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Broadcasting & Cable

The Newsweekly of Television and Radio

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What's Going On

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A guided tour of
mega buying/selling
in the Fifth Estate
with Lazard Freres'
Steven Rattner


LOOKING UP

Broadcasters may escape
spectrum auctions

REGULATION BY CONTRACT

Megadeals give FCC
leverage for public
interest

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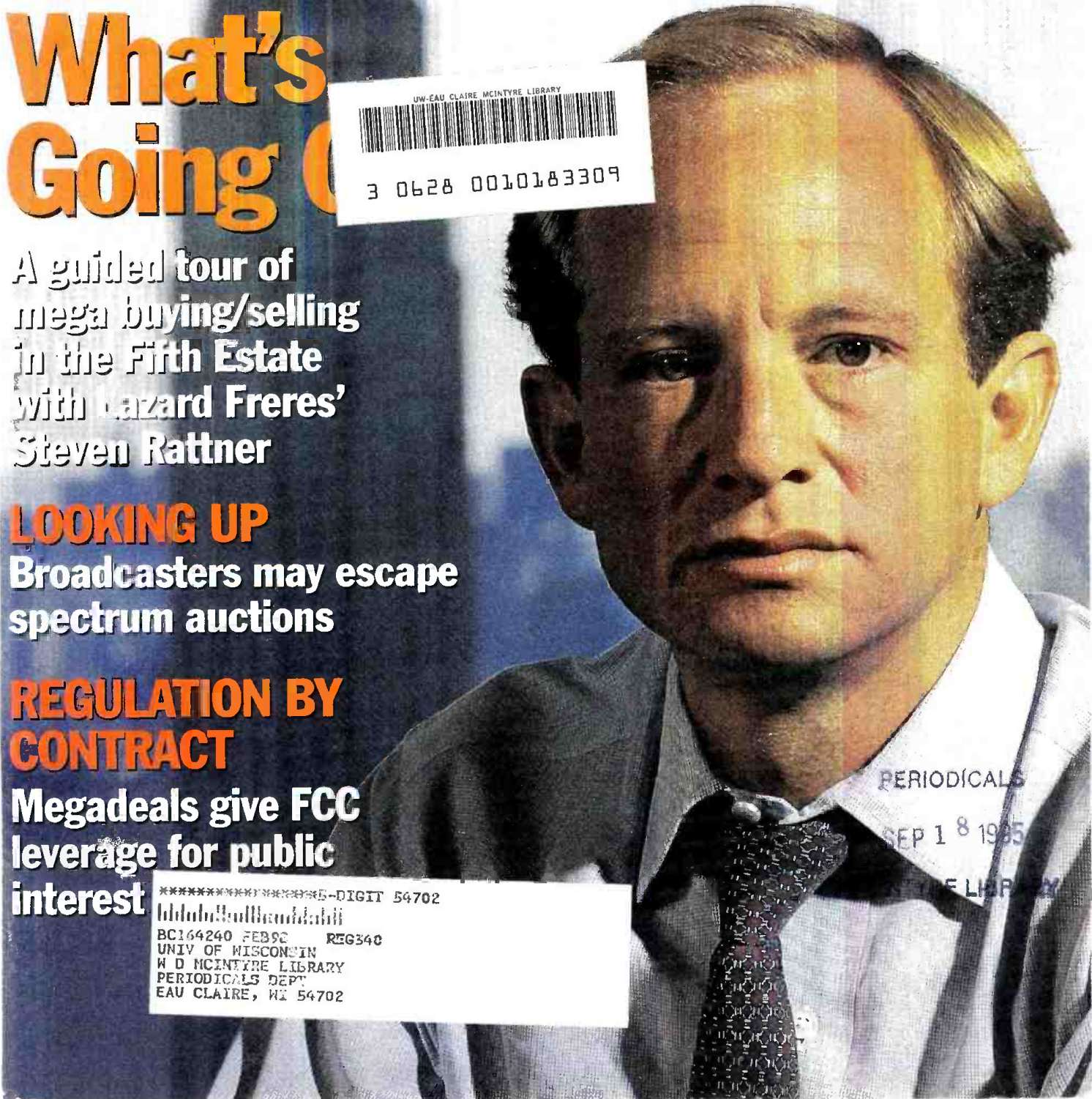


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United States Satellite Broadcasting



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Fast Track

Must Reading from
BROADCASTING & CABLE

September 18, 1995

TOP OF THE WEEK



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Time Warner/Turner deal expected Time Warner and Turner Broadcasting System are expected this week to sign an agreement to merge, creating the world's largest entertainment conglomerate. / 11

Fox debuts strong Early returns show Fox continuing its growth from last season as it successfully debuted its Saturday, Monday, Tuesday and Wednesday lineups. / 14

FCC budget gets boost The Senate Appropriations Committee has added \$18 million to the FCC budget approved earlier this month by one of its subcommittees. That would reduce the cut in the commission's budget from 20% to 10%. / 17

BROADCASTING

Tim and Jerry tops in syndication With more than a dozen syndicated strips and weeklies debuting, the big performers were Buena Vista's *Home Improvement* and Columbia's *Seinfeld*. / 24

Emmy smiles on NBC, 'ER' That network and that show were the big winners of the annual Emmy Awards competition. NBC walked away with 28 statues, with its *ER* alone taking eight. However, ABC's *NYPD Blue* beat the medical reality show in the category of outstanding drama. / 25

Network radio ratings dip Ten of the 14 radio networks showed a decline in audience totals this past spring. Significant losses were recorded by ABC's Prime and Platinum networks, Westwood One's Variety and CNN+. / 27

COVER STORY

What's going on

Steven Rattner, Lazard Freres managing director, assesses the state of the media business in light of the mergers and acquisitions that are reordering the broadcasting and cable industries. Freres attributes the frenzy to a confluence of changes, including regulatory, technological and economic. This interview with Freres will continue in next week's issue. **Cover photo by Tom Sobolik/Black Star / 19**



CABLE

Frank links with Comcast

Former top Disney executive Rich Frank, as head of Comcast Content and Communications, or C³, will help Comcast Cable carry out its desire to build its programming portfolio. / 40

Ad picture is bright Buyer optimism helped fuel a 13% increase in advertising revenue for cable channels during the second quarter of the year. / 40



Rich Frank heads the new C³. / 40

TECHNOLOGY

Starfleet kicks off football season New technology took to the field with Fox Sports' Washington-Arizona broadcast on Sept. 4. The transmission originated from an all-digital truck that is part of Sony's new Starfleet product line. / 52

Telemedia Week

Make way for 'broadcast PC'

Microsoft expects minidigital broadcast receivers carrying broadcast and cable TV to be built into personal computers. It is using its Microsoft Network to insure its place as the new technology evolves. / 60

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KICKS OFF
WITH SOMETHING
TOTALLY
CRAZY.

(Please try to restrain yourself until then.)



House committee defuses threat of second-channel auction

Chairman Fields works out alternative to raise \$14 billion in revenue

By Christopher Stern

Broadcasters appear to have dodged the bullet on spectrum auctions.

The House Commerce Committee, in an effort led by Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), found \$14 billion in spectrum revenue without resorting to charging TV broadcasters for the second channel each will need to offer digital television. Senator John McCain (R-Ariz.) plans to introduce a similar proposal in the Senate this week.

Under the House plan, the FCC will find 100 mhz of prime spectrum to sell. One source described the targeted spectrum—all below 3 ghz—as “beachfront property.”

The House proposal deals a severe blow to a plan backed by Senate Commerce Committee Chairman Larry Pressler (R-S.D.), who would like to auction the second channel that every television station in the country now expects to receive free. Broadcasters plan to use the channel to make the



House Commerce Committee found \$14 billion without selling the second channel. Pressler's (r) plan to auction digital spectrum has run aground.

transition to digital television.

Although Pressler said he was open to any plan that meets the \$14.3 billion target assigned by congressional budget committees, he also expressed concern about the House proposal because it does not identify which spectrum will be sold. “It seems to me that we have to come up with some real money and not smoke and mirrors,” said Pressler. He also has suggested that



revenue from spectrum auctions could be used to fund public broadcasting (see box below).

Broadcasters have argued that they could not afford to buy their spectrum on the open market and simultaneously purchase the equipment needed to make the transition to a digital format, expected to cost each station roughly \$2 million.

Subsidies proposed for public broadcasting

Congress failed to find an alternative to federal government funding of noncommercial radio and TV last week, but the debate clearly has taken a positive turn for public broadcasters.

During separate hearings in the House and the Senate, no Republicans called for an immediate end to funding for the Corporation for Public Broadcasting, and many appeared to back some form of federal subsidy for the future. Even Senate Commerce Committee Chairman Larry Pressler (R-S.D.), one of CPB's most vocal critics, proposed that the government use revenue from spectrum auctions to fund public broadcasting.

Pressler supports auctions for digital television spectrum. Sources say he would like to use some of the revenue from those sales to support public broadcasting.

Pressler's proposal failed to attract support from Democrats on the committee or from other Republicans, including senators John McCain (Ariz.), Slade

Gorton (Wash.) and Ted Stevens (Alaska).

Pressler's proposal was similar to one forwarded by a coalition of public broadcasting entities, including National Public Radio, Public Radio International, Public Broadcasting Service and America's Public Television Stations. The joint proposal called on Congress to finance a \$4 billion trust fund to support public broadcasting, which now depends on Congress for \$285 million in annual support.

NPR President/CEO Delano Lewis told members of Congress the trust fund could be capitalized by allowing public broadcasters to lease their unused spectrum. He also proposed that 10% of all future spectrum auctions should be set aside for the trust. In addition, Lewis called on Congress to collect a 2% tax on station transfers with the money earmarked for public broadcasting. House Telecommunications Chairman Jack Fields (R-Tex.) urged Lewis and others to take on more ads. —CSS

Fields apparently agreed with broadcasters. An auction of the digital channels would have "strangled digital television in the cradle," Fields said last week. His plan may even allow broadcasters to keep large chunks of their ENG spectrum, which they previously anticipated losing.

Senator Ernest Hollings (D-S.C.) was also highly critical of the plan to sell the broadcast spectrum.

The National Association of Broadcasters praised the Fields plan. "We strongly endorse the House package; it meets the \$14 billion budget reconciliation goal without negatively impacting broadcasting," said the NAB's Jim May. Broadcasters accept the "modest risk" of losing some ENG spectrum as the price

for saving the second channel, he added.

In addition to spectrum auctions, broadcasters escaped efforts to require them to return the second channel by 2005. Under the current plan, broadcasters will have two channels for 15 years to make the transition to digital. Some members of Congress wanted one of the channels returned early in order to meet their self-imposed budget goals.

During the past two months, Fields's staff has consulted extensively with the Congressional Budget Office and the FCC to come up with alternatives to a broadcast spectrum auction. The FCC decides which spectrum is to be sold and the CBO tells Congress how much it is worth.

In the end, Fields had to add another

provision to his proposal, which requires the National Telecommunications and Information Administration to find an additional 20 mhz of spectrum if the FCC falls short of its revenue goals. The additional \$1 billion worth of spectrum was needed to make up for budget shortfalls in other areas under the Commerce Committee's jurisdiction.

One chunk of spectrum that the FCC will examine closely is the frequencies now assigned to satellite-delivered digital audio radio. Hundt has proposed auctioning that spectrum, which already has been assigned to four applicants. The spectrum could be worth more than \$3 billion on the open market, according to one source familiar with spectrum values. ■

McCain plans DBS auction measure

Senator will introduce legislation forcing FCC to auction reclaimed Advanced frequencies

By Chris McConnell

Congress is getting involved in the dispute over DBS channels. Senator John McCain (R-Ariz.) will propose an amendment to the Senate Commerce Appropriations bill requiring the FCC to auction the DBS frequencies it reclaimed from Advanced Communications Corp. earlier this year.

Last week, McCain wrote senators to announce his plans for the amendment. "We should auction this valuable spectrum and let the highest bidder be the winner," McCain said. He had written letters on the issue to the FCC twice this summer.

"The spectrum in question is currently worth hundreds of millions of dollars," McCain wrote in an Aug. 8 letter to FCC Chairman Reed Hundt. "It would be wrong to allocate these valuable resources for less than [their] real, free market value."

Hundt last month responded to McCain's letter, saying only that the commission "will assess alternative methods" for distributing any reclaimed DBS spectrum.

The issue follows an April decision by the FCC's International Bureau to reclaim 51 DBS channels from Advanced on the grounds that the company had not met due diligence obligations in establishing a service. The action scuttled a deal Advanced had struck with TCI subsidiary Tempo DBS

to sell 27 of the channels for about \$45 million. Tempo, in turn, planned to lease the channels to direct-to-home satellite TV provider Primestar.

Primestar, Advanced, Tempo and others have since asked the FCC to reverse the bureau's decision, but sources say the commissioners have no plans to do so. Instead, the commissioners are considering two options. Under one plan, the FCC would auction the reclaimed DBS channels. Under the other, Tempo would be able to acquire the channels,

but Advanced would be permitted only to recover its costs. The commission also would reclaim channels Tempo holds at another orbital slot and auction those.

Sources following the issue say Commissioner Susan Ness represents a swing vote in deciding between the two options. Ness has not stated a position on the issue, although an FCC source says she is close to making a decision. The source also predicts that the FCC will reach a decision rather than wait for Congress to act. ■

ABC, CBS, NBC back HDTV commitment

Three TV networks are ready to endorse HDTV broadcasting commitments, industry sources say—but not Fox and the National Association of Broadcasters.

The two emerged as holdouts on HDTV commitments during a meeting of the Broadcasters Caucus, according to industry sources. Participants in the group—which includes the four networks, PBS, the NAB and the Association for Maximum Service Television—were discussing the industry's comments on the FCC's proposal to grant broadcasters a second channel to initiate digital broadcasting.

The commission proposal, issued in July, asks whether broadcasters should be required to deliver a minimum amount of high-definition programming. Comments are due Oct. 18.

A Fox source says the network is still considering the question and that Fox expects to provide some HDTV programming but has not decided whether to support a mandated minimum.

In the past the NAB has said it opposes such a requirement. But an NAB official says the association may be changing its mind. The association now expects such a requirement to emerge from the FCC and is prepared to live with it, the official says.

—CM

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Group W on verge of 'social contract'

Will offer commitment to kids TV to facilitate CBS merger

By Chris McConnell

With FCC Chairman Reed Hundt and public interest groups bearing down on Westinghouse, the company is preparing to make a deal with the FCC on children's television, industry sources say.

It's said that Westinghouse is getting ready to offer commitments on children's educational TV programing to insure FCC approval of its \$5.4 billion purchase of CBS.

Westinghouse Chairman/CEO Michael Jordan met with Hundt last week to discuss the deal, sources say.

(Jordan also met separately with Jesse Jackson, who has taken an interest in the Westinghouse/CBS and Disney-CapCities/ABC mergers.)

According to the sources, Hundt is using Westinghouse's requests for waivers to extract "social contracts" on children's television and possibly other programing obligations, including free airtime for political candidates.

"Of course they are," says one industry onlooker. "It's an outrage."

Broadcasting sources expressed concerns that a Westinghouse agreement would set a precedent that Disney, whose proposal to purchase CapCities/ABC is also pending, and other broadcasters would be expected to fol-

low. "If he gets one network, he'll get all four and some of the big groups," says a broadcast lawyer.

Rumors have been flying for weeks that Disney and NBC are already engaged in negotiations on children's TV with Hundt. An NBC lobbyist visited the FCC last week to discuss children's TV, an FCC official confirmed.

CBS had no comment on the merger application, and a Westinghouse spokesman said it was "premature" to comment on any deal with the commission.

Speculation on such a deal follows a petition against the Westinghouse/CBS merger filed earlier this month by a group of public interest groups led by the Center for Media Education (see page 17).

The CME petition asked the FCC to condition any grant of the Westinghouse application on a "social contract" in which Westinghouse would pledge to provide children's educational programing and offer free time for presidential candidates.

Fueling talk of a Westinghouse deal last week was the FCC order declaring the merger a "partially nonrestricted" proceeding, an action that sources say places Westinghouse in "a coercive situation" on children's TV.



Hundt may get kids TV commitments by tying them to megadeal approvals.

The action allows interested parties to discuss the CME petition with FCC commissioners and staff, but limits any presentation to children's television and political broadcasting.

One industry source says the commission "sent big signals" with the decision.

Some FCC officials point to past examples of programing commitments offered as part of waiver requests. But others at the FCC object to the prospect of requiring such commitments in return for commission approval (see box).

Swapping programing commitments for favorable FCC treatment is not unprecedented. To win approvals and waivers, buyers have often agreed to expand news, add minority programing or hire minority employees.

But those deals were initiated by outside petitioners, FCC staff or the buyers themselves, not by an FCC chairman. A chairman's trading regulatory favors for programing commitments may well be a first, at least in such a high-profile case. In the mid-1970s, then FCC Chairman Richard Wiley pressured the networks into accepting a Family Viewing Hour, but he did so without immediate threat to the networks' business plans.

If the broadcasters feel they are being strong-armed by the chairman, they cannot say they were not warned. Broadcasters have a choice, Hundt told **BROADCASTING & CABLE** early this year. They can agree to a set of concrete rules that define but also limit their public service obligations, he said. Or, he added, they can submit to "ominous and vague" obligations based on the "jawboning of whatever big mouth is in the FCC chairman's office." ■

Fear of 'extortion' spurs Quello caution

Not everyone at the FCC wants to throw a social contract into the CBS/Westinghouse mix.

Commissioner James Quello last week voiced opposition to the idea and said he plans to insure that the FCC's renewal and transfer process "is not misused as an administrative form of extortion." "The FCC's democratic process must not be circumvented by the unauthorized demands or decision of one chairman or one commissioner," Quello said.

Quello, and other commissioners, have opposed FCC Chairman Reed Hundt's efforts to institute minimum requirements on children's educational TV programing. Last week he insisted the commission keep the children's television issue separate from the pending merger applications.

"It is inappropriate to use the CBS/Westinghouse assignment proceeding to decide, through a purportedly 'voluntary' social contract, key issues in the children's rulemaking proceeding," Quello said. "There is a bright and unmistakable line between the two."

—CM

TW/Turner deal expected this week

HBO to be folded into TBS, Sports South into Liberty

By Steve McClellan

The \$8 billion stock-swap deal hadn't been done by midday Friday, but the key parties involved were optimistic that Time Warner and Turner Broadcasting System would sign an agreement this week to merge their companies, creating the world's largest entertainment conglomerate.

Sources say TBS Chairman Ted Turner will continue to run TBS from Atlanta as an operating unit of Time Warner, with one additional key asset: HBO will be folded into TBS. TCI is expected to pick up one TBS programming asset: Sports South, which will be folded into the Liberty Sports holdings.

At deadline, the issue of who would be Turner's number-two executive and day-to-day manager of TBS had not been resolved. Time Warner Chief Executive Gerald Levin wants to install Warner Music Group and HBO Chairman Michael Fuchs at TBS under Turner, but for Fuchs that would mean giving up control of Warner Music. He is said to be strongly resisting that move.

Sources at the companies were not

ruling out Terrence McGuirk's retaining his position as the number-two executive at TBS. But there are other Time Warner candidates, including Jeffrey Bewkes, who now runs HBO.

As part of the deal, TBS will get two seats on the Time Warner board: Ted Turner will fill one, and sources say TCI President John Malone will fill the other. Malone had been holding out for a seat of his own—not one that Turner would designate—but Time Warner refused.

Malone owns 21% of TBS, sits on the Turner board and has de facto veto power over the TBS/Time Warner alliance. Meeting Malone's ever-increasing demands during the past two weeks has been Levin's key challenge since coming to a general agreement with TBS Chairman Turner. A potential deal killer: a demand by Malone that a Time Warner "poison pill" be waived for TCI in the event the latter's interest in Time Warner exceeds 15%. The poison pill clause states that anyone seeking control of Time Warner has to pay cash for the company, or be restricted to a 15% interest or less. Malone has dropped his demand for the waiver. ■

Petry buying Blair, Cox buying MMT

By Steve McClellan

With the proposed sales of Blair Communications and MMT, the television rep business will mirror the consolidation of its radio counterpart, with three major entities the dominant competitors for TV clients: Cox (Telerep, HRP), Petry (Blair) and Katz (Seltel).

Announcements are expected this week that Petry will buy Blair from Prudential Insurance for approximately \$25 million, and Cox Broadcasting will buy MMT from its manager-owners (with Meredith Broadcasting a major

financial backer) for about \$15 million. MMT effectively is being dissolved, while Blair will be operated as a wholly owned and separate subsidiary of Petry. Blair chief executive Tim McAuliff is expected to continue in that role, reporting to Thomas Burchill, chairman, CEO and principal owner of Petry.

The consolidation is necessary for the rep business to survive, say sources among the reps involved as well as many of their clients, because costs of doing business continue to rise, while commission rates remain constant (in the 5%-10% range). And unlike the sta-

Time Warner/Turner tops in revenue

1 TIME WARNER

\$18.71 billion (REV.) \$196.64 million (O.P.)
(includes Turner Broadcasting System)



\$16.44 billion (REV.) \$3.2 billion (O.P.)
(includes CapCities/ABC)



\$10.12 billion (REV.) \$1.79 billion (O.P.)



\$7.98 billion (REV.)
\$1.26 billion (O.P.)



\$7.66 billion (REV.) \$243.45 million (O.P.)



\$4.94 billion (REV.) \$788 million (O.P.)



\$4.82 billion (REV.) NA (O.P.)
(includes MCA)



\$4.58 billion (REV.)
\$629.2 million (O.P.)



\$4.45 billion (REV.)
\$1 billion (O.P.)
(includes Multimedia)



\$3.36 billion (REV.)
\$500 million (O.P.)



\$2.94 billion (REV.) \$204.1 million (O.P.)



\$1.61 billion (REV.) \$297 million (O.P.)

REV. = 1994 company revenue
O.P. = 1994 operating profit

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Bar Association
In Washington's
Historic Willard Hotel

Keynoters

The Honorable Jack Fields (R-Texas), chairman, and The Honorable Edward Markey (D-Mass.), ranking minority member of the House Telecommunications Subcommittee

Starting Lineup

Andrew Barrett
FCC Commissioner

Chase Carey
Fox Television

Marcia Carsey
Carsey-Werner

Rick Cotton
NBC

Barry Diller
Entrepreneur

Mario Gabelli
Gabelli & Associates

Stanley E. Hubbard II
Hubbard Broadcasting
and United States Satellite Broadcasting

Larry Irving
Assistant Secretary of Commerce/
Director, National Telecommunications
and Information Administration

Robert Johnson
Black Entertainment Television

Barry Kaplan
Goldman Sachs

Kay Koplovitz
USA Networks

David Londoner
Schroder Wertheim & Company

Peter Lund
CBS/Broadcast Group

Lowry Mays
Clear Channel Broadcasting

Newton Minow
Sidley & Austin

Susan Ness
FCC Commissioner

John Reidy
Smith Barney

Jessica Reif
Merrill Lynch

Henry Rivera
President of the Federal
Communications Bar Association

Brian Roberts
Comcast

Ray Smith
Bell Atlantic

Robert Wright
NBC

Moderated By:

Clark Wadlow
Sidley & Austin

Don West
Broadcasting & Cable

Richard E. Wiley
Wiley Rein & Fielding

& Superpanel

Cable Interface IX



Superpanel members,
from top left: Chase
Carey, Marcia Carsey,
Barry Diller, Stanley E.
Hubbard II, Robert
Johnson, Kay
Koplovitz, Peter Lund,
Lowry Mays, Brian
Roberts, Ray Smith,
Robert Wright



For Information and registration contact Joan Miller at 212-337-6940 (in New York)
or Doris Kelly at 202-463-3700 (in Washington). Registration \$350 (\$300 for FCBA members), including lunch.

tion business, profit margins are low.

Petry has roughly 115 station clients and some \$1 billion in annual spot television billings, while Blair has approximately 130 station clients and some \$800 million in annual billings. Sources say Petry will bring in New York-based Sandler Capital as minority equity partner to help finance the deal. There also is speculation that Petry may go public after acquiring Blair, but sources at Petry downplay that speculation.

Cox will add MMT to its rep holdings, which include Telerep and HRP. According to sources, most of the approximately 30 MMT stations

(including the Meredith, McGraw-Hill, Gaylord and Media General groups) will be divided between Telerep and HRP. Sources cautioned that Cox was still negotiating with key MMT group and station clients at deadline last week.

Sources also say that Cox will form a new, separate rep division consisting of the Renaissance station group and several other MMT independent stations. The new division is being formed to address conflicts in markets where Telerep and HRP already have clients, such as Sacramento, where Renaissance owns KTXL(TV), say sources. Another market posing the

same issue for Cox is Chicago, where MMT reps independent WPWR-TV and where Telerep and HRP already have stations. Cox has proposed putting WPWR-TV in the new division with Renaissance, but sources say the independent was still mulling options.

It was unclear last week whether MMT Chairman Jack Oken would remain with Cox. But sources confirmed that Matt Shapiro, vice president, programming, MMT, would not have a role at the reps under the Cox umbrella. The new Cox rep division will be fairly small and won't support a major programming department, sources said. ■

Fox debuts strong, CBS doesn't

'Central Park West' goes south, finishing last in households and viewers 18-49

By Steve Coe

With the new fall season under way, early returns show Fox continuing its growth from last season and CBS showing early warning signs that it is picking up where it left off last year.

As of last Thursday night, only NBC had yet to debut any new or returning shows for the 1995-96 season.

Fox had plenty to crow about as it successfully debuted its Saturday, Monday, Tuesday and Wednesday lineups. The premiere of the Saturday schedule Sept. 10 averaged a 5.9 rating/11 share at 8-10 p.m. in Nielsen household numbers. On the night, Fox topped all other networks in the key demographic groups and finished second in households in common time. The series debut of *The Preston Episodes* held its *Martin* lead-in and finished with a 5.6/11 in households.

Fox's Monday night lineup, which featured the season premiere of *Melrose Place* and debuts of *Partners* and *Ned & Stacy*, boosted the network to first place in adults 18-49 and 18-34 and third place in households at 8-10 p.m. *Melrose* averaged a 10.8/17, which represented the highest premiere numbers for the show in its four-year history. *Partners* pulled in a 7.5/12, and *Ned & Stacy* dropped only slightly with a 7.3/11. Both shows improved Fox's performance in the 9-10 p.m. time period over last season.

The debut of Fox's *Tuesday Night Movie* boosted the network's Tuesday movie average of last season by 22% in



Highly anticipated drama 'Central Park West' trailed the competition.

rating and 30% in share.

Last Wednesday saw CBS's new Wednesday lineup taking on Fox's Wednesday schedule, which consisted of a two-hour season premiere of *Beverly Hills, 90210*. ABC also premiered two new comedies, *The Drew Carey Show* at 8:30 and *The Naked Truth* at 9:30.

CBS's performance on the night was crucial, given that it featured its highest-profile new comedy in *Bless This House* and one of its most anticipated new dramas in *Central Park West* from Darren Star. The network was beaten soundly, however, by both Fox and ABC, beating only NBC on the night in households and finishing fourth among adults 18-49.

Bless This House at 8 p.m. averaged a 7.5/13 and ranked third in the time period, while the first half-hour of *90210* averaged a 10.6/19. For its two hours, the Fox soap pulled in an 11.8/19 and an 8.5 rating among adults

18-49, putting it first in that demographic. ABC's *Drew Carey* finished second both in households and among adults 18-49 with a 10.8/18 and 7.2, respectively. At 9-10 p.m., *Central Park West* averaged a 7.5/12 in households and a 3.8 among viewers 18-49, finishing last in both categories. ABC's *The Naked Truth* pulled in a 12.7/20 and 8.3 in both categories and finished first in households and second in the demo group. The bright spot for CBS was the debut of *Courthouse*, which fared better by building on its lead-in to a 9.2/16 average at 10-11. The drama finished second both in households and among viewers 18-49.

UPN debuted its Monday schedule on Aug. 28 and its Tuesday lineup on Aug. 29 with a two-hour premiere of *Live Shot*. In three airings, *Star Trek: Voyager* has averaged a 7.4/12 among Nielsen metered markets, while *Nowhere Man* at 9-10 p.m. has averaged 5.9/9. UPN's Tuesday schedule of *Deadly Games* and *Live Shot* has aired only twice since *Live Shot* preempted *Deadly Games* on Aug. 29. In its three telecasts, *Live Shot* averaged 3.2/5 at 9-10 p.m.; *Deadly Games*, 3.8/6.

WB has premiered its entire fall schedule. The network pulled in a 2.6/4 in national numbers for its Wednesday lineup last week, nearly equaling the ratings and share of the week before in its premiere on Sept. 6. Last Wednesday's numbers came despite going up against the premieres on Fox, CBS and ABC. The WB's Sunday night premiere on Sept. 10 averaged a 2.0/3. ■

7.9 Rating-Absolutely Golden



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Fox KOs PPV with Tyson fight

Network gets November Tyson–Mathis prime time bout

By Jim McConville

Showtime Event Television may have landed the knockout punch in its pay-per-view heavyweight boxing showdown with Time Warner's TVKO, last week signing a deal with Fox to televise its Mike Tyson–Buster Mathis Jr. heavyweight fight on free TV.

Fox is paying \$10 million for the fight, which is set for Nov. 4 at the MGM Grand in Las Vegas. And at \$200,000 per 30-second spot, advertisers say Fox could generate more than \$11 million in sales. At the same time, SET canceled its original PPV agreement with Request Television to carry the fight.

The agreement, announced at a press conference at Fox Network headquarters in New York last Thursday, calls for a one-fight deal between Fox, Tyson promoter Don King and SET. Fox declined to provide financial details.

Ironically, in signing the Fox deal, Tyson, heralded as the savior of professional boxing on PPV upon his release from prison last March, may actually be helping to weaken the system from which he's earned millions.

Cable operators generally criticized the Fox deal, saying it undermines the PPV business. "It was an undesirable move by King; it will hurt the pay-per-view business," says Mike Egan, vice president, programming, Cablevision Industries. "It surprises me that he would do that; this is a business that has been very lucrative for King and Mike Tyson. They're biting the PPV master that has fed them."

Media buyers say Fox should have no problem selling commercial time for the fight. "It's a smart move by Fox, and something that's salable; I see Anheuser Busch and Nike's name all over it," says Paul Schulman, president, Schulman Media, a sports media ad agency. "The only problem is that boxing is viewed as a blood sport; packaged-goods advertisers wouldn't be interested."

Before SET's Fox deal, TVKO had a slight edge over SET in potential PPV distribution, signing deals with Viewers Choice and Request TV to carry its Riddick Bowe–Evander Holyfield fight from Caesars Palace. SET had a contract with Request TV, but no

agreement with Viewers Choice.

Jeffrey Bernstein, Request's vice president of marketing and programming, doubts that Fox will generate the same revenue that could have been earned on PPV. Tyson's PPV fight with Peter McNeely on Aug. 13 generated approximately \$63 million from the estimated 1.5 million households that purchased the fight.

Cablevision's Egan predicts that Tyson may be drawn back to PPV for future fights. "It doesn't seem to be a permanent shift in course here. The economics for Tyson when he begins to fight bigger fights are such that [he will] be driven back to PPV. I can't see Fox paying that kind of dough."

"My only hope is that [SET realizes] this is not necessarily going to be a good thing for anybody," Bernstein says. "Now [Request TV has] to find a way to make this work in the future." ■



Mike Tyson's next bout on free TV will be courtesy of Showtime, Don King and Rupert Murdoch.

Tribune buys Houston U for WB

Former Gaylord indie to become WB's Houston affiliate

By Elizabeth Rathbun

Gaylord Entertainment Co., which has been involved in a running battle with The WB network over affiliation, is selling KHTV(TV) Houston to WB investor Tribune Co.

Tribune last Thursday signed a letter of intent to buy the ch. 39 independent from Gaylord for \$95 million cash, subject to FCC approval. That amounts to about 10 times the station's annual cash flow, says Tribune spokesman Robert D. Carr.

KHTV will become a WB affiliate as soon as this Wednesday, Carr says. The buy means that Tribune owns stations in seven of the top 11 markets.

Until now, WB has lacked an affiliate in Houston, the nation's 11th DMA. UPN, its competitor to be the nation's fifth network, is affiliated with Viacom's KTXH(TV) there.

But that gap in WB's affiliate list wasn't for lack of trying: Last August the network sued Gaylord for alleged breach of contract. WB sought to block Gaylord from affiliating three of its stations—KHTV Houston, KTVT(TV) Dal-

las–Fort Worth and KSTW(TV) Seattle–Tacoma, Wash.—with any other network. Gaylord since has allied with CBS in Dallas and Seattle. But WB said Gaylord earlier had agreed that all three stations would be WB affiliates. A trial is scheduled for Dec. 4.

In mid-August, Tribune bought a 12.5% equity interest in The WB network for \$12 million, with an option to acquire up to 25%. Late last month, Tribune paid nearly 30 times cash flow for WB affiliate KTTY(TV) San Diego.

Tribune will continue buying TVs in the top 30 markets, Carr says, with a special interest in WB affiliates. "We're the premier station group for WB," Carr says. "Our futures are tied."

Meanwhile, in Los Angeles, the nation's number-two DMA, KRCA-TV Riverside/L.A. last Friday said it has hired Furman Selz to look for potential purchasers. The seller hopes to follow the precedent set by WYNC-TV New York, a UHF station that recently sold for a record \$207 million.

KRCA-TV, owned by Fouce Amusement Enterprises, carries Asian-languages programming on ch. 62. ■

Group W's kids commitment challenged

Coalition asks FCC to require social contract before approving merger

By Christopher Stern

Westinghouse's five television stations fall well below industry averages when it comes to children's educational programming, claims a coalition of public interest groups seeking to block the \$5.4 billion Westinghouse/CBS merger.

Should the FCC allow the deal to go forward, the groups say that commission approval should be granted on the condition that Westinghouse sign a "social contract" requiring the broadcaster to air more kids educational programming and provide free time to presidential candidates. Similar contracts have been reached with cable companies, but those agreements have focused on economic, not content, issues.

The coalition, which filed the petition on Sept. 8, includes the Center for Media Education, the United Church of Christ and Black Citizens for a Fair Media.

An analysis submitted by the coalition claims that Group W stations do not air the 3.5 hours of children's educational programming that the National

CME's tally of Group W's kids TV

Number of hours per week of educational programming

1994	Qtr.	WBZ-TV	KDKA-TV	KYW-TV	KPIX	WIZ-TV
		Boston	Pitts.	Phila.	S.F.	Balt.
1994	1	*	*	.96	1.29	.69
	2	.23	*	.46	2.42	.96
	3	.42	*	1.26	2.25	.50
	4	.89	*	2.50	2.85	1.32
1995	1	1.21	*	3.00	1.29	2.29
	2	1.73	*	2.50	1.57	2.27

* Information not available. Source: Center for Media Education

Association of Broadcasters claims is the industry average.

And, it continues, some Westinghouse stations air educational programming when children are least likely to be in the audience. In the first six months of this year, Westinghouse's KPIX San Francisco aired 61% of its educational programming before 7 a.m., according to the coalition analysis. The coalition also claims that there were "many weeks in which [some Westinghouse stations] aired no children's core programming."

Group W spokesman Gil Schwartz refused to comment on the specifics of the coalition's filing. Schwartz said two weeks ago that Westinghouse is at "the top of the industry" when it comes

to children's broadcasting.

The FCC has no minimum-quantity requirement for educational programming, but it is seeking comment on a proposal to require at least three hours of "informational" kids TV.

In addition to increased children's educational programming, the groups want Westinghouse to provide free five-minute slots to presidential candidates during prime time. The time would be made available to

candidates during the October before a general election, according to the proposal.

The groups suggest that a similar agreement could be used in the \$19 billion Disney/ABC deal, but they do not stop there. "If the negotiations as to CBS and ABC proved successful, the social contract concept would realistically have to be extended to the two other major networks, NBC and Fox, even though there is no request for transfer of control of these two networks," state the comments. It also noted that "a preliminary review of Disney's station, KCAL Los Angeles, suggests that it has a markedly deficient record as to core children's programming." ■

FCC gets budget boost

Senate Appropriations Committee finds another \$18 million

By Chris McConnell

FCC budget woes have gone from worse to bad. The Senate Appropriations Committee last week added \$18 million to the funding that a subcommittee earlier this month approved for the commission's 1996 budget. While the subcommittee funding of \$148 million would have cut the FCC budget from its current level by about 20%, the new plan to give the commission \$166 million would mean a cut of about 10%.

"I am gratified the committee has tried to be responsive to our request,"

FCC Chairman Reed Hundt said. Hundt hopes the commission will win back more funding from the full Senate and a conference with the House. The House Commerce Committee last week authorized \$185.2 million for the commission, the same budget the FCC had in 1995.

Hundt earlier had said the Senate subcommittee budget would require "hundreds and hundreds of layoffs."

