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TALKING TECHNICAL


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Fox, CBS Take Swings at Baseball

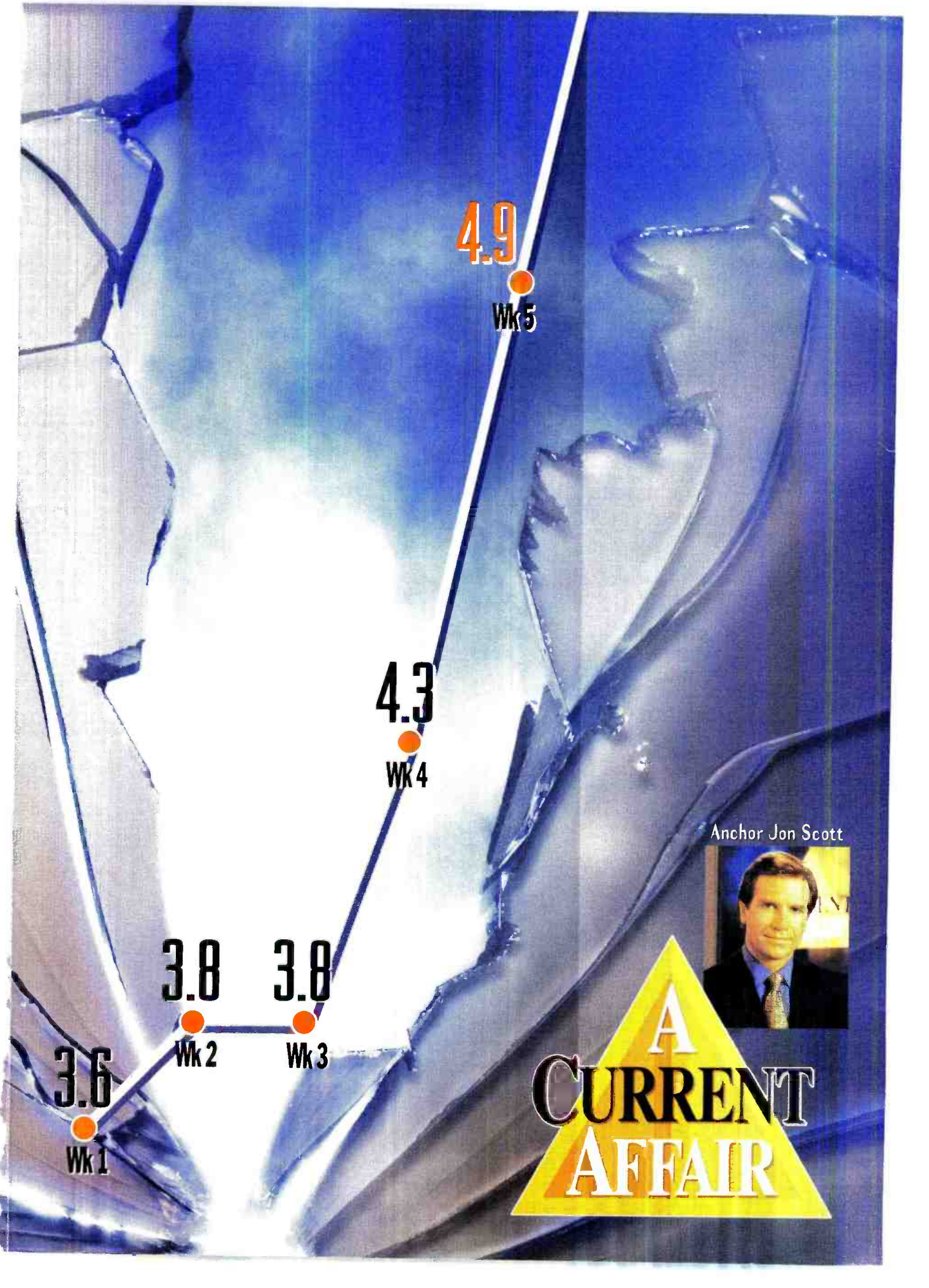
Syndicators on Manhunt

Cable Hits Campaign Trail

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Fast Track

Must Reading from
BROADCASTING & CABLE
October 23, 1995

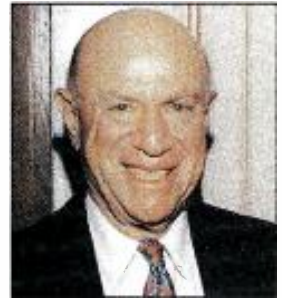
TOP OF THE WEEK

Fox, CBS swing at baseball Fox and CBS are among those said to be bidding for Major League Baseball's \$200 million-per-year TV contract. Also in the running are cable networks ESPN and TBS. / 4

Cable: Bring on competition Flush from strong distribution growth and healthy ratings gains, some top cable executives say they are well prepared to face competition from DBS, wireless and telcos. / 9

All the right prime time moves? With 42 new shows on the four networks this fall, even leader NBC is facing trouble spots. Meanwhile, ABC and CBS already are moving to strengthen their schedules. / 16

Congress tackles telcom differences The House and the Senate this week are expected to begin reconciling their versions of telecommunications reform. They hope to have a finished bill by Thanksgiving. / 20



Although CBS expects its earnings to drop 39% this year, chairman Laurence Tisch will snag about \$12.8 million due to the Westinghouse merger. / 18

BROADCASTING

Syndicators on manhunt

First-run dramas in the works for next year are all chasing men—literally. Plots of several action/adventures and thrillers revolve around men on the run. / 24

With last week's signings of a slate of comedy writers and producers, 20th Century Fox Television has spent at least \$50 million to beef up its comedy output. / 28



Election to heat up talk radio Considering how issues-oriented radio shows have risen to prominence during the past year, hosts predict talk radio will provide a prime platform for political debate in 1996. / 52

COVER STORY: TECHNOLOGY

Technology's Olympics countdown While the athletes really sweat it out, NBC will broadcast the 1996 summer Olympics from a "virtual broadcast center" using fiber-optic feeds between New York and Atlanta. The network will test the concept with two trial events: the Pan-Pacific swimming championships and a live diving event. / 64

Panasonic is supplying the bulk of the digital production equipment for the Olympics' host broadcast organization. / 66



Comsat feeds international demand More than 3 billion people are expected to watch next summer's Olympic games. To accommodate the demand for international satellite feeds, Comsat is lining up space on nine Intelsat birds. / 67

CABLE

Nick takes on night Nickelodeon plans to spend \$30 million next fall to expand the kids daytime network into the 8-8:30 p.m. time period. / 56



Cable hits campaign trail

Cable networks already are formulating their plans—some even providing coverage already—for the 1996 elections. / 58

Telemedia

Intel advances 'intercasting' Only NBC so far is supporting Intel Corp.'s idea of "intercasting," in which a souped-up PC captures television images while receiving text, photos and graphics. / 74

AT&T wins over CNN CNN Interactive has signed with the AT&T Business Network online service to co-develop a range of business and multimedia information services. / 75

Telcos try interactivity elsewhere Interactive-TV activity is concentrated overseas for now, as telephone companies use foreign markets to test services that face regulatory delays in the U.S.

Meanwhile, Microsoft and Oracle are battling to be the interactive-software leader. / 76

Microsoft
ORACLE

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Fox, CBS swinging for baseball

Deal in works worth \$200 million a year to MLB; ESPN, TBS trying for cable rights

By Jim McConville

Major League Baseball hopes to sign a television contract this week that would give it at least \$200 million a year in rights fees through 1999.

The deal—still on MLB's drawing board last week—also likely will produce a strikingly different broadcast setup than in the past, partnering at least two broadcast networks and possibly one or more cable networks. It

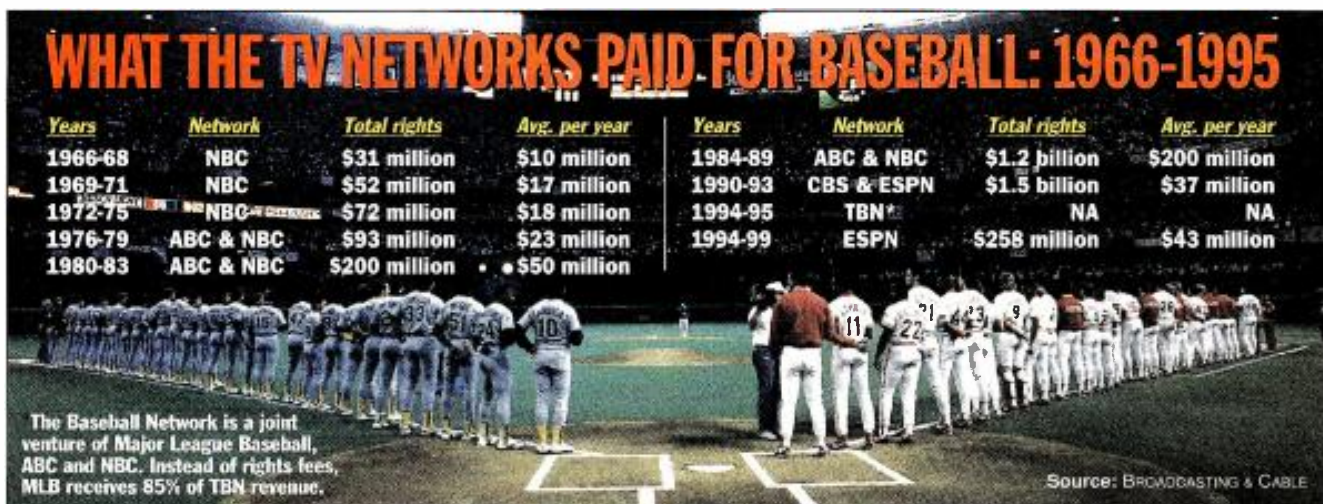
tract with CBS and Fox for \$880 million-\$900 million, which would fall within MLB's \$200 million-a-year contract demands. MLB also plans to pick up additional cash by selling a handful of postseason games to cable.

According to reports in *USA Today*, Fox and CBS would split regular season coverage, with Fox getting 18-26 regular season games and CBS airing 12-14. Playoffs would be split evenly, and the World Series would alternate between the two networks.

changes hourly."

Giles and MLB's chief negotiator, Barry Frank of International Management Group, last week met with more than a half dozen broadcast and cable networks: "We have been working around the clock looking at all of our options."

Such frenetic bidding marks an odd counterpoint to MLB's 1995 season, primarily distinguished by irate fans who, protesting last year's strike, stayed away from the ballparks and passed on TV.



also will return MLB to national telecasts and possibly even Saturday afternoon games.

Front-runners in the bidding are Fox and CBS along with cable networks ESPN and Turner Broadcasting System. Sources say NBC and ABC are not bidding.

The deal, expected to be signed as the World Series winds up this week, will replace The Baseball Network, the experimental two-year joint partnership between MLB, NBC and ABC. Last summer MLB dissolved TBN's revenue-sharing arrangement, opting to go back to a straight cash deal with the networks.

Baseball reportedly is looking for at least \$200 million a year. CBS paid MLB roughly \$265 million in rights fees in 1993, the last year of its contract.

Last week, several newspapers reported that MLB had signed a four-year con-

tract with CBS and Fox for \$880 million-\$900 million, which would fall within MLB's \$200 million-a-year contract demands. MLB also plans to pick up additional cash by selling a handful of postseason games to cable.

Late last week MLB, Fox and CBS said that no deals had been signed and called the news reports "mostly speculation." Tony C. Malara, president of CBS Affiliate Relations, said: "We have not made an offer. Last week we had not even come to a number that we were prepared to offer."

"We don't know where we're really going to end up," says Bill Giles, Philadelphia Phillies owner and chairman of MLB's TV Committee. "It

Given past ratings performance, some industry observers wonder how eager CBS affiliates will be to get the games. MLB on NBC this season averaged a relatively low 5.6 Nielsen rating over six Friday nights, even though the coverage was of pennant-race games airing on the number-one network. Nevertheless, many CBS affiliates say they're in favor of the deal.

ABC conceivably could be lured into a deal to strengthen an ESPN bid against Turner. Given ABC's strengths, Fox executives are said to be reluctant to pony up the kind of money that MLB is looking for. In fact, a well-placed ABC source told BROADCASTING & CABLE on Thursday that the network would not make a bid.

Industry experts weren't surprised by the reported \$1 billion rights figure or by CBS's decision to pursue baseball again after losing an estimated \$500

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million during its four-year, \$1.1 billion contract with MLB from 1990 to 1993.

Media buyers say such strong interest in baseball is tied to the ratings and prestige that baseball brings, outweighing the heavy cash drain. "It's the old story," says one buyer. "Does the network look at it as an operating expense or as an investment?"

But some observers were surprised that ABC and NBC chose to stay out of the bidding. NBC Sports President Dick Ebersol has stuck to his June pledge not to bid on baseball for "the rest of the century," while ABC's interest reportedly diminished quickly, even though its proposed merger partner, Disney, owns a major share of ESPN.

Whatever the deal, MLB is certain to strike a deal that will yield a better return than has its TBN partnership, where revenue has been pooled and the networks each get 7.5%, with the rest being divided among MLB's 28 teams.

The 1994 strike-shortened season forced TBN to return all but some \$25 million-\$30 million of its estimated \$200 million ad revenue to advertisers. This season TBN, which had expected to earn \$180 million-\$200 million, still had 20%-25% of its World Series airtime unsold two weeks before the opening-game pitch.

Two likely TV changes next year will be an end of regional coverage and the return of daytime telecasts. IMC's Frank promises that MLB will end regional playoff coverage, while Fox reportedly plans to return to Saturday afternoon baseball, despite the slot's low ratings history. ■

CBS, Fox affiliates ready to play ball

Many CBS and Fox affiliates said last week that they would welcome the chance to carry the national pastime if the pending four-year deal between Major League Baseball and the two networks is completed.

Station managers at many Fox affiliates were smiling at the prospect of televising the World Series, the Stanley Cup playoffs and the Super Bowl in 1997. In spite of the heavy losses incurred by CBS's exclusive deal with MLB from 1990 to 1993, CBS affiliates still say the network needs a major sports franchise to maintain credibility with sports fans.

Naturally, affiliates in cities with hometown teams were elated by the news. "This is a baseball town, and having the Atlanta Braves on our station would translate into very, very good numbers," says Herman Ramsey, vice president/GM of WGNX-TV, the CBS affiliate in Atlanta.

Even in smaller markets, station officials cheered CBS's willingness to step up to the plate for baseball. "We've been hit badly by the loss of football," says Jim Thompson, vice president/GM of KRQE, the CBS affiliate in Albuquerque, N.M. "I'm 100% in favor of baseball because CBS needs to re-establish itself as a viable member of the sports community," adds Thompson, who's also the general manager of CBS affiliates KBIM-TV Roswell, N.M., and KREZ-TV Durango, Colo.

Some Fox affiliates expressed concern about giving up weekend ad inventory to the network, as industry observers predicted after affiliates took a drubbing earlier this year on low-rated hockey telecasts.

"It all depends on how they market [baseball]," says Brian Benschoter, director of operations and programming at KPDX Portland, Ore.

Generally speaking, most Fox affiliates say they back the network's goal of becoming a year-round player in sports programming. "Going after the sports audience will give us the chance to expand our reach in both audience delivery and ad sales," says Robert Leider, general manager of WSVN Miami and chairman of Fox's affiliates board. "A lot of people who bet on Fox in the past have won." —CL



World Series no sellout

Media buyers say The Baseball Network (TBN) is still holding on to unsold commercial airtime for the World Series, which started last Saturday (Oct. 21). Buyers say TBN has approximately 20% of its inventory still unsold and has reduced its rate card to entice last-minute buyers.

"The consensus here is that last week The Baseball Network had 80% of its inventory covered; I can't imagine that it's 100% sold out," says Bill Sherman, vice president, McCann-Erickson. "From what I understand, they're still selling inventory," says

Steve Grubbs, a media buyer for BBDO. "They're still holding on to inventory."

Since there hasn't been a last-minute surge of buyers, Sherman says, some advertisers likely will receive bonus units. Buyers say TBN has dropped its original rates of \$300,000 per 30-second spot to \$240,000-\$275,000 to attract buyers. And although TBN says that it's keeping the rate card intact, media buyers say that at this point deals are strictly negotiable: "If they have to put in a



bonus unit, they'll put in a bonus unit," says one.

Sherman suggests that TBN lure advertisers and maintain integrity by offering complimentary ads as part of the deal. "You take a \$300,000 unit, which is what they'll bill it at, and throw in a unit at no charge. The reality is that when you average out the two, you have \$150,000." —JM

Fox toots horn on kids TV

By Chris McConnell

Fox is getting involved in the children's TV data dispute.

On the heels of two recent and conflicting studies, the network this week plans to release its own children's television report. The study, to be unveiled Thursday, details the results of an internal survey Fox conducted of the educational material aired by its affiliates.

"It's a very favorable result," says Pat Mullen, vice chairman of the Fox affiliate board of governors. Fox's children's television lineup includes *Where on Earth Is Carmen Sandiego?*,

Johnson and Friends, *Budgie the Little Helicopter*, *The Magic Adventures of Mumfie*, *Rimba's Island* and *Jim Henson's Animal Show*.

Mullen says Fox undertook the study in response to complaints that broadcasters had not responded to the 1990 Children's Television Act. "We knew that was not the case," Mullen says.

The NAB this month made a similar argument with a study that reported commercial broadcasters have boosted the supply of children's educational programming more than 100% since 1990 (BROADCASTING & CABLE, Oct. 16). The report, compiled from a survey of 559

stations, found that broadcasters air more than four hours per week of the programming during fall 1994, up from two weekly hours during fall 1990.

But University of California-Santa Barbara professor Dale Kunkel countered during the same week with a study that reported no increase in program supply since 1992. And the Kunkel study found broadcasters counting the likes of *Yogi Bear* and *Mighty Morphin Power Rangers* among the educational shows.

One industry source speculates that the Fox study will exclude such shows from the educational category.

Jeff Chester of the Center for Media Education says that any Fox study will not reflect the whole industry's performance. "They have more programs than [does] any other network." ■

Bring on competition, say cable chiefs

Strong gains in subs, programing, and arrival of digital give cable operators confidence

By Rich Brown

Riding high on strong distribution growth and healthy ratings gains, some top cable industry executives say they are well prepared to face the onslaught of competition that lies ahead.

"We function very well in chaos," says Glenn Jones, chairman of the board and CEO of Jones Intercable, the nation's eighth-largest multiple system cable operator. Jones was among the panelists speaking last Thursday at the International Radio and Television Society Foundation Newsmaker Luncheon at New York's Waldorf Astoria. Serving as moderator was Don West, BROADCASTING & CABLE editor/senior vice president.

"Imagination will rule the marketplace," says Jones, referring to the growing competition from direct broadcast satellites, wireless and the telcos. "It won't matter how many trucks you have or how much money you have."

Cablevision Systems Corp. Chairman and CEO Charles Dolan says there may not need to be further consolidation of the cable system business as it prepares for the competition. Cablevision, the nation's sixth-largest MSO, is among the few top MSOs that has yet to strike a deal to consolidate with a telco or another MSO.

"We're doing well now," says Dolan. Subscriber growth in the past two years



The IRTS panel: Chuck Dolan, Cablevision Systems Corp.; Don West (moderator), BROADCASTING & CABLE; Herb Granath, ABC Cable and International Broadcast Group; Peggy Conlon (emcee), BROADCASTING & CABLE; Glenn Jones, Jones Intercable; John Hendricks, Discovery Communications, and Kay Koplovitz, USA Networks

is stronger than it ever has been, he says. "It's a great future. There is no special reason that I can see for consolidation."

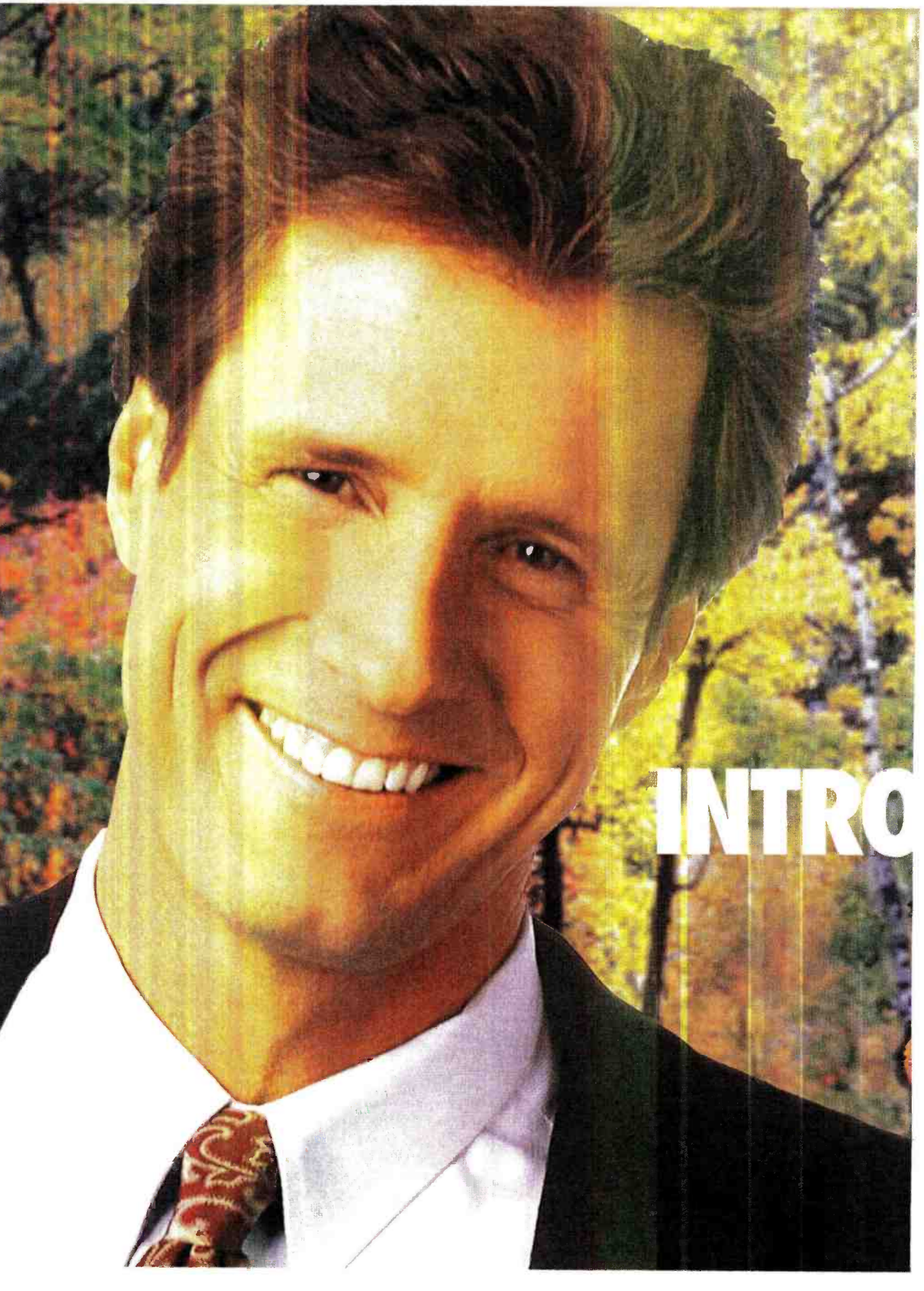
The cable industry is enjoying strong programming gains, says USA Networks CEO Kay Koplovitz. She says broadcast viewership has been off 4%, while cable has been up 6% in cable homes since mid-September.

"I think the viewer is loose, and we're after them," says Koplovitz. She says cable will play an even greater role by 2000, and predicts that U.S. distribution by that time will grow to 80% of all homes (distribution is now at about 70%).

In addition to distribution and ratings gains, the cable industry in the year ahead might finally see the arrival of

long-awaited digital technology. Discovery Communications Inc. Chairman and CEO John Hendricks says the long-delayed rollout of digital boxes at cable systems around the country probably will begin within six to seven months. "A number of us have been disappointed by the manufacturers," he says. "A lot of us underestimated the technical challenge."

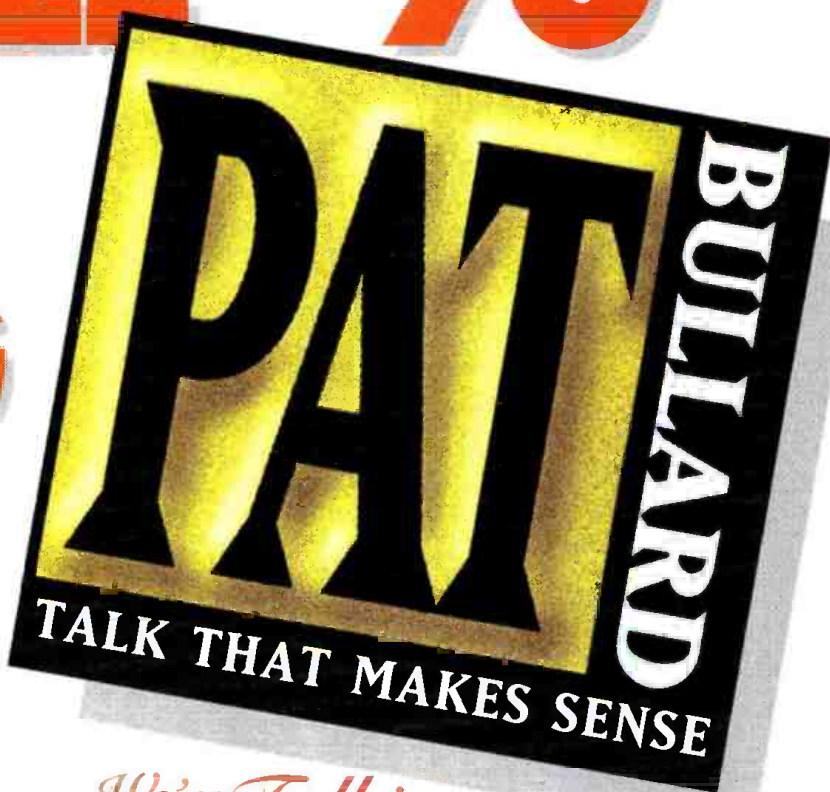
The cable industry also is seeing some early promise in the online universe. ESPN's Web site is attracting 20 million hits a week and already is making a "considerable amount of money," according to Herb Granath, president, ABC Cable and International Broadcast Group, and senior vice president, Capital Cities/ABC. ■



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BMG, Warner, HBO launching Latin channel

Spanish-language DBS service will compete with MTV Latino

By Steve Coe

BMG Entertainment, Warner Music Group and HBO Olé are forming a 24-hour Spanish-language music channel, BROADCASTING & CABLE has learned. YA TV, serving Latin America, will launch in mid-November, probably Nov. 10-15, and will compete with MTV Latino.

Touting the launch, Rudi Gassner, president and CEO, BMG Entertainment International, said, "The Latin region has about 300 million people and currently only about 20% of households have cable access. So we see enormous growth potential, and we intend to be at the forefront of setting the entertainment standard in this entire region."

The satellite-delivered service will focus on local and regional artists, with plans for a second signal to be launched within one year of the initial premiere. The first launch will service all of Latin America and the Caribbean. Eventually, the signal will be split into northern and southern footprints with the former covering the area from Mexico to Venezuela and the latter covering Colombia and territories south. The dual service will allow the partners to tailor the services to local or regional



Rudi Gassner

tastes in music and culture.

According to Stanley Fertig, vice president, strategic planning and business development, Warner Music Group, the second signal will launch as soon as enough programming is produced to support both services. Production offices already are set up in Mexico City and Buenos Aires readying programming. YA TV (*ya* means "now" in Spanish) will be based in Caracas, Venezuela.

Gassner says the intent is not to duplicate MTV Latino: "We learned with Star TV we should not try to copy MTV. We have to be a regional or local channel rather than an Americanized channel serving these markets."

Although MTV Latino is probably the best known channel serving Latin America, it is far from the only competition. Numerous services cover countries or regions, but Gassner says there is room for another service and he expects the entrance of YA TV to increase the overall audience. "MTV is a major competitor because it serves more than one country, but we will be enhancing the audience to Spanish-language music television."

"We do see an opportunity in Latin America," says Fertig. "Warner was involved in Viva in Germany, and

MTV was already there. What we were able to do was grow the market."

"We're very ecumenical about this in that we welcome everyone," says Dick Arroyo, MTV Latino managing director. "Whether there's room remains to be seen, but we're not overly concerned. We have a lot of confidence in our brand-name franchise." He points out that in other areas of the world where competitors to MTV have launched, none has siphoned audience from MTV. ■

Vyvx closes teleport deal with ICG Wireless

Vvyx sealed a deal with ICG Wireless last Friday to purchase four ICG teleports in Atlanta, Denver, Carteret, N.J., and Paris, Calif. The purchase price was not disclosed.

The deal gives Vvyx the ability to provide both fiber-optic backhaul and satellite distribution in a digital television format. Vvyx President Del Bothof says the move should boost the company's earnings, since the Denver teleport's ability to serve the Pacific Rim should make it a major profit source.

"This allows us to integrate solutions for customers," Bothof says. "The problem with being just fiber is that not all applications work on fiber—80% might, while for the other 20% you need satellite links. This gives us the multipoint capability that fiber can't give you."

Bothof says that all 53 ICG employees affected by the acquisition have been offered jobs. Bothof doesn't foresee any "major changes" to the deal between portable satellite service Vision Accomplished and Upsouth, ICG's teleport in Atlanta, to provide uplink services to international broadcasters during next summer's Olympics (see page 70). "We'll only expand on it," he says. —GD

Prism properties for sale

Prism Radio Partners is said to have retained financial investors J.P. Morgan & Co. to market the company's 16 radio stations to potential buyers. Clear Channel Communications is rumored to be making a preemptive bid for the Prism portfolio, which could cancel a move by J.P. Morgan to open the bidding.

Led by CEO Bill Phalen, Prism owns KCEE (AM), KNST(AM), KWFM-FM and KRQQ(FM), all Tucson; WIVY-FM, WOKV(AM), WPDQ(AM) and WKQL(FM), all Jacksonville, Fla.; KRZZ-FM Derby, Kan.; KNSS (AM) and KKRD(FM), both Wichita, Kan.; WTFX (FM), WWKY(AM) and WVEZ-FM, all Louisville, Ky.; WZZU(FM) Burlington-Graham, N.C., and WDCB(FM) Durham, N.C.

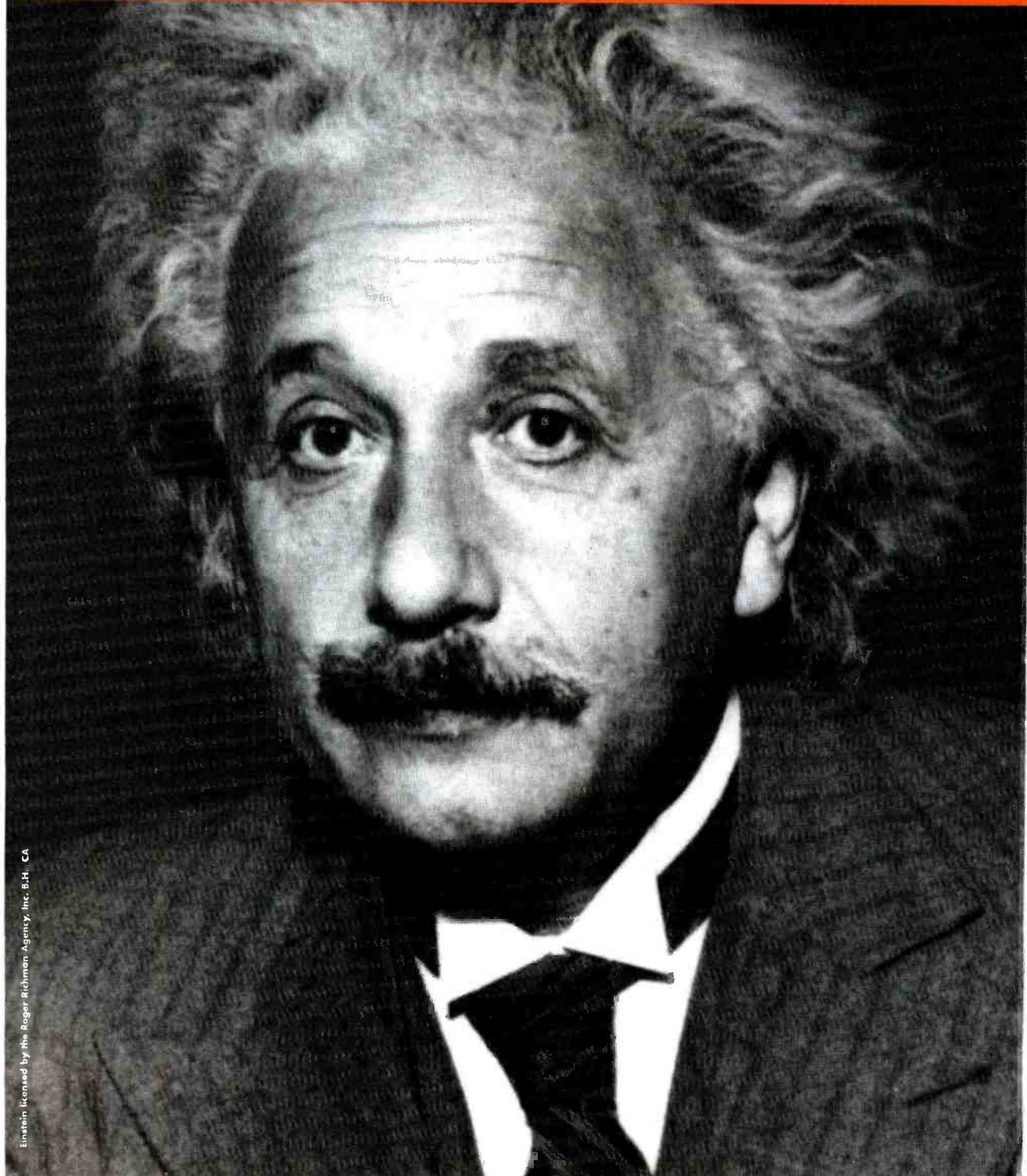
Clear Channel Communications owns 44 radio stations and nine TV stations in 26 markets. If Clear Channel acquired Prism, it would add radio properties to three markets—Tucson, Wichita and Jacksonville—where it owns TV stations (KTTU-TV, KSAS-TV and WAWS-TV, respectively).

Clear Channel also would gain two FMs and an AM in Louisville, where it owns WHAS(AM)-WAMZ(FM).

Executives at Clear Channel and Prism could not be reached for comment last week. Officials at J.P. Morgan declined comment. —DP

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Of the 270 comedies that have premiered on the CBS, NBC, ABC, and FOX networks since 1986, only 18 were strong enough to make it to syndication. And of those, only 6 were hits five days a week.

Four of those six came from either ABC's TGIF or FOX. They are "Full House," "Family Matters," "Married...With Children" and "The Simpsons." And this season, TGIF's "Step by Step" is continuing that tradition of syndication success.

