for department. Position will report directly to Vice President/General Manager. Experience on Peter Storer and Nielsen Micronode systems preferred. Previous experience in television programming or related area and educational background in communications or related field required. Mail or fax resume and letter detailing qualifications to: Human Resources Department, WBDC-TV, 2121 Wisconsin Avenue N.W., Suite 350, Washington, D.C. 20007. Fax 202-965-7304. EOE.

INTERACTIVE

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Help Wanted: Commission Sales Reps, Part-Time, Full-Time, earn great pay! Sell Internet Services, Catalogs, Merchandise, Club Memberships, and more! If you are a marketing genius, or just someone who wants some extra money to pay off those Christmas Bills in January! Give us a call at 1-407-943-2153, or E-mail us at <http://www.rjr-island.com> for more info. Send S.A.S.E. to RJRD Associates Consulting, P.O. Box 22068, Lake Buena Vista, FL 32830.

CABLE

HELP WANTED RESEARCH

Continental Cablevision Advertising Southeast Region is searching for a Research Assistant to assist our award winning sales force. This individual will be responsible for four markets. Duties include Nielsen book breakout, Cable ratings analysis, working with Scarborough and Media Audit and assist account executives with various research projects. Candidate should have rep. station or cable experience familiarity with Nielsen products. Qualitative knowledge is necessary. Please forward resume and salary requirements to: George Mafredas, Research Specialist, Continental Cablevision, 1902 Second Avenue N., Jacksonville Beach, FL 32250. EOE.

HELP WANTED PRODUCTION

Chyron Operator: Rapidly expanding cable network has an opportunity for an experienced Infnit! Operator. Candidates must have a minimum of 2 years experience. A sports background and love of the outdoors is helpful. competitive salary and benefits. EOE. Please send resume or fax to: Outdoor Life Network, Two Stamford Plaza, 281 Tresser Blvd., Stamford, CT, 06901, Attn: Human Resources. Fax: 203-406-2527.

HELP WANTED SALES

INTERNATIONAL PROGRAM SALES EXECUTIVE

Discovery Communications, Inc., an international multimedia company, is seeking a program sales executive for Asia who will be responsible for expanding the current client base and meeting aggressive revenue goals.

Qualified candidates must have a minimum of 4 years of international sales or television programming experience and understanding of the international television market, excellent customer service, contract negotiation and communication skills. Candidate must also be a self-starter, have the ability to work independently, have superior problem solving skills and handle multiple projects simultaneously.

This position will be based in the Discovery Channel Asia offices in Singapore. Fluency in Japanese or Mandarin a plus. Frequent travel required.



Send resume and cover letter to:
Human Resources
Discovery Communications, Inc.
7700 Wisconsin Avenue
Bethesda, Maryland 20814

Re: Account Manager, International Program Sales - Asia

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ALLIED FIELDS

HELP WANTED INSTRUCTION



AMERICAN UNIVERSITY
WASHINGTON DC

**AMERICAN UNIVERSITY
SCHOOL OF COMMUNICATION**

American University invites applications and nominations for the following faculty positions in the School of Communication:

TENURE-TRACK POSITION: Assistant or Associate Professor to teach Broadcast Journalism and Radio and Television News beginning August 1997.

QUALIFICATIONS: Master's degree and at least five years of professional journalism experience required. Teaching experience preferred. Applicants should be able to teach in a sophisticated computer environment. Experience in producing radio and television newscasts is necessary, and use of AP Newsroom Manager software, and familiarity with computer-assisted journalism and digital editing are desirable.

RESPONSIBILITIES: Teach five courses during the academic year in radio and television news writing, reporting, producing, tape-editing, field and studio production, and on-air talent skills. Some teaching required on Saturdays in the school's weekend graduate program. Advising students and participation in school and university activities required.

TENURE-TRACK AND ONE YEAR TEMPORARY APPOINTMENT: Assistant Professor to teach primarily in print journalism core courses and media studies beginning in August 1997. The temporary appointment is subject to final budgetary approval.

QUALIFICATIONS: Master's degree and at least five years of professional journalism experience required. Experience in computer-assisted journalism is desirable. Teaching experience preferred. Applicants should be able to teach in a sophisticated computer environment.

RESPONSIBILITIES: Teach undergraduate and graduate journalism core courses in writing, reporting, and editing, as well as journalism media studies. Some teaching on Saturdays required in the school's weekend graduate program. The tenure-track position carries a five-course load. The one-year temporary appointment carries a six-course load during the academic year.

Rank and salary is negotiable, depending on qualifications and experience. Review of applications begins January 13, 1997. The University offers an excellent benefits package. To apply, send a curriculum vitae and three letters of recommendation to: "Position Title", Journalism Search Committee, School of Communication, 4400 Massachusetts Avenue, N.W., Washington, D.C. 20016-8017. An EEO/AA University.

Graduate Assistants (4), Miami University, in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 24.5 Kw NPR affiliate, Big Band-Jazz-News format - 1 position in news (reporting, writing and anchoring), 1 position in marketing and development. (2) 1 position as teaching & research assistant. (3) 1 positions as video production assistant for educational access cable channel. Stipends for 1997-98 academic year approximately \$7,830, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Mass Communication, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE. Deadline February 14, 1997.

HELP WANTED TECHNICAL

Consulting Engineering Firm based near San Francisco and specializing in AM-FM-TV broadcasting and RF exposure analysis, needs competent, personable, self-assured associate. BS in engineering essential, higher degrees desirable. Systems design, FCC applications, forensic engineering, some field work and travel. P.E. registration essential but may be obtained later. Salary commensurate with qualifications and experience. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. All replies confidential. Send resume to Hammett & Edison, Inc., Box 280068, San Francisco, California 94128.

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BUSINESS OPPORTUNITIES

Radio Station Investment Opportunity. New acquisition group forming. Expert management! Write: PO Box 272659, Tampa, FL 33688-2659. E-mail: radioman@gte.net

Station Owners/Managers - Get free help and get paid for it! Allow a broadcasting student to come to your station and observe once a week for 18 weeks for \$2,000.00. 15 year accredited program. We can provide up to 10 students. Call Jim at Radio Connection 1-800-800-9581.

BUSINESS OFFERS

Hidden Opportunity! Top 30 market. Immediate! Silent partner needed for 100% financing and 49% offer of unique FM opportunity. Serious inquiries only with financials \$2.5mm-3.0mm. Reply to Box 01017.

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DVE: Abekas A-51, two channel with key. Must be fully functional. Call Glenn Musser @ (202)224-4977.

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

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HADDEN & ASSOC.
 PH 407-365-7832 FAX 407-366-8801

Midwest Fulltime AM 5000 Watts. Only religious format licensed to town over 100,000. Asking 7 times cash flow. Reply to Box 01024.

Small market Class A FM - Mid South. 2x gross. 800-748-9838.

25,000 watt FM station for sale adjacent to two prosperous communities. Nine county coverage. Tower rental income. Michigan 517-676-9538.

WANTED TO BUY STATION

Experienced Broadcast Team with combined 60 years experience in sales management, programming and promotions are looking for an FM or AM/FM combo in a small to medium market. Let us prove what we can do for you. Interested? Call or write Ken Meinhardt/John Kiernan, 137 Mifflin Street, Lebanon, PA 17042. 1-717-274-3501 after 4.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941.