The full Senate committee's increase followed letters on the proposed budget cut from Hundt and three other commissioners to committee chairman Mark Hatfield (R-Ore.) and



ranking minority member Robert Byrd (D-W.Va.).

"Our congressionally mandated obligations have not been reduced, and the enactment of pending telecommu-

nications legislation would add substantially to them for an interim period," said the letter, signed by Hundt and commissioners Susan Ness, James Quello and Rachele Chong. An FCC source says commissioner Andrew Barrett was traveling when the letter was drafted.

Others at the FCC laud the increase, but say that they are waiting to see the final budget before making detailed plans for next year.

"We're at a point where we still

can't make ends meet," says Robert Peck, the commission's deputy director for intergovernmental affairs. Peck cites increases in the commission's fixed costs. Because the commission expects those costs to go up \$8 million in 1996, a 10% budget cut would seem more like a 15% cut, he says.

"There's a potential double whammy lurking here," Peck says, citing the added duties telecommunications reform could bring to the commission.

Hundt already has announced plans

to cut the FCC staff by 10% next year. Those plans, in response to House plans to keep commission funding at its current level, call for eliminating about 180 jobs and closing nine field offices and six regional offices.

Closing the field offices requires approval of the other commissioners, and an item to obtain that approval now is circulating among the commission offices. Peck expects a vote before the start of the FCC's fiscal year next month. ■

Former Democratic Representative Billy Tauzin (R-La.) made his debut as a Republican on the House Commerce Committee last week. Tauzin apparently made a good deal when he switched parties. As a Democrat, he was the fourth most senior member of the full Commerce Committee. But at a hearing last week, Tauzin was sitting only two seats away from Chairman Tom Bliley (R-Va.). The seniority ranking puts him one notch ahead of Telecommunications Subcommittee Chairman Jack Fields (R-Tex.).

The House Ethics Committee is still looking into allegations that House Speaker Newt Gingrich (R-Ga.) improperly profited from his position. Jones Inter-cable Chairman Glenn Jones

is among the witnesses recently called to Washington to testify. Jones's Mind Extension University cable network airs a civics course taught by Gingrich. Also called was Jeffrey Eisenach, president of the Progress & Freedom Foundation, the sponsor of the course. The committee is expected to hear testimony this week from George Craig, CEO of HarperCollins, which publishes Gingrich's books. HarperCollins is owned by Fox CEO Rupert Murdoch. Gingrich declined a \$4.5 million advance from HarperCollins after a rash of bad publicity about the deal. At the time, Murdoch had a lot of business in front of Congress, including the FCC investigation into allegations that Fox was in violation of the foreign ownership rules. Murdoch already has testified before the committee.

All is not lost for broadcasters opposed to the FCC's broadcast indecency rules. A coalition of broadcasting and First Amendment groups has decided to ask the Supreme Court to review appeals court decisions earlier this year affirming the rules, according to Timothy Dyk, the Washington lawyer who represents the coalition. Dyk declined to give odds on how the Supreme Court would come down on the rules or even if it would agree to reconsider the lower-court rulings. The rules require stations to move "indecent" programming to late night, when few children are in the audience. Three weeks ago, Infinity Broadcasting agreed to pay the FCC \$1.7 million to settle indecency complaints against its star talk show personality, Howard Stern.

FCC Chairman Reed Hundt says he wants more spectrum auctions, spectrum flexibility and broadcasting deregulation. Listing the top five things the FCC should do, Hundt last week placed moving to spectrum auctions and flexible use of the spectrum "as the twin paradigms for domestic use of the airwaves" at number four. Number three was continued deregulation of commercial broadcasting. Hundt, who recited the

list during a speech to the Networked Economy Conference in Washington, also repeated calls for minimum requirements on children's TV programming so that broadcasters "know

clearly what is expected in return for their free licenses to use the airwaves." He later told the conference that broadcast spectrum carries a value

whether or not it is auctioned publicly. "The value of CBS's spectrum seems to be about \$5 billion," Hundt said.

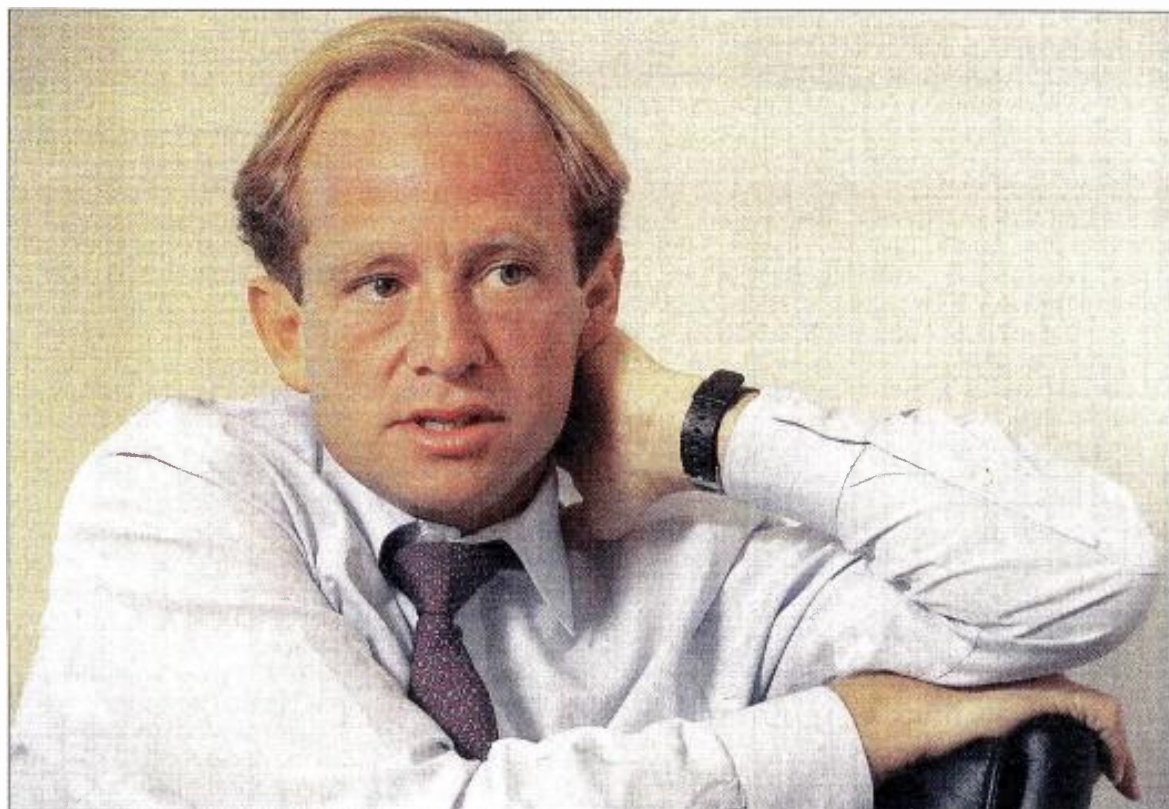
The FCC wants to ease the process of marketing new TV

sets. Last week the commission proposed eliminating a requirement that set manufacturers file reports on the "UHF noise figure" performance of new set models. The noise figure is a measure of one of the factors that determine how well a television displays weak signals. The Electronic Industries Association prompted the proceeding, maintaining that past filings show a high level of compliance with FCC rules. The FCC has tentatively agreed, calling the filing requirement obsolete and burdensome in its proposal to eliminate it. Comments on the proposal are due Oct. 12.

DBS proponents hope to get something out of the conference on telecommunications legislation. DIRECTV President Eddy Hartenstein last week said his company is pushing lawmakers to limit cable's "basic tier" to broadcast channels and public, education and government (PEG) channels. Hartenstein said cable's ability to add channels to its basic tier gives it an edge over DBS, which cannot carry network programming to areas where the signals can be received over the air. Hartenstein hopes that the "lifeline basic tier" will emerge from the House-Senate conference on the telecommunications bill. He added that about half of DIRECTV's 800,000 subscribers live in suburban or urban areas.



Edited By Chris Stern



What's Going On

The media industry is threatening to eclipse old records in trading activity, and radio-television is leading the way. The players and the scorecards keep changing by the day. Lazard Freres' Steve Rattner fills in the blanks in this interview with BROADCASTING & CABLE.

Things have been moving so fast in terms of mergers, acquisitions and reordering within the BROADCASTING & CABLE universe that the editors felt the need to stand back and try to make sense of it all. "What's going on?" was the question we set out to answer. We found our source in Steven Rattner, managing director of Lazard Freres & Co., New York, and head of the communications group for that prominent investment house. The subject is so provocative, and his treatment of it so comprehensive and valuable, that the editors are publishing the Rattner interview in two parts, this issue and next. What it amounts to is everything one needs to know about telecommunications, as of September 1995. October, of course, could be another story.

This has been a year of almost unprecedented activity in media trading and consolidation. What's going on?

Everything. You have an extraordinary amount of merger and acquisition activity going on in the media industry at the moment. Certainly at very high, if not unprecedented, levels.

In the late 1980's, when everyone last talked about the big media merger boom, the numbers got up to around \$45 billion. That was the peak in 1989. And then, of course, we had the liquidity crisis, and the drop-off in advertising on the television side, and all the rest of the things that affected broadcasting and cable, and it got down as low as \$9 billion in 1992, really at the bottom.

Then it went from \$9 billion to \$55 billion in one year, 1993. And in 1994 it went to \$70 billion—about 50% higher than it had been at the peak in the late 1980s.

Now, just to put this in context, if you look at mergers in general—not just media, but all industries—you'll find they also peaked at about \$350 billion in the late '80s, and last year it got back within \$5 billion of the same number.

So my point is that 1994's mergers in general got back to where they were in the late '80s. But media was 50% ahead

of where it was in the late 1980s, so it obviously outperformed mergers in general.

This year, so far, we're up around \$50 billion, with \$70 billion the goal. I don't know whether we'll make it. But in any event, at \$48 billion, it will certainly be the second best year, and we're already ahead of the previous second best, which was 1989.

And there are some huge deals. Of the \$48 billion, you have Disney/CapCities at \$19 billion, so right away, you know where 40% is coming from. And then you're going to have lots of hundred-million-dollar television station deals that all add up to this kind of number. And you're going to have Seagram at \$5.6 billion, and CBS at another \$5 billion, and Multimedia for a couple of billion and so on. It all adds up.

Radio is interesting, although relatively small. This year's radio deals amount to only a billion and change. So you're talking about a couple of percentage points of the total, but obviously very interesting in terms of what's happening.

Let me put it very broadly. What you've got going on here is enormous regulatory change, which heavily affects cable. It affects the networks, because of the financial interest and

tries being led down a path? Is there a hysteria out there that says: "I have to buy. I have to buy now. I have to buy at any price that comes along"?

I don't think it's quite reached that level. There's no question that prices are high and, in some cases, they are higher than they have ever been.

Radio is almost certainly at an all-time high in terms of prices. Television stations are probably around an all-time high. And I'm talking multiples, rather than dollars, because multiples are really what determine price in our minds. But TV station prices got up to the 15 times area for very attractive stations in the late '80s, and that's often where they're back to now.

Cable is probably well below its historic high multiples today, at 10, 11, maybe 12 times. But back in the '80s there were transactions as high as 15 times. So multiples are high, but they are not necessarily off the chart, relative to where they've been.

Whether the buyers are right, or the sellers are right, only time will tell. It's not the activity on the part of buyers today that is illogical. There are very strong, valid reasons that say

this is a good time, or an important time, to be a buyer if you're in these businesses.

Obviously, you can still make a mistake and pay too much, even if it's the right strategic move for your company. And that is hard to say right now. But certainly the people who are buying are doing it not because they're hysterical, and not because they're being driven by some kind of herd mentality, but because they have come to conclude that, for strategic reasons—and for economic reasons, as they run their models—the deals are logical and important ones to do for their companies.

Take the television station marketplace. You had a huge change there, particularly involving the introduction of these new networks. Fox started it, and now we have WB and Paramount,

and so on. And it's created a game of musical chairs, in which there are too many people dancing around too few chairs in any given market, particularly when you talk about high-quality VHF stations, or very strong UHF stations. Indeed, there may not be one chair too few, there may be two or three chairs too few in a given market.

I have felt that the triggering event for this recent TV activity was Fox's football deal, and its subsequent campaign to take over every affiliation in sight. That gave impetus to this whole market, and that momentum continues.

I don't disagree with you. I would even argue that the two pieces of the transaction, which were the football deal and the subsequent deal between New World and Fox, constituted one of the seminal events in broadcasting history—not to overstate it.

Does this marketplace phenomenon primarily involve broadcasting? Is wire really much a part of what's going on today? I say "wire" to include telcos.

There's no question that cable is performing quite differently from the television station marketplace. There is certainly

TALLYING THE DEALS

Number and value of merger and acquisition activity

	1995		1994		1989	
	# of deals	Value in millions	# of deals	Value in millions	# of deals	Value in millions
TV & radio broadcasting	65	\$26,286	90	\$2,735	37	\$1,163
Cable & other broadcasting	84	9,438	111	15,218	79	4,567
Motion pictures	68	6,964	80	10,388	59	20,724
Publishing	107	6,601	126	4,314	168	10,154
Cellular & mobile	102	3,466	143	37,308	53	5,887
Database & online services	50	739	45	2,691	19	753
Music	4	0	8	33	6	920

Source: Securities Data Co. Note: A U.S. firm must be either the target or the acquirer; includes completed or pending transactions.

syndication rules, and so on.

Second, you've got big technological change, in the sense of all the competition that people think is coming, and probably is coming, and that affects cable very heavily. To some extent, it affects television. It doesn't really affect radio to any great extent. Radio is heavily driven on the regulatory side.

Next, you've got economic change. You happen right now to be in a very strong economic cycle, and I don't have to tell you what's going on in the upfront season or, in general, with advertising revenues. And that drives it.

So you've got a lot of different phenomena that either exist, or don't exist, differently in each of these sectors that can cause one sector to do particularly well. What is unusual now is that you have phenomena in almost every sector that, as I say, may be different, but that are nonetheless driving that sector to be very, very active. There may have been years in which TV station activity was high, but nothing was happening in cable. Or a lot of newspapers were sold, but nothing was happening in radio. Or cellular was very active, but—you see my point.

Are all the reasons valid? That is, are some of these indus-

not the musical chairs game going on there; you don't have people who need to own cable for those reasons.

The capital requirements needed to remain competitive in cable, as competition comes, are very, very high. The result is that there are fewer players seeking to acquire and therefore the marketplace is less overheated. Indeed, I don't think it's overheated at all—certainly in comparison to the broadcasting marketplaces. There's been enormous consolidation in cable, as you know, but right now it's in a bit of a holding pattern because of a shortage of acquirers.

Do you anticipate more consolidation?

When you think about it, cable is a very unusual business. People in Washington talked for a long time about how monopolistic it was, or concentrated. The fact is, there are 100 or 150 MSOs that each own assets that are probably worth hundreds of millions of dollars, and you tell me how many similar entities there are in the car business, or in the steel business, or in any number of other businesses. Cable has been, oddly enough, a relatively fragmented industry, by any standard of other industries in this country. What's happening is that it's now starting to consolidate to look like other industries.

Remember, the biggest companies purely in our industry are Disney, Time Warner, Viacom, News Corp., the biggest of which had about a \$15 billion equity market capitalization. AT&T's market cap is close to \$90 billion. Exxon is somewhere up there. General Electric is certainly up there. IBM is a bit smaller. These entertainment and television companies are not huge compared to other companies in American industry.

And after you get done with those half-dozen big companies, really big companies by media standards, you drop down to a lot of companies that are five-, six-, seven-billion-dollar companies—which, again, may seem like a big number to those of us sitting in this room, but by the standards of America are not huge.

As you look around, there's no question that cable is heading toward two very large MSOs, which are TCI and Time Warner. Then there will be three or four large, but not huge, independents, for lack of a better word, led by Comcast, Continental, Cox and possibly Cablevision Systems. And many of the rest of the companies are trying to figure out whether they want to try to join this group of four Cs, or whether they want to end up with one of the two big guys, which basically means selling out. That's essentially the way the industry is falling out.

Are there exceptions? Sure. Jeffrey Marcus of Marcus Cable has done a rather remarkable thing, of actually assembling a million-plus customers in this environment, in terms of getting the capital and getting the financing, and so he exists as an independent operator, and may for a long time. And there are companies like Adelphia that have given every indication that they want to stay independent and want to go on.

But if you were to talk to the typical 500,000-subscriber cable guy who's out there today, he's much more interested—probably, realistically—in figuring out his way out, in terms of becoming part of a larger group, because that's realistically his best choice.

But what about the telcos? Are they like wolves circling this pack to take over some of these independents?

The telcos have sort of come and gone as buyers, and they may come again, but at the moment they're gone. We had a

big flurry of activity when three of them—Southwestern, Bell South and Bell Atlantic—either made substantial investments or bought or tried to. And, as you know, Southwestern is trying to exit, Bell Atlantic never closed its deal and Bell South hasn't really gone to the second step, which was to take over that system in Las Vegas.

So right now, you have to say the telcos are in a gone mode, with the possible exception of US West which, of course, has a large investment through Time Warner and which hasn't said too much publicly, but seems to be still very interested in the business, and possibly even in getting larger in the business.

That can change as quickly as it got to this point, but right now you have to say that the telcos are not on the list of A buyers who are likely to do it.

Does this mean that the information superhighway that we talked about 18 months ago is never going to happen?

One thing it means is that the telcos have become somewhat less focused on going head to head against the cable companies for the consumer video market. It's kind of a carrot and a stick. The carrot is because they see greater opportunity in a number of other markets, like bypass, and things like that, and partly responding to their own competitive pressures, and people coming at them. And the stick is that as they've looked at the consumer video market it has probably become clear that the costs of entry are higher than they thought in terms of the technology that's required to get there.

I have no doubt that that competition will come, and that when it comes it will be very bloody, and it will be expensive. But at the moment it's not what the telephone companies are most focused on.

Well, what about cable's ambitions to get into telephony? Are they realistic?

The coaxial cable which exists today is the most powerful wire in existence, and the most commercially useful.

In other words, that wire can carry some pretty amazing things now, including online services and telephony. Conversely, the phone companies do not have as powerful a wire right now, and they have to spend more money to get there. So it's a relatively easy matter for the cable companies to get into the phone business.

So I'm not saying it's a slam dunk, by any means, but I think they're going to be out there, and I think they're going to get some customers.

Could we then leap to the conclusion that for the near-term future—let's say five years, or eight years—broadcasting and cable accurately describes the competition we're going to continue to have in television?

Right.

That this is the universe. That telcos are not going to be a player in the five- to eight-year time frame. But the head-to-head competition is going to be between broadcasting and cable, as it has been for some time. Or is it competition? Or is it complementary between them?

No, I think there is some competition. But let me respond to your fairly sweeping premises. Five to eight years is right at the edge of where I would feel comfortable agreeing with you. In other words, will there be a huge number of people who get their video programing from telephone companies five years from now? I think the answer is no.

Eight years from now, will there be a significant number of people who get it? There may well be. Sooner or later, the telcos will be in that business. I just think it's going to take longer and cost more than people would have predicted a couple of years ago, but I think they will be there.

Will they be there competitive with cable, or will they buy cable out?

They're going to do both, which is not unlike the cellular model. If you look at what happened in the cellular business, they really did two things. They went into cellular in their own market, because the government gave them the B blocks. And they bought A blocks elsewhere in the country. And I think they will probably do both in cable as well.

In other words—just to pick a name—Ameritech will provide video in the midwestern market, and it may well buy cable in Los Angeles. And so the result will be very much like cellular, where you will have two companies in each market providing video service.

So, back to your question, will it be mostly television and cable? Yes. It will be mostly television and cable. By then, you will see, as you already are starting to see, a smattering of satellite. You will see a smattering of MMDS. You may see a smattering of some telephone companies in the business, in certain select areas. And there may be some other things that we don't really know about yet, that may exist a little bit.

But, you know, the preponderance of Americans five to eight years from now will still get their video entertainment and news from either a television antenna or a cable wire.

Will they get conspicuously more television via those methods than they do now? Will we get into a multiple 500-channel universe in cable, and will broadcasters get into a multiple distribution system over the air?

No question about it, and in fact, I would tell you it's not 500 channels, it's an infinite number of channels. Because I happen to think that the great opportunity for cable—more than broadcasting, because it doesn't even work with broadcasting—is video on demand. I think that you will see video on demand somewhere in your time frame of five to eight years, as a significant business, and growing, because it is a natural. It's an absolute natural. Why would you go to a video store if you could call up, five minutes before you wanted to watch it, and get any number of movies to start when you wanted, to play, pause, fast forward, rewind.

And the broadcasters, depending on how the spectrum allocations finally come down—certainly to the extent that they get more for nothing, which is one possible outcome of all of this—they're going to take advantage of that, and they're going to multiplex, as they have to. Because they're in a multiplex world, and they have to offer as many varieties of services as they can, and it makes absolute commercial sense.

So there will be more, a lot more, huge amounts more. And that will create its own pressures, obviously.

What determines whether you're a buyer or a seller in this market?

By and large, the buyers that you see today are buying as part of a consolidation play. They are either adding stations in the radio world or achieving greater penetration in the TV world, or they're part of one of those three or five groups that I mentioned that are the emerging players in cable.

Well, the biggest deal this year has been the Disney/Cap-

Cities merger. Does that make sense?

The Disney/CapCities deal is a perfect example of what I said about a deal that's motivated in some part by a regulatory change, which is that you now have the ability to put together the distribution with the programming, which really didn't exist until a lot of these rules started to change. Disney is very correctly taking advantage of that opportunity.

And so the marriage of those different assets makes a huge amount of sense. I don't know if it makes sense from a financial-rate-of-return point of view. I know the Disney people well enough to know they wouldn't have done it unless they were absolutely convinced it did, and therefore, I defer to their judgment, but we will all have a chance, five years from now, to look back at it and come to our own conclusion.

It also reflects the fact that, for a company like Disney, which had no debt to speak of, a significant amount of cash, and a very high historical growth rate, it wanted to maintain that growth rate. And while it had been very successful in growing internally, at some point, especially in the history of the media industry, acquisitions have always played a key role in maintaining high growth for these companies.

I have argued that Disney bought the wrong network. That it could have had CBS for \$5 billion, and gotten just as much of a distribution system in broadcasting. Is there any validity to that point of view? It seemed to me that Disney was paying a hefty premium for ABC's stake in cable.

Again, I don't totally disagree with you, because, as usual, you've got a valid argument.

First, how do you get from the \$5 billion to the \$19 billion? Well, cable is certainly a big piece of that. There's no question that the value of ESPN and the other holdings that CapCities has in cable is very, very substantial, and it's very attractive as an asset by itself, and it's very attractive to fit in with everything else that Disney has and wants to be—both domestically and internationally.

Second, there were some other CapCities assets that are certainly very good, and will make a positive contribution—in the publishing area, particularly—and some other things that CBS doesn't have.

Third, then, you come to the network, and I take your point that you're better off buying a weak network and improving it, because if you look back historically, every network has been one, two or three more than once, and not for crazy reasons. There is a certain cycle in the network business that has historically led networks to move around among those three positions—unlike Ford and General Motors, which were always number one and number two, at least in market share.

In the case of CBS, however, the ability to make it number one is not completely in the hands of the owner, because of the state of its affiliation agreements and the types of stations with which it is affiliated. The New World transaction, in particular, left them with some number of weaker affiliates where, for some period of years, it's not going to be possible to change. So the process of moving CBS from three to one, while totally possible, is not necessarily able to happen as quickly as in the old days, when you could only have a one- and a two-year affiliation agreement, and when you didn't have this kind of station switching going on. ■

This is the end of Part I. Part II will appear next week. Steve Rattner was interviewed by Don West and Steve McClellan in New York City on Sept. 11, 1995.

'Home Improvement,' 'Seinfeld' lead off-net pack /24
NBC, 'ER' dominate Emmys /25
Network radio ratings drop in latest RADAR survey /37

Broadcasting September 18, 1995

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PREMIERE RATING/SHARE

CARNIE	2.8/10
GABRIELLE	1.7/7
GEORGE & ALANA	1.7/7
TEMPESTT	1.8/6
MARK WALBERG	1.7/6
DANNY	1.5/5
LAUREN HUTTON	0.8/4



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SOURCE: NSI WRAP OVERNIGHTS, CMA (WEIGHTED RATING)
CARNIE 9/5, OTHERS 9/11/95

Tim and Jerry debut one, two

'Carnie' leads among new talkers; 'LAPD' hits the streets running

By Cynthia Littleton

More than a dozen new syndicated strips and weeklies began their quest last week for chunks of the increasingly fragmented TV audience, but all eyes were focused on the off-net performance of two old favorites: *Home Improvement* and *Seinfeld*.

Tim Allen's brand of hearth-and-home humor attracted the largest audience, followed by Jerry Seinfeld's reflections on being and nothingness. *Home Improvement*, boosted by Buena Vista Television's \$125 million marketing campaign, made off-net syndication history by premiering with a new episode.

Other off-net debuts included Warner Bros. Domestic Television Distribution's *Step by Step*, which scored higher than Buena Vista's *Blossom*.

A number of new faces joined the already-crowded talk show arena, most vying for a piece of *Ricki Lake*'s young-adult audience. Warner Bros. Domestic Television Distribution's *Carnie*, which bowed Sept. 4, and Columbia TriStar Television Distribution's *Tempestt Bledsoe* led by slim margins.

Other contenders included Buena Vista's *Danny!*, Genesis Entertainment's *Mark Walberg* and Twentieth Television's *Gabrielle*.

Two talk shows aimed at more mature viewers debuted at opposite ends of the day. Rysher Entertainment's *The George & Alana Show* is attempting to go after *Live with Regis & Kathie Lee*'s morning audience, while Turner Program Services tests the late, late-night field with *Lauren Hutton And....* Group W Productions' live news and entertainment strip *Day & Date* also went national last week after a three-day trial run in Baltimore.

Leading the pack of reality-based newcomers was Twentieth Television's *America's Most Wanted: Final Justice*, which features updates on cases covered by the long-running Fox series. Also premiering last week were Tribune Entertainment's *LAPD* and New Line Television's *Court TV: Inside America's Courts*.

By midweek, *Home Improvement*, airing mostly in access slots, had racked up a 7.4 rating and 14% share in



'Home Improvement' took the early lead among new off-net shows, debuting with a first—an episode that never aired in its network run (above). 'Seinfeld,' the other A-tier sitcom debut, was second.

Nielsen weighted metered-market overnight averages for its first three days. It averaged a 38%/30% increase over its lead-in and a 35%/30% increase over its time periods in September '94. On Monday, the new episode debuted to a 7.8/14.

Seinfeld, also mostly in access slots, had a midweek average of 6.7/12, debuting Monday with a 6.6/12. The show averaged a 26%/20% increase over its lead-in and was 29%/20% ahead of its time period last year.

Home Improvement did best in Houston, where the debut episode at 6:30 p.m. garnered a 14.3/23. Its worst performance as of midweek was at 5 p.m. on Atlanta's WGNX(TV), where the first of a double run garnered only a 2.1/5. *Seinfeld* packed a wallop in Sacramento with a midweek average of 10.9/18, but bottomed out in Charlotte, N.C., with an average 1.8/4.

Step by Step bowed with a 3.9/8, averaging an 11% increase over both its lead-in and the September '94 time period. The sitcom held on to its audience to maintain a 4.3/9 average. *Blossom*, which premiered Sept. 4, had a weekly average of 2.7/7, holding steady on its lead-in and boosting the time period over last year by 13%/12%.

At the end of its first week, *Carnie* averaged a 2.2/8. The show posted a steady gain over the first three days of

last week with an average 2.4/9.

By midweek, former *Cosby* kid Tempestt Bledsoe averaged a 1.9/7 in her new job as host of an urban-oriented talk show. She held on to all of her lead-in share, but was down 5% for the rating. She was down 17%/22% over the time period in September '94.

Former *Partridge Family* kid Danny Bonaduce had little to sing about, with a midweek average for *Danny!* of 1.5/5, a 21%/29% drop from his lead-in and 38%/44% in the time period from September '94.

Mark Walberg, bowing nationally Sept. 11 after starting Aug. 21 in test markets, averaged only a 1.8/6 through Sept. 13. That performance marked a 22%/23% drop from its lead-in and a 22%/33 decline from the time period in September '94.

Beverly Hills, 90210 star Gabrielle Carteris's show averaged a 1.5/6, with a 25%/25% drop from her time periods

last year. On the bright side, she held on to her lead-in share but dropped 6% in rating. Highlights of her first three days included one-day wins over *Maury Povich* and *Tempestt Bledsoe* in Boston and over *Sally Jessy Raphael* in Milwaukee and West Palm Beach.

The show, co-hosted by former spouses George Hamilton and Alana Stewart, averaged a 1.5/6, losing 32%/33% of its lead-in and posting a 35%/33% decline over the time period in September '94.

Model/actress Lauren Hutton's one-on-one interview show averaged a 0.9/5, but did well enough to make her tops in her wee-hours time periods in

San Francisco, Houston and Detroit, where she beat NBC's *Later with Greg Kinnear*. Still, Hutton lost 36%/17% of her lead-in and was down 31%/29% over the time period last year.

Day & Date, with only 60% clearance, averaged a 2.1/6, losing 25%/33% of its lead-in and 40%/40% of the late afternoon time period over last year.

America's Most Wanted: Final Justice booked an average 3.1/7, losing 14%/13% of the lead-in and dropping 9%/13% over its mostly access/early fringe time periods in September '94.

Court TV: Inside America's Courts, first launched as a syndicated weekly program, returned as a strip last week

for an average 1.6/7. It lost 16%/13% of its lead-in and was down 11%/13% over its time periods in September '94.

LAPD's ratings were more respectable than some of the officers on the police force it is based on, if those taped interviews with retired LAPD detective and O.J. Simpson trial witness Mark Fuhrman are any indication. The half-hour show averaged a 2.3/6, holding on to all of its lead-in share but dipping 12% from its lead-in rating. It was down 4%/14% from the year-ago time period. *LAPD* beat syndicated runs of Fox's *Cops* in Los Angeles, and also ranked No. 1 in late-night airings in Baltimore and San Antonio. ■

Emmy smiles on NBC, 'ER'

Some veteran actors, newer shows are honored

By Steve Coe

NBC was the big winner, and *ER* the most highly decorated show, at last week's Emmy awards.

In handing out the awards last Sunday, Sept. 10, the Academy of Television Arts & Sciences recognized the achievements of some familiar faces as well as of some relative newcomers.

Among the more experienced nominees receiving statuettes were actor Ray Walston for his role on CBS's *Picket Fences* and veteran actor/writer Carl Reiner for his guest appearance on NBC's *Mad About You*.

In awarding the outstanding comedy and drama series, the Academy gave nods to the second-year performances of *Frasier* and *NYPD Blue*. In fact, most of the individual acting awards for comedy and drama series came out of two- or three-year-old series, exceptions being Candice Bergen's Emmy for outstanding lead actress in a comedy for *Murphy Brown* and Kathy Baker's award for outstanding actress in a drama for *Picket Fences*, which enters its fourth season.

Fox was also a winner on the night, pulling in a 12.4 rating and a 20 share in Nielsen household numbers for the special, which aired at 8-11. Watched in part or whole by more than 36 million viewers, the broadcast gave Fox a win for the night in households and all key adult demographic groups. However, the numbers were down from last year's telecast, which aired on ABC



Among the winners were Kelsey Grammer, 'Frasier'; Julianna Margulies, 'ER,' and for best guest shots *Mad About You*, Cyndi Lauper and Carl Reiner.



and pulled in a 14.6/23.

NBC was the big winner in network comparisons, with 28 Emmys. CBS followed with 19; HBO came in third with 15; ABC was next with six, and PBS and UPN garnered four and two, respectively. Other winners included TNT, Comedy Central, Disney Channel, Family Channel, Fox and USA Network, each with one Emmy. Syndicated programming also accounted for one award.

The most highly decorated show was NBC's *ER*, which pulled in eight

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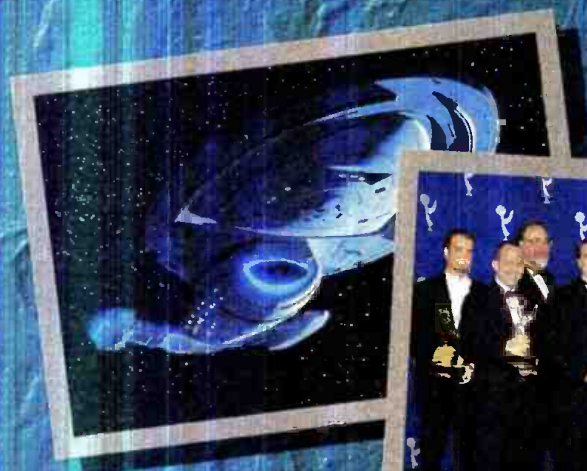
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ADAM HOWARD, *Visual Effects Animator;*
DON LEE, *Digital Colorist and Compositing;*
ROBERT STROMBERG, *Matte Artist;*
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JOSHUA CUSHNER, *Motion Control Camera;*
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Emmy winning news



News and documentary awards were given out last week by the National Academy of Television Arts & Sciences at ceremonies Sept. 12 at the New York Sheraton Hotel and Towers. PBS won the most awards with 11, followed by ABC, 9; NBC, 8; TBS, 5; A&E, 2; CBS, 2; Discovery, 2; Fox, 1; syndication, 1; Learning Channel, 1. The *National Geographic* name proved golden, *National Geographic* specials on PBS, TBS and in syndication picked up a total of 11 Emmy's, including five for *National Geographic Explorer*. The next most honored program was NBC's *Dateline*, which received five awards. The Learning Channel's Emmy, for *A Baby's World: In the Beginning*, was its first. Shown above: David Louie, NATAS Chairman; *Dateline* co-anchor Jane Pauley; FCC Chairman Reed Hundt, who participated in the ceremonies, and Malachy Wienges, NATAS vice chairman.

Emmys but was beaten out in the main category of outstanding drama by ABC's *NYPD Blue*. HBO's *Barbra Streisand: The Concert* pulled in five awards, as did NBC's *Frasier*. CBS's *Picket Fences* received four Emmys.

In a studio breakdown, Paramount topped all others, accounting for 10 awards, followed by Warner Bros. with nine, TriStar with eight, 20th Century Fox with seven, Steven Bochco Productions with three, NBC Productions with three, Carsey-Werner with two, Universal Television with two, RHI Entertainment with two, CBS Entertainment Productions with two, and Castle Rock and Disney Television with one each.

Following is list of awards presented during the telecast.

Comedy Series—*Frasier* (NBC)

Drama Series—*NYPD Blue* (ABC)

Miniseries—*Joseph* (TNT)

Made for Television Movie—*Indictment: The McMartin Trial* (HBO)

Lead Actor in Comedy Series—Kelsey Grammer (*Frasier*)

Lead Actress in Comedy Series—Candice Bergen (*Murphy Brown*)

Lead Actor in Drama Series—Mandy Patinkin (*Chicago Hope*)

Lead Actress in Drama Series—Kathy Baker (*Picket Fences*)

Supporting Actor in Comedy Series—David Hyde Pierce (*Frasier*)

Supporting Actress in Comedy Series—Christine Baranski (*Cybill*)

Supporting Actor in Drama Series—Ray Walston (*Picket Fences*)

Supporting Actress in Drama Series—Julianna Margulies (*ER*)

Lead Actor in Miniseries or Special—Raul Julia (*The Burning Season*)

Lead Actress in Miniseries or Special—Glenn Close (*Serving in Silence: The Margarethe Cammermeyer Story*)

Guest Actor in Comedy Series—Carl Reiner (*Mad About You*)

Guest Actress in Comedy Series—Cyndi Lauper (*Mad About You*)

Guest Actor in Drama Series—Paul Winfield (*Picket Fences*)

Guest Actress in Drama Series—Shirley Knight (*NYPD Blue*)

Supporting Actor in Miniseries or Special—Donald Sutherland (*Citizen X*)

Supporting Actress in Miniseries or Special—Judy Davis (*Serving in Silence: The Margarethe Cammermeyer Story*), Shirley Knight (*Indictment: The McMartin Trial*)

Performance in Variety/Music Program—Barbra Streisand: *The Concert* (HBO)

Variety, Music or Comedy Series—*The Tonight Show with Jay Leno* (NBC)

Variety, Music or Comedy Special—Barbra Streisand: *The Concert* (HBO)

Directing in Comedy Series—David Lee (*Frasier*)

Directing in Drama Series—Mimi Leder (*ER*)

Directing in Variety or Music Program—Jeff Margolis (*The 67th Annual Academy Awards*)

Directing in Miniseries or Special—John Frankenheimer (*The Burning Season*)

Writing in Comedy Series—Chuck Ranberg, Anne Flett-Giordano (*Frasier*)

Writing in Drama Series—Lance Gentile (*ER*)

Writing in Variety or Music Program—Eddie Feldman, Jeff Cesario, Ed Driscoll, David Feldman, Gregory Greenberg, Dennis Miller, Kevin Rooney (*Dennis Miller Live*, HBO)

Writing in Miniseries or Special—Alison Cross (*Serving in Silence: The Margarethe Cammermeyer Story*)

Animated Program (one hour or less)—*The Simpsons* (Fox)

Children's Program—*The World Wildlife Fund Presents—Going, Going, Almost Gone! Animals in Danger* (HBO)

Cultural Program—Verdi's *La Traviata*—*With the New York City Opera* (PBS)

Individual Achievement in Cultural Programming—*Two by Dove* (PBS)

Informational Special—*Taxicab Confessions* (HBO), *The United States Holocaust Memorial Museum Presents: One Survivor Remembers* (HBO)

Informational Series—*Baseball* (PBS), *TV Nation* (NBC)

'Grace,' 'Frasier' pace race for '97

ABC sitcom sells in New York and Chicago; NBC hit gets bicoastal pitches

By Cynthia Littleton

The fall 1997 off-network syndication marketplace heated up last week as Carsey-Werner Distribution cleared *Grace Under Fire* in its first two major markets, and Paramount Domestic Television cranked up the sales pitch for *Frasier*.