What are the next big success stories coming from this breeding ground of success? TGIF's "Hangin' with Mr. Cooper" for Fall '96 and FOX's "Living Single" for Fall '97!

To predict future syndication success, just look at the past. If it works on ABC's TGIF or FOX, it works in syndication.



AVAILABLE FALL '97

A SisterLee Production
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Networks consider prime time moves

O.J. story, expanded playoffs factored into early returns

By Steve Coe

One month into the new season, ABC and CBS already are making moves to strengthen their schedules, while NBC and Fox contemplate following suit.

One factor all the network programmers are considering is the somewhat atypical start to the season. So far they have seen major news stories (most notably the O.J. Simpson trial) cut into prime time, as well as the first-ever expanded playoffs for baseball.

Another factor is the sheer volume of new shows—42 in all—on the four networks. Although some observers have suggested that all of the new shows have been hurt by the feeding frenzy, others say the success rate of this season's rookies is following historical patterns.

Of the 42 new shows on the four networks, two are in the top 10: NBC's *The Single Guy* and *Caroline in the City*. According to Paul Schulman, president, The Paul Schulman Co., "That's not abnormal. Since the 1981-82 season you never get more than two new series in the top 10. And this includes years before Fox, so it's not such a shock. Usually you have one or two and sometimes none that crack the top 10."

NBC, leading all networks in the key demographic group of adults 18-49 and making a serious run at ABC in households, is not without trouble spots.

According to Warren Littlefield, pres-

ident, NBC Entertainment, the network will air *Brotherly Love* (Sunday 7-7:30) Monday at 8:30-9 for one outing Oct. 30, preempting the second-year *In the House*. Littlefield says the reason for the test is twofold: "We want to see how it will perform in the time period and also to get it some additional sampling." With *Fresh Prince* in its last season, "we have to experiment [to find] where our next Monday comedy will come from."

A new series being looked at closely by the network is *The Pursuit of Happiness* in the Tuesday lead-out slot from *Frasier*. Littlefield acknowledges that the network has concerns about it. "We've been open about it with Paramount and the producers. They will make their initial order [13 episodes], and we can afford to be patient." The network is considering two options if the series is pulled: scheduling Carsey-Werner's *Third Rock from the Sun*, which is ready to air, or moving *The John Larroquette Show* from Saturday, where it is underperforming, back to the Tuesday slot where it performed well last season.

Saturday and Thursday nights are the top concerns for Fox, which has over-



'If Not for You' proved not to be for CBS.

taken CBS for third place among viewers 18-49. NBC's move of *Friends* to the Thursday 8 p.m. slot has given that network 10 additional share points in the time period, while Fox has lost only 2 share points. Despite that, John Matoian, president, Fox Entertainment, is looking for better numbers from the two comedies (*Living Single* and *The Crew*) that lead into *New*

York Undercover at 9 p.m.

As for Saturday, Matoian concedes that the network's strategy of trying to appeal to a younger, urban audience "has not paid off. But my contention is that if we had stayed with two hours of reality programing, we would have seen slippage." He says that the performances of Thursday and Saturday last week could serve as final arbiters for making changes on those nights.

ABC and CBS already have made some changes. The former dumped *Charlie Grace* and *The Monroes* from the Thursday lineup, and the latter canceled *If Not for You* in the Monday 9:30 time slot. Of CBS's move, Leslie Moonves, president, CBS Entertainment, says the drop-off from the *Murphy Brown* lead-in was too great to absorb, with a loss of some 6 share points at 9:30-10, only to see much of that audience return at 10 for *Chicago Hope*. "We may have been quicker [in canceling the show] because it is Monday night, which is traditionally a strong night for us," says Moonves. As for additional schedule changes, Moonves says not to expect any from CBS until after the November sweeps.

One of biggest dilemmas facing ABC programmers is what to do with *Murder One*, which was soundly thrashed in its regular time period premiere against *ER*. According to Alan Sternfeld, senior vice president, program planning and scheduling, ABC Entertainment, the network is considering a number of options, "but it's too early [to make a definite decision]." Sternfeld doesn't expect the network to make a change "prior to the November sweeps." ■

Maxam gets Cook-ing



Veteran marketer and programmer Robert Cook has officially joined Maxam Entertainment as a senior partner in the programming and distribution venture launched last January by the A.H. Belo station group and former Columbia TriStar Television Distribution senior executive Ed Wilson.

Cook announced the planned move in late August (BROADCASTING & CABLE, Aug. 28), having most recently served as senior vice president of marketing for CTTD, where he developed the marketing and advertising campaigns for the launches of such off-network hits as *Married...With Children*, *Seinfeld* and *Designing Women*. Cook also spearheaded CTTD's move into the advertising sales business. "Looking at the slate of programming prospects that Maxam has in development...I'm very excited about the future," he said.

That future includes the rollout of two projects (see page 24). A weekly first-run series, *Psi-Factor*, is slated to premiere next fall. Maxam also has teamed with Four Point Entertainment to produce the talk show *J & I*. The hour-long strip is set for a fall 1996 launch.

—CL

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WNOL New Orleans
WHBQ Memphis

Living Single

WNYW New York
KTTV Los Angeles
WGN Chicago
WGBS Philadelphia
WSBK Boston
KTXA Dallas
WKBD Detroit
WATL Atlanta
KHTV Houston
WDZL Miami
KWGN Denver
WBFF Baltimore
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CBS's Malara moves on

Affiliate relations president resigns after 17 years with network; replacement will be Schruth of WCBS-TV New York

By Jim McConville

CBS President of Affiliate Relations Anthony C. Malara has resigned from the network. "I just didn't want to wake up someday to find that it was too late to do something else," says Malara, who has been the mainstay of network-affiliate relations since the late 1970s.

Malara will be replaced by Peter K. Schruth, who has been named senior vice president/general manager, affiliate relations, CBS Television Network. Schruth, director of sales for WCBS-TV New York, will start his new job Dec. 1.

"Tony has been the industry's strongest voice for the network-affiliate relationship, and its standard-bearer through the changing television landscape," says James A. Warner, president of the network, who made the announcement last Thursday (Oct. 19).

Malara says he has considered resigning for some time. "We've talked about this for a while, and I've had a couple of job offers," says Malara, who



Malara as cover subject of BROADCASTING & CABLE's Dec. 19, 1994, issue, and his replacement, Peter Schruth

has been with CBS for 17 years.

Malara's departure does not affect the \$2.32 million in stock options he stands to earn if the CBS sale to Westinghouse goes through. "That's part of the deal; the options are guaranteed," he says, adding that he will stay until at least Dec 1. "I've still got 23 affiliate contracts left to negotiate."

Schruth rejoined CBS in 1993 from WLVI-TV Boston, where he had been director of sales since 1989. He began his career, however, with CBS National Sales in New York in 1973. ■

CNN says no to telecom bill spots

CNN turned down a request from a coalition of long-distance companies last week to purchase time to air ads critical of the pending telecommunications bill.

CNN Washington lobbyist Bert Carp said the decision was made at a high level in the corporate hierarchy, but "short of Ted" Turner. The Competitive Long Distance Coalition had planned to run ads for three weeks attacking the legislation. The telecommunications bill is supported by CNN and the cable industry generally.

Although CNN accepted advertisements critical of the telecommunications bill last summer, the network said it would no longer accept ads from either side of the issue. "This appears to be new corporate policy on the part of CNN," said CLDC spokesman Mike Connolly.

"We made the decision in view of the nature of the advertisement," said Carp, who described it as a negative attack ad. Connolly said last week that CNN and other cable entities aired commercials attacking the 1992 Cable Act when that bill was pending in Congress. —CSS

CBS winners and losers

Tisch, others in line for stock payoffs; earnings drop predicted

By Jim McConville

CBS may not be making any money, but if the Tiffany network's proposed merger with Westinghouse goes through, several of its top executives stand to make a fortune.

According to a CBS proxy statement filed with the Securities and Exchange Commission last week as part of its proposed merger agreement with Westinghouse, CBS expects its earnings to drop nearly 40% this year. Nine key CBS executives, however, will get financially healthy from stock option payouts generated by the merger totaling some \$45 million.

CBS plans to hold a special shareholders' meeting on Nov. 16 to vote on

Westinghouse's proposed \$5.4 billion takeover of CBS announced in August.

CBS estimates that it will post income of \$171 million on sales of \$3.42 billion this year, a 39% drop from 1994. Blamed for the decline: an absence of NFL revenue (which CBS lost to Fox two years ago), no winter Olympics revenue, program cost increases and higher payouts to CBS affiliates.

Although CBS's earnings forecast is lower than that predicted by some Wall Street analysts, Smith Barney media analyst John Reidy says the numbers come as no surprise. He points to the defection of many CBS affiliates to Fox and the network's yearlong poor ratings as main reasons behind the decline.

The biggest merger payout winner is CBS Chairman Laurence Tisch, who will receive approximately \$12.8 million—\$11.6 million for stock options and \$1.2 million in compensation. Tisch, brother Preston Tisch and their company Loews Corp. own 16.5% of CBS.

Other executives in line for payouts: ■ Recently hired CBS Entertainment President Leslie Moonves, whose contract guarantees a \$5 million payout if CBS changes ownership.

■ Peter Lund, CBS/Broadcast Group president—\$3.25 million, \$2.15 million from stock option compensation.

■ Peter Keegan, chief financial officer—\$2.34 million from stock options.

■ Anthony Malara, president of affiliate relations—\$2.32 million.

■ Neil Pilson, CBS Sports president—\$1.56 million.

■ Eric Ober, president, CBS News—\$1.46 million.

■ Jonathan Rodgers, CBS Station Group president—\$1.06 million. ■

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Congress to tackle telcom differences

Conference committee's 45 members hope to finish by Thanksgiving, but may go longer

By Christopher Stern

After months of delay, the House and Senate this week are expected to begin the process of reconciling their respective versions of the telecommunications bill.

The Republican leadership, including House Telecommunications Chairman Jack Fields (R-Tex.) and Senate Commerce Committee Chairman Larry Pressler (R-S.D.), hope to complete the bill by Thanksgiving. But others, including lobbyists and Hill staffers, say conference negotiations could last until Christmas.

Congress still has several key issues to resolve—welfare, Medicare and the budget—before it votes on the final version of the telecommunications bill. The legislation already has languished for almost three months since the House passed its version of the bill.

While hammering out their differences, members of Congress must also keep in mind President Clinton's threat to veto the bill. The administration has said that it finds both the House and the Senate versions unacceptable because they would allow too much media concentration and go too far in deregulat-

ing the cable industry.

Pressler met with White House Chief of Staff Leon Panetta last Tuesday. "They didn't say they are going to sign [the bill], but we are trying to work with them," said Pressler during an appearance on the NET: Political NewsTalk Network cable channel.

Pressler blamed "staff members on [Vice President] Gore's staff" for fanning the flames of a veto. Cable, telco and broadcast industry lobbyists insisted last week that in the end the White House would be satisfied with the bill. But one lobbyist doubted that administration officials would have much direct influence on the conference. "They know what the industry wants, they don't need them in the room," said the broadcast industry observer.

House Republicans are expected to back off their proposal to eliminate rules that bar crossownership of different media entities, such as a cable sys-



Jack Fields wants a bill by Thanksgiving.

tem and television station, in a single market.

The cable industry also has stated publicly that there is room for negotiation on rate deregulation, although it is unclear how far the industry is willing to go. One lobbyist referred to rate deregulation as "the real test of manhood" for the cable industry in light of the administration's veto threat.

Much of the delay during the past 12 weeks has been attributed to struggles between the House Judiciary and Commerce committees over assignment to the conference committee.

Despite Fields's plan to keep the Conference Committee small, it will consist of 45 members—11 senators and 34 representatives. The senators all are from the Commerce Committee, while the representatives comprise 14 members of the Judiciary Committee and 20 members of the Commerce Committee. The large size of the conference committee also may work against a quick resolution of difficult issues. ■

Public broadcasters offer kids credit plan

Propose that commercial stations could contribute to PBS fund as part of license compliance

By Chris McConnell

PBS and the Association of America's Public Television Stations (APTS) are suggesting that broadcasters be allowed to buy some children's TV credit with the FCC.

Commenting on the commission's children's television proposal, the organizations have proposed creating national, regional or state funds for children's TV production. Under the plan, for instance, commercial networks could contribute to a PBS Children's Programming Fund on behalf of their affiliates.

PBS then would use the money to produce or purchase educational pro-

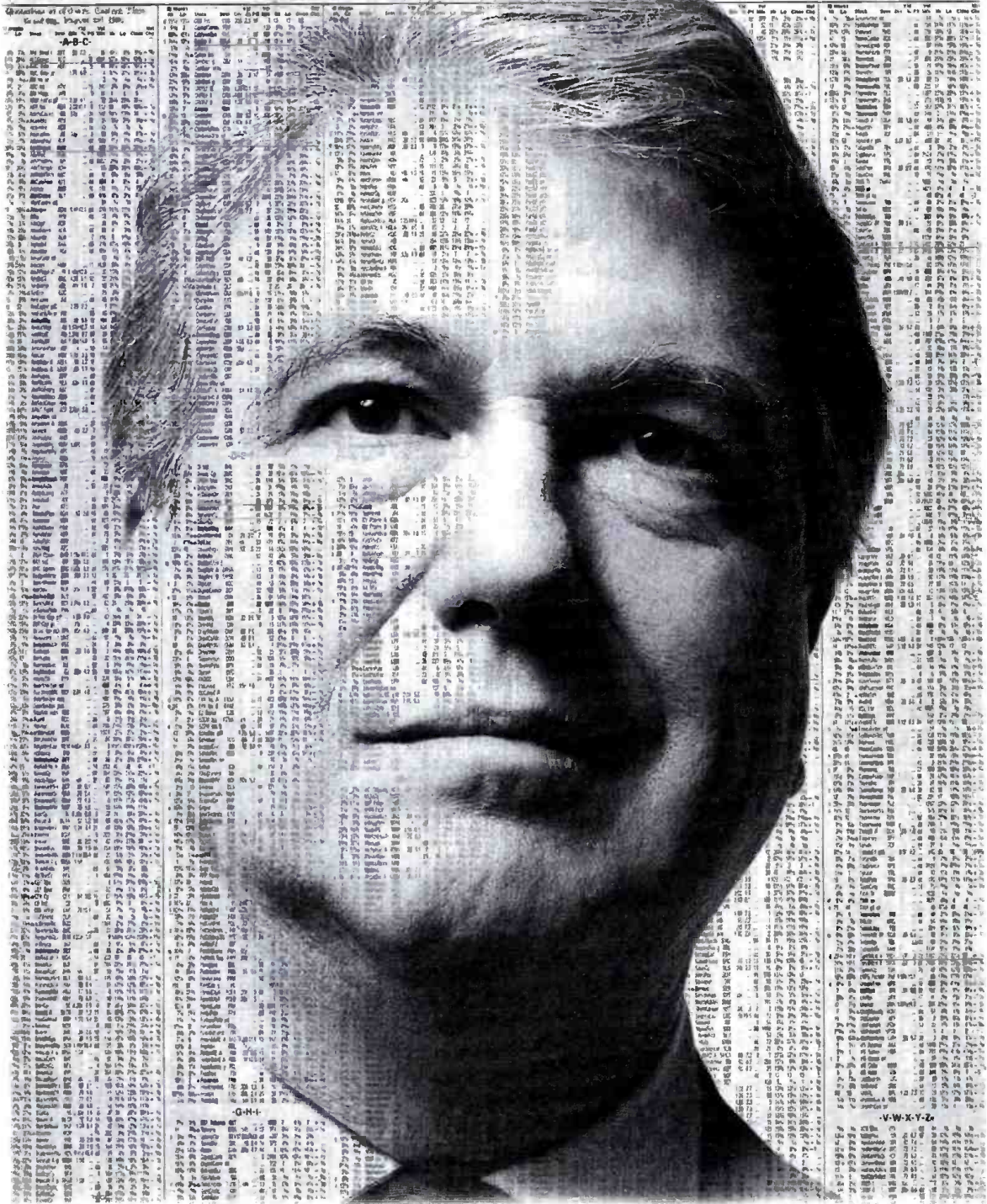


gramming that it would make available to local public stations. And commercial broadcasters could cite the contributions at license renewal time in arguing compliance with the Children's Television Act (CTA).

"Encouraging the aggregation of resources at a national, regional or state level to fund children's programming would be a more effective, and perhaps the only, means of accomplishing the goals of the CTA," the PBS filing says. It cites the high cost of children's educational programming, placing the *Sesame Street* price tag at more than \$20 million per season.

The idea is similar to one FCC

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Chairman Reed Hundt suggested to broadcasters earlier this year. That plan would allow broadcasters in a single market to aggregate their programming toward meeting a children's TV quota for the market.

APTS General Counsel Marilyn Mohrman-Gillis says her group's proposal does not call for programming quotas, but is aimed at allowing broadcast-

ers to pool their resources to produce more programming. She stresses that a simple transfer of existing programming among stations will do nothing to boost the total supply of children's educational programming.

The PBS idea won some early warm reviews at the FCC. An FCC source says that Commissioner James Quello, an outspoken opponent of

minimum children's TV requirements, likes the idea but does not see it as a necessary measure. Commissioner Rachele Chong also thinks the plan is a good idea, as long as it does not come with quantitative program requirements that broadcasters would then pay to escape. "I'm very open minded to this," Chong says of the PBS proposal. ■

The Cellular Telecommunications Industry Association says a *PrimeTime Live* exposé on congressional junkets that aired last week was nothing more than retaliation for the group's efforts to oppose "the \$37 billion spectrum rip-off of America's taxpayers by CapCities/ABC and other broadcasters."

CTIA made the claim in a letter to ABC News President Rooney Arledge. It stated: "Your use of *PrimeTime Live* to attack CTIA for hosting an education forum and working sessions—which people had to give up their weekend to attend—can only be explained as reprisal for CTIA's willingness to stand up and blow the whistle on the broadcast giveaway."

ABC replied that CTIA is just one of several groups featured in the *Prime Time Live* segment on congressional junkets, a subject the program has revisited several times during the past five years. The program did include a disclaimer, noting CTIA's opposition to giving broadcasters a second channel for the transition to digital service.

ABC also said in its written reply to CTIA that the trade group's "grass-roots workshop" was conducted at Harrah's Casino in Lake Tahoe. "Your comment on the openness of your meeting is most refreshing. It may be that your attitude was not shared by the members of your staff when we asked for comments and were refused. No one wished to appear on camera," wrote Dick Wald, ABC News senior vice president.

FCC Chairman Reed Hundt last week greeted the NAB children's TV study with skepticism. The survey of broadcasters found that the industry airs more than four weekly hours of education children's television fare, a jump of more than 100% over 1990 figures. But Hundt cited the use of anonymous survey forms in collecting the data and questioned the study's scientific validity. "I'd like to see the data here," Hundt told a forum on "Children and the Information Superhighway" held by the Center for Media Education.

Hundt also voiced disappointment with commercial networks' comments on the FCC children's television proposal. ABC, CBS and NBC oppose minimum requirements on children's educational TV and suggest that the commission continue to monitor the availability of such programming—a suggestion that drew particular criticism from Hundt. "The comment filing date was the date to stand and deliver," Hundt said. "At least they didn't say

the dog ate their homework."

Commissioner James Quello, meanwhile, greeted the study as evidence that new mandates are unnecessary. "These significant increases in children's programming were achieved without objectionable First Amendment encroachments through government-mandated quantitative program quotas or social contracts," Quello said in a Chicago address to the Midwest Chapter of the Federal Communications Bar Association.

Schoolhouse Rock and other short-form programming won words of encouragement in the children's TV comments of Walt Disney Co. and CapCities/ABC.

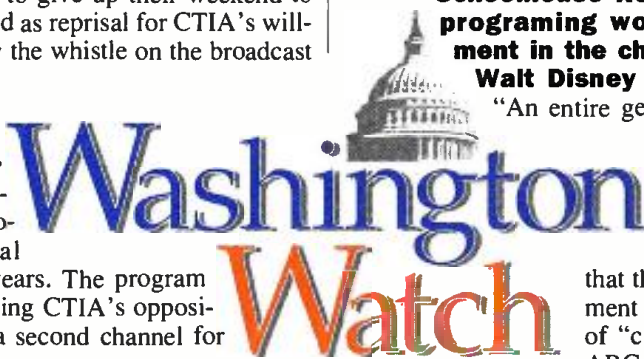
"An entire generation of young adults can recite words of the preamble to the Constitution by humming the tune to ABC's *Schoolhouse Rock* segment," Disney said, arguing

that the FCC not exclude short-segment programming from its definition of "core programming." CapCities/ABC also asked that the short segments not be excluded from the core-programming definition.

Another group of commenters—including Peggy Charren, the Center for Media Education and several other education groups—insisted that the core programming be regularly scheduled and publicized in advance. The group also repeated calls for a one-hour daily requirement of core children's educational programming.

The FCC last week began implementing its social contract with Continental Cablevision. Adopted in August, the contract resolves 377 rate complaints and calls on Continental to invest \$1.35 billion in domestic system upgrades between 1995 and 2000. The contract also calls for Continental to create a lifeline basic service tier by reducing rates on the basic tier by up to 20% and then offsetting the reduction by adjusting rates on the cable programming service tier. Last week the commission adopted a new "social contract rate form" allowing Continental to implement the rate restructuring called for in the social contract.

The FCC has accepted 174 applications for its scheduled Nov. 13 auction of MMDS frequencies. The commission last week said another 22 applications were incomplete and must be corrected and filed by Oct. 30. The commission is auctioning 493 wireless cable authorizations.



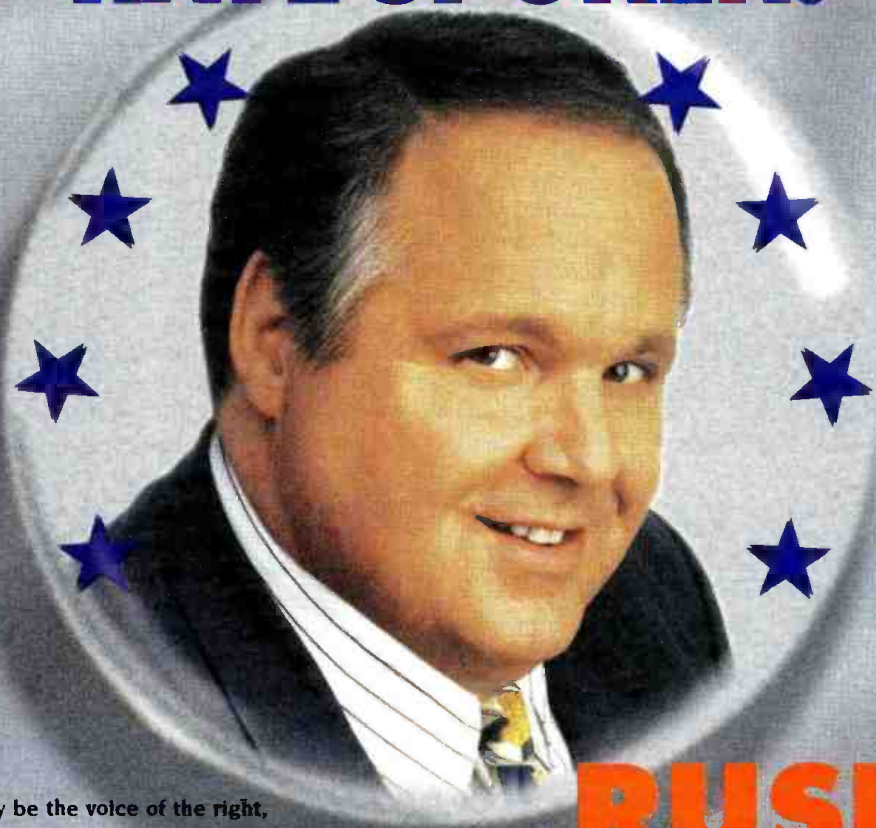
Edited By Chris Stern

Syndicators on a first-run manhunt / 24
Twentieth boosts its comedy stock / 28

October 23, 1995

Broadcasting

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First-run on a manhunt

New dramas in works target men; new talk and reality also on tap

By Cynthia Littleton

The crop of first-run dramas in the works for next year are all chasing men—literally and figuratively in the case of Genesis Entertainment's *Two*, Turner Program Services' *Lazarus Man* and DLT Entertainment's *The Wanderer*.

Genesis began pitching a pilot for *Two*, executive-produced by Stephen J. Cannell, to stations in New York and Los Angeles last week. The series, originally developed for CBS, has been picked up for next fall by the 12 stations owned by Genesis' parent company, New World Communications.

Cannell describes the show as an action thriller along the lines of *The Fugitive*. A young college professor's life is turned upside down when his long-lost evil twin brother frames him for the murder of the professor's wife. Genesis is offering stations 22 hour episodes for fall 1996 on a barter basis, with 8 minutes national and 6 minutes local.

"It's a fast-paced action/adventure



Bryan Brown as 'The Wanderer'



Robert Urich stars in 'Lazarus Man'

hour, but it's flexible enough to play anywhere between 6 p.m. and midnight," Cannell said.

Station sources say the pilot takes on shades of *The Fugitive* when a bus crash allows the professor to escape while en route to prison.

Battling twin brothers are also the focus of *The Wanderer*, a weekly hour starring Bryan Brown as a man whose struggles with his evil look-alike span the centuries. DLT had hoped to launch the fantasy/adventure series last month, but opted to pitch the show as a midsea-

son replacement after failing to secure prime time and weekend clearances.

TPS's *Lazarus Man* stars Robert Urich as a Civil War-era soldier who loses his memory through a series of bizarre circumstances, only to find himself being pursued by a mysterious, shadowy figure.

Rysher Entertainment is said to be seeking an 8-6 barter split for *FIX*, a weekly hour spin-off of the film series targeted for a fall 1996 launch. Station sources describe the show's two-hour premiere episode as a cross

Oprah, ABC extend pact

Oprah Winfrey and Capital Cities/ABC will extend and broaden their relationship under a new four-year deal that calls for Winfrey's Harpo Entertainment Group to produce specials, a series and projects for other media.

Under the deal, Harpo will produce prime time specials and a series for ABC, with the first of the specials to be ready for the 1996-97 season. Harpo already has a deal with ABC for six made-for-TV movies during the next three years. Harpo previously has supplied product to the network, including after-school specials and Winfrey's highly rated interview special with Michael Jackson.

The relationship between ABC and Winfrey began with the network's owned-and-operated stations' long-standing clearance of her talk show. Those same stations have renewed the talker through 2000.

"We have a long, productive history together, and Bob Iger [president and chief operating officer, Capital Cities/ABC] has made it clear that our association will continue to mean that we can strive for the highest level in television," said Winfrey.

Jeff Jacobs, president, Harpo Entertainment Group, who negotiated the deal for Winfrey, said the company will immediately begin setting up a prime time production division under which the new projects will be produced. It has not been determined whether the new division will be in Los Angeles, New York or Chicago, where the company is based, said Jacobs.

The announcement of the deal comes less than two weeks after Winfrey said she would continue to host her popular daytime talk show for another two seasons. The show is considered critical to ABC for the audience that it delivers to local and network news, leading to ABC's prime time schedule.

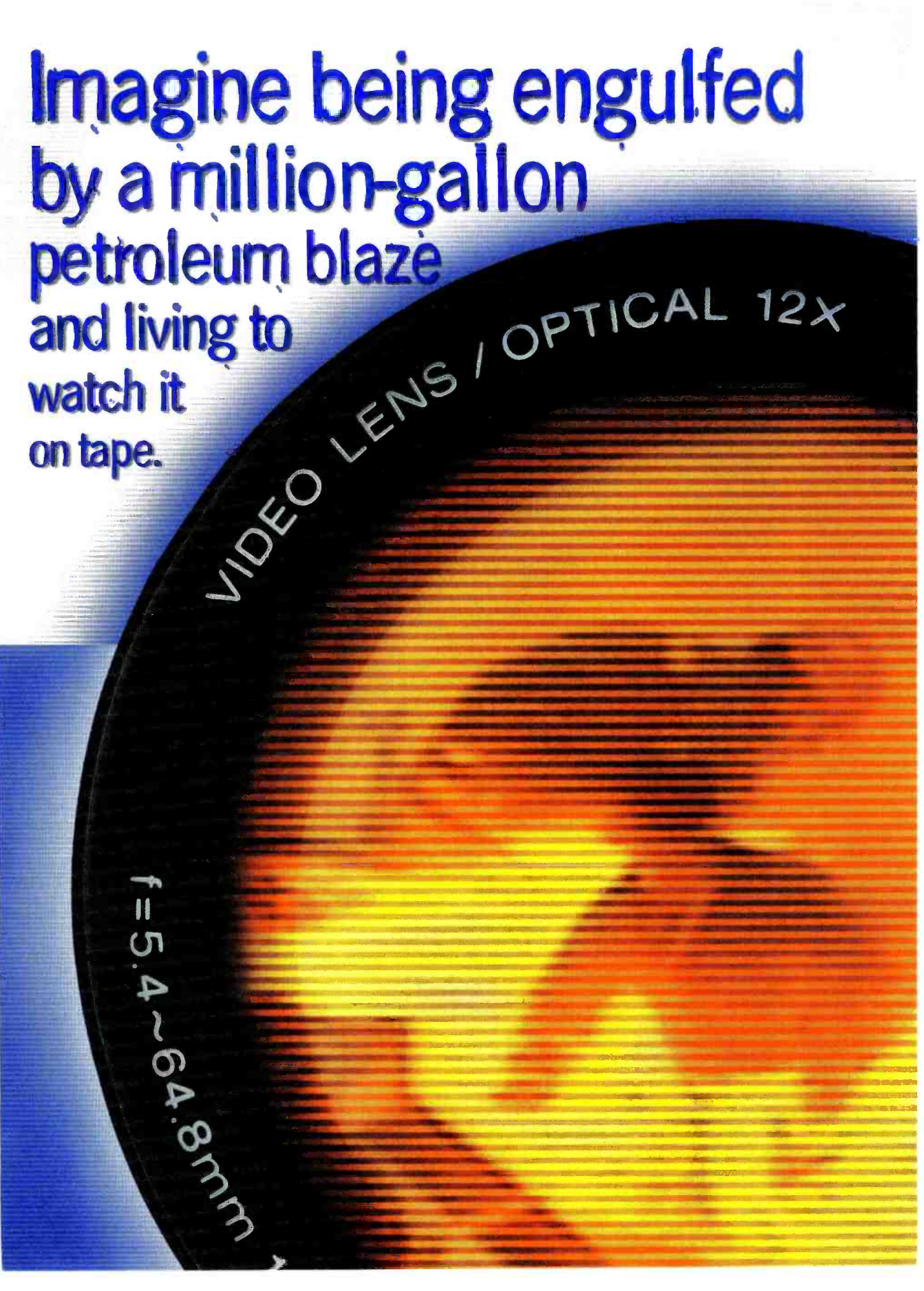
In addition to the network prime time product, the deal calls for ABC to have "first negotiation" to develop product with Harpo for the videocassette market, the multimedia industry, publishing and network radio, all businesses Capital Cities/ABC is currently involved in. Harpo and Capital Cities/ABC are already involved in a multimedia venture with "Oprah Online," which launched Oct. 2 on America Online.

—SC

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and living to
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between *Mission: Impossible* and *MacGyver*.

Other high-profile weekly hours scheduled for debut next fall are MTM Television's *The Cape*, focusing on astronauts and the space program; MGM Worldwide Television's *Poltergeist: The Legacy*; and Maxam Entertainment's *Psi-Factor*, a pseudo-reality series hosted by Dan Aykroyd that will delve into reports of paranormal experiences.

On the talk show front, Twentieth Television is readying two shows for NATPE: *Flashpoint with Leslie Abramson* and *Donna Willis M.D.*

Sources say the half-hour strip hosted by defense lawyer Abramson will be marketed as a companion for news or magazine shows.

The hour, health-oriented strip hosted by Willis, a researcher at Johns Hopkins University, will be pitched as a highbrow alternative to other early fringe talkers.

Warner Bros. Domestic Television Distribution's *The Maureen O'Boyle Show* has a leg up on other early fringe newcomers for fall 1996. The show has secured the news lead-in slot on NBC O&Os covering 21% of the country.

MCA Television will point the finger at the talk audience again next fall with *He Says, She Says*, a strip focusing on battles between the sexes. MCA also is getting ready to unveil *Justice*, a new legal-oriented reality strip.

Multimedia Entertainment has started pitching a talk show hosted by



Hopeful talkers Leah and Jai Hanes (l) and Donna Willis

stand-up comic Pat Bullard, currently a writer and co-producer on ABC's *Grace Under Fire*. Multimedia is also talking with Nashville-based producer Jim Owens about distributing *Crook & Chase*, the talk/variety show hosted by Lorianne Crook and Char-

lie Chase that ran in syndication from 1986 to 1990.

Maxam and Four Point Entertainment aim to bridge the generation gap among talk show viewers next fall with *J & I*, an hour strip hosted by Leah Hanes and her 19-year-old daughter, Jai. ■

Paramount gets real for fall

Plans new video clip show for 1996

By Cynthia Littleton

Take one part *Cops*, one part *I Witness Video*, one part *America's Funniest Home Videos*, put it all together in a magazine format and you've got *Real TV*, a new strip in the works from Paramount Domestic Tele-

vision for fall 1996.

The half-hour show will present video clips of dramatic and unusual events culled from a variety of sources, including amateur photographers, government agencies—ranging from the FBI to the U.S. Postal Service—and security cameras at myriad locations around the world.

Real TV also will draw on movie and TV outtakes and other celebrity footage. In some instances, the show's hosts will close out a segment with a follow-up report on the subjects featured in the clip.

Paramount is offering the show on a cash-plus-barter basis, with Paramount retaining 1 1/2 minutes of the 7 minutes of advertising time. Paramount began pitching a pilot to stations in Los Angeles last week, though the permanent hosts are not likely to be named until after the NATPE convention in January.

Paramount executives say the show's strength is its ability to run in a variety of dayparts, as well as the simplicity of the concept. "It's going to be a fast starter for stations because we already know viewers are hooked on reality-based programming," says Joel Berman, president of distribution, Paramount Domestic Television. ■

Libra chief's star rises

Lance Robbins, president of Saban's Libra Pictures, has been named president, motion pictures and television, Saban Entertainment. In his new post, Robbins will oversee production of motion pictures, television movies and series for prime time, as well as continue to develop international co-productions. He joined the company in 1990 as vice president of Libra Pictures, the separately formed, live-action, non-children's programming arm of Saban Entertainment. Under his tenure, Libra has established a Canadian co-production relationship that yields seven to 10 movies a year produced in Vancouver and Toronto. Robbins also oversees production of Saban's *Sweet Valley High*, now in its second season in syndication, and is developing several live-action projects for the Saban Kids Network and the United Paramount Network.

