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Broadcasting & Cable

the New Television and Radio

Vol. 125 No. 49

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*Dick Wiley and
the Digital Age*

Ready When You Are

New team begins rebuilding CBS

Western Cable Show '95

**Raising the Speed Limit
on the Infohighway**

roducing

HOT BENCH

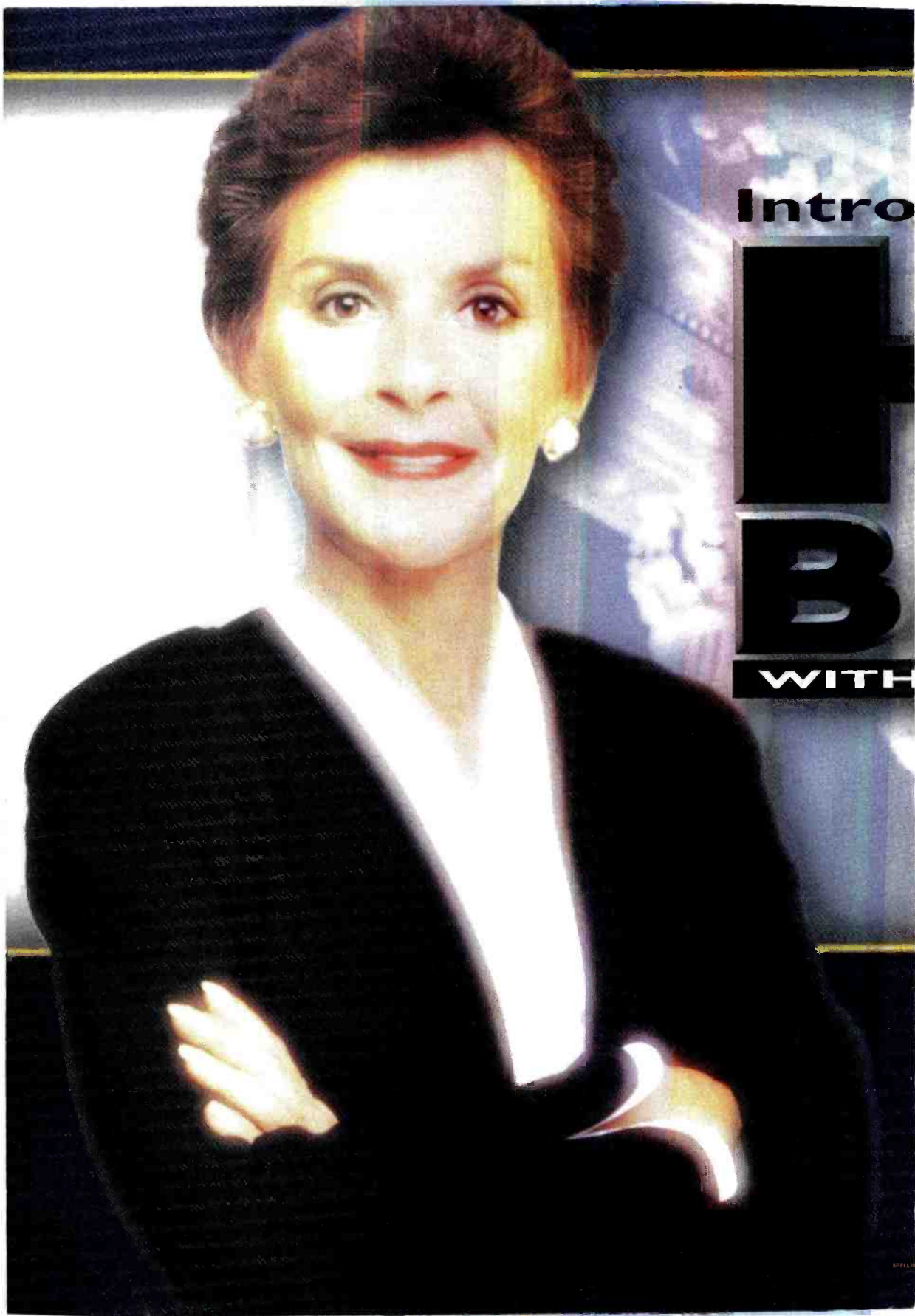
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AVAILABLE FALL 1996



Intro

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MORE
BENCH
STRENGTH
THAN
THE
ATLANTA
BRAVES.