New York's WNYW-TV, a Fox affiliate, and Chicago's WPWR-TV signed up for a 4 1/2-year run of roughly 125 episodes of *Grace Under Fire* for cash and one minute of barter time. Station officials declined to comment on the deal.

C-W officials said *Grace* is on course to surpass the off-net take of another C-W hit for ABC. "*Grace Under Fire*'s cash license fees are tracking at a level substantially higher than the [\$1.5 million] license fees for *Roseanne*," says Joseph Zaleski, president of C-W Distribution.

It still will be "some time" before the show is cleared in Los Angeles because the company is still evaluating offers, says C-W spokesman James Anderson.

On the *Frasier* front, Paramount executives met with stations in New York last week after making the rounds in Los Angeles. Sources say Paramount is asking for a 169-week license term with a minute of barter time and the option of double runs starting in the second year. The initial proposal reportedly also would extend the stations' commitment six months for each year



WNYW-TV New York and WPWR-TV Chicago bought ABC hit 'Grace Under Fire' last week.



Paramount executives were talking to interested stations in New York and L.A. about 'Frasier' last week.

Frasier runs past the '96-'97 season.

There's no word on a per-episode floor price, but bids from the top three markets were said to be due this week.

"The asking price won't go as high as *Home Improvement*, but there's no

reason it couldn't do as well as *Seinfeld*," one industry observer says. *Seinfeld* bowed in syndication last week after reportedly garnering more than \$2 million per episode.

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(Nielsen's top ranked syndicated shows for the week ending Sept. 3. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.5/227/97
2. Jeopardy!	8.5/218/97
3. Nat'l Geo On Assignment	7.4/191/98
4. Oprah Winfrey Show	7.2/237/99
5. NFL on TNT '96	6.4/3/89
6. Entertainment Tonight	6.3/179/93
7. Hard Copy	5.5/186/92
7. Journeys of Hercules	5.5/196/96
9. Inside Edition	5.3/179/93
10. Family Matters	5.0/189/91
10. Roseanne	5.0/180/92
10. Star Trek: Deep Space Nine	5.0/237/99
13. Simpsons	4.9/139/86
13. Wheel of Fortune-wknd	4.9/165/77
15. Baywatch	4.8/220/94
15. Married...with Children	4.8/181/93

Columbia TriStar Television Distribution is said to be readying *Mad About You* for a fall '96 syndication launch. There was some debate at CTTD on whether to launch the show in fall '96 or '97, according to a source. In the end, they opted to roll out the series

sooner to take advantage of the demise of PTAR and make the most of an open playing field for the romantic comedy. The only other new sitcoms scheduled for off-net debuts in fall '96 are Warner Bros. Domestic Television Distribution's *Hangin' with Mr. Coop-*

er and *Martin*, neither of which are geared towards the same audience as *Mad About You*. And with plans for the off-net bows of *Frasier* and *Grace Under Fire* taking shape, access and late-night slots for fall '97 are likely to be crowded with top-rated fare. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 4-10

Week 51	abc	CBS	NBC	FOX	U/PIN
	14.1/24	8.9/15	7.6/13	6.1/10	4.9/8
MONDAY	8:00 66. The Marshal 5.9/11	28. The Nanny 9.2/17	41. Fresh Prince 7.4/13	76. Secrets of the X-Files 5.1/9	66. Star Trek: Voyager 5.9/10
	8:30	23. Dave's World 9.6/16			
	9:00 1. NFL Monday Night Football—Dallas Cowboys vs. New York Giants 17.1/30	21. Murphy Brown 9.8/16	38. NBC Monday Night at the Movies—Lorenzo's Oil 7.6/13	48. Alien Autopsy: Special Encore 7.1/11	83. Nowhere Man 3.9/6
	9:30	23. Cybill 9.6/15			
	10:00 38. Chicago Hope 7.6/13				
	12.8/22	7.6/13	8.6/15	5.7/10	2.3/4
TUESDAY	8:00 14. Roseanne 11.1/20	36. David Copperfield XV 7.9/14	50. Wings 7.0/13	71. Fox Tuesday Night Movie—Mo' Money 5.7/10	89. Deadly Games* 2.6/5
	8:30		57. Newsradio 6.6/11		
	9:00 3. Home Imprvmt 16.2/26	41. CBS Tuesday Movie—Judgment Day: The John List Story 7.4/12	26. Frasier 9.5/15		92. Live Shot 2.0/3
	9:30		34. J Larroquette 8.0/13		
	10:00 13. Barbara Walters Special 11.2/20		17. Dateline NBC 10.1/18		
	10.9/19	7.2/12	7.2/12	6.3/11	2.7/5
WEDNESDAY	8:00 21. Grace Under Fire 9.8/18	55. Nanny 6.7/12	66. National Geographic Special 5.9/10	64. Fox Movie Special—The Crush 6.3/11	85. Sister, Sister 3.1/6
	8:30 15. Ellen 10.9/18	45. Dave's World 7.2/12			87. The Parent 'Hood 2.7/5
	9:00 10. Grace Under Fire 11.7/19	44. CBS Wednesday Movie—Dying to Love You 7.3/12	31. Dateline NBC 8.7/14		86. The Wayans Bros. 2.8/5
	9:30 12. Ellen 11.3/18		53. First Person with Maria Shriver 6.9/12		91. Unhap Ever After 2.3/4
	10:00 16. PrimeTime Live 10.8/19				
	6.4/11	5.6/10	13.8/23	7.3/12	
THURSDAY	8:00 49. Matlock 5.9/10	80. Murder, She Wrote 4.1/7	7. Friends 12.3/22	50. Living Single 7.0/13	
	8:30		8. Hope & Gloria 11.9/20	36. The Crew 7.9/13	
	9:00 55. Commish 5.8/9	70. CBS Reports 5.6/9	2. Seinfeld 16.6/27	45. New York Undercover 7.2/12	
	9:30		4. Mad About You 15.5/25		
	10:00 46. Day One 7.4/13	34. 48 Hours 7.1/13	5. ER 13.1/23		
	9.8/19	6.4/12	6.3/12	5.3/10	
FRIDAY	8:00 19. Family Matters 10.0/20	53. Diagnosis Murder 6.9/14		82. TV Nation 4.0/8	
	8:30 45. Sat Morn Preview 7.2/14				
	9:00 30. Step by Step 8.8/17	72. Picket Fences 5.6/10	62. NBC Baseball Night 6.4/12	57. The X-Files 6.6/12	
	9:30 29. Hangin' w/Mr. C 9.1/17				
	10:00 10. 20/20 11.7/22	57. Picket Fences 6.6/13			
	5.2/10	6.3/12	6.5/13	5.9/12	
SATURDAY	8:00 75. Siegfried & Roy 5.5/11	(nr) U.S. Open Tennis 6.3/14	62. Movie of the Week—Saved by the Bell: Wedding in Las Vegas 6.4/13	76. Martin 5.1/11	
	8:30	79. Dr. Quinn, Medicine Woman 4.6/9		72. Preston Episodes* 5.6/11	
	9:00 78. ABC Saturday Family Movie—Gremlins 2: The New Batch 5.0/9	50. Touched by an Angel 7.0/13	57. TV's Funniest Families 6.6/13	57. Cops 6.6/13	65. Amer Most Wntd 6.2/11
	9:30				
	10:00 32. Walker, Tex Rgr 8.2/16				
	8.3/14	10.1/17	9.1/15	10.3/17	2.0/4
SUNDAY	7:00 38. Am Fun Videos 7.6/15	9. 60 Minutes 11.8/22	(nr) NFL Football 12.6/25	84. The Simpsons 3.5/7	96. Pinky & Brain 1.3/3
	7:30 19. Am Fun Videos 10.0/18			80. Countdown/Emmys 4.2/8	92. Sister, Sister 2.0/4
	8:00 34. Lois & Clark 8.0/13	27. Murder, She Wrote 9.3/15	55. Hunt for Amazing Treasures 6.7/11		87. Kirk Cameron 2.7/5
	8:30				90. Simon 2.4/4
	9:00 32. ABC Sunday Night Movie—The Hand That Rocks the Cradle 8.2/13	23. CBS Sunday Movie—Only the Lonely 9.6/15	17. NBC Sunday Movie—Tango & Cash 10.1/16	6. Emmy Awards 12.4/20	94. Cleghorne! 1.9/3
	9.6/17	7.6/13	8.5/15	7.2/12	95. First Time Out 1.6/3
WEEK AVG	10.9/19	9.9/17	10.6/18	6.8/12	UPN: 3.6/6; WB: 2.3/4
STD AVG					UPN: 3.4/6; WB: 1.9/3

RANKING / SHOW [PROGRAM RATING / SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

NBC Productions folds into entertainment

Ohlmeyer calls it next phase in team concept

By Steve Coe

In an effort to increase efficiency, and in keeping with the entertainment division's "team concept," NBC is dismantling NBC Productions and folding its units into the entertainment division. The network says the restructuring will occur over a six-month period.

Last July, NBC restructured the entertainment division by combining its programming and development departments, then splitting the combined group into two teams. The structure was designed to allow executives to work on a series from its inception through its network run.

"Last July we implemented the 'team' concept in our entertainment division, and the results have been impressive," says Don Ohlmeyer, president, NBC West Coast. "We are now executing phase two of that restructuring, integrating the NBC programming and NBC Productions creative departments into business units, where each unit is responsible for development, production and perfor-

mance of an entire slate of shows."

John Agoglia, president, NBC Enterprises, and Michael Zinberg, president, creative affairs, NBC Productions, will continue to oversee all production through NBC Productions until the restructuring is complete.

Zinberg, who spent two years at the helm of NBC Productions, will concentrate on late-night programming production and will develop new production through his Zinberg Co., in which NBC has a financial interest.

Under the new design, prime time series executives at NBC Productions will constitute a separate team reporting to Jamie McDermott, senior vice president, prime time series, NBC Entertainment. Producers of prime time series who were working under deals with NBC Productions will become part of McDermott's team.

Long-form programming executives at NBC Productions will become a separate team reporting to Lindy DeKoven, senior vice president, miniseries and motion pictures for television, NBC Entertainment. The miniseries and

motion pictures for television team will now be responsible for development and production and managing in-house series producers and writers as well as existing production companies.

Rick Ludwin, senior vice president, specials variety programs and late night, NBC Entertainment, will continue to oversee all late-night programming and development. Zinberg will supervise the production of late-night programming.

Saturday morning activities at NBC Productions will become a separate unit reporting to John Miller, executive vice president, advertising and promotion and special event programming, NBC Entertainment.

The production and business operations activities at NBC Productions will be integrated into production and business operations, NBC West Coast, under Jerry Petry, senior vice president. NBC Productions executives responsible for post-production, production finance and administration will operate under the new NBC Studio Services division, which will operate under Petry's larger division. ■

SYNDICATION MARKETPLACE

Big Bart

Twentieth Television's *The Simpsons* was the highest-rated new strip of the 1994-95 season, according to Nielsen's metered-market survey. Fox's animation powerhouse averaged a 7.2 rating and 13 share from Sept. 19, 1994, through Sept. 8, 1995, with an average 29% lead-in gain. *The Simpsons'* closest competitor among new strips was *Fresh Prince of Bel-Air*, which averaged a 5.7/11 and an average 21% lead-in gain.

Simpson special

Dove Audio Inc., publisher of a number of titles on the O.J. Simpson murder case, is working on a TV special with five dismissed Simpson jurors for possible syndication when the Simpson jury goes into deliberations. Tentatively titled *The Verdict: Justice on Trial*, the documentary-style program also will feature commentary on the criminal justice sys-

tem from such notables as CBS newsmen Mike Wallace, Judge Robert Bork and Manson family prosecutor Vincent Bugliosi.

Shaw upped at BVT

Michael E. Shaw, Buena Vista Television's senior vice president of advertising sales, has been named executive vice president of the division he formed in 1991. BVT President Mort Marcus credits Shaw with helping BVT to add family and adult programming to its core children's animation business and expanding BVT's reach by handling ad sales for non-BTV series *Roseanne*, *Matlock* and *In the Heat of the Night*.

Weiss moves to C-W

Dan Weiss has moved across town from Buena Vista Television to Carsey-Werner Distribution. Weiss joins Carsey-Werner as vice president, creative services, where he'll

oversee advertising and promotion of such shows as *Roseanne*, *Cybill* and *Grace Under Fire*. Previously, Weiss handled advertising campaigns for such hits as *Home Improvement*, *Golden Girls*, *Empty Nest* and Disney's syndicated movies.

Olympic effort

San Francisco-based GGP will produce an hour syndicated holiday special with athletes and celebrities competing in a variety of sports to raise money for the U.S. Olympic Team. *Hawaiian Holiday Sports Spectacular* will be shot at a resort on Oahu, Hawaii. Participants include 1995 U.S. Open champ Pete Sampras, track star Carl Lewis, rocker Stephen Stills and actors Peter Fonda and Dennis Hopper. GGP is offering the special, to air between Nov. 22 and Jan. 1, on an even barter split of 6 1/2 minutes national, 6 1/2 local.

Patterson, Cox among duopoly creators

By Elizabeth Rathbun

Duopolies are dominating the radio market as several companies are buying FM combinations in cities from Fresno, Calif., to Louisville, Ky.

Patterson Broadcasting Inc., which has been in a buying mode since its formation in May, earlier this month bought KKTR(AM) Fresno and KBOS-FM Tulare/Fresno from CenCal Broadcasting Inc. for \$6.25 million, subject to FCC approval (see "Combo" item on next page). That creates an FM duopoly with KRZR(FM) Hanford/Fresno, which Patterson bought in May.

The deal would have created a "tripoly," but Patterson at the same time agreed to sell KTHT(FM) Fresno to Americom Broadcasting for \$2.2 million (see "FM"). While many companies are buying over the radio ownership cap of two FM's and two AM's per market in anticipation of deregulation, "we are going with the present rules," says Patterson President Jim Wesley. However, he adds, that's just in Fres-

no. The company is looking to acquire five or six stations in other markets, he says.

Patterson settled on the combo of KBOS-FM and KRZR based on the stations' target audiences and "our ability to market them," Wesley says. The company also has FM duopolies in Honolulu, Reno, and Grand Rapids and Battle Creek, Mich., and an AM duopoly in Battle Creek.

Meanwhile, Cox Broadcasting Inc. is forming another FM duopoly for itself, this one in Louisville. Cox is paying \$8.5 million for WRKA(FM) St. Matthews, Ky., and WAJE-FM New Albany, Ind., both of which are Louisville suburbs (see "FM"). As Cox broker Gary Stevens says of duopoly, "That's the way to go." Cox already has FM duopolies in Chicago, Miami and Tampa, Fla.

Blue Chip Broadcasting also is buying a duopoly in the Louisville market: WGZB-FM Corydon, Ind., and WLSY-FM Jeffersontown, for \$7.3 million (see "FM").

And Midcontinent Media is creating

an FM duopoly in Madison, Wis., with the \$3.05 million purchase of WMXF(FM) Sauk City/Madison (see "FM"). Midcontinent already owns WZEE(FM)-WTSO(AM) in Madison.

■ ■ ■

On the TV side, Sinclair Broadcasting Group Inc. has decided to exercise its May 9 option to buy WSMH(TV) Flint, Mich. Sinclair will pay 10 times cash flow, or a minimum \$33 million, for the UHF Fox affiliate, according to documents filed with the FCC (see "TV").

With a stated goal of getting Congress to allow TV duopolies, Sinclair has local marketing agreements in five of its eight markets. Flint is not yet one of those, but "it's a good-sized market" and Sinclair wants a presence in as many markets as possible, says company president David D. Smith. Flint is the nation's 60th DMA.

Smith discounts as "speculative" reports that Sinclair would use some of the proceeds of its June public offering to buy options to acquire KSMO-TV Kansas City, Mo., and WSTR-TV Cincinnati. The offering of 5 million shares of Class A common stock raised more than \$100 million, Smith says. He declined to say how the money will be used.

"Everything's going, I guess, as planned" in trying to get TV duopolies approved, Smith says, adding that the House version of telecommunications reform would allow such arrangements.

■ ■ ■

The Lowell Paxson-backed Christian Network is proceeding with acquisition plans despite a legal challenge to its planned purchase of WHKE(TV) Kenosha/Milwaukee, Wis. The network earlier this month agreed to buy WCEE(TV) Mount Vernon, Ill./St. Louis from McEntee Broadcasting Inc. for \$3.2 million (see "TV").

In May a judge granted a temporary restraining order to block the \$2.5 million sale of WHKE. General Manager John Miller had filed suit, saying his contract gave him the first chance to buy the UHF station, according to local newspaper reports. Miller says he never was notified that there was an offer for the station. According to the *Kenosha News*, Paxson is guaranteeing the purchase payment.

The WHKE case is scheduled to go to trial on Oct. 23. ■

ELETTRA BROADCASTING INC.

has acquired

KPIG-FM

Monterey, California
from

RADIO RANCH, INC.

for

\$1,000,000

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



Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

TV

WSMH(TV) Flint, Mich.

Price: \$33 million
Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president); also owns WTTQ(TV) Birmingham, Ala.; WPGH-TV Pittsburgh; WTTT(TV) Columbus, Ohio; WBFF(TV) Baltimore; WCGV-TV Milwaukee; WLFL(TV) Raleigh, N.C., and WTVZ-TV Norfolk, Va.; and has applied for new TV on ch. 23, Tuscaloosa, Ala. Smith is 25% owner of WJIB(TV) Bloomington, Ind., and 18.75% owner of WTTA(TV) St. Petersburg, Fla.

Seller: Flint T.V. Inc., Cincinnati (Gerald J. Robinson, president/owner); owns WYZZ(TV) Bloomington, Ill.

Facilities: Ch. 66, 1,436 kw visual, 144 kw aural, ant. 1,340 ft.

Affiliation: Fox

WCEE(TV) Mount Vernon, Ill./St. Louis

Price: \$3.2 million

Buyer: Christian Network Inc., Clearwater, Fla. (Dan Stuecher, president); also owns WCTD(TV) Miami and WIRB(TV) Melbourne, Fla.; KUBD(TV) Denver, and WTJC(TV) Springfield, Ohio, and is buying WHKE(TV) Kenosha/Milwaukee, Wis.

Seller: McEntee Broadcasting Inc., West Palm Beach, Fla. (William J. McEntee Jr., president/owner). McEntee has interest in KCUV(AM) Englewood, Colo.

Facilities: Ch. 13, 302 kw visual, 30.2 kw aural, ant. 991 ft.

Affiliation: Independent

Broker: Force Communications Inc.

COMBOS

KKTR(AM) Fresno-KBOS-FM Tulare, Calif.

Price: \$6.25 million

Buyer: Patterson Broadcasting Inc., Atlanta (Jim Wesley, president); also is buying KRZR-FM Tulare/Fresno, Calif.; WCHY-AM-FM Savannah, Ga.; KSSK-AM-FM and KUCD-FM Honolulu; WGRD-AM-FM and WLHT-FM Grand Rapids, and WELL-AM-FM, WBXX-FM and WBCK(AM) Battle Creek, all Mich.; KRNO(FM), KWNZ(FM) and KCBN(AM), all Reno; WODE-FM and WIPJ(AM) Allentown, Pa., and WYKZ(FM) Beaufort, S.C.; and is selling KTHH(FM) Fresno (see below)

Seller: CenCal Broadcasting Inc., Fresno (Steve Miller, president); no other broadcast interests

Facilities: KKTR: 1340 khz, 1 kw; KBOS-FM: 94.9 mhz, 16.4 kw, ant. 847 ft.

Format: KKTR: talk; KBOS-FM: CHR

Broker: Media Venture Partners

WKII(AM) Solana-WEEJ(FM)

Changing Hands

The week's tabulation of station sales

Proposed station trades

By dollar volume and number of sales

Last week:

TVs □ \$36,200,000 □ 2
 Combos □ \$9,850,000 □ 2
 FMs □ \$29,738,000 □ 15
 AMs □ \$675,000 □ 2
 Total □ \$76,463,000 □ 21

So far in 1995:

TVs □ \$2,628,312,000 □ 95
 Combos □ \$1,309,633,810 □ 156
 FMs □ \$500,344,651 □ 265
 AMs □ \$78,002,754 □ 139
 Total □ \$4,540,766,215 □ 655

Port Charlotte, Fla.

Price: \$3.6 million

Buyer: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WOLZ-FM Fort Myers, Fla., is half-owner of WRWX-FM San Carlos Park, Fla., and is selling WWRD-FM Jacksonville, Fla./Brunswick, Ga., and WFKS-FM Palatka, Fla. (see below)

Seller: Kneller Broadcasting, Punta Gorda, Fla. (Harold M. Kneller, president); no other broadcast interests

Facilities: WKII: 1070 khz, 3.1 kw day, 260 kw night; WEEJ: 100.1 mhz, 100 kw, ant. 450 ft.

Format: WKII: nostalgia; WEEJ: oldies

Broker: Hadden & Associates

RADIO: FM

WRKA(FM) St. Matthews, Ky.-WAJE(FM) New Albany, Ind.

Price: \$8.5 million

Buyer: Cox Broadcasting Inc., Atlanta (Nick Trigony, president); also owns KFI(AM)-KOST-FM Los Angeles; WCKG-FM/WYSY-FM Chicago; WIOD(AM)/WFLC-FM/WHQT-FM Miami; WSB-AM-FM Atlanta; WSUN(AM)/WWRM-FM/WCOF-FM Tampa, Fla., and WHIO(AM)/WHKO-FM Dayton, Ohio

Seller: Franklin Holding Corp., N.Y. (Stephen L. Brown, president); no other broadcast interests

Facilities: WRKA: 103.1 mhz, 6 kw, ant. 312 ft.; WAJE: 94.7 mhz, 3 kw, ant. 328 ft.

Format: WRKA: oldies; WAJE: not on air

Broker: Gary Stevens & Co.

WGZB-FM Corydon, Ind.-WLSY-FM Jeffersonton/Louisville, Ky.

Price: \$7.3 million

Buyer: Blue Chip Broadcasting, Cincinnati (Ross Love, president); also owns WIZF-FM Cincinnati

Seller: WGZB-FM: Power Communications Inc., Louisville; WLSY-FM: Channel Chek Inc., Louisville

Facilities: WGZB-FM: 96.5 mhz, 3 kw, ant. 200 ft.; WLSY-FM: 101.7 mhz, 1.4 kw, ant. 413 ft.

Format: Both urban contemporary

Broker: Crisler Capital Co. (buyer); William R. Rice Co. (seller)

WWRD-FM Jacksonville, Fla./Brunswick, Ga., and WFKS(FM) Palatka, Fla.

Price: \$6.5 million

Buyer: Renda Broadcasting Corp., Pittsburgh (Anthony F. Renda, owner); also owns WWGR(FM) Fort Myers and WEJZ(FM) Jacksonville, Fla.; KHTT(FM) Muskogee, KMGJ(FM) Oklahoma City and KBEZ(FM) Tulsa, all Okla.; WJAS(AM)-WSHH(FM) Pittsburgh and WECZ(AM)-WPXZ-FM Punxsutawney, Pa.

Seller: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WOLZ-FM Fort Myers, Fla., is half-owner of WRWX-FM San Carlos Park, Fla., and is buying WKII(AM)-WEEJ-FM Port Charlotte, Fla. (see above)

Facilities: WWRD-FM: 100.7 mhz, 36 kw, ant. 1,463 ft. wfks: 99.9 mhz, 100 kw, ant. 1,201 ft.

Format: WWRD-FM: Contemporary Christian, talk wfks: CHR

WMXF(FM) Sauk City, Wis./Madison

Price: \$3.05 million

Buyer: Midcontinent Media Inc., St. Paul (Joe H. Floyd, president); also owns WTSO(AM)-WZEE(FM) Madison; WDGY(AM) St. Paul; and KELO-TV-AM-FM Sioux Falls, KDLO-TV Florence, KPLO-TV Reliance and KCLO-TV Rapid City, all S.D.

Seller: ODON Broadcasting Inc., Northfield, Ill. (William C. O'Donnell, owner); owns WNAM(AM) Neenah-Menasha and wusw(FM) Oshkosh, Wis.

Facilities: 96.3 mhz, 5.1 kw, ant. 672 ft.

Format: Solid '70s

KTHH(FM) Fresno, Calif.

Price: \$2.2 million

Buyer: Americom Broadcasting, Los Angeles (Tom Quinn, president); owns KTHX(AM)-KFSS-FM Visalia, KEYQ(AM) Fresno and KEZL(FM) Fowler, all Calif., and KODS(FM) Reno, and is selling KFBI(FM) Las Vegas

Seller: Patterson Broadcasting Inc., Atlanta (Jim Wesley, president); owns WCHY-AM-FM Savannah, Ga., and is buying KKTR(AM) Fresno and KBOS-FM Tulare/Fresno, Calif. (see

above); KRZR-FM Fresno; KSSK-AM-FM and KUCD-FM Honolulu; WGRD-AM-FM and WLHT-FM Grand Rapids and WELL-AM-FM, WBXX-FM and WBCK(AM) Battle Creek, all Mich.; KRNO(FM), KWNZ(FM) and KCBN (AM), all Reno; WODE-FM and WIP(AM) Allentown, Pa., and WYKZ(FM) Beaufort, S.C.

Facilities: 102.7 mhz, 50 kw, ant. 500 ft.
Format: Adult contemporary

Broker: Media Venture Partners

WMMY(FM) Solana, Fla.

Price: \$800,000

Buyer: InterMart Broadcasting Southwest Florida Inc., Punta Gorda, Fla. (James E. Martin Jr., president/owner); also owns WCCF(AM)-WIKX-FM Punta Gorda. Martin also owns WGUF (FM) Marco and WPVJ(FM) Ponte Vedra Beach, has interest in WTPX (FM) Jupiter, is buying WKZY(FM) LaBelle and has applied for new FM in Punta Rassa, all Fla.

Seller: West Florida Media Inc., Vero Beach, Fla. (Wayne L. DiLucente, president); has applied for new FM at Indian River Shores, Fla.

Facilities: 104.9 mhz, 6 kw, ant. 328 ft.
Format: Dark

WFPS(FM) Freeport, Ill.

Price: \$618,000

Buyer: Charles Brooks and Michael Brooks, Lafayette, Ind. (brothers; 100% owners after sale); no other broadcast interests

Seller: Eugene Bryan and Robert Elliot, Youngstown, Ohio (50% owners before sale); have interests in WABJ(AM)/WQTE(AM) Adrian, Mich.

Facilities: 92.1 mhz, 3 kw, ant. 300 ft.
Format: Adult contemporary

KITX(FM) Hugo, Okla.

Price: \$400,000

Buyer: K95.5 Inc., Broken Arrow, Okla. (William H. Payne, president/owner); no other broadcast interests

Seller: B.P. Communications Inc., Hugo (Billy E. Perrin, Marjorie Ann Perrin, president); no other broadcast interests

Facilities: 95.5 mhz, 50 kw, ant. 492 ft.
Format: C&W, news

WKTW(FM) Tuscola, Ill.

Price: \$250,000

Buyer: Magnitude Holdings LLC, Chicago (Randolph T. Abrahams, president)

Seller: Rollings Communications, St. Charles, Mo. (Dale L. Rollings, owner); also owns WZNX(FM) Sullivan and WWDZ(FM) Danville, Ill.

Facilities: 93.5 mhz, 3 kw, ant. 148 ft.

Format: Talk

KFXI(FM) Marlow-KFXT(FM) Sulphur, Okla.

Price: \$100,000

Buyer: Jeffrey D. Southmayd, Washington (100% owner, DFW Inc., Marlow, after sale); has interests in WAPP (FM) Berryville, Va.; WBPP(FM) Strasburg, Va.; KZUD(FM) Wilburton, Okla., and KRZQ(FM) Tahoe City, Calif.

Seller: Sherry Lynn Austin, Marlow (board member, Sister Sherry Lynn Foundation Inc.; 100% owner, DFW Inc., before sale). Foundation is buying KMQX(FM) Weatherford and KYQX (FM) Springtown, Tex., is building noncommercial FMs at Sulphur, Okla., and wants to build noncommercial FM at Norman, Okla.

Facilities: KFXI: 92.1 mhz, 100 kw, ant. 390 ft.; KFXT: 100.9 mhz, 3 kw, ant. 300 ft.

Format: Both country

Construction permit for WDGE(FM) Wakefield-Peacedale, R.I.

Price: \$20,000

Buyer: Urso Major Broadcasting Co., West Warwick, R.I. (Philip J. Urso, president/owner). Urso also is 25% owner of Bear Broadcasting LLC

Seller: Bear Broadcasting LLC, West Warwick (M. Linda Urso, 25% owner; owns WHIM(AM) East Providence, R.I., and is selling wxBB(FM) Kittery, Me.

Facilities: 99.7 mhz, 3 kw, ant. 328 ft.

RADIO: AM

WLUS(AM) Gainesville, Fla.

Price: \$450,000

Buyer: Pinnacle AM Broadcasting Inc., Hutchinson, Kan.; is buying stations in Trenton and Immokalee, Fla.

Seller: Eagle Broadcasting Inc., Gainesville (William E. Morris, president); no other broadcast interests

Facilities: 980 khz, 5 kw

Format: Nostalgia

Broker: Hadden & Associates

WMFJ(AM) Daytona Beach, Fla.

Price: \$225,000

Buyer: Cornerstone Broadcasting Corp., Port Orange, Fla. (William A. Leisner, president/14.3% owner); also owns WJLU(FM) New Smyrna Beach, Fla.

Seller: Robert M. Weeks, Sarasota, Fla.; owns 14.3% interest in buyer and has interest in company that holds construction permits for WAJU (FM) Flagler Beach, Fla., and WJGN (FM) Ottawa, WGNJ(FM) St. Joseph, WLGM(FM) Springfield and WAGO(FM) Fisher, all Ill.

Facilities: 1450 khz, 1 kw

Format: Religion

NOTICE

On June 9, 1993, the states of New York, California, Maryland, Massachusetts, Ohio, Pennsylvania, Texas, Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Oregon, South Dakota, Tennessee, Utah, Vermont, Virginia, Washington and Wisconsin, and on August 18, 1993, the states of Hawaii, Missouri, Oklahoma, South Carolina, West Virginia and the District of Columbia, filed complaints in the Federal Court for the Southern District of New York alleging violations of federal and state antitrust laws against PRIMESTAR Partners L.P., Comcast Corporation, Continental Cablevision, Inc., Cox Enterprises, Inc., G.E. Americom Services, Inc., Newhouse Broadcasting Corporation, Tele-Communications, Inc., Time Warner, Inc., and Viacom, Inc. (the "Defendants"). The Defendants agreed to settle, without any admission of wrongdoing, the allegations in the complaints. The Final Judgments, which set forth the terms of the settlement, were filed in the Federal Court for the Southern District of New York on September 14, 1993. Upon written request, a copy of the Final Judgment As to All Defendants Except Viacom, Inc., and Viacom K-Band, Inc., may be obtained from any of the following:

PRIMESTAR Partners L.P.
3 Bala Plaza West
Bala Cynwyd, PA 19004
Attention: General Counsel

Comcast Corporation
1234 Market St.
Philadelphia, PA 19107-3723
Attention: General Counsel

Continental Cablevision, Inc.
Corporate and Legal Affairs Dept.
Pilot House, Lewis Wharf
Boston, MA 02110

Cox Enterprises, Inc.
Andrew A. Merdek, Esq.
Vice President—Legal Affairs
1400 Lake Hearn Dr.
Atlanta, GA 30319

G.E. Americom Services, Inc.
4 Research Way
Princeton, NJ 08540
Attention: General Counsel

Newhouse Broadcasting Corporation
c/o Sabin, Bermant & Gould
350 Madison Ave.
New York, NY 10017

Tele-Communications, Inc.
Steve Brett, Esq.
Senior Vice President
and General Counsel
5619 DTC Parkway
Englewood, CO 80111

Time Warner, Inc.
Richard M. Hirsch, Esq.
Chief Counsel—Litigation
75 Rockefeller Plaza
New York, NY 10019

Upon written request, a copy of the Final Judgment As to Viacom, Inc., and Viacom K-Band, Inc., may be obtained from:

Viacom, Inc., 1515 Broadway, New York, NY 10036
Attention: General Counsel

Network radio ratings dip

Audience size declines for most adult networks; increases slightly for young-adult networks

Radio

By Donna Petrozzello

Network radio listenership was down an overall 4.2%, with 10 of the 14 radio networks showing lower audience totals in ratings released last week.

The ratings are listed in RADAR 51, which surveys the network radio audience twice annually and is compiled by Statistical Research Inc. of Westfield, N.J. RADAR 51 measured network radio listening from April 1994 to May 1995.

Among the 10 adult networks, the audience of listeners ages 12-plus dropped by 6.1%, and among the four young-adult networks, listeners 12-plus increased by 2.6% compared with last spring's RADAR 50 survey.

"The decline in network radio in RADAR 51 was fueled by losses among the larger affiliate-based networks," said Bill McClenaghan, senior vice president of research and development for ABC Radio Networks. McClenaghan noted significant audience losses in ABC's Prime and Platinum networks and Westwood One's Variety and CNN+ networks as key factors in the lower results.

ABC's Prime network was the highest-ranked network in RADAR 51, with an estimated 3.6 million listeners 12-plus, for the second consecutive RADAR report, even though Prime lost about 9% of its audience between RADAR 50 and 51. ABC Prime's audience in RADAR 50 was slightly more than 4 million.

Only two adult-oriented networks showed significant gains in listenership with listeners 12-plus. ABC's Excel network marked the steepest increase in listenership, from 964,000 to 1.2 million, a 24.4% increase in RADAR 51 over the network's showing in RADAR 50. Likewise, the audience for American Urban Radio Networks (AURN) climbed by 21%, from 681,000 to 824,000 listeners ages 12 and older in RADAR 51.

AURN's Jerry Lopes said gaining affiliates in Chicago and Los Angeles

and expanding the networks' programming specials helped boost audience share and "increased the attractiveness of the network."

Other networks showed audience gains as well. CBS Radio Network gained 4.9% more listeners 12 and older, from 1.33 million to 1.39 million, between RADAR 50 and RADAR 51. Westwood One's Source network gained 6.1% more listeners ages 12-plus, from 872,000 to 925,000, between RADAR 50 and RADAR 51.

By contrast, Westwood One's Country network showed the largest audience decrease of any network, from 1.18 million to 931,000 listeners ages 12 and older—a 21.7% decrease. Westwood One's Young Adult network suffered a major loss in listenership as well, declining from 1.17 million to 1.04 million, an 11.3% decrease, according to RADAR 51.

Jeff Lawenda, president, Westwood One Radio Networks, said, "We're excited about what's been going on here in affiliate relations that bodes well for current and future listenership."

With listeners ages 12 and older, ABC claimed 45.6% of the network

radio audience; Westwood One claimed 39.2%, and CBS claimed 15.2%, according to McClenaghan. AURN researcher Glenn Bryant said that ABC claimed 43.8% of the network radio audience; Westwood One claimed 37.7%; CBS claimed 14.6%, and AURN claimed 3.9%.

In all, ABC captured three of the top 10 adult networks; Westwood One claimed four of the top 10; CBS claimed two of the top 10, and AURN claimed one. Below is a look at the performance of other networks operated by ABC, Westwood One and CBS.

ABC Radio Networks

Four of the five ABC networks lost audience share in RADAR 51, with rock-oriented Excel showing the only increase in audience size. Excel's performance builds on a 19.3% increase in audience in RADAR 50 over the RADAR 49 report.