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word, Screened Background: \$2.60, Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Mount Vernon, Ky. (BAPH-960531GL)—Voluntary assignment of license of wxjv(FM) from William S. Daugherty III to Vernon R. Baldwin Inc. *Nov. 25*

NEW STATIONS

Canceled/dismissed

Evansville, Ind. (BPH-941122ML)—BS Infobahn Co. for FM at 107.7 mhz, 3 kw, ant. 79 m. *Nov. 29*

Evansville, Ind. (BPH-941122MS)—TSB II Inc. for FM at 107.5 mhz, 3.2 kw, ant. 92 m. *Nov. 29*

Evansville, Ind. (BPH-941125MC)—Todd P. Robinson for FM at 107.5 mhz, 2.25 kw, ant. 113 m. *Nov. 29*

Madrid, Iowa (BPH-950309MB)—Bradley Olson for FM at 96.1 mhz, 5.1 kw, ant. 108 m. *Nov. 29*

Madrid, Iowa (BPH-950309MY)—Boone-Story Broadcasting Inc. for FM at 96.1 mhz, 6 kw, ant. 100 m. *Nov. 29*

Bluff City, Tenn. (BP-950726AB)—Kintron-ic Lab Inc. for experimental AM at 1680 khz. *Nov. 21*

Granted

Savannah, Ga. (BPH-960719IA)—Phoenix

Broadcast Partners Inc. for WZAT(FM), 102.1 mhz, 100 kw, ant. 398 m. *Nov. 26*

Evansville, Ind. (BPH-941122MD)—South Central Communications Corp. for FM at 107.5 mhz, 2.25 kw, ant. 161 m. *Nov. 29*

Madrid, Iowa (BPH-950309MZ)—Midwest Christian TV Ministries Inc. for FM at 96.1 mhz, 6 kw, ant. 100 ft., 2 mi. W of Napier, Iowa. *Nov. 29*

Filed/accepted for filing

Selma, Ala. (BPCT-961113KE)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 19 Rolling Ridge Rd., Northfield, IL 60093) for TV at ch. 29, 5,000 kw visual, ant. 389 m., 1.5 km W of Summerfield, Ala. KM has CPs for TVs on ch. 20 Iowa City, Iowa, and for FM in Pearson, Ga.; has applied for TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; El Dorado and Gosnell, Ark.; Marianna, Fla.; Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Faribault, Minn.; Jackson, Miss. (see item, below); Albuquerque and Roswell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Virginia Beach, Va.; Spokane and Walla Walla, Wash.; Crandon, Wis., and Jackson, Wyo.; has applied for FMs in Viola and St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.; Parkersburg, Iowa; Mesquite, Nev.; Willard, Ohio; Brigham City, Utah, and Neillsville and New Holstein, Wis. *Nov. 13*

Selma, Ala. (BPCT-961118KH)—Imani Way Press Inc. (Rose M. Sanders, VP/70% owner, 1 Imani Way, Selma, AL 36701) for TV at ch. 29, 3,687 kw, ant. 124 m., N side, Hwy 14, 3.9 km NE of Selma. Sanders owns 28% of company applying to build FM at 105.3 mhz Selma. *Nov. 18*

Selma, Ala. (BPCT-961118KI)—D&S Mobile Inc. (David B. Hartley, president, 11185 NW 2nd Court, Coral Springs, FL

33071) for TV at ch. 29, 1.55 kw visual, ant. 96 m., .3 km N of Hwy. 14 E. *Nov. 18*

Selma, Ala. (BPCT-961119KE)—George S. Flinn Jr. (188 S. Bellevue, No. 222, Memphis, TN 38104) for TV at ch. 29, 1460 kw visual, ant. 131 m., W of Hwy. 33, 3.9 km S of Orrville, Ala. Flinn owns KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark.; wccL (TV) New Orleans, and wnwz(AM) German-town and WFBI(TV) and WHBQ(AM) Memphis, Tenn.; 25% of CP for KDEN(TV) Longmont, Colo.; has applied to build TVs at ch. 16 Nogales (see item, below) and Phoenix, Ariz., and ch. 56 Memphis (see item, below); Kailua and ch. 56 Waimanalo, Hawaii (see item, below); ch. 51 Jackson, Miss. (see item, below); Norman, Okla., and ch. 18 Ogden, Utah (see item, below); has 50% interest in applications for TVs in Gosnell, Ark.; Destin, Fla.; Newton and Des Moines, Iowa; Minden, La.; Arcade, N.Y.; Greenville, N.C.; Provo, Utah, and Spokane, Wash.; has interest in applications for TVs in Hot Springs, Ark.; Coolidge and Phoenix, Ariz.; Senatobia, Miss.; Santa Fe, N.M., and Tulsa, Okla.; is building FMs in Maumelle, Ark., and Sun Valley, Nev.; has applied to build FMs in Cambria, Calif.; Grenada, Oxford and Tunica, Miss.; Forest Acres, S.C., and Virginia Beach, Va. *Nov. 19*

Selma, Ala. (BPCT-961119KF)—Crown Communications Corp. (William B. Popjes, president/80% owner, 333 Bridge St. NW, No. 525, Grand Rapids, MI 49505) for TV at ch. 29, 5,000 kw visual, ant. 93 m., .4 km NE of junction of Range St. and SR 14. Popjes is selling wjue-TV Battle Creek, Mich.; has applied to build TVs in Marquette, Mich.; ch. 30 Portland, Ore., and ch. 62 Seattle. *Nov. 19*

Selma, Ala. (BPCT-961119KH)—Anthony J. Fant (2729 11th Ave. S, Birmingham, AL 35205) for TV at ch. 29, 5 kw visual, ant. 95 m., .3 km N of Hwy. 14 E. Fant owns ktvc (TV) Cedar Rapids, Iowa; wlwc-TV New Bedford, Mass., and knld-TV Duluth, Minn.; 95% of wwho-TV Chillicothe, Ohio; 91.25% of KODS-AM-FM Duluth, Minn.; is selling wnal-TV Gadsden/Birmingham, Ala., and kcmv(TV) Sacramento, Calif., and kwNB-TV Hayes Center, KGHV-TV Kearney and ksNB-TV Superior, all Neb.; has CP to build TVs at ch. 18 Albion, Neb., and waof(TV) ch. 51 Batavia/ Buffalo/Rochester, N.Y.; has applied to build TVs at ch. 61 Mobile, Ala.; ch. 54 Benton, Ark.; ch. 49 New Albany, Ind.; Ames, Iowa; ch. 14 Pittsburg, Kan.; ch. 50 Plaquemine, La.; ch. 23 Waterville, Me. ch. 24 Ironwood, Mich.; ch. 11 International Falls, Minn.; ch. 51 Jackson and ch. 45 Houston, Miss.; ch. 45 Sikeston, Mo.; ch. 51 Lincoln, Neb.; ch. 66 Broken Arrow, Okla.; ch. 38 Sewickley, Pa.; ch. 47 Columbia, S.C.; ch. 56 Bartlett, Tenn.; ch. 35 Marshall, Tex.; ch. 3 Price, Utah; ch. 43 Charlotte Amalie, V.I. (see item, below); ch. 60 Roanoke, Va., and ch. 45 Richland Center, Wis. *Nov. 19*