Fast Track

Must Reading from
BROADCASTING & CABLE

December 4, 1995

TOP OF THE WEEK

Up to (high) speed in Anaheim Cable modems took center stage this year at the Western Cable Show in Anaheim, Calif. MSOs have shifted their focus from interactive TV to the Internet and plan to work toward a standard for PC-cable modems. / 4

CBS's turnaround team Affiliates are encouraged that Peter Lund will remain president of the new CBS Inc. after its merger with Westinghouse. Meanwhile, Dan Mason, president of the newly merged Group W and CBS radio groups, will concentrate on improving ratings, revenue and profit. / 10, 50

FCC gets ATV recommendation After eight years of work, an FCC advisory committee has recommended the Grand Alliance system as the next television broadcasting standard. An FCC rulemaking will be launched in January to adopt the standard. / 26

BROADCASTING

'Carnie' first to fall The plug will be pulled on *Carnie* despite its position as the top-rated new talk show of the season. Its average 2.0 national Nielsen household rating is partly to blame for the show's fall. / 44



'Carnie' (above) will be canceled, but Rosie O'Donnell is waiting in the wings. / 44

Diller snags HSN, Savoy Barry Diller's Silver King Communications has gobbled up control of Home Shopping Network and Savoy Pictures. The bold moves give Diller a programming platform for another national network. / 47

COVER STORY

Dick Wiley: Delivering on digital

As chairman of the FCC's Advisory Committee on Advanced Television Service, Washington lawyer Richard E. Wiley is responsible for the television system of the future: digital and high-definition. Wiley talks about the eight years of work it

took to agree on a standard, and what it will mean.
Cover and inside photos by John Trouha/Black Star / 32

CABLE: WESTERN SHOW '95



Under the lights (l-r): Ted Turner, Robert Redford, Barry Diller / 56

Turner on Murdoch: 'Squish him like a bug'

Ted Turner says he agreed to a merger with Time Warner partly to be able to compete with other media giants, including News Corp. and Viacom. "I'm looking forward to squishing Rupert [Murdoch] like a bug," Turner said during the opening session of the Western Show '95 in Anaheim, Calif. / 56



Dealing with the telcos The Disney-led telco programming arm has cut distribution deals with E! and TBS. More such deals are expected as telcos obtain cable franchises and build wireless systems. / 62

USA builds Saturday block USA Network plans a Saturday evening block of original programming next year to sharpen the channel's image. / 68

TECHNOLOGY

CBS narrows nonlinear field CBS News has picked Avid and D-Vision as the finalists for its nonlinear editing systems. The companies' two versions will be subject to intensive hard-news testing, with a decision expected next month. / 76

Telemedia Week

Racing toward high-speed modems Cable operators and equipment vendors agree that cable subscribers should be able to go online up to 1,000 times faster than they do today via telephone lines. They expect to set a preliminary cable-modem standard by April. / 82

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4940

Up to (high) speed in Anaheim

At Western Show, cable sets its sights on the Internet with high-speed PC-cable modems

By Rich Brown

Another year, another would-be technological breakthrough being trumpeted at the Western Cable Show in Anaheim, Calif. This year, cable modems took center stage.

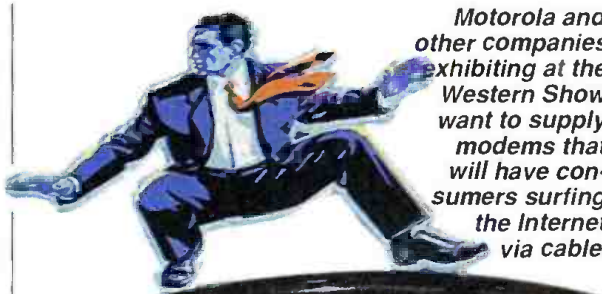
Multiple system cable operators say they are now shifting their focus from interactive TV to the Internet and announced plans on Thursday to work toward a standard for PC-cable modems (see story, page 82).