Meanwhile, the audience declined 6.8% for ABC's Platinum network and declined 5.5% for ABC's Galaxy network in RADAR 51. Yet ABC captured nine of the top 10 network radio programs. ABC News veteran commentator Paul Harvey was again ranked as the top network radio personality in RADAR 51, hosting five of the top 10 network programs.

Westwood One

The audience size of several West-

Radio's top performers

Below is a list of TV and radio station groups ranked by their radio divisions' estimated gross revenue for 1995. Revenue estimates were compiled by industry analyst Jim Duncan in *Duncan's Radio Comments* for August. Estimates are based on the likelihood that several station acquisition deals pending with the FCC will be approved, Duncan notes.

Rank	Group	Total Stations	Est. 1995 Station Revenue
1	Westinghouse/CBS	39	\$509,300,000
2	Infinity Broadcasting	27	\$361,000,000
3	Capcities/ABC/Disney	21	\$273,300,000
4	Evergreen Media/Pyramid	34	\$265,200,000
5	Chancellor Broadcasting/Shamrock	33	\$185,200,000
6	Cox Broadcasting	15	\$145,900,000
7	Clear Channel Comms.	36	\$136,600,000
8	Citicasters/OmniAmerica	28	\$135,000,000
9	Jacor Communications	26	\$130,000,000
10	American Radio Systems	27	\$122,400,000
11	Viacom Broadcasting Inc.	12	\$120,000,000
12	Bonneville Intl. Corp.	17	\$117,500,000
13	Emmis Broadcasting Corp.	8	\$110,000,000
14	Susquehanna Radio Corp.	16	\$104,600,000

wood One networks declined, according to RADAR 51, with listeners 12 and older. Westwood One's Variety network listenership decreased by 8.9%, from 2.17 million to 1.97 million; its CNN+ network listenership dropped 5.3%, from 2.07 million to 1.96 million, and its Adult Contemporary listenership dropped 8.4%, from 1.32 million to 1.21 million.

Among listeners ages 25-54, West-

wood One's Adult Contemporary network lost 12.5% of its audience; Variety lost 20.1%; Country lost 19.7%, and CNN+ lost 11.8% of its audience in RADAR 51 over the RADAR 50 report. However, the Source network gained 3.1% more listeners 25-54, according to RADAR 51.

CBS Radio Networks

While the CBS Radio Network gained

4.9% in audience size, CBS Radio's Spectrum network lost 2.5%, from 1.77 million listeners 12 and older to 1.73 million.

Both CBS networks gained audience with listeners ages 25-54. The CBS Radio Network audience 25-54 climbed 8.7%, from 621,000 to 675,000, and CBS Spectrum increased by .3%, from 980,000 listeners to 983,000 in RADAR 51. ■

R I D I N G G A I N

Limbaugh, KGO win top Marconi honors

Talk radio show host Rush Limbaugh took home the award for "network/syndicated" personality of the year at the 1995 Marconi Radio Awards ceremony, which concluded the National Association of Broadcasters Radio Show in New Orleans on Sept. 9.



Rush Limbaugh

Limbaugh is syndicated by

New York-based EFM Media Corp.

Capcities/ABC's KGO(AM) San Francisco was honored as "legendary station of the year," and Group W's WBZ(AM) Boston was named "major-market station of the year." Radio personality and NAB Hall of Fame inductee Gary Owens hosted the awards dinner and show, with entertainment by The Temptations.

Other Marconi winners were WFBQ(FM) Indianapolis for "large-market station of the year"; WHO(AM) Des Moines, Iowa, for "medium-market station of the year," and WHIZ(AM) Zanesville, Ohio, for "small-market station of the year."

Named local-market "personality of the year" were Jonathon Brandmeier of WLUP-FM Chicago for a major-market station; Bob Kevoian and Tom Griswold of WFBQ for a large-market station; Jerry Carr of WMT(AM) Cedar Rapids, Iowa, for a medium-market station, and J. Douglas Williams and Becky Myles of KWOX(FM) Woodward, Okla., for a small-market station.

Honored as "stations of the year" in their format categories were KOEL(AM) Oelwein, Iowa, for adult contemporary/easy listening; WNNK-FM Harrisburg, Pa., contemporary hit radio; WSIX-FM Nashville, country; WLS(AM) Chicago, news/talk/sports; KKLA(FM) Los Angeles, religious/gospel; KLOK(AM) San Jose, Calif., Hispanic; KEZW(AM) Denver, big band/nostalgia; WCLV(FM) Cleveland, classical; WNWV(FM) Elyria (Cleveland), Ohio, jazz; WWSW-AM-FM Pittsburgh, oldies; KROQ-FM Pasadena, Calif., rock, and WVEE(FM) Atlanta, urban/R&B.

Local radio revenue up 7%; national revenue flat

Radio stations across 100 markets reported an average 7% increase in local revenue in July compared with the same period last year, but those stations also noted little or no increase in national revenue levels for the month.

The updated totals were released by the Radio Advertising Bureau with data collected by the accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

Stations in the Midwest reported the strongest average revenue increase, 8%, and stations in the East reported an average 6% revenue increase for July over the same period last year.

On a national level, stations in the East reported an average 5% increase in revenue totals, and stations in the Southeast reported an average 1% increase. But stations in all other regions reported no increase or a decline in national revenue for July.

RAB President/CEO Gary Fries attributed flat returns in national revenue to soft sales that generally occur in summer months.

"Last May, we predicted that revenue would soften somewhat through the summer months, and July's gains reflect a continuation of that pattern," Fries said. "It is important to keep our perspective and remember that we are building on some extremely strong months in 1994."

ABC sneak preview

ABC Radio Networks executives previewed ABC's latest 24-hour "adult progressive" album-oriented rock format at the NAB Radio Show in New Orleans. The format mixes established rock artists with "blues, reggae and emerging artists," say ABC executives.



Pictured at the meeting are (l-r) Ted Bolton, president of Bolton Research Corp.; Robert Hall, ABC Radio's senior vice president of programing, and Lee Abrams, ABC Radio's managing director of rock programing.

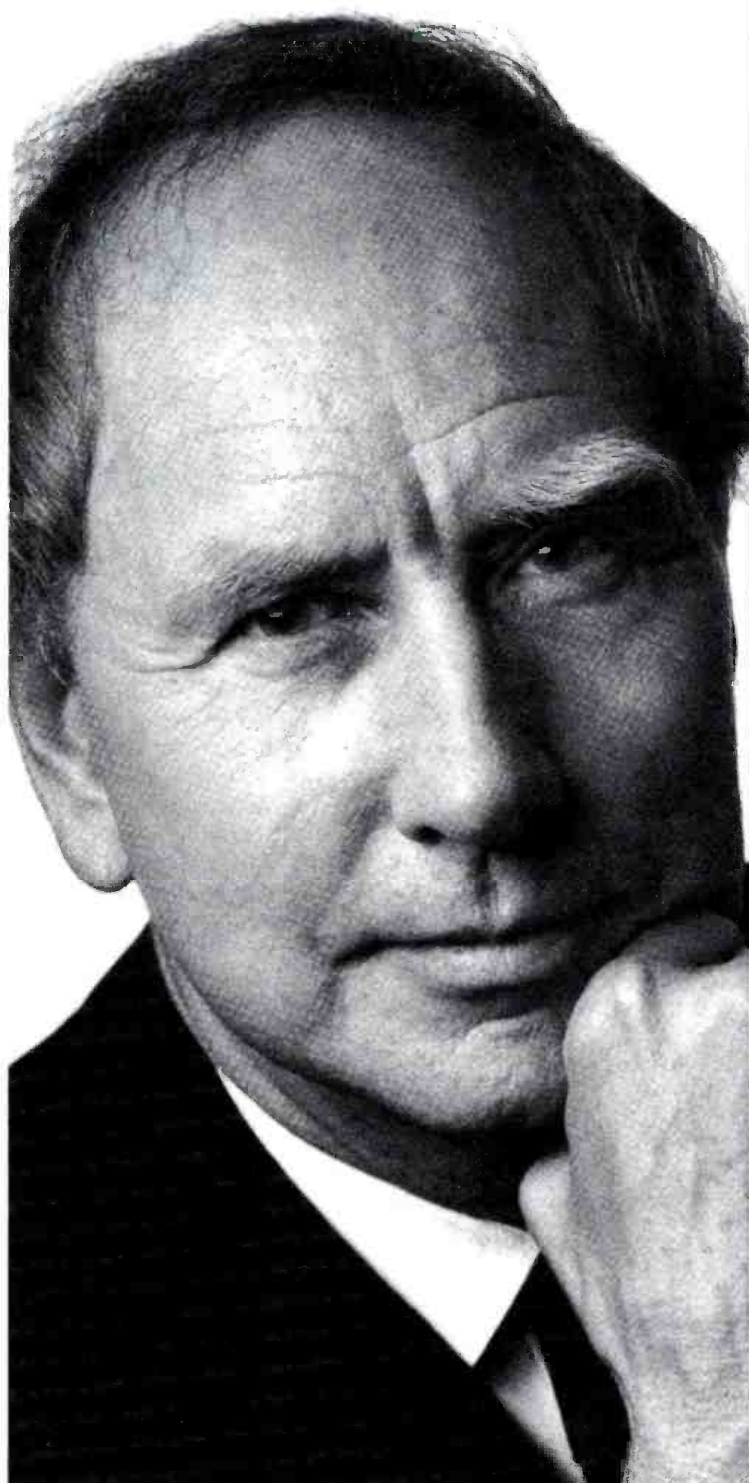
SW Networks to sell success

SW Networks announced its latest talk radio format, "SuccessRadio," before the NAB Radio Show two weeks ago. The 10-hour format features self-improvement and motivational talk shows on career, finance, child-rearing and general advice, among others. There also will be online access for caller interaction. —DP

Rich Frank to head Comcast's new programming arm, C³ /40
Cable posts double-digit boost in first-half ad revenue /40
Manhattan Cable says 20% of its subs want access sex channels /46

Cable

September 18, 1995



“ **Broadcasting & Cable has been, and will remain on my “A” reading list because it represents an excellent balance of news from Washington along with the critical developments in the telecommunications industry.** ”

Glen R. Jones
Chairman and CEO
Jones International, Ltd.

**Broadcasting
& Cable**

Frank links up with Comcast

Will head multimedia programming and acquisition arm

By Rich Brown

Multiple system cable operator Comcast Cable is teaming with former Disney senior executive Richard Frank to carry out the company's long-held desire to build its programming portfolio.

The newly created company, C³ (Comcast Content and Communications), will produce cable, network and first-run syndicated product as well as programming for interactive technologies. In addition to its original production, the Los Angeles-based company plans to create a distribution division that will handle in-house material and product from other production entities. The company also will seek to acquire media-related companies, possibly including other syndicators and production companies.

"If it's the right deal, we have the facilities to raise the capital to purchase almost any company that makes sense," says Frank, who will serve as chairman and CEO of C³. "Comcast has proven itself to be able to raise substantial equity."

Comcast is the nation's fourth-largest MSO, with systems serving 3.4 million subs, but the company's programming holdings lag behind those of other top MSOs such as Tele-Communications Inc. and Time Warner.

Although Comcast so far has not been particularly active in program ownership, says Frank, the company's appetite has been whetted by its newly acquired controlling interest in the QVC home shopping network. (The company in February teamed with TCI on a \$1.4 billion purchase of the outstanding stock not previously owned by the two MSOs.) Comcast also has seen the value that TCI has managed to build into its Liberty Media programming arm, Frank says.

In addition to C³'s new programming initiatives, the company will have oversight responsibility—with Comcast—for QVC. The new company also will assist Comcast with its programming investments in E!, Viewer's Choice, Turner Broadcasting, The Golf Channel, Speedvision, Outdoor Life, Zing, Music Choice, Lightspan and the Sunshine Network.

Frank says Comcast's access to broad distribution—the company serves more than 8 million customers worldwide via wired and wireless telecommunications—could even lead C³ into the development of new cable networks. "If we can come up with a new cable channel, we can get it on the air," he says.

Frank, who most recently served as president of the Walt Disney Studios and chairman of Walt Disney Television and Telecommunications, during the past decade helped build that company's TV operations into an industry leader. He has not yet announced staff plans for C³, but says the company's management structure probably will include about a dozen new hires. ■



Comcast has tapped Rich Frank to head its new programming arm, C³.

Cable numbers are up

Industry posts double-digit ad gains for first half of '95

By Jim McConville

A strong economy, more cable networks and viewers and renewed confidence in television as a good advertising buy are credited for the double-digit increases in ad revenue that cable TV posted for the first half of 1995.

Advertising revenue for ad-supported cable channels increased approximately 13%, from \$813 million to \$922 million, during second quarter 1995, reports the Cable Advertising Bureau. Total cable network ad revenue for the first half of the year rose 14%, from \$1.476 billion to \$1.683 billion.

"Across the board, cable ad sales are substantially higher in the second quarter of this year over last," says Don Stump, vice president, network ad sales, for CAB. "Cable certainly got its share and then some [of advertising dollars]."

Stump attributes part of the increase to new subscribers. "The growth and penetration of cable into homes contributed to some extent because this is all a cost-per-thousand business," he says.

Another factor is the overall economic rebound that began last year and has carried over into 1995. Auto ads, says Stump, remain especially strong.

One TV ad expert says cable is sharing the benefits of network TV's strong 1995 ad market by picking up the overflow. "It's almost like a food chain; we all benefit from a tight market," says Harold Simpson, vice president of research for the Television Bureau of Advertising (TVB), which represents broadcast TV business. "If the major networks are sold out, the money will trickle down to syndication, cable or spot TV."

Such ad sales increases, says Simpson, are a function of ad buyer optimism. "If you're confident that your category is going to show sales increases, then you're confident in spending money marketing your product." Simpson says cable also may have benefited from the fact that "there are simply more cable networks on the air."

This year's cable ad revenue figures, provided by Competitive Media Research (CMR), represent the first set of ad revenue figures that CAB can use as a consistent, comparable base, says

Stump. "The last couple of years we found out that not all the cable networks were reporting data the same way; not all of them were using a broadcast month versus a calendar month."

CAB President Joe Ostrow says the rise in cable viewership this year can be summed up in two words: program variety. He says viewers have switched from broadcast to basic cable in their search for more programming diversity. "People have a broad range of interests, and they want to see them reflected in their TV viewing choices. Cable programmers have responded to filling viewers' desires." ■

Ratings records

Basic cable networks are poised to set prime time viewing records for the 1994-95 TV season. Last week, basic networks recorded an all-time-high 20.2 prime time rating for week 51 (9/4 to 9/11), according to the Cabletelevision Advertising Bureau (CAB). For the 51-week season to date, CAB reports that ad-supported basic cable networks posted double-digit increases in prime time ratings, share and household delivery compared with the same period last year.

Basic cable: season to date (51 weeks)	1994-95	1993-94	% increase
Prime time rating	15.9	14.1	+12.8%
Prime time share	27	24	+12.5%
Prime time U.S. HH delivery	15.2 million	13.3 million	+14.2%

(Rating, share and delivery numbers presented are aggregate averages.)

Wireless cable consolidates

Heartland buys three companies for \$184 million

By Rich Brown

Even as cable system operators are consolidating ownership and building their system clusters, the competing wireless cable business is falling into fewer hands.

Dallas-based Heartland Wireless Communications has just agreed to acquire three companies and two partnerships in deals valued at a total \$184 million. Included in the dealmaking: an \$80.8 million purchase of Cable-Maxx; a \$34 million purchase of American Wireless Cable Systems, and a \$36.75 million acquisition of TechniVision.

Heartland's deal with American Wireless includes the \$13.3 million acquisition of a partnership that holds an 80% interest in a joint venture that owns and operates a wireless cable TV system in Fort Worth. The deal also includes an \$18 million acquisition of the assets of a partnership holding a 75% interest in a venture that owns a system in Minneapolis.

Meanwhile, stockholders of Shelton, Conn.-based wireless cable company People's Choice TV Corp. have approved a merger with Preferred Entertainment, a publicly traded company serving 23,400 subscribers in the greater Chicago metropolitan area. PCTV, which already owned 22.6% of Preferred, is paying approximately \$57.7 million for the company's remaining stock. The deal came just four months after PCTV agreed to a \$10.3

LARGEST WIRELESS CABLE GROUPS			
Company	Subscribers	Market penet.	Homes in service area
American Telecasting	152,600	2.9%	9,700,000
CAI Wireless/ACS Entertainment	122,300	1.7%	19,725,000
Heartland Wireless	89,000	3.0%	10,050,000
People's Choice TV	79,600	1.3%	10,221,000
Wireless Broadcasting System	52,000	5.7%	1,823,000
Cross Country	42,000	10.8%	6,000,000
Transworld Videotron	10,300	0.8%	5,420,000
Wireless Cable of Atlanta	8,500	1.1%	1,510,000
Quality Cable TV	7,600	9.4%	478,000
Wireless One Inc.	4,800	0.7%	4,386,000
National Wireless	0	0.0%	1,330,000
TOTAL	568,700	2.2%	70,643,000

Source: Company reports, Alex. Brown & Sons estimates (as of May 1995)

million acquisition of all the capital stock of Indianapolis-based wireless cable operator Broadcast Cable Inc.

As a result of the deals, Heartland will serve about 90,000 subscribers in Texas, Oklahoma, Louisiana and Minnesota. PCTV will serve about 79,000 subscribers in Chicago, Houston, Detroit, St. Louis, Phoenix and Tucson, Ariz. PCTV also plans to launch wireless cable systems in Indianapolis and Kansas City, Mo., in 1996.

Heartland and PCTV are not the only wireless cable companies building their clusters through acquisitions. American Telecasting—the nation's

largest wireless cable company, with more than 153,000 subscribers—has been on a buying spree of its own during the past two years. And the nation's second-largest wireless cable operator, CAI Wireless, earlier this year announced plans to merge its systems with those of ACS Enterprises and create a combined base of more than 123,000 subscribers.

Industry observers say there are more deals to come. Among systems on the block are those owned by Transworld/Videotron, a wireless operator serving Spokane, Wash.; Tampa Bay, Fla.; San Francisco, San

Diego and other markets. Other wireless systems possibly up for grabs include those in New Orleans, Cincinnati and Knoxville, Tenn.

Helping to spur the growth of the wireless cable business in recent years are a series of public stock offerings as well as favorable rulings in the 1992 Cable Act guaranteeing operators access to TNT and other popular cable programming. One system operated by Cross Country Wireless Cable in Riverside, Calif., has managed to sign 42,000 subscribers while cable system operators serving the area have seen their base decline from 201,000 to 189,000 (according to Cross Country figures).

The wireless cable industry provides service to roughly 750,000 subscribers in the U.S. Subscribers receive up to 33 channels through a set-top box that transforms microwave signals for display on conventional TV sets. Subscribing households also must have a special antenna with a line of sight to the transmission tower. ■

Penthouse, Spice go European

Hook up to create international adult channels; new company will be based in London

By Jim McConville

Penthouse and Spice adult programming channels are headed to Europe via a joint venture between the two programmers' parent companies.

General Media International (GMI), parent of *Penthouse* magazine, and Graff Pay-Per-View have agreed to form a joint venture between Spice, a Graff subsidiary, and Penthouse International, a GMI subsidiary, to distribute adult cable networks outside North America.

The yet-to-be-named subsidiary, to be based in London, will develop adult entertainment networks and program-

CBS/HBO team up

No longer bound by the FCC's financial interest and syndication rules, CBS has struck a deal with HBO Independent Productions that will give the broadcaster a stake in all HIP programming developed for broadcast network audiences.

Under the terms of the two-year deal, CBS will have first look at all programming developed for broadcast by HIP and will own all non-network distribution rights to any program it orders. HIP will be able to pursue other outlets for series not ordered by CBS, but CBS will continue to own an undisclosed piece of those series. The deal also calls for CBS to buy rights to at least two HBO original movies for broadcast on the network following their HBO premiere.

HIP's track record with shows like *Martin* and *Roc* is expected to fit in with CBS's upcoming lineup of urban, contemporary programming. *Martin*, which airs on Fox, is the only series produced by HIP that is currently airing on a broadcast network.

The elimination of the fin-syn rules frees broadcast networks to own a stake in the distribution of off-network series. —RB

Worldwire

The long-awaited Hungarian media bill, which includes all aspects of TV regulation, has hit yet another snag. Politicians have sent the latest draft of the **Bill for Radio, Television and Telecommunications** back to the state media committee for further revision. It's now unlikely that the bill will become law by the fall as was hoped, according to Adam Levendel, director of the Szonda Ipsos media institute. "Everyone ha[d] been promised that the law would come down in early fall, but I don't think it will be passed before the end of the year." Observers say the 200-page draft needs to be shortened to be palatable to Hungary's two-party ruling coalition. "The current draft was overregulated," said Levendel. "The bill need only be 10 pages long." The bill still is expected to mandate the privatization of MTV 2, Hungary's second national channel, and to open the doors to foreign investment.

TVB International, the overseas arm of Hong Kong's TVB terrestrial, has sold its Mandarin-language Talentvision cable network of Vancouver to Rogers Communications of Toronto for approximately US \$3 million. The sale is subject to approval from the Canadian regulators. Talentvision has only a "few thousand" subscribers, according to TVBI officials, and is licensed as a multilingual service.

Baby Bell **US West** has signed a joint-venture agreement with Italian electronics company Olivetti to develop Videostrada, a cable operating company that will launch when Italian cable legislation is in place. Olivetti already has a deal with US West competitor Bell Atlantic to develop Italian business communications services.

Los Angeles-based **E! Entertainment Television** will expand its global coverage, beginning in Australia, where five of its series will be aired on three start-up channels via commercial cable system Optus Vision. The three channels will launch simultaneously on Sept. 20. E! also signed an international distribution deal with Paris-based Reservoir Productions, which is licensing *E! News Week in Review* and *E! Newsfeed*. Furthermore, E! has signed an international distribution deal with UK's Channel 4 to run 10 episodes of *F.Y.E! For Your Entertainment* during the next six months.

France's **TF1** is considering launching a youth cable channel in 1996. The channel would air movies, series and music videos.

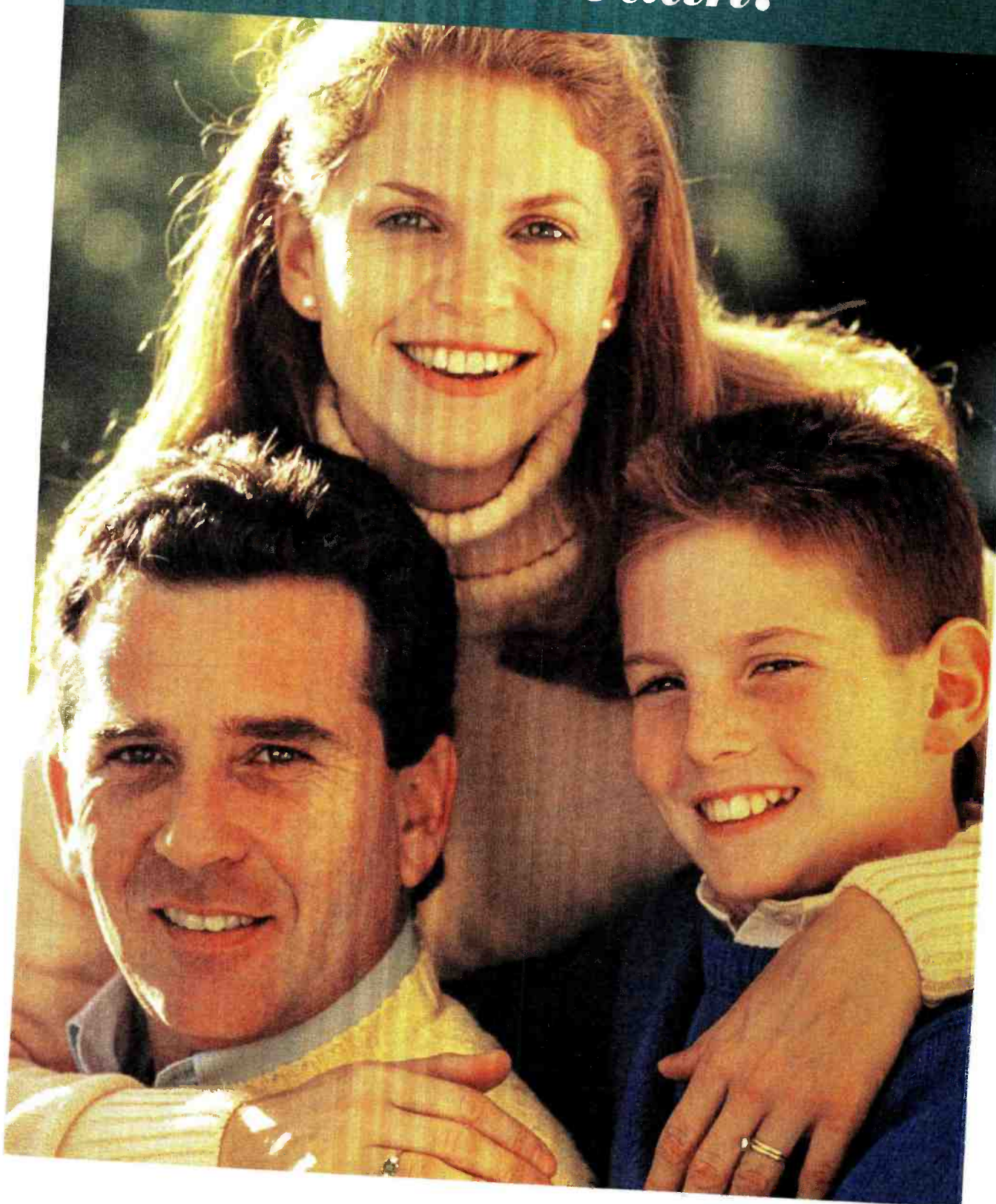
Brazil looks set to get its first home shopping channel by the end of 1995. Globo-owned **MSO Multicanal**, satellite programmer Globosat and retailer Lojas Americanas will invest \$5 million; they hope that annual revenue will climb to \$250 million in five to seven years.

—Debra Johnson, special correspondent

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

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Good Medicine For Your Bottom Line

ing outside the U.S. using the Penthouse and Spice brand names.

Graff Chairman Roger Faherty will be chairman, and GMI Executive Vice President Anthony Guccione (son of *Penthouse* founder Bob Guccione) will be vice chairman of the new company. The deal is expected to be finalized in 30 to 60 days.

Spice will offer its library of adult films and programs, while GMI will supply the Penthouse name, programming, promotion and marketing. The deal also calls for Graff's UK subsidiary, The Home Video Channel Limited (HVC)—which has been distributing Spice programming in Great Britain for the past four years—to distribute the new networks. HVC operates three subscription networks in

Spice will offer its library of adult films and programs, while GMI will supply the Penthouse name, programming, promotion and marketing.

Europe: HVC, The Adult Channel and Eurotica, an explicit adult channel. Distribution will first go through cable systems.

"We have created an adult television worldwide-market network," says Roger Faherty, chairman and CEO of

Graff Pay-Per-View. "The concept is to become the major adult international television network. It takes the strength of the Penthouse brand name, programming and marketing expertise, and the strength of the Spice pay-per-view market both in the U.S. and Europe."

Penthouse's name, to be prominently featured in all channel artwork, Faherty says, will help speed up the closing of distribution deals and increase consumer acceptance.

Programming will be initially delivered via cable and direct-to-home (DTH) satellite, says Faherty. "In Europe there is no conditional access [pay per view] yet. As conditional develops, we will create either a Penthouse pay-per-view network or a Spice pay-per-view network or both." ■

Fans of blue fare speak up

Manhattan cable says 20% of its subs have requested leased-access sex channels

By Rich Brown

At least 20% of Manhattan cable subscribers who want to watch leased-access sex shows like *Midnight Blue* are willing to put it in writing.

Manhattan cable operator Time Warner says that approximately 60,000 of its 300,000 customers have returned postage-paid reply cards requesting that they continue to receive the access channel unscrambled. Time Warner New York City

Cable Group President Richard Aurelio says that the cards, which were mailed to subscribers last month, continue to come in daily.

"It really vindicates the soundness of our policy, which gives each of our subscribers the right to be the ultimate censor of our programming," says Aurelio.

Acting in accordance with the 1992 Cable Act, Time Warner decided in July to make indecent leased-access shows on the Manhattan systems available only to customers who request them in writing. Under the law, cable



Strippers are among the programming favored by at least 20% of Manhattan Cable's subscribers.

system operators can choose to scramble or refuse to carry the indecent shows.

"We chose not to ban it when we had a choice to do it, and this is clear evidence that this is a sound way of approaching the problem," says Aurelio.

Aurelio says producers of sex-oriented leased-access shows should welcome the results of the reply card campaign because they can now prove they have a loyal audience for their programming. Leased-access shows such as *Midnight Blue* and *The Robin Byrd Show* pay Time Warner about \$200 per half-hour for the airtime and recoup their costs through advertisers like escort services and phone-sex lines.

Midnight Blue producer Al Gold-

Yudin moves to Telescene

TV and advertising industry veteran Michael Yudin has moved from Paramount TV to Telescene Entertainment—a move, he says, that will get him back to doing hands-on dealmaking with programers and advertisers.

Last week Yudin was named executive vice president of Telescene Entertainment, a newly formed marketing and production company that will target basic cable production as well as ad-sponsored and international co-productions. The company will specialize in involving advertisers in all phases of show production and distribution.

Yudin, most recently senior vice president of Paramount Television Group, will oversee the company's development and production of movies-of-the-week, specials, miniseries, dramas, children's programs and reality series.

Telescene's strategy: to develop programming concepts tailored to an advertiser's demographic target audience. "The thrust will be to get advertisers involved with programming through the whole life of the show," says Yudin. The first three months, Yudin says, he will be "walking along Madison Avenue" looking for new advertisers. New program development, he says, likely will get started in six to nine months.

—JM

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COMPETITIVE MEDIA REPORTING

stein says he is not happy with the Time Warner reply card campaign and that Aurelio's suggestion that leased-access producers should be happy with the results is "like somebody putting me in an electric chair and asking me if I feel comfortable."

"They have a lot of nerve," says Goldstein. "I hate their guts, and I'm not impressed. It's not that I've got 20 percent; I've lost 80 percent." Goldstein says that he and the New York Civil Liberties Union will be taking Time Warner to court this week to seek

an injunction against the rulemaking.

Scrambling of the leased-access channel is scheduled to begin in October, and subscribers will be able to see the shows only if they return a signed authorization form indicating that they are at least 18 years old. ■

HEADLINES

Republicans in 'Race'

TCI's new *Race for the Presidency* will feature taped segments from Republican presidential hopefuls Senator Richard Lugar (Ind.), former Reagan administration official Alan Keyes, California Governor Pete Wilson and former Tennessee governor Lamar Alexander during its second week. The show, produced by TCI News, a public affairs programming arm of TCI, gives major presidential candidates free airtime. It will run weekly through the 1996 presidential election. The show's one-hour format consists of four 8-minute taped segments submitted by major presidential candidates shown in an order chosen by lot. Tapes are interspersed with political commentary, analysis and criticism. *RFP*'s Sept. 19 show will feature taped footage from President Bill Clinton and senators Phil Gramm (R-Tex.) and Arlen Specter (R-Pa.). Political analysts will include former U.S. interior secretary Don Hodel and former Colorado senator Gary Hart (D).

It's a natural

The Discovery Channel has given the go-ahead to its feature film division to commission 12 additional original hours of natural history programming (estimated cost, \$7 million) to air on Discovery's domestic and international networks beginning in 1997. Discovery's Channel Pictures already is in production on 11 previously announced hours for Discovery (at an estimated cost of \$5.5 million) to begin airing next year.

Ferber has a 'Date'

Lifetime Television has named Laurence Ferber executive producer of the cable network's proposed late-night talk show *Late Date with Sari*. The half-hour nightly show, hosted by Sari Locker, author of "Mind-Blowing Sex in the Real World," will feature "frank discussions of sex

and relationships in the '90s." The show is to premiere Oct. 16 at 12:30 a.m. Twenty-year industry veteran Ferber was executive producer of the *Joan Rivers Show*.

Changing in Boston

New England Cable is changing its affiliation from WFXT Boston to WSBK-TV there, effective Oct. 2. The regional all-news channel will stop producing its 10 p.m. newscast for Fox's WFXT Boston and start producing one for Paramount-owned UPN affiliate WSBK-TV. WFXT plans to create a new news staff that will return to the air in 1996.

'Renewing' Gingrich

Jones Education Network's Mind Extension University (ME/U) will rebroadcast House Speaker Newt Gingrich's *Renewing American Civilization* college course. Starting Sept. 18, ME/U will air the course on Monday for 10 weeks at 3-5 p.m. ET. It also will be shown in one-hour segments for 20 weeks on Sunday at 2-3 p.m. ET starting Sept. 24.

Showtime gets Tyson for commentary

Heavyweight fighter Mike Tyson will stop training temporarily to resume his duties as a boxing commentator for Showtime Entertainment Television's Sept. 16 PPV telecast of the Julio Cesar Chavez/David Kamau fight from the Mirage Hotel in Las Vegas. Tyson will offer ring-side analysis of the WBC super-lightweight championship fight.

AIDS action

Cable Positive, the cable industry's AIDS action group, will help sponsor a nationwide "World AIDS Day" programming campaign on Friday, Dec. 1. This year the nonprofit group is focusing on recruiting local cable operators to help educate cable viewers about HIV/AIDS. The group also

is encouraging all networks and cable operators to air PSAs, schedule AIDS-related programming, make AIDS the topic of original programming for the day or include the topic in talk or news shows.

Infomercial deal

National Media Corp. has reached an agreement to acquire infomercial production company DirectAmerica. The deal calls for National Media to acquire the company for \$7 million of National Media Corp. common stock. The total of its outstanding stock to be issued will be equal to or less than 2.6% of the total stock outstanding on a fully diluted basis. DirectAmerica will become a wholly owned subsidiary of National Media but will keep its name.

MSG, Rangers ready to skate

Madison Square Garden (MSG) Network will telecast 81 New York Rangers games during the 1995-96 National Hockey League season. The 81-game schedule is to include 76 regular-season and five preseason matches. MSG's Rangers coverage will start Sept. 19 with the first preseason game, against the New Jersey Devils. The Rangers first regular-season telecast will be Oct. 7 at 7:30 p.m., when they play the Hartford Whalers in Hartford, Conn.

Turner picks ITEL

Turner Original Productions has struck a deal with London-based ITEL to handle the release of all upcoming Turner Original Productions nonfiction titles (with the exception of *The Cold War*, which will have many global production partners) and the Turner Original Productions catalogue. Newly created National Geographic Television division Explorer International will

Continues on next page

H E A D E N D I N G S

Continued from previous page

distribute all natural history and wildlife programming from Turner Original Productions. ITEL is jointly owned by HBO/Time Warner and MAI Media.

Italian combo

US West International and Italian computer company Olivetti & Co. plan to spend \$4 billion-\$5 billion to design, build and operate regional cable networks in Italy. The joint venture, Videostrada, will be 51% owned by Olivetti.

Inspirational entry

INSP—The Inspirational Network has signed singer Kathy Troccoli and comedian Mark Lowry to host a new

weekly hour-long music/comedy show. *The Mark and Kathy Show* will air Saturdays at 10 p.m. ET, beginning on Oct. 7, as part of the network's Saturday Nite TV: Inspiring Family Entertainment block.

Closer to closing

The Hart-Scott-Rodino antitrust waiting period applicable to the spin-off of Viacom cable systems to Tele-Communications Inc. has expired, clearing an important hurdle on the way to a final deal. Viacom's deal with the nation's top MSO operator is expected to close in first quarter 1996.

tv! gets Ovation

A weekly two-hour block from Ovation—The Arts Network debuts on

TCI's tv! sampler network on Oct. 3. The block will repeat three times: 9-11 a.m., 5-7 p.m. and 2-4 a.m., all ET. Programming in October will include profiles of Peter Sellars, Nina Simone and Fats Waller; performances by Barbara Hendricks and Stephane Grappelli, and a salute to Mozart.

Golf rules

VHI will hold its second annual Fairway to Heaven celebrity golf pro-am tournament on Oct. 15-16 at Summerlin in Las Vegas. The event will feature PGA golfers and members of rock groups, including Black Crowes, Bon Jovi and Van Halen. A special and concert tied to the event will air on the music video network Nov. 11-12. —JM, RB

Continental ponders multiple Homes

May want to multiply success of its real estate/classified channel in Boston

By Rich Brown

Following the success of its local Home Channel in Boston, multiple system cable operator Continental Cablevision is considering launching similar local real estate/lifestyle channels on other Continental systems.

Although there are not yet definitive plans, the idea is being considered by local sales managers at some of the Continental systems. The Boston-based MSO serves 4 million cable homes nationally. A Continental spokesman said he was not aware of any discussions to introduce the format to other regions, but executives within the company have indicated some interest.