Anchorage (BPET-961115KE)—Alaska Public Telecommunications Inc. (Susan Reed, president, 3877 University Drive,

BY THE NUMBERS

BROADCAST STATIONS		CABLE	
Service	Total	Service	Total
Commercial AM	4,906	Commercial VHF TV	559
Commercial FM	5,285	Commercial UHF TV	622
Educational FM	1,810	Educational VHF TV	123
Educational UHF TV	240	Educational UHF TV	240
Total Radio	12,001	Total TV	1,544
VHF LPTV	561	CABLE	
UHF LPTV	1,211	Total systems	11,660
Total LPTV	1,772	Total subscribers	62,231,730
FM translators & boosters	2,453	Homes passed	91,750,000
VHF translators	2,263	Cable penetration*	65.3%
UHF translators	2,562		
Total Translators	7,278		

*Based on TV household universe of 95.9 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

For the Record

Anchorage, AK 99508) for noncommercial TV at ch. 9. 316 kw, ant. 240.3 m, Mile 2, Pt. MacKenzie Rd., Knik, Alaska. APTI owns KAKM(TV) and KSKA(FM) Anchorage. *Nov. 15*

Nogales, Ariz. (BPET-961119KH)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, see Selma, Ala., item, above) for noncommercial TV at ch. 16. 790 kw visual, ant. -42 m., 4.8 km NW of Nogales. *Nov. 19*

Elberton, Ga. (BPH-961127MB)—Chase Broadcasting Inc. (Gordon K. Van Mal, president/owner, 804 Alcovy Way, Lawrenceville, GA 30243) for FM at 105.1 mhz, 6 kw, ant. 100 m., 1.9 km N of Broad River near Hwy. 17. Chase owns WGHC(AM)-WOXJ(FM) Clayton, Ga. *Nov. 27*

Waimanalo, Hawaii (BPCT-961119KG)—George S. Flinn Jr. (see Selma, Ala., item, above) on ch. 56. 28 kw visual, ant. -94 m., Hihimanu St., .8 km E of Ahiki St., Waimanalo. *Nov. 19*

Bear Creek Twp., Mich. (BPED-961122-MA)—Superior Communications (Edward Czelada, president, 602 Savidge St., Reed City, MI 49667) for FM at 89.3 mhz, 6 kw, ant. 312 m. at 2132 Tower Rd., Vanderbilt, Mich. Czelada has interests in FM at 88.3 mhz White Star and in FM in Leroy Twp., Mich., and in application to build FM at 103.7 mhz, Harbor Beach, Mich. *Nov. 22*

Jackson, Miss. (BPCT-960930LW)—KM Communications Inc. (see Selma, Ala., item, above) for TV at Ch. 51, 5,000 kw visual, ant. 305 m., .5 km E of U.S. 51, 2 km NE of Canton, Miss. *Sept. 30*

Jackson, Miss. (BPCT-961010UV)—George S. Flinn Jr. (see Selma, Ala., item, above) for TV at ch. 51, 730 kw visual, ant. 377 m., 140 Alpha One Rd. *Oct. 1*

Jackson, Miss. (BPCT-961001WW)—United Television Inc. (Evan C. Thompson, president, 132 S. Rodeo Drive, 4th floor, Beverly Hills, CA 90212. BHC Communications Inc. [William D. Siegel, president] is 56.1% owner of United; Chris Craft Industries Inc. [Herbert J. Siegel, president/28.3% owner/father of William D.] is 96% owner of BHC) for TV at ch. 51, 5.01 kw visual, ant. 371 m., 2.4 km SW of Raymond, .5 km S of Rte. 18. United owns KUTP(TV) Phoenix, Ariz.; KVNK-TV San Francisco; KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City. BHC owns WWOR-TV Secaucus, N.J./New York. Chris Craft owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. United has applied to build TVs in Opelika, Ala.; Seaford, Del.; Paintsville, Ky.; Tupelo, Miss.; Tyler, Tex., and Richmond, Va. *Oct. 1*

Benton, Mo. (BPED-961129MN)—American Family Association (see Franklin, Pa., item, below) for FM at 89.9 mhz, 0 kw, ant. 100 m., 1.6 m. N on Cty. Rd. 333. *Nov. 25*

Shell Knob, Mo. (BPH-961129MA)—Monett Communications Inc. (Kevin M. and Patricia W. Wodlinger, co-owners, 1569 N. Central, Monett, MO 65708) for FM at 97.7 mhz, 6 kw, ant. 100 m., 3.65 km NE of Cato. Wodlingers co-own KRMO(AM)-KRLK-FM Cassville and KKBL-FM Monett, Mo. *Nov. 29*

Shell Knob, Mo. (BPH-961129MB)—Galen Gilbert (306 Glover St., Sulphur Springs, TX 75482) for FM at 6 kw, ant. 100 m., .65 km E of Hwy. 39, 4.1 km SSE of Jenkins, Mo. Gilbert owns KSWM(AM) Aurora, Mo. *Nov. 29*

Lewistown, Mont. (BPCT-961007KF)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Lane, Las Vegas, NV 89101) for TV at ch. 13, 5 kw, ant. 588 m., NW corner of SE quarter of Section 2. Sunbelt owns KPVI(TV) Pocatello and KXTF(TV) Twin Falls, Idaho; KVBC(TV) Las Vegas and KRNVT(TV) Reno; has CPs for KENV(TV) Elko and KWNVT(TV) Winnemucca, Nev., and KJWY(TV) Jackson, Wyo. *Oct. 7*

Lincoln, Neb. (BPCT-960724LN)—Prime Broadcasting Co. (Gregory S. Marchbanks, president, Prime II Management Inc. [75% owner of Prime Broadcasting], 600 Congress Ave., No. 3000, Austin, TX 78701) for TV at ch. 51, 5,000 kw visual, ant. 236 m., corner of Ashland Rd. and N. 1st St., 6.4 km WSW of Ceresco, Neb. *July 24*

Lincoln, Neb. (BPCT-960919LE)—David M. Comisar (435 Timber Ridge Drive, Kalamazoo, MI 49006) for TV at ch. 51, 2,410 kw visual, ant. 380 m., 4.5 km SE of Goehner, Neb. *Sept. 19*

Norwich, N.H. (BPED-961122MB)—New Hampshire Public Radio (Mark D. Handley, president 207 N. Main St., Concord, NH 03301)/Vermont Public Radio (Mark A. Vogelzang, president, 20 Troy Ave., Colchester, VT 05446) for an FM at 88.1 mhz, .1 kw, ant. 674 m., summit of Mt. Ascutney. New Hampshire Public Radio owns WEVO (FM) Concord, WEVH(FM) Hanover and WEVN (FM) Keene; has applied to build FM in Nashua, N.H. Vermont Public Radio owns WVPS(FM) Burlington, WRVT(FM) Rutland and WVPR(FM) Windsor. *Nov. 22*

Chama, N.M. (BPH-961112MH)—KNXX Inc. (Don Davis, president/50% owner, 1217 Valencia Drive NE, Albuquerque, NM 87110) for FM at 98.9 mhz, 6 kw, ant. 84.6 m., Rabbit Peak, 1.5 km from Chama. Davis owns KZNM-FM and 40% of KMIN(AM), both Grants, N.M.; has applied to build FM in Santa Rosa, N.M. (see item, below) *Nov. 12*