Three top MSOs—Tele-Communications Inc., Time Warner and Comcast—have made three separate orders totaling 350,000 units from Motorola (Comcast also ordered 150,000 units from Hewlett-Packard). The largest MSO, TCI,

plans to begin deployment at its Sunnyvale, Calif., system in February 1996.

"It's a real ace in the cable industry's deck of cards," says TCI President/CEO John Malone.

But it is not clear how fast the modems will roll out at cable systems around the country, particularly given



Motorola and other companies exhibiting at the Western Show want to supply modems that will have consumers surfing the Internet via cable.

the industry's history of technological delays. Digital compression, for example, has yet to become the widespread reality for cable systems that Malone predicted at the 1991 Western Show.

Malone said last week that TCI's approach to introducing the cable-modem technology would be on an "incremental" basis. He said the real issue for operators is

not how wonderful the online interface will be, but how to pay for it all.

"Will the dog eat the dog food based on this first version of the dog food?" asked Malone.

Shawn Doherty, vice president of @Home Network, says setting up a broadband online network will cost at least \$30 million (\$10 million to build a network operations center; \$12 million for back-office billing and subscriber management, and \$8 million for customer support). Such a stiff entry cost, he says, makes building an installed base of users critical. The projected 2%-5% initial market penetration won't cut it as a viable business model, Doherty says.

"Skimming early adapters will be easy; building a 15%-20% market share will take five years,"



Five more transponders for TVN

Near-video-on-demand service TVN Entertainment will lease an additional five transponders on Hughes's Galaxy 9 satellite (set to launch in the spring) to carry out its plans for a new digital delivery system for cable system operators. TVN next year will deliver MPEG-2, digitally compressed video streams to cable headends, which will remodulate the signal for delivery via existing coax lines. TVN President/CEO Stuart Levin says the system, which will deliver 40 channels at the start, has just signed a deal with Cablevision Systems Corp.'s cable systems in Connecticut.

Jones goes country

A new country music video network, Great American Country, will be launched Dec. 31

Record attendance for Western Cable Show '95

1995
23,200

1994
21,700

by Jones International Networks, the programming arm of MSO Jones Intercable. Existing network Country Music Television serves 31.4 million subscribers. Another Jones company, Jones Satellite Networks, operates the largest country music radio network in the U.S.

CC gets 'Dream On'

Comedy Central has picked up the off-network rights to HBO series *Dream On*. The series will debut in January 1996 on the cable network, which has a five-year window covering 123 episodes.