Since 1987, Continental's Boston systems have carried The Home Channel, a 24-hour channel featuring classified ads, programs on real estate and vacationing and home-related products and services. Originally just a real estate channel with still pictures, the format has grown to include such shows as *Antiques & Collectibles Showcase*, a new half-hour program that enables consumers to view antiques and collectibles for sale in the Boston area. Other shows that have joined The Home Channel schedule

include a dating show, an auto show and a home services show with plumbers and other guests. Roughly 400,000 Boston-area homes receive the channel via Continental cable systems.

The new antiques show—which, like other shows on the channel, is priced competitively with local print media—alone is expected to make as much as \$150,000 in 1996, according

to Peter Slingluff of Continental Cable Advertising in Boston.

In the wake of the Cable Act of 1992, cable system operators are taking a growing interest in unregulated local sales revenue. Formats like The Home Channel should prove particularly valuable to cable systems as interactivity comes increasingly into play, says Slingluff. ■

TCI, Cox swap systems

In the latest effort by multiple system cable operators to build their system clusters, Tele-Communications Inc. and Cox have signed a letter of intent to trade cable systems representing roughly 600,000 customers.

TCI will receive Cox systems serving some 300,000 customers in the greater Pittsburgh area; Spokane, Wash.; Springfield, Ill.; Cedar Rapids, Iowa; the Moline, Ill./Davenport, Iowa, region, and Saginaw, Mich. Cox will receive TCI systems in Bellevue/LaVista, Neb.; and Council Bluffs, Iowa; Chesapeake, Va.; Scottsdale, Ariz.; North Attleboro/Taunton, Mass.; Lincoln, R.I., and St. Bernard, La.

Whether the deal will include any cash will be determined by the valuation given to the systems, according to a Cox spokeswoman.

Executives at both companies said the swap would give them critical mass in key markets and better enable them to provide a variety of telecommunications services—including telephony and data—in a competitive environment. The deal is expected to close in mid-1996, pending legal and regulatory approvals.

TCI, the nation's largest MSO, is poised to reach close to 16 million subscribers through partially owned and wholly owned systems as well as those from pending deals. Cox is the fifth-largest MSO, with 3.2 million subs. —RB

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Sept. 4-10, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Football	TNT	Sun 8:00p	5,008	7.7 5.2
2. Movie: <i>Almost Golden</i>	LIFE	Mon 8:00p	4,952	7.9 5.2
3. Major League Baseball	ESPN	Wed 11:32p	4,853	7.3 5.1
4. Intimate Portrait: J. Savitch	LIFE	Mon 10:00p	4,733	7.6 4.9
5. Major League Baseball	ESPN	Wed 7:30p	4,662	7.0 4.9
6. 1995 Video Music Awards	MTV	Thu 8:00p	3,946	6.4 4.1
7. O.J. Simpson Trial	CNN	Wed 5:30p	3,039	4.6 3.2
8. O.J. Simpson Trial	CNN	Tue 8:00p	2,953	4.4 3.1
9. O.J. Simpson Trial	CNN	Wed 5:00p	2,797	4.2 2.9
10. O.J. Simpson Trial	CNN	Thu 5:30p	2,760	4.1 2.9
11. O.J. Simpson Trial	CNN	Tue 6:00p	2,647	4.0 2.8
12. O.J. Simpson Trial	CNN	Tue 5:00p	2,621	3.9 2.7
13. O.J. Simpson Trial	CNN	Wed 7:00p	2,598	3.9 2.7
14. O.J. Simpson Trial	CNN	Wed 6:00p	2,596	3.9 2.7
15. O.J. Simpson Trial	CNN	Tue 7:44p	2,562	3.8 2.7

Following are the top five pay cable programs for the week of Sept. 4-10, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: <i>'Speed'</i>	HBO	Sun 8:00p	2,750	11.8 2.9
2. Movie: <i>'Truman'</i>	HBO	Sat 8:00p	1,869	8.0 1.9
3. Movie: <i>'Virtual Combat'</i>	HBO	Thu 9:01p	1,692	7.2 1.8
4. Movie: <i>'Addams Family Values'</i>	HBO	Sun 6:00p	1,656	7.1 1.7
5. Movie: <i>'The Scout'</i>	HBO	Tue 8:00p	1,649	7.1 1.7

EWTN friends want channel

Channel sharing raises ire of fans of religious network

By Jim McConville

The Eternal Word Television Network (EWTN) can't get a word in edgewise. At least that is the opinion of some of its fans, who are petitioning Cablevision to carry more of the religious-programing service.

Citing a shortage of space, Cable Vision Systems Corp. has been piggy-backing EWTN with other networks, including some freewheeling public access shows.

"Friends of EWTN," a group of Cablevision subscribers from Nassau and Suffolk counties on Long Island, have let Cablevision know that they don't like the short shrift given the network or the company it has been forced to keep. The group would like The Eternal Word and other religious programming to have its own channel.

Friends of EWTN's Arnold Pilsner says the group first approached Cablevision in 1992, asking it to expand Eternal World programming from a few hours to a full network. Cablevision replied that it didn't have enough channel capacity, an explanation Friends has a hard time accepting. Pilsner says Cablevision capacity has expanded from 55 to 77 channels since Friends first approached the company. Last February, Friends sent a petition signed by 15,000 Cablevision customers asking that Eternal Word get its own channel.

Cablevision Vice President of Media and Community Relations Charlie Schueller says Cablevision is taking the group's request under advisement but that given Cablevision's limited channel capacity, the group's suggestion may not be logistically possible.

"We've come up with the most creative and effective possible solution," says Schueller, "that is, to give a number of religious and other program services the opportunity to appear on Cablevision. It's a creative but imperfect solution that has much more to do with our channel capacity issue than it does with the quality of any of these services." ■



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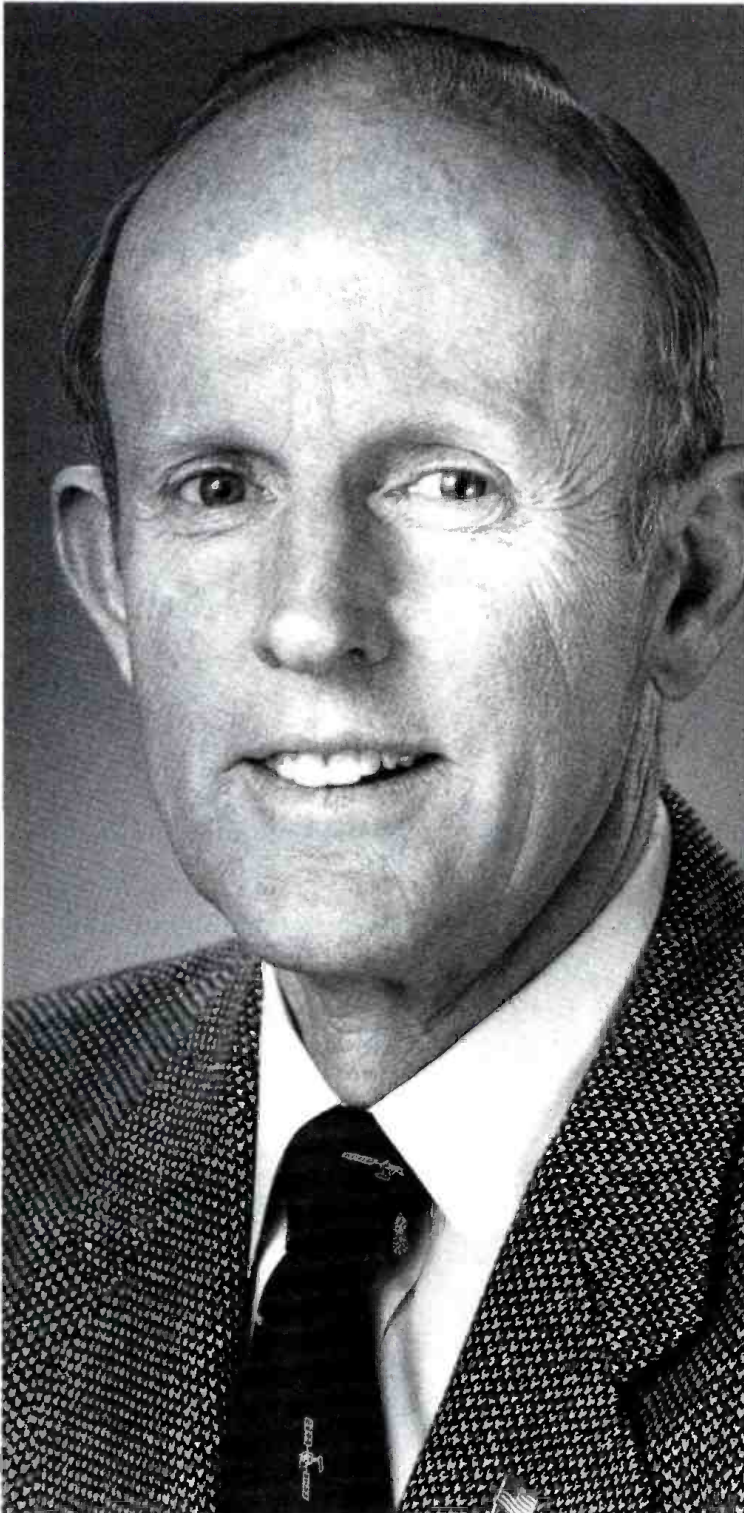
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September 18, 1995

Technology



“Every Monday morning, the first thing I read is **Broadcasting & Cable**. I have been doing this for many years. I read all of the articles that are of interest to me, and I find that I am kept very up to date with what is going on in the industry.”

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

**Broadcasting
& Cable**

Fox, NMT blast off with Sony Starfleet

First all-digital outside broadcast truck tackles the NFL

By Glen Dickson

Fox Sports kicked off its NFL season with another technological innovation, something not as readily apparent to viewers as the "Fox Box" but far more revolutionary to operations fans. The Washington-Arizona broadcast on Sept. 4 originated from National Mobile Television's DX-1, the first truck in Sony's new all-digital Starfleet product line introduced at this year's NAB convention.

"We are very excited as a company to roll out the first all-digital truck to use on a live sporting event," says Jerry Gepner, vice president of field operations for Fox Sports. "We are very optimistic about the quality the truck will bring to broadcasts."

"So far, the quality of video coming back is phenomenal," says Thom Kroon, National Mobile Television senior vice president. According to Kroon, the NFL debut of DX-1 (its first broadcast was a Cincinnati Reds game in August for Bud Sports) represented a unique opportunity to bring "front-



National Mobile Television's DX-1 truck outfitted with Sony digital gear



line technology" out of the studio and onto the sidelines.

"When you look at most sports trucks versus post-production houses or studios, the new technology generally doesn't get into the field until it's been wrung out at other levels," he says.

The truck, built by Mobilized Systems of Cincinnati and outfitted by the Sony Systems Integration group in San Jose, Calif., is a 51-foot model with a 35-foot side section that opens and expands for extra production space. It features the Sony DVS-700 digital switcher, Digital Betacam VTRs, and BVP-700 studio cameras and BVP-750

portable cameras for component or composite digital operation. The new cameras also are capable of switching between 4:3 and 16:9 aspect ratios, making the truck suitable for future HDTV sports production.

After NAB, Sony worked with NMT to build the truck to NMT's specifications, delivering it in mid-August. Other equipment includes a Sony dual-channel DME-3000 for digital effects, a Chyron iNFini! character generator, Canon J55x9 and J20x8 lenses, an RTS intercom system, a 48-input Neve V-3 audio console, and Sony and BTS routing switchers. (A BTS 64x32 stereo

Sony goes mobile, and digital

Sony has made a serious commitment to bringing digital technology to the mobile truck market with its Starfleet line. The Systems Integration group will custom-build (to an extent) OB (outside broadcast) trucks and vans, as well as offering three standard all-digital models.

"It's a function of the level of Sony content," says Sony's Anthony Gargano, senior vice president, broadcast and production systems, of specifying non-Sony equipment. "We're not in the systems integration business to further the goals of our hardware competitors."

Besides the 51-foot model that National Mobile Television is vending to Fox for football coverage, the line includes a 28-foot midsize model that accommodates four to seven people, four cameras and a 24-input audio board; and a 20-foot model that holds two to three people, three cameras and three VTRs.

But does Sony really want to sell trucks, or is it trying to become the digital RCA (before its demise) by providing every piece of the production puzzle?

"Sony's trying to focus on a digital market, and you

have so many analog trucks out there still," says NMT's Thom Kroon, senior vice president. "I really think that their market is stations and post houses."

According to Dan Cole, Sony vice president of systems marketing, the turnkey approach of the truck business coincides nicely with the high-end market Sony is targeting with its all-digital production equipment: "The truck is really the perfect example of this, because the truck business requires so much customization."

But Cole also insists that the truck business is an end in itself, and a growing market at that: "If it's some kind of production system that needs to be mounted on wheels, we will take a look at it, and try to supply it based on our customers' needs."

For now, Sony is getting some nice exposure from Fox Sports and NMT. As Don Wilson, director of engineering for John Crowe Productions in Dallas, points out: "One of the things about mobile people is, we are high visibility. Here you've got NMT going around the country, with television people in every big market out there taking a look."

—GD




Of all the technology used in production, the most important may be the least expensive.

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audio router handles sound.)

According to Kroon, the DX-1 cost NMT roughly \$4.5 million. The company has contracted with Sony for a second truck, DX-2.

"From an entertainment standpoint, you're developing a means to become an extension of a lot of existing post houses," he says. "With a fiber network, you can be tied in directly to some of the major facilities around the country,

which can be recording, manipulating and actually posting a project, and you become a platform for that entity."

Sony is providing extensive training and support for the DX-1, conducting seminars on-site for technical directors and offering a technician as factory support. According to Kroon, Sony is focused on the digital truck market, not the analog truck market. That's an important distinction, especially con-

sidering that NMT operates 20 analog trucks that "still have a lot of life left in them," says Kroon.

To some, it may seem an odd departure for an equipment manufacturer like Sony to be pursuing the mobile market. But not to Kroon. "I don't see it as a negative. That's the strength of the system—that it encourages the advancement of new technology." ■

CBS News holds second 'bake-off'

New tests of tapeless, nonlinear editing start this week

By Glen Dickson

Round two of "Don's nonlinear bake-off" starts this week with Avid, Lightworks, D-Vision and ImMix competing to see which is best.

According to Don DeCesare, CBS News vice president of operations, the second phase of CBS News's testing of nonlinear editing systems has a different format from that of the first "bake-off" conducted this summer. And by the end of the contest, he hopes to have picked CBS's tapeless system for hard news—a purchasing decision that would equate to 75-100 systems over the next three to four years, depending on the rate of implementation.

For phase one, CBS invited four principal nonlinear vendors—Avid, Lightworks, D-Vision and ImMix—to bring in their systems and personnel and work with CBS staffers, who were completely unfamiliar with the systems.

"We put them all in one room, gave them all the same CBS News material, and told them to digitize and edit it," DeCesare says. Comparisons of the final products determined the winner.

On the basis of those tests, CBS News initially bought 13 Avid Media Composers to handle offline editing for *60 Minutes*, *48 Hours* and *CBS Special Reports* (BROADCASTING & CABLE, Aug. 14). The final purchase will top 40 systems, says DeCesare: "In the course of the next six to nine months, there will be no tape there."

But according to DeCesare, CBS News didn't think that any of the systems tested in phase one were ready for hard news. Hence another bake-off, with a completely different *modus operandi*.

For the second round, CBS News will keep the systems for up to two months to test them in the hard-news environment. "We're going to have all four of the competitors back, and their mission

going in is very simple—you need to bring us a production system, not a prototype or mock-up," says DeCesare.

The four systems to be tested are Avid's Newscutter, Lightworks' Newsworks, D-Vision's OnLINE and ImMix's TurboCube.

"What we're really trying to decide is if there is any nonlinear editing system on the market that we would buy and use, in effect throwing out our tape systems as we go along," says DeCesare.

The plan is for vendor personnel to work with CBS News staff editors for a week or two and then leave. The equipment will stay with CBS for the network's own evaluation over four to six weeks. DeCesare would like to be able to make a purchasing decision by Nov. 1, which would enable him to spend money in both late '95 and early '96 and make "a very big move."

"I'm really hopeful that these new products—that are now production products—are ready to go straight to air on the CBS television network on a regular basis," he says. If none of them are ready, CBS News simply will hold off. DeCesare also says that CBS News might choose a vendor it feels comfortable with and then install its system in a "confined environment," such as a news bureau, if it is not 100% sure.

Choosing a nonlinear system doesn't mean that CBS News is concurrently deciding on a server playback product, and DeCesare isn't worried about future compatibility between systems: "I don't see that as a fatal issue."

He also isn't concerned about future disk-based acquisition being a compatibility problem, hinting that others besides Avid are developing tapeless cameras. That purchasing decision lies years off, he says, unlike nonlinear editors. ■

D-3 takes a dive

Sea Eagle Productions, a production and post facility in Maui, Hawaii, has purchased two Panasonic AJ-D310 D-3 camcorders for underwater photography. "D-3 surpasses even film in some ways, particularly with its breathtaking color-capturing abilities," says Sea Eagle President Captain Steve Hogan. The company is currently using the digital composite

camcorders to shoot *Captain Hogan, Seas*, an environmentally focused TV series. It uses an AJ-D340 D-3 studio VTR to download material into a D-Vision editing system for offline work, while online duties are handled by an AJ-D350 deck at associate facility Lewis & Lewis.

Hogan operates the AJ-D310 camera via external pause/release controls on the custom housing designed by Jay Mar Engineering. "The secret of underwater work is that you have to be your own zoom," he explains. "For the most part you stay in wide angle and get close to your subject." —GD



Green light seen for Grand Alliance system

HDTV transmission standard poised to go to FCC

By Chris McConnell

After eight years, HDTV standard setters are forecasting a smooth ride to the FCC for their advanced TV transmission system.

The group charged with recommending a new TV standard plans to wrap up its work on Nov. 28 by recommending the Grand Alliance advanced TV system to the FCC as the broadcast industry's next transmission standard. Although some policy and technical objections linger, participants in the Advisory Committee on Advanced Television Service (ACATS) do not expect them to block their plans to send the standard to the FCC in November.

"I'm not anticipating any big problems," says ACATS Chairman Richard Wiley, who plans to send a draft of the group's final report to committee members before the meeting to uncover any objections.

Earlier this month, Wiley cited some of the remaining issues in a letter to committee members announcing the Nov. 28 meeting. Among them were cable industry objections to flexible use of the digital TV broadcast spectrum.

The National Cable Television Association earlier this year sent the FCC a series of questions on the issue, including a question on whether flexibility "will defeat HDTV." NCTA executives say they have no plans to put such questions to the Advisory Committee. Wendell Bailey, NCTA's representative to the committee, says he is focusing on technical issues of the Grand Alliance system and not the policy concerns.

Bailey still objects to the decision by the Advanced Television Systems Committee (ATSC) to approve a document describing the Grand Alliance system before examining the results. Bailey still is studying the results, but so far cites no serious concerns with the Alliance system: "We don't have a whole lot to say about it."

Others do, and they plan to take it up with the FCC. The American Society of Cinematographers, for instance, is pushing for a 2:1 aspect ratio rather than 16:9 used in the Grand Alliance system.

"We feel that we have to make the case to the FCC," says ASC Vice President Steven Poster. He says that the cur-

rent aspect ratio "flies in the face of 40 years of [film] production."

"That ship has sailed," responds Joseph Flaherty, who chairs the technical subgroup overseeing the Grand Alliance system development. But Flaherty says that November's vote may not be unanimous. He cites objections from Apple Computer, which long has targeted the Grand Alliance decision to include an interlaced scanning format along with a progressive format. The company says the inclusion of interlaced scanning will impede interoperability with computers.

"There's a lot of strong feeling out there," Flaherty says. ATSC Chairman James McKinney also cites the interlaced scanning issue as a potential subject of discussion, but says that Apple and others will have a chance to make their objections to the FCC.

Next month Flaherty's group will



A Grand Alliance engineer makes final adjustments to an HDTV transmitter.

hold its own vote on approving the system before passing it on to the full Advisory Committee. He says one lingering technical issue concerns the Grand Alliance transmission subsystem.

Alliance participants are considering a proposed upgrade. Although the change might boost the system's performance, it was not tested at the Advanced Television Test Center. Flaherty says the group will need to make a "reasoned judgment" on approving upgrades that have not been lab-tested. ■

Digital Courier connects radio stations, studios

Two-way digital transfer is replacing overnight couriers

By Glen Dickson

Attention, traffic managers and commercial producers and distributors. The days of frantically dubbing tapes and sending them by overnight courier may be over.

A new service—Digital Courier International in Burnaby, British Columbia, owned by Canadian phone giant BC TELECOM—is offering high-speed, two-way digital transfer of audio and text files over ISDN lines. The goal is to link radio stations, studios and duplication houses electronically, letting them send commercial material and business communications in minutes instead of overnight. And according to early system users, the cost is comparable with that of the old mail pouch.

"It's very competitively priced with other couriers," says Wayne Kozak, owner of Vancouver-based KOKO Productions, a commercial studio. "I do a lot of business with Ogilvy/Mather in Los Angeles for the Mattel toy spots, and quite often there are times when I have to get demos down to them, and it's got to be there that day or the next morning. This way I can just send them digitally down the wire to Los Angeles, and they get them right there in the mixing suite."

For a onetime installation fee of \$250, DCI provides a 486 PC with an audio codec and four hours of audio storage, an ISDN card and the best available line (ISDN or Switchview 56 kilobits). The company pays for the line each month; the user pays for each send, but spends nothing to

receive.

The rate for transactions depends on the urgency of the send: DCI offers one-, two-, and four-hour delivery rates, as well as overnight. Jim Huste, director of engineering and operations for WOR(AM) New York, says the rates for super-fast delivery aren't appreciably more than those of FedEx, which can't approach DCI's speed.

"The whole beauty of the system is high-speed turnaround," he says.

According to DCI Director of Marketing and Products Remy Kozak (no

relation to Wayne), the main advantage DCI offers over competing satellite and Internet distribution providers is the two-way communication, made possible by the audio codec. "They could send out, but nobody could send anything back to them," he says.

The service went into trials in Canada more than a year ago, and today has hooked up roughly 75% of the "viable Canadian market," according to



Digital Courier International sends digital audio over a two-way network, connecting production houses to radio stations.

Kozak. Besides distributing spots, DCI has been used to send short programing segments, exchange scripting ideas, bring in remote voices, and exchange e-mails, he says.

"It also gives you the ability to send out a commercial if you actually produce it," says Kozak. "Many radio stations in medium markets produce their own commercials for a client, and the client will say: 'I'd like to get this out to four or five other stations

in the market and do a bigger buy.' They now can send it directly instead of making up tapes."

Kozak says a service like DCI is now feasible because of the increased penetration of ISDN and the falling costs of PCs and storage drives. He notes that the move to a standard for audio compression is another market force. DCI uses ISO MPEG-2: "That's the one that looks like it's going to win out for DAB," he says.

"Right now, we only do 6 to 1, at about 128 kilobits per second per channel for stereo," he adds. "There's no perceptible degradation of the sound even after multiple compressions."

The future reality of digital audio radio is definitely part of the game plan. "We can decode anything that's sent, or we can encode and have the regular decoders decode it, so there are no real barriers created by that, and there are loads of opportunities," Kozak says. "Our system could be used to download the information to the radio station that they might want to put on their DAR transmissions."

The biggest stumbling block to DCI is its low level of implementation in the U.S. Several American stations and duplication houses say they are waiting for their clients and customers to get connected. Kozak admits "it's a chicken-and-egg situation," and says that DCI is trying to heavily promote the service in the larger U.S. markets.

Doug Macdonald, MIS manager for Standard Radio, which operates CFRB(AM)-CKFM-FM Toronto and stations all over Canada, says that DCI saves him from filling spot orders by making "80 dubs, sealing 80 envelopes and creating 80 mailing labels." But he says the service's real strength is that it can operate unattended, unlike a satellite downlink.

Macdonald's only word of caution: Because DCI can distribute so many spots so quickly, ad agencies buying time must stay in close contact with radio stations to keep on top of the insertion rotation, either by phone or fax; "the service could use a link there." ■

Live from the nose cone



WUSA(TV) Washington, the Gannett-owned CBS affiliate, created an innovative live shot from the nose cone of a WWII B-17 Flying Fortress for a recent story about World War II aviation. The transmission was made when the plane had a 55-mile flight path from the nation's capital. WUSA microwave technician Bill Cleemann rigged a portable 2 ghz microwave transmitter and aimed a short directional antenna through the windows of the plane. For the receive site, WUSA used a NORAD steerable dish, tracked manually from Washington. Sony wireless mikes and wireless Electrosonic IFBs were used for audio to avoid extensive setup wiring. Even though the plane was flying at 3,500 feet, the picture from cameraman Greg Guise's Sony BVP-300 was crystal clear.

—GD

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It All Makes Sense In
MEDIAWEEK

News Corp. broadens its Latin America footprint

It lines up Ku transponders on Intelsat 708, set to launch this fall

By Chris McConnell

News Corp. has added a piece to its Latin America DBS project. The company has booked up to 11 Ku-band transponders on an Intelsat satellite scheduled for launch this fall. News Corp. is spending more than \$100 million to secure the transponders for five years, and says it will use the capacity to deliver direct-to-home programming from the U.S. and Brazil throughout Latin America.

The exact number of transponders News Corp. holds will depend on how the company configures its 960 mhz of capacity on the satellite, says David Liddle of Intelsat U.S. signatory Comsat. Liddle, Comsat's director of broadcast services, says News Corp. could use 9-11 transponders on Intelsat 708. Signals from the transponders will be received by 24-inch dishes.

Liddle says that the satellite's steerable spot beams will allow News Corp. to pinpoint the most lucrative satellite TV audiences in Latin America. "It pro-

vides the most flexibility," Liddle says of the Space Systems/Loral-built bird, which is scheduled for a November launch onboard a Chinese Long March rocket and will reside at 310 degrees east.

The transponder deal follows News Corp.'s July announcement of a partnership with Brazil's Globo Organization to develop a direct-to-home satellite TV business in Latin America. Globo holds a stake in Brazilian broadcaster Globo de Televisao, pay cable programmer Globosat and Brazilian MSO Net Brazil (BROADCASTING & CABLE, July 17).

The companies hope to launch their service early in 1996, the same target set by the Hughes Galaxy Latin America venture and PanAmSat's Galavisio Latin America DTH project. Galaxy Latin America initially plans to deliver 144 digital channels to the region from 24 Ku-band transponders, while PanAmSat plans to start with 120 digital channels.

Liddle says News Corp.'s transpon-



News Corp. has booked up to 11 Ku-band transponders on Intelsat 708 to launch in fall.

ders could deliver 44 or more digitally compressed channels.

"It's a good first step," DBS industry consultant Michael Alpert says of the transponder deal. But he adds that News Corp. will need more capacity to compete with Hughes and PanAmSat throughout Latin America.

"It really depends on how they decide to divide up the channel capacity," says industry consultant Susan Irwin. Irwin says News Corp. could deliver a competitive service to Brazil's market if it devoted all of the capacity to the country. Galaxy Latin America, for instance, has said it will devote about half of its 144 channels to Portuguese-language programming. PanAmSat will divide its 120 channels into 30-channel packages for different regions in Latin America.

Alpert agrees that the News Corp. transponders, if focused on one region, could allow the company to compete with one of the rival DTH packages. "Clearly they'll go after Brazil first," he says.

Alpert also speculates that the venture faces a potential pitfall in the Chinese Long March rocket scheduled to launch the satellite this fall. The mission will be the rocket's first since a launch failure destroyed China's Apstar-2 satellite earlier this year. The launch company and satellite manufacturer later blamed the accident on a rapid shift in wind conditions.

"I'd be nervous," Alpert says. Comsat's Liddle says his company is satisfied with the launcher's reliability. ■

Newt checks out cable telephony



House Speaker Newt Gingrich paid a visit to Northern Telecom's (Nortel's) Alpharetta, Ga., office complex to test the Cornerstone Voice Port, a product that will enable cable television companies to offer their customers local telephone service over existing coax cable. In addition to supporting basic voice telephone service, Cornerstone Voice can deliver advanced services such as caller ID and interactive screen-based services such as home banking or shopping. Gingrich also tested new video-switching and transmission systems for interactive distance learning and desktop videoconferencing in Nortel's Network Application Center.

—GD

Cutting Edge

By Glen Dickson

ImMix is introducing the VideoCube Lite, a nonlinear online system that integrates the new PCI-bus 7200 Power Mac and delivers real-time functionality for \$33,500. "The integration of the new PCI-bus Power Mac into ImMix workstations means that customers can realize additional cost savings through the use of PCI-bus boards and peripherals, instead of NuBus products," says ImMix President Randy Hood. The standard VideoCube Lite system includes storage for one hour of online-quality video and two hours of CD-quality audio.

NFL Films has bought an NVISION NV3512A Asynchronous Digital Audio Router System for the company's Mount Laurel, N.J., facility. The new router replaces an NV3064 system, and offers 160x160 AES/EBU-format digital ports for audio input and output routing between NFL Film's video edit suites and central machine room, under serial control from a master video router.

Keystone Communications is providing CNBC with Pacific Ocean region transmission services between CNBC's Hong Kong and Fort Lee, N.J., bureaus. Service is being provided via Keystone's Pacific Skylink, a transpacific video transmission service operated by Keystone and Asian partners KDD of Japan, Hong Kong Telecom and Korea Telecom. The service is provided via the Intelsat POR satellite at 180 degrees east. Keystone already provides full-

time uplink services for CNBC and America's Talking from its teleport facility in Staten Island, N.Y.

Zenith is making a big push in the Mexican cable market with its Hipervision line of addressable cable products. The Paymaster



A Zenith Paymaster addressable add-on cable decoder box.

is an addressable add-on decoder for easy-to-upgrade addressability. It adapts to any non-volume cable RF converter, adds phase modulation security and pay-per-view capability and offers audio masking for additional security.

Tribune's KTLA(TV) Los Angeles has installed three networked D-Vision Pro 2.2 offline nonlinear editing systems. The systems will be used to produce offline comedy and television movie promotional spots. Local supplier Metro Video Systems sold the systems and provided a 100MB Ethernet running on a Novell network server to give instant access to digital footage by multiple producers. "By networking three offline editing bays together, we have been able to

decrease our online editing time by as much as 50%," says Frank Piantini, assistant director of advertising and promotions.

Dielectric Communications has received a major order for four antenna systems from group owner LIN Television Corp. Dielectric will design and supply antennas and transmission line components to VHF stations WTNH-TV New Haven, Conn., and WAVY-TV Portsmouth, Va., as well as equipment to two UHF's. The VHF systems are specifically designed to accommodate a future top-mounted HDTV antenna and include custom "stacked" circularly polarized antennas.

Telesat Canada and Hughes Network Systems have introduced DirecPC,

the digital satellite broadcast information service, in Canada. DirecPC offers fast delivery of data via Telesat Anik satellites to desktop PCs using a small dish antenna and receiver kit created by Hughes. The service, to be marketed by Telesat, will begin Oct. 1, allowing subscribers to access live video feeds, new computer software and Internet files at up to 12 megabits per second.

The DI Group, a Boston-based broadcast design company, has created a new show open for WTTG(TV) Washington's *Fox Morning News*. The DI Group's design and production team spent three days on the streets of Washington shooting live action to create a



cityscape of the nation's capital and surrounding areas at dawn. An Avid nonlinear system was used for the offline work.

Spectral Inc., the digital editor and workstation provider, has formed a strategic alliance with Broadcast Electronics, maker of the AudioVAULT Digital Audio System. Spectra's Prisma editing system can now be used to produce sound files for use with BE's AudioVAULT, and then transfer it seamlessly via a Wide Area Network. "Both systems run concurrently under Microsoft Windows and can operate together on a single computer network," says Spectral Co-chairman Tom Jorgenson. "Files do not need to be transferred via 'sneaker net.'"

The Emergency Alert System, mandated by the FCC to replace the antiquated EBS, has successfully completed a second round of tests in California. The latest test was conducted between KCBS(AM) San Francisco and Viacom's Castro Valley cable system. A routine monthly EAS test was originated at KCBS using TFT Inc.'s model 911 EAS encoder/decoder, then decoded and recorded at the Castro Valley cable headend. A simulated demo alert message was then originated at KCBS and received and recorded at Castro Valley; the cable system's audio and video programming was automatically interrupted by a display of the test message text.

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Interactive

Microsoft sees 'broadcast PC' evolving soon

Mundie tracks evolution from midband to interactive TV

By Mark Berniker

For Microsoft, all roads lead to the PC. And the software giant is eager to see television technology folded into the personal computer.

"In the future, any standard PC will have some kind of digital broadcast receiver connected to it [or embedded in it] that would allow it to receive broadcast video plus any data transmitted in conjunction with the picture," says Craig Mundie, senior vice president, Microsoft's consumer systems division.

Microsoft expects that mini-digital broadcast receivers, which will bring

broadcast and cable television to the personal computer, will be built into PCs. But the company does not say what it will cost PC manufacturers to incorporate this technology or when those devices will arrive on the market.

"We expect there is going to be a lot of utility in having computers with digital broadcast receivers, [bringing] television inside the PC," says Mundie.

Mundie envisions the market evolving from today's narrowband online market—which allows for low-speed access to the Internet via telephone lines—to higher band-

width applications with the advent of the "broadcast PC."

Under this scenario, personal computers increasingly would incorporate video and audio using faster modems over the telephone network or with cable modems from the major cable operators.

Mundie says it will take a few years for the telephone and cable infrastructures to change to high-capacity broadband networks and that it is a "long-term expensive proposition to build broadband ATM networks.

"The fact is that the networks are not ready yet, and so we are starting with tools to get the content community started on the Internet and with The Microsoft Network for a series of midband applications," says Mundie.

Microsoft is trying to stay flexible as the technology evolves by working not only with telephone and cable companies but also with direct broadcast satellite providers and wireless cable systems to deliver data to PCs, Mundie says. "If you are a content company with a rich video-asset base, then in

the next year you may see the digital broadcast system work in concert with the MSN and the Internet [and evolve] toward video on demand and interactive television in the future."

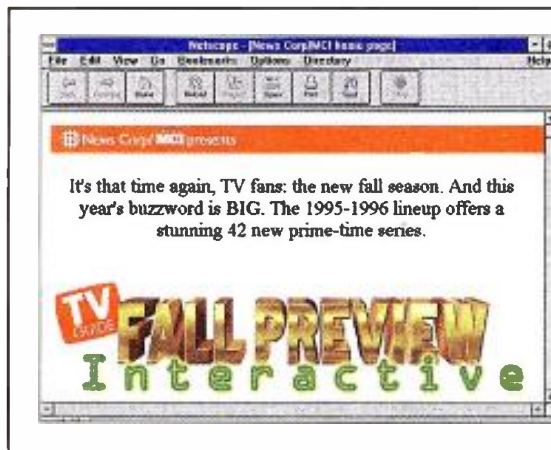
Although Mundie says that interactive television is still at least a few years away, Microsoft is committed to a plan to facilitate its development over broadband networks.

Mundie says the company's interactive TV testing is on schedule. Microsoft is running its MITV software in Redmond, Wash., and will expand to three more trial sites next year. The sites will test different network architectures to insure that Microsoft's interactive TV software will operate in all of them. Mundie says Microsoft also is working with NEC and Sony to create digital set-top boxes that will be compatible with Microsoft's software.

Microsoft's trial sites are Seattle, where TCI will use an upgraded hybrid fiber/coax (HFC) network; Richardson, Tex., where SBC Communications will use fiber-to-the-curb (FTTC) architecture, and outside Tokyo, where Microsoft will experiment with NTT using the fiber-to-the-home (FTTH) network.

After these preliminary trials, Mundie says, Microsoft will roll out beta tests in a half-dozen other cities through 1996 and into early '97. He says interactive TV will begin to arrive in consumer homes in 1997 with a series of metropolitan rollouts planned.

Mundie describes the task of creating interactive TV servers, networks, set-tops and the software for all those pieces as "incredibly complicated." **TW**



'TV Guide' previews new season

News Corp./MCI Online Ventures has debuted *TV Guide Fall Preview Internet* on the World Wide Web. The site provides detailed coverage of the new fall season and was created by TV Guide Online, which will debut later this fall on News Corp./MCI Online Ventures service. The site will include Steve Reddicliffe's "Rants and Raves" online TV gossip column, audio clips and photos from several new series. The site can be reached at either <http://www.delphi.com> or <http://www.internetMCI.com>.

Online Services

Industry bands together to head off cybersmut

By Mark Berniker

Twenty-two companies that stand to gain from the growth of the Internet will work to create ratings standards that may allow parents to block their children from accessing sexually explicit and other objectionable material available on online networks.

The companies are part of the World Wide Web consortium at the Massachusetts Institute of Technology and include Microsoft, IBM, Apple, AT&T, MCI, Time Warner, Netscape and Via-

com's Nickelodeon, along with the major online services America Online, CompuServe and Prodigy.