—SC



of Saban Entertainment. Under his tenure, Libra has established a Canadian co-production relationship that yields seven to 10 movies a year produced in Vancouver and Toronto. Robbins also oversees production of Saban's *Sweet Valley High*, now in its second season in syndication, and is developing several live-action projects for the Saban Kids Network and the United Paramount Network.

A close-up photograph of a video lens. The lens is dark and curved, with a blue-tinted view of a skier on a rocky glacier. The skier is in the center of the frame, appearing to be in motion. The background is a bright, hazy sky. The lens has a grid-like pattern of fine lines. The text "VIDEO LENS / OPTICAL 12+" is printed in white on the right side of the lens. The text "f=5.4~64.8mm 1:1.8" is printed in white on the bottom left side of the lens.

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a skier
falling 80
stories down
a rocky glacier
while video captures every
heart-pounding moment.

Twentieth corrals comedy writers

Aims to boost comedy slate with talent raid

By Steve Coe

Twentieth Century Fox Television executives last week announced the signings of a slate of comedy writers and producers to its roster. Among those who will now be producing for 20th are Danny Jacobson and the executive producers of *Frasier*.

At a morning press conference on the Fox lot, Peter Chernin, chairman and chief executive officer, Fox Filmed Entertainment, and Peter Roth, president, 20th Century Fox Television, outlined the new deals, the most ambitious gathering of talent in recent memory. With last week's deals and recent additions to the 20th stable, sources estimate the studio has spent at least \$50 million to beef up its comedy output.

Most of the new deals are for four years, according to Chernin, but because of existing contracts, the first 20th project from the new signees probably won't be seen until fall 1997.

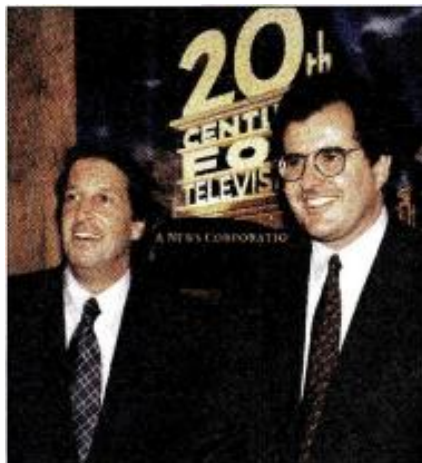
Jacobson, co-creator and executive producer of *Mad About You*, will receive \$18 million-\$19 million over four years in the largest of the deals. The writer/producer is under contract to TriStar Television until June of next year and has production commitments to fulfill with TriStar.

Twentieth also signed Vic Rauseo and Linda Morris to a contract effective in June. The executive producers of *Frasier* recently won an Emmy for their work on the comedy.

Other signings include Eric Gilliland, executive producer of *Roseanne*, Chuck Lorre, executive producer and creator of *Cybill* and *Grace Under Fire*, and Jeff Greenstein and Jeff Strauss, supervising producers on *Friends* and creators of *Partners*.

Last week's announcement is the latest in an ongoing effort by the studio to stockpile comedy talent, and Roth says the television division may be making more deals.

The additions to 20th's roster give the division the talent needed to put comedy output on par with its drama production. Both Chernin and Roth acknowledged that the division needs to beef up comedy production, which lags behind hour drama output (*Picket*



Peter Roth (l) and Peter Chernin

Fences and *The X-Files*, among others).

Chernin said the effort to build the comedy talent at 20th began a year ago, when the television division began reporting to him under a company reorganization. "Part of the long-term strategy," he said, "was to acquire more assets that brought about new divisions like Fox Family Films and Fox 2000," which would be producing for network television. "It

became apparent that in this environment of megamergers, key creative talent would be at a premium. And with the ABC-Disney merger it would be even more so. We decided to identify the top comedy writers that would be available over the next 12 months. We also decided we wanted to try to close those deals by Oct. 1," he said.

Chernin stressed that the comedy output from the new producers would not necessarily flow to co-owned Fox Broadcasting. "These shows could be placed anywhere."

The signings also represent a preemptive strategic move, Chernin said, in that many of the producers would have been the focus of bidding wars by studios as their contracts came close to expiring. "We thought we'd create a feeding frenzy in which we could sit back and watch with our talent."

He acknowledged that the deals would drive up prices for comedy writers, "but these prices are going up inevitably," he said, with the UPN and WB networks and MCA and CBS all expected to be aggressive in pursuit of talent to improve their fortunes. ■

Tribune/Worldvision team

Form new syndication unit, dating show already in works

By Cynthia Littleton

Tribune Entertainment and Worldvision Enterprises have signed a nonexclusive agreement to jointly develop and distribute syndicated projects.

Station sources say the partners are already at work on a *Dating Game*-style game show strip, *Swaps*. The show is expected to begin test runs on Tribune stations in Chicago and Philadelphia in December.

Tribune and Worldvision executives say the pact will allow them to become more active in the first-run marketplace while limiting the financial risk for both companies. The agreement calls for Tribune and Worldvision to share the financing and pool their resources on a project-by-project basis.

"Each company brings different things to the table, and we'll both benefit from the opportunity to put more programming on the air in a more efficient manner," said Rick Jacobson, president and CEO of Tribune Entertainment. Jacobson added that Tribune is talking with a number of other companies about similar strategic alliances.

Worldvision, the distribution arm of the Spelling Entertainment Group, already handles international distribution for such Tribune shows as *Geraldo* and *Charles Perez*. Tribune and Spelling also previously worked together on the series *Tales from the Darkside* and *Monsters*.

Programs born out of the new deal will be produced by Tribune- or Spelling-owned production units and tested on Tribune stations, which cover 20% of the country. ■

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a surveillance
camera your
only eye-
witness.

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Hotline tip service heats up

Call for Action consumer service turns gripes into a growing business

By Elizabeth Rathbun

With four new stations joining the Call for Action network so far this year, President Shirley L. Rooker says her nonprofit mediation and education group is helping provide

the consumer news that TV viewers and radio listeners increasingly want.

"It's a way of giving something back to the community, but at the same time...we provide a service that's far beyond what [a station] could normally do," Rooker says. In an average year,

CFA volunteers handle 150,000 new cases resulting in \$30 million in savings in money, goods and services, according to group literature.

Stations that want to be part of the network pay CFA a onetime fee of \$10,000 for an exclusive market agreement. Over

SYNDICATION MARKETPLACE

Something extra

Upgrades can make all the difference. NBC O&O WMAQ-TV in Chicago scored ratings gains last week by upgrading the time periods for two strips: Warner Bros. Domestic Television Distribution's *Extra* and Twentieth Television's *America's Most Wanted: Final Justice*. *Extra*, which has been playing musical chairs with *Hard Copy* in prime access on WMAQ since its debut last fall, moved from 1 a.m. back to its original slot at 6:30 p.m. Going head-to-head with *Entertainment Tonight*, *Extra* scored a 6.4 rating and 11 share on Oct. 16, according to Nielsen's metered-market overnights, compared with the 5.4/9 pulled in by *ET*. *Final Justice* earned a 5.1/14 in its first outing at 3:30 p.m. on Oct. 16, a dramatic improvement over the 1.7/11 the show had averaged during the past four weeks at 1:30 a.m.

Syndication solution

Veteran public affairs TV producer Sheldon Altfeld is developing two first-run shows with an interactive twist for launch early next year. Presented in a talk show format, *Solutions/USA* will feature guests explaining how they solved personal or community problems, with telephone operators standing by to pass on more information to viewers. The hour weekly also will create an online database of problem-solving tips. The other weekly hour in the works is a still untitled political companion for *Solutions/USA* tied to the 1996 elections. Four-time Emmy winner Altfeld and three partners have set up shop in Los Angeles as *Solutions/USA* LLC. Altfeld says he expects to have a distribution and sponsorship deal in place

for at least 13 episodes of *Solutions/USA* by the end of this month.

Fighting fire

New York City firefighters are the focus of a new syndicated reality series in the works at Kelly News & Entertainment for September 1996. Through an exclusive arrangement with the New York Fire Commission, *FDNY*, a half-hour weekly, will follow in *Cops*' footsteps by accompanying firefighters and paramedics on emergency calls. Kelly News & Entertainment, the programming arm of Kelly Broadcasting, also syndicates the weekly reality series *Save Our Streets*, which is cleared in more than 90% of the country.

Blast-off

Apollo 11 astronaut Buzz Aldrin has joined the crew of MTM Television's upcoming first-run weekly *The*



MTM Worldwide Distribution President Chuck Larsen (l) with Buzz Aldrin, technical consultant for MTM's new first-run series 'The Cape.'

Cape as a technical consultant. MTM Television President Michael Ogiens says Aldrin has the "right stuff" to bring an authentic touch to the action-oriented series about astronauts and the space program, targeted for launch in fall 1996. MTM also has named Paris Qualles the head writer for *The Cape*. Qualles's TV credits include *Law & Order*, *Lois & Clark: The New Adventures of Superman*, *Quantum Leap* and *seaQuest DSV*.

All the science news that fits

The New York Times-owned company Video News International has produced a weekly magazine show, *New York Times: Science Times*, for worldwide syndication. The series is described as an electronic edition of the newspaper's Science section, balancing news with in-depth features on science-related issues. It is touted as the first ongoing TV project culled from the editorial resources of the *New York Times*. VNI has produced 26 half-hour episodes. —CL

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 8. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.7/221/93
2. Jeopardy!	9.0/219/94
3. Oprah Winfrey Show	8.8/235/98
4. Home Improvement	8.2/216/96
5. Entertainment Tonight	7.8/165/91
6. Inside Edition	6.1/162/91
6. Seinfeld	6.1/214/98
8. Simpsons	5.7/184/95
9. Journeys of Hercules	5.6/229/98
10. Xena	5.5/198/96
11. Star Trek: Deep Space Nine	5.3/229/97
12. Fresh Prince of Bel Air	5.0/157/89
12. Hard Copy	5.0/162/88
14. Baywatch	4.8/210/95
14. Home Improvement-Wknd	4.8/185/91

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of a carrier while
video records the pilot's
miraculous escape.

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four to six months, CFA recruits and trains volunteers and sets up a telephone hotline. The volunteers act as mediators between consumers and businesses with which they have complaints, and also assist small businesses that have been victimized by fraud. A station in a top 12

may need 50 or more volunteers; a small market may need just a dozen. Rooker says. Stations pay \$1,000-\$8,000 per year, depending on market size, for CFA's continued support.

Most of the complaints directed CFA's way concern cars: their sale,

repair and leasing, Rooker says. Volunteer directors gathered in Iowa earlier this month to get updates on automobile issues. Among the speakers were representatives from Ford and Chrysler

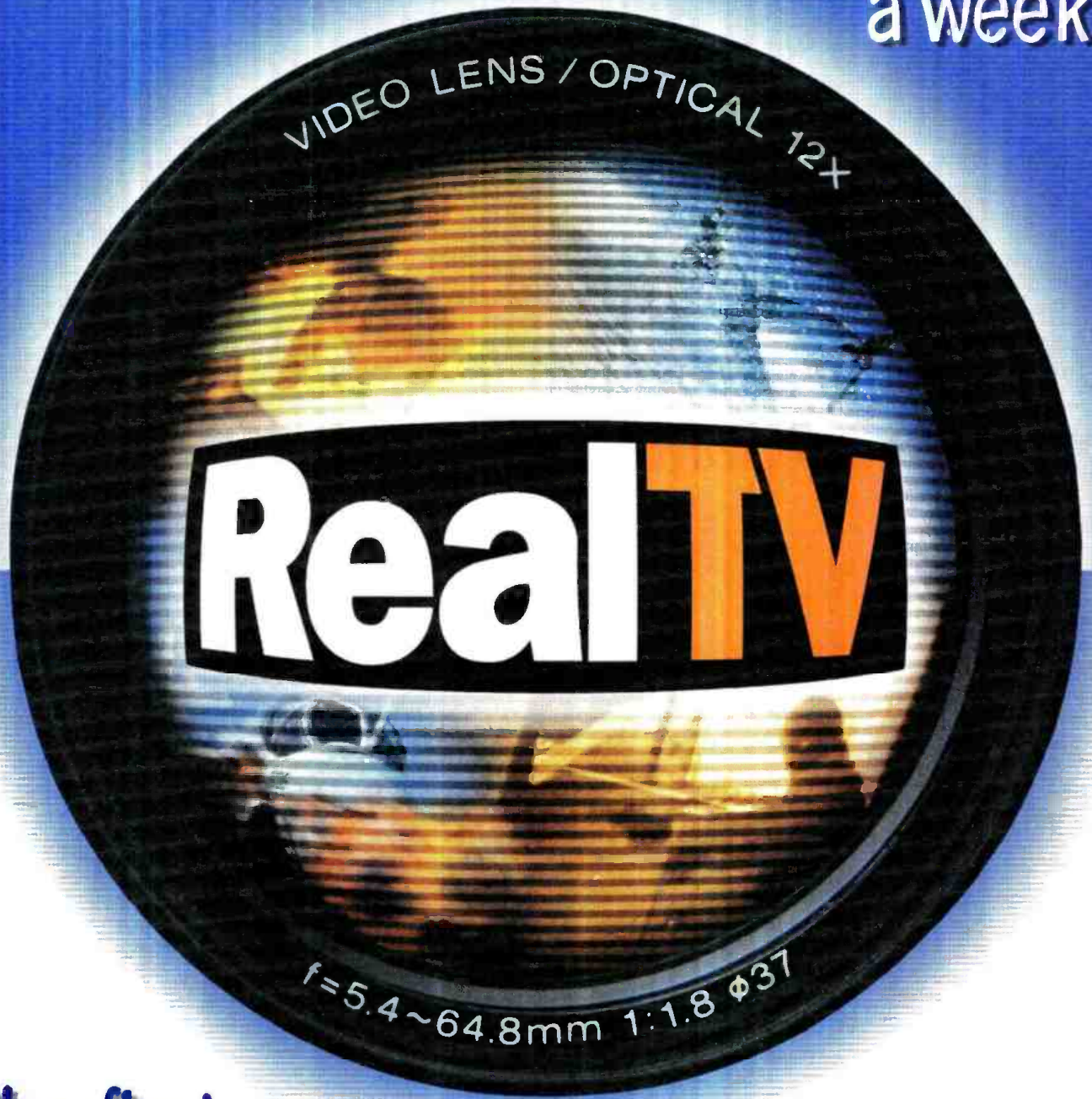
continues on page 90

PEOPLE'S CHOICE: Ratings according to Nielsen, Oct. 9-15

Week 4	abc	CBS	NBC	FOX	U/PIN
	14.0/22	11.5/18	11.8/18	7.1/11	4.3/7
MONDAY	8:00 55. The Marshal 7.6/12 8:30 9:00 7. NFL Monday Night Football—San Diego Chargers vs. Kansas City Chiefs 16.2/28 9:30 10:00 10:30	26. The Nanny 11.7/18 31. Can't Hurry Love 10.4/16 15. Murphy Brown 12.9/19 43. If Not for You 9.3/14 19. Chicago Hope 12.3/20	42. Fresh Prince 9.8/16 39. In the House 9.9/15 17. NBC Monday Night at the Movies—Trail of Tears 12.8/20	46. Melrose Place 9.1/14 82. Partners 5.1/8 82. Ned and Stacey 5.1/8	75. Star Trek: Voyager 5.6/9 91. Nowhere Man 3.0/4
TUESDAY	14.4/2 8:00 8:30 9:00 8. Major League Baseball League Championship 14.6/24 9:30 10:00 10:30	7.1/11 54. John Grisham's The Client 7.7/12 67. American Gothic 6.6/11	14.1/22 12. Dateline NBC 13.8/23	6.7/10 66. Fox Tuesday Night Movie—Alien Nation: Body & Soul 6.7/10	2.4/4 95. Deadly Games 2.0/3 92. Greatest Hits on Ice 2.8/4
WEDNESDAY	13.9/23 8:00 8:30 9:00 11. Major League Baseball League Championship 14.0/24 9:30 10:00 10:30	8.6/14 27. Dave's World 11.5/18 58. Courthouse 7.3/13	9.9/16 39. Law & Order 9.9/17	8.8/14 49. Fox Movie Special—Beethoven 8.8/14	3.0/5 87. Sister, Sister 3.2/5 87. The Parent 'Hood 3.2/5 89. The Wayans Bros. 3.1/5 94. Unhap Ever After 2.7/4
THURSDAY	7.2/11 8:00 8:30 9:00 9:30 10:00 10:30	7.2/11 48. Murder, She Wrote 8.9/14 73. New York News 6.0/9 67. 48 Hours 6.6/11	21.1/33 3. Friends 19.3/31 6. The Single Guy 16.7/26 2. Seinfeld 22.3/34 4. Caroline in/City 18.5/29 1. ER 24.7/40	6.7/10 70. Living Single 6.3/10 72. The Crew 6.1/10 60. New York Undercover 7.2/11	
FRIDAY	11.3/20 8:00 8:30 9:00 9:30 10:00 10:30	6.6/12 77. Dweebs 5.5/10 77. Bonnie Hunt 5.5/10 63. Picket Fences 6.8/12 57. American Gothic 7.4/13	12.0/22 21. Major League Baseball League Championship 12.1/22	8.0/14 76. Strange Luck 5.8/11 33. The X-Files 10.2/18	
SATURDAY	7.4/13 8:00 8:30 9:00 9:30 10:00 10:30	10.8/19 33. Dr. Quinn, Medicine Woman 10.2/18 32. Touched by an Angel 10.2/18 24. Walker, Texas Ranger 12.0/22	10.2/19 37. Major League Baseball League Championship 10.0/19 85. John Larroquette 4.5/10	5.0/9 84. Martin 4.8/9 86. Preston Episodes 4.3/8 77. Cops 5.5/10 81. Amer Most Wntd 5.2/9	
SUNDAY	11.7/19 7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	11.9/19 12. 60 Minutes 13.8/23 28. Cybill 11.4/18 30. Almost Perfect 10.6/16 29. CBS Sunday Movie—Dazzle, Part 1 11.3/18	13.3/12 14. Major League Baseball League Championship 13.3/22	7.4/12 58. Space: Above & Beyond 7.3/12 47. The Simpsons 9.0/14 73. Too Something 6.0/9 51. Married w/Child 8.3/13 77. Misery Loves Co 5.5/9	1.9/3 98. Pinky & Brain 1.8/3 89. Sister, Sister 3.1/5 97. Kirk 1.9/3 99. Simon 1.5/2 92. Cleghome! 2.8/4 95. First Time Out 2.0/3
WEEK AVG	11.4/19	9.2/15	13.1/22	7.1/11	UPN: 3.4/5; WB: 2.5/4
STD AVG	11.6/19	9.6/16	11.8/20	7.3/12	UPN: 3.3/5; WB: 2.2/4

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 SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES

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Italy's RAI unveils global strategy

Public broadcasters plans to launch in Americas, Australia in 1996

By Debra Johnson

Italian public broadcaster RAI is back in the black and is embarking on a new global strategy, chairwoman Letizia Moratti says.

With a streamlined business strategy—the channel turned 90 million lira losses in 1993 into 100 billion lira profits in 1994—RAI is increasing its presence at home and abroad.

In a deal announced earlier this month at MIPCOM in Cannes, RAI and partner Dallah Albaraka, a private Middle East media investment group,

plan to launch RAI International, an offshoot of its domestic service, in the Americas and Australia in early 1996.

Dallah Albaraka has signed a 10-year contract with RAI and will invest \$100 million in the new pay channel, which initially will broadcast 16 hours a day but plans to go to 24 hours one year after launch.

On the Italian domestic front, RAI also wants to launch five thematic cable and satellite channels, although current regulations prevent such a move. Both Disney and Discovery are keen to launch services in Italy.

Aiming to beef up its schedule, RAI also has signed a number of co-production and cooperation agreements with such international players as Australia's Southern Star, South African Broadcasting Corp., Grundy Worldwide, Discovery, National Geographic, Germany's BetaFilm, the UK's BBC, France Television and France's TF1.

Further evidence of RAI's new international approach can be found on the Internet's World Wide Web, where RAI's commercial unit Sacis and RAI Corp. host a database site called Planet Italy. ■

Price rides market to big gain for ABC affiliate

By Elizabeth Rathbun

After earning more than 13 times cash flow for WHTM-TV Harrisburg, Pa., seller Robert Price admits, "prices have gotten out of hand."

Although he wouldn't say what he would consider a more reasonable figure, Price did say that the current station-sale market is "frothy, and stations are selling much too high."

Price bought WHTM-TV last year for \$45 million. Last week, he sold the ch. 27 ABC affiliate station to Allbritton Communications for \$113 million, subject to FCC approval (see "TV" item, "Changing Hands").

That markup—13.3 times "trailing" cash flow—just proves "run a station well [and it pays off], and prices have gotten out of hand," Price says.

"If you want a top-50 market and you want a network affiliate," that's the going price, an industry source says. Harrisburg is the nation's 44th DMA.

"We think that Harrisburg is worth every bit of this purchase price," buyer Robert Allbritton said through a spokesman. "WHTM is a great station in a terrific market."

Allbritton has been in a buying mode since he took over last year as the company's chief operating officer, sources say. The company last

Changing Hands

bought a station in 1983, when it paid more than \$80 million for KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla. With the WHTM-TV purchase, Allbritton owns six TV stations, all of them ABC affiliates.

The fact that WHTM-TV is with ABC helped make the WHTM-TV buy attractive, as did the station's location, about a two-hour drive from Allbritton headquarters in Washington and its WJLA-TV there. Common newsgathering and sharing is being explored, as are program-buying opportunities, sources say. "The larger the group, the greater the bargaining position [for buying shows]," one points out.

There also are tax advantages to the deal, which is an asset purchase as opposed to a stock purchase.

Robert Allbritton is looking for more TV stations to buy and also is interested in other media, sources say. Allbritton started the 24-hour cable NewsChannel 8 in Washington in 1991. The channel now supplies local news to computer online service America Online.

Although WHTM-TV is Price Communications Corp.'s last broadcast holding, the company has no plans to liqui-

date. It will use the \$100 million in cash it has accumulated from this and other sales to "continue our long history of seeking prudent acquisitions, primarily in the media field," a company statement says.

Three more for Patterson

Another week, another buy by Patterson Broadcasting Inc. (see "Combo" item, "Changing Hands").

With its purchase last week of WTCY(AM)-WNNK-FM Harrisburg, Pa., and WXBW-FM Milton/Pensacola, Fla., Patterson has bought 24 radio stations in eight states—including six duopolies—since the company was formed in May. It is run by three former Cox Communications executives, including President/CEO Jim Wesley.

The price for the three-station group, owned by June Broadcasting Inc., was said to be in the high \$20 million range. The deal is subject to FCC approval.

Persaud gets Florida AM contract

Sabeta Persaud, president, Radio Selecta Inc., has assumed the \$900,000 purchase of WFIV-AM Kissimmee, Fla., from KISSOR Communications Inc. ("Changing Hands," Jan. 9) after KISSOR couldn't come up with the closing money, broker Doyle Hadden of Hadden & Associates says.

Orlando-based Persaud already owns WXXU-AM Cocoa and is nearing closure on the \$240,000 sale of WJCM-AM Sebring ("Changing Hands," Sept. 25) and the \$125,000 sale of WTMC(AM) Ocala, Fla. ("Changing Hands," Aug. 14), Hadden says. ■

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

This week:

TVs \square **\$113,000,000** \square 1
 Combos \square **\$30,380,000** \square 3
 FMs \square **\$37,871,000** \square 12
 AMs \square **\$1,185,650** \square 8
 Total \square **\$182,436,650** \square 24

So far in 1995:

TVs \square **\$2,833,025,545** \square 109
 Combos \square **\$1,699,329,810** \square 178
 FMs \square **\$583,710,130** \square 312
 AMs \square **\$81,499,404** \square 160
 Total \square **\$5,222,022,789** \square 757

TV

WHTM-TV Harrisburg/Lancaster/Lebanon/York, Pa.

Price: \$113 million

Buyer: Allbritton Communications Co., Washington (Robert L. Allbritton, executive VP/COO); also owns KATV-TV Little Rock, Ark.; KTUL-TV Tulsa, Okla.; WCIV-TV Charleston, S.C.; WSET-TV Lynchburg/Roanoke, Va., and WJLA-TV and NewsChannel 8 cable channel, Washington

Seller: Price Communications Corp., N.Y. (Robert Price, president); no other broadcast interests

Facilities: Ch. 27, 2,400 kw visual, 240 kw aural, ant. 1,119 ft.

Affiliation: ABC

COMBOS

WTCY(AM)-WNNK-FM Harrisburg, Pa., and WXBM-FM Milton/Pensacola, Fla.

Price: \$25 million-\$29 million

Buyer: Patterson Broadcasting Inc., Atlanta (Jim Wesley, president/CEO); also is buying KKTR(AM) Fresno, KBOS-FM and 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 WIPI-AM Allentown, Pa., and WYKZ(FM) Beaufort, S.C.; and is selling KTHT(FM) Fresno

Seller: Calendar Broadcasting, Middletown, N.J. (Philip J. Giordano, president/CEO); also owns WBLX(AM) Fairhope/Mobile, Ala.; and KBFM(FM) Edinburg, KTEX(FM) Brownsville and

KVJY(AM) McAllen, all Tex.

Facilities: WTCY: 1400 khz, 1 kw; WNNK-FM: 104.1 mhz, 22.5 kw, ant. 725 ft.; WXBM-FM: 102.7 mhz, 100 kw, ant. 1,328 ft.

Format: WTCY: urban adult contemporary; WNNK-FM: CHR; WXBM-FM: modern country

WPVO(AM)-WAEY-FM Princeton, W.Va.

Price: \$1 million

Buyer: Princeton Broadcasting Inc., Princeton (Katherine Witt, president/50% owner; Patricia Tolley, VP/50% owner); no other broadcast interests

Seller: Betap Corp., Princeton (Henry G. Beam, president); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 95.9 mhz, 6 kw, ant. 285 ft.

Formats: Both country

KAWW-AM-FM Heber Springs, Ark.

Price: \$380,000

Buyer: King-Britton Radio Inc., Clinton, Ark. (owners: Sid King, David Britton). King also owns KGFL(AM)-KHPQ(FM) Clinton.

Seller: Newport Broadcasting Co., Blytheville, Ark. (Harold I. Sudbury Jr., president). Sudbury owns KLCN(AM)-KHLS(FM) Blytheville, KHPA(FM) Hope, KNBY(AM)-KOKR(FM) Newport and KSUD(AM) West Memphis, all Ark.

Facilities: AM: 1370 khz, 1 kw; FM: 100.7 mhz, 50 kw, ant. 328 ft.

Formats: AM: C&W, gospel; FM: country

Broker: Sunbelt Media Inc.

RADIO: FM

WKLB-FM Framingham/Boston, Mass.

Price: \$34 million cash

Buyer: Evergreen Media Corp., Irving, Tex. (Scott Ginsburg, chairman/CEO); also owns 36 stations in 15 markets, including WJMN(FM) Boston and WXKS-AM-FM Medford/Boston, Mass.; KKBK(FM) Los Angeles; KIOI(FM) and KMEL(FM) San Francisco; WVCG(AM) Miami; WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ(FM) and WEJM-AM-FM

Chicago; WQKI(FM), WNIC(FM) and WMTG(AM) Detroit; WYNY(FM) New York; WPEG(FM) and WBAV-AM-FM Charlotte, N.C.; KTRH(AM)-KLOL(FM) Houston; KSKY(AM) Dallas, and WTOP(AM)-WASH(FM) Washington

Seller: Fairbanks Communications Inc., West Palm Beach, Fla. (Richard M. Fairbanks, president); owns WKOX(AM) Framingham, and WJNO(AM)-WRLX(FM) West Palm Beach and WJNX(AM) Fort Pierce, Fla.

Facilities: 105.7 mhz, 8.5 kw, ant. 1,144 ft.

Format: Hot new country

Broker: Media Venture Partners

WJKK(FM) Vicksburg, Miss.

Price: \$1.62 million

Buyer: New South Radio Inc., Meridian, Miss. (Frank E. Holladay, president/owner); also owns WIIN-AM Ridgeland, Miss., and is applying to buy KLIP-FM Monroe, La.

Seller: Calcasieu TV and Radio Inc., Lake Charles, La. (Rita Chambers, president/co-executor); no other broadcast interests

Facilities: 98.7 mhz, 100 kw, ant. 950 ft.

Format: Urban

Broker: Kirk Sherwood

KRCI(FM) Avalon, Calif.

Price: \$600,000

Buyer: Amataro Group Ltd., Fort Lauderdale, Fla. (Joseph C. Amataro, general partner); owns KOOJ(FM) Riverside and KFRG(FM) San Bernardino, Calif., and WKGR(FM) Fort Pierce, WPBZ(FM) Indiantown and WOKC(AM) Okeechobee, all Fla. Amataro also has an interest in KKMJ(FM) Austin, KPTY(FM) Luling and KJCE(AM) Rollingwood, all Tex., and has applied to build KWXH(FM) Sun City, Calif.

Seller: Cataline Radio Ltd., Avalon (Lewis R. Sher, general partner); no other broadcast interests

Facilities: 92.7 mhz, 3 kw, ant. 417 ft.

Format: Not on air

Broker: Exline Co.

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WLCS(FM) North Muskegon, Mich.

Price: \$536,000

Buyer: Pyramid Broadcasting Inc., Arlington Heights, Ill. (R. LaVance Carson, president/owner); also owns WEEG-AM-FM Whitehall, Mich., and KCUB-FM Stephenville, Tex. Carson also owns KAPR(AM)-KKRK-FM Douglas, Ariz.

Seller: Black & Gold Radio Inc., Muskegon (Michael Knowlton, VP/secretary); no other broadcast interests

Facilities: 98.3 mhz, 2.6 kw, ant. 321 ft.

Format: Oldies

WEBZ(FM) Mexico Beach, Fla.

Price: \$437,500

Buyer: Boss Radio Group Inc., Panama City (Tim O'Brien, president/owner). O'Brien also owns WFSY(FM)-WGNE(AM) Panama City, and is selling WMTO(FM) Port Saint Joe, Fla.

Seller: Woodfin Broadcasting Inc., Atlanta (Dr. Blane Woodfin, owner). Dr. Woodfin has an interest in application to build FM in Smith, Ala.

Facilities: 99.3 mhz, 50 kw, ant. 519 ft.

Format: Adult contemporary

WPMX(FM) Statesboro, Ga.

Price: \$150,000

Buyer: Multi-Service Corp., Hawkinsville, Ga. (James Popwell Sr., president). Popwell also owns WCEH(AM)-WQSY(FM) Hawkinsville.

Seller: Pamela Hodges, Statesboro; no other broadcast interests

Facilities: 102.9 mhz, 25 kw, ant. 328 ft.

Format: Not on air

KWXA(FM) Durango, Colo.

Price: \$137,500

Buyer: Kenneth B. Kendrick, Farmington, N.M. (before sale 49% owner, after sale 100% owner; also is 51% owner of KDGO(AM) Durango, Colo., 28% owner of KRWN(FM) Farmington and 21.25% owner of KENN(AM) Farmington.

Seller: Caren A. Lacy, Colorado Springs (before sale 51% owner, after sale no interest); owns KVVY(FM) Basalt, Colo.

Facilities: 99.7 mhz, 16 kw, ant. 879 ft.

Format: Not on air

KROL(FM) Las Cruces, N.M.

Price: \$120,000

Buyer: Rio Grande Christian Broadcasting Corp., El Paso (co-owners: Arnold McClatchey, president; Edgar Miles, secretary/treasurer). McClatchey also owns KELP(AM) El Paso.

Seller: STL Broadcasting Corp., Las Cruces (Robert N. Mathis, president); no other broadcast interests

Facilities: 99.5 mhz, 100 kw, ant. 1,023 ft.

Format: Contemporary Christian

CP for KGRW-FM Friona, Tex.

Price: \$110,000

Buyer: Charles F. Galbreath, Nashville; also owns KQFX-FM Borger, Tex., and WNKX-FM-AM Centerville, Tenn.

Seller: Panhandle Spanish Broadcasting Inc., Amarillo, Tex. (Robert Williams, president); no other broadcast interests

Facilities: 95.1 mhz, 3 kw, ant. 285 ft.

KPNC(FM) Ponca City, Okla.

Price: \$105,000

Buyer: William L. Coleman, Ponca City (before sale 40% owner, after sale 65% owner); no other broadcast interests

Seller: Kenneth R. Greenwood, Tulsa, Okla. (before sale 55% owner, after sale 15% owner); no other broadcast interests

Facilities: 100.9 mhz, 3 kw, ant. 285 ft.

Format: Country

CP for KCLM(FM) Newport, Ore.

Price: \$40,000

Buyer: Coastal Commcepts Corp., Eugene, Ore. (Robert T. Campbell II, president/owner); no other broadcast interests

Seller: Charlotte McNaughton, Washington

Facilities: 92.7 mhz, 610 w, ant. 472 ft.

KUVA(FM) Uvalde, Tex.

Price: \$15,000

Buyer: Paradise Broadcasting Co. Inc., Dallas (Scott Rose, president/owner); no other broadcast interests

Seller: Moll-Tex Broadcasting Co., Tulsa, Okla. (Albert Moll, president); no other broadcast interests

Facilities: 102.3 mhz, 3 kw, ant. 280 ft.

Format: Spanish

RADIO: AM

WLQY(AM) Hollywood, Fla., and

WNIV(AM) Atlanta

Price: \$875,000

Buyer: Starter Enterprise Inc., Atlanta (Bruce C. Maduri, stockholder, Genesis Communications I and II Inc.: before sale 45.8% owner, after sale 33.3% owner along with M.T. Haymes Jr. and Robert White); no other broadcast interests

Seller: Genesis Communications I and II, Atlanta (Robert F. Sterling III: before sale 45.8% owner, after sale no interest; L. Edgar Barnhill: before sale 8.4% owner, after sale no interest); no other broadcast interests

Facilities: WLQY: 1320 khz, 5 kw; WNIV: 970 khz, 5 kw day, 39 w night

Format: WLQY: religion, Spanish news; WNIV: religion, talk

WKIQ(AM) Eustis, Fla.

Price: \$125,000

Buyer: Carl F. Christianson, Orlando, Fla.; no other broadcast interests

Seller: J&V Communications, Eustis (Jesus Torrado, president). Torrado owns WPRD(AM) Winter Park and WTRR(AM) Sanford.

Facilities: 1240 khz, 1 kw

Format: News, talk

Broker: Hadden & Associates

WXVX(AM) Monroeville, Pa.

Price: \$95,000

Buyer: P. Pushpamala Reddy, Pittsburgh; no other broadcast interests

Seller: Barua Communications of Monroeville (Subita Barua, president); no other broadcast interests

Facilities: 1510 khz, 1 kw

Format: Alternative rock, new age, progressive

WIRJ(AM) Humboldt, Tenn.

Price: \$45,000

Buyer: John F. Warmath, Humboldt; no other broadcast interests

Seller: David P. Colvett, Jackson, Tenn.