New from Nick

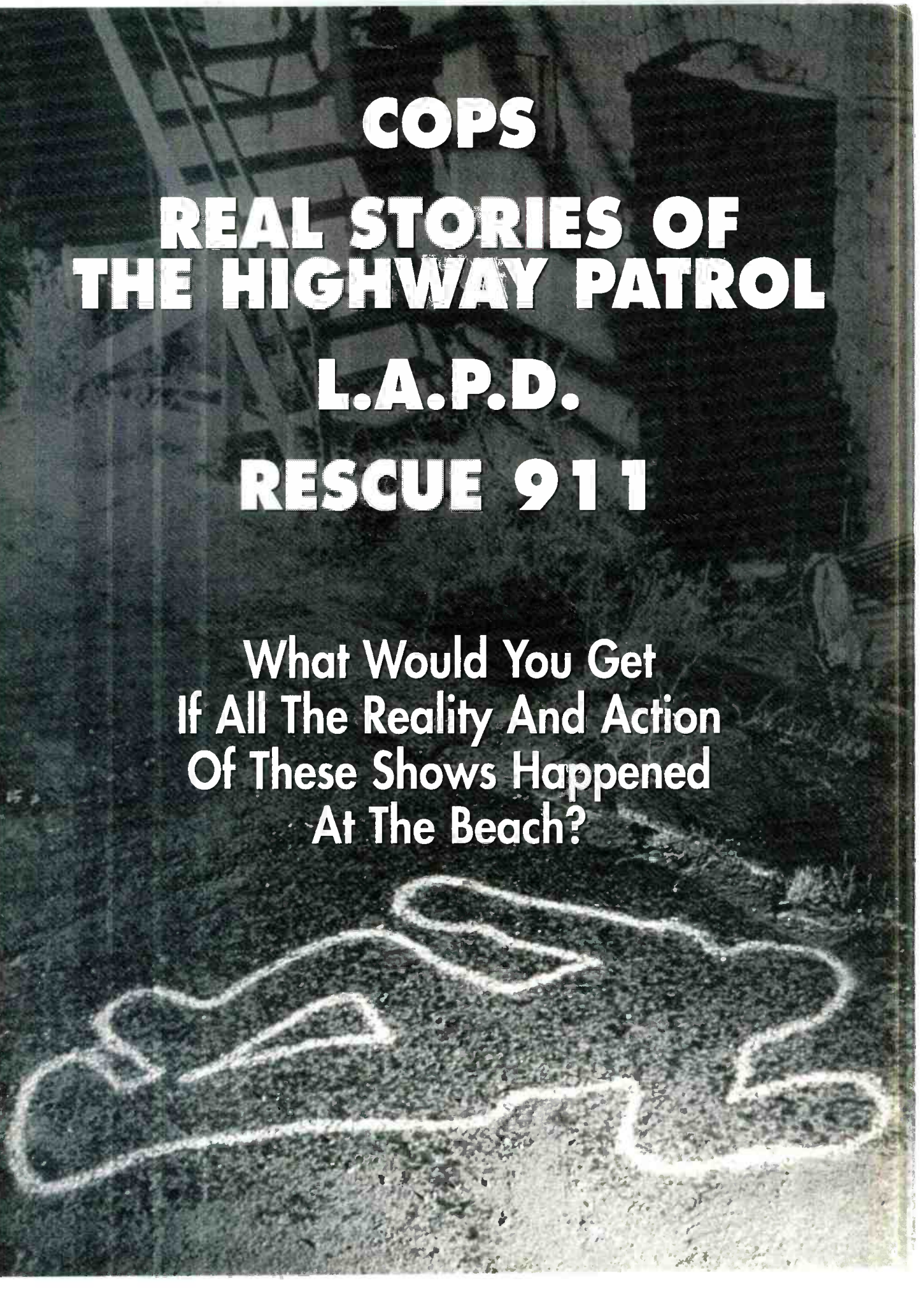
Nickelodeon has created three series for 1996 debut: *Space Cases*, a comedy adventure series about five kids in outer space, appropriately produced by *Lost in*

Space star Bill Mumy and Peter David; *The Mystery Files of Shelby Woo*, a play-along mystery show with Irene Ng ("The Joy Luck Club") and Pat Morita (*Happy Days*), and *Angry Beavers*, a Nicktoon about two beaver brothers.

USA picks up film package

USA Network has acquired a 23-title film package from Paramount that includes "Clear and Present Danger," "Indiana Jones and the Last Crusade," "The Firm," "Sliver," "Indecent Proposal" and "Addams Family Values." The exclusive multiyear package kicks off with three titles—"Cool World," "The Ambulance" and "The Taking of Beverly Hills"—available in 1996. In another development, USA co-owned network Sci-Fi Channel in 1996 will begin airing an original movie each month.

More Western Show coverage begins on page 56



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Of These Shows Happened
At The Beach?