This action comes as Congress will consider two bills within the next two months that would impose rules concerning sexually explicit and other offensive content accessible over the Internet. A House-Senate conference committee will hammer out differences in just how obscenity, pornography and illicit information are to be regulated by the government.

The MIT-backed consortium says it will set some standards within a year, but details

on the plan are not available. It is expected that Internet information providers will rate their own products or an independent ratings system will be developed.

Other companies involved in the Internet ratings project include Center for Democracy and Technology, Information Highway Parental Empowerment Group, Information Technology Association of America, Interactive Services Association, Open Market, Progressive Networks, Providence System/Parental Guidance, SafeSurf and Surfwatch Software.

T.M.W.

Interactive

How do you spell radio?: WWW

The Internet Radio Directory, Part 1

Radio stations around the country have taken to the Internet, offering cybersurfers a look at their disk jockeys, playlists, promotions and local news and information.

Over the next few weeks, Telemedia Week will publish the World Wide Web addresses (by state and city) of the more than 200 commercial stations that have posted home pages to attract more listeners and advertisers.

Sources for the directory include the stations and several existing online WWW directories, including MIT's (<http://www.mit.edu:8001/activities/wmbr/otherstations.html>).

Stations with sites not listed are invited to send their addresses to Telemedia Week's Mark Berniker: M.Berniker@B&C.cahners.com (Internet) or 212-337-7028 (fax).

WEUP-FM Huntsville, Ala.

<http://iquest.com/~weup/>

KMXS(FM) Anchorage

<http://www.corcom.com/mix/mix.html>

KEKO(FM) Green Valley, Ariz.

<http://biz.rtd.com/keko/>

KDKB(AM) Mesa, Ariz.

<http://www.netwest.com/kdkb>

KIDR(AM)-KHTS(FM) Phoenix

<http://www.getnet.com/kidr/>

KEDJ(FM) Sun City, Ariz.

<http://www.getnet.com/kedj/>

KZON(FM) Phoenix

<http://www.kzon.com/>

KSLX(FM) Scottsdale, Ariz.

<http://165.247.199.87>

KUPD-FM Tempe, Ariz.

<http://www.netwest.com/kupd/>

KLPX(FM) Tucson, Ariz.

<http://biz.rtd.com:80/klpx/>

KURB-FM Little Rock, Ark.

<http://dragon.axs.net/b698.5/>

KFTH(FM) Marion, Ark. (Memphis)

<http://memphis.accessus.net/~flinn/dre.html>

KDRE(FM) North Little Rock, Ark.

<http://www.accessus.net/~flinn/dre.html>

KEZY(FM) Anaheim, Calif.

<http://kezy.com/>

KRAB(FM) Green Acres, Calif. (Bakersfield)

<http://www.lightspeed.net/~krab/krab.htm>

KPIG(FM) Freedom, Calif.

<http://www.kpig.com>

KCBS-FM Los Angeles

<http://www.arrowfm.com>



KPIG home page

Calendar

Sept. 19—CTAM New York Blue Ribbon Breakfast with Bell Atlantic's Ray Smith, sponsored by CTAM New York. The Rainbow Room, New York. Contact: Lloyd Trufelman, (212) 818-9151.

Sept. 21—The New Media Landscape from a Telco Perspective, sponsored by International Radio & Television Society Foundation Inc. The Waldorf-Astoria Grand Ballroom, New York. Contact: Monica Damicone, IRTS Foundation, (212) 867-6650 ext. 305.

Sept. 26-28—Third International Interactive Television Conference, sponsored by BIS Strategic Decisions. The Montreux Palace, Montreux, Switzerland. Contact: Suzy Shavin, 44-1-582-405678.

Sept. 27—BROADCASTING & CABLE Interface IX, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

Oct. 12-13—Online Strategies for Broadcast and Cable Programming, sponsored by AIC Conferences and the National Association of Broadcasters. The Mark Hotel, New York. Contact: (212) 952-1899.

Oct. 22-25—The 6th Conference on Interactive Marketing, sponsored by Interactive Marketing Communications. Marriott Camelback Inn, Scottsdale, Ariz. Contact: Brooke Ortiz, (714) 489-8649.

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

Oct. 26-27—Defining the Digital Consumer IV, sponsored by Jupiter Communications. Marriott Financial Center Hotel, New York. Contact: Harry Larson, (212) 780-6060.

Nov. 16-17—Broadband Deployment Strategies, sponsored by Institute for International Research. The Drake Hotel, Chicago. Contact: (800) 999-3123.

Sci-Fi Channel debuts Spanish access

The Sci-Fi Channel has created a Spanish-language section within "The Dominion" Internet site. Online users now can communicate in Spanish with other science fiction enthusiasts, and with USA Networks Sci-Fi Channel. The site can be reached at <http://www.scifi.com>.

TCM launches interactive Web site

Turner Classic Movies has debuted its Internet site on the World Wide Web, making it the first TBS entertainment network to set up an Internet site. It can be reached at <http://www.turner.com/tcm/>. The site will include photos of classic movie stars and stills from films in the Turner archive. The site also has links to more than 100 entertainment-based sites.

Time's News Exchange signs quote provider

Time Inc.'s New Media Group says PC Quote Inc. will be the exclusive provider of on-demand stock quotes for The News Exchange. The Exchange is an interactive cable TV, video news-on-demand system that provides customized news and information, including sports, weather, personal finance, health and entertainment reviews, all controlled by the cable subscriber. The News Exchange will be one of a series of new services offered over Time Warner Cable's Full Service Network in Orlando, Fla.

RadioShack, VideoGuide sign distribution deal

Tandy Corp.'s RadioShack division this fall will introduce VideoGuide at its stores. VideoGuide offers a seven-day on-screen TV program guide, one-button VCR recording and a suite of information services using a wireless receiver connected to any television set. The units are expected to cost less than \$100.

KFI(AM) Los Angeles
<http://www.primenet.com/~huh/kfi.html>

KIIS-FM Los Angeles
<http://www.gointeract.com/radio/kiis/kiishome.html>

KROQ-FM Los Angeles
<http://www.delphi.com/KROQ/>

KRCQ(FM) Monterey Bay, Calif.
<http://www.q92.com/>

KCBQ-FM San Diego
<http://www.kcbq.com/>

KIFM(FM) San Diego
<http://www.kifm.com/>

KDFC-FM San Francisco
<http://www.tbo.com/>

KFOG(FM) San Francisco
<http://www.hooked.net:80/users/kfog/>

KITS(FM) San Francisco
<http://www.hooked.net/alex/radioa.html>

KJAZ-FM San Francisco
<http://www.dnai.com/~lmcohen/kjaz.html>

KKSF(FM) San Francisco
<http://www.tbo.com/>

KPIX-FM San Francisco
<http://www.kpix.com/>

KSFO(AM) San Francisco
<http://www.ccnet.com/laporte/>

KQSB(AM)-KTYD(FM) Santa Barbara, Calif.
<http://www.ktyd.com/ktyd>

KSCO(AM) Santa Cruz, Calif.
<http://www.radionet.com/audio/html/>

KBPI(FM) Denver
<http://www.rmii.com/kbpi/>

KRFX(FM) Denver
<http://www.rmi.com/thefox>

WPKN(FM) Bridgeport, Conn.
<http://www.wpkn.org/wpkn>

WASH(FM) Washington
<http://www.cais.com/kevingosset/kevintheam.html>

WRUF-FM Gainesville, Fla.
<http://www.jou.ufl.edu/about/stations/rock104/>

WAOA(FM) Melbourne, Fla.
<http://www.wa1a.com/wa1a.html>

WTAI(AM) Melbourne, Fla.
<http://wtai.com/public/wtai.html>

WIOD(AM) Miami
<http://anshar.shadow.net/%7Ejccassara/WIOD/>

WQAM(AM) Miami*
<http://prod1.satelnet.org/wqam/index.html>

WKIS(FM) Boca Raton, Fla. (Miami)
<http://www.satelnet.org/wkis/>

WTMI(FM) Miami
<http://www.netaxs.com/people/isphere/wtmi>

WJRR(FM) Orlando, Fla.
<http://oo.com/~wjrr/>

WFKS(FM) Palatka, Fla.
<http://www.america.com/mall/store/kissfm.html>

WKLS-FM Atlanta
<http://pr.mese.com/radio/96rock/index.html>

WNNX(FM) Atlanta
<http://pr.mese.com/99x>

WSB(AM) Atlanta
<http://www.mindspring.com/~wsb/wsbhome.html>

WZGC(FM) Atlanta
<http://www.com/z93/>

WGAC(AM) Augusta, Ga.
<http://204.71.8.20/wgac/>

WGOR(FM) Augusta, Ga.
<http://204.71.8.20/coolfm/>

KCCN-AM-FM Honolulu
<http://www.hotspots.hawaii.com/kccnam.html>

KINE-FM Honolulu
<http://www.hotspots.hawaii.com/KINEFM.htm>

KPOI-FM Honolulu
<http://planet-hawaii.com/~edge/>

KRTR-FM Kailua, Hawaii
<http://hisurf.aloha.com/QsengStuff/Qseng.html>

WDWS(AM)-WHMS(FM) Champaign-Urbana, Ill.
<http://www.prairienet.org/business/wdws/homepage.html>

WXRT(FM) Chicago
<http://www.wxrt.com>

WFBQ(FM) Indianapolis
<http://www.iquest.net/q95/>

KRNA(FM) Iowa City
<http://www.netins.net/showcase/krnaweb/>

KMAN(AM) Manhattan, Kan.
<http://codus.mmedia.com/KMAN/>

KMKF(FM) Manhattan, Kan.
<http://www.l015rock.com/>

KFDI-FM Wichita, Kan.
<http://www.elysian.net/kfdi/kfdi.htm>

KICT-FM Wichita, Kan.
<http://www.elysian.net/t95/t95.htm>

KRBB(FM) Wichita, Kan.
<http://www.southwind.net/b98fm>

KTLI(FM) El Dorado, Kan.
<http://www.southwind.net/ktli/>

WQMF(FM) Louisville, Ky.
<http://iglou.com/wqmf/>

KMLB(AM) Monroe, La.
<http://bayou.com/kmlb.html>

KJLO-FM Monroe, La.
<http://bayou.com/kjlo.html>

KRVV(FM) Monroe, La.
<http://bayou.com/krvv.html>





Bon Voyage. Cable operators your ship has come in. Motorola's engineers have colonized the new world of the information superhighway and claimed it for cable. With CableComm™ technology you now have the most direct route into interactivity for your subscribers.

This conquest is made possible by Cable Router, part of the CableComm family of technologies. Cable Router provides the interface between a hybrid fiber/coax transmission system and local and remote TCP/IP networks. Residing in a headend or central office, it concentrates traffic from cable modems and manages all data communications bandwidth in the HFC system.

Cable Router allows operators to safely navigate through the perilous upstream noise problems inherent in HFC systems. It also provides superior bandwidth and spectrum management and delivers high throughput and efficiency for high speed data communications. The scalable architecture of the Cable Router suits present and future broadband network requirements. All these capabilities leverage the financial investment in existing HFC systems when deploying high speed data services.

Vision and determination were the hallmark of the ancient explorers. An outlook which Motorola has embraced throughout it's history. And like the bygone age of discovery there are those today who harbor doubts about the uncharted world of interactivity. Motorola is here to dispel those doubts and prove to cable operators that this new world is anything but "flat". We invite you to come on board with Motorola's CableComm technology. There's a bright new world just over the horizon waiting for you and your subscribers. Call to book your passage with Motorola today.



MOTOROLA

Multimedia Group

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The New

World.

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RADIO

HELP WANTED MANAGEMENT

Unique GM Opportunity! Be both the boss of a small, but growing FM/AM group, and live in a classic New England college town. Trade in the rat race for a better lifestyle and professional opportunity to use the skills you've acquired the hard way. If you're ambitious, hard working and qualified to be GM of a small group, with a strong sales management background, you can have cake and eat it too! We'll provide incentives and share equity with a producer. Send resume and compensation history to Hal Close, President, Pemi Broadcasters, Box 89, Plymouth, NH 03264. EOE.

Stellar Communications, Inc. seeking winning individuals in General Management and Sales Management who can make it happen. These individuals must have successful sales backgrounds, be self motivated, bottom-line oriented, and true leaders. A "Hands On" Manager is a requirement and not an option. If you know you can fill this bill, send resume to Richard Kelley, Director of Sales and Marketing, 815 Rice Road, Tyler, Texas 75703. Stellar Communications, Inc., is an Equal Opportunity Employer.

General Manager El Dorado Communications is on the grow again. We're looking for two more talented individuals. Applicants should have an extensive background in Retail Sales Development and Management. El Dorado is an Equal Opportunity Employer. Please send resumes only to: Kenneth D. Wolt, Executive Vice President, El Dorado Communications 2130 Sawtelle, Suite 307, Los Angeles, California 90025. No Phone calls please.

General Sales Manager Sabre Communications needs an outstanding, promotable leader capable of developing the sales staff of top-rated WNKI-FM and WCLI AM, part of our new duopoly in Elmira-Corning, New York. Great market, great lifestyle, with a radio group that needs to develop managers who can grow with us. Ideal opportunity for someone in a larger market sales staff who wants to move up faster. If you can train, motivate and lead a successful sales team, send your track record to: Dennis M. Ryan, CRMC, Group Manager, c/o WINK 106, 99 W. First Street, Corning, NY 14830. Calls accepted between 7 AM and 7:45 AM. EOE.

General Sales Manager. Chancellor Broadcasting, one of America's fastest growing broadcasting companies, has an immediate opening for a General Sales Manager in the nation's 28th market in Riverside-San Bernardino. If you have a proven track record, strong organizational and leadership skills, and the need to win, then consider this tremendous opportunity! We offer a highly compensated, growth position for the right person. Sell us today! Send your qualifications to: Bob Bernstein, Vice President/General Manager, KMEN/KGGI Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507. EOE employer. Females and minorities encouraged to apply.

HELP WANTED SALES

Sales Manager: For a profitable NJ FM. Must be qualified in agency, co-op and general street sales. Applicant will have strong leadership skills and the ability to sell, train and motivate. Applicant must have a working knowledge of computers and a winning attitude. Send letter and resume with salary history to: General Manager, WADB Radio, 1731 F Street, South Belmar, NJ 07719. No phone calls. Minorities are encouraged to apply. EOE.

Sales Account Executive with minimum two years experience selling radio advertising with both advertising agencies and face-to-face with retail and business clients. Candidate should possess excellent presentation skills and be computer literate with hands on work experience with Tapscan software. Responsibilities include targeting new accounts, upgrading and servicing existing accounts, being able to write winning presentations, consistently achieve monthly budgets, excel in a competitive environment, have good verbal skills and be a team player. Send resume (no phone calls, please) to: Jim Principi, General Sales Manager, WTIC Radio, One Financial Plaza, Hartford, CT 06103. EOE.

Coordinator, Radio Traffic/Continuity. Schedule commercial copy for major NY radio station, using Marketron computer. Background in broadcast industry required, with traffic experience preferred. EOE. M/F. Send resume to: Director, Broadcast Administration, WCBS-FM, 51 West 52nd Street, New York, NY 10019.

HELP WANTED TECHNICAL

Chief Engineer. Chancellor Broadcasting, one of America's fastest growing broadcasting companies, is looking for a great Chief Engineer in the nation's 28th market. Riverside/San Bernardino. Five years broadcast engineering experience preferred. Send resume with cover letter to: Bob Bernstein, Vice President/General Manager, KMEN/KGGI Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507. EOE Employer. Females and minorities encouraged to apply.

FM Broadcast Engineer. Position requires excellent ethics and character, previous and current employment in rated markets, knowledge and experience in contemporary theory and practice. Resume to: Chris Hicks, 900 East Washington Street, Suite 315, Colton, California 92324. No calls. EOE/EOE.

HELP WANTED NEWS

Radio News Position. Become part of the award-winning news team in a Top 50 market, preferably familiar with Northeast. Looking for a morning drive Anchor/Reporter with a minimum of 3 years experience. Females and minorities encouraged to apply. EOE. Send T/R to Box 00550 EOE.

HELP WANTED ANNOUNCERS

Morning Drive Co-Host. KCBI Dallas/Fort Worth, 100,000 watt inspirational station is looking for a top-notch professional with three to five years experience. KCBI utilizes the best artists and speakers in Christian ministry today, with a large weekly cume. Minorities are encouraged to apply. Send tape and resume to Wes Ward, Program Director, KCBI-FM, P.O. Box 619000, Dallas, TX 75261.

HELP WANTED PRODUCTION

Radio-Producer-Engineer-Writer NYC based radio syndication company is looking for all sorts of folks to join our staff. If you have experience in writing radio prep, studio engineering/production and are looking to make a job switch send your resume. Reply to Box 00548 EOE.

HELP WANTED PROGRAMMING

Radio Affiliate Relations NYC based radio syndication company has an opening in its affiliate relations department. You must have spot radio media buying experience and/or programming experience. If you're interested, Reply to Box 00547 EOE.

Program Director If you know good radio when you hear it and can fix what doesn't sound right, then you are the person we are looking for. Major sports station looking for the PD who knows how to evaluate and talk to talent. Send your resume and rating history to Isabella Company, Personnel Department, 8 West Lodges Ln., Bala Cynwyd, PA 19004. An Equal Opportunity Employer. M/F.

SITUATIONS WANTED ANNOUNCERS

Seeking Weekend and or Part Time radio Talk Show Host position, D.J. or Newsanchor, in small to large market. Also Account Executive: 1 - 5 hours of New York. Ted 914-357-4861.

LEASED PROGRAMMING

Leased Time Programs Friday nights/Saturday Block Programming for lease on Rockland County N.Y. Radio station and nationwide via satellite. (212)769-1925/ 1-800-628-TALK.

TELEVISION

HELP WANTED MANAGEMENT

Regional Account Executive. KFMB-TV is seeking an experienced Sales and Marketing Executive to handle a regional list. Minimum 5 years television sales experience preferred (Rep and Local). Knowledge of computer based research tools a plus. Successful candidate will be an over achiever, team player and have a strong desire to win. Please send resume to: Howard Zeiden, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE. M/F.

General Manager. New Hampshire Public Television, Durham, NH. Major Public TV network serving 1.5 million viewers in NH and portions of MA, ME, and VT seeks dynamic, creative, experienced professional to assume overall management responsibilities. Responsible for established station with long tradition of offering high quality state-wide programming and educational services. The individual will assume leadership and overall management, financial oversight, staff management, fundraising, programming and technical operations. Minimum qualifications include 10 years relevant experience, solid communications, administration, management skills and bachelor's degree. NHPTV, licensed to the University of NH, maintains its principal office and broadcasting facilities in Durham, NH, on the NH seacoast, sixty miles north of Boston. AA/EEO employer. Send resume, including professional references and salary requirements, to Search Committee, NHPTV, P.O. Box 1100(B), Durham, NH 03824.

Station Manager WOI-TV in Des Moines/Ames, Iowa is seeking qualified applicants for this newly created position. Responsibilities will include the oversight of all sales activity and day-to-day operations. The successful candidate will have strong leadership, financial, and personnel management skills. A minimum of 10 years experience in broadcasting is desired, five of which must have been at a senior sales management level. If you're a dynamic individual with demonstrated leadership abilities, please send a resume to: Ray Cole, Executive Vice President, WOI-TV, 300 E. Locust, Des Moines, Iowa 50309. EOE.

Local Sales Manager WRBL TV-3, CBS, Columbus, GA: Immediate opening for an individual who possesses a high degree of creativity, exceptional organizational skills and a minimum 5 years experience in television sales. A proven track record of new business development, a solid understanding of ratings, qualitative data, vendor and co-op is necessary. The ability to be a leader at the station and in the community and motivate a team of professionals is expected. Mail resume to Phil Lane, General Sales Manager, P.O. Box 270, Columbus, GA 31902-0270.

General Manager: New Catholic cable/satellite TV station in New Orleans seeks General Manager. Must have experience in all facets of management, especially programming and promotion. References required. Send salary requirements and resume in confidence to: Personnel Director, WLAE-TV, 2929 South Carrollton Avenue, New Orleans, LA 70118.

Medium market network affiliate looking for a Promotion Manager who is creative, marketing savvy, and administratively buttoned down. This is an opportunity to grow with a major organization if you've got the right stuff. Reply to Box 00545 EOE.

Television Account Executive. The WNDU Stations has an immediate opening for a full-time Television Account Executive with a proven track record to sell and service established client list, as well as develop potential clients. Must be a self starter with good communications skills. Minimum three years broadcast sales experience required. Television sales experience and college degree preferred. Send your resume to: The WNDU Stations, Position #00125, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

HELP WANTED SALES

Account Executive. We are expanding our staff. We will have an opening for an entry level Sales and Marketing Executive. We are looking for an aggressive, self-motivated and imaginative sales person who wants to learn television sales and marketing and grow. Successful candidate must be able to work within a team framework with a strong desire to win. Previous sales experience preferred. Please send resume to: Howard Zeiden KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE M/F.

Account Executive: WTVK, the United Paramount Network affiliate in beautiful Ft. Myers/Naples, Florida seeks an experienced marketing consultant. If you're an over-achiever with successful track record, send letter and resume in absolute confidence to Victor Brust, WTVK, 3451 Bonita Bay Boulevard, Suite 101, Bonita Springs, FL 33923. EOE.

Advertising Sales-Dominant Regional TV Station is seeking two cable, TV or radio sales pro's with experience selling in the local New Jersey/Westchester markets. Must have client and agency contacts. Salary plus comm. Ron Javer, Phone (203-353-8555) or Fax (203-967-9442).

KHOU-TV, the CBS affiliate in Houston, is seeking a top level Account Executive with a minimum of four years major market television sales expertise. Strong emphasis placed on development of non-traditional revenue in addition to working with major agencies. Position requires a degree. Send resume to Mario Hewitt, Local Sales Manager at KHOU-TV, P.O. Box 11, Houston, TX 77001-0011. No phone calls please. EOE.

National Sales. Exciting regional news station expanding in the NY DMA. Seeking aggressive, experienced agency rep, high base, high commission, tremendous growth potential. Reply to Box 00541 EOE.

National Sales Manager: WHOI-TV, Peoria, Illinois offers excellent growth opportunity for an aggressive achiever. Applicants should have national experience or proven local/regional track record. Computer literacy important. Please send resume with references to Sheryl Jonsson, President/General Manager, WHOI-TV, 500 North Stewart Street, Creve Couer, IL 61610. EOE. Position closes September 30, 1995.

Account Executive: Highly motivated and organized individual for media sales. 1 year sales experience required. media experience a plus. Resume: E.O.E. Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81502. EOE.

Traffic Manager and Traffic Coordinator for one of Florida's most beautiful and fast growing areas. Experience with Columbine/JDS preferred. Send resume with salary requirements in absolute confidence to Box 00549 EOE.

HELP WANTED MARKETING

Marketing Director. KDNL-TV St. Louis. Opportunity to work at a great station that's just become an ABC affiliate. KDNL is seeking an experienced Marketing Director to develop and implement a unique station positioning strategy which will result in a leading station image, ratings and revenue position. This includes on-air promo, press, public and community relations, special projects, media buying and advertising, research and public affairs. Must be visionary, creative and a team player. Demonstrated experience in developing and executing creative, innovative campaigns. Minimum 5 years management which include creative services, public relations and art departments. Send resume to Mark Hoffman, General Manager, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Please, no calls. KDNL is a River City Broadcasting station.

National Underwriting Manager. Excellent opportunity securing and managing national underwriters for line extension productions and projects of "The Nightly Business Report," the most viewed business news program on television. Reports to Vice President of Marketing. Candidates should have proven track with ability to develop and present sales materials. Media sales with previous PBS underwriting experience and relationships with Fortune 500 companies a plus. Degree preferred. Base plus commission and relocation allowance. Resume in confidence to Manager, Human Resources, WPBT/TV2, P.O. Box 2, Miami, FL 33261-0002. Equal Opportunity Employer. M/F/D/V.

HELP WANTED TECHNICAL

**SYSTEMS DESIGN ENGINEERS
SENIOR PROJECT MANAGERS**

As a result of continuing growth, AFA is expanding its Project Engineering staff.

A.F. Associates is an acknowledged leader in the design, engineering and fabrication of advanced television systems and facilities for the industry's most prestigious clients. We are seeking talented and experienced systems engineers to join our dedicated staff of professionals and become involved in a number of very visible and challenging projects.

Candidates should have a minimum of five years of broadcast systems design experience, characterized by the proven ability to perform detailed design of digital video and audio systems. Fluency in AutoCAD is a must. You must be well-versed in breaking technologies, including computer-related video disciplines such as video file servers, and demonstrate the ability to manage an intricate project where the client's satisfaction is the highest priority. An EE degree or significant industry experience is required.

Please send/fax resume and salary history to: Mr. Jim McGrath ~ VP/Engineering



A.F. ASSOCIATES, INC.

100 Stonehust Court, Northvale, NJ 07647
FAX 201-784-8637 - No phone calls, please.
A Video Services Corporation Company - AFA is an EOE

CHIEF ENGINEER KDVR - DENVER

KDVR Channel 31, located in one of the most dynamic television markets in the country, is looking for a Chief Engineer that has a take charge attitude, strong management, maintenance, organizational and communication skills and is a team player. High degree of knowledge of signal distribution (UHF channels, LPTV and satellite delivery systems.) Five years minimum experience with an Electrical Engineering degree or equivalent. General Class License preferred. Computer skills a must.

Send resumes to:

KDVR FOX 31
Department: CE
501 Wazee St.
Denver, CO 80204
No phone calls. EEO M/F

KTCA, Director of Operations. Twin Cities Public Television seeks a Director of Operations. Responsible for overall operations and support of all technical facilities including all production, post-production, broadcast and satellite communications, staff and online services, building operations and maintenance and support of all technical services. Primary responsibility is in the overall management of the production processes including resource scheduling. The director has a working relationship with 2 unions and is a facilitator for established teams in the department. Some experience with collective bargaining units and an ability to smile in the face of frustration preferred. Minimum requirements include 10 years experience in a television production and 5 years in management. BA/BS or equivalent degree, excellent communications and problem solving skills required. Please send resume and cover letter by October 20, 1995, to KTCA-TV, Box 177-BC, 172 East 4th Street, St. Paul, MN 55101. Equal Opportunity Employer.

TV Technician. Washington DC area. Must have experience with UHF transmission systems as well as studio equipment. Transmission plant will be completely rebuilt in 1996. This job requires a self-starter who works well without close supervision. FCC general class license or SBE certification required. Competitive salary and fringe benefits. Minorities/women encouraged to apply. Excellent opportunity for growth within a major broadcasting company. Equal Opportunity Employer. Send resume and salary requirements to: Attn: Jim Somich, MicroCon Systems Engineering, 1208 Stoney Run Trail, Broadview Hts., OH 44147.

TV Maintenance Engineer. Oklahoma's PBS affiliate is seeking a Maintenance Engineer with a minimum of 3 years experience in the maintenance of television electronic equipment including but not limited to studio and field cameras, videotape machines (Beta, 3/4" and 1"), video and audio switchers, Chyron character generator, monitors, computer equipment, transmitter and microwave equipment required. Comprehensive benefit package. Send resume to Personnel, OETA, 7403 North Kelley, PO Box 14190, OKC or call (405) 848-8501 for an application form. EOE.

Assistant Chief Engineer: Looking for well qualified Assistant CE who can eventually assume position for CE for UHF station. FCC General Class License, SBE Certified. Send detailed resume and salary requirements to Box 00525 EOE.

Broadcast Maintenance Technician - Southern Network Affiliate needs full-time Technician. Must be proficient in maintaining full-service multi-format broadcast station. RF experience helpful. In-depth hands-on experience a must. Excellent opportunity for right person to possibly move up to Assistant Chief. Send letter, resume and salary history to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Chief Engineer - Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. Must be hands on with experience in transmitter and studio equipment. 5 years minimum experience. Compensation with ability. Send resume to Box 00539 EOE.

Director/TD: Call or punch nights, weekends. Minimum 3 years experience. Our directors have won Emmy statues 7 of last 8 years. Can you maximize an old switcher until digital studio launches in '96? Rush resume and non-returnable tape with track to: Tim Petree, Production Manager, WKRN, 441 Murfreesboro Road, Nashville, TN 37210. No calls, please. Women and minorities encouraged to apply.

TV Maintenance Engineer Immediate opening for qualified maintenance engineer. Studio and transmitter experience necessary. Stereo facility with Sony Betacart, Sony 1 inch, Bosch telecine, Grass Valley switchers & distribution, Utah routing, S.A. satellite equipment, and RCA UHF transmitter. Send resume to: Tom Foy, KUTP-TV, 4630 S. 33rd St., Phoenix, AZ 85040. EOE.

SNG Engineer: Must be fully qualified in the operation and adjustment of transportable earth station equipment, TWTA power amps, video exciters, spectrum analyzers and the full range of broadcast equipment. Chauffeurs license required, minimum 2 years technical school, FCC license or SBE certification required. Send resumes to: Director of Engineering and Operations, P.O. Box 2495, Fort Worth, TX 76113. No phone calls please. We are an Equal Opportunity Employer.

Assistant Chief Engineer, Operations. Denver's top independent station (VHF/WB Network Affiliate) is seeking a strong technical individual with proven supervisory skills. Candidate should have a minimum of three years of successful major market experience as an assistant chief or five years experience as a supervisor. Leadership skills and strong technical operations experience are required. Ability to schedule people and facilities, as well as strong computer knowledge are necessary to assist the Director of Engineering in accomplishing aggressive station goals. B.S.E.E. or Technical Associates degree, FCC General Class License or SBE Certification are required. If you want to be a part of this winning, goal oriented team, send resume to: Human Resources, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. No phone calls please. Equal Opportunity Employer.

Master Control Operator, experienced GVG-1600, Betacart, FCC R&R, basic editing skills, available nights/weekends. Production and PC skills a plus. Resume to Personnel Director, WB50/WFTY, 2121 Wisconsin Avenue, N.W., Suite 350, Washington, DC 20007 or Fax: 202-965-0050. EOE.

Chyron Infnit! Operator: KSAT-TV, Post-Newsweek Station, San Antonio's #1 powerhouse station in the 37th market seeks an Infnit! Operator with 2-3 years experience. Must have full working knowledge of all associated software. Will conceptualize, design and execute graphics for news telecasts and promotional support. Degree in Communications or related field desired. Mail resume to Lisa Miller, Production Supervisor, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of pre-employment physical including drug screen. EOEM-F/DVI/ADA.

HELP WANTED NEWS

NEWS director

Sunny South Texas on the Gulf Coast. KIII-TV - ABC affiliate. Top Rated Newscast in Corpus Christi Market, on-air since 1964, is seeking a News Director immediately. Minimum of 5 years experience as a News Director is necessary. Abilities should include good management skills, negotiation, and complete knowledge of libel laws. Applicants must be budget minded, interested and involved in the community and possess a desire to produce the number one rated newscast in Texas.

CONTACT BILLY BROTHERTON, Sr.,
GENERAL MANAGER, KIII-TV,
4750 SOUTH PADRE ISLAND DRIVE,
CORPUS CHRISTI, TEXAS 78411.

*Minorities and women encouraged to apply. EOE.
If you are attending RTNDA, appointments will be
accepted at the Doubletree Hotel New Orleans.*

Reporter. One of the hottest reporting jobs in the country. Innovative, hardworking and on the cutting edge. If you can deliver that to the viewers, send a resume and non-returnable tape to: Dean Bunting, News Director, KSTP-TV, Job #137-95, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

Newscaat Producer. If you want to work with the best in the business...We're looking for a newscaat that's quick, slick and kicks the competition. Send a resume and non-returnable tape to Amy J. Stedman, KSTP TV, Job #140-95, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

Anchor. NW ABC affiliate looking for Anchor to join outstanding weekday team. 2 years experience anchoring required, Bachelor's Degree, dynamic delivery, good communications skills and works well with people. Please send tape, resume, references and salary requirements ASAP to: EEO Coordinator, KXLY TV/AM/FM/EXTRA!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an Equal Opportunity Employer.

Chief Meteorologist. Come to sunny Florida and forecast not only the sunshine but thunderstorms and hurricanes too. Weather is often our lead story and we want someone to lead our department. Send VHS tape, resume and salary requirements to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

Consumer Reporter. Looking for a top notch viewer advocate who gets results. Must develop stories of broad interest and impact. On set and live essential. No beginners. Send resume and non-returnable tape to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls. EOE.

Morning Co-Anchor/Reporter. West Texas, CBS affiliate, seeks a Morning Co-Anchor/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

News Producer. Top rated, small market, CBS affiliate, seeking a highly motivated individual with 1-3 years experience to produce the weekday 6 and 10 PM newscasts. Successful candidate must be creative, accurate, a self-starter, and have excellent writing skills. Experience with computerized newsroom helpful. Qualified candidates please forward non-returnable tape, resume and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

News Producer. NW ABC affiliate looking for full-time News Producer to join outstanding team. Minimum 2 years experience, bachelors degree, proficiency in broadcast news writing, and a team player. Please send non-returnable tape, resume, writing samples, and salary requirements to EEO Coordinator, KXLY-TV/AM/FM/EXTRA!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an EOE.

Photojournalist. TV News Photojournalist with 3-4 years experience. NPPA standards, live truck experience a must. Great attitude. Send resume and tape to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. Equal Opportunity Employer.

Reporter: KREM-TV, a King Broadcasting Company station and Pacific Northwest CBS affiliate in Spokane, Washington is seeking an experienced, aggressive and enterprising General Assignment Reporter to join our news team. Send letter of introduction, resume and non-returnable tape to Human Resources Director, #95R26, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an Equal Opportunity Employer. M/F/D/V.

Sports Director. Top rated small market station looking for new Sports Director to be a part of our team. If you have at least two years experience and can show us a tape of a high energy, fast paced, non traditional sportscast, please apply! Be prepared to cover local sports including a major university in a major conference. Send resume, tape, references, and salary requirements to Box 00552 EOE.

Anchor. FOX 45 News At Ten in Baltimore is looking for a main male anchor. Candidates should have 3-5 years anchoring and reporting experience. Send your best reporting work, an aircheck of your last newscast, resume and news philosophy to: Joe DeFeo, News Director, WBFF-TV FOX 45, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer and encourages applications from members of minority groups. No phone calls, please.

Producer. FOX 45 News At Ten in Baltimore is looking for candidates for a future prime time news producer position. Candidates should have at least 2 years experience as a line producer. Great news judgement and creativity must separate you from the pack. Send your best work along with an aircheck of your last newscast, resume and news philosophy to: Joe DeFeo, News Director, WBFF-TV FOX 45, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Weekday Anchor: Midwest ABC affiliate looking for 6 p.m. - 10 p.m. Anchor/Reporter to complement male co-anchor. Position also includes reporting on a daily basis. Must be able to shoot, write and edit. Computerized newsroom and live truck. Great opportunity for morning/weekend anchors looking to advance. Send tape and resume to: News Director, KQTV, P.O. Box 6247, St. Joseph, MO 64506.

Reporters. WFTX-TV in the Ft. Myers/Naples market is expanding. Named the Best Newscast in the State of Florida, for the second consecutive year, by the Associated Press, FOX News at 10 and 6 seeks a News Bureau Reporter and a Troubleshooter Reporter. Three years television experience required, college degree preferred. No phone calls please. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

WBTW TV, the No. 1 CBS affiliate in the Florence/Myrtle Beach area has an opening for a News Director to lead and manage the number one rated news department in one of the fastest growing markets in the U.S. The members of the 41 person staff are located in one of two facilities located in Florence or Myrtle Beach, South Carolina. We are seeking a person with vision and determination to take this highly successful operation to the next level. Strong people skills a must. Willingness to work as a team player with all others in the station and willingness to be community-focused. Send resume to: C. Lou Kirchen, General Manager, WBTW TV, 3430 North TV Road, Florence, S.C. 29501. EOE/M-F.

Assignment Editor. WDTN has an opening for an Assignment Editor who can recognize a good news story and make sure it gets covered right. Applicants must be able to work nights and/or weekends, be able to supervise reporters and photographers and should have prior experience on the desk. Ideal candidate should have knowledge of the Dayton area and Ohio, be very organized, show good communications skills and have the ability to type. Send resume to: Personnel Administrator, WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/F/D/V. EOE.

News Photographer. West Texas, CBS affiliate, seeks a News Photographer. Must be able to shoot and edit three-quarter inch video; some knowledge of photo composition, lighting, and news judgement. Willing to work long, flexible hours, including some weekends, and on-call assignments for breaking news. Must be able to operate News Live Truck and have a good driving record. Experience preferred. Send resume to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

Executive Director of News Production-Full Time. WCPX-TV is looking for an exceptionally strong Executive Director to manage all aspects of news production. This person will be required to direct an hour newscast and supervise all production personnel related to news production, including pre-production, graphics, editing, live SNG and ENG, etc. He/she will be responsible for developing, implementing and overseeing news production systems and procedures. Applicants must have at least 7 years experience directing prime newscasts, strong organizational skills and a supervisory or management background. Send resume to: Production Manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

Weekend Sports Anchor/Reporter needed at small market station in the southwest. Must be willing and able to shoot own video. Must have extensive knowledge of all sports. Equal Opportunity Employer. Reply to Box 00551.