Chama, N.M. (BPH-961115MM)—Tony Gonzales (1128 Main Hwy. 17, PO Box 455, Chama, N.M. 87520) for FM at 98.9 mhz, 6 kw, ant. -229 m., behind 1128 Main Hwy. 17. *Nov. 15*

Clovis, N.M. (BPH-961115MG)—Constance Sue Pettigrew (1405 Axtell, Clovis, NM 88101) for FM at 101.5 mhz, 100 kw, ant. 107 m., NE corner of Thomas and Kimberly, 3.6 km SW of Clovis. *Nov. 15*

Clovis, N.M. (BPH-961118M3)—Dewey Matthew Runnels (815 E. 19th St., Roswell, NM 88202) for FM at 101.5 mhz, 51 kw, ant. 53 m., NE corner of Prince St. and Wilhite Rd. Runnels owns KRSY(AM) Roswell, N.M.; has applied to build FMs at Carlsbad and Grants (see item, below), N.M. *Nov. 18*

Clovis, N.M. (BPH-961118MF)—Rosa E. Garcia (43055 U.S. 70, Portales, NM 88130) for FM at 101.5 mhz, 100 kw, ant. 102 m., 43055 U.S. 70, Portales, 15 km S of Clovis.

Nov. 18

Clovis, N.M. (BPH-961118MH)—John H. Wiggins (2300 Hammond Rd., No. 3, Bay City, TX 77414) for FM at 101.5 mhz, 100 kw, ant. 230 m., .1 km E of Ranch Rd. 2013, 2 km N of Rhea, Tex. Wiggins owns wxGJ(FM) Apalachicola, Fla., and KKOS(FM) Palacios, Tex.; has applied to build FMs at Jal and Grants, N.M. (see item, below), and Stanton, Tex. *Nov. 18*

Grants, N.M. (BPH-961118MG)—John H. Wiggins (see Clovis, N.M., item, above) for FM at 105.5 mhz, 100 kw, ant. 330 m., 3.3 km NW of McCarty's. *Nov. 18*

Grants, N.M. (BPH-961118MI)—Lewis Joseph Wallach (4310 Pan American NE, No. 208, Albuquerque, NM 87107-4721) for FM at 105.5 mhz, 100 kw, ant. 300 m., 3.5 km from Grants in Cerrito, Colo. *Nov. 18*

Grants, N.M. (BPH-961118ML)—Ramar Communications Inc. (Ray Moran, CEO/51% owner, P.O. Box 3757, Lubbock, TX 79452) for FM at 105.5 mhz, 100 kw, ant. 600 m., 1.1 km NNW of San Fidel, N.M. Ramar owns KASY-TV Albuquerque, N.M., and KJTV(TV)-KXTO-AM-FM Lubbock, Tex.; has applied to build TVs at ch. 60 Dothan, Ala.; ch. 33 Durango, Colo.; ch. 21 Roswell, N.M., and ch. 15 Abilene, Tex. *Nov. 18*

Grants, N.M. (BPH-961118MN)—Dewey Matthew Runnels (see Clovis item, above) for FM at 105.5 mhz, 7.8 km from San Fidel, N.M., N of I-40. *Nov. 18*

Santa Rosa, N.M. (BPH-961112MG)—KNXX Inc. (see Chama, N.M., item, above) for FM at 95.9 mhz, 1.5 kw, ant. 36 m, 2818 Will Rogers Dr. *Nov. 12*

Tioga, N.D. (BPH-961115MD)—Northern Lights Broadcasting LLC (John C. Power, president/60% owner, P.O. Box 3458, Carefree, AZ 85377) for FM at 104.1 mhz, 100 kw, ant. 180 m., 7.7 km SW of Tioga on Hwy 2. Power is president/owner or part-owner of companies that own KNNN-FM Central Valley/Redding and KRDG(FM) (formerly KHZL) Shingletown/Redding, Calif.; are buying KLRX(AM) Redding and KNRO(AM) Redding-KARZ(FM) Burney/Redding; are selling KNSN(AM) Chico-KHSL-FM Paradise, Calif.; have applied to build TVs in Pocatello, Idaho; Marquette, Mich., and Butte, Great Falls and Missoula, Mont.; have applied to build FMs in Payson, Ariz.; Los Molinos and Shasta Lake City, Calif.; Sidney, Mont.; Mesquite, Nev., and Williston, N.D. *Nov. 15*

Norman, Okla. (BPCT-960916KH)—Day Star Broadcasting Corp. (Charles W. McDonald, president/20% owner, 2908 Woodview Drive, Norman, OK 73071) for TV at ch. 46, 5,000 kw visual, ant. 255 m., 2,000 ft. NW of Franklin, Okla. *Oct. 25*

Franklin, Pa. (BPED-961127MA)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 89.5 mhz, 1 kw, ant. 96 m., 3 mi. E of Franklin. Association owns WALN (FM) Carrollton and WAKD(FM) Sheffield, Ala.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN(FM) Wichita Kan.; WAPD(FM) Campbellsville, Ky.; KAPM

Continues on page 65

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Brinkley fan

EDITOR: I missed David Brinkley the very first week he was gone. The co-hosting of Sam Donaldson and Cokie Roberts won't work so long as Sam keeps hogging the questioning and they keep stepping on each other in Cokie's attempt to get a word in. The show needs a real leader who can allow real participation of all the panelists. Brinkley's style will be missed.—*Phillip Bradshaw, Las Vegas*

Taking exception

EDITOR: In response to the Nov. 4 "Open Mike" from G.D. Roberts of Nashville, I would like to say this: "Hogwash."

Clearly, this person knows nothing about the radio business. Roberts says in his letter that all music programming is derivative; radio hosts/DJs are extremist or rude, and talk show hosts are self-inflated and controversial.

These are all unfair generalizations. Some music programming may be derivative, as Roberts claims, but these usually are the stations that carry the satellite-fed music programming to which he referred. Satellite programming primarily is used for cost control more than anything else. If these stations could effectively afford to hire airstaffs around the clock, believe me, they

would. Radio, before anything else, is a local medium. Creating a relationship with your audience is of primary concern to any program director worth his/her weight. If Mr. Roberts would read the playlists, he would see that stations do differ by market, sometimes greatly. No program director in Washington, D.C., cares what someone wants to hear in Los Angeles.

I would agree that controversial DJs and talk show hosts are getting a great deal of publicity these days, but if Mr. Roberts would step back and look at the big picture he would see that they are considered controversial because they are the minority! As a matter of fact, most stations are now trying to distance themselves from controversial talent because it tends to scare off potential advertisers. This is especially true in the midst of deregulation. Radio groups will not need shock jocks to separate themselves from the pack. They will own the pack. The days of the "Morning Zoos" are gone, and most radio shows are now much more music intensive.

One other thing Mr. Roberts obviously can't appreciate is a paragraph in the U.S. Constitution called the First Amendment. Whether Mr. Roberts approves of what is being said on the radio, the First Amendment still provides broadcasters with the right to free speech. Rather than count on the

government to begin censoring radio more harshly, I prefer to believe in listener censorship. "If you don't like it, turn it off." Nothing the FCC could do would be more effective.