Facilities: 740 khz, 250 w

Format: Country

KBBV(AM) Big Bear Lake, Calif.

Price: \$30,000

Buyer: Broadcast Management Services Inc., Houston (Jo Nell Werlinger, owner); also owns KFCC(AM) Bay City and KGUL(AM) Port Lavaca, Tex.

Seller: Mountain Broadcasting Co. Inc., Big Bear Lake (Vernon E. Thompson, president); no other broadcast interests

Facilities: 1050 khz, 250 w

Format: Dark

WOPI(AM) Bristol, Va./Bristol, Tenn.

Price: \$10,650

Buyer: Glenwood Communications Corp., Kingsport, Tenn. (William M. Boyd, president/37% owner); also owns WKPT-TV-AM-WTFM(FM) Kingsport and WKTP(AM) Jonesborough, Tenn.; 49% of WITM(AM) Elizabethton, Tenn.; and has an interest in company that is buying WKAY(TV) Kannapolis, N.C.

Seller: Joe Morrell, Bristol; no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: Beautiful music, big band, country

WANO(AM) Pineville, Ky.

Price: \$5,000

Buyer: Cumberland Media Group Inc., Middlesboro, Ky. (Warren Pursifull, president/owner). Pursifull also owns WFXV(AM) Middlesboro and WXJB(FM) Harrogate, Tenn.

Seller: Jimmie R. Branham, Harrogate, Tenn.; no other broadcast interests

Facilities: 1230 khz, 1 kw

Format: C&W, gospel

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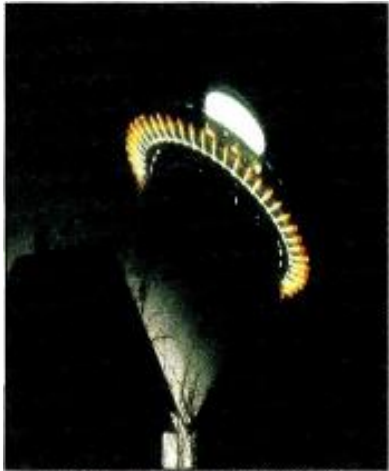
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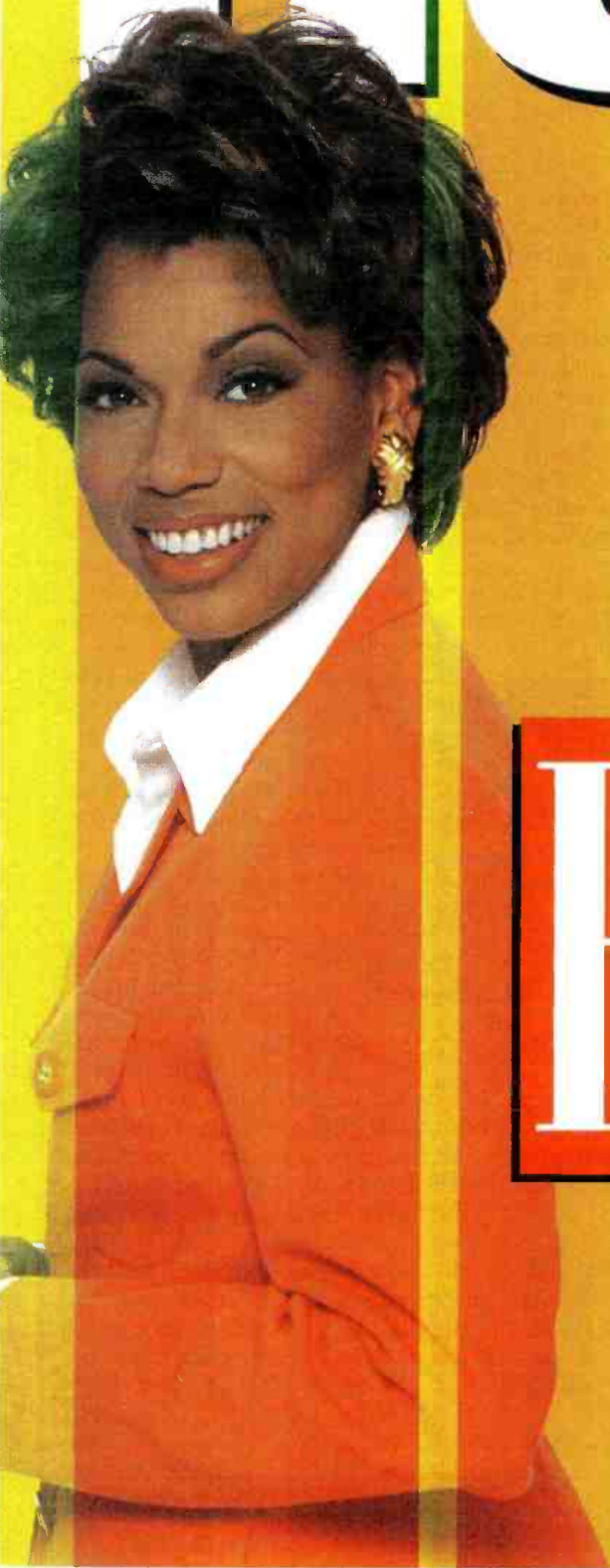
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Phil Donahue
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Regis Philbin
Montel Williams
Maury Povich
Charles Perez
Jenny Jones
Marilu Henner
Gordon Elliott
Geraldo Rivera
Ricki Lake
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Talk radio expected to heat up in election year

Political debate likely will dominate talk radio dialogue during '96 election campaign

Radio

By Donna Petrozzello

During a year in which issues-oriented radio talk shows have leapt into the media spotlight, show hosts predict that talk radio will provide a prime platform for political debate in 1996.

"I think talk radio could be the dominant medium of the 1996 campaign," says WOR Radio Networks talk show host Jay Severin.

With the upcoming 1996 election year and the growing attention that politicians and voters pay to talk radio shows, the Museum of Television & Radio will focus the first week of its two-week first annual radio festival, starting today (Oct. 23), on talk radio and its impact on politics.

Severin is scheduled to debate the issues with his peers Lynn Samuels and Ed Koch of WABC(AM) New York, Charles Brennan of KMOX(AM) St. Louis, and Cliff Zukin, a professor at the Eagleton Institute of Politics in Newark, N.J., on an Oct. 25 panel at the New York museum.



Jay Severin on WOR(AM) New York

Museum president Robert Batscha, who with museum directors and board members planned the center's inaugural radio festival, says it seemed logical to focus on talk radio.



Lynn Samuels on WABC(AM) New York

"It has been perceived politically that talk radio had such an impact on the last election that a lot of politicians have now discovered radio

as an opportunity to participate in political dialogue," Batscha says.

But beyond opening the airwaves to an increasing number of politicians, the show hosts contend that, for better or worse, dialogue over talk radio will affect the way the public thinks and reacts to political issues.

Severin says that "politics is the grist of the mill of talk radio" and that political debate will dominate radio dialogue during the 1996 electoral campaigns.

An adviser to several Senate, gubernatorial and congressional campaigns and a leading media analyst, Severin maintains that talk radio provides the only medium where listeners can receive "unfiltered" information about current events and issues.

"That alone makes it worthwhile," Severin says.

But he also contends that because many talk radio shows are monitored by the news media, voters and Republican and Democratic political camps, the scrutiny "keeps politicians more honest.

It is a medium where criticism of you on that medium counts," says Severin, whose show is syndicated to more than 100 stations nationwide.

Samuels, however, argues that talk radio gives listeners the "illusion that they are getting news from us [hosts] when they are not," which she says is "destructive." Some listeners fail to recognize that talk radio mainly perpetuates opinions, not facts, Samuels says.

"People think that by listening to talk radio they are learning about politics and that they understand the issues," Samuels says. "What I compare [talk radio] to is buying a newspaper and reading the op-ed page and not reading anything else."

Before joining WABC in 1988, where

she now hosts a weeknight and Saturday afternoon show, Samuels hosted an outspoken liberal talk show on WBAI(FM) New York.

Brennan agrees that "there can be a lot of mistruth" on talk radio. "If the host isn't prepared, if guests are not credible, if the research is inaccurate and if the callers are off-the-wall, you just come up with a lot of garbage," he says.

"I think there is a lot of that out there, but also there is a lot of great talk radio."



Ed Koch on WABC(AM) New York

Brennan argues that some politicians tend to develop an almost "incessuous relationship" with talk radio. "People in talk radio love to talk about politics and invite politicians on the program, and many of our elected leaders love to blast talk radio. But to get information to the listeners, you have to use talk radio."

Paired with co-host Kevin Horrigan, Brennan tackles politics, current events and issues on his weekday morning show. Brennan's interview with Clinton last year in which the President decried a "constant, unremitting drumbeat of negativism and cynicism" on talk radio opened the medium to renewed scrutiny and another round of criticism.

A former mayor of New York City, Koch says that "talk radio is an extraordinary medium that gives people an opportunity to be heard

across the country" and gives show hosts the ability to voice their opinions.

In addition to hosting a weekday radio show, Koch is a partner in a New York law firm and a newspaper columnist.

In the upcoming year, Koch predicts that more politicians will follow President Clinton's campaign strategy of 1992 when he traveled a talk radio circuit and used the medium extensively. "It worked for [Clinton], so I think others will follow," Koch says. ■



Charles Brennan on KMOX(AM) St Louis

Radio in focus at museum festival

Two-week festival at New York's Museum of Television & Radio will focus on talk radio, trends in contemporary radio

By Donna Petrozzello

From top 40 to talk shows, radio's history and personalities will take center stage at the Museum of Television & Radio's first radio festival Oct. 23 to Nov. 3 in New York.

Planned events include appearances by national radio show hosts Rush Limbaugh, Casey Kasem, Charles Osgood and storyteller Garrison Keillor. Panel discussions with local and national talk show hosts are scheduled, and several hosts plan to broadcast live from the museum, including WABC(AM) New York's Bob Grant and Entertainment Radio Networks' Ken Hamblin.

The festival coincides with the 75th anniversary of the first commercial radio broadcast, at KDKA(AM) Pittsburgh on Nov. 2, 1920. Museum president Robert Batscha says that the museum intends to highlight radio with a festival each year to focus the public's attention on the medium.

"There's a dynamic in radio that we ought to bring to the attention of the public," Batscha says, noting that commercial radio's 75th anniversary provided an ideal launching point for an annual two-week festival.

The inaugural festival will focus on talk radio and trends in contemporary radio programming. Batscha says that "although there is no question that radio, before television, has a very rich history, the perception is that radio really isn't as vital as it used to be, and indeed it is extraordinarily vital."

The first week of the festival focuses on talk radio, with an appearance by Limbaugh and panel debates among political talk show heavyweights. The second week will include presentations by Kasem and Keillor and a reunion of former New York AM deejays.

Batscha says that future festivals will

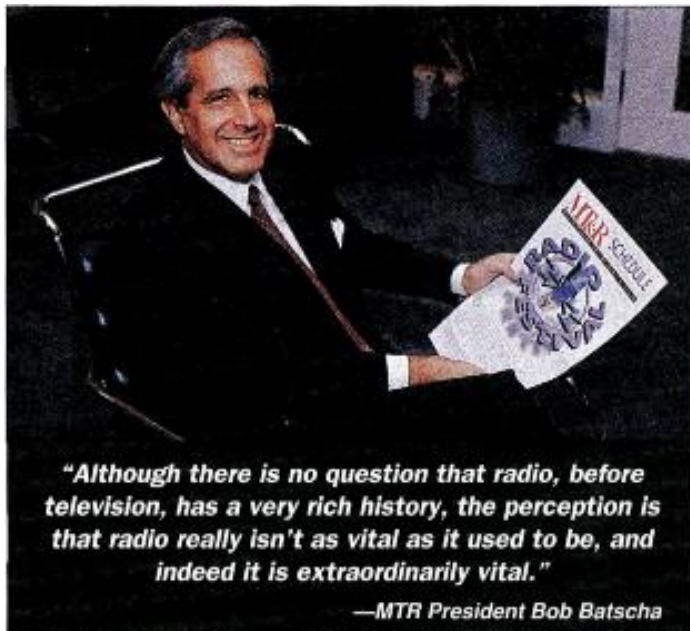
focus on issues "at the core of what's happening in radio," which, he says, is the reason

for the focus on talk radio this year.

During the year, the museum hosts a listening series featuring archive radio shows, radio-oriented workshops for children, and exhibits with radio footage of events and world leaders. The radio festival will "give an aggressive look at what the museum is doing to highlight

its radio collection and the importance of radio today," Batscha says.

Radio executives on the museum board are Ralph Guild, chairman of the Interep Radio Store; Norm Pattiz, chairman of Westwood One Inc., and Robert F.X. Sillerman, chairman/CEO of SFX Broadcasting. ■



"Although there is no question that radio, before television, has a very rich history, the perception is that radio really isn't as vital as it used to be, and indeed it is extraordinarily vital."

—MTR President Bob Batscha

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For more information and a detailed schedule, contact Chris Catanese, Radio Festival Coordinator at (212) 621-6735 (fax (212) 621-6765).

Major funding for the First Annual Radio Festival has been provided by The Hearst Corporation, Infinity Broadcasting Corporation, The Interep Radio Store, and Norman J. Pattiz, Chairman, Westwood One Inc. Additional support has been provided by The Arbitron Company, EFM Media Management, and Gannett Broadcasting. • The Museum would also like to thank Ralph Guild and Robert F.X. Sillerman for funding the position of Radio Festival Coordinator.

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Infinity stock sale

Infinity Broadcasting Corp. last week issued 8,500,000 shares of Class A common stock for a public offering, giving the company 41 million shares outstanding, as of Sept. 1. Infinity also offered its underwriters options to purchase up to 1,275,000 of additional company stock.

Infinity officials say net proceeds from the stock sale will be used to reduce bank borrowings and fund station acquisitions.

Chicago radio fete planned

The Museum of Broadcast Communications in Chicago will host a weekend celebration commemorating commercial radio's 75th anniversary with special broadcast events and the 1995 Radio Hall of Fame induction ceremony, Oct. 27-29.

Scheduled to host the awards ceremony on Oct. 29 are CBS Radio's Tom Snyder, ABC Radio Networks' Tom Joyner, Westwood One Entertainment's Don Pardo and National Public Radio's Susan Stamberg. Hall of Fame inductees for 1995 include WBSL(FM) New

York personality Hal Jackson, CBS Radio Sports commentator Jack Buck, EFM Media Management Chairman/CEO Edward F. McLaughlin and radio humorist Stan Freberg.

M Street finds most radio independently owned

A summary of U.S. radio station ownership status compiled by the M Street Database, New York, found that of the 10,631 commercial and 2,123 public AM and FM radio stations in the U.S., 40% are held by group owners and 60% are owned by independent licensees.

For both commercial and public radio stations, 25% of FM stations are group-owned, while 35% are independently owned. Likewise, 15% of all AM stations are group-owned and 25% of AM stations are independently owned, M Street reported.

In Arbitron's top 100 radio markets, 51% of stations are group-owned, but in smaller markets,

ranked 101 and over, 46% of stations are group-owned. Independent owners held the majority of stations in the smallest markets in the country, or about 70% of stations in non-Arbitron-ranked markets.

Meanwhile, M Street found that 43% of AM or FM stations are stand-alone stations, and have no sister station in their markets. By contrast, 57% of all stations are owned in a combination deal such as an LMA or a duopoly arrangement, according to M Street's report.

KKDA-FM Dallas, KBXX(FM) Houston first in market

Service Broadcast Group's urban contemporary KKDA-FM Dallas ranked first in its market with a 5.7 share, as did Clear Channel Commu-



Surgeon Talk

Former U.S. surgeon general Dr. Joycelyn Elders debuted a one-hour radio talk show on KSYG-FM Little Rock, Ark., and WERE(AM) Cleveland on Oct. 16. Elders's show is distributed by Wain/Morgenstern Productions of Cleveland.

nications' adult contemporary KBXX(FM) Houston, with 7.1, according to Arbitron's summer 1995 latest listener survey. Ratings were recorded for listening by people 12 and older, from 6 a.m. to midnight, Monday through Sunday.

SW Networks debuts rock network, talk services

New York-based SW Networks has launched an "alternative rock network" catalogue of show prep, news and production services tailored for alternative rock-formatted stations. Start-up affiliates for the network include KDGE(FM) Dallas and WRCX(FM) Chicago.

SW Networks last week also debuted last week a slate of prep services for talk formats. The service provides stations with clips of leading news stories from national newspapers, highlights from news and talk television shows and a guest booking service.

Osborn explains stock drop

In a letter to stockholders last week, Osborn Communications Corp. President Frank Osborn explained the near 20% drop in the company's stock price as due to "market inefficiencies."

Company CFO Thomas Douglas said the stock fell from trading at \$9 per share to \$7.25 last week when 70,000 shares were released into the market after the company's pension fund manager divested itself as Osborn's carrier. As a result, Douglas said, "the stock market wasn't ready" to absorb an additional 70,000 shares of stock the fund released, causing the share price to fall.

In his letter to shareholders summarizing the company's financial status for 1995, Osborn said the company expects to earn a pre-tax cash flow of \$7 million from the sale of WFKS(FM) Palatka, Fla. (Daytona Beach); WNDR(AM) and WNTQ(FM), both Syracuse, N.Y., and WWRD(FM), formerly WBYB, Brunswick, Ga. Osborn said the company has agreed to acquire WEEJ(FM) and WKII(AM), both Port Charlotte, Fla.

Format change for WLS-FM?

CapCities/ABC officials are pondering changing the format of ABC Radio's owned and operated WLS-FM Chicago from full service to a contemporary music format. WLS-FM simulcasts the signal of CapCities/ABC's WLS(AM), a full-service station.

Norm Schruett, president of CapCities/ABC owned radio stations division, says the company is considering a format switch to urban contemporary, hot adult contemporary or country music, but added that "we're researching the marketplace and have made no decision." The company has also not yet determined whether a change will be made later this year or next year, Schruett said.

A little more than a year ago, WLS-FM abandoned its simulcast from WLS(AM) and switched to a "hot talk" format geared to younger listeners, but then returned to full service in June after the talk format failed to achieve a significant audience. WLS-FM also tried a contemporary hits music format in the late 1980s "with mixed success," according to Schruett.

Nickelodeon expands into prime time / 56
Networks hit the campaign trail / 58

Cable

October 23, 1995



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Nickelodeon goes prime time

Will spend \$30 million on new programming initiative

By Rich Brown

Encouraged by strong ratings growth, Nickelodeon executives next fall plan to spend \$30 million to expand the daytime channel into the 8-8:30 p.m. time period.

Nickelodeon's plan to expand the kids network into prime time is based partly on its record-high full-day ratings of 1.6 during third quarter 1995, says Herb Scannell, executive vice president, U.S. Television, Nickelodeon. The network's third-quarter full-day household numbers rose from an average 694,000 to 993,000 in comparison with the same period last year, according to A.C. Nielsen Co. data supplied by the network.

The network's entry into prime time also coincides with ratings trends that



Scannell says show that kids are being "underserved" in the time period by the broadcast networks. Network kid audiences during the Monday-Friday 8-8:30 p.m. time period are down nearly 25% for the first two weeks of the new season compared with fourth quarter 1994, says Scannell.

Nickelodeon's decision to schedule

shows in the nightly timeslot comes three years after the debut of SNICK, a block of kids shows that airs Saturday at 8-10 p.m. With the exception of Saturdays, Nickelodeon leaves the air each night at 8 to make way for classic sitcoms from sister network Nick at Nite.

Included in Nickelodeon's new prime time lineup will be three original productions: *The Wubbulous World of Dr. Seuss*, *Hey Arnold* and *Nickelodeon Declares BLAM!* The 8 p.m. slot also will feature *The Secret World of Alex Mack*, the live-action series that now airs in the SNICK block.

The Wubbulous World of Dr. Seuss, created for Nickelodeon by Jim Henson Productions, will feature original stories based on characters created by the late Theodor "Dr. Seuss" Geisel. The weekly anthology series will combine puppetry and animation.

Hey Arnold, an original animated Nicktoon, will look at city life from a kid's point of view. The show, which will air twice weekly, is created by Craig Bartlett (*Rugrats* and *Pee Wee's Playhouse*).

The third series, *Nickelodeon Declares BLAM!*, will be the network's first cartoon sketch comedy series. The weekly show, hosted by two cartoon kids who live inside a comic book, will use animation and puppetry. The show is being created by Nickelodeon staffers Will McRobb and Chris Viscardi (*The Adventures of Pete & Pete*) and Bob Mittenenthal (*Double Dare* and *Welcome Freshman*).

The decision to program the 8 p.m. time slot does not necessarily mean the network will expand further with an 8:30 show, says Scannell. "Our position is that this is an opportunity move and we're making it now," he says. "Let's see what happens."

As Nickelodeon eats further into the Nick at Nite block, parent company Viacom is working on a 24-hour version of Nick at Nite that executives hope to have up and running by 1996 or 1997. Tentatively called Nick at Nite's TV Land, the 24-hour version in prime time would offer a lineup of classic shows distinct from those appearing on the existing Nickelodeon/Nick at Nite hybrid channel. ■

New Dolan heads Cablevision

While Cablevision Systems Corp. continues to contemplate its future with or without a strategic partner (see "Top of the Week"), company founder and chairman Charles Dolan has decided to hand over the CEO baton to his son, James.

Cablevision, the nation's sixth-largest cable multiple system operator, is among the few top MSOs that have yet to form a strategic partnership with a telephone company or another MSO. On-again, off-again rumors about a possible partnership with US West resurfaced two weeks ago but died down early last week. The company's stock, which had been trading as high as 69 3/4 on past rumored partnerships, by last Wednesday had fallen to 55 1/2.

Wall Street investment firm Moran & Associates has lowered Cablevision's rating from a "top-pick" because of the company's failure to secure a strategic partner. But Moran analyst John Reddan says he still is recommending the stock: "We think fundamentally the company has everything that a strategic partner wants."

James Dolan has been promoted to CEO after 20 years with the company. Most recently he served as CEO of Cablevision's wholly owned programming subsidiary, Rainbow Programming Holdings. Earlier he had a leadership position in its regional cable ad sales firm and spearheaded the company's involvement in the 1992 Pay-Per-View Olympics Triplecast.

James Dolan assumes responsibility for all of Cablevision's business units, including the Cable Operations Group; telephone subsidiary Cablevision Lightpath Inc., and Rainbow Programming. Rainbow President/COO Josh Sapan will continue to report to James Dolan. Charles Dolan, 69, will remain Cablevision chairman.

—RB



Charles (l) and James Dolan

Turner Pictures' debut slate

Turner has unveiled its first slate of original motion pictures to be produced under the company's Turner Pictures banner. Six of the films are scheduled to start production in 1996. The picture slate includes two movies from Atlas Entertainment, Dawn Steel and Chuck Roven's production company, which has an exclusive first-look deal with Turner Pictures. Denise Di Novi also has an exclusive, multiyear production agreement with Turner under her Di Novi Pictures banner. Films to start production next year include: "Edwards and Hunt: The First American Road Trip," "Michael," "The Jetsons," "Fallen," "Jackie Robinson" and "City of Angels." Turner Entertainment Group President Scott Sassa says the slate of films is the first step toward the company's long-term goal of producing eight movies per year by 1998.



Jetsons movie is in the works

Primestar ponders DBS options

Suing FCC, bidding against MCI, looking for alternative channels among possibilities

By Chris McConnell

Primestar Partners is drawing up a "Plan B" list of DBS strategies following an FCC decision to auction channels on which the company had staked Plan A.

Plan A was to use 27 channels at the 110 degrees west slot to launch a high-power service. Plan B may call for:

- Suing the FCC to overturn its decision to reclaim and auction those channels, and/or;
- Bidding against MCI for the channels;
- Seeking DBS channels at another orbital slot; or
- Maintaining a medium-power service.

"We have not ruled anything out, or ruled anything in," says David Beddow, president of TCI subsidiary Tempo DBS.

Tempo had struck a \$45 million deal with Advanced Communications Corp. to acquire the 27 channels at 110 degrees west and then lease them to Primestar. The FCC International Bureau thwarted the deal with an April decision to reclaim the Advanced channels. Early last week, the full commission affirmed the decision and voted to auction the channels.

At least one company—Advanced—will be taking the decision to court. Advanced President Dan Garner says the company plans to challenge the commission's finding that Advanced



Tempo DBS says it has no plans to sell its satellites to any would-be competitors

did not meet due diligence requirements in establishing a DBS service.

Several sources expect Primestar and Tempo to join in the legal challenge, although both companies last week were awaiting the text of the commission's decision before committing to a lawsuit.

Any lawsuit likely will be accompanied by a request for expedited review, since Primestar and Tempo are facing a series of deadlines. Tempo has set two dates next year for launching its high-power DBS satellites, and Primestar's current satellite is scheduled to run out of fuel next year.

Primestar beams a "medium-power" service—which requires larger receiving dishes than a high-power service—to some 750,000 subscribers from the GE Americom Satcom K1 satellite.

Primestar Chairman/CEO Jim Gray says the company has signed a one-year lease with GE Americom for enough Ku-band capacity to sustain the current service. The contract carries an option for two additional years if Primestar needs more time, Gray says.

But the company still will need DBS channel assignments if it is to move to a high-power service, and it will need them by July of next year if it is to make the first launch date scheduled for the Space Systems/Loral-built Tempo DBS satellite.

If the courts don't give Primestar the channels at 110 degrees, the company could bid against MCI for them. Primestar had argued that an auction would not allow the company to make its launch dates next year, but the FCC has said it plans to conduct a one-day auction Jan. 18.

The bids could go high, however. MCI has said it plans to open the bidding at \$175 million, nearly four times Tempo's original deal with Advanced for the channels. Other potential bidders include the regional Bell companies, five of which this month asked the Justice Department for a waiver that would allow them to provide DBS service. A BellSouth spokesman, for

instance, says the company is considering the auction but has not decided whether to bid on the channels.

Tempo's Beddow says he remains unconvinced that the auction will happen soon enough to meet the launch dates.

A second option will be to look elsewhere for DBS channels. DBS industry consultant Michael Alpert points to the orbital slot at 61.5 degrees west. The slot's poor view of the western U.S. would hamper reception for some viewers on the West Coast, Alpert says, but otherwise would cover the country.

"That is an option that is on the table," Beddow says of the idea. Gray is less enthusiastic, maintaining that Primestar does not think the slots offer a viable alternative.

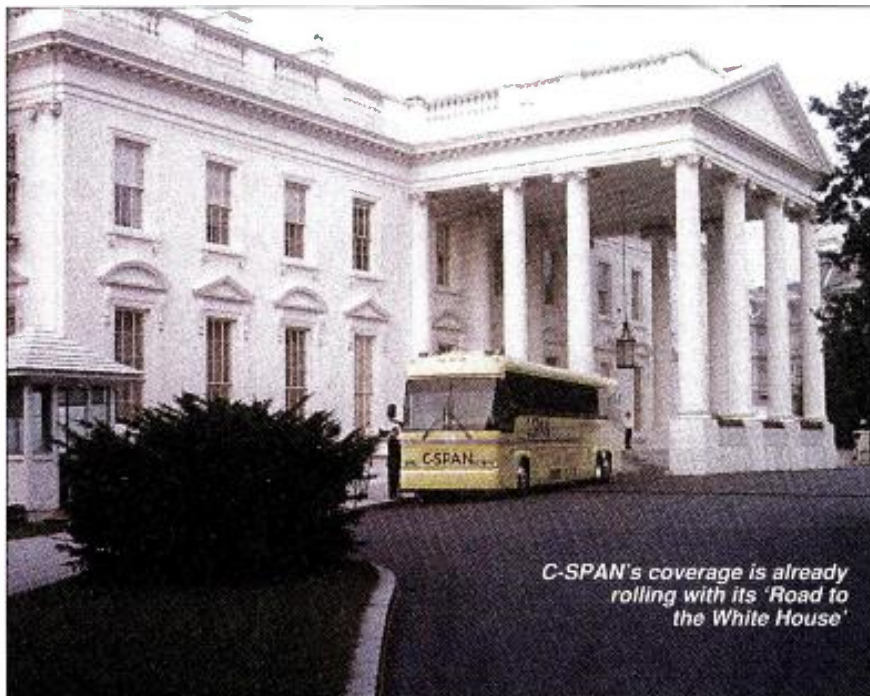
To use the slot at 61.5 degrees, Tempo or Primestar would have to strike a deal with one or all of the three licenseholders. Loral Corp. controls 11 channels at the slot. Direct Broadcast Satellite Corp. holds another 11 channels, while Dominion Video Satellite has eight. Two others are unassigned.

Tempo also could look to the slot at 119 degrees west, where it holds 11 channels and EchoStar controls the other channel assignments. Several sources call such a deal less likely, citing EchoStar's progress in establishing the DBS service it hopes to launch next year.

EchoStar Chairman/CEO Charlie Ergen had no comment on prospects for any deal with TCI or Primestar. Primestar's Gray says no talks with EchoStar are taking place, although he does not rule them out.

Gray also says his company is approaching a deadline on committing to another option: staying at medium power. The company could extend its Ku-band capacity contract with GE Americom beyond the current three years, but it hopes to hold off on a decision until the scheduled DBS auction in January. Beddow also says Tempo might reconfigure its DBS satellites to operate from a "fixed" satellite service (FSS) slot.

Beddow says that Tempo parent TCI might put the satellites to international use if it finds no domestic DBS channels for them. Selling the satellite to MCI or another would-be domestic DBS operator, he says, is not an option. "It will be a cold day in July that any one of our competitors winds up owning one of our satellites," Beddow says. ■



C-SPAN's coverage is already rolling with its 'Road to the White House'

Cable hits the trail

Networks gear up to cover campaigns

By Rich Brown

Although the 1996 elections are still a year away, many of the cable networks covering the campaign are busy formulating their plans and some are already providing coverage.

CNN began gearing up earlier this month by adding an 8:30 p.m. rebroadcast of its late-afternoon show *Inside Politics*. The 8:30 telecast will go live beginning in 1996 to allow for more campaign coverage. The 24-hour news channel in September also added a 10-minute daily segment, *Inside Politics Extra*. In a further gearing up for the year ahead, political analysts Charles Cook and Stuart Rothenberg have been added to a CNN political team that now includes 21 correspondents.

CNN earlier this month presented the first nationally televised Republican presidential candidate forum live from WMUR-TV Manchester, N.H. CNN's Larry King on Nov. 17 will broadcast live from a Republican debate in Orlando, and plans are in the works for yet another debate. As usual, CNN will extensively cover primaries and conventions and will air a variety of long-form political shows as the

election nears.

C-SPAN's comprehensive campaign coverage has been under way since May 1993 with its *Road to the White House* video vérité coverage of the candidates on the campaign trail. As usual, C-SPAN's blanket coverage will include live, uninterrupted, gavel-to-gavel coverage of both party conventions as well as caucuses, primaries and other campaign stops along the way.

One difference in the political network's coverage this year will be more live coverage on C-SPAN2, which has grown in distribution from 28.6 million homes to 41.2 million homes since the 1992 election. The network also will have two C-SPAN "school buses" that will play a part in the network's initiatives to bring more young adults into the political process.

NBC-owned CNBC plans extensive coverage of the 1996 campaign through Washington-based shows *Tim Russert, Equal Time, Cal Thomas* and *Capitol Gains*. Russert will be on the road live from key primaries, and all of CNBC's Washington shows will be traveling to the Democratic Convention in Chicago in July and the Republican Convention in San Diego in

August. There is also a possibility of working with *US News & World Report* on a midterm debate.

CNBC co-owned network America's Talking will be tracking the campaign through its nightly lineup of political- and news-based shows, including the newly launched *Politics with Chris Matthews* (9-10 ET). Other A-T shows following the campaign will include *Pork*, the nightly show (5-6) that looks at government spending; *A-T in Depth*, the network's nightly news roundup (6-8) and *Straight Forward* with Roger Ailes, hosted by the political strategist and A-T/CNBC president.

MTV will be reviving the *Choose or Lose* campaign initiated during the 1992 campaign. The on- and off-air political awareness campaign next year will include a touring bus that will serve as both a production unit for MTV News and a distribution point for political pamphlets aimed at the network's young audience. On-air coverage will include four issue-oriented specials, weekly coverage of the primary season, the political conventions and the final countdown.

Kids network Nickelodeon will revive its *Kids Pick the President* campaign for the third consecutive presidential election. *Nick News* is arranging to get credentials for its campaign coverage, which will include a mix of interstitial and long-form programing.

Long-form shows in the works include an election-themed special from Nickelodeon's *Weinerville* kids series and possibly two specials from Linda Ellerbee's Lucky Duck Productions, according to Cyma Zarghami, senior vice president of programing. During the 1992 election, about 12 million kids phoned in to Nickelodeon when asked to vote for their favorite candidate.

Comedy Central's plans to cover the 1996 campaign are not final, but a spokeswoman says that the network expects to recapture some of the attention it garnered with its "Indecision '92" comedic coverage of the last presidential election.

Lifetime, another network involved in the 1992 campaign, is looking to reunite with the National Women's Political Caucus and the League of Women Voters to develop on- and off-air campaigns to encourage women to vote.

Newcomers to the cable mix this



Bernard Shaw and Judy Woodruff on the set of 'Inside Politics'

year include TCI News, the new public affairs programing unit of multiple system cable operator Tele-Communications Inc. The unit is producing an hour-long show, *Race for the Presidency*, that each week features three 7-minute taped segments from major presidential candidates. The show airs on the TCI-owned tv! sampler cable

network as well as on political cable network NET and regional network NewsChannel 8 in Washington.

NewsTalk Television, which was not around for the last presidential election, is weighing in with campaign coverage in its regular programing as well as specials, possibly hosted by Phil Donahue.

MSO Cox Communications also was scheduled to play its part in campaign coverage by hosting a presidential debate Oct. 22 in conjunction with CityVote. A project of the U.S. Conference of Mayors, CityVote is designed to allow citizens to cast presidential preference ballots at the beginning of the campaign cycle. The debate, available nationally on C-band satellite C1TR16, was scheduled to include the Rev. Jesse Jackson, Dr. John Hagelin, Harry Browne, Alan Keyes, Arthur Fletcher, Lyndon LaRouche and Charles Collins. ■

Pacers near cable deal

After two years, pact could be signed as early as next week

By Jim McConville

It has been several years in coming, but the Indiana Pacers are about to get cable TV coverage.

The Pacers reportedly are very close to signing a deal with Group W (Westinghouse) to carry 25-30 Pacer games per year. Under the proposed deal, Group W would then sell cable distribution packages to American Cable of Indiana (Time Warner system) and Comcast Corp.

The cable deal could place Pacer

games in approximately 700,000 households within the 75-mile radius around Indianapolis for which the Pacers hold NBA telecast rights.

Although a contract has not been signed, sources close to negotiations say an agreement could be reached as early as next week, two weeks before the NBA regular season begins Nov. 3. "It's getting close; there's optimism on both sides, but it is not exactly a done deal," says Pacer President/GM Donnie Walsh.