Photographer - Replacement. KRQE-TV, CBS affiliate in Albuquerque, New Mexico is currently accepting applications for a news photographer to produce segments for regularly scheduled news broadcasts. Prefer that candidates have a college degree, but should definitely be expert in all areas of news production, lighting, sound, beta cam operation, microwave transmission and editing. You should have 2 years commercial television, news department, experience. Computer knowledge is helpful and nonlinear editing is a plus. You should be able to lift and carry up to 25 pounds of equipment most of the workday. Must be able to endure unpredictable, long hours at times, be able to work in remote areas and travel by auto, plane or helicopter. Must have clean driving record. Interested candidates should send resume and tape to: Tauna Lange, KRQE TV, News Director, 13 Broadcast Plaza SW, Albuquerque, NM 87104. (505) 243-2285. KRQE TV is an Equal Opportunity Employer.

News Photographers. KOTV has an immediate opening for a News Photographer. Applicant must have a minimum of (2) years experience in photography for a commercial television news department. Must be able to edit videotape and operate live equipment. Applicant selected must be willing to work all hours; including nights, holidays, and weekends. Interested applicants should send resume and tape to Sheila Nelson, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

KCNC in Denver needs an Executive News Producer. The station's News Director, Assistant News Director and Executive Producer have all been promoted. Now, KCNC is looking for a hands-on E.P. to massage its top-rated news product and coach its award-winning staff to even higher levels. Send no tapes. Instead, call (303) 830-6400, enter extension 9905, and leave a brief, verbal resume by voice mail. Station will contact applicants with best qualifications. EOE-M/F.

Top-notch producers needed ASAP! If you have the creativity and motivation to take our shows to the next level, and the confidence to control your newscast, we want your tape and resume now! Send tape and resume to James J. Parisi, News Director, WRGB-TV, 1400 Balltown Road, Schenectady, NY 12309. No beginners! No calls please! EEO.

HELP WANTED PRODUCTION

POST PRODUCTION MANAGER

For a weekly television documentary series. Must have at least 5 years technical experience in film and video post-production procedures including: off-line editing on film and tape, with in-depth knowledge of AVID non-linear editing systems; knowledge of film laboratory and sound studio procedures; technical coordination of film and audio materials; session scheduling at on-line post-production facilities and sound studios; budgetary responsibility; administrative supervision. Must possess highly developed technical, managerial and organizational skills. Send resume and cover letter to Box 00553.

Equal Opportunity Employer

One Person Band: Shoot and edit your own material. Or work with another one-person band in more complicated situations. Your team mate is already here manning an exciting new mobile vehicle and Newschannel 6 needs you. Live alone or with help. Experience required, but really you just need to be good and thrive on this job. Send non-returnable tape that shows writing, on-camera and videographer skills along with resume and cover letter telling us why you're the one to: Rob Cizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _____, 245 West 17th St.,
New York, New York 10011

Video/Film Technician (Manh): Responsible for all film and video camera operations sound recording equipment and operation and all aspects of equipment maintenance. Coordinate broadcasting and video equipment, maintain electronic and electrical circuits in broadcast and video studios, repair equipment as necessary, install various broadcast and video recording equipment and coordinate record and edit activities. Operate all cameras. 2 years experience and Japanese language required. 40 hr/wk, \$27,750/year. Send 2 copies resume/letter to SP756, Room 501, One Main Street, Brooklyn, NY 11201.

EFP Photographer/Photojournalist. Midwest production company needs another creative person to serve national broadcast and corporate clients. The ideal candidate has several years experience with hard news/news magazine programs and their deadlines, with an understanding and appreciation for lighting and detail. This person knows what an HLV55 can do, wants to move to a new level while still hustling for the top stories. Writing and producing a major plus. Send resume and non-returnable tape to Box 00543 EOE.

Art Director. Hands-on Art Director needed in 24th market to coordinate station design effort. Responsibilities include management of graphic design staff to create on-air graphics with emphasis on news graphics and station image. Requires highly motivated individual with at least 3 to 5 years television graphics experience. Previous supervisory experience and familiarity with Macintosh paint and animation software also desirable. Send resume to: Human Resource Manager, KGW Northwest NewsChannel 8, 1501 SW Jefferson, Portland, OR 97201. EOE. M/F/D/V.

Regional 24-hour cable news channel serving metro Washington, D.C. seeks dynamic Executive Sports Producer to supervise staff of seven, sportscast content and show production, including prime time football/basketball shows and late night high school sports program. Successful candidate must possess strong writing and packaging skills. Three to four years of producing experience in TV sports department with some managerial experience desired. Please send resume and salary history to: Newschannel 8, HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Senior Promotion Producer. Kansas City's Newschannel 4 is searching for a real ace to write and produce killer campaigns and promos. You'll be part of a winning team inside New World, America's most dynamic broadcast company. Two years promotion experience, strong production skills a must; strong editing skills a plus. Send resume and tape to: Rich Brase, VP Creative Services, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

Videotape Editor. C-SPAN is seeking a full-time on-line Videotape Editor. Working knowledge of computerized editing and familiarity with still store design are required. Looking for demonstrated ability to quickly and accurately handle heavy editing workload for on-air program packaging. Familiarity with GVG 141 editor and Chyron Infinit! Still Store desired. Must be able to work flexible schedule. Send resume and cover letter to C-SPAN, Human Resources/B&C, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

Senior Director: Strong NBC affiliate is seeking talented committed Director to help lead Production staff. Will assist in remote productions and direct fast-paced newscasts. Must have thorough knowledge of production techniques and equipment, ability to interact with all departments, have minimum three years directing experience. Send resume and non-returnable tape to: Georgia Jones, WLWT, 140 West 9th Street, Cincinnati, Ohio 45202. Equal Opportunity Employer.

Photographer Immediate opening for a seasoned professional with at least three years experience. Must have an ambition to continuously improve your work, and an advanced understanding of lighting. Desire to work on long form projects as well as news projects. Extensive travelling, great people skills, creative solutions, flexible schedule, and an interest in health and medical stories are also part of the job. Studio, editing and remote work a plus. Send resume and tape to Orbis Broadcast Group, Attn: Photographer, 100 S. Sangamon, Chicago, IL 60607. No phone calls.

Canal de Noticias NBC is seeking Spanish fluent Show Producers, Assignment Editor and Graphics Artist for our growing service. Canal de Noticias NBC is a 24-hour Spanish news channel in Charlotte, NC. No calls. Send resume and references to: Box FE 301, 360 Lexington Avenue, 12th Floor, NY, NY 10017. EOE.

Graphic Artist. WDTN is currently looking for a nightside computer Graphic Artist who will share responsibilities in our award winning graphics department. Candidate should have a degree in art of design, experience in TV design, and must understand that News is what we live for! Should be able to use Crystal Graphics Topas 3D software, TIPS paint, and Photoshop 3.1. Strong PC and Macintosh computer skills desired. Knowledge of Quark Express and Illustrator on the Mac a plus. Please send resume and tape to: Personnel Adm., WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/F/D/V. EOE.

HELP WANTED PROMOTION

Promotion Writer/Producer. WDTN is looking for a talented Promotion Writer/Producer to join our Marketing and Promotion Department. Responsibilities include writing and production of daily topicals as well as image, and special projects. Applicant should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. America Online, electronic E-mail experience a plus. Knowledge of HTML a big plus. Send resume and non-returnable tape to: Personnel Administrator, WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/F/D/V. EOE.

Promo Producer for Peacock O & O. Top 35 NBC O&O looking for a creative, cool and crazy Promotion Producer. You will: do news topicals, series and image, write, produce, edit, work hard, have fun, meet a fine bunch of folks...and get a free NBC keychain! Not an entry level position; production background a plus. Send non-returnable tape and resume to "Promo Producer," P.O. Box 4, Columbus, Ohio 43216. EOE.

Promotion Manager. WKYT-TV (CBS), a Gray Communications Systems, Inc. station, in Lexington, KY is looking for a creative, high energy individual who knows how to develop, execute, and oversee overall marketing plan. Candidates with experience in news promotion and the leadership skills to coordinate efforts of other talented individuals in various departments will be given preference. Please send resume and non-returnable 3/4" tape to Wayne Martin, President/General Manager, WKYT-TV, 2851 Winchester Road, Lexington, KY 40509. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Manager. Program Business Affairs. PBS. We are seeking an organized individual for Manager, Program Business Affairs. Responsibilities include reviewing production budgets for PBS-funded television programs and series to determine whether costs are reasonable, negotiating terms and conditions of PBS production agreements, drafting agreements that clearly and accurately reflect agreed upon terms, and monitoring contracts to ensure compliance with contract terms and track ancillary income. Qualifications: Bachelor's degree with 4-5 years experience as production manager/controller, budget analyst or business affairs specialist preferred. Must have knowledge of television production, preferably public television, and experience negotiating contracts. Must also have the ability to work in a high volume, high pressure work environment. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to: PBS, Attn: Reather M. Lawhorn, 1320 Braddock Place, Alexandria, VA 22314. PBS is an Equal Opportunity Employer.

HELP WANTED RESEARCH

RESEARCH ASSOCIATE

KGO-TV Channel 7, an owned station of Capital Cities/ABC, is seeking a Research Associate with at least 2-3 years experience in local market TV sales or sales research, preferably from a station or rep environment. This position will report to the Director of Research and Marketing and will be responsible for providing account executives with sales support material and serving station management with sample studies and programming analysis. Requires strong knowledge of NSI data as well as avail system experience maintaining station inventory and program estimates. Good communication and presentation skills are mandatory as well as experience with PC spreadsheets and graphics. Additional emphasis placed on knowledge of Scarborough data applications and related software systems. Must be detail-minded, well organized and have the ability to work well with others. Application deadline is October 13, 1995. Please send resume and cover letter to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

Research Director New York Market looking for Research Director with minimum 3 years of experience. Television research experience required. Mathematical analytical aptitude. Strong verbal communication skills. Knowledge of P.C. and latest applications. Challenging opportunity for a bright motivated professional. EOE. Please send resume to: P.O. Box 1582, Secaucus, N.J. 07096.

HELP WANTED MISCELLANEOUS

New Start-Up ABC Affiliate, KLKN-TV is looking to staff Lincoln, Nebraska Station.

- All Senior Management Positions beginning with **General Manager**
- Other positions available include:*
- Sales Account Executives
- TV Anchors
- News Reporters
- Broadcast Maintenance Technicians
- Production Assistants
- Producers/Directors
- Broadcast Traffic Staff
- Business Office Staff
- & Various Clerical Positions

If you would like to join us on the ground floor in this dynamic Capital City market send RESUME ONLY including salary requirements to: Citadel Communications, L.L.C., 17 Kraft Avenue, Bronxville, New York 10708. Fax: 914-793-3693. EOE.

South Central Wisconsin's Leading Television Station is expanding its operation to include a second program service and is looking for talented individuals to fill the following positions. Cable experience a plus. Director/Editor, Promotion Writer/Producer, Sales Representative, Technical Operations, Traffic Coordinator. Send resume, and salary requirements to: WISC-TV, c/o Marlys Winsand (Ref. 2), Human Resources Director, P.O. Box 44965, Madison, WI 53744-4965. No phone calls. Application Deadline: October 6, 1995. An Equal Opportunity Employer.

SITUATIONS WANTED ANNOUNCER

Mid-market sportscaster/newscaster, producer, irreverent style, seeks jump from radio to TV, small market. Hard worker, creative, great attitude. Large market radio considered. 520-790-0446 for info.

SITUATIONS WANTED PRODUCTION

Media Research, Writing, Production in Scotland. Experienced consultant based in Edinburgh will assist American firms needing research and writing on Scottish lifestyles and traditions; production assistance; video, film and event locations; and Festival liaison. Available on retainer or short term assignment. Scottish and American references by request. Please phone or fax: R. Freeman, 25 Scotland Street, Edinburgh EH3 6PY Scotland. Tel: 011-44-131-556-3621. U.S. Contact: J. Freeman, Tel: 212-737-8592.

SITUATIONS WANTED MANAGEMENT

Dick O'Brien is seeking **Operations Manager** in small or medium markets. Excellent people skills and pipes with full autonomy of the day to day station operations. Can appreciate the bottom line and station's involvement in the community. Phone (517) 725-9972 today!

VIDEO SERVICES

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

RESUME TAPES

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

PROGRAMMING SERVICES

TV interview series of high profile guests reveals contradictions in their thinking and true character. Guests: Mike Wallace, Ted Koppel, Cokie Roberts, Ed Koch, George Will, 7 U.S. Senators, 20 U.S. Congressmen. For demo call 202-833-3634.

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HELP WANTED PRODUCTION

Design Director. The Weather Channel Program Network and New Media. Looking for minimum 5 years design experience and 2 years design director experience. Should be a dynamic, experienced leader to head up a staff of 9. Equipment includes 2 Paintbox Harriets, a Hal, 2 Macintosh power PC's and more. Looking for someone who can create and communicate a design vision for the network to best reach target groups. Great company, great city, great job. Apply now! Fax letters and resumes to Joe Conboy, V.P. Production, (404) 801-2522 or send to The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339.

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

HELP WANTED PROGRAMMING

DIRECTOR OF CREATIVE SERVICES

Prevue Networks, Inc., a subsidiary of the United Video Satellite Group, is looking for a highly motivated individual to oversee the development of all on-air creative services. This would include setting and maintaining creative quality standards and ensuring that our on-air look is appropriate with all of our services. The successful applicant must have:

- Minimum 7-10 years in video and videographics production for national network with experience in shooting both film and video.
- Experience in short and long form promotion production, including direction, editing and audio supervision.
- BFA/BA/BS degree preferred.

Prevue Networks is an Equal Opportunity Employer. Interested applicants need not call, but should forward their resumes and work references to:

Prevue Networks, Inc.
7140 South Lewis
Tulsa, OK 74136
Attention: Human Resources

HELP WANTED FINANCIAL & ACCOUNTING

Controller - Northwest cable and broadcast company is seeking experienced Controller. Must possess strong accounting background and experience in supporting accounting functions, financial planning and budgets, external reporting and compliance, and internal control requirements. Bachelor's Degree in Business (Finance or Accounting), 8+ years of accounting and operating-level managerial experience. CPA and/or MBA is a strong advantage. Competitive salary, incentive potential, and excellent benefits. For immediate consideration, please send your resume in confidence to: P.O. Box 7009, Eugene, OR 97401.

HELP WANTED MISCELLANEOUS

TV NEWS, News 12, the country's first regional 24-hour news operation is expanding! Following the success of our other 24-hour News-12 operations in Long Island, Connecticut and Westchester, we are launching a 24-hour news channel to serve more than a million homes in the Garden State. To make this happen, we need experienced television professionals for virtually every job description, including: Executive Producer, Sales Manager, Business Manager, Directors, Producers, Reporters, Anchors, Assignment Editors, Graphic Artists, Photographer/Editors, Associate Producers, SNG Truck Operators, Master Control Operators and Studio Personnel. The ability to work well under pressure and availability for flexible scheduling, including nights, weekends and holidays are essential. If you are talented and eager to join an exciting news team, send your resume, tapes and salary requirements, in confidence, to: News 12-New Jersey, P.O. Box 999-NJ, Woodbury, NY 11797. We are an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

KEENE STATE COLLEGE COMMUNICATION/JOURNALISM Instructor or Assistant Professor
Tenure track position to begin Fall 1996.

Keene State College is pursuing "Vision 2000," a commitment to academic excellence, community and quality of life on campus.

Keene State College is a public liberal arts college of the University System of New Hampshire with an enrollment of 5000 students. The College has been recognized as a leader in American higher education for its commitment to a vision, broad-based strategic planning initiatives, and cohesive sense of community. Historic Mt. Monadnock overlooks a campus of 168 acres in the picturesque City of Keene (population 22,000). Located in the southwestern corner of New Hampshire, Keene provides traditional New England charm, close proximity to abundant four-season recreational attractions, and easy access (2 hrs) to Boston, Hartford, and Albany.

Teach Introduction to Communication and Broadcast Journalism courses, including all aspects of performance, production, and writing for radio and television news. Four-course teaching load per semester, academic advising, curriculum development, and committee service required.

Qualifications: college teaching experience required; Ph.D. in communication, Journalism or related field preferred, ABD with sufficient progress accepted. Candidates are expected to demonstrate teaching excellence and professional development through scholarship. Rank and salary dependent upon qualifications. Minimum for Assistant Professor: \$33,230. Terminal degree required by August 1996 for appointment at Assistant rank and required for tenure.



Send letter of application, resume, and three letters of reference, by October 15, 1995 to:

Gaynelle Pratt, Office of Human Resource Management
KEENE STATE COLLEGE
229 Main Street, Keene, NH 03435-1604
Keene State College is an Affirmative Action/Equal Opportunity Employer

Tenure-track Assistant Professor of Journalism for a growing department, starting 1996-1997 academic year. Teach radio/television news, production, and related courses. Advise student radio or TV station in addition to teaching beginners' reporting and news writing. Other courses within the candidate's areas or specialty or interest available. PhD preferred. Master's considered with substantial experience and achievements as a reporter or news director in a major broadcast market. Teaching experience preferred. Refer to Recruitment Code #63010 and send letter of application, resume, three current letters of reference, and official transcripts to Dr. Nishan Havandjian, Head, Journalism Department, Cal Poly State University, San Luis Obispo, CA 93407. Applications must be postmarked by October 20, 1995. Cal Poly is strongly committed to achieving excellence through cultural diversity. The University actively encourages applications and nominations of women, persons of color, applicants with disabilities, and members of other underrepresented groups. AA/EEO.

Graduate Assistantships available in RTVF department for M.A. - Communication students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs, etc. Tuition waiver plus up to \$4400/year. Contact Dr. William Ramin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

HELP WANTED SALES

Sales Professional
\$50,000-\$200,000 Annually

19 year leader in corporate promotions seeks strong salesperson to call on decision makers.

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ext. 636. Fax resume to (800) 467-6544.



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FINANCIAL SERVICES

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

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

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Missouri - small market C1 with lots of upside
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Southeast - AM/Class C FM, cash flow
\$3.0 million

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Texas - AM/2 FM combo-both C1s
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Please fax confidential letter of interest and financial qualifications to 410-531-3728

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FM Station for Sale, Casa Grande, halfway between Phoenix and Tuscon. Currently built, but off the air, Class A facility. Qualified buyers only, call David Jacobson (708) 480-4000.

For Sale/Trade - VA FM Class B-1 stock. Country format. #1 Arbitron. Resort area. New equipment, building, land and tower. 1-817-773-3108.

ARTIFACTS

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

CONSULTING FIRMS

Accurate Forecasting!! Further predict your station's revenue picture through powerful regression/correlation models. The most accurate forecast is a combination of goal setting and statistical analysis. We help take some of the guesswork on just how good 1996 will be; by month, by quarter, L&N. Order now-\$495. Broadcast Economic Trends. 602-951-2445.

PUBLIC NOTICE

The Public Broadcasting Service National Program Policy Committee will meet at 9:00 a.m. on October 2, 1995 at the PBS Offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service evaluation process, budget and other issues.

BROADCASTING TOWERS

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

Tower Site For Sale. Stainless G-7, concrete building, back up power. Four acres, Savannah Springfield, GA area. Lat: 32-28-26. Long: 81-20-33. Registered with FAA. AGL 281' AMSL 393'. \$45,000 OBO. 770-422-1430.

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CEO of Satellite Service. East Coast satellite service is expanding for a new CEO. Strong marketing and management skills required in the broadcast or cable industry not essential. Strong leadership. Successful business experience. Send resume to Box 00371

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*Press 9 at any time for fax of the classified section.
To place classified ads call (212) 337-7073 or fax (212) 206-8327.

Datebook

THIS WEEK

- Sept. 18-19**—Technology seminar for news professionals, hosted by *The Freedom Forum Media Studies Center*. Columbia University, New York City. Contact: Shirley Gazsi, (212) 678-6600.
- Sept. 18-20**—Telco-Cable VII, sponsored by *Business Research Publications* and *The Yankee Group*. Loews L'enfant Plaza Hotel, Washington. Contact: (202) 842-3022.
- Sept. 18-20**—11th annual *National Cable Television Cooperative* members meeting. Charleston, S.C. Contact: Missy Welker, (913) 599-5900.
- Sept. 18-21**—*NIMA International* sixth annual meeting and trade exhibition. The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.
- Sept. 19**—SkyFORUM IV, symposium on satellite and telecommunications convergence and competition, presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis, New York City. Contact: Alison Klapper, (212) 388-1400.
- Sept. 19**—CTAM NY Blue Ribbon Breakfast presented by the *Cable Television Administration and Marketing Society*. Rainbow Room, New York City. Contact: Rebecca Kramer, (212) 818-9151.
- Sept. 19**—*Walter Kaiz Foundation* Gala Dinner. New York Hilton & Towers, New York City. Contact: Paula D. Winn, (800) 953-6863.
- Sept. 19-20**—*Hollywood 2000* conference on packaging entertainment product. Wyndham Bel Age Hotel, West Hollywood, Calif. Contact: Trisha Allen, (714) 513-8648.
- Sept. 19-22**—*National Association of Black-Owned Broadcasters* annual fall management conference. Hyatt Regency, Washington. Contact: (202) 463-8970.
- Sept. 20-22**—45th annual *IEEE Broadcasting Technology Society* broadcast symposium. Hotel Washington, Washington. Contact: Susan Crawford, (202) 452-5600.
- Sept. 20-23**—Personal Communications Showcase '95, presented by the *Personal Communications Industry Association*. Orange County Convention Center, Orlando, Fla. Contact: Christina Tendo, (202) 467-4770.
- Sept. 20-24**—*National Association of Telecommunications Officers & Advisors* 15th annual conference. Albuquerque Convention Center, Albuquerque, N.M. Contact: Barbara Rutherford Crest, (503) 281-0475.
- Sept. 21**—"The New Media Landscape from a Telco Perspective," newsmaker luncheon presented by *International Radio & Television Society Foundation*. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Sept. 21**—*Polytechnic University Center for Advanced Technology in Telecommunications* forum in telecommunications practice. Metropolitan Life Insurance Co. Bldg., New York City. Contact: Ameena Mustafa, (718) 260-3050.
- Sept. 21-23**—PCS '95: Personal Communications Showcase, presented by the *Personal Communications Industry Association*. Orange County Convention Center, Orlando, Fla. Contact: (617) 329-9580.
- Sept. 25-27**—China Cable and Satellite Television International Summit '95, presented by the *Chinese Institute of Electronics* and the *Institute for International Research*. China World Hotel & Trade Centre, Beijing. Contact: +852 2586-1777.
- Sept. 25-29**—Convergence '95 interactive television conference and exposition/DAVID developers conference, presented by *Multichannel CommPerspectives* and *Microwave Systems Corp.* San Jose Convention Center, San Jose, Calif. Contact: Steve Simpson, (515) 224-1929.
- Sept. 28**—Radio license renewal seminar presented by *National Association of Broadcasters*. Kansas City, Mo. Contact: Christina Griffin, (202) 775-3511.

SEPTEMBER

- Sept. 27**—*BROADCASTING & CABLE Interface IX Conference*, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.
- Nov. 6**—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.
- Sept. 28**—Meeting of the board of directors and the general membership of the *Kentucky Cable Telecommunications Association*. Woodson Bend Resort, Bronson, Ky. Contact: (502) 864-5352.
- Sept. 28-29**—"Expanding Distribution Opportunities in Television, Cable and New Media" conference presented by *Institute for International Research*. Biltmore Hotel, Los Angeles. Contact: (212) 661-3500.
- Sept. 29-Oct. 1**—23rd annual regional broadcasters convention, hosted by the *Society of Broadcast Engineers*. Central New York chapter. Sheraton Inn Convention Center, Liverpool (Syracuse), N.Y. Contact: John Soergel, (315) 437-5805.
- Sept. 29-Oct. 1**—*Media Technologies* trade show, *Texas Association of Broadcasters* 42nd annual convention and *Society of Broadcast Engineers* annual southwest regional conference. San Antonio Convention Center, San Antonio, Tex. Contact: Oscar Rodriguez, (512) 322-9944.
- OCTOBER**
- Oct. 5-6**—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.
- Oct. 5-7**—*Minnesota Broadcasters Association* 46th annual convention. Northern Inn, Bemidji, Minn. Contact: (612) 926-8123.
- Oct. 5-7**—"Sustaining Success: Challenges Facing Minority Managers," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jennette Smith, (813) 821-9494.
- Oct. 6-9**—*Audio Engineering Society* 99th annual convention. Jacob K. Javits Convention Center, New York City. Contact: (212) 661-8528.
- Oct. 7-10**—*Association of National Advertisers* 86th annual meeting and business conference. Boca Raton Resort & Club, Boca Raton, Fla. Contact: (212) 697-5950.
- Oct. 9**—"The Battle for Customer Satisfaction: Going to the Next Level," conference presented by *Cable Television Administration and Marketing Society*. Bally's Park Place Casino Hotel & Tower, Atlantic City. Contact: (703) 549-4200.
- Oct. 9-13**—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.
- Oct. 10-11**—*Television Bureau of Advertising* third annual research conference. McGraw-Hill Conference Center, New York City. Contact: Mercedes Median, (212) 486-1111.
- Oct. 10-11**—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." Hyatt Regency, Oak Brook, Ill. Contact: Molly Coyle, (312) 634-2353.
- Oct. 10-12**—Atlantic Cable Show, presented by *Cable Television Association of New York, New Jersey Cable Television Association, Pennsylvania Cable and Telecommunications Association and Cable Television Association of Maryland, Delaware and the District of Columbia*. Atlantic City Convention Center, Atlantic City. Contact: (609) 848-1000.
- Oct. 10-12**—*Mid-America Cable TV Association* 38th annual meeting and show. Overland Park International Trade Center, Overland Park, Kan. Contact: (913) 841-9241.
- Oct. 11**—*Federal Communications Bar Association* luncheon featuring Tom Shales. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Oct. 11-14**—*Society of Professional Journalists*

- national convention. St. Paul Radisson, St. Paul. Contact: Julie Grimes, (317) 653-3333.
- Oct. 12**—1994 Achievement and Scientific Development Emmy Awards, presented by the *National Academy of Television Arts & Sciences*. Sheraton New York Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.
- Oct. 12**—*BDA International* Asian Conference. Mandarin Marina, Suntec City, Singapore. Contact: Lynne Grasz, (212) 251-8712.
- Oct. 12-13**—"Charting a Course for Video on Demand," conference presented by *ICM Conferences Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.
- Oct. 12-14**—*National Religious Broadcasters* Eastern Chapter annual convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.
- Oct. 15-19**—*International Engineering Consortium* National Communications Forum. Hyatt Regency O'Hare, Chicago. Contact: Mike Vogt, (312) 938-8787.
- Oct. 15-20**—"Ethical Decision-Making," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.
- Oct. 16-17**—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Telephony." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.
- Oct. 18-20**—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Fiber Optics." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.
- Oct. 18-20**—*Indiana Broadcasters Association* fall conference. Omni Severn, Indianapolis. Contact: Jack Swart, (219) 233-3141.
- Oct. 18-20**—India Cable & Satellite International Summit, presented by *Institute for International Research*. Maurya Sheraton Hotel & Towers, New Delhi. Contact: +852 2531-6100.
- Oct. 18-21**—*National Broadcast Association for Community Affairs* annual conference. Sheraton Seattle, Seattle. Contact: (202) 857-1155.
- Oct. 19**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- NOVEMBER**
- Nov. 29-Dec. 1**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.
- Nov. 29-Dec. 2**—MIP' ASIA international film and program market, presented by *Reed Midem Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (212) 689-4220.
- JANUARY 1996**
- Jan. 22-25**—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.
- APRIL 1996**
- April 15-16**—*Television Bureau of Advertising* sales & marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.
- April 15-18**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.
- JUNE 1996**
- June 19-22**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.
- Major Meeting dates in red**
—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Cedar Rapids, Iowa (BAL-950620GF, BALH-950620GG)—Wonderful Music and Talk Inc. for WMT(AM) 600 khz and WMT-FM 96.5 mhz: voluntary assignment of license to Palmer Broadcasting LP. *Aug. 31*

Accepted for filing

Rose Hill, N.C. (BTC-950906GK)—Dublin County Broadcasters for WEGG(AM) 710 khz and WBSY(FM) 104.7 mhz: involuntary transfer of control from Jeff B. Wilson (deceased) to Judith A. Harrell, executor of estate of Jeff B. Wilson. *Sept. 14*

NEW STATIONS

Filed/Accepted for filing

Dora, Ala. (BPH-950821MB)—New Century Radio Inc. (Houston L. Pearce, chairman, 400 3rd Ave., Jasper, AL 35501) for FM at 92.5 mhz, ERP 6 kw, ant. 100 m., Underwood Ferry Rd., .9 km N of Warrior River. New Century owns WARF(AM) Jasper and WFFN(FM) Cordova, Ala. Pearce also owns WTSK-AM-WTUG-FM Tuscaloosa, Ala., and WJQD-FM-WMGP-AM Meridian, WZMP-FM Marion and WWKZ-FM New Albany, all Miss., 40% of WGUO(FM) Pascagoula, Miss., and 33.3% of KLCL-AM-KHLA-FM Lake Charles, La. *Aug. 21*

Dora, Ala. (BPH-950824MD)—Goodling Broadcasting Inc. (Cheryl Rainey, president, 2906 Poplar Springs Dr., Meridian, MS 39302) for FM at 92.5 mhz, ERP 2.2 kw, ant. 167 m. *Aug. 24*

Mobile, Ala. (BPH-950821MA)—Team Broadcasting Co. Inc. (Rubin C. Hughes, president/owner, 561 Golden Ave., Mobile, AL 36617) for FM at 106.3 mhz, ERP 6 kw, ant. 72 m. *Aug. 21*

Lake Havasu City, Ariz. (BPH-950822-MA)—Donna C. Kimble (6146 Doe Haven Dr., Farmington, NY 14425) for FM at 96.7 mhz, ERP 1.06 kw, ant. 808 m., Crossman Peak, Mohave Mountain. Kimble is 49% owner of WWSY-TV Syracuse, N.Y. *Aug. 22*

Lake Havasu City, Ariz. (BPH-950824-MA)—John H.V. Finney III for FM at 96.7 mhz, ERP 50 kw, ant. 124 m., 4.5 mi. E of Lake Havasu City. *Aug. 24*

Lake Havasu City, Ariz. (BPH-950825-MB)—Park Lane Group (James H. Levy, chairman, 750 Menlo Ave., No. 340, Menlo Park, CA 94025) for FM at 96.7 mhz, ERP 4.2 kw, ant. 473 m., Ram Mountain, Mohave Mountain Range, 16.5 km from Lake Havasu City Hall at Civic Center Dr. and Mesquite

Ave. *Aug. 25*

Cambria, Calif. (BPH-950824ME)—Walter D. Howard (PO Box 938, Capitola, CA 95010) for FM at 103.5 mhz, 6 kw, ant. 66 m., former Cambria Air Force Station, 5 km SE of Cambria. *Aug. 24*

Mariposa, Calif. (950824MF)—American Family Association for noncommercial educational FM at 91.1 mhz, ERP .45 kw, ant. 604 m. *Sept. 5*

Honolulu (950814MA)—Bible Broadcasting Network Inc. for noncommercial educational FM at 91.5 mhz, ERP 50 kw, ant. 606 m. *Sept. 5*

Hutchinson, Kan. (BPCT-950824KK)—KM Communications Inc. (Myoung Hwa Bae, 3654 West Jarvis Ave., Skokie, IL 60076) for TV at ch. 36, ERP 1,313 kw visual, ant. 357 m., 6 km NE of Mt. Hope. KM also has applied for CPs for TVs at Flagstaff and Sierra Vista, Ariz.; Boise, Idaho; Ames and Iowa City, Iowa; Albuquerque, N.M.; Batavia and Syracuse, N.Y.; Pendleton, Ore.; Muskogee and Shawnee, Okla.; Salt Lake City, and Jackson, Wyo. *Aug. 24*

Bethesda, Md.—Ukrainian Congress Committee of America Inc. (Askold S. Lozynskyj, president, 214 Massachusetts Ave., Washington, DC 20002) for noncommercial educational FM at 94.7 mhz, ERP 20.5 kw, ant. 235 m., 5202 River Rd., Bethesda. *Sept. 1*

Yazoo City, Miss. (BPH-950825MD)—Gordon J. Lousteau Jr. (115 N. Union St., Canton, MS 39046) for FM at 93.1 mhz, ERP 4.1 kw, ant. 120 m., 1.6 km W of Benton. Lousteau owns 10% of WMGO(AM) Canton. *Aug. 25*

Garapan, Saipan (BPH-950804ME)—Inter-Island Communications Inc. (Edward H. Poppe, president/co-owner, PO Box 20249, Guam Main Facility, Agana, Guam 96921) for FM at 101.1 mhz, ERP 3.2 kw, ant. 45 m., Crystal Tower, Hafa Adai Beach Hotel, Garapan. Inter-Island owns KCMN(AM) and KZMI(FM) Saipan and KSTO(FM) Agana. *Aug. 4*

Sun Valley, Nev. (BPH-950825MC)—Sun Valley Broadcasting Corp. (Rolando Colantes, president, 4860 E. Lane Ave., Fresno, CA 93727) for FM at 93.7 mhz, ERP 3.47 kw, ant. 130 m., Red Peak, 2.4 km SW of center of Sun Valley. *Aug. 25*

Muskogee, Okla. (BPCT-950901KJ)—KM Communications Inc. (Myoung Hwa Bae, 3654 West Jarvis Ave., Skokie, IL 60076) for TV at ch. 19, ERP 1,340 kw visual, ant. 354 m., 3 km N of Bald Hill and 3.8 km N of intersection of State rtes. 16 and 52. KM also has applied for CPs for TVs at Flagstaff and Sierra Vista, Ariz.; Boise, Idaho; Ames and Iowa City, Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Batavia and Syracuse, N.Y.; Pendleton, Ore.; Shawnee, Okla.; Salt Lake City, and Jackson, Wyo. *Sept. 1*

Hudson, Tex. (BPH-950817MB)—Out of Market Productions (Phil Parr, owner, 1604 Southwood Dr., Lufkin, TX 75904) for FM at 96.3 mhz, ERP 3.6 kw, ant. 129 m., 5.5 mi. from Lufkin. *Aug. 17*

Hudson, Tex. (BPH-950818MA)—Stephen

W. Yates (3 Deerwood Cir., Lufkin, TX 75902) for FM at 96.3 mhz, ERP 3 kw, ant. 144 m., on Hwy 2021, 4.2 km W of Redland. *Aug. 18*

Ingram, Tex. (BPED-950817MA)—Texas Public Radio (Joe Gwathmey, president, 8401 Datapoint Dr., No. 800, San Antonio, TX 78229) for noncommercial educational FM at 90.1 mhz, ERP 50 kw, ant. 681.4 m., 3920 Goat Creek Rd., Kerrville. Texas Public Radio owns KPAC(FM) and KSTX(FM) San Antonio. *Aug. 17*

Madisonville, Tex. (BPH-950824MB)—Hunt Broadcasting (Leon Hunt, 102 W. Main St., Madisonville, TX 77864) for FM at 100.5 mhz, ERP 6 kw, ant. 100 m., on Hwy 2289, 7.3 km E of Normangee. Hunt owns KMVL-AM Madisonville. *Aug. 24*

Palacios, Tex. (BPH-950821MC)—John W. Wiggins (3600 Estates Dr., Amarillo, TX 79124) for FM at 99.7 mhz, ERP 50 kw, ant. 101 m., 12.6 km E of Palacios. *Aug. 21*

Tahoka, Tex. (BPH-950824MC)—Albert Benavides (4821 73rd St., Lubbock, TX 79424) for FM at 95.3 mhz, ERP 3 kw, ant. 100 m., on State Hwy 3112, 2.5 km S of U.S. 380, 11.7 km W of Tahoka. Benavides is 25% owner of KBZO-AM Lubbock. *Aug. 24*

Wolforth, Tex. (BPCT-950824KL)—Woods Communications Corp. (David Woods, president, 1 WCOV Ave., Montgomery, AL 36111) for TV at ch. 22, ERP 70.3 kw visual, ant. 228.6 m., 100th and University, Lubbock. Woods owns wcof-tv Montgomery and WDAU-TV Ozark, Ala., and 10% of wxvi(AM) Montgomery. *Aug. 24*

FACILITIES CHANGES

Returned

Lake Ronkonkoma, N.Y. (BPED-950510MD)—Board of Education, Sachem Central School District, Holbrook, for WSHR(FM) 91.9 mhz: change ERP to 6 kw, ant. to 54 m., TL to 51 School St. *Aug. 30*

Granted

Dade City, Fla. (BPH-950428ID)—Dade City Broadcasting Inc. for WGUU-FM 96.1 mhz: change ERP to 2.75 kw, ant. to 148 m., TL to .4 km S of Hickory Hill Rd., .9 km E of S.R. 41, 2.1 km SE of Spring Lake. *Aug. 30*

Haines City, Fla. (BMPED-950328IA)—Landmark Baptist Church Inc. for WLVF-FM 90.3 mhz: change ERP to 1.2 kw, ant. to 94 m. *Aug. 30*

Miami (BPH-950320ID)—WEDR Inc. for WEDR(FM) 99.1 mhz: install auxiliary ant. *Aug. 30*

Americus, Ga. (BMPH-950315IA)—Sumter Broadcasting Co. Inc. for WDEC-FM 94.7 mhz: change TL to 5.9 km W of Smithville, Ga., near Chocheelakee Creek. *Aug. 30*

Pekin, Ill. (BPED-950111IG)—Illinois Bible Institute Inc. for WCIC(FM) 91.5 mhz: change ERP to 50 kw, ant. to 109 m. *Aug. 31*

Pineville, Ky. (BPH-950424IA)—Pine Hills Broadcasting Inc. for WRIL(FM) 106.3 mhz: change ERP to 1.045 kw. *Sept. 8*

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Report from the field

EDITOR: I was startled and disheartened by the choice of terminology in your Aug. 21 article on FCC staff cuts, which stated that "about 50 field office employees will be fired." You have confused "fired," which is termination for wrongdoing, with "laid off," which is termination for lack of available slots/funds. The only "wrongdoing" that my colleagues have done is to be in the field rather than at headquarters, it seems.