I bet Mr. Roberts wouldn't be so quick to pass judgment if Big Brother came knocking on his door one day to take away his first edition of "Catcher in the Rye."—*Brendan Hurley, Stamford, Conn.*

No question

EDITOR: Now that Westinghouse Electric Co. has split in two, CEO Michael Jordan reveals that one of his two problems is finding a new name for the broadcasting/cable company, which, he claims, is like naming a new brand of Doritos. He says he is going to consult the investment community, the press and focus groups and do it, in his words, "scientifically." Has anyone told Mr. Jordan that broadcasting is a lot different from the cracker business?

CBS is still one of the great names. Keep it! Unfortunately, another memorable brand name—Westinghouse Broadcasting Co.—made great by the creative, dynamic leadership of men like Chris Witting, Larry Israel and Don McGannon, is no longer available.—*Richard Pack, former senior vice president, programming and production, Westinghouse Broadcasting Co.*

Changing Hands

Continued from page 63

(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is selling FM in Mount Morris, Ill.; is building FMs in Selma and Ozark, Ala.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb., and Clovis, N.M.; has applied to build 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.; Jonesboro, Many and Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, Port Gibson and McComb, all Miss.; Benton (see item, above), Cabool, High Point, Kennett and St. Joseph, all Mo.; Ahsokie 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, Mart, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va.; Cuba City, Wis., and Gillette, Wyo. Nov. 27

Cross Hill, S.C. (BPH-961121MB)—Douglas M. Sutton Jr. (P.O. Box 5, Union, SC 29379) for FM at 94.1 mhz, 6 kw, ant. 100m., 1.5 km WNW of Greenwood Shores. Sutton owns WBCU(AM) Union and WCBS(AM)-WSCZ (FM) Greenwood. Nov. 21

Cross Hill, S.C. (BPH-961121MA)—Southeastern Broadcast Associates Inc. (Emil J. Finley, president/60% owner, P.O. Box 1289, Laurens, SC 29360) for FM at 94.1 mhz, 6 kw, ant. 100 m., 3 km N of secondary Hwy. 301 off Long Sumpit Rd. Southeastern owns WLBG(AM) Laurens. Nov. 20

Redfield, S.D. (BPH-961114ME)—Paula Broadcasting of So. Dakota (Dave Garey, 20 Samlaw Drive, Monsey, NY 10952) for FM at 97.7 mhz, 62 kw, ant. 58 m., 4 km NNW of Franfort, S.D. Garey is building FM at Olney,

Tex. Nov. 14

Brownfield, Tex. (BPH-961118M2)—Blue Dolphin Communications Inc. (Edward F. Seeger, president/33.3% owner, 2704 S. Irby St., Florence, SC 29505) for FM at 104.3 mhz, 50 kw, ant. 132 m., .45 km S of U.S. 82/380, .2 km E of State Hwy. 137, 1.4 km SW of Brownfield. Blue Dolphin owns WDLF(FM) Old Fort, N.C.; has applied to build FM at Jackson, N.H. Seeger owns 33.3% of WYNA(FM) Calabash, N.C., WMXT(FM) Pamlico, S.C., and company that has TBAs with WWFN(FM) Lake City and WBZF(FM) Marion, S.C. Nov. 18

Cameron, Tex. (BPH-961118M8)—Roy E. Henderson (P.O. Box 590209, Houston, TX 77259-0209) for FM at 94.3 mhz, 6 kw, ant. 100 m, 1 mi. W of Cameron. Henderson owns KFRD(AM) Belleville, KLTR(FM) Franklin and KLTO(FM) Rosenberg, Tex.; is building KHEN(FM) Caldwell and KEZB(FM) Hempstead, Tex.; has applied to build TVs at ch. 59 Stuart, Fla.; ch. 38 Bend, Ore., and ch. 67 Olympia, Wash., and FM in Jackson, Wyo. Nov. 18

—Compiled by Elizabeth A. Rathbun

Messages for a new medium

Scott Siegler's recent move from MediaFour—the management production company he co-founded—to become president of American Cybercast exemplifies the diverse paths his career has followed.

Earlier, Siegler had left Columbia Pictures Television, where he had been president, to start MediaFour, and a similar impulse had prompted his departure from a successful tenure as head of Warner Bros. TV to start TriStar TV.

"Entrepreneurial fervor," Siegler says. "I like the idea of starting something from scratch."

American Cybercast is the latest direction for Siegler, who has been traveling to the cadence of his own drummer for a long time. After graduating from Union College, he went to the University of Toronto for a master's degree in English literature, but primarily to study with Marshall McLuhan.

"He was very inspiring in his ability to look at the past and try to predict the future," Siegler recalls of the scholar who sparked Siegler's interest in other media. "He took everything seriously. He looked at all social data with equal curiosity."

After earning an MFA at Brandeis University, Siegler got serious about television, producing a series of documentaries for stations in Boston, Louisville and his native Cleveland. As a producer at NBC-owned affiliate WKYC-TV in 1975, he received an Emmy for *They Shall Take Up Serpents*, a half-hour film about a religious sect of snake handlers in West Virginia.

Although he enjoyed doing documentaries his heart just wasn't in it. "I realized I was not committed to documenting events, as a good journalist would have been. I was more interested in finding strange events and quirky people and trying to weave a story around them," Siegler says. "I started to think, 'Am I doing grade A documentaries or am I doing grade B feature films?'"

He solved the problem by enrolling in a directing program at the American Film Institute in 1976. The next year he was an associate producer on two feature films, "Cloud Dancer" and "The Manitou."

He became NBC manager of current drama in 1977, then moved to CBS in 1979 as vice president of drama, and became vice president of comedy development in 1981. *Magnum P.I.*, *Simon & Simon* and *Falcon Crest* were among his better-known productions.



"I like the idea of starting something from scratch."

Scott Siegler

President of entertainment, American Cybercast, Marina Del Ray, Calif.; b. Feb. 15, 1947, Cleveland; BA, Union College, Schenectady, N.Y., 1969; MA, English literature, University of Toronto, 1971; MFA, theater, Brandeis University, Waltham, Mass., 1973; Los Angeles: studied directing, American Film Institute, 1976-77; vice president, current drama, NBC, 1977; vice president, drama development, CBS, 1979; vice president, comedy development, CBS, 1981; senior vice president, creative affairs, Warner Bros. Television, 1982; president, TriStar Television, 1986; president, Columbia Pictures Television, 1987; co-founder, MediaFour, 1994; current position since November; m. Jody Cukier, Nov. 26, 1993; children: Julia, 9 mos.; Matthew, 13 (from previous marriage).

Siegler might have remained at CBS if not for a line of executives likely to be named programming chief ahead of him. Instead, he departed for Warner Bros. Television in 1982 as senior vice president of creative affairs. During his four years there, he helped turn out a series of solid hits—including *Night Court*, *Head of the Class* and *Growing Pains*—during a particularly productive period at the studio.

It seemed he'd found the ideal spot. But he found a more intriguing one in 1986, when he was named the first president of the newly formed TriStar Television, that studio's initial entry to the field. When TriStar TV merged with Columbia/Embassy TV in 1987, Siegler became president of the new Columbia Pictures TV. While at Columbia, he also produced such durable sitcoms as *Who's the Boss?*, *Designing Women*, *Married...With Children* and, most recently, *Party of Five*.