Jay Satterfield, general manager and



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group president of American Cable, says the deal's passage is likely, with only one undisclosed issue still outstanding. "It's not a big financial issue; but it's an issue that affects them and us."

American Cable and Comcast have been trying to strike a Pacer cable deal for the past two years. American found itself stymied first by limited channel capacity. "We'd been channel locked the past four to five years," Satterfield says. Cable contract talks between the

two companies also reached an impasse last year over price.

A cable deal is a more realistic possibility now that the Pacers have turned from perennial also-ran to playoff contender and American has recently upgraded its system, says Satterfield.

It won't be the Pacers' first cable deal, however. Regional sports network PrimeSports Midwest had a regional service telecasting Pacer games five

years ago that was dropped in 1993.

Thirty of the Pacers' 82 regular season games already are broadcast on WTTV(TV), and five games are earmarked by NBC for national telecast during the 1995-96 season.

Satterfield says American plans to expand the Pacer game package into a full-time channel in the future. Pacer games won't be immediately available on PPV, since neither Comcast nor American now has the capacity. ■

H E A D L I N E S

BMI blanket

The National Cable Television Association and BMI, the music performing rights organization, have completed negotiations on a seven-year license agreement that will be offered to cable operators who play BMI-affiliated music in locally originated programming.

For an annual fee, the BMI blanket license agreement gives local cable system operators access to more than 3 million domestic and foreign songs represented by BMI for public performance in the U.S. The agreement, the first to cover musical performances by cable systems, is retroactive to Jan. 1, 1990, and runs through Dec. 31, 1996.

Atlanta joint venture

Atlanta-based WAGA-TV, owned by New World Communications, and cable interconnect MediaOne have signed a joint venture to produce Atlanta's first local news and information channel. Programming, to be offered on all of MediaOne's Atlanta cable lineups, will consist of time-shifted WAGA-TV newscasts, WAGA-TV-produced shows and other original programming. The channel is scheduled to launch in early December.

People's Choice buys Phoenix

People's Choice TV Corp. (PCTV) has completed acquisition of the approximately 17.5% interest in its People's Choice TV of Phoenix unit that it did not already own. People's Choice reports that it acquired the stake from Wireless Telecommunications LLC for 115,000 unregistered shares of People's Choice. PCTV, which owns and operates wireless cable systems in Texas,

Arizona, Missouri and Michigan, now owns all of PCTV Phoenix capital stock.

New all-news channel

Cox Communications and WQWT-TV, the NBC affiliate in Omaha, have launched News One, a local 24-hour all-news channel that will air on Channel 1 on Omaha-area Cox cable systems.

Spice Networks to switch satellites

The Spice Networks—adult channels Spice and Adam & Eve—will begin transmitting on AT&T's recently launched Telstar 402R satellite Dec. 1, using transmitters 1 and 3, respectively. Both services, now transmitted on Anik E2, will continue broadcasting from there until Dec. 14.

NewSport gets charter sponsors

NewSport Television Network has signed a multiyear advertising sponsorship deal with Procter & Gamble and Gatorade (owned by Quaker Oats). Both sponsors will receive multiple 30-second spots, logo placement on NewSport Scorebox program billboards, NewSport Update sponsorship and customized features on NewSport's Scoreboard Central.

Cable sports network NewSport also announced it will now be carried by a Comcast Cablevision cable system in Jersey City, N.J., and a Multimedia Cablevision system in La Porte, Ind.

TCM hits 6 million

Turner Classic Movies (TCM) has hit the 6 million-subscriber mark. The 24-hour commercial-free network reached that milestone after

most recently launching on 13 cable systems owned by MSOs Time Warner, TCI, Continental Cablevision and Cox Communications.

Continental/Columbia deal done

Continental Cablevision has acquired cable systems in Michigan owned by Columbia Associates LP. Executives say the deal, which adds about 74,000 customers to Continental's Midwest subscriber base, strengthens its network cluster in Michigan. "This acquisition will help us better serve our Michigan customers by expanding our operating scale and enlarging our regional operations," says Jeff DeLorme, executive vice president, Continental.

Cable Academy picks Award winners

The National Academy of Cable Programming has announced the recipients of the cable industry's annual special honor awards. The Learning Channel's *KNOWTV: Changing What, Why and How You Watch*, receives this year's Golden CableACE Award. USA President/CEO Kay Koplovitz receives the Governor's Award, and A&E Network receives the Creators Award.

Prime pick

Prime Life Network has hired Marlene Sanders as primary news anchor. The cable network is aimed at the 50-plus market and is scheduled to launch in March 1996. Sanders, the first woman to cover the Vietnam War for ABC News, will "become the voice of the Prime Life Network," says Michael Eisenberg, chairman and CEO of PLN. —RB

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Broadcasting & Cable TV FAX

TV—U.S. Court of Appeals for D.C. affirming decision granting license renewal to Fox (VTV) Los Angeles, rejecting challenge of...

REGULATIONS PUBLIC—Broadcasting industry's antitrust suit went public Tuesday at Commerce Dept. as part of telecommunications reform. Fox's President of Broadcasting, CEO Burt Ellis, called the suit a "challenge to the industry." They said the suit is a "challenge to the industry's ability to compete with multichannel rivals like cable. Network affiliates, represented by the National Association of Broadcasters, would put the suit to rest if the suit is dismissed.

Keymarket owns 9 AMs and 10 FMs, with purchase of additional AM-FM combo pending; River City owns seven TVs, 1 AM and 4 FMs. Star Media Group is brokering deal. "There is a 50/50 chance of deal being completed at this time," says broker Bill Steding.

RATE RELIEF—Cable industry representatives told Senate Commerce Committee yesterday they need relief and they need it now. National Cable Television Association President Decker Anstrom said any telecommunications reform "must include rate relief for cable." Anstrom said cable will not be able to compete with telcos in local telephony unless it can attract capital. Banks will be reluctant to invest in industry without rate relief, Anstrom said. Small cable companies around country are collapsing under weight of current cable regulations, said Richard Cutler, Small Cable Business Association board member. Senators Olympia Snowe (R-Maine) and Jay Rockefeller (D-W.Va.), who represent large rural states, expressed concern that deregulating cable rates could lead to dramatically higher cable bills.

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W18-49	17	

...increase their investment in industry without rate relief, Anstrom said. Small cable companies around country are collapsing under weight of current cable regulations, said Richard Cutler, Small Cable Business Association board member. Senators Olympia Snowe (R-Maine) and Jay Rockefeller (D-W.Va.), who represent large rural states, expressed concern that deregulating cable rates could lead to dramatically higher cable bills.

LIBERTY FORMS PPV UNIT—Liberty Communications Inc. subsidiary Liberty Corp. has...

...ment to carry program 'The Computer Network' on Sci-Fi Channel. Microsoft co-founder Bill Gates' programming service...
...has been signed for NBC's 'The Mind for Mr. T' judge. In other news, actor... project 'Tomorrow'... highway will head... 'Park West'.

MARKET MERGER—Barry Baker confirms... Augusta, Ga.-based... ions are nearing conclusion to be merger between... ries. New company is said to... n. Baker says River City will be finalized within week.

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EMERGENCY CALL—Genesis Entertainment says its 'Emergency Call' weekly syndicated reality show is firm go for fifth season after clearing 60% of country for 1995-96. Top markets that will carry show next season include WCBS-TV New York, WMAQ-TV Chicago and WRC-TV Washington.

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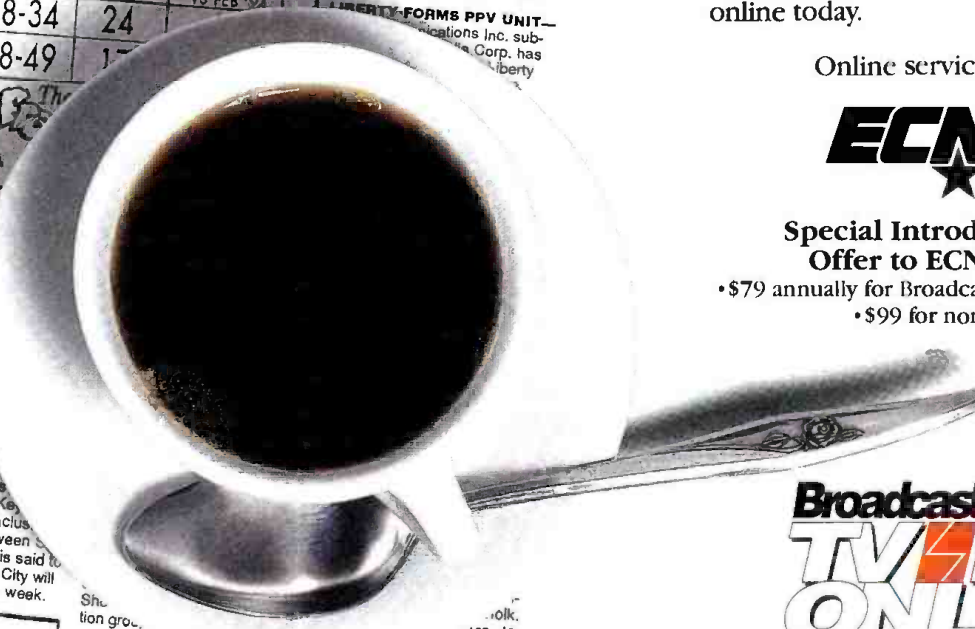


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WORLDWIRE

There's talk of Rupert Murdoch's pay-TV concern **BSkyB** taking a significant stake in UK kids' channel TCC (The Children's Channel). Time Warner also is rumored to be vying for a stake. TCC is one of four channels catering to the UK children's market and is one of the smallest in terms of audience share. In September, TCC scored a 0.8% share behind Nickelodeon (1.2%) and TNT/Cartoon Network (2.8%). Audience shares for the Disney Channel, which launched Oct. 1 as part of the BSkyB multichannel package, are not yet available.

Pay-TV group **NetHold**, owned by Richemont and MultiChoice, has increased its stake in Italian pay-TV company Telepiu from 25% to 32.5%. NetHold acquired the shares from the Kirch Group, which now owns 33.6%. Telepiu is about to announce a full digital package for Italy, beaming off Eutelsat birds.

Representatives from **Major League Baseball International**, the **National Football League**, the **National Hockey League** and **NBA Entertainment** will participate in sports programming market Sportel for the first time. The market runs Oct. 16-19 in Monaco.

Japan's **Television Tokyo Channel 12** and **Fujitsu Ltd.** have jointly acquired 15-year Japanese rights to Time-Life documentary *Lost Civilizations*. The \$12 million series will begin broadcasting in Japan in November; the companies plan a book, CD-ROM, games and other spin-offs.

Turner Publishing has signed a deal with Argentine publisher **Ediciones de la Urraca** to produce *La Revista de Cartoon Network* (Cartoon Network Magazine). Launched Oct. 5, the magazine spin-off's initial print run was 40,000 copies. Turner's Cartoon Network reaches more than 2 million Argentine homes. —By Debra Johnson, special correspondent

Milkman vs. Mailman on SET

With O.J. show unlikely, Showtime sets sights on Toughman competition

By Jim McConville

With an O.J. Simpson pay-per-view event now unlikely, Showtime Event Television (SET) is focusing on its third annual *Toughman World Championship*.

The amateur boxing event, scheduled to run 9 p.m. to midnight, will be televised Dec. 2 from the Civic Center in Asheville, N.C. SET will distribute the event on an exclusive pay-per-view basis for \$19.95.



SET is counting on the event's "common man" format (anyone is allowed to enter) to appeal to the average viewer as well as the boxing fan. "This is the Walter Mitty event of boxing," says Jock McClean, vice president of programming, SET. "There are very few barriers in entering this situation; it's really the milkman against the mailman."

The event will be offered nationally to 23 million addressable households by the two major pay-per-view operators, Request TV and Viewer's Choice, says McClean. Rate card splits for SET, the two PPV networks and cable operators will be "50-50 across the board," he says.

The championship matches 16 "Toughman" finalists in boxing bouts composed of three one-minute rounds with 45-second breaks between rounds. Contestants will compete for \$50,000 in prize money and the title of Toughman World Champion.

McClean expects this year's turnout to improve on last year's, when the PPV event's Friday night slot placed it against NBC's telecast of the seventh Knicks/Bulls NBA playoff game. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Oct. 9-15, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating Cable U.S.
1. NFL Football	TNT	Thu 8:00p	4,692	7.2 4.9
2. CFA College Football	ESPN	Sat 7:27p	2,340	3.5 2.4
3. Larry King Live	CNN	Fri 9:00p	2,339	3.5 2.4
4. Silk Stalkings	USA	Sun 10:00p	2,330	3.5 2.4
5. NFL Prime Time	ESPN	Sun 7:00p	2,155	3.2 2.2
6. All Premiere SNICK	NICK	Sat 9:00p	2,098	3.3 2.2
7. Doug	NICK	Tue 7:00p	2,032	3.2 2.1
8. Movie: 'My Brother and Me'	NICK	Sun 7:00p	1,999	3.1 2.1
9. All Premiere SNICK	NICK	Sat 8:30p	1,987	3.1 2.1
10. Doug	NICK	Thu 7:00p	1,986	3.1 2.1
11. NFL Gameday	ESPN	Sun 11:45a	1,957	2.9 2.0
12. Movie: 'Turner and Hooch'	USA	Sun 4:00p	1,943	2.9 2.0
13. Murder, She Wrote	USA	Sun 8:00p	1,928	2.9 2.0
14. Larry King Live	CNN	Thu 9:00p	1,921	2.9 2.0
15. Rugrats	NICK	Sun 10:00a	1,894	2.9 2.0

Following are the top five pay cable programs for the week of Oct. 9-15, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'The Specialist'	HBO	Sun 10:01p	2,754	11.6 2.9
2. Movie: 'The Specialist'	HBO	Tue 8:00p	2,701	11.4 2.8
3. Movie: 'The Affair'	HBO	Sat 8:00p	2,158	9.1 2.3
4. Movie: 'Beverly Hills Cop III'	HBO	Wed 8:00p	2,019	8.5 2.1
5. Movie: 'White Sands'	HBO	Tue 10:00p	1,959	8.3 2.0

COVER STORY: Broadcasters gear up to cover and distribute the '96 Olympics in Atlanta for global TV audiences / 64-72

October 23, 1995

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Cover Story



Countdown to the Olympics

NBC to create 'virtual broadcast center' for Olympic games

Two-way fiber will link Atlanta venues and New York headquarters

By Glen Dickson

For NBC's coverage of the 1996 summer Olympic games in Atlanta, the network has made some big operational changes from previous games. Instead of building a massive broadcast center in the host city as NBC did in Barcelona and Seoul, the network will use fiber-optic feeds between Atlanta and New York to create a "virtual" broadcast center, linking the production personnel and equipment in both locations.

"Using fiber will save us tens of millions of dollars," says Charles Jablonski, NBC vice president of broadcast and network engineering. Jablonski adds that the cost savings were immediately passed on to NBC's bid for the rights: "If we weren't doing it this way, with the availability of the fiber technology, the virtual IBC [International Broadcast Center], and our production people willing to take those kinds of risks, the Olympics would not be on NBC this coming year."

From a communications standpoint, the Atlanta games are effectively in NBC's "backyard," says Dave Mazza, NBC director of engineering for the Olympics. So NBC will build a 40,000 square-foot facility in the IBC in Atlanta and pump money into existing and new editing and graphics facilities in New York, instead of creating a massive, 75,000-square-foot



operation with 15 edit rooms, multiple control rooms and a full-blown graphics facility.

"However, this puts a tremendous strain on the production people and how they do business," says Jablonski. "Nor-

mally they're used to running down the hall to strangle somebody. When 'down the hall' is 960 miles away, they have to operate with a whole different dynamic."

NBC has completed two test events in Atlanta to get producers comfortable with the virtual IBC concept, the Pan-Pacific swimming championships and a live diving event. Mazza says the trial runs were a success: "We were bullet testing the magic boxes needed to make this thing work from an engineering standpoint, and beginning to get our production and engineering staffs over the emotional hurdle of having split the plant in half. I think we accomplished both."

AT&T will be NBC's primary fiber vendor, with mostly 45-mb-per-second circuits being used. BellSouth and Nynex will provide links in Atlanta and

New York, respectively. NBC will have 25 circuits in the northbound direction and 12 going south. "Those circuits are what connects the two plants to make them work as if they're one," says Mazza. The network also will use Comsat portable satellite links for continuous backup.

All commercial insertion will be done in New York, with the live feed coming from Atlanta via fiber or satellite. Mazza says the live feed sent to NBC's 217 affiliates may come off fiber or satellite, depending on quality assessments made before it heads to the commercial studio.

Where the fiber is essential is in graphics and post-production, linking the IBC with the six edit suites, three graphics rooms and one large edit/graphics control room in New York. All the graphics creative elements will be produced in New York and sent via fiber to Atlanta, where they will be played off Quantel Picture-Boxes and Chyron Infinits in Atlanta, both in the IBC and in the mobile units at the venues.

"If it's moving video it's handled like any tape playback, and it would be transferred to Atlanta on one of the fiber circuits and simply played live to air," says Mazza. "If it's still video, where you need the key signal and all of the indexing information, that will go down on a wide area network (WAN), which is being extended from New York to Atlanta for both the Chyron and Quantel units."

Mazza says the WAN is jointly being developed by Phil Paulli, NBC director of broadcast creative services, and Chyron and Quantel. "It will allow us to shift pictures back and forth via titling information, not having someone in the

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opposite city call something up for you," says Mazza. "That means someone in Atlanta can search the picture library in New York, or vice versa."

NBC also is experimenting with different fiber bit rates like DS3 and T1 rates, and will use a combination of both based on time and money concerns.

"We'll use DS3 for graphics stills between Atlanta and New York, and T1 between the IBC and the venues," says Mazza. He notes that NBC also will send highly compressed video over T1 for monitoring and videoconferencing, particularly important when co-workers

are hundreds of miles away.

For field production, NBC will rely on 18 mobile units from vendors such as NEP, CBT, Soljay, Unitel, Mountain Mobile and Branson Teleproductions. While NBC will rely on the AOB for some supplemental coverage, it will have unilateral feeds from all the marquee events such as track and field, gymnastics, swimming and diving.

A total of 235 Panasonic D-3 VTRs and 30 D-5 VTRs will be used by NBC, with the D-5 predominantly used for graphics. Although tape swapping between AOB and NBC is minimal, Mazza says using the same

formats is helpful.

NBC estimates it will have 2,500 people at the games, including technical people, production people, runners and announcers. Jablonski says that once onsite, personnel management often is more difficult than technical operations.

"Each of those people have to be fed, watered, transported, given a room, given a credential, bailed out, etc.," says Jablonski. "The logistical magnitude of one of these things—there's nothing else like it. You spend more time dealing with those kind of issues than you do on the technology." ■



PAL and NTSC Panasonic D-3 systems duplicate video received from around the world in the dub room of the Atlanta Olympics production facility.

AOB, Panasonic gear up for Atlanta '96

Broadcast center starts construction in March

By Glen Dickson

As the official broadcast systems and equipment supplier of the Atlanta summer Olympic games, Panasonic is working closely with Atlanta Olympic Broadcasting (AOB)—the host broadcast organization for the Atlanta Committee for the Olympic Games (ACOG)—to make sure everything is in place and ready to roll on opening day, July 19, 1996.

Panasonic is supplying the bulk of the digital production equipment to the AOB's International Broadcast Center, to be housed in the Georgia World

Congress Center. As the general contractor, the company also is responsible for configuring third-party hardware alongside Panasonic equipment into complete broadcast systems, effectively making it a large-scale systems integrator for the AOB.

"It's all done in concert with AOB to make sure we meet their requirements in all areas," says Steven Bonica, president, Panasonic Broadcast. "This kind of project has to be based on a 100% assurance that the millions of people around the world are going to see start-to-finish coverage of this event. Although we'll be using some very

new technology, it's not the kind of place where you bring a raw invention that just rolled out of a laboratory."

Panasonic will be joined by the following third-party manufacturers: Scitex Digital Video (Abekas DVEs); Anton Bauer (batteries, chargers); Audio-Technica (microphones); Canon and Fujinon (camera lenses); Chyron (character generators); Grass Valley Group (video switchers, routers); Leitch (video terminal products); Tektronix (measurement equipment), and Vinten (tripods).

"We have 15 people involved in the system design, and as we approach the games there will be over 100 people on-site supporting all the technical facilities and anybody who's using our equipment on-site, as we did in Barcelona," says Bonica.

Ron Witko, Chyron vice president of North American sales, says that Panasonic specified Chyron equipment—just as a systems contractor on a smaller job might—and handled all negotiations with AOB. But he is quick to point out that Chyron and the other manufacturers will provide any necessary on-site support for their products.

The main format for AOB will be D-3, with Panasonic supplying 430 D-3 half-inch digital composite VTRs. D-5 half-inch digital component VTRs will be used for high-end graphics. Panasonic also will provide 120 digital cameras, including digital processing studio cameras, D-3 camcorders and the new DVC Pro-format camcorder, which also will be supported by DVC Pro studio VTRs.

"The coverage of the Olympics brings the broadest spectrum of applications together: There is some over-

the-shoulder ENG stuff and you'll see some D-3 used there, and we might see some DVC Pro used for that," says Bonica. A lot of the acquisition is done through mobile units with studio cameras, with the event being taped in advance or even fed live. "We're very excited that they've said they're going to use DVC-Pro equipment in the Olympics," he says.

"We're evaluating the system and are certainly impressed with DVC Pro's portability, the size of the cassettes and its CD-quality audio," says the AOB's head of production, Terry Ewert. "We also like the pictures we're seeing."

According to Bonica, AOB won't use Panasonic's PostBox or other nonlinear editors, and will stick with Panasonic tape-based systems. "They're not doing nonlinear because they're really reaching for the highest quality," he says.

Panasonic also is collaborating with Clark Atlanta University and the AOB in the Host Broadcast Training Program, which will train college students from more than 40 colleges and universities for every production task—camera and VTR operators, spotters, archivists, loggers, graphics assistants and audio assistants. Along with the opportunity to do paid production work during the games, the students earn academic credits.

The company has donated more than \$770,000 in digital equipment to Clark Atlanta, including D-3 VTRs, camcorders, studio cameras and digital composite switchers to outfit a production studio and two editing bays. Panasonic also has team personnel aiding in the curriculum.

"In working with the Olympic organization, the issue of training came up, and it was Manolo Romero [AOB director of broadcast operations] who came up with the idea of Clark Atlanta," says Bonica. "We thought it was a wonderful idea—there aren't many opportunities for people to get good and meaningful training in this field in our country."

The Host Broadcast Training Program should generate close to 800 trained workers for the games, according to the AOB's head of planning and information, Mark Parkman.

"I think we're going to have real professionals come out of that," says Bonica. "They will be a good source of talent for the industry and a legacy left behind after the Olympics." ■

Comsat books Olympic accommodations

International feeds to boost carrier, teleport profits

By Glen Dickson

More than 3 billion people worldwide are expected to watch next summer's Olympic games during the 19 days of events. To accommodate the demand for international satellite feeds, Comsat is lining up space segment on nine Intelsat birds for broadcasters in Asia and Europe.

"As the U.S. signatory for Intelsat, we are working with many of the international broadcasters who hold rights in their countries," says Comsat's David Liddle, director of broadcast services. "We're dealing with them to get them space segment to bring the Olympic games from the U.S. back to their homelands, and in combination with that we're putting them in touch with the local loop provider, Bell-South, and the long-distance provider, AT&T, as well as earth station facilities around the country."

The international clients will cut their own deals on fiber backhauls and uplinks; Comsat is not involved with providing terrestrial links or earth stations. Liddle says that has caused confusion with some foreign clients, who are used to having the Olympic signatory do everything for them.

"The U.S. market is very open compared with other markets where Olympics have been in recent years," says Liddle. "In Spain, for instance, you had Telefonica, which handled everything: space segment, terrestrial—everything."

Comsat already has 17 short-term leases and expects 20-25, Liddle says. The short-term leases range from one week to three weeks to one month. The company estimates that 1,000 hours of occasional use also will be filled.

"The Intelsat system has pulled out all the stops to find capacity for the



Intelsat VII will carry Olympics coverage for Comsat.

Olympic games," says Liddle. "We'll be using both the AOR and the POR satellites, and we'll be utilizing station-cap satellites as well as inclined-orbit satellites."

In the Pacific Ocean region, Comsat will use three satellites: Intelsat VII birds at 174 degrees and 177 degrees east dedicated for occasional use, and an inclined Intelsat V at 180 degrees east for short-term leases. Liddle says the 180 slot may offer geosynchronous service by the start of the games.

"We're right on the borderline as far as launching the Intelsat 8 satellite and having it be deployed to 180," Liddle adds. "It will either fall just inside the time line or just outside. Right now, the satellite delivery date is sometime around March, with launch in May."

In the Atlantic Ocean region, six orbital locations will be used. Intelsat VIs at 325 and 335 degrees east and an Intelsat VII at 342 degrees east will be dedicated for occasional use; an Intelsat VII at 307 degrees, an Intelsat VI at 332 degrees and an inclined Intelsat V at 338 degrees will handle short-term leases.

Inclined-orbit satellites will have a 25% discount over geosynchronous birds, according to Liddle. The capacity is needed because, he says, the games will be the "largest in terms of pure numbers of broadcasters and feeds going out."

Comsat is expecting \$2.8 million in revenue from Olympic sales, says Liddle. ■

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Teleports primed for profit

Carriers scramble for space to serve worldwide clients

By Glen Dickson

While carriers scramble to procure space segment for Olympic coverage on birds from Intelsat, Orion Atlantic and PanAmSat, U.S. teleports and carriers are looking to provide terrestrial links and earth stations to international broadcasters.

The big uplink challenge is that Atlanta doesn't have many international ones commercially available. The teleports owned by Crawford Satellite Services and Turner Broadcasting System look internationally, but the birds they look at have marginal and zero available space segment, respectively.

"Our problem is we have a wide range of current clients, and we need to save capacity for them," says Jim Schuster, Crawford's vice president of satellite services. (But he still expects a "30%-40% spike" in his international business.)

Upsouth, ICG Wireless's teleport in Atlanta, and Vision Accomplished, the Oxnard, Calif.-based portable uplink provider, have found a solution: Instead of looking outside Atlanta to get into the air, the companies are bringing in uplinks. During the games, Upsouth will serve as a temporary earth station for 10-15 Vision Accomplished satellite trucks, trailers and fly-away packages.

"There isn't a slew of antennas looking internationally," says John Romm, East Coast sales manager for ICG wireless. "So you team yourself with a transportable uplink service and function as a landlord. You want to support it through a fixed teleport service. You're getting your sure power through them, you're getting your master control through them, you're having fiber coming from the IBC [International Broadcast Center], but you don't have to go and spend hundreds of thousands of dollars on new antennas, HPAs [high-power amplifiers], transmit chains, et cetera."

Vision Accomplished Managing Director Kimithy Vaughan has handled big portable operations before, including 1,000 hours of satellite time



Vision Accomplished will deploy large portable uplinks in Atlanta such as these it used for a Billy Graham Crusade.

crammed into four days for a Billy Graham event in Puerto Rico this spring.

"We're the principal contractor with the EBU [European Broadcasting Union], and we're looking for a place to plunk our equipment down," Vaughan says. "Primarily what we're going to be handling is 90% to 95% of the European feeds, with antennas from 5 meters to 9 meters. They'll be compressed digital feeds and analog feeds, all the EBU traffic."

According to Vaughan, the IBC will be the demarcation point for international feeds, with an initial fiber link to Upsouth. From there they'll go out to international birds and on to teleports in Europe, Asia, Australia and New Zealand.

ICG's Romm says that Upsouth will probably relay some feeds via its permanent antennas to ICG's earth stations in Denver and Steel Valley, Calif., and then to clients in the Pacific Rim.

The EBU feeds mostly will be C-band because the frequency is less prone to rain interference (something predicted for Atlanta) and less susceptible to attenuation, says Vaughan. The minority of feeds will be Ku-band, used mainly for short-term "point and shoot" news feeds.

Vaughan says that the downlink sites in Europe have the capability to do both C-band and Ku-band, and that Eurovision, a terrestrial operation run

by EBU, also provides frequency diversity in case of feed failure: "For example, if France gets knocked out, they typically have different feeds to Germany or the UK."

Another international uplink option is taking feeds over fiber to a remote site. Keystone Communications President Peter Marshall says his company already has "a lot of projects we're working out for clients in Asia and Europe—probably fiber backhauls from Atlanta."

While Marshall is waiting to aggregate all of his customers' needs before giving the big distribution picture, he says Keystone's two primary teleports for Olympic feeds will be Staten Island, N.Y., and Silmar, Calif. He expects the games will keep him very busy: "Within that month, it will probably increase our international traffic at least 50% compared to our normal international business," Marshall says.

Marshall says that right now he has three or four high-volume clients in Europe and seven or eight clients in Asia with lesser volume.

"There's a whole lot of the rest of the world out there who want the Olympics very badly," says Marshall. "It's not just the main events, it's also the sidebar stories, the unilateral feeds, the onetime stories about their athletes...but that's what helps to generate the overall demand. There's not just one signal that suits all." ■




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SCARLET brings games to journalists

Scientific-Atlanta, BellSouth team up in broadband system

By Glen Dickson

The feeds that bring coverage of the Olympic games to over 3 billion people worldwide won't be the only ones circulating through Atlanta Olympic Broadcasting (AOB)'s International Broadcast Center (IBC) next summer. Providing coverage of the events to the television and print journalists covering the games on-site (along with the athletes, Olympic officials and volunteers) is a monumental task in itself. Scientific-Atlanta and BellSouth are teaming to handle that job with SCARLET (Synchronous Communications Accessing Real time Live Event Television), a broadband video-distribution network.

SCARLET will link competition venues, the Olympic Village and administrative sites via the BellSouth SONET (Synchronous Optical Network) fiber-optic network and "mini"



A Scientific-Atlanta schematic of Olympics coverage

coaxial cable systems installed by Scientific-Atlanta.

SCARLET will be taking a minimum of 40 live uncompressed video feeds daily from the IBC, culled from the AOB's cameras at the various competition venues.

"Then it goes into our gear, where we compress the signal to MPEG-2," says Emmett O'Donnell, director of the Olympics program for Scientific-Atlanta. "We believe this to be the

largest number of feeds to be encoded in MPEG-2 anywhere to date. It's combined, sourced, routed and then transmitted, using our Broadband Integrated Gateway [BIG] products. We send it back out onto the SONET network, back to all of the various venues and locations that ACOG [Atlanta Committee for the Olympic Games] designates."

The encoding network actually will have 57 encoders, to give the system built-in redundancy and additional circuitry for data services.

Upon reaching the venues, the signal is demultiplexed using BIG again, and then sent into a mini cable system. "At each venue we've installed a miniature cable system with a headend and a complete distribution plant," O'Donnell says. "At the hub, we take it through our integrated receiver decoder, then we bring it back down and remodulate it through our normal analog modulation equipment and

send it out to the set-top boxes."

More than 6,600 Scientific-Atlanta 8600X set-top boxes will control 10,000 Panasonic television monitors. The fully addressable boxes will offer an electronic program guide for the various sports, with direct tuning and "virtual channel" capability, according to O'Donnell.

The virtual channel will be a text service offering real-time results to journalists. O'Donnell says that the system is an alternative to the IBM Results System for reporters without access to an IBM terminal (see sidebar).

"By using the virtual-text capability of the set-top box, we're going to hook up to the IBM Results computer," says O'Donnell. "We extract the data from their database, format it and send it to the screens. It goes into the vertical blanking interval [VBI], and we use the virtual channels to display the information."

Besides serving the needs of journalists and other VIPs for the 1996 games, SCARLET will test the commercial potential of compressed video over broadband networks, says O'Donnell. "This is the first time we've ever used encoders to do a broadcast application like this." Obviously we have super headends that feed hubs and have done traditional analog broadcasting, but we've never fed from encoders." ■

Commentators get wired with IBM

IBM and ACOG are building a state-of-the-art "Results System" to insure uninterrupted reporting from television commentators. The system will interface with Swatch timing devices to flash results of Olympic events to the world in three-tenths of a second.

The Results System is actually 37 sports-specific applications linked by more than 300 local area networks (LANs) and two wide area networks (WANs). In many sports, an IBM personal computer will receive Swatch timing signals to determine the standing for each competitor. A personal computer running OS/2 and IBM LAN server software ties together the IBM personal computers and provides a channel to the IBM mainframe via the IBM 3745 data communications recorder.

The Commentator Information System communicates directly with the mainframe and IBM PCs that are running the Results System. A closed cable network will enable commentators to switch channels between nine of the most viewed sports, while a touchscreen will let them pull up information about other sports, allowing one commentator to comment on multiple events from one venue.

—GD



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THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Interactive

Intel garnering support for 'intercasting'

NBC, CNN, Viacom, others back plan to send data-TV feed to PCs

By Mark Berniker

Is interactive television the combination of video and data on a computer screen? Intel Corp. is advancing the idea of "intercasting," where a souped-up personal computer can capture television images while receiving text, photos and graphics on the bottom half of the computer interface.

NBC is the sole broadcast network supporting Intel's scheme, but several players from the television and computer industries are on board: CNN Interactive, WGBH Interactive, QVC, Viacom, Comcast, America Online, Assymetrix, En Technology, Netscape Communications Corp., and PC manufacturers Gateway 2000 and Packard Bell.

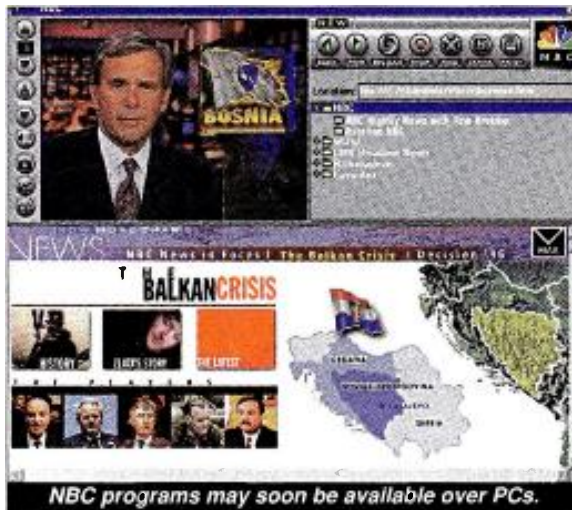
"This is not the second

coming, but rather the beginning of interactive television by tying the Internet to existing television," says Kenneth Bronfin, general manager of NBC Data Network.

Bronfin calls the idea a "hybrid medium" that uses the existing analog technology of broadcast television to send digital data over the air along with television programming onto a personal computer.

The data is transmitted via the vertical blanking interval (VBI) and is converted into HTML (Hypertext Markup Language), the computer language standard of the Internet.

The content becomes accessible to the viewer because of an advanced



computer board from Intel that captures the over-the-air broadcast signal.