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SACRAMENTO	KPWB	AUSTIN	KXAN
PORTLAND	KGW	HONOLULU	KFVE
INDIANAPOLIS	WISH	DES MOINES	KDSM
HARTFORD	WTNH	SPOKANE	KREM
CINCINNATI	WXIX	OMAHA	KPTM
COLUMBUS	WSYX	TUCSON	KTTU
GREENVILLE	WFBC	CHAMPAIGN	WAND
SAN ANTONIO	KRRT	FT. WAYNE	WANE
GRAND RAPIDS	WOTV	RENO	KREN
NORFOLK	WAVY	BOISE	KTVB
W. PALM BEACH	WFLX	BAKERSFIELD	KMPH

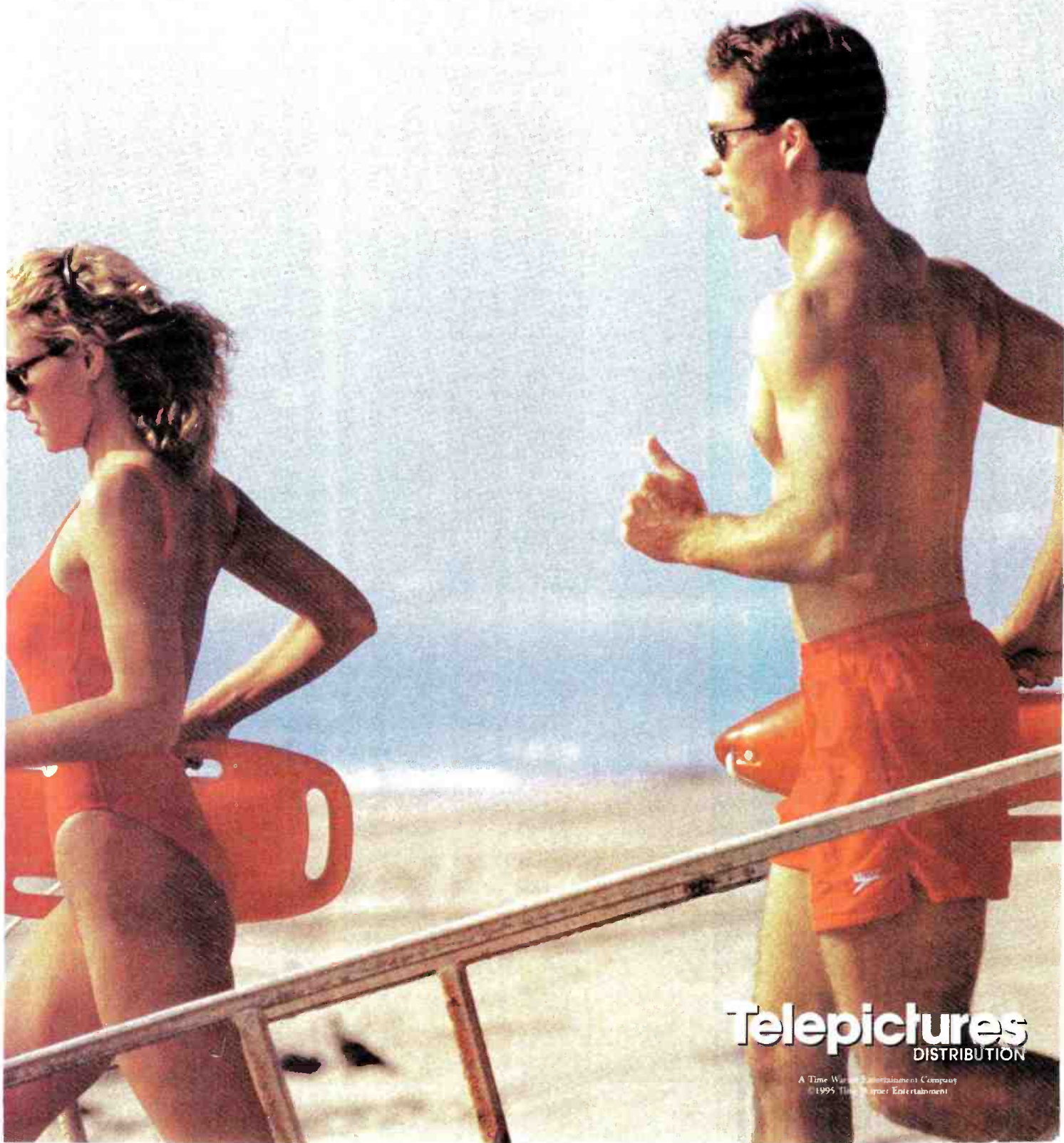
LIFEGUARD

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PARTNER STATIONS NETWORK

GUARD



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Doherty says. Cable operators will need to funnel profits from current video service subscribers to bridge the gap, he says.