But Siegler started from scratch again in 1994, when he left Columbia to co-found MediaFour. And American Cybercast was getting off to a running start in cyberspace before his arrival there, but the unique facets of the medium have fired up his entrepreneurial fervor one more time. "I'm curious and optimistic about this new medium. I'm curious to learn more about it and figure out what forms of entertainment are going to work," he says.

Siegler concludes that content development for online series must be markedly different than for TV: "It's a unique medium, and starting with motion picture ideas isn't the way to do it."

He feels that the emphasis on virtual communities transforms the basic nature of cyberspace, where a broad audience can be reached, but also where reaching distinctly new audiences is the real objective. At this point in its development, American Cybercast is aiming cyber-serials that could have some resonance as TV properties. Siegler envisions characters that could migrate from cyber-soaps to draw broader audiences on TV, and expects branded TV personalities to do the same.

Whatever the ultimate direction, Siegler figures to play a significant role in that multimedia drama at American Cybercast, which has already produced two pioneering cyber-serials: *The Spot* and *EON-4*. And given the elemental stage of the medium's development, he figures to confront enough at the cutting edge to keep him occupied for a while.

—RT

Fates & Fortunes

BROADCAST TV



Egerton

Anne Egerton, head, litigation practice group and principal legal officer, West Coast. NBC Law Department, Burbank, Calif., named senior VP, NBC Law.

Mark Antonitis, VP/news director,

WMAQ-TV Chicago, joins KELO-TV Sioux Falls, and KALO-TV Rapid City, both South Dakota, as VP/GM.

Appointments at WLEX-TV Lexington, Ky.: **Marilyn Clark**, station manager, named VP/station manager; **Mary Broberg**, general sales manager, named VP/GSM; **Sandra Byron**, business manager, named VP, business and finance.

Christy Henderson, weekend meteorologist, KCEN-TV Temple/Waco, Tex., joins WVUE(TV) New Orleans in same capacity.

Appointments at WCET(TV) Cincinnati: **Jay Janszen** joins as pledge producer; **Lisa Jones**, annual giving manager, Cincinnati Zoo and Botanical Garden, joins as membership manager; **Jillian Darwish**, teacher, Indian Hill Primary School, joins as director, educational technologies.

Bruce Gordon, general assignment reporter, *Inquirer News Tonight*, joins WTXF(TV) Philadelphia as reporter.

Chad Woolbright, account executive, KJRH(TV) Tulsa, Okla., named regional sales manager.



Mussoni

John Mussoni, assistant news director, WTXF(TV) Philadelphia, named news director.

Candace Rister, office manager, MMT Sales, Chicago, joins KPLR-TV St. Louis

as local sales manager.

Debbie Bush, news director, KEYT-TV Santa Barbara, Calif., joins WTAE-TV Pittsburgh, as assistant news director.

PROGRAMING

Rhonda Gale, VP, business affairs, Orion Pictures Corp., joins Saban Entertainment, Los Angeles, as VP, business and legal affairs.

Cathy Trotta, director, international development, E! Entertainment Television, joins Rysher Entertainment, Los Angeles, as director, international sales.

Al Quintana, public relations director, National Basketball Association's Latin

American division, joins Latino Broadcasting Co., Miami, as director, marketing.

Larry Frankenbach, consultant, Worldvision Enterprises, joins High Five Entertainment, Nashville, as VP.

Barbara Title, founder, Maintitle Pictures, joins Bonneville Worldwide Entertainment, Los Angeles, as senior VP, production.

Steven Piorkowski, manager, print advertising, King World, joins Warner Bros., Burbank, Calif., as television publicity campaign manager.

Sonja Mendes, deputy managing director, Europe, CBS Broadcast International, London, named managing director.

RADIO



Easter

Douglas Easter, VP/GM, Western division, Host Communications Inc./Universal Sports America, joins Radio Pennsylvania Network, Harrisburg, Pa., as GM.

Lisa Sirotko and **Laurie Pracher**,

account executives, Group W Radio Sales, New York, named VPs, sales.

John Schwab, director, sales, Infinity Radio Sales, Philadelphia, named national director, sports sales.

Debbie Durben, radio marketing specialist, Interep, Boston, named VP/radio marketing specialist.

David Kelly, director, broadcasting/play-by-play announcer, Port City Roosters (Double-A Southern league) joins WKNR(AM) Cleveland as program producer.

Appointments at The Arbitron Co., New York: **Scott Musgrave**, marketing manager, Radio Stations Services, named VP, sales; **Linda Dupree**, Eastern manager, Advertiser/Agency Services, named VP, sales.

Ralph Christian, VP/GM, three American Radio Systems' stations, Buffalo, N.Y., joins Jacor Communications Inc. as GM, WSOL-FM, WJBT(FM) and WZAZ(AM) Jacksonville, Fla.

Appointments at Fox Kids Networks, Worldwide

Donna Cunningham named senior VP, business affairs; **Maureen Smith** named senior VP, planning and program scheduling; **Jennifer Burns**, director, marketing, Hanna-Barbera Inc., joins as VP, marketing; **Lisa Sirfin**, World Wide Web administrator, Turner Broadcasting and Hanna-Barbera Inc., joins as director, online entertainment; **Jennifer Luke**, director, promotions, named VP, promotion and sales development; **Robin Lia**, manager, network promotions, named director; **Pamela Hudson** named VP, station relations; **Marni Bernstein** named VP, on-air promotions; **Kim Hatamiya**, senior VP, Latin America, based in Los Angeles, adds development and oversight of ventures in Asia, the Pacific Rim, Africa and the former Soviet Union;

Ynon Krelz, VP, business development, Saban Entertainment, joins as senior VP, Europe, London; **Rod Riegel** named director, marketing, International division.



Cunningham



Smith



Burns



Luke



Hudson



Hatamiya



Krelz



Glaser

Cheryl Glaser, drive-time news announcer, KLOM (FM) Long Beach and KTWV(FM) Los Angeles, both California, joins *Marketplace*, Los Angeles, as newscaster, *Marketplace Morning Reports*.

Sandy Horowitz, program director, KTEG (FM) Albuquerque, N.M., joins KLYY-FM, KVVY-FM and KSYF-FM Los Angeles.

TELEMEDIA

Lynn Povich, consulting editor, MSNBC, New York, named managing editor/ senior executive producer, East Coast prograding, MSNBC on the Internet.



Holmes

Kirk Holmes, principal member, Systems Research and Applications Corp., Arlington, Va., joins Comcast Online Communications, Baltimore, as GM.

Appointments at Columbia TriStar

Interactive, interactive marketing department, Los Angeles: **Andrew Schneider**, senior producer, NBC Marketing Interactive, joins as director.; **Lynda Keeler**, director, new media, Frankfurt Balkind, joins as VP.

CABLE

Anchor appointments at CNN/SI. Atlanta: **Steve Bartelstein**, sports director/anchor, KGW(TV) Portland, Ore.; **Steve Berthiaume**, host/producer/writer, weekend sports show, WTIC-TV Hartford, Conn.; **Justin Farmer**, sports anchor/reporter, WPTV(TV) West Palm Beach, Fla.; **Eric Goodman**, sports anchor/reporter, WKBW-TV Buffalo, N.Y., and **Chris Rose**, sports anchor/reporter, KRNVT(TV) Reno.

Willard Stanback, lawyer, Sega Channel, New York, named senior counsel.