"The Internet Web sites that center around television topics are among the most popular with consumers," says Michael Richmond, home programs director of Intel's Internet Technology Lab.

But questions remain as to

when this technology will be widely available, and whether consumers who purchase computers will want to pay extra to have access to a still unclear set of services.

New multimedia personal computers will have the option of having a board built

into them that will cost "under \$300," says Richmond. Those computers are expected to be available during the second half of 1996.

The computer chip boards to be installed in those PCs are expected to include a video capture card with vertical blanking interval-delivered data access, a television tuner

and a data decoder.

Richmond says that 1996 will be the start of a trial period, with the commercial market for "intercast" services beginning the following year.

NBC envisions broadcasting its nightly news and offering viewers more information about stories linked to its World Wide Web site on the Internet. CNBC likely will link a personalized stock quote portfolio to its current cable business video newsfeed.

Bronfin says NBC plans to generate revenue through transactions, promotions and advertising. Initially, the intercast services will be offered free, in hopes they will extend the broadcast model to the Internet. **TM**



Court TV on World Wide Web

Personal computers with access to the Internet's World Wide Web can now tap into the Court TV Law Center at <http://www.courtvtv.com>. Within the Web site, Court TV will provide continual information about its television programming and will offer additional information on cases it is covering. In addition to the Internet, Court TV is available on America Online, Prodigy, CompuServe, eWorld and The Microsoft Network.

Online Services

CNN Interactive signs with AT&T's online network

Deal is said to be first of many telco partnerships

By Mark Berniker

CNN has something that everyone wants—content. And last week AT&T got access to that content by paying a premium for exclusive rights to the cable network's business and financial information.

AT&T New Media Services and CNN Interactive signed a multiyear contract to co-develop a range of business online and multimedia information services. The financial details were not disclosed.

"AT&T Business Network will be the only commercial service that will have detailed business news and information from CNN," says Harry Motro, CNN Interactive's vice president of interactive and new business development. (CNN Interactive will continue to provide general news to its Internet site, adds Motro.)

Although interest in the Internet has exploded in recent months, Motro says that "sometimes it's hard to get a high-value, focused experience." Thus the



decision to carve out a business information niche.

CNN will launch CNN Financial Network on cable in late December and plans to integrate its on-air broadcasts with its online service through AT&T. Motro describes the new network as an "all-digital studio that is optimized to bringing content online."

AT&T Business Network will launch in mid-November and will be the telecommunications conglomerate's online information service, targeted to small and midsize businesses. It will compete with The Microsoft Network as well as America Online, Prodigy and CompuServe.

CNN Interactive's deal with AT&T is a major blow to CompuServe, which has been working closely with CNN for the past few years. "We're in the process of redefining our arrangement with CompuServe," says Motro, who refused to address reports stating that AT&T paid more than \$10 million to gain access to CNN's business information for its new online service.

But AT&T is not expected to stop with its long-term, expensive and exclusive deal with CNN, and in the coming weeks the company will add a variety of business information content providers.

"This is the first of a series of multi-tiered content deals that we will be announcing," says Michael Kolowich, president of AT&T New Media Services.

AT&T Business Network also will provide links to CNN Interactive's

World Wide Web site, which now offers news stories with photographs and sound clips. Beyond CNN's news feed, AT&T and CNN also will offer chat sessions with on-air talent and special guests.

On the topic of Turner's pending merger with Time Warner, Motro says that "the Time Warner deal is independent of this transaction, and this is a deal that is good for CNN."

Motro says CNN Interactive will work closely with AT&T to provide personalized business and financial information that can be stored and arranged by the priorities of small and medium business users.

TW

Selzer to head Disney Interactive creative

Geoffrey Selzer has been named to the new post of vice president, creative development, for Disney Interactive's Edutainment & Multimedia Group. Selzer will be in charge of the creative development of Disney's ambitious slate of CD-ROMs. Selzer says his unit is "basically doing CD-ROMs, but we are having discussions about online as well." Disney's CD-ROM unit will produce at least a dozen titles next year, which will be based on a variety of Disney characters, says Selzer. He would not address how the CD-ROM unit will work with Disney Online, which is headed by Jake Winebaum.



Geoffrey Selzer

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MGM, Worlds Inc. create 'Outer Limits' game

MGM Interactive and Worlds Inc. are creating a multi player game based on MGM Worldwide Television's series *The Outer Limits*, which is created and produced by Trilogy Entertainment. MGM says the online game will be able to accommodate up to 5,000 users at a time.

World Series history on Web



News Corp./MCI Online Ventures in conjunction with the National Baseball Hall of Fame and Museum Inc. are producing a multimedia tribute to the World Series. The site will feature audio, film and video from the Hall of Fame's exhibit and archives. The Fall Classic site can be accessed at either <http://www.delphi.com> or <http://www.internetMCI.com>.

WFSB-TV teams With UNET 2 for online TV station

CBS affiliate wfsb-TV Hartford, Conn. (ch. 3), is working with UNET 2 Corp. on an online service for the station. wfsb Online can be logged into directly at <http://www.WFSB.com>. The site will offer electronic mail and bulletin board services, as well as allowing live chat with the station's producers. wfsb Online also will feature broadcast scripts and news photos.

Interactive TV trials gain steam overseas

Regulatory uncertainty hampers domestic development

By Mark Berniker

While several companies have scaled back their video trials in the U.S., an increasing number of interactive trials are happening overseas.

"What we're finding in the U.S. is that the deployment cycles announced a year or so ago are being adjusted in light of the cost issues," says Peter Ryus, director of worldwide marketing and business development, Digital Equipment Corp. Video and Interactive Information Services.

Digital has interactive trials under way in Britain and Sweden and has announced that it will test interactive television in Norway with Telenor, the Norwegian PTT, along with Apple, Amati and Italtel.

"Globally you don't see the broad announcements that many of the U.S. telcos made last year," says Ryus.

Microsoft and Oracle also are battling for position to emerge as the software leader for interactive television, which could open a huge new business area for both companies.

Microsoft soon will begin its test with NTT in Japan and also is talking with five media companies in China to conduct an interactive television trial there. Oracle's interactive TV trial with British Telecom outside London is one of the most advanced experiments underway.

"There is more activity overseas right

Microsoft
ORACLE

now," says Larry Plumb, director of Bell Atlantic Video Services Company.

Some of the telephone companies have used foreign markets as a test-

ing ground for services that may be introduced in U.S. once the regulatory environment is clarified.

"If the telcom bill passes, that would remove a lot of the regulatory uncertainty that exists," says Ryus.

Several telcos are unclear how the bill will affect them, and whether they will be obligated to offer common carrier video dialtone networks or be able to compete directly existing cable operators around the country.

"Everyone is waiting for some basic ground rules from Washington before they plunge into the new interactive television business," says Andy Sernovitz, president of the Interactive Television Association, a Washington-based trade association.

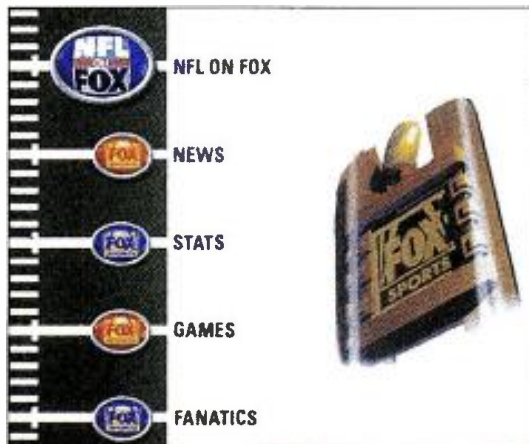
But even if the telcom bill passes within the next few months, it will not mean that interactive television services will arrive to serve any sizable portion of the U.S.

"I don't think you are going to see broad-scale availability of interactive television before 1998," says Ryus.

Ryus says that during the next year a lot of standards work will be done and the software environments for building interactive television applications will become more stable. **TW**

Fox Sports offers football stats on Internet

Fox Sports is leveraging its contract with the NFL to bring comprehensive information about football to the Internet. Fox Sports claims it is logging more than 600,000 hits per day. The site features the latest scores and statistics and even information about games in progress. In addition, Fox Sports provides access to fantasy football leagues, chat rooms and electronic mail to the broadcast network's various on-air personalities. Fox World, the network's Internet site, can be reached at <http://www.foxnetwork.com>.



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This is an opportunity to manage a staff of 15 employees who are involved daily in the completion of 175 broadcast schedules and the preparation of extensive off-air activity schedules and work orders. Overall department responsibilities include: assignment of operational staff, maintenance staff and all technical equipment needed to support **DIRECTV's** daily programming requirements. You will coordinate with all in-plant departments for regular and maintenance activities and oversee the planning and coordination of full-time and occasional incoming programs, numerous incoming sports and special feeds, originating via satellite uplinks and digital fiber services. In addition, you will develop budgets, analyze and fine-tune the scheduling department's standard operating procedures, prepare staffing and equipment utilization reports, and prepare other related reports and projections as required.

A BA degree in communication or television is preferred, with at least 8 years industry management experience in TV/cable/satellite operations. You must have actual work experience in a broadcast/satellite traffic and scheduling department involved with the scheduling of personnel, technical equipment and complex integration of regular and sports programming in a multi-channel environment. Hands-on experience with development and operation of computer-based broadcast traffic and scheduling systems is strongly desired. In addition, an excellent understanding of, and familiarity with broadcast and cable satellite distribution techniques and services is necessary, as is a solid understanding of functional operation and use of broadcast equipment, including videotape, satellite receive systems and multi-channel broadcast automation systems. Sports and special events satellite distribution practices and knowledge of personal computer office software applications is a plus.

DIRECTV® offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. And, life in Colorado can't be beat. From the world-class skiing of the Rocky Mountains to our four major-league sports teams, we've got it all. For immediate consideration, please FAX your resume with salary history to the attention of: **Employment-RS, (303) 660-7088**. If you are unable to fax, you may send your resume to: **DIRECTV, Inc., Employment-RS, 5454 Garton Road, Castle Rock, CO 80104**.

An Equal Opportunity/Affirmative Action Employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.



Local Sales Manager: WKJG-TV, an NBC affiliate in Ft. Wayne has an immediate opening for a Local Sales Manager. Applicants should have a minimum of five years experience in TV sales. Market research and computer skills are essential. Knowledge of rating service methodology and data a must. College education preferred, but not required. Must have leadership and management ability to direct motivated, professional sales group. Send resumes to Marv Gottlieb, GSM, WKJG-TV, 2633 West State, Ft. Wayne, Indiana 46808. No phone calls please. EOE.

National Sales Manager. Weigel Broadcasting of Chicago seeks an individual with a proven track record to lead our National Sales efforts. Five years National experience and/or local station management experience desired. Candidate should be an exceptionally strong leader with excellent negotiation skills. Have a thorough knowledge of the Kids Business and the ability to develop non-traditional revenue. Resume to B. Acosta, 26 North Halsted, Chicago, IL 60661. Fax: (312) 705-2656. EOE. No phone calls please.

KABC-TV PRESIDENT & GENERAL MANAGER

KABC-TV seeks an experienced major market television station General Manager or key department head, with a minimum of 10 years experience. A proven record of accomplishment desirable in the areas of news, syndicated programming, promotion and general administration. A successful history of interest in and involvement in community activities. Contact: Anita Hecht, Vice President, Employee Relations, Dept. PGM/BC, Capital Cities/ABC, Inc., 77 West 66th Street, New York, New York, 10023. Equal Opportunity Employer.



General Manager: North Central Area. NBC. Requires track record for sales, news and administration. Exciting station, growing market. Reply to Box 00584 EOE.

General Sales Manager: WESH-TV, Orlando, Florida, a Pulitzer Broadcasting Station, is seeking an individual with a minimum five years sales management experience. Local and national sales management preferred. Must have in-depth knowledge of ratings research and qualitative data. Strong communicative skills and people skills a must. College degree preferred. Send resume to: Lew Freifeld, VP and GM, WESH-TV, PO Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

General Sales Manager: Established, growing affiliate Broadcast Group is searching for qualified GSM candidates for positions in medium markets located in Pacific Northwest and Midwest. Ideal candidates possess sales management experience, superior communication and organizational skills along with a demonstrated track record of new business development. Equal Opportunity Employer. Send resume and references to Box 00574.

National Sales Manager wanted for a great station owned by one of the fastest growing groups in the country (who love to promote from within) in a beautiful, growing market. Interested? Tell me why you would be an excellent NSM. Fax me a resume: Gary Zelasko, GSM, KOLD-TV, Tucson, at 520-744-5234. It's OK to call, too. If you are the right one for our team, you might as well get used to being on the phone.

National Association of Broadcasters has an opportunity for an upper-level manager to direct NAB's nationwide membership activities. Responsibilities include: collection, organization and analysis of data on all television stations and groups; solicitation of non-members; retention of current members; preparation of annual television dues budget and notification of dues changes to members; organization of two annual senior-executive level seminars; administering special industry fundraising efforts as well as preparing budgets and board reports. The successful candidate will have knowledge of television station operations, and station and group personnel as well as an understanding of the industry's strategic plans. Excellent communication, organizational and administrative skills are necessary. Proficiency in Microsoft Word, Access and Excel a must. To be considered fax your resume with salary requirements (a must) to NAB-BC, (202) 429-3931.

Growing Group seeks a General Manager for pending acquisition of Pacific Northwest VHF network affiliate. This small market property requires an individual with a proven track record of successful revenue and sales achievements, inventory price control and overall administrative honesty a must. All inquiries held in strict confidence. Reply to Box 00573 EOE.

General Manager - Come and join a growing communication company. Build upon a solid foundation. Max Media is seeking a VP/General Manager for its NBC affiliate in Dayton, Ohio. This individual should be a dynamic, creative, experienced professional who can assume leadership and overall station management. Send resume to John Trinder, President, Max Media, 5501 Greenwich Road, Virginia Beach, VA 23462. Equal Opportunity Employer.

HELP WANTED SALES

Account Executive. WAKC-TV (ABC) is seeking a local Account Executive. Responsibilities include new account development, servicing existing local advertisers, co-op/vendor sales. Outstanding candidates with strong communications and organizational skills possessing a minimum background of three years of broadcast or related sales should fax their resume, cover letter and salary requirements to Mike Jones (216) 535-7170. WAKC TV is an Equal Opportunity Employer.

Local Sales Manager. WJHL-TV, CBS affiliate, Tri Cities, TN, seeking a goal and achievement oriented individual to lead our local sales team to the next level. Candidate must have TV sales experience, history of documented successful selling, organizational talents, strong people skills, ability to direct and motivate local sales to new record revenue. Local sales management experience preferred. Send resume and salary history to: Attn: General Sales Manager, WJHL-TV, P.O. Box 1130, Johnson City, TN 37605-1130.

Quantel - Opportunity for (2) additional District Sales Managers in the North Central Region. The ideal candidates will reside in the Metro-Chicago area and have proven sales record and strong knowledge of the Broadcast/Post Production Industry. Excellent salary, commission and benefits. Fax resumes to Larry Biehl, Regional Sales Manager 312-380-6133.

Paxson Communications of Philadelphia has an immediate opening for a creative, successful Radio or TV salesperson. Get in on the ground floor of major market local TV long-form infomercial sales. Track record of success is a requirement. Initial guaranteed salary. Fax your resume and salary history ASAP to: Bob Backman, WTGI-TV 61, 215-923-2677. EOE/MF.

Local Account Executive. WNUV-TV, Baltimore's UPN Affiliate, is looking for an aggressive Account Executive to join our top-notch team. List includes top agencies and emphasis on new business. 3-5 years broadcast sales experience a must. Send cover letter and resume to: Paul Roda, Local Sales Manager, WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211-1420. No phone calls please. Equal Opportunity Employer.

New World Television is seeking Commercial Operations Managers; in Kansas City and Milwaukee. Must have a minimum of 5 years experience on the Columbine/JDS BIAS Traffic System. At least two years as Assistant Traffic Manager or Traffic Manager. DEC VAX system management experience helpful. Familiarity with pacsings, base rate, SMS a plus. Must have excellent verbal and written communication skills. Must be detail oriented, with good organizational skills. Ability to relocate a must. Please send resume to: Michael Draman, New World Television, 3200 Windy Hill Road, Suite 1100-W, Atlanta, GA 30339. No phone calls please. New World Television is an Equal Opportunity Employer.

Freedom and Opportunity: Sales Director wanted for low-power television station. Reply: The Times, Box 308, Mooresville, IN 46158.

Can You Sell - Syndicated news music and station image packages, custom image songs, sweeps radio production, custom news music, show themes, client jingles, underscores, value-added promotion and Internet services to Promotion Directors and News Directors at local television stations, station groups, cable networks and broadcast networks? You must know the television promotion business, have excellent computer skills, be entrepreneurial and have sales experience. Some travel, relocation not required. Fax resume to: Martin Reingold, SLP&CO, 19 West 36th Street, NY, NY 10018-7909. (212) 714-1710 Voice, (212) 714-0132. We also have entry-level positions available.

HELP WANTED TECHNICAL

ENGINEERING VP LA AREA Broadcast/Video Engineer

- Proven Ability to Manage Engineering Teams
 - Understanding of major Video and Audio Systems
 - Exp. manufacturing
- Res/Sal His to ASC-E, BC
3816 Burbank Boulevard, Burbank, CA 91505

Assistant Television Engineer. Independent television station in SE Pennsylvania seeks Assistant Engineer to maintain 24-hour on-air facility. Requires UHF transmitter and studio experience. Assist with maintenance and repairs of transmitter, microwave, satellite receivers, cameras and studio equipment. Please send resume and cover letter. Reply to Box 00582 EOE.

Satellite Coordinators: for S. FL based TV network. Candidates will possess background in satellite operations, coordination, scheduling and administration. Technical experience must include hands on operations in Master Control type environment as well as camera setup and shading. Must be thoroughly conversant in technical and administrative jargon, able to communicate with engineers and non-technical staff. Responsibilities include booking satellite and fiber time, negotiating satellite rates, processing applicable paperwork and coordinating feeds with network stations and affiliates. Coordinator will report to Chief Engineer as part of engineering staff and will also work P/T as technician in satellite and camera shading ops. area. Salary highly competitive. Send resumes to: Telemundo Network, Inc., Human Resources Department, 2290 West 8th Avenue, Hialeah, FL 33010. EOE.

Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Some opportunities require applicants to travel and/or live abroad. Minimum 5 years experience and engineering degree required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 708-299-4206, attention V. Schwantje.

FOX 36 WUPW-TV, Toledo seeking a qualified candidate for Chief Engineer. Hands-on person to renovate, install and maintain technical broadcast facility for this Ellis Communications television station. Should have an Associate degree or equivalent experience in broadcast engineering. FCC license and SBE certified a plus. Send resume and cover letter to Mike Schwartz, VP Engineering, WMC-TV, 1960 Union Avenue, Memphis, TN 38104. Great opportunity with high growth company offering a competitive salary and a comprehensive employee benefits package. Ellis Communications is an EEO employer/recruiter.

Project Engineer WBTV, Charlotte. CBS Network. An opening exists for an experienced broadcasting engineering professional. First class facility is in need of an additional engineer with superior systems, installation and maintenance abilities. Self-direction and thorough knowledge of studio/remote broadcast systems essential. This position requires a highly qualified, experienced individual with practical, hands-on, problem solving abilities to assist with ongoing construction, maintenance and projects at one of the Southeast's finest television facilities. This position will report to the Chief Engineer. An excellent opportunity for a true Broadcast Engineer who appreciates the challenge of fast paced television and varied assignments with an excellent station located in a great place to live. Respond to: Dept. HR, Jefferson-Pilot Communications Company, One Julian Price Place, Charlotte, NC 28208, 704-374-3640. EOE/M/F/D

Maintenance Technician - Experienced Maintenance Technicians needed for CBS affiliate in top 50 market. Requirements include a minimum of three years experience, FCC license or SBE certification, studio and transmitter background, plus familiarity with all tape formats. Be able to perform analog/digital to component level. Formal electronics training helpful. Send resume to Bill Chapell, Chief Engineer, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207. EOE.

New Nashville Television Station has immediate opening for qualified Maintenance Engineer. Successful candidate must be experienced with UHF transmitters, microwave, satellite and computers. A minimum of 3 years experience is required. Must have FCC and/or SBE certification. Send resumes to: Attention: Chief Engineer, 3201 Dickerson Pike, Nashville, TN 37207 or Fax (615) 650-5855. No phone calls please. WNAB-TV is an Equal Opportunity Employer.

Engineering Maintenance Technician. KOIN-TV, CBS in Portland, Oregon, (market rank 25) seeks experienced Maintenance Technician to join the Engineering team. Successful candidate will have 5 years experience in repair, installation and construction of broadcast television equipment. Equipment knowledge should include: video tape machines, cameras, digital video devices, micro processor systems, audio mixers and processing, transmitters, signal distribution, microwave systems and two way radios. BSEE or ASS-Electronic Tech./equivalent training or experience, excellent organization skills and knowledge of planning, budgeting processes required. Good mechanical aptitude, experience in digital, analog and radio frequency electronics theory/engineering, as well as trouble shooting (down to component level) skills also required. Working operation and technical knowledge of personal computers and networks, as well as basic language PC compatible computer programming experience preferred. Successful candidate will be a motivated team player who also works well independently with little supervision. Send resume and salary requirements to Maintenance Technician Search, KOIN-TV, 222 S.W. Columbia, Portland, OR 97201. Deadline 10/31. A Lee Enterprise, Inc. station. Equal Opportunity Employer.

Broadcast Maintenance Engineer: Position requires at least five years experience maintaining Studio Control Room, and Transmission equipment in a Broadcast Television environment. Expertise is required in component-level repair of video, audio, and digital equipment and installation of broadcast systems. A degree in electronics or equivalent training is necessary. Please send resume to: Bill Beam, Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED NEWS

News Director: WCTI, ABC affiliate on the North Carolina coast, seeks an experienced hands-on motivator to build on our successful news tradition. We're looking for someone with strong leadership, management, and organizational skills who can bring innovation into our newsroom, utilizing our three bureaus, microwave network, live truck, etc. This is a tremendous opportunity in a great part of the country. Send your resume and news philosophy to: General Manager, P.O. Box 12325, New Bern, N.C. 28561. EOE.

Producer-- Our 6PM newscast is the #1 television program of any kind in the 93rd market-but it can be better. If you have the experience (2 years), writing skills, newsroom computer experience, and news judgement with college degree preferred, send resume and tape to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

KING 5 TELEVISION'S, EVENING MAGAZINE,

REPORTER

is the country's highest rated locally produced news and entertainment magazine program. We are seeking a Reporter to field produce, write, and report 3-5 minute magazine style stories. Must have ability to craft promotable and compelling stories with mass appeal. Tapes should include examples of work that show a strong beginning hook, compelling middle, and payoff at the end.

If you can enterprise unique stories and have a strong on-air presence, send 2 copies of your resume and non-returnable Beta tape to:

KING 5 TELEVISION
ATTN: HR DEPT.
333 DEXTER AVE. N.
SEATTLE, WA 98109



An Equal Opportunity Employer

Photographer/Editor. River City Broadcasting ABC affiliate in the 35th market seeks an experienced visual storyteller. If you can produce solid pieces on deadline, work as a team with reporters and want to shoot in one of America's most photogenic places, send a non-returnable tape/resume to Adam McNulty, Chief Photographer, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. Drug free workplace. EOE.

Producer. River City Broadcasting ABC affiliate in the 35th market seeks experienced Producer who can take ownership of a high-profile newscast. If you're creative and energetic, with strong leadership skills and you'd love to live in the beautiful Blue Ridge Mountains, send non-returnable tape/resume to Catherine Daly, Managing Editor, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. We welcome phone calls for this position. Drug free workplace. EOE.

Sports Photographer/Reporter/Sub-Anchor: One person band wanted for 5 person sports department. No phone calls. Send non-returnable tape and resume to: P2-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

News Reporter: Aggressive journalist needed who has the ability to take complex news issues and turn them into easy-to-understand television stories. Must have the ability to generate news stories on a daily basis. Must have ability to perform on live television. College degree and 2 years experience reporting for television are preferred. Send resumes and tape to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an Equal Opportunity Employer.

Bureau Reporter. WBRE-TV is searching for a Bureau Reporter. Responsibilities include gathering news in a six county area, writing and preparing scripts and managing the bureau. Three years television reporting preferred. Live reporting experience a must. Send resumes and tapes to: Micah Johnson, News Director, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EEO.

Classifieds

AM News Producer: Responsible for content and style of News Programming. Includes assimilation and preparation of written and taped material. Experience in television news gathering and production required. Send resume to: Frank Volpicella, News Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555-5590. Park Broadcasting of Kentucky, Inc. is an EOE. No phone calls please.

Investigative Reporter in booming tropical paradise. Lots of local, regional, federal and international subject matter on a small compact island. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. We want a hard-hitting pro with knowledge of libel law and five years experience. Express mail resume and demo tape to Kirk Chaisson, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

KCFW-TV is currently accepting applications for a Reporter position in our News department. Qualified candidates will have a Bachelor's degree or work equivalent in broadcast journalism. Skills must include demonstrated ability as a writer, videographer and editor. On camera skills are a plus. Tapes and resumes to: Steve Fetveit, General Manager, KCFW-TV, 401 First Avenue East, Kalispell, Montana 59901. EOE.

Executive Producer. Top 20 Indy needs a dynamic, proven news leader able to make and break the rules. Opportunity to design, build and launch the late cast that reinvents the wheel. Must be powerful people-person with strong, hard-hitting writing skills, computer smart and graphics wise. Join top-notch news staff ready to stretch. Send resumes, references and tape to Box 00580 EOE.

Special Projects Producer. Responsibilities: A variety of tasks including producing news events, series reports for our primary newscasts, Special Assignments with our reporting staff and field producing from the scene of major news events. Qualifications: We need a self motivated person who can balance and prioritize a variety of assignments and projects. This producer will work closely with our newsroom managers, our reporters, the assignment desk, and all our line producers. Please submit a non-returnable 3/4 inch tape showing your best special projects, resume, and at least three references to: Bill Bauman, News Director, Kelly Broadcasting Company, 3 Television Circle, Sacramento, CA 95814. No phone calls please. Any offer of employment is contingent upon passing a medical test for drug and alcohol use. Equal Opportunity Employer. M/F/ADA.

Sports Reporter/Anchor. If you have the ability to go beyond the scores and highlights, KCFW-TV wants to hear from you. Tapes and resumes to: Steve Fetveit, General Manager, KCFW-TV, 401 First Avenue East, Kalispell, Montana 59901. EOE.

Co-Anchor/Reporter. West Texas, CBS affiliate, seeks a 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.

KRCG-TV 13, the CBS affiliate and #1 news station in the Columbia/Jefferson City, MO market is taking applications for News Director. To qualify, applicant must have leadership skills and a solid background in reporting and/or producing. Send resume to M.J. "Bob" Groothand, General Manager, P.O. Box 659, Jefferson City, MO 65102. KRCG-TV is an Equal Opportunity Employer. Minorities are encouraged to apply.

News Director: Texas Gulf coast NBC affiliate seeks person with 3 years experience in news management or producing with strong people and planning skills for expanding news team. If you possess the ability to recruit, train and motivate people and have knowledge of libel laws, send resume and tape to: Ron Kelly, KJAC-TV, 2900 17th Street, Port Arthur, TX 77643. F/M encouraged to apply. EOE.

Chief Meteorologist - Looking for a seasoned TV Meteorologist to lead our stormteam which consists of a chief meteorologist and two other on-air meteorologists. We are a number one NBC affiliate located on the Gulf Coast. Interest and expertise in hurricanes a plus. We have state of the art weather equipment and are about to purchase a brand new weather system. Please send resume, videotape and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Reporter/Photographer. The Gulf Coast's leading news team is looking for a creative professional to staff our Pensacola bureau. Will shoot with S-VHS; edit to Beta. Be able to dig out stories; write creative series and have good on-air presence. Currently NBC but will soon switch to FOX. Tapes and/or resume to Chuck Bark, News Director, WALA-TV, P.O. Box 1548, Mobile, Alabama 36633. EOE. M/F.

Reporter: Number one station in market is seeking aggressive, experienced Reporter to join news team. Candidate must have college degree in journalism or television communications, prior reporting experience, good writing skills, and must be a team player. Newsroom computer experience helpful. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

WOKR-TV. Western New York's number one source for news has an immediate opening for a Newscast Producer. We are looking for a producer who can continue the tradition and produce our top-rated newscasts. Responsibilities include: writing news stories, contacting news sources, producing newscast rundowns, making editorial decisions, directing news crews, timing newscasts and communicating newscast directions to news and production staff. Requirements: knowledge of ENG, SNG, electronic graphics, newsroom computers, and broadcast journalism, a must. Creativity, people skills, and a positive attitude are also needed. One year broadcast experience and a college degree preferred. Send resume and references to: Human Resources Generalist, WOKR-TV, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

Looking for shooters with a commitment to good storytelling. Good nat sound and good sequencing a must. Minimum 2 years experience. EOE. Send tapes and resumes to: Tod Lilburn, Chief Photographer, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106.

WSMV Nashville is looking for a talented, experienced and eager Co-Anchor-Reporter for our market leading 5PM newscast. I am not looking for a "reader." I want a journalist ready to go to work. Send non-returnable tape, resume and salary requirements to Al Tompkins, News Director, 5700 Knob Road, Nashville, Tennessee 37209.

HELP WANTED RESEARCH

TV Research Analyst - Fast growing national sales rep seeks TV Research Analyst with excellent writing and analytical skills. Knowledge of Nielsen TV ratings and PC proficiency a plus! EOE. Fax: 212-632-9707.

Assistant Director, Research, PBS. Responsible for management of Nielsen data, station surveys and custom market-research projects for the research department at headquarters of PBS, the public television network. Requirements include a graduate degree in communications research, or equivalent; major emphasis in market research methods (with statistics) strongly preferred. Minimum of 3-4 years in audience or market research, preferably with experience managing vendors. Must be capable of clearly interpreting and explaining survey data. Strong writing skills are required, and advanced knowledge of personal computer spreadsheets, databases and word processing is essential. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to: PBS, Attn: Ms. Reather M. Lawhorn, 1320 Braddock Place Alexandria, VA 22314. PBS is an Equal Opportunity Employer.

WSYX-TV, Columbus, Ohio, ABC affiliate and a River City Broadcasting property is looking for a Research Analyst. Qualified person will prepare and present supporting research for the sales department, clients and programming. Coordinate sales research with National rep firm and assist in maintenance of sales research software. At least 2 years work experience in TV research or related experience at an advertising agency, rep firm or syndicator. Experience with PC Sesami, Excel, WordPerfect, Birch Scarborough and computer graphics preferred. Strong written, verbal, analytical and interpersonal skills an absolute necessity. Qualified applicants should send resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216, Attn: Research Analyst. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box _____,
245 West 17th St., New York, New York 10011

HELP WANTED ADMINISTRATION



Attorney

The Disney Channel, a subsidiary of The Walt Disney Company, seeks an Attorney. The selected candidate will provide legal counsel and draft agreements for the Sales and Distribution division, and handle FCC and other legal matters relating to all aspects of the business, including home satellite, regional MSO and independent cable companies.



Qualified candidates must have a The Disney Channel law degree and bar membership along with a minimum of 4 years' experience in the cable television industry, preferably with a cable operator or programmer. Skill in drafting legal documents is a must.

Please send your resume and salary requirements to: **The Disney Channel, Human Resources Dept., 3800 W. Alameda, Burbank, CA 91505, Attn: KW/BC.** Equal Opportunity Employer.

HELP WANTED PRODUCTION

Designer: Looking to move into a top 10 market? Looking to grow as a designer? W*USA-TV, the Gannett owned CBS affiliate in Washington, DC is seeking a versatile and creative designer/ animator with 2-3 years experience in a broadcast or post production environment and some print experience. This position works M-F 2-11pm. Knowledge of a broadcast paint system required and experience with the Quantel Paintbox, DFX, 2D and 3D animation, and Mac programs preferred. Send resume and reel to: Mary Ruesen Straus, Design Manager, W*USA-TV, 4100 Wisconsin Avenue, NW, Washington, DC 20016. EOE.

CBS O&O. Design Director. Hands-on experience w/Paintbox, Harriet and 3-D. Prior management experience preferred. Looking for breakthrough design and get-it-done type. Heavy news emphasis. Send tape and resume to Gayle Allen, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

Creative Services Director - WNWO-TV seeks an experienced Writer/Producer/Manager to superintend station's commercial production. Position requires extensive client contact and supervision of production staff. Documented production credits required. No phone calls please. Send resume with cover letter to: Business Manager, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No later than November 3, 1995. WNWO-TV is an Equal Opportunity Employer.

Editor needed. Part-time. New production company in El Segundo, CA needs videotape editor. Must know Toaster. Fax resume and salary requirements to Nancy 310-640-8870.

HELP WANTED PROGRAMMING

DIRECTOR OF PROGRAMMING

WGN-TV, Chicago's leading independent station, is looking for the right person to head up our Programming Department.

The candidate we seek will take charge of negotiating for syndicated product and feature film packages; oversee the scheduling process; manage broadcast rights inventory and ensure on-air quality control.

We require eight solid years of experience in television programming and station operations. Strong feature knowledge and independent television experience required. Must be familiar with FCC compliance regulations. Strong managerial, negotiation and interpersonal skills are required.

We offer a competitive compensation package and an excellent benefits program. Please send letter of interest, resume and salary requirements to:

WGN-TV

Human Resources Department
2501 Bradley Place
Chicago, Illinois 60618
FAX: (312) 528-1387

NO PHONE CALLS PLEASE. EEO, M/F

HELP WANTED MARKETING

Marketing Manager. WGBH seeks a marketing professional to oversee expansion of service. Project consists of creating and implementing marketing strategy to make Descriptive Video Service available on Broadcast, Cable and Home Video to all DVS audiences including blind and visually impaired persons. BA/BS required, MBA preferred. Candidate should have at least 8 years experience in marketing and contract negotiation. Excellent writing and presentation skills required. Prior experience in broadcast, cable or hv or relevant experience in field of visual impairment or other specialized markets a plus. Send cover letter and resume to WGBH, Human Resources Department (96-0073), 125 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Former radio station owner with twenty years experience in management, sales, engineering, on-air talk-shows, sports and news anchoring desires general management consultancy position with either radio or television station. 210-680-5778.

SITUATIONS WANTED SALES

Proven sales executive relocating permanently to Alaska interested in opportunities with radio or television stations. Experienced sales manager and trainer. 817-778-7091.

SITUATIONS WANTED NEWS

Experienced Armed Forces Network TV Reporter/Anchor recently back from Europe seeks TV reporting position. Strong skills in writing, editing, ENG (news and sports). Smaller markets OK; audition tape available. Contact: Dan Isaacson; (414) 351-4730; Fax (414) 241-7220.