In my opinion, the decision to lay off these people is a direct consequence of a flawed understanding of what the field enforcement staff—"the policemen of the airwaves" to use a phrase of the past—does to keep the spectrum available as a viable resource for the needs of the public. The present field force is inadequate to keep up with the rising tide of problems. Making it 40% smaller will not make those problems go away. Indeed, it should have been doubled rather than cut in half.

I say that from the standpoint of nearly 30 years as a journeyman, specialist and supervisor of one of the "surviving" offices. The fact that I am one of the career FCC employees who welcomed retirement from the agency on Sept. 2, 1995, does not make it any easier. I cannot rejoice while my colleagues are in pain.—*Philip M. Kane, attorney, San Francisco*

Hundt vs. the First Amendment

EDITOR: FCC Chairman Reed Hundt and the administration he represents continue to show their deep discomfort with free speech, a free press and the free market.

The chairman's recent suggestion that lifting government limits on radio ownership might bring back the fairness doctrine should concern anyone who believes in the First Amendment.

In a speech to the NAB radio convention, Hundt wondered out loud what justification he would have for "saying no" to those who might react to the easing of ownership limits by demanding tougher access regulations. I suggest he need look no further than the Constitution of the United States.

But Chairman Hundt's real problem

is simply that he is out of touch.

If a majority of the American people shared the chairman's taste in radio and television, he would have no need to use government power to impose his peculiar programming preferences on the rest of us.

Unfortunately, the chairman's words and actions illustrate how politicians and special interest groups continue to use the government to make it prohibitively expensive for the rest of us to exercise our legitimate constitutional rights.

If the chairman continues his office in an attempt to undermine the First Amendment, we can only hope that Congress and the courts will step in to prevent him from further limiting what his fellow citizens are allowed to see, hear and believe.—*David Bartlett, president, Radio-Television News Directors Association, Washington*

SDTV no answer

EDITOR: The editorial in the Aug. 21 BROADCASTING & CABLE really hit the nail on the head for HDTV transition. I have been employed in broadcasting since 1929. I have been involved in the transition from free running transmitter oscillators to crystal controlled oscillators; also the transition to vertical antennas from the Tee type. I pioneered the introduction of FM at the University of Illinois in 1941. I was in on the transition to color television, and to the use of satellites by broadcast stations. I have been representing the Nebraska ETV Commission in the development of HDTV on a number of the FCC ATV subcommittees and working parties. They will have nine transmitters to convert in the transition to HDTV.

All the changes I have mentioned have required a substantial upfront investment by broadcasters. FM had to be supported for 10 years before it made money. Now, as you mentioned, FM channels are very valuable. The same will be true of HDTV channels. I regret that some broadcast organizations have successfully petitioned the FCC to inquire, in its notice of proposed rulemaking, about the use of multiple digital SDTV [standard-definition TV] channels to generate the funds necessary for HDTV conversion. The cost of providing SDTV

channels will be almost as high as for pass-through HDTV. New transmitter, feed line and antenna will be required along with digital SDTV processing equipment. If the use of SDTV is successful, there will be no inclination on the part of the broadcaster to go to HDTV. The addition of extra SDTV channels will not necessarily bring in large amounts of revenue. Advertising or pay-per-view revenue is not inexhaustible. The problem of getting additional software (programs) for the new channels will be substantial. Check the present situation with multiple cable channels (or DAB channels) in addition to terrestrial broadcast channels.

Creative financing will be necessary for a successful transition to HDTV. Future values will be established once some good pass-through HDTV programs and HDTV receivers become available.—*A. James Ebel, broadcast consultant, Lincoln, Neb.*



WFOY's home since 1936

Unmoved

EDITOR: Perhaps you might be able to help me.

I own WFOY(AM) St. Augustine, Fla. WFOY went on the air in July, 1936, and has never moved from One Radio Road, St. Augustine.

The station was started by the owner of Fountain of Youth Park in St. Augustine. Hence the WFOY call letters. I purchased WFOY(AM) and WFOY-FM in April 1984.

My question to you and the broadcasting industry in general: Is there any radio station older than 60 years still broadcasting from its original site like WFOY?

Hope you can help. Look forward to hearing from you.—*Douglas D. Shull, president/owner, Shull Broadcasting Co., One Radio Road, Box 3847, St. Augustine, FL 32084*

Bruce Ravenal: Leading TCI's technology wing

When Bruce Ravenal was involved in the design of Intel's 8086 chip, he never imagined he eventually would preside over the new-technology unit of the nation's largest cable operator.

Ravenal was straight out of the University of Colorado-Boulder when he got the opportunity to help design the first major microprocessor of the modern computer age. He went to California to work at Intel before returning to Colorado.

Since then, Ravenal's career has taken many twists and turns before landing him at the helm of TCI Technology Ventures. The company is TCI head John Malone's spin-off unit focusing on investment in key multimedia companies with an eye toward incorporating profitable businesses into TCI's ever-expanding global cable empire.

"John is clearly a master dealmaker and a financial engineer. He applies an engineer's mind to finances," says senior VP/CEO Ravenal.

Malone brought Ravenal to TCI from its Colorado neighbor US West. Ravenal was instrumental in setting up a landmark video-on-demand trial by TCI, US West and AT&T.

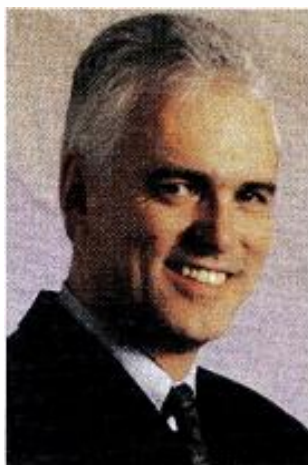
Ravenal says there are genuine business opportunities in multimedia, but the market is changing so fast that strategic focus is imperative. TCI Technology Ventures is focusing on four major areas: online services, video games, digital video and education.

With Malone's guidance, Ravenal has helped to engineer a series of deals that give his unit positions in key growing companies, including a 20% equity stake in The Microsoft Network, Bill Gates's new online service. Ravenal says that investment is valued at \$625 million.

Ravenal also made a \$4 million investment in a stake in Netscape Communications, which makes the leading Internet-browser software. He says that \$4 million bet is now worth more than \$46 million.

TCI Technology Ventures also has committed itself to the evolving cable modem market, which may give online users high-speed access to the Internet over the upgraded cable plant. Ravenal helped set up @Home, a new "broadband internet cable venture," along with Silicon venture capitalist Kleiner Perkins.

"The initial order for cable modems will be a couple of hundred thousand," says



"What we need to do to our plant for telephony is the same thing we need to do to support cable modems."

Bruce Walker Ravenal

Senior VP/CEO, TCI Technology Ventures, Denver; b. Jan. 25, 1950, Seattle; BA, University of Colorado-Boulder, 1975; one year in computer science PhD program; Intel Corp., Santa Clara, Calif.: software development engineer, 1976-77, microprocessor architect, 1977-78; president, Language Resources Inc., Boulder, 1978-84; software architect/consultant, Disys, Boulder, 1984-88; technical staffer, US West Technologies, Denver, 1988-89; director of strategic alliance management, US West, Denver, 1989-91; VP, business development, TCI's Digital Direct, Denver, 1991; VP, technology, Tele-Communications Inc., Denver, 1992-94; current position since 1994. m. Kathryn Starkey, April 6, 1991; children: Jason, 22; Joy 11; Daniel, 3, and Russell, 1.

Ravenal, adding that cable subscribers will have access to this new technology beginning next year in certain areas. "I expect we will have millions of customers for @Home by 2000."

But Ravenal says the process of upgrading TCI's cable plant and introducing new technology is a gradual one. And he is amazed at the pace of growth of the personal computer and online services markets. Ravenal's view is that television, computing and communications will become integrated, but it will take time to build the networks, deploy the technology in consumers' homes, and grow interactive services into a viable business. "What we need to do to our plant for telephony is the same thing we need to do to support cable modems and multiplayer network gaming," he says.

TCI also has a stake in cable's Sega Channel and has invested \$80 million for 10% of Acclaim Entertainment, maker of the popular video game "Mortal Kombat." Ravenal says TCI is focusing first on market segments and then on positions in potential profit-making enterprises. While he is gung ho about technology, Ravenal does not want to fall prey to the hype.

Although his unit has made some shrewd investments, Ravenal is cautious about the future of interactive television and TCI's tests with Microsoft. "The business of interactive television is in the future at least a few years. There is a long way to go before the revenue opportunities match the capital costs of offering services," he says, adding that it probably will not develop into a bona fide business for "the next three to five years."

However, Ravenal sees Internet access and multiplayer video games over cable as growing businesses that will start generating fresh revenue streams into Malone's deep well.

Ravenal combines his experience with computers with his understanding of how both technology and the market are continuing to evolve.

For now, it's a matter of making a strategic investments in companies in the shifting Internet access and multiplayer video game markets, while keeping an eye on both wireline and wireless communications, and knowing that everything is going to change dramatically before the turn of the century.

—MB

Fates & Fortunes

BROADCAST TV

Timothy Frame, GSM, WRIC-TV Petersburg/Richmond, Va., joins WSAV-TV Savannah, Ga., in same capacity.

Dan Kempner, NSM, KUVN(TV) Garland, Tex., joins KZIA(TV) Las Cruces, N.M., as LSM.



Terry Cole, news and operations manager, WOWK-TV Huntington, W.Va., named station manager.

Appointments at WRGB(TV) Schenectady, N.Y.:

Doug Sherman, sports reporter/anchor, WSTM-TV

Cole

Syracuse, N.Y., joins as weekend sports anchor; **Dave Rexroth**, meteorologist, WOI-TV Ames, Iowa, joins in same capacity; **Jim Parisi**, news director, WSVJ(TV) Elkhart, Ind., joins in same capacity.

Jay Mitchell, assistant news director, WPEC(TV) West Palm Beach, Fla., named director, news and operations.

John Curry, LSM, WOWT(TV) Omaha, joins KXVO-TV there as director, local marketing.

Cathi Hauck, promotion director, WFBQ(FM)/WNDE(AM) Indianapolis, joins WTTV(TV) Bloomington, Ind., as sales promotion director.

Appointments at WBRE-TV Wilkes-Barre/Scranton, Pa.: **Bob Wilson**, reporter, WNEP-TV Scranton, joins as weekend co-anchor/reporter; **Larry Roberts**, anchor, WSAV-TV Savannah, Ga., joins as co-anchor/reporter; **Diane Ako**, reporter, KOBR(TV) Roswell, N.M., and **Gary Brown**, producer, WTAJ-TV Altoona, Pa., join in same capacity.

Gregory Goldman, sales executive, Katz Continental Television, Atlanta, named manager, Katz Television Group, Tampa, Fla.

Ken Rodriguez, sports anchor, WSVN(TV) Miami, joins WAGA-TV Atlanta as weekend sports anchor/reporter.

Doug Miller, reporter, KHOU-TV Houston, named Washington reporter. He will take over Washington bureau in October. **Matt Braatz**, news photographer, will move to Washington as well.

Appointments at WXLV-TV (formerly WNRW) Winston-Salem, N.C.: **Rich Moore**, production manager, WGHP-TV High Point, N.C., joins as director, production services; **Jay Paul**, production manager, named director, commercial services.

Richard DiMaio, staff meteorologist, United Airlines, joins Fox News, Chicago, as weekend weathercaster.

Kevin Ogle, weekend anchor/weekday reporter, KFOR-TV Oklahoma City, named weekday anchor, 6 and 10 p.m. newscasts.

PROGRAMING

Chuck Lioi, manager, marketing finance, and administrator, ITC Entertainment Group, joins MTM Worldwide Distribution, Studio City, Calif., as manager, creative services.

Fred Barron and **Marco Pennette**, television writer/producers, have formed Barron/Pennette Productions, a television production company, to create, develop and produce network television series. The company's first project is *Caroline in the City*.



Amira

Sid Amira, principal, Turn-Key Entertainment, joins Modern Times Group MTG AB, New York, as executive VP.

Appointments at *Entertainment Tonight*, Hollywood: **Jeff Kauf-**

man, executive producer, *O.J. Simpson: The Trial*, KNBC-TV Los Angeles, and **Nancy Kramer**, producer, CBS, join as line producer and coordinating producer, respectively; **Steve Ligerman**, executive in charge of production, and **Lu Murray**, producer, special projects, named supervising producers; **Sharlette Hambrick**, senior film segment producer, named coordinating producer.

Didier Pietri, director, movie production, ABC Television Network Group, Los Angeles, named VP, movie production and acquisition.

Appointments at CBS News Productions, New York: **Margery Baker-Riker**, national editor, named executive producer/executive director; **Meredith**

Stark, manager, programs and coordinating producer, named director.



Bader

Jeff Bader, executive director, programming planning and scheduling, ABC Entertainment, Los Angeles, named VP, current series programs.

Joel Denton, director, sales, ITEL, joins Hallmark

Entertainment, London, as senior VP/managing director, international sales.

Appointments at *Extra—The Entertainment Magazine*, Burbank, Calif.: **David Rose**, anchor, WFLD(TV) Chicago, joins as weekend anchor/senior correspondent; **Libby Weaver**, news anchor, KSTU(TV) Salt Lake City, joins as senior correspondent.



Shaw

Michael Shaw, senior VP, advertising sales, Buena Vista Television, Burbank, Calif., named executive VP.

Gene Stein, VP, comedy development and series, ABC Productions, New York,

joins CBS Entertainment there as VP, nontraditional programming, and director, drama series development.

Appointments at MGM Domestic Television Distribution, Santa Monica, Calif.: **Lyle Foster**, manager, Eastern division, named director; **Phil Smith**, director, sales, Samuel Goldwyn Television, joins as director, Southeast; **Ed Staak**, director, Midwest, Samuel Goldwyn Television, joins as manager, Central.

RADIO

Amy Goldsmith, news writer/assistant account executive, Ogilvy Adams & Reinhart, Los Angeles, joins KUHL(AM) Santa Maria, Calif., as assistant news director.

Shelly Beyer, director, communications, Minnesota Farm Bureau Federation, joins KWOA-AM-FM Worthington, Minn., as farm news director.

Bob Shomper, program director,

WTSO(AM) Madison, Wis., joins KARN(AM) Little Rock, Ark., in same capacity.



Blake

Cliff Blake, operations manager/program director, WOKQ(FM) Dover, N.H., and WXBB (FM) Kittery, Me., named VP.

Les Tolchin, VP, Broadcast Groups, Representatives and Networks, Radio

Station Services, The Arbitron Company, New York, named senior VP, National Radio Sales, Arbitron Radio.

CABLE



Keenan

Terry Keenan, anchor/correspondent, Moneyline and CNN Business News, New York, joins CNBC, Fort Lee, N.J., as anchor, business news.

Hilary Hattler, director, advertising sales, Tele-

Noticias, Miami, joins Tele-UNO there as VP/GM.

Brian Gruber, director, marketing, Sacramento Cable, Sacramento, Calif., joins FOXTEL, Australia, in same capacity.

Michael Cunningham, consultant, joins Discovery Enterprises Worldwide, Bethesda, Md., as director, financial and business operations.

Jon Dubin, sales manager, La Cadena Deportiva, Houston, named VP, sales, Prime Deportiva there.

Appointments at HTS, Bethesda, Md.:

Guillermo Lopez, marketing manager, Baltimore Orioles, joins as promotions manager; **Beth Richman**, promotions manager, named advertising manager; **Debra Peitavino**, operations supervisor, named operations manager.

Appointments at NBC Cable, New York: **Richard Donnelly**, account executive, named manager, sports sales; **Kim Sullivan**, account executive, Petry Television, joins as manager, direct sales and marketing.

Dennis Patton, senior VP/GM, Sports-Channel Philadelphia/PRISM, named senior VP/GM, MuchMusic USA. Both companies are managed by Rainbow

Programming Holdings Inc.

Appointments at Showtime Networks Inc., New York: **Terry Fitzpatrick**, director, program administration, named VP, programming finance; **Shari Yellin**, manager, financial planning, named director, royalty finance; **Doris Guerrasio**, director, finance, Showtime Entertainment Group, named VP, sales and marketing finance; **Stuart Benson**, director, financial reporting—special markets, named VP, finance, Showtime Satellite Networks.

ADVERTISING/MARKETING



Toner

Mark Toner, advertising director, Philips Consumer Electronics, joins Williams Television Time Inc., Santa Monica, Calif., as managing director of new New York office.

Appointments at Group W Sports Marketing, New York, capitol region: **Rudy Taylor**, director, sales, Orioles Television Network, named director, sports sales; **Dana Scott Fitzgerald**, consultant, named manager, sports sales.

Eileen Kramer, executive producer/head, marketing and sales, television commercial post-production, Fleet Street, Santa Monica, Calif., adds head, broadcast division, to her responsibilities.

Peter Himler, senior VP/director, consumer media, Burson-Marsteller, New York, named executive VP/director, media relations.

Appointments at Raycom Inc., Fort Lauderdale, Fla.: **Ralph Gray**, national sponsorship sales manager, World Sports & Marketing, Orlando, Fla., joins as GSM, Florida; **Mitchell Morral**, director, special events, Cystic Fibrosis Foundation, Fort Lauderdale, joins as director, communications, special projects.

Cynthia Evans, senior executive in charge

Errata

A Sept. 4 obituary in "Fates & Fortunes" gave an incorrect first name for **Richard Carleton Crisler**, Cincinnati businessman, pioneer media broker and founder of R.C. Crisler & Co.

of new business and third-party ventures, Mediamark Research Inc., New York, joins Scarborough Research there as VP, agency and advertiser services.

TELEMEDIA

Valerie Brauckman, advertising and promotion special projects manager, Philadelphia Newspapers Inc., joins FutureVision of America Corp., West Conshohocken, Pa., as GM, video dialtone system located in Dover Township, N.J.

Richard Rygg, VP, Internet/interactive division, ECN (the Entertainment Communications Network), Los Angeles, named president.

DEATHS

Christina Anne Lund, 34, wife of Mark Lund, GSM, WSBK-TV Boston, and daughter-in-law of Peter Lund, president, CBS/Broadcast Group, died Sept. 11 at Newton-Wellesley Hospital in Wellesley, Mass., shortly after giving birth to her third child. Cause of death is still undetermined. Lund is also survived by three children, Connor, Kelly and John; her parents; two brothers; a mother-in-law, and a brother-in-law.

Joseph D. Hughes, 85, public broadcasting official, died Sept. 6 of congestive heart failure at his home in Pittsburgh. Hughes served on the board of the Corporation for Public Broadcasting in the Johnson, Nixon and Ford administrations.

Carmen Sylva Mathews, 84, actress, died Aug. 31 at her farm in Redding, Conn. Mathews appeared in several television movies and still appears in reruns of *M*A*S*H* as Col. Lillian Rayborn. Her last role was in the 1990 television movie *The Best Year of My Life*.

Howard Gesner Sr., 56, radio sports anchor, WDEL(AM) Wilmington, Del., died Sept. 5 of heart failure at the Veterans Affairs Medical Center, Elsmere, Del. During the 1980s Gesner worked at WJBR-FM Wilmington and was a familiar figure at high school, college and professional sports events in the Delaware/Pennsylvania area. As a member of the Delaware Sports Writers and Broadcasters Association, Gesner served as its president in 1983-84. He is survived by three sons: Richard, William and Thomas; a sister, and a granddaughter.

—Compiled by Denise Smith
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Vice President Al Gore blasted **telecommunications-reform legislation** last week, saying it will lead to a "concentration of power" within the media and will expose consumers to unregulated cable monopolies. He specifically cited provisions that would permit companies to own unlimited radio and TV stations and newspapers in the same market. The administration has threatened to veto the legislation if changes are not made before final passage. It's headed for a House-Senate conference late this month or early next. Passage would set a bad example for other nations seeking to liberalize their telecommunications rules to promote competition and democratic values, Gore said at a Washington seminar sponsored by CMP Publications.

U.S. Radio II Inc. has hired investment bankers **Alex. Brown & Sons** to explore selling the **17-station group**. Speculation is that if a buyer offered \$150 million cash, U.S. Radio would sell, a source close to U.S. Radio says. But the company also expects to consider merger offers, CEO Ragan Henry says. U.S. Radio will expand to 18 stations this week with a buy that Henry declined to detail. Also last week, SFX Broadcasting Inc. said it has signed a letter of intent to acquire KNUZ(AM)-KQUE-FM Houston from Texas Coast Broadcasters for \$38 million cash. The deal creates an FM duopoly in Houston for SFX.

Cox Communications is the **latest cable company to sign a "social contract" with the FCC to put its cable rate complaints to rest**. If the agreement receives final approval from the commission, it will resolve more than 400 pending complaints. In return, Cox will credit \$7.1 million worth of refunds to subscribers.

Westinghouse Electric Corp. signed loan agreements **Tuesday (Sept. 12) that will enable it to buy CBS for \$5.4 billion**. An additional \$2 billion was borrowed to refinance existing debt. The loan agreements were sealed well before the Oct. 4 deadline set in the purchase agreement with CBS. Westinghouse would have had to pay the network \$30 million if it missed the deadline. The deal still has to pass

Savoy raises TV expectations

Fox Broadcasting partner Savoy Pictures Entertainment Inc. says it wants to get even deeper into TV. Savoy will "concentrate more of its resources on the acquisition and operation of television stations and the growth of its television program division," according to a company release last Friday. It will do so through more motion-picture joint ventures and by cutting the number of its self-distributed films. Savoy already owns 75% of SF Broadcasting; the rest is owned by Fox. SF was formed primarily to buy Fox affiliates and owns WALA-TV Mobile, Ala.; KHON-TV Honolulu; WVUE New Orleans, and WLUK-TV Green Bay, Wis. Under Savoy's latest plans, it will "seek broadcast stations in adjoining markets to existing stations, as well as in new areas of the country," President/COO Lewis Korman said in the release. "The company may pursue these opportunities either by itself or in conjunction with Fox."

Savoy, formed as an independent film distributor and producer, has several films in production, including "The Honeymooners," starring Tom Arnold; "Steal Big, Steal Little," with Andy Garcia, and "Heaven's Prisoners," with Alec Baldwin and Mary Stuart Masterson. —EAR

FCC and shareholder approval and is not expected to be final until around year's end.

Disney and ABC reported that the U.S. Justice Department requested more information concerning the companies' Hart-Scott-Rodino antitrust filing pertaining to their proposed merger.

The companies said the request was not unusual for a merger of the size they are planning. Westinghouse said a deadline had passed without Justice's asking for additional information related to the company's acquisition of CBS.

King World Productions has agreed to give Oprah Winfrey until Oct. 6 to decide whether to continue her top-rated talk show past the '95-'96 season. The terms of an agreement signed between King World and Winfrey's Harpo Productions in March 1994 give her the option of renewing her show on a yearly basis through the 1999-2000 season.

Television Food Network has agreed to pay New Jersey Network \$4.3 million for capital expenditures in exchange for its must-carry rights on Time Warner's New York City cable systems. As a result of the deal, TVFN will occupy the channel position now held by the state's public broadcasting system.

CBS has moved kids show *Santo Bugito* from 10:30 a.m. to 9:30 a.m. as the lead-out to pop-

ular new show *The Mask*. The move was expected to take place last Saturday, Sept. 16. *Santo Bugito* is produced by Klasky Csupo.

Congressman Jack Fields (R-Tex.), chairman of the House Telecommunications Subcommittee, and BROADCASTING & CABLE Editor Don West will be honored by the Media Institute at a Washington dinner Sept. 26. Fields will receive the organization's American Horizon award, for his role in crafting new telecommunications legislation, and West will receive the Freedom of Speech award, for contributions to the protection and advancement of free speech.

The FCC last week adopted rules to prevent telephone ratepayers from subsidizing video dialtone services. The rules are aimed at preventing local phone companies from offsetting video dialtone rate reductions with higher telephone rates.

Infinity Broadcasting Corp. will file with the Securities and Exchange Commission this week to offer 8.5 million new shares of common stock. Proceeds from the offer will be used to buy more radio stations.

Sony Electronics Inc. resumed retail shipments of its DBS system this week and began sending DBS customers a software upgrade via satellite. Sony had halted shipments of its 18-inch DBS dish in response to mounting consumer complaints about poor reception.

Closed Circuit

WASHINGTON

FCC visitors

FCC field agents want to know about children's TV. Commission field office officials visited three stations last week to request information on children's programming from the public files at each station: Chicago's WFLD, Philadelphia's WCAU-TV and Kansas City's WDAF-TV. Magalie Salas of the FCC's Compliance and Information Bureau Enforcement Division says the field agents are making the visits as part of a "data-collecting initiative" on children's television programming. FCC rules require broadcasters to keep such information on file. Salas classifies the visits as normal FCC procedure and says the field officials "presumably" will be visiting more stations.

NEW YORK

Jordan has them covered

With the Westinghouse/CBS merger apparently on track, some CBS staffers remain concerned about pension issues. They say the Westinghouse pension is underfunded by almost \$1 billion, while the CBS pension fund is overfunded by \$600 million. Will the former have to subsidize the latter? The answer from Westinghouse sources is no. They say CEO Michael Jordan has made a commitment to fully fund the Westinghouse pension. The sources also note that the government requires underfunded pensions to be insured and that Westinghouse has complied. Westinghouse has also made a commitment not to change any CBS employee benefits for two years after the merger takes effect.

Open season for Open

TV rights to the 1996 U.S. Open Tennis Championships are up for grabs. CBS reportedly has passed on the \$35 million-\$39 million price initially set by International Management Group (IMG), which

is negotiating TV rights for the United States Tennis Association (USTA). "[IMG] made an offer; we did not accept the offer," says a CBS source. CBS reportedly paid USTA \$19 million a year in its last four-year TV contract, which expired with the 1995 U.S. Open. Although the source says CBS's exclusive window is closed, the network is still interested. "We're obviously interested in this event, but not under the terms they've proposed at first. We're in there [CBS has offered \$30 million a year]. They [IMG] know what we want." Fox Sports President David Hill hinted that Fox likes the idea of adding the U.S. Open to its list of sports, but declined to say whether he's made IMG an offer.

DALLAS

Hightower laid low?

Amid rumors of poor ratings for ABC Radio Networks weekend talk show host Jim Hightower, program directors at several of Hightower's former affiliates say they have dropped the show and expect ABC to do the same. Although ABC executives would neither confirm nor deny that they are dropping Hightower as host of the liberal-slanted show, several insiders say ABC already has hired KGO(AM) San Francisco host Bernie Ward to replace him. WFLA(AM) Tampa program direc-

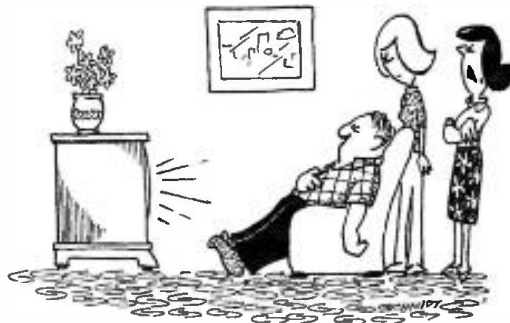
tor Gabe Hobbs said the station dropped Hightower's show last month because of "poor ratings." The station has replaced it with Major Networks' syndicated Michael Reagan talk show. Tom Benson, Dame Media group program director, also cited poor ratings for Dame's dropping the show on its WHP(AM) Harrisburg, Pa. (It was replaced with Rush Limbaugh and Dr. Laura Schlessinger.) Benson says the show also has been dropped from Dame's WGY(AM) Albany, N.Y., and WRAK(AM) Williamsport, Pa.

HOLLYWOOD

In the pipeline

- Candice Bergen is developing a TV project with Hallmark Entertainment titled *Tim*, based on the Colleen McCullough novel of the same name. Bergen will play a middle-aged woman who falls for a "beautiful young man with a child's mind." Hallmark says it's too soon to tell who the beautiful young actor will be.
- Glenn Young, who scored solid ratings earlier this year and an Emmy last week for the NBC movie *Serving in Silence: The Margarethe Cammermeyer Story*, is developing a TNT original titled *Baby*. The script is being written by Patricia MacLachlin, whose credits include the CBS movie *Skylark*.

■ Two TV projects are on the distant horizon at Barbra Streisand's Barwood Films. One would center on the lives of PLO leader Yasir Arafat and Israeli Prime Minister Yitzhak Rabin, the other on people who risked their lives to rescue Jews during the Holocaust. Streisand declared TV to be "a wonderful outlet for social expression" at last week's Emmy Awards, where her HBO special won five awards and she was nominated for executive producing NBC's *Serving in Silence: The Margarethe Cammermeyer Story*.



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Whew!

Talk about the Perils of Pauline. The entire future of the broadcasting industry was up for grabs last week—or, better, up for auction. Indeed, it's premature to celebrate the end of hostilities, although we again feel relatively safe.

Actually, it was difficult to believe at any point that the United States Congress would knowingly and deliberately destroy the American system of broadcasting. Yet it came that close. Only the right-thinking and right-action of House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) saved the day, along with the staunch support in the Senate of Ernest Hollings (D-S.C.) and a timely assist by FCC Chairman Reed Hundt.

The man to beat was and remains Senate Commerce Committee Chairman Larry Pressler (R-S.D.), who's been insistent that \$14 billion in budget reduction come from the hide of the broadcast industry. In the end, we expect his committee to go along with the House version of spectrum auctions, which protects those frequencies set aside for the digital conversion of that entire industry. Pressler has been ill-served, in our opinion, by his staff, which argued that broadcasters could survive without the ability to transition to digital, and that they could transition to digital at will, using the same frequencies allocated for analog. Digital dolts, we say.

We hope this close call will energize broadcasters to realize how precious a resource they have in the digital spectrum, and how aggressive they should be in utilizing it. Until now broadcasters have hung back in their enthusiasm for advanced and digital television to the point of scandal—and, indeed, almost to the point of no return.

The second best news of the week to this page (after the House's save) was the resolution passed by the board of directors of the Association for Maximum Service Television last Friday. For emphasis and for emulation, we repeat

it in large part:

"The MSTV board reaffirms its goal and commitment to broadcast high-definition television. The board also reaffirms its commitment to the use by broadcasters of their ATV [advanced television] channels substantially for HDTV. As part of the commitment to HDTV, broadcasters commit to broadcasting a reasonable minimum amount of high-definition television as determined by FCC rules.

"The goal of public policy and of the local television station community should be to transition as rapidly as feasible and practical, consistent with the unique nature of each market and the needs of our communities, our nation's free and universal television broadcast system to the digital era."

MSTV's 25-member board represents some 150 stations and three major networks; its voice is one to be reckoned with in the broadcast industry. We hope the other 1,541 stations are listening.

One day we hope to publish a list of those who contributed to the creation of the next generation of television. It's still a short list, but it's beginning to get longer.

Thank you, godfather

Webster's defines extortion as "to obtain from an unwilling or reluctant person by physical force, intimidation or the abuse of legal or official authority." That covers what the content-bashing, cash-hungry FCC has done to Infinity Broadcasting, which has agreed to pay \$1.7 million in tribute because of fines against Howard Stern. What it got in return was the ability to go on with its business of buying, selling and operating radio stations in an increasingly competitive market. Infinity hopes the payoff will help "normalize" its relationship with the FCC. The payoff should be made in unmarked bills in a plain paper bag placed in a trash can outside 1919 M Street.

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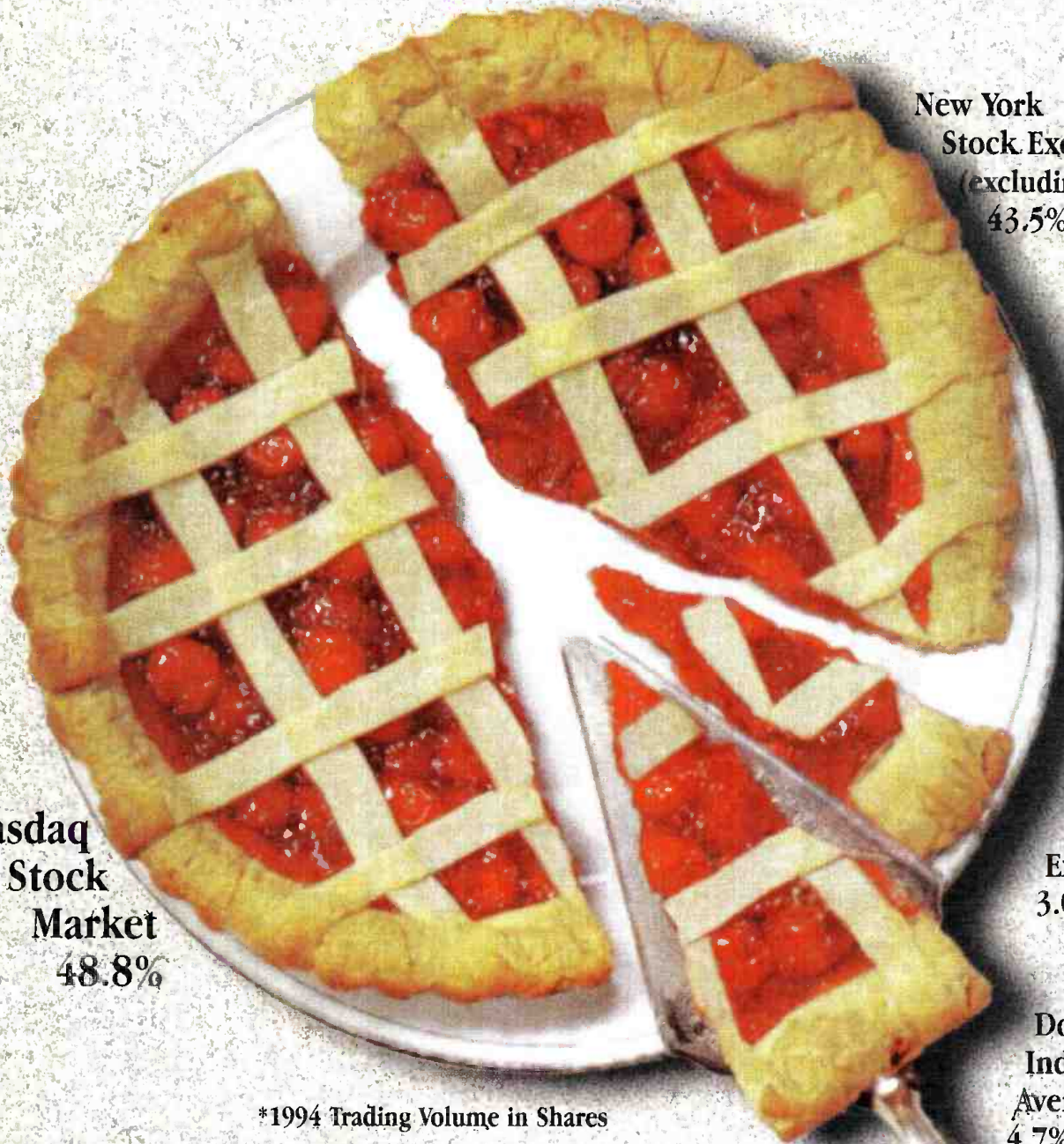
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