Suzanne O'Neill, consultant, product development and consumer marketing, and **Harold Becker**, VP, merchandising/operations, Global Shopping Network, New York, join HSN Direct, St.

Petersburg, Fla., as directors, product development.

Martin Gonzalez, promotions coordinator, Z Music Television, Nashville, joins Odyssey, New York, as director, special events and promotion.

Camille Rojas, programing coordinator, Latin America CMT: Country Music Television, Nashville, named programing manager, Miami office.

Dan Levinson, VP, product development and marketing operations, HBO, New York, joins Court TV there as senior VP, marketing.

John Collins, VP, new business development and affiliate relations, Cable Networks Inc., joins Time Warner Cable Direct, Stamford, Conn., as GM.

DEATHS

Jim Karayn, 64, independent producer/television executive, died Dec. 12 at the National Rehabilitation Hospital in Washington. He had diabetes.

Karayn began his broadcasting career in the '60s as a news director at KTLA (TV) Los Angeles before coming to Washington as producer for NBC News. He moved into public broadcasting—which would become his bailiwick—at National Educational Television and became head of the Washington bureau. Karayn helped to found the National Public Affairs Center for Television, a primary producer of documentaries and public affairs programing. Simultaneously, he was executive-in-charge of current productions at WETA-TV Washington. Yet his defining contribution to his field was public affairs programing. He was the main influence behind live "gavel to gavel" coverage of the Senate Watergate hearings and airing of the presidential State of the Union address and presidential debates. In the '80s Karayn became president/GM, WHYV-TV Wilmington, Del./Philadelphia. In the '90s he worked for International Media Fund and would form his own consulting and production organization, Projects in Democracy. Karayn is survived by a sister, Edith Mae.

Barry Gray, 80, talk radio pioneer, died Dec. 21. Gray was best known for his 35-year tenure at WMCA(AM) New York, where his interview subjects included Harry Truman, Al Jolson, Maurice Chevalier, Frank Sinatra, Lenny Bruce and Clark Gable. In 1989 after the sales and format change of WMCA, Gray returned to WOR(AM) New York. In

1996 he was honored by the National Association of Radio Talk Show Hosts as Talk Show Host of the Year.



Rawson in 1971

Robert J. Rawson, 82, died Dec. 18. He served in the Broadcast Bureau of the FCC, Washington, for 27 years and held the positions of chief, hearing division, and chief, renewal and transfer divi-

sion, and was deputy chief, Broadcast Bureau, at the time of his retirement from the government. After leaving the FCC, he went to work for the Fletcher, Heald & Hildreth law firm in Washington. He was at the firm for roughly 10 years, retiring in 1992, and specialized in broadcast law.

William F. Ward, 76, radio entertainer, died Dec. 13 in Seattle. Ward, who worked under the name Bill Weaver, was billed as "the laziest host on the coast" for his relaxed, humorous style. He began his career in the '40s at KOL(AM), KJR(AM), and KOMO(AM) Seattle and then in 1950 joined KCBS (FM) San Francisco, where he hosted a morning program, *Waitin' for Weaver*. Ward also hosted an afternoon variety show from the Palace Hotel, *Party at the Palace*, later dubbed *The Bill Weaver Show*. In the '60s Ward took his show to KNX(FM) Los Angeles. From there he joined the writing staff of the *Tennessee Ernie Ford Show*. Later, Ward with partners built and established KIQS(FM) Willows, Calif. He retired in 1972 and is survived by his wife, Shirley; one son, and two grandchildren.

Edward John DeGray, 80, former radio executive, died Dec. 23 of cancer at Community Hospital in Dobbs Ferry, N.Y. DeGray was network president at ABC Radio, New York, from 1957 to 1960. Before that, he spent 17 years with CBS affiliates in accounting, sales and marketing positions. After leaving ABC, DeGray was president/treasurer of Trans-Tel Corp., New York. He retired in 1995 as executive director, Broadcast Pioneers and Broadcasters Foundation Inc. DeGray is survived by his wife, Helen; five children, and four brothers.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Nine states have joined Alaska's petition for an FCC ban on distilled liquor ads. They are Hawaii, Iowa, Kansas, Maryland, Minnesota, Michigan, North Dakota, Rhode Island and Vermont.

Six lawmakers are backing the FCC's telephone interconnection rules, which are being challenged in a federal court. Senate Majority Leader Trent Lott (R-Miss.) and Senate Commerce Committee members Ernest Hollings (D-S.C.), Daniel Inouye (D-Hawaii) and Ted Stevens (R-Alaska) joined with House Commerce Committee Chairman Thomas Bliley (R-Va.) and Commerce Committee member Edward Markey (D-Mass.) in signing a friend-of-the-court brief supporting the FCC rules.

In a strangely symmetrical deal, Jacor Communications Inc. and American Radio Systems Corp. are swapping radio stations that the Justice Department separately told them to get rid of. Jacor will swap WKRC(FM) Cincinnati for ARS's WHAM(AM)-WVOR-FM and an option to purchase WNVE-FM. ARS is throwing in \$16 million cash and low-ranked WHTK(AM) Rochester to sweeten the deal, which is subject to FCC approval.

Senior White House adviser George Stephanopoulos has been named a contributing correspondent and political analyst for ABC News, effective in January, when he is scheduled to

ASkyB IPO possible

News Corp. may offer up to 30% of ASkyB in a public offering. News Corp. Chairman Rupert Murdoch told London-based *Financial Times* last week that ASkyB would "probably" file an initial public offering to make up for MCI, which plans to downsize its original ASkyB stake from 50% to 20%. MCI, which announced its proposed \$20 billion merger with British Telecommunications last November, will scale back its initial ASkyB investment from \$2 billion to \$1.3 billion. Murdoch said MCI's merger opens the door for News Corp. to float an IPO to make up for the 30%. ASkyB is scheduled to launch in late 1997.

But when told of Murdoch's reported comments, ASkyB Chairman Preston Padden said that any ASkyB IPO is news to him. "I checked around the mountain and nothing is going on—nothing is under way," says Padden.

Murdoch reportedly also said ASkyB is looking to strike up an alliance with U.S. regional telephone companies to market ASkyB's DBS service and install its DBS satellite equipment. Bell Atlantic spokesperson Kay Grossman says Bell Atlantic policy is "not to comment on any potential deals." Another possible ASkyB partner: Tele-Communications Inc.. —JM

leave his White House post. He'll make regular contributions to broadcasts including *Good Morning America* and *This Week*.

CBS has sold more than two-thirds of its inventory for the 1998 winter Olympics in Nagano, Japan, to 12 advertisers for nearly \$350 million. Joseph Abruzzese, president, sales, CBS-TV, confirms that the network has sold about 68% of its inventory to a dozen clients. Ad agency sources say they include Visa, Coca-Cola, Nissan, Toyota, Ford, Chrysler and Anheuser-Busch. Abruzzese said CBS is probably getting increases for Nagano, versus the Lillehammer winter games in 1994, comparable to those NBC got this year for Atlanta versus the

Barcelona games in 1992. NBC recorded an overall 36% gain in sales in Atlanta, to \$675 million. In 1994, CBS generated about \$370 million in sales for Lillehammer. If the network is able to maintain price hikes achieved so far, it could break \$500 million.

Babylon 5 star Claudia Christian has signed on as host of *Ladylaw*, the first syndicated project from start-up distribution outfit Skyline Television.