SALES TRAINING

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Call for FREE Info Packet
ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063
Over 25 years in the TV industry

PROGRAMMING SERVICES

ON-CAMERA WEATHERCASTING SEMINAR

NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.

Call 601-352-6673.



Need 60 episodes of high-quality, FCC-friendly kids' show? How about file footage of kids in action? Call 816-932-4192.

BUSINESS OPPORTUNITIES

Partner(s) needed to pursue Federal grant funding. You provide 25% matching funds/services for environmental TV program. Proposal due: 12/15/95. Call 617-427-5922: Mr. Evans.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE

HELP WANTED MANAGEMENT

Vice President/General Manager Product Information Network

Seek leader of nation's fast growing 24-hour Cable TV Infomercial Network.

Successful candidate will have general management experience in the broadcast, cable network, or infomercial industry.

Send replies to: Gregory J. Liptak, Product Information Network, 9697 East Mineral Avenue, Englewood, CO 80112, Fax (303) 799-4675.



HELP WANTED SALES



DIRECTOR SALES & MARKETING

Successful candidate will direct sales and marketing staff toward achievement of goals for the Greater Boston Division. Must have Bachelor's degree in Business Administration or equivalent work experience plus 8-10 years management experience in sales, marketing, or operations in cable industry. Must have strong employee relations, communication, problem solving, decision making, organizational and personal computer skills.

Send resume, cover letter and salary history to: Human Resources Dept., Time Warner Cable, 300 Commercial Street, Malden, MA 02148

We are an Equal Opportunity Employer M/F/D/V

HELP WANTED NEWS

Reporter. Time Warner Cable's Eastern PA Division is seeking a General Assignment Reporter with 2-5 years on air reporting experience. This is a great opportunity for a candidate with the knack for creative style reporting with a hometown appeal. Tape should illustrate talent and writing style. Please send resumes and tapes (Tapes should illustrate talent and writing style) for the above position to: Human Resource Department, Time Warner Cable, 400 Riverfront Drive, Reading, PA 19602. EEO/AA Employer. M/F/H/V.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Director of Television and Radio Services and Audio Visual Resources. Director is responsible for a wide range of campus technologies including fully equipped television studios, a non-commercial radio station, a videocassette library and a variety of audio-visual resources. Qualifications: Master of Arts/Science preferred in Telecommunications (radio-television) or closely related field; substantial experience in both project and media unit management in an organizational setting (minimum three years) showing evidence of progressive growth in responsibilities, record of audio and video production, and evidence of strong interpersonal and communication skills. Also preferred is a knowledge of teleconferencing, distance education, computer technologies related to telecommunications, digital technologies in telecommunications and education, copyright and administrative law, audio visual equipment, budgets and inventory control. Evidence of external involvement. Appointment date approximately January 15, 1996. Salary range \$42,803 to \$53,504 based on experience and qualifications. Send letter of application, resume, copies of college transcripts, and the names, addresses and telephone numbers of at least three references to: Dr. Dana Ulloth, Chair, Search and Screen Committee, Department of Mass Communications, Bloomsburg University, Bloomsburg, PA 17815 postmarked by November 17, 1995, to receive fullest consideration. EOE. Bloomsburg University, State System of Higher Education, Commonwealth of Pennsylvania.

Television Production. Assistant or beginning Associate Professor to teach introductory course in studio production and courses in one or more of the following concentrations: management, history, programming, scriptwriting, aesthetics/criticism. Ph.D. and active research or creative product agenda required. Applications will be reviewed beginning December 15, 1995, and continuing until the position is filled. Please send letter of application, curriculum vitae, dossier or letters of reference, and evidence of teaching ability to: Professor Jarol B. Manheim, Director, National Center for Communication Studies, Phillips Hall T-409, The George Washington University, Washington, DC 20052. The National Center for Communication Studies, located in the heart of the nation's capital, is an interdisciplinary teaching and research center with curriculum programs in journalism, political communication, and radio and television. The George Washington University is an Equal Opportunity Affirmative Action employer.

Notice of Vacancy. The University of Cincinnati College-Conservatory of Music Electronic Media Division seeks highly motivated and creative individual in the area of video production, beginning in the Fall of 1996. The Division is a component of the College-Conservatory of Music, a comprehensive performing arts school. Responsibilities: Teach courses on all levels of video production and non-linear editing as well as exhibit a strong background in dramatic video production with Drama students. Additional knowledge in theoretical areas of Broadcast Education is expected. Ability to work in an interdisciplinary performing arts setting a must. Participation in the design of an M.F.A. program in Electronic Media is to be anticipated. Qualifications: M.A./M.F.A. required; university level teaching and professional experience required; demonstrated commitment to scholarly research and/or creative work essential. Salary and academic rank commensurate with educational background and expertise. Opportunity for summer teaching available. Deadline: December 15, 1995 or until position filled. Send letter of application, current vitae, indicators of teaching effectiveness and professional experience, and three contacts for professional reference to: Manfred K. Wolfman, Ph.D., Head, Electronic Media Division, College-Conservatory of Music, University of Cincinnati, P.O. Box 21003, Cincinnati, Ohio 45221-0003. EOE/AA.

Doctoral Assistantships. The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting, journalism, P.R., and advertising concentration. M.S. degree and GRE required. Program requires 2-3 years in coursework, plus dissertation. Teaching assistantships possible. Application for fall 1996 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

Graduate Assistants to study for M.A. or Ph.D. in mass communication. Start Fall 1996. Stipend plus fee waiver. Train undergraduates in radio, television or field production techniques or do research. Broadcasters with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Graduate Record Examination required. Contact Dr. David Ostroff, Graduate Coordinator, Department of Telecommunications, College of Journalism and Communications, University of Florida, P.O. Box 8400, Gainesville, FL 32611-8400. AA/EOE.

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For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; 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:

Accepted for filing

Mount Holly, N.J. (BTC-950922EB)—Mount Holly Radio Co. for wwjz(AM) 640 khz: involuntary transfer of control from John J. Farina (deceased) to Nicholas Grand. *Oct. 13*

Returned

McCloud, Calif. (BPED-950210MA)—Southern Oregon State College for noncommercial educational FM at 91.9 mhz, ERP .035 kw, ant. 723.8 m. *Oct. 6*

Pine Knoll Shores, N.C. (BPH-920720MA)—WMBL Inc. for FM at 102.3 mhz, ERP 6 kw, ant. 100 m. *Oct. 5*

Granted

Rose Hill, N.C. (BTC-950906GK)—Duplin County Broadcasters for wegg(AM) 710 khz-wbsy(FM) 104.7 mhz: involuntary transfer of control from Jeff B. Wilson (deceased) to Judith A. Harrell, executor of Wilson's estate. *Sept. 28*

NEW STATIONS:

Canceled

Douglas, Ariz. (BPCT-920612KF)—Elcom of Arizona Inc. for TV at ch. 3, ERP 20 kw visual, ant. 53.8 m., TL 1.8 mi. NNE of Douglas on U.S. Hwy 80. *Sept. 28*

Returned

Hereford, Tex. (BPH-950915MC)—Hereford Broadcasting Inc. for FM at 103.5 mhz,

ERP 50 kw, ant. 104.9 m. *Sept. 28*

Ellensburg, Wash. (BPED-950426MA)—Ellensburg Seventh-Day Adventist Church for FM at 88.9 mhz, ERP 1 kw, ant. -128 m. *Sept. 22*

Granted

Lake City, Mich. (BPED-930402MA)—New Horizons Broadcasting Ltd. for educational FM at 104.9 mhz, ERP 4.6 kw, ant. 113 m. *Oct. 10*

Rugby, N.D. (BPH-941219MB)—Rob Ingstad Broadcasting Inc. for FM at 95.3 mhz, ERP 6 kw, ant. 100 m. *Sept. 28*

Tusculum, Tenn. (BPH-920109MA)—Darrell Bryan for FM at 103.1 mhz, ERP 6 kw, ant. -68 m. *Sept. 28*

Frederiksted, V.I. (BPH-930128MB)—Carlos A. Lopez-Lay for FM at 103.5 mhz, ERP 6 kw, ant. -5 m. *Sept. 22*

Ethete, Wyo. (BPED-940316MA)—Radio Communications Committee for educational FM at 89.5 mhz, ERP 100 kw, ant. 540 m. *Sept. 27*

Filed/accepted for filing

Houston, Alaska (950906MI)—Evangelistic AL Mission Fellowship Inc. for educational FM at 88.7 mhz, ERP .285 kw, ant. -49 m. *Sept. 29*

Savannah, Ga. (BPED-950921MF)—Savannah College of Art and Design for educational FM at 88.1 mhz, ERP 12 kw, ant. 59 m. *Oct. 5*

Poplar Bluff, Mo. (BPH-950830MC)—Eagle Bluff Enterprises for FM at 107.1 mhz, ERP 50 kw, ant. -3 m. *Oct. 5*

Ogdensburg, N.Y. (BPH-950906MF)—Northstar Broadcasting Corp. for FM at 98.7 mhz, ERP 3 kw, ant. 49 m. *Sept. 28*

South Waverly, Pa. (BPH-950906MA)—Sunair Communications Inc. (David Bernstein, president/owner, RR 1, Box 314G, Selinsgrove, PA 17870) for FM at 96.1 mhz, ERP 1 kw, ant. 212 m., 3.8 km E of Bentley Creek. Sunair owns WYGL(AM) Selinsgrove

and WYGL(FM) Elizabethville, Pa. Bernstein is 50% owner of WYGL(FM) Riverside, WHGL(AM) Troy and WHGL(FM) Canton, all Pa. *Sept. 6*

South Waverly, Pa. (BPH-950906MJ)—Maureen E. Furioli (124 N. Sunset Dr., Kirkwood, NY 13795) for FM at 96.1 mhz, ERP 1.75 kw, ant. 135.3 m., Hanlon Hill, 4 km W of Wilawana. *Sept. 6*

South Waverly, Pa. (BPH-950906ML)—Raymond L. Ross (660 Hawleyton Rd., Binghamton, NY 13903) for FM at 96.1 mhz, ERP .62 kw, ant. 217 m., S of Durkee Rd., .6 km W of its intersection with Stringham Rd., Ridgebury. Ross owns WENN(AM) Elmira Heights/Horseheads, N.Y. *Sept. 6*

Santa Isabel, P.R. (BPH-950907MG)—Amor Radio Group Corp. (Hilda G. Nazario, VP/43% owner, PO Box 1295, Santa Isabel, PR 00757) for FM at 98.1 mhz, 4.6 km SE of Coamo. *Sept. 7*

Santa Isabel, P.R. (BPH-950908MC)—New Impact Educational Broadcasting Group (Jose E. Filion, 33.3% owner, HC-01 Box 6351, Guayanilla, PR 00656) for FM at 98.1 mhz, ERP 333.2 w, ant. 52.69 m. *Sept. 8*

Rapid City, S.D. (BPCT-950920KG)—Kreb Christian Communications LLC (Kevin D. Kreb, managing member/owner, 110 S. Elmhurst Ave., Mt. Prospect, IL 60056) for TV at ch. 21, ERP 554.6 kw visual, ant. 121 m., 1625 Skyline Dr., Rapid City. *Sept. 20*

Farwell, Tex. (BPCT-950926KH)—Prime Time Christian Broadcasting Inc. (Albert O. Cooper, PO Box 7708, Midland, TX 79708) for TV at ch. 18, ERP 71.5 kw visual, ant. 105.5 m., .75 mi. NE of junction of Thomas St. and Llano Estacado Blvd., Clovis. Cooper also has interest in KMLM-TV Odessa, Tex., and KRVP-TV Roswell, N.M., and interest in company building KPTB-TV Lubbock, Tex. *Sept. 26*

Port Lavaca, Tex. (BP-950929AA)—Gulf Coast 1560 Corp. for experimental synchronous AM at 1560 khz, 500 w day. *Oct. 12*

FACILITIES CHANGES:

Dismissed

Aspen, Colo. (BPH-940715IA)—Moss Entertainment Corp. for KSPN-FM 97.7 mhz: change ERP to 6 kw, ant. to 100 m., TL. *Oct. 2*

Lahaina, Hawaii (BMPH-900305IF)—Lahaina Broadcasting Co. Ltd. for KLWI-FM 101.1 mhz: change ERP to 100 kw, ant. to 42 m., reduce tower height. *Sept. 27*

Canton, Ill. (BPH-890626ID)—Fulton County Broadcasting Co. for wbys-FM 98.3 mhz: change frequency to 107.9, ERP to 25 kw, ant. to 100 m., TL to Hwy 78, 1.6 km N of intersection with Hwy 100. *Sept. 22*

Perry, Iowa (BMLH-900904KC)—Perry Broadcasting Co. for KDLS-FM 105.5 mhz: change frequency to 101.7. *Sept. 29*

Granted

Cordova, Ala. (BPH-930513IC)—New Century Radio Inc. for WFFN(FM) 95.3 mhz: change ERP to 6 kw, ant. to 100 m., TL to .45 km from intersection of Old Hwy 78 and Gardiners Gin Rd., Walker City. *Sept. 22*

College, Alaska (BMED-950717IC)—Uni-

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,908
Commercial FM	5,274
Educational FM	1,805
Total Radio	11,987
VHF LPTV	560
UHF LPTV	1,201
Total LPTV	1,761
FM translators & boosters	2,451
VHF translators	2,265
UHF translators	2,556
Total Translators	7,272

Service	Total
Commercial VHF TV	559
Commercial UHF TV	620
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,542

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.4 million.

Sources: FCC, Nielsen and Paul Kagan Associates

versity of Alaska at Fairbanks for KSUA(FM) 103.9 mhz: change ERP to 2.9 kw, ant. to -25 m, TL. *Sept. 29*

Arizona City, Ariz. (BPH-950612IG)—Arizona City Broadcasting Corp. D-I-P for KONZ (FM) 106.5 mhz: change ERP to 6 kw, ant. to 89 m., TL to SW corner of intersection of Cornman and Toltec Buttes rds., 7 km NNE of Arizona City, change frequency. *Sept. 22*

Central Valley, Calif. (BMPH-950322ID)—Quality Broadcasting of Redding LP for KNNN(FM) 99.3 mhz: change ERP to 4.23 kw, ant. to 471 m., TL to KEWB(AM) tower at S. Mtn., 13.5 km SW of Central Valley. *Sept. 22*

Corona, Calif. (BPCT-950808KE)—Estrela License Corp. for KVEA(TV) ch. 52: change ERP to 2,570 kw visual, ant. to 896 m. *Sept. 22*

Hollister, Calif. (BPH-950907IC)—KHIP Partners II LP for KAXT(FM) 93.5 mhz: change ERP to .110 kw, ant. to 700 m. *Oct. 12*

Riverside, Calif. (BPH-930125ID)—San Bernardino Radio Inc. for KVAR(FM) 97.5 mhz: change ERP to 68 kw, ant. to 557 m., TL to Heaps Peak. *Sept. 26*

Colorado Springs (BPH-950621IA)—Walton Stations Colorado Inc. for KKCS-FM 101.9 mhz: change ERP to 72 kw, ant. to 695 m., transmitter site. *Oct. 6*

Cross City, Fla. (BPH-930330IB)—Woman in Florida Broadcasting Inc. for WFDF-FM 106.9 mhz: change ERP to 100 kw, ant. to 299 m., TL to W side of Hwy 349, 9 mi. S of Old Town. *Sept. 22*

Jensen Beach, Fla. (BPH-940824IQ)—HLG Inc. for WHLG(FM) 102.3 mhz: change ERP to 22 kw. *Sept. 29*

Lakeland, Fla. (BPED-941206IA)—Evangel Christian School Inc. for WCIE-FM 91.1 mhz: change ant. to 145 m., TL to 2 km N of intersection of U.S. 98 and Interstate 4, Lakeland. *Sept. 29*

Palatka, Fla. (BMPED-941031ID)—Putnam Radio Ministries Inc. for WHIF(FM) 91.3 mhz: change ERP to 1.7 kw, ant. to 97 m., TL to intersection of McCormick and Cannon rds., East Palatka. *Sept. 29*

Jesup, Ga. (BPED-940920MC)—Georgia Radio Fellowship for WLPT(FM) 88.3 mhz: change ERP to 12.5 kw, ant. to 305 m. *Sept. 28*

Elmhurst, Ill. (BP-950531AB)—Joseph J. Gentile Inc. for WJGG(AM) 1530 khz: increase power to 760 w. *Oct. 10*

Portage, Ind. (BP-891020AB)—WNDZ Inc. for WNDZ(AM) 750 khz: increase power to 17 kw day, change ant. system. *Sept. 29*

Walton, Ind. (BMPH-950726IC)—Christian Friends Broadcasting Inc. for WAIL(FM) 93.7 mhz: go to three-bay ant., change TL, painting, lighting. *Sept. 26*

Lawrence, Kan. (BP-950612AA)—Lawrence Broadcasters Inc. for KLWN(AM) 1320 khz: change ant. system, TL to SE of intersection of 26th and Crossgate Dr., Lawrence. *Sept. 22*

Winfield, Kan. (BMPH-950412IB)—Johnson Enterprises Inc. for KKWM(FM) 95.9 mhz: change ERP to 25 kw, ant. to 100 m. *Sept. 27*

Bangor, Me. (BPED-950713ID)—Bangor Baptist Church for WHCF(FM) 88.5 mhz:

change ERP to 35 kw, ant. to 494 m., to non-directional antenna. *Oct. 10*

Portland, Me. (BPH-950712IC)—Ocean Coast Properties for WPOR(FM) 101.9 mhz: reduce ERP to 33 kw, ant. to 184 m. *Sept. 27*

Falmouth, Mass. (BMPED-950713IG)—University of Massachusetts for WFPB(FM) 91.9 mhz: change main studio location. *Sept. 29*

Owosso, Mich. (BPH-950711IB)—Michigan Radio Group Inc. for WMZX(FM) 103.9 mhz: change ERP to 2.86 kw, ant. to 147 m., TL to .42 km S of Hwy 21, .49 km W of Durand Rd., Venice Township. *Sept. 28*

Gladstone, Mo. (BMP-950224AB)—Michael Gliner for KGGN(AM) 890 khz: change ant. system, TL to Hughes Rd., .3 km N of Kansas City. *Sept. 28*

Albion, Neb. (BMPCT-950915KH)—Citadel Communications Co. Ltd. for KLKE(TV) ch. 24: change ant. to 378 m., TL to 16 km W of Elgin, 5.2 km S of Rte. 70, 17.2 km WSW of Elgin. *Sept. 29*

Belen, N.M. (BP-950515AA)—Guardian Communications Inc. for KARS(AM) 860 khz: increase power to .13 kw day. *Sept. 28*

Amsterdam, N.Y. (BPH-950104IE)—Gem Associates LP for WBKK(FM) 97.7 mhz: change ERP to 1.6 kw, ant. from one bay to three. *Sept. 26*

Catskill, N.Y. (BPH-940818IB)—Straus Comm. in the Hudson Valley for WCTW(FM) 98.5 mhz: change ERP to 4.7 kw. *Sept. 26*

Geneva, N.Y. (BPH-940726IA)—MB Communications Inc. for WFLK(FM) 101.7 mhz: change ERP to 1.92 kw, ant. to 122 m., TL to SW of intersection of N.Y. rtes. 96 and 336, Varick, 2.7 km from MacDougall Hamlet. *Sept. 28*

Rotterdam, N.Y. (BPH-940819IE)—Jarad Broadcasting Co. of New York Inc. for WYSR(FM) 98.3 mhz: change ERP to 6 kw. *Sept. 26*

Morehead City, N.C. (BMED-950818IF)—Grace Christian School for WOTJ(FM) 90.7 mhz: change ERP to 24 kw, ant. to 142 m., TL, main studio location. *Sept. 29*

Raleigh, N.C. (BMPED-930608MA)—Shaw University for WSHA(FM) 88.9 mhz: change ERP to 50 kw, ant. to 160 m. *Sept. 29*

Dayton, Ohio (BPED-941222MF)—Northridge Local Board of Education for WGXN(FM) 98.1 mhz: change frequency from 247 to 251. *Sept. 28*

Mayaguez, P.R. (BPH-950315IE)—Cadena Estereotempo Inc. for WIOB(FM) 97.5 mhz: change ERP to 50 kw. *Sept. 26*

Greenwood, S.C. (BP-950508AD)—United Community Enterprises Inc. for WMTY(AM) 1090 khz: increase power to 5 kw day. *Oct. 10*

Canton, S.D. (BMPH-930514IH)—Dallas M. Tarkenton for KIXK(FM) 102.7 mhz: change ant. to 61 m., change TL. *Sept. 22*

Rapid City, S.D. (BPCT-930913KE)—Midcontinent Television of South Dakota Inc. for KCLO-TV ch. 15: change ERP to 692 kw visual, ant. to 155 m., TL to Skyline Dr. *Sept. 22*

Union City, Tenn. (BPH-950317IF)—Twin Cities Broadcasting Inc. for WKWT(FM) 104.9 mhz: change ERP to 6

kw, ant. to 89 m. *Sept. 26*

Claremont, Va. (BMP-950724AD)—4M Communications of Virginia Inc. for WVNS(AM) 670 khz: change ant. system. *Sept. 22*

Seattle (BPH-950523ID)—EZ Seattle Inc. for KZOK-FM 102.5 mhz: change ERP to 58 kw, ant. to 714 m., TL to W. Tiger Mtn. *Sept. 22*

Menomonee Falls, Wis. (BMPH-950519-IB)—Harris Classical Broadcasting Co. for WFMR(FM) 98.3 mhz: change ant. to 89 m. *Sept. 26*

Accepted for filing

West Helena, Ark. (BMH-950914ID)—Elijah Mondy Jr. for KJW-FM 96.7 mhz: change channel to 94.5 mhz. *Oct. 4*

Earlimart, Calif. (BPED-950920IB)—Earlimart Educational Foundation Inc. for KNAC(FM) 93.5 mhz: change ERP to 6 kw, ant. to 54 m. *Oct. 4*

Felton, Calif. (BMPH-950803IC)—Benedek-Dewey Partnership for KHIP(FM) 93.7 mhz: change ERP to .007 kw, ant. to 497 m. *Sept. 28*

Hollister, Calif. (BPH-950907IC)—KHIP Partners II for KAXT(FM) 93.5 mhz: change ERP to .11 kw, ant. to 700 m. *Oct. 5*

Lake Arrowhead, Calif. (BPH-950905IF)—AP Broadcasting of California Inc. for KAEV(FM) 103.9 mhz: change ERP to .177 kw, ant. to 553 m., TL to Heaps Peak Communications Site, N of Hwy 18 between Skyforest and Running Springs. *Oct. 5*

Modesto, Calif. (BMPH-950906IB)—Modesto Communications Corp. for KEJC(FM) 93.9 mhz: change TL. *Sept. 28*

Palm Springs Calif. (BP-950927AC)—KPSI Radio Corp. for KPSI(AM) 1450 khz: change ant. system, TL to 68700 Dinah Shore Dr., Cathedral City. *Oct. 12*

Twentynine Palms, Calif. (BMPCT-950922KH)—Desert 31 Television Inc. for KVMD(TV) ch. 31: change ERP to 11.5 kw visual, ant. to 90 m., TL to Copper Mtn., 1.3 mi. N of State Hwy 62. *Oct. 5*

Baker, Fla. (950907IB)—Okaloosa Public Radio Inc. for WTJT(FM) 90.1 mhz: change ERP to 50 kw, ant. to 117 m. *Sept. 29*

Live Oak, Fla. (BMPCT-951002KF)—Frank A. Baker for WFUX(TV) ch. 57: change ERP to 2,500 kw visual, ant. to 137 m., TL to 7 km NE of Jasper. *Oct. 13*

Punta Gorda, Fla. (BMH-950918IB)—Intermart Broadcasting SW Florida Inc. for WIKX(FM) 92.7 mhz: change ERP to 60 kw. *Oct. 4*

Galesburg, Ill. (BPH-950915ED)—Galesburg Broadcasting Co. for WAAG(FM) 94.9 mhz: change ant. to 150 m. *Sept. 27*

Gibson City, Ill. (BPH-950818IJ)—F&G Broadcasting Inc. for WGCY(FM) 106.3 mhz: change ERP to 6 kw, ant. to 98 m. *Sept. 28*

Alexandria, Ind. (BPH-950908OA)—Triplett Broadcasting of Ind. Inc. for WAXT(FM) 96.7 mhz: change ERP to 2.5 kw, ant. to 107 m. *Sept. 28*

Walton, Ind. (BMPH-950726IC)—Christian Friends Broadcasting Inc. for WAIL(FM) 93.7 mhz: change TL, painting, lighting, go to three-bay ant. *Sept. 28*

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Germany modifies caps

Government officials in Germany last week agreed to scrap some media ownership limits. The new proposal, which is expected to be finalized Dec. 14, will permit a company to own 100% of one broadcaster, 50% of a second and 25% of a third, so long as the combined audience share does not exceed 30%. Currently, a company can own up to 50% of a general interest channel and up to 25% of two niche channels. —DJ

Hotline tips

continued from page 32

and the attorney general of Illinois. There is an increasing number of complaints about scams involving offers of prizes, Rooker says. "Our approach is to get both sides of the story," she says. Instead of making referrals, CFA volunteers actually attempt to settle the problem.

Washington-based Call for Action has 27 affiliates and 1,200 volunteers. The four newest affiliates are WBBM-TV Chicago; WTVT-TV Tampa, Fla.; WBAP(AM) Fort Worth/Dallas, and KLBJ(AM) Austin, Tex. ■



Volunteer Call for Action directors gather in Iowa to learn about car fraud.

More from MIPCOM

- King World International has licensed format rights to *Jeopardy!* to Poland's Telewizja Polska. It will be broadcast twice weekly on Channel Two beginning in January. In Germany, King World has agreed to license *Hollywood Squares* to SAT 1. The show will be produced by Munich-based GAT Productions and will be stripped five nights a week at 5 p.m. starting in December.
- Modern Times Group (formerly Kinnevik TV & Media) plans to launch Scandinavia's first pay-per-view service to 670,000 direct-to-home subscribers in Norway, Sweden and Denmark in first quarter 1996. Meanwhile, Scandinavian commercial channel TV3 (part of the Modern Times Group) has signed a three-year output deal with MCA TV International giving the channel rights to classic and first-run series.
- New World Entertainment is co-producing projects in India, Europe and the Pacific. *Pacific Drive*, a soap co-produced with Australia's Village Roadshow, is scheduled to air in Scandinavia in January and on Australia's Nine Network in February.
- New Zealand's TVNZ and King World are to produce *Poker Palace*, a game show that will be stripped five days a week in prime time on TVNZ's Channel 2 next year.
- Hanna-Barbera Cartoons and Turner International have teamed with Thailand's BBTB to produce and market *The Cartoon Network Show* there. The hour-long Sunday morning show is set to air on both BBTB Channel 7 and UTV beginning in October.
- Grundy Worldwide will produce *Un Posto Al Sole* (A Place in the Sun), a daily series for public broadcaster RAI 2, marking Italy's first locally produced five-day-a-week drama (see page 34). The show will begin production in April and is scheduled to air in fall 1996. RAI 2 has committed to 230 half-hour episodes.
- Infomercial program provider Quantum International has increased its potential Japanese audience by 600,000 with the addition of TV stations Akuta Asahia and Kochi TV, giving Quantum a potential viewership of 44.3 million households. Quantum already supplies infomercial programming to 24 Japanese stations through its agreement with Mitsui & Co.
- BBC Worldwide Asia has concluded a wide range of program branding and licensing deals in the region, bringing the total to more than 1,900 hours since the Hong Kong office opened in early 1994.
- Brazil's Synapse TV Production and Distribution has sold a package of 65 hours of European programming to Brazilian public educational network TVE.
- Sports network ESPN International has launched a free-to-air service for India on the PanAmSat 4 satellite. The service, available in 10 million-20 million cable and satellite homes, will remain unencrypted until year's end. ESPN is distributed in India via the Modi Entertainment Network, with exclusive commercial airtime marketing rights held by Buena Vista Television.
- Scottish Television (STE) and Saban International Paris (SIP) have formed an alliance to produce kids programming. The joint venture already has the green light for an animated series, *Walter Melon*, for the UK's Children's ITV. STE and SIP will co-produce 26 episodes for delivery in spring 1996.
- In its first week of trading, BRITE, the UK's largest independent sales distribution company (representing product from Granada, LWT, Yorkshire and Tyne Tees TV), has struck its first joint deal for serialized drama. Popular ITV soaps *Coronation Street* and *Emmerdale* have been sold to Ireland's RTE. In addition, psychological thriller *Chiller* and action series *The Knock* have been sold to CIS commercial broadcaster, and entertainment series *Surprise Surprise* is being developed by Italian state channel RAI 1, following a format deal with BRITE.
- French pay-TV group Canal+ and National Geographic Television have formed a 50-50 partnership in Explore International, a new documentary distribution company. —DJ

Fix follow

EDITOR: Kudos to Sol Schildhouse for revealing that FCC hearing cases were a farce in some instances ("Open Mike," July 31).

Having appeared in two discrete FCC hearings before administrative law judges, one case in the early 1950s, I can corroborate what Mr. Schildhouse has had the courage to reveal.

I was a witness testifying on engineering habits for an applicant for a TV channel. Before leaving for Washington to testify, I was told by the applicant not to worry about my testimony. "The case is fixed," I was told. As it was, the case was resolved with a "buyout" and the fix never surfaced.

I do know, however, who at the FCC was "fixed."

In a case before an administrative law judge in 1982, I again ran into a "fixed" case. In that case, counsel for one of the parties "altered" sworn transcript testimony in its findings of fact and conclusions of law. This was known to the ALJ, but was allowed to stand as being official transcript testimony.

When this case reached the U.S. Court of Appeals, D.C. Circuit, commission personnel went so far as to lie in their brief. The judges knew that they were being lied to, or should have known, had they not assumed that commission personnel are above filing false information with the court in order to prevail.

I can therefore corroborate what Mr. Schildhouse is revealing—that the courts will accept crap from the FCC simply because they are FCC employes and their honesty and credibility are not open to challenge.

The result is even more crap—generated by the Court of Appeals.—*Vincent L. Hoffart Sr., Spokane, Wash.*

Planning ahead

EDITOR: We are dead center in a very stimulating four-year period in local television sales. Although we are now seeing softness in some areas in third-quarter business, 1994 and 1995 have certainly been better years for television sales.

Now let's look ahead to the *next* two years: With Olympics and elections happening in 1996, firm demand should continue.

But how about 1997? If we project

the economic cycle of expansion/recession and consider the absence of natural demand builders like Olympics and elections, we can predict 1997 to be a year of uncertainty.

Further, what kind of year will our retail clients have in 1996? Let's walk a mile in their shoes. We see absolutely nothing on the horizon that projects for a solid year of retail growth. Consider their natural demand builders. We do not expect a broad decline in interest rates to help big-ticket sales, nor do we see new fashion trends to spur apparel sales. Point one: *They need us* in 1996. Point two: *We need them* in 1997.

So let's intensify our new business aggressiveness now. Then we'll have a record 1996 and be ready for 1997.

Here's a four-point plan of action for our client station now:

1. Build a 1996 and 1997 new business plan for your station now. This plan should include a careful review of each local advertiser listing current (1995) investments, projected (1996) investments and planned (1997) investments.

The review should start with those advertisers currently using your station. It should also include a review of potential advertisers. The latter group could be invited to a retail marketing seminar hosted by your station. The agenda would provide: a keynote speaker from outside your market; in-market testimonials from successful TV users; a presentation of your station's marketing programs; creative commercial examples that consider various budgets, and a basic understanding of buying television time.

2. Then, let's add those regional advertisers who are headquartered outside of your market. Do this by building an ad hoc network of local stations in your area that have similar regional targets; meeting at a central location and co-merging all of the marketing capabilities in the group; scheduling a needs-analysis session with the advertisers, presenting all capabilities, then asking the advertiser which of these (or others) will be helpful, and returning to the advertiser with a specific proposal that includes the use of the marketing tools selected by the advertiser.

3. With the 1996-97 scenario in mind, do an in-depth analysis of your sales compensation and incentive pro-

grams. Will the 1995 plan serve for 1996 and 1997? Hardly. The different scenarios call for you to plan adjustments for compensation and incentives (cash, rewards, awards, etc.) for these years.

4. Think "outside the box." Since automotive represents a big chunk of your billing, this category deserves special treatment. Consider other viable, not so obvious categories like business-to-business and health care. (Blood banks need help—ask yours. They can be paid advertisers.) List every category in your market that's beyond the obvious; don't let this be restrictive in any way. Assign one such category to each account executive for individual market overview presentations at upcoming staff meetings. Develop a prospect list to be included in the planning activity in point one, above.

If we wait for 1997 to happen to us, we deserve to be a product of that uncertain environment.—*Roland L. Eckstein, Eckstein, Summers & Co., Red Bank, N.J.*



KFVO's Clayton, Mo., home

Senior citizen

EDITOR: I noted the "Unmoved" letter in the Sept. 18 "Open Mike." Douglas Shull mentioned that WFOY in St. Augustine, Fla., had originated its programming from the same site since 1936.

KFVO(AM) Clayton, Mo. (St. Louis), has operated from its studios since April 1927. KFVO went on the air in December 1924 and moved to its present site in 1927. The building has been expanded since 1927, but the site has remained the same. The building also houses KFVO-FM, which began broadcasting in 1948.

Congratulations to WFOY St. Augustine, another station with some very deep roots.—*Rev. Paul Devantier, executive director, board for communication services, The Lutheran Church—Missouri Synod, St. Louis*

Datebook

THIS WEEK

Oct. 23—*International Radio & Television Society Foundation* dinner: "Sex, Violence and Values: Walking the Tightrope in America's Media." Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.

Oct. 23—"V-chip Ratings: Proposals for Informing, Not Infringing," panel discussion presented by the *Annenberg Washington Project*, Washington. Contact: Christine Love, (202) 393-7100.

Oct. 23-Nov. 3—First annual Radio Festival, presented by the *Museum of Television & Radio*, New York City. Contact: (212) 621-6710.

Oct. 24-25—*North Carolina Association of Broadcasters* annual convention and sales skills workshop. Holiday Inn Four Seasons, Greensboro, N.C. Contact: Laura Ridgeway, (919) 821-7300.

Oct. 25—10th annual John Bayliss Media Roast, presented by the *John Bayliss Broadcast Foundation*. Honoree: Charles Osgood. Waldorf-Astoria, New York City. Contact: Kit Hunter Franke, (408) 624-1536.

Oct. 25—"Application of Simulation Technology in Learning," seminar presented by the *Center for Advanced Electronic Imaging*. UTD Conference Center, Richardson, Tex. Contact: Patti Bailey, (214) 458-9449.

Oct. 25-28—*Broadcast Cable & Satellite India '95* exhibition and conference. Pragati Maidan, New Delhi. Contact: +91-11-4622710.

Oct. 25-29—"Creativity in America '95 Expo," presented by the *National Inventive Thinking Skills Association*. Universal Studios, Hollywood. Contact: (818) 340-4268.