Cable operators say developing a standard for cable modems would make it possible for the units to be sold to consumers at the retail level, thereby removing the financial burden from cable operators. Until then, cable operators plan to buy the modems for about \$500 each and then lease the units to subscribers.

Aside from the cost issue, Hewlett-Packard's Jeffrey Hornung says, obstacles in getting such a high-speed network up and running likely will include consumers' fears of losing privacy, cable operators' less-than-stellar service reputation, and fear of subscriber prices creeping up.

Nevertheless, industry analyst Tom Adams says that cable operators have an opportunity to tap into the consumer market before competition can build its own infrastructure. Cable's deployment does not require a total rebuild of its infrastructure, and even small systems in rural areas can play in the new arena. He says that 20% of cable operator revenue could come from online services by 2005 and that the MSOs could lock up two-thirds of the high-speed market 10 years from now.

Success will depend on how well MSOs can develop market share and distinguish their networks from existing online and World Wide Web services, says Steve Craddock, Comcast Corp.'s vice president, new media development.

The cable industry also could miss the online boat if it maintains a cautious, incremental approach to rolling out new high-speed-modem technology.

"I would caution people not to be any more conservative than absolutely necessary," says Brian Ferren, execu-

tive vice president, creative technology, Walt Disney Imagineering. He says cable might not be able to reach critical mass in the online world if it does too little, too late. "It is, in fact, possible to aim low and miss," Ferren says. ■

—Additional reporting by Jim McConville

Peace breaks out at FCC

By Chris McConnell

FCC commissioners privately were passing the peace pipe after last week's public meeting.

Seeking to cap this fall's stream of angry commissioner statements—most of them concerning diverging views on children's TV rules—FCC Chairman Reed Hundt invited the other commissioners to his office last Tuesday to talk about taming the rhetoric.

"All agreed that things had gone a little far," one FCC source said of the meeting, which lasted about 30 minutes. "They agreed they should not be making personal attacks," added another official.

Hundt did not comment on the meeting, which also was attended by FCC General Counsel William Kennard to insure that the commissioners did not discuss pending proceedings.

Commissioner James Quello had high marks for the bury-the-hatchet session: "Several commissioners recognize the need for a less personal, contentious approach to differences in

regulatory problems. All agreed to work toward maintaining a respectful, professional demeanor in resolving complex commission issues."

Quello this year has had harsh words for Hundt's push for minimum children's educational TV requirements and last month questioned whether the effort amounted to "governmental extortion" in the case of the FCC's review of the Westinghouse/CBS merger.

Commissioner Andrew Barrett also was critical of Hundt during last month's dispute over how to treat Westinghouse's children's TV programming pledge in evaluating the company's request for a series of FCC ownership waivers.

But last week, Quello predicted that the effort to curb angry statements will yield results. "The feeling was, everyone is going to work hard at not making things personal," one source said.

As to whether the commissioners will stick to such warm words, however, FCC officials were offering no guarantees. "We'll see," said one source. ■

Washington Watch, Western-style

Cable has "a lot of problems" with the TV industry recommendation to permit broadcasters to air multiple channels of standard-definition digital TV, National Cable Television

Association chief technologist Wendell Bailey told a Western Cable Show audience. "It seems to be a waste of good bits." The FCC's Advisory Committee on Advanced Television Service recommended that the agency adopt as a national standard the Grand Alliance digital broadcasting system, which permits multiple standard-definition

television or high-definition television. Bailey also said cable is more likely than broadcasting to introduce HDTV. If HDTV is a success in the U.S., he said, "it's only because of the cable industry."