Paramount Domestic Television is hoping to build on the boom in wildlife shows with *Wild Thing*, described as a reality show "that doesn't just watch from the bushes, it crashes through them."

Hearst Entertainment is introducing a weekend

lifestyle entry, *B. Smith with Style*, hosted by author/restaurateur Barbara Smith.

With more than 500 episodes in the vaults, Twentieth Television has decided to end production on the long-running reality strip *Real Stories of the Highway Patrol*. But Twentieth plans to repackage existing episodes into theme weeks with new wraparound segments.

John Pike, veteran studio and network programming executive, has joined MGM Worldwide Television as senior vice president, business development. Pike, who resigned from CBS last February, is executive-producing MGM's remake of "Elmer Gantry" for Showtime.

Warner Bros. has cleared its revival of *People's Court* on NBC O&Os in nine markets, including New York, Chicago and Washington. The hour strip with former New York City mayor Ed Koch has also been picked up by ABC affiliates KSTP-TV Minneapolis and KATU(TV) Portland, Ore. Worldvision Enterprises' *Pictionary* has been picked by KGTU(TV) San Diego, WPXI(TV) Pittsburgh, WCCB(TV) Charlotte and KLAS-TV Las Vegas. All American Television is also making progress with its talker, *Arthel & Fred*. The hour strip has been cleared for a fall start by McGraw-Hill Broadcasting's ABC affiliates WRTV(TV) Indianapolis and KGTU.

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Incorporating The Fifth Estate TELEVISION Broadcasting

Genesis

It was no surprise to this page when Congressman Edward Markey and those of like mind raised a hue and cry over the electronic communications media's V-chip ratings system, even before it had been announced. He and they objected to the industry's voluntary system because it is age-based, not content-based.

Jack Valenti, head of the Motion Picture Association of America and chairman of the industry effort that produced the ratings standard, was quick to say the industry would go to court before striking its flag. We hope so, but we're waiting and seeing. The industry should have gone to court the minute Congress passed the V-chip legislation; instant outcry is still a valid legal principle. By the time the V-chip gets to court, if it ever does, the question may no longer be whether it's implemented but how it's implemented.

This is what will happen next. The industry will label all programming. Congressman X and Senator Y will see some show that offends them, probably for sexual suggestiveness—there being virtually no violence in network prime time. The next day they'll call a press conference to decry the rating given this show and demand that the show be removed from the air.

What everyone should know and accept is that the V-chip is a handle by which Congress and the power elite seek to remove programming from the air, not sort it into categories. We are only in the foothills of that new censorship, which will dog television to the end of time.

Guessing game

Along with those visions of sugarplums over the holidays came visions of the FCC to be. We see Reed Hundt in place for a year (handicappers say September, but we know that everything takes longer than you want it to take). Susan Ness, whose White House connections are superior even to

Hundt's, is the odds-on favorite to succeed him. James H. Quello, who will never go into retirement, will establish operations in Washington and Michigan, after 23 years of service. Rachele Chong, whose term expires in June, had not been expected to be reappointed but is now expressing interest. Regina Keeney, whose nomination went up last August, will again be nominated to fill the Andrew Barrett (Republican) seat. And the smart money is on General Counsel Bill Kennard to succeed Quello.

Hundt could be forgiven for wanting to stay around, just to see what it's like with a working majority. He's had to do it the hard way the first time around.

Here comes tomorrow

It was almost anticlimactic by the time the FCC got around to approving the digital TV standard last week. But it was nevertheless a historic moment, and should be recognized. Sooner than most think, the effect of that decision will be felt in the marketplace.

That doesn't mean overnight, unfortunately. It will take a year to get the receiver production lines up to speed, and perhaps even longer to get DTV stations on the air. The next bottleneck will be the allotment process, which has the potential of being a nightmare.

And then, of course, there are the service rules, and FCC Chairman Reed Hundt's ambition to quantify the public interest standard at some 5% of airtime. There's already a 2% expectation for children's educational programming, leaving 3% to be carved out for political advertising and public service efforts. It would be a historic holding-hostage of a medium, in contravention of the First Amendment, and we fear the precedent. It's one thing for the television medium to step forward on its own, but quite another to have its airtime taken by fiat.

It may seem halting, but incredible progress is being made in our time. All involved in the process may take great gratification at what's being wrought.

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Registration Form

	Before Extended to 1/10/97	<input type="checkbox"/>	After 1/10/97	<input type="checkbox"/>
Please mark registration and tickets desired.				
Member: Conference & Seminar (Luncheon & Reception Incl.)	\$385	<input type="checkbox"/>	\$485	<input type="checkbox"/>
Member: Conference Only (Luncheon & Reception Incl.)	250	<input type="checkbox"/>	350	<input type="checkbox"/>
Nonmember: Conference & Seminar (Luncheon & Reception Incl.)	485	<input type="checkbox"/>	585	<input type="checkbox"/>
Nonmember: Conference Only (Luncheon & Reception Incl.)	330	<input type="checkbox"/>	430	<input type="checkbox"/>
Student Member: (Conference, Seminar) (Luncheon & Reception Incl.)	60	<input type="checkbox"/>	70	<input type="checkbox"/>
Student Nonmember: (Conference, Seminar) (Luncheon & Reception Incl.)	80	<input type="checkbox"/>	90	<input type="checkbox"/>
Student Member: (Seminar Only)	25	<input type="checkbox"/>	35	<input type="checkbox"/>
Student Nonmember: (Seminar Only)	35	<input type="checkbox"/>	45	<input type="checkbox"/>
Life Member/Life Fellow (Conference & Seminar)	50	<input type="checkbox"/>	50	<input type="checkbox"/>

Seminars Only

• Shooting on Film

Member	\$100	<input type="checkbox"/>	\$125	<input type="checkbox"/>
Nonmember	125	<input type="checkbox"/>	150	<input type="checkbox"/>

Members of AIVF, IFF, I.A., DGA, ITVA, ITS, AICP and Women in Film receive SMPTTE member rates on Shooting on Film seminar registration only. Please specify your organization _____

• A Technical Introduction to Digital Video by Charles Poynton

Member (Book Incl.)	\$135	<input type="checkbox"/>	\$155	<input type="checkbox"/>
Nonmember (Book Incl.)	160	<input type="checkbox"/>	175	<input type="checkbox"/>

Social Events

Partner's Program	\$125	<input type="checkbox"/>	\$150	<input type="checkbox"/>
Get-Together Luncheon	50	<input type="checkbox"/>	60	<input type="checkbox"/>

AUTHORS: Two days Papers Program Complimentary Seminar \$100. 100 100

TOTAL AMOUNT DUE \$ _____ \$ _____

■ Cancellations must be made in writing. A \$50 administrative fee will be incurred.

■ No refunds or cancellations postmarked after January 20, 1997.

■ Registration credentials will be available for pickup on site.

Name _____

Company _____

Address _____

City _____ State _____

Country _____ Zip/Postal Code _____

Tel _____ Fax _____

Partner's Name (if registering) _____

SMPTTE member? Yes No Membership Number _____

Payment Method Check enclosed (payable to SMPTTE) MC Visa AmEx

Account # _____

Expiration Date _____

Name on Card (please print) _____

Signature _____

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Source: Beta Research Cable
Subscriber Study November, 1996
Percent interested in Channel