Oct. 26—*Hollywood Radio and Television Society* newsmaker luncheon featuring network sports presidents. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.

Oct. 27—"So You Want to Get into Broadcasting?" panel session presented by the *Associated Press Television-Radio Association of California-Nevada*. KFI-AM studios, Los Angeles. Contact: Rachel Ambrose, (213) 626-1200.

Oct. 27-29—Radio 75th anniversary celebration and 1995 Radio Hall of Fame induction ceremony, presented by the *Museum of Broadcast Communications*. Hyatt Regency Chicago, Chicago. Contact: (312) 629-6000.

Oct. 28—"Cameras in the Courtroom" and "So What Have We Learned from Covering the O.J. Simpson Trial?" seminars presented by the *Associated Press Television-Radio Association of California-Nevada*. California State University, Northridge, Calif. Contact: Rachel Ambrose, (213) 626-1200.

Oct. 28-30—*Canadian Association of Broadcasters* annual convention. Ottawa Convention Center, Ottawa, Ontario. Contact: Christine Jack, (613) 233-4035.

Oct. 29—*Museum of Broadcast Communications* Radio Hall of Fame induction ceremony and gala. Hyatt Regency Chicago, Chicago. Contact: Anne Barlow, (312) 629-6026.

Oct. 29-Nov. 1—*Southern Educational Communications Association* annual conference. Hyatt Regency Lexington, Lexington, Ky. Contact: Norma Gay, (803) 799-5517.

OCTOBER

Oct. 30—11th annual *Women in Cable & Telecommunications* black-tie benefit gala. Honoree: Kay Koplovitz. Omni Shoreham Hotel, Washington. Contact: (703) 549-4200.

Oct. 30-31—2nd annual *Frost & Sullivan* cable television conference. Westin St. Francis Hotel, San Francisco. Contact: (212) 964-7000.

Oct. 30-31—*Women in Cable & Telecommunications* course: "Political Affairs Lobbying." Hyatt Capitol Hill, Washington. Contact: Christine Kane, (312) 634-2335.

Oct. 30-Nov. 1—"Interactive Media: A New Way of Doing Journalism," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Martha Daughtry, (813) 821-9494.

Nov. 6—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

Oct. 30-Nov. 1—Wireless Apps '95 show, presented by the *Cellular Telecommunications Industry Association*. The Mirage Hotel, Las Vegas. Contact: (202) 785-0081.

Oct. 31—4th quadrennial Cable Political Advertising Workshop, presented by *Cabletelevision Advertising Bureau*. Washington Court Hotel, Washington. Contact: (212) 751-7770.

Oct. 31-Nov. 2—13th annual Private & Wireless Show, presented by *National Satellite Publishing Inc.* and *GLOBEX*. Miami Beach Convention Center, Miami Beach, Fla. Contact: Renee Jowhari, (713) 342-9826.

NOVEMBER

Nov. 1—Entry deadline for \$10,000 German/American radio and television awards competition by the *RIAS Berlin Commission* and the *Radio and Television News Directors Foundation*. Contact: Pat Seaman, (301) 977-7210.

Nov. 1-2—"SONET: Unleashing," conference presented by *ICM Conferences Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.

Nov. 2—"Locating Religious Access Ramps on the Information Highway," seminar presented by *Tri-State Media Ministry Inc.* Association of the Bar of the City of New York, New York City. Contact: Ben Gums, (212) 425-4787.

Nov. 2—Milestone Award honoring James Quelet, presented by *Institute for Communications Law Studies*. Catholic University of America, Washington. Contact: (202) 319-5600.

Nov. 2-3—*Women in Cable & Telecommunications* course: "Understanding the Complexities of Cable Regulation." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

Nov. 5-8—*United States Cable Association* 98th annual convention. Marriott Orlando World Center, Orlando, Fla. Contact: (202) 326-7282.

Nov. 7-8—*Women in Cable & Telecommunications* course: "Winning with Conflict Resolution and Negotiation." Doubletree Guest Suites, Plymouth Meeting, Pa. Contact: Molly Coyle, (312) 634-2353.

Nov. 8-9—"Convergence Technology: Dealing with the Challenges," Convergence '95 conference presented by *Multichannel CommPerspectives*. Marriott Orlando World Center, Orlando, Fla. Contact: (303) 393-7449.

Nov. 8-12—8th annual *National Association of Farm Broadcasters* conference. Western Crown Centre, Kansas City, Mo. Contact: (612) 224-0508.

Nov. 11—13th annual *Caucus for Producers, Writers & Directors* awards dinner. Jimmy's Restaurant, Century City, Calif. Contact: David Levy, (818) 843-7572.

Nov. 11-14—*Community Broadcasters Association* annual convention. Washington Hilton and Towers, Washington. Contact: Stewart Herbert, (703) 506-3270.

Nov. 12—"Mean Politics or the Politics of Meaning: Campaign '96," 3rd annual Robert E. Dallos Memorial Lecture, presented by the *New York Society for Ethical Culture*, New York. Contact: (212) 874-5210.

Nov. 12-14—7th annual EPM Entertainment Marketing Conference, presented by *EPM Communications Inc.* Universal City Hilton & Towers, Universal City, Calif. Contact: Riva Bennett, (718) 469-9330.

Nov. 15—*Federal Communications Bar Association* luncheon featuring Rep. Jack Fields. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Nov. 15—"Prognostications in Telecommunications for 1996," seminar presented by the *Center for Advanced Electronic Imaging*. UTD Conference Center, Richardson, Tex. Contact: Patti Bailey, (214) 458-9449.

Nov. 15-17—Inter BEE '95, 31st international

broadcast equipment exhibition, presented by the *Japanese Electronics Show Association*. Nippon Convention Center, Tokyo. Contact: 81 (3) 3284-0165 (fax).

Nov. 16—*Women in Cable & Telecommunications* course: "Cable 101: Past, Present and Future Challenges." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

Nov. 16—The 1995 Cable Follies, presented by the New York chapters of *Women in Cable & Telecommunications* and the *Cable Television Administration and Marketing Society*. Hudson Theatre, New York City. Contact: Tom Meli, (201) 279-6696.

Nov. 16-17—Telco Video Platform Summit, sponsored by the *Interactive Television Association* and *Video Information Provider Consulting*. ANA Westin, Washington. Contact: Catherine Peshkin, (202) 408-0008.

Nov. 16-19—8th annual *National Association of College Broadcasters* national conference. Rhode Island Convention Center, Providence, R.I. Contact: Kristine Hendrickson, (401) 863-2225.

Nov. 20—First Worldwide Television Summit Conference sponsored by *The International Council of the National Academy of Television Arts and Sciences* and *Variety*. New York Hilton, New York City. Contact: (212) 759-0303.

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 the *Reed Midem Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (212) 689-4220.

Nov. 30—11th annual *American Sportscasters Association* Hall of Fame Dinner. Sheraton New York Hotel, New York City. Contact: Louis O. Schwartz, (212) 227-8080.

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 12-15—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

April 15-16—*Television Bureau of Advertising* sales and 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.

MAY 1996

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Toister, (708) 296-0200.

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.

OCTOBER 1996

Oct. 9-12—World Media Expo, sponsored by the *National Association of Broadcasters*, the *Radio Television News Directors Association*, the *Society of Broadcast Engineers* and the *Society of Motion Picture and Television Engineers*. Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Cathy Hughes: Radio with a personal touch

During the Million Man March in Washington last Monday, Cathy Hughes fought a nasty cold and contemplated the impact of the event, which attracted 400,000 black men for a "day of atonement."

"My major question is: What happens tomorrow?" Hughes said. "Will it be more than rhetorical masturbation?"

Such forthrightness is typical of Hughes. She doesn't pull punches, whether she's divulging her salary (\$100,000 a year), discussing her pregnancy at age 16 or describing the growth plans for her company, Baltimore-based Radio One Inc.

The owner/chief executive officer of eight radio stations in Washington, Baltimore and Atlanta is proud of the way her station group has grown. It will keep on growing, up and down the East Coast, she says. "We plan to buy as many stations as we possibly can in order to stay alive despite deregulation," she says. "We're terrified of deregulation."

Hughes also is laying the groundwork for the continued growth of her company partly because starting in January 1997, she will go back to school full-time for her bachelor's and master's degrees. Her son, Alfred Liggins, will take over while she reduces her workload to part-time. Liggins currently is president and corporate general manager of Radio One.

Hughes was inspired to go back to school earlier this year after being awarded an honorary doctorate from Sojourner Douglass College in Baltimore.

She also plans to take more time to devote to her favorite volunteer activities, particularly helping the homeless.

Hughes's compassion for others is reflected in the way she treats her employees. Hughes is "a big believer in...helping individuals grow in their career," says Pam Somers, station manager of Hughes's four Baltimore stations. "She's big on praise. She's big on pointing out a job well done." At the same time, "she'll also critique you. She's a good teacher."

The Hughes personal touch extends to her radio stations' audience. The stations are formatted for African-Americans, and Hughes pointedly calls her listeners "family." She keeps her ears open to family concerns by hosting a four-hour, weekday talk show on her WOL(AM) Washington and WOLB(AM) Baltimore.

Hughes credits her parents with giving her the strength that allows her to keep



"A bank is a big wonderful place if you know your way around. It can be more fun than Disneyland."

Catherine Elizabeth Hughes

CEO, Radio One, Baltimore (also GM, WWIN-FM Glen Burnie/Baltimore/WWIN [AM], WOLB(AM) AND WERQ-FM, all Baltimore); b. April 22, 1947, Omaha; executive director, Project Equality, Omaha, 1965-71; lecturer, Howard University, Washington, 1971-73; general sales manager, WHUR-FM (Howard University) Washington, 1973-75; VP/GM, WHUR-FM, 1975-79; VP/GM WYCB(AM) Washington, 1979; purchased WOL(AM) Washington, 1980; purchased WMM(FM) Bethesda, Md./Washington, 1987; purchased WWIN, 1992; purchased WERQ-FM-WOLB, 1993; purchased WKYS(FM) Washington and WNTA(FM) Griffin, Ga./Atlanta, June; current position since 1980; son, Alfred Liggins, 30.

looking ahead. Her father was the first black CPA in Nebraska; her mother played trombone for a big band in the 1930s and '40s and later earned her master's degree in social work. "They had a lot less to work with than I have. I use them as a constant source of encouragement," Hughes says.

When Hughes got pregnant at 16, her mother kicked her out of the house—but paid close attention to her grandson's raising. Hughes juggled school, work and caring for her son, always keeping her son first, she says. She eventually chose to leave college as her career blossomed.

Hughes wanted to be part of a "significant African-American population" and in the early 1970s grabbed the opportunity to be a lecturer at Howard University's fledgling School of Communications in Washington. She became general sales manager at the university's WHUR-FM and in two years became vice president and general manager, the first woman in Washington to achieve such a position.

She left WHUR in 1979 after a disagreement over the Quiet Storm format. Hughes says she originated the format, but university officials declined to license it to other stations. "I decided that I would never again not be totally in charge of my career and my creativity," she says.

Hughes moved to start-up station WYCB (AM) Washington, where as VP/GM she created the gospel format she now uses at WWIN (AM) Baltimore. She bought her first station—WOL(AM) Washington—in 1980.

Her \$34 million purchase of WKYS-FM Washington in June already is bearing fruit: Arbitron summer numbers show improved ratings for the number six-rated station.

As an African-American woman, she says, it hasn't been easy finding financing and acceptance in the mostly white-male world of radio. But Hughes delights in succeeding: "A bank is a big wonderful place if you know your way around. It can be more fun than Disneyland."

As deregulation makes it even harder for would-be owners to start out the way she did, "those of us who are here have an obligation to keep going forward" and help those who are behind, Hughes says.

"I don't want to be [known as running] a black broadcast corporation," Hughes says. "I want to be a top-notch, triple-A-rated broadcast facility that is African-American owned and operated. That keeps me pumped. That keeps me going." —EAR

Fates & Fortunes

BROADCAST TV

Carlos Del Valle, weeknight sports anchor, KING-TV Seattle, joins KNBC-TV Los Angeles as weekend sports anchor and weeknight sports reporter.

Michael Rothbard, account executive/client station specialist, Katz American Television, joins WMAR-TV Baltimore as NSM.



Griesdorn

Tom Griesdorn, VP/GM, WXYZ-TV Detroit, joins Malrite Communications Group, Cleveland, as GM, Malrite of Ohio.

Dave Rutgers, account executive, Seltel, Los Angeles, joins

KTVD(TV) Denver as national sales manager.

Appointments at KDAF(TV) Dallas: **Thomas Comerford**, GSM, WXIN(TV) Indianapolis, joins in same capacity; **Steve McDonald**, GSM, KTBC-TV Austin, Tex., joins as NSM; **Bob Ramsey**, joins as director, programing and promotion, from WDZL(TV) Miami.

Kalley King, reporter/anchor, KSTP-TV St. Paul, named co-anchor, *Eyewitness News at 6*, and lead reporter, 10 o'clock news.

Tim Ermish, NSM, WHDH-TV Boston, joins KSAZ-TV Phoenix as GSM.

Andrew Stewart, GSM, KGUN(TV) Tucson, Ariz., joins Kansas State Network, Wichita, as director, sales and marketing.

Appointments at Spartan Communications, Spartanburg, S.C.: **Jack West**, GM, WSPA-TV Spartanburg, **Louis Wall**, GM, WJBF(TV) Augusta, Ga., **Lou Kirchen**, GM, WBTW(TV) Florence/Myrtle Beach, S.C., **Jim Caruthers**, GM, WRBL(TV) Columbus, Ga., **Ron Collins**, GM, KWCH-TV Hutchinson, Kan., **John Shine**, GM, KIMT(TV) Mason City, Iowa, **Hugh Roche**, GM, WMBB(TV) Panama City, Fla., all named VP/GM.

Michael Horowicz, producer, *The Late Late Show with Tom Snyder*, named supervising producer, weekend edition, *Extra—The Entertainment Magazine*, Burbank, Calif.

Bob Schadel, assistant news director,

KOCO-TV Oklahoma City, joins KOKH-TV there as news director.

Appointments at MCA TV, Universal City, Calif.: **Kevin Kroker**, director, marketing services and station relations, ITC Entertainment Group, Los Angeles, joins as manager, affiliate relations; **Suzanne Gonzales**, administrative assistant, named manager, legal administration; **Linda Scholten**, legal coordinator, named manager, station contracts.

Brad Bessey, director, talent relations and development, E! Entertainment Television, joins *Entertainment Tonight*, Hollywood, as coordinating producer, television-related segments.

Justin Kiefer, chief meteorologist, WTXL-TV Tallahassee, Fla., joins WTOG(TV) St. Petersburg, Fla., as prime time meteorologist.

PROGRAMING



Jack

Brent Jack, manager, international marketing, Rysher Entertainment, Los Angeles, named director.

Joseph Kennedy, director, North American sales, ITEL, Los Angeles, named VP, North American

sales and programing.

Appointments at Viacom Inc., New York: **Joseph Jacob**, senior international counsel, Blockbuster Entertainment Group, joins as VP/counsel, international; **Seth Lapidow**, associate, litigation, Shearman & Sterling, joins as VP/counsel, litigation; **Jack Cohen**, corporate counsel, real estate, Viacom Corporate, named VP/counsel, real estate.

David Ozer, division manager, Northeast region, Columbia TriStar Television Distribution, New York, named VP.

Susan Lucas, VP/GSM, WFLD(TV) Chicago, joins Turner Program Services, Los Angeles, as sales manager, Western region.

Stephen Segaller, director, national and international productions, Oregon Public Broadcasting, joins BBC Worldwide Americas, New York, as director, production.



Lipman

Nathaniel Lipman, senior counsel, The Walt Disney Co., Los Angeles, joins House of Blues Entertainment, West Hollywood, Calif., as senior VP/general counsel.

Courtney Conte, VP, production,

Carsey-Werner, Studio City, Calif., named senior VP.

Mark Ovitz, independent producer and former COO, Glenn Gordon Caron's Picturemaker Productions, has signed an overall deal with Paramount Network Television, Los Angeles, to create, develop and produce all program forms.



Moczulski

John Moczulski, director, programing services, KGO-TV San Francisco, joins Columbia TriStar Television Distribution, Culver City, Calif., as senior VP, features and series.

Joe Reilly, VP, business affairs,

Telepictures Productions, Burbank, Calif., named senior VP.

Appointments at Jim Henson Productions, Los Angeles: **Halle Stanford**, creative assistant, named manager, creative affairs; **Ed Christie**, supervisor/art director, *Sesame Street*, named GM/supervisor, the Muppet Workshop.

Thomas Schumacher, senior VP/executive producer, Walt Disney Feature Animation, Burbank, Calif., named executive VP.

RADIO

Steve Fehder, director, sales, WVEZ-FM/WTFX(FM)/WWKY(AM) Louisville, Ky., named VP/GM, Prism Radio there.

Jeffrey Spokes, LSM, WRCY(FM) Warrenton, Va., joins WLFL(FM) Charlottesville, Va., as GSM.

Steve Oshin, general sales manager, KBIG(FM) Los Angeles, named VP/GM.

Dick Stein, VP/GM, WIBV(AM)

Belleville, Ill., joins The Park Lane Group, Menlo Park, Calif., as VP, Northern California, and GM. Chico, Calif., radio stations KPPL(FM), KFMF(FM) and KALF(FM).



Glogowski

Jim Glogowski, GM, Children's Broadcasting Corp.'s station KTEK(AM) Alvin/Houston, Tex., named VP, operations. CBS radio stations. **Scott Musgrave**, GSM, WYXR(FM)/WJZZ(FM) Philadel-

phia, joins Arbitron Radio, New York, as marketing manager, radio station services.



Anovick

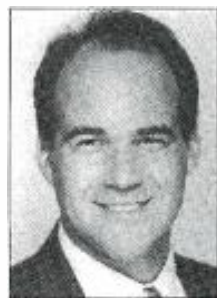
Paul Anovick, senior VP/director, operations, Major Market Radio, New York, named president.

Diana Laird, program director, KJFX(FM) Fresno, Calif., joins Westwood One Radio Networks,

Valencia, Calif., studio, as program director, *Adult Rock & Roll* 24-hour satellite format.

CABLE

Laura Galiotta, media planner, Turner Broadcasting System, Atlanta, named marketing manager.



Feldman

Mark Feldman, VP, business and legal affairs, E! Entertainment Television, Los Angeles, named VP/general counsel.

Appointments at ESPN, Bristol, Conn.: **Thomas Clendenin**,

account supervisor, Partners & Shevack Inc., New York, joins as manager, advertising and promotion; **Ron Finkelstein**, creative director, BR Creative Group, New York, joins as creative director, consumer marketing.

Appointments at Classic Sports Network, N.Y.: **Patricia Gillespie**, produc-

tion manager/unit manager, sports and live programming, Showtime Networks, New York, joins in same capacity; **Jon Gerstel**, associate director/feature producer, CBS Sports, New York, joins as senior associate producer.

Appointments at QVC, West Chester, Pa.: **Tom Merrihew**, director, merchandising, sports, fitness and Olympic products, named VP, home innovations and entertainment; **Lance Graves**, VP/general merchandising manager, Ames Department Stores, joins as VP, home style; **Bill Lane**, director, new merchandise development, named VP, merchandising, special markets.

ALLIED FIELDS

Appointments at 20th Century Fox Licensing and Merchandising, Century City, Calif.: **Michael Tomlin**, VP, sales and marketing, Equity Marketing Inc., joins as VP, national promotions, feature film and video; **Laetitia May**, director, quality control, Warner Bros. Consumer Products, joins as associate director.

William Murray, senior VP, media, Motion Picture Association, Los Angeles, named deputy COO.

Appointments at Northwest Teleproductions, Minneapolis: **Jim Geib**, senior account manager, named director, marketing; **Joe Schaak**, producer/director, joins in same capacity.

Keith Compton, manager, creative services, licensing and merchandising, Saban Entertainment, Burbank, Calif., joins DIC Entertainment there as director, product development.

DEATHS

Paul B. Kilcullen, 43, VP/GM, WLNE(TV) Providence, R.I., died Oct. 11 at Rhode Island Hospital. He had suffered a heart attack after his nightly jog. Kilcullen joined WLNE in 1988 and had been the driving force behind the station's recommitment to local news coverage. WLNE won an Associated Press award for investigative journalism this year. Before joining WLNE, Kilcullen was GSM at WTAE-TV Pittsburgh; NSM at KMBC-TV Kansas City, Mo., and an account executive at WBAL-TV Baltimore. He is survived by his wife, Sally; children, Joseph, Casey and Caitlin; his mother; two brothers, and two sisters.

L.J. Lancer, 53, merchandising manager, Trader Publishing Co., and former

broadcaster, died of cancer Oct. 1 in Pomona, Calif. Lancer's broadcasting career began as a police reporter at KOIL(AM) Omaha/Bellevue, Neb. He worked as a reporter and news director at stations in Cleveland, Charleston, S.C., and at WCAR(AM) in Detroit. While he was general manager at WHBY(AM)/WAPL-FM Appleton, Wis., he founded Fox Valley Broadcasters Association. Later, he worked for the Associated Press, United Press International, Agence France Press and the National Newspaper Association. Lancer is survived by two sisters.

Frederick G. Mosher, 42, former broadcaster, died Oct. 9 at Washington Hospital Center of AIDS complications. In the 1980s Mosher worked as a reporter and news anchor at WDBJ(TV) Roanoke, Va. Most recently he was director, media relations, at the Whitman-Walker Clinic in Washington. He is survived by his companion, Michael Smith; his parents; two brothers, and a sister.

James H. Pearsall, 62, art director, died of cancer Sept. 28 in Los Angeles. Pearsall's career as an art director and illustrator also included free-lance writing and photography. Most recently he worked for Jacobs & Gerber Inc., Los Angeles. Pearsall is survived by his brother, John.

Abiah A. Church, 73, lawyer, died of cancer Oct. 10 at his home in Naples, Fla. In the early 1950s Church was staff attorney at the NAB. From 1954-89 he worked at Storer Communications. Church retired in 1989 as VP/general counsel and secretary. He is survived by his wife, Betty, and two children.

Joseph Bolen Epperson, 85, engineer, died Oct. 9 at his home in South Pasadena, Calif. Epperson retired as VP, engineering, from Scripps Howard Broadcasting Co. in 1975. He had been with the company since 1935. During World War II he took a leave of absence to serve as a member of the Operational Research Group at the Pentagon. The group offered consulting engineering services on radar and communications matters. Epperson also wrote many technical articles for engineering publications and was an active member of several industry organizations. He is survived by two children, a sister, two grandchildren and two great-grandchildren.

—Compiled by Denise Smith
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Time Warner filed its application at the FCC last Friday to acquire Turner Broadcasting System's TV license. The application, part of Time Warner's \$8 billion stock swap with TBS, asks the FCC to grant the transfer of WTBS(TV) Atlanta from Turner to Time Warner.

FCC Commissioner James Quello had warm words for the V-chip last week. Addressing the Midwest Chapter of the Federal Communications Bar Association, Quello praised the use of the V-chip "to empower parents to protect children against objectionable programming as long as the government does not dictate composition of the ratings board."

Fox pulled in strong numbers for the premiere of its Saturday late-night *Mad TV* on Oct. 14. The comedy, based on *Mad Magazine*, averaged a 5.6 rating/13 share in Nielsen household numbers and a 4.7/16 among viewers 18-49. The show airs at 11 p.m.-midnight, and in the 11:30-midnight half-hour *Mad* beat NBC's *Saturday Night Live* in major demographic groups including adults 18-49 and adults 18-34 and finished 1.1 rating points behind *SNL* in households. However, the premiere show was against a "best-of" episode of *Saturday Night Live*; a truer test will be numbers from Saturday's (Oct. 21) head-to-head matchup, when the NBC show is not a repeat.

WB Network has given full-season pickups to its Wednesday 8-10 p.m. lineup. *Sister, Sister*; *The Parent Hood*; *The Wayans Bros.*, and *Unhappily Ever After* received back-end pickups giving them 22 episodes for the season. The network's all-comedy lineup has averaged a 2.8 Nielsen rating/5 share this season with growth over last season, when the night pulled in less than a 2 rating average. WB is still awaiting pickup decisions on its Sunday schedule, which is not faring as well. The lineup is pulling in a 1.7/3.

The Coalition of Ethnic Broadcasters in New York is challenging ITT-Dow Jones Television's \$207 million bid to buy WNYC-TV from the City of New York. The group has asked the FCC to deny the station transfer, citing ITT's plans

Record-setting week for Clear Channel

Clear Channel Communications Inc. posted another record quarter and watched its stock hit a 52-week high last Thursday. That was the day Clear Channel announced its third-quarter results and intentions to offer a 2-for-1 stock split. Clear Channel stock hit the record (81 3/4) and closed at 81, up 4 3/8 from the day before.

Clear Channel based its good third-quarter news on after-tax cash flow per share. That rose 45%, to 97 cents per share, compared with 67 cents per share for the same quarter in 1994. For the first nine months of the year, after-tax cash flow per share rose 46%, from \$1.79 to \$2.62.

Other third-quarter numbers also were impressive: Net broadcasting revenue was up 43% (\$58.66 million compared with \$41 million), while station operating income—the difference between revenue and related costs and expenses—rose 80% (from \$11.05 million to \$19.92 million).

L. Lowry Mays, president/CEO of the San Antonio-based company, credits station buys and improvements in existing station operations for the results. Clear Channel, incorporated in 1974, owns 10 TV stations, 20 FMs, 15 AMs and half of an eight-station radio company in Australia.

The stock split will be issued on Nov. 30 to all shareholders of record as of Nov. 15.

—EAR

to replace the station's public TV programming with sports, business news and entertainment. "The loss of ethnic programming that would occur...is contrary to the public interest," the group said.

The U.S. Court of Appeals for the Sixth Circuit late Friday rejected an FCC petition to reconsider a stay of the scheduled Dec. 11 PCS entrepreneurs' block auction.

The court last week stayed the auction after it received a challenge to the FCC rules from cellular service provider Radiofone.

Radio stations in Arkansas, Louisiana and Mississippi will be getting license renewal forms from the FCC next month. The commission last week said it plans to send out the forms in mid-November. Also receiving the forms will be Colorado FM translator stations.

Steven Hewitt, head of Showtime Entertainment Group, the cable network's original production unit, has joined Hallmark Entertainment, New York, as executive VP, creative affairs, and president, Hallmark Productions. Hewitt will divide his time between the company's East and West Coast offices and will oversee development and production. Among Hallmark's upcoming network offerings are *Streets of Laredo* (CBS), *Bye Bye Birdie* (ABC) and *Gulliver's Travels* (NBC).

Paramount's *Leeza* received its highest ratings during the week of Oct. 9, when it averaged a 2.7 Nielsen rating/12 share. The NBC show's performance for the week was a full rating point higher than its numbers during the same week last season and grew 8% in household numbers over the previous week this season.

Nielsen audience composition breakdowns for the week of Sept. 18 reveal interesting tidbits about this year's bumper crop of first-run talk shows. *Carnie*, which leads the newcomers in the ratings, has roughly the same demographic skew as *Sally Jessy Raphael*, *Oprah Winfrey* and *Donahue*, meaning largely female (63%). *Gabrielle* boasts the highest percentage of viewers in the 18-34 range at 37%, but she's tied with *Carnie* and *Mark Walberg* for the highest percentage of women 18-34 at 23%. Among the old guard, *Gordon Elliott*, *Jenny Jones* and *Richard Bey* are tied for the highest percentage of women 18-34 at 24%, while *Ricki Lake* trails with 21%. Women 18-49 make up 38% of the audience for *Oprah Winfrey* and *Jenny Jones*, but *Jerry Springer* beat both of his top-rated competitors by a hair with 39%. Another surprise? *Rush Limbaugh* boasts the most even split of adult men (48%) and women (46%) of any talk show.

WASHINGTON

Hundt, NBC go one-on-one

FCC Chairman Reed Hundt and NBC are at odds over what qualifies as an educational children's TV show. In a pair of speeches last week, Hundt criticized NBC's inclusion of *NBA Inside Stuff* in the category in comments filed on the FCC children's TV proceeding. "I know the NBA is fantastic, but saying that it provides education is like saying a playground is a classroom," Hundt said. NBC countered in a letter to Hundt that the NBA-produced show covers an array of educational topics relevant to teenagers through features on the off-court activities of players, coaches and others. "NBC is at a loss to understand your blanket indictment," NBC Executive Vice President/General Counsel Richard Cotton said in a letter to Hundt.

Auction confusion

At least one broadcast lawyer is concerned that the pending telecommunications legislation would authorize the FCC to resolve mutually exclusive broadcast applications with auctions. "The language in the proposed legislation...could prevent such settlements from going forward...and throw all of these applications into an auction," wrote Vincent Curtis of Fletcher, Heald & Hildreth in a letter to BROADCASTING & CABLE. But one industry insider who has lobbied on the issue says it is not the intent of the House or the Senate to auction broadcast licenses. Any confusion will be cleared up when Congress reconciles the two versions of the bill, the insider says.

NBC kids come to D.C.

NBC's kids TV stars are coming to Washington. Seeking to raise the flag for the network's children's TV output, performers from *Saved by the Bell* and other NBC shows will be meeting lawmakers and their families at a Capitol Hill gathering on Thursday (Oct. 26). "It's a family-oriented

event," says one industry source. Coincidentally, NBC is holding its event the same day Fox is releasing its study on children's TV at a press conference in Washington. A source says the events are not connected.

NEW YORK

Unpopped

The Popcorn Channel, the 24-hour basic cable channel offering movie information and local listings that was scheduled to launch last September, is still "undergoing technical adjustments," says a Popcorn network spokesperson. The channel launch has been delayed indefinitely.

Brandwagon

Newly named Comedy Central President Doug Herzog says one of his goals is to create a distinct branding signature for Comedy Central's original programming, as MTV has done with its *Unplugged* music series. "We need to come up with the 'unplugged' of stand-up comedy; to find a way to package it and present it so that it feels different and fresh and really has a new spin on it," he says.

PHILADELPHIA

Bidding for U.S.

Several radio group owners are said to be bidding to buy stations held by US Radio Inc. of Philadelphia. Reportedly bidding in the first round of offers are Multi-Market Radio Inc., Abry Communications and Broadcasting Partners LLC. Bids are expected to be accepted through the first week of November.

US Radio Inc., led by group chairman Ragan Henry, owns and operates four AMs and eleven FMs in Memphis; Little Rock, Ark.; Reading, Pa.; El Paso; Spring, Tex., and Norfolk, Portsmouth and South Boston, all Virginia. Through various ownership partnerships and local marketing agreements, Henry also controls stations in Brigham City and Centerville, both

Utah; Mount Clemens, Mich.; Independence, Mo., and Wildwood, N.J.

NEW YORK

'Rugrats' stops production

Nickelodeon has quietly ceased production on *Rugrats* after 65 episodes. Although the show continues to be one of its highest-rated original series, the kids network traditionally stops production after 65-episodes.

HOLLYWOOD

Imagine all the [unhappy] people

With less than a month to go, it appears that the cornerstone of ABC's November sweeps slate has successfully been kept out of the hands of bootleggers and hard-core Beatles fans. To the surprise—and dismay—of many, music industry sources say the two new Beatles tracks featured in ABC's six-hour special, *The Beatles Anthology*, have not surfaced in the bustling bootleg CD market, where Beatles material is plentiful and fetches top dollar. ABC hasn't even seen a final edit of the special, produced for the network and the home video market by London-based Apple Productions. And when review copies are sent out next month, a network spokesperson promises the new songs will not be included.



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The right stuff

Amid all the wrong-guided talk out of Washington about government-imposed quotas and government-engineered compacts on educational TV, there is a right-guided example of how to tap the communications industry's resources to help educators and their students.

Cable, broadcast, telephone, computer and consumer electronics industry executives met with President Clinton and government officials at the White House two weeks ago (BROADCASTING & CABLE, Oct. 16) to discuss the President's proposal to insure that all the nation's schools have access to the information superhighway.

Time Warner, whose chairman Gerald Levin was among those meeting with the President, pledged to wire every classroom in its service area, provide modems to the schools and training for the teachers, and a host of executives who will be involved in developing a comprehensive connection plan.

The plan would give the President industry firepower he needs to effect the massive interconnect. It would insure students and teachers universal Internet access. Not incidentally, it would push the telco bill closer to passage.

The President dialed the right numbers and touched the right nerves. It's no surprise that he got the right answers.

New times always, old time we cannot keep

We're not quite sure what to make of Tony Malara's leaving CBS. It's not quite the end of an era, but it feels that way. This page first knew him as general manager of WNY-TV Watertown, N.Y., in something like the 171st

market, before he burst like a rocket on the network scene in New York in the late 1970s. Neither the network nor the business of broadcasting was ever the same again. Last December, we had occasion to interview him for a cover story principally concerned with the sturm und drang of putting CBS back together after all the inroads from New World and Fox. It was a fascinating account by a pro about his profession, and his calling.

We're not sure just when the exodus began at CBS, although the tide started to go out with Frank Stanton in 1973. The years since then have been hard ones for the once Tiffany network. Tony Malara, who leaves on the eve of Westinghouse's taking over, joins a long line of broadcasters who thought working for CBS their highest honor.

Happily for the Fifth Estate, many of them are still around to populate the new ventures that have picked up where CBS left off. There is life beyond Black Rock.

Nonpartisan praise

FCC Commissioner James H. Quello, a Democrat, was accorded a singular honor by Representative Jack Fields, a Republican and chairman of the House Telecommunications Subcommittee, who entered into the *Congressional Record* a statement that said in part:

"It's accurate to say that no one has played a greater role for a longer period of time in our country's and the world's communications revolution.... I have been particularly impressed with Jim's efforts to reduce regulation and foster competition.... Perhaps the reason that Jim is so universally respected is the fairness and common sense he brings to every issue that comes before him."

The chairman's commendation filled two single-spaced pages. Not a word too many.

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Louls Bradford, distribution director
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Robert Foody, director of technical advertising
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Week of 12/5/94



Week of 12/12/94



Week of 12/19/94



Week of 12/26/94



Week of 1/2/95



Week of 1/9/95



Week of 1/16/95



Week of 1/23/95



Week of 1/30/95



Week of 2/6/95



Week of 2/13/95



Week of 2/20/95



Week of 2/27/95



Week of 3/6/95



Week of 3/13/95



Week of 3/20/95



Week of 3/27/95



Week of 4/3/95



Week of 4/10/95



Week of 4/17/95



Week of 4/24/95



Week of 5/1/95



Week of 5/8/95



Week of 5/15/95



Week of 5/22/95



Week of 5/29/95



Week of 6/5/95



Week of 6/12/95



Week of 6/19/95



Week of 6/26/95



Week of 7/3/95



Week of 7/10/95



Week of 7/17/95



Week of 7/24/95



Week of 7/31/95



Week of 8/7/95



Week of 8/14/95



Week of 8/21/95



Week of 8/28/95



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