■ ■ ■

Fewer FCC staffers were walking the convention floor last week. At least seven commission officials canceled plans to attend the show because of budgetary constraints following the government shutdown last month. "There's

great uncertainty about money," says Jerry Yanowitz, VP, federal affairs, for the California Cable Television Association. Yanowitz says the staffers decided it was best to stay in Washington, especially when there may be only enough money at the agency to cover salaries. Most of the FCC officials who didn't make it were from individual commissioners' offices. Nevertheless, there was a small delegation in attendance, including Cable Bureau Chief Meredith Jones; Bill Johnson, deputy chief of the Cable Bureau; FCC Chief Economist Michael Katz; Ron Parver, chief of the FCC's technical services team, and Jim Schlichting of the Common Carrier Bureau.

■ ■ ■

In his "farewell address," outgoing FCC Chief Economist Michael Katz shared his views on the future of convergence. "It's a mistake to think [the TV and computer] will be one device," Katz said. There's been "so much hype" about the technology that "people forget about consumers" and what the technology will do for them, he added. Katz, is leaving the FCC after a two-year stint.



Slow going on telcom bill

House and Senate talks bog down, but get going by week's end

By Christopher Stern

It was a rough week for congressional negotiators trying to reconcile the House and Senate versions of the telecommunications bill.

Talks reached their first major impasse last Wednesday on issues ranging from set-top boxes to rules for Baby Bell entry into the long-distance business. After almost six weeks of meetings, including weekends, frustrated staffers ended talks early Wednesday and failed to meet Thursday.

Meanwhile, Senate Majority Leader Robert Dole (R-Kan.) and House Speaker Newt Gingrich (R-Ga.) have stepped up pressure on negotiators to wrap up talks by this Friday with the goal of holding a final vote by Dec. 15.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) has scheduled a meeting of the House and Senate conferees for tomorrow (Dec. 5). Pressler acknowledged that talks had run into trouble midweek, but insisted Thursday night that the conference was back on track. Staffers would meet through the weekend, Pressler said.

Although Hill staffers have been hammering out details of the bill, there have been no meetings of elected representatives to discuss the substance of the legislation. Pressler has scheduled such meetings in recent weeks, only to cancel them later.

Sources both on and off Capitol Hill said that after weeks of nonstop negotiations, it is time for the members to give additional guidance to the staff. "Clearly, the time is ripe for the conferees to sit down and start to make the calls on the tough issues," said James Wholey, vice president, government affairs, Jones Intercable. Without input from the members, he said, negotiations at the staff level could stall.

It appeared last Wednesday that Hill staff had gone as far as they could without additional input from their bosses. Among the issues to be resolved are rules for Baby Bell entry into long distance, cable rate regulation and broadcast ownership reform, sources say.

Observers say House Commerce Committee Chairman Thomas Bliley's (R-Va.) refusal to compromise on a

provision making set-top boxes available in retail stores was particularly troublesome last week. The provision, which Bliley strongly supports, also allows cable operators to offer the equipment to subscribers, but bars the industry from subsidizing the price of the boxes. Cable opposes retail sale of the boxes, saying it would freeze the current technology in place.

Also last week, senators Byron Dorgan (D-N.D.) and Bob Kerrey (D-Nebr.) expressed concern that the conference would eliminate subsidies for telephone service in rural areas. If the conferees "bring to the floor of the Senate a conference report that backs away on the protections in this bill for rural states, they are going to have a lot of trouble," Dorgan said.

Media concentration on broadcast reform also was targeted by Dorgan, who opposes provisions that would lift the ownership caps for television and radio. "That kind of concentration moves in exactly the wrong direction. Concentration is the opponent of compe-



Pressler says he is determined to wrap up bill in time for Christmas.

tion," said Dorgan. President Clinton has threatened to veto the bill over several issues, including media concentration.

Democrats and Republicans acknowledge that the Clinton administration has had a strong voice in the conference. "What they are working on is not something that will be vetoed. They are working on something that will be signed," one Hill source said.

Representative John Dingell (D-Mich.) last week said talks were moving slowly, but that the legislation has momentum. "I'm fully determined to get a bill, and I think most others are also." ■

Broadcast spectrum still in play

Broadcast spectrum continues to be a pawn in the budget game being played by Congress and the White House.

Sources say the Clinton administration wants to count revenue from a sale of broadcast spectrum against federal deficit projections. In order for the money to be included in the Republican plan to balance the budget within seven years, the spectrum auction must take place by 2002.

The airwaves targeted by the White House, say sources, are the additional 6 mhz that broadcasters are expecting to receive to launch a digital TV service. The Clinton administration would still allow broadcasters to receive a second channel, but would force them to hand their original channel back by 2005. (Broadcasters would be allowed to keep the second channel for up to three years after it was auctioned to someone else.)

Under the current plan, broadcasters would not pay for the second channel, but must give up their original analog channel once the transition is completed. There is no predetermined date for the return of the original analog channel.

An accelerated spectrum auction would be a disaster for the industry, say broadcasters, forcing stations to turn off their analog signal before millions of consumers had invested in digitally compatible equipment, say broadcast lobbyists.

Republican budget writers intended to oppose any effort to auction the digital spectrum early, say industry lobbyists. However, they also noted that if budget writers have to choose between selling the spectrum and cutting Medicare benefits, the spectrum will be put on the auction block.

—CSS

By Steve McClellan

The new management team at CBS waxed eloquent last week about its eagerness to get going with the job of turning around the network. Analysts say not much really changed with last week's naming of the executive team that will run CBS following its merger with Westinghouse—the network is clearly in a rebuilding mode for the short term, and who knows what will occur beyond that.

But affiliates were reasonably encouraged by the announcement that Peter Lund would remain to run the new CBS Inc. as president and chief executive officer. They also were encouraged by the naming of Bill Korn as president of the CBS Station Group (and executive vice president of CBS Inc., reporting to Lund), which encompasses all the owned television and radio stations as well as the syndication unit, Group W Productions, headed by Derk Zimmerman.



New executive suite: Bill Korn, Peter Lund, Michael Jordan, Leslie Moonves

CBS's turnaround team

Lund, Korn, Moonves, Klein and Mason in place; network division heads to be re-evaluated

Leslie Moonves will continue in his role as president of CBS Entertainment, and also was named an executive vice president of CBS Inc. Moonves also reports to Lund, who reports directly to Westinghouse Electric Corp. Chairman Michael Jordan.

Reporting to Korn on the station side will be Jonathan Klein, president, CBS Television Station Group, and Dan Mason, president, CBS Radio Station

questions about mounting speculation concerning the future of CBS News President Eric Ober, Lund said he would be talking to—and evaluating—all of his division heads at the network in the next month to determine if the right people are in the right jobs. "I want to hear their plans for the future and share my plans for the future," he said. "There may be a change in any job, and there may not

Group. Those appointments reflect the strength of the Westinghouse stations generally and also highlight troubles within the CBS-owned stations, especially the television stations in the top three markets.

Peter Lund described both Johnathan Rogers, former head of the CBS-owned TV stations, and Nancy Widmann, former president of the CBS Radio group, as "displaced" but talented executives for whom the company would try to find new positions.

In response to

The Jordan game plan



Call him Michael Jordan, broadcaster. And cablecaster. By next year, after the completion of various Westinghouse Electric Corp. asset sales, 50% of the company's cash flow will be derived from its broadcasting and cable properties.

Jordan recalled at a press briefing last week that when he first joined Westinghouse two years ago, "the strongest suggestion I had [from] both

inside and outside the company was to get rid of broadcasting. Not only could you sell it for money, it was a wasting asset." But Jordan didn't buy it. "It didn't make sense," he said. "The world isn't going to go to cable, and the great networks aren't going to go away, because advertisers need them. Where else will they get 65% reach?"

Jordan said that he will spend perhaps 40% of his time on broadcasting issues. "I've indicated that my role will be to spearhead the growth strategies: What do we do to enhance the over-the-air broadcast group and go

beyond it? That will be one of my principal roles."

As for the future, Jordan said it's the producers who are being affected the most by growth of the new distribution technologies and the so-called convergence of the computer, television and telephone businesses. "We still [think] the major over-the-air networks will have the dominant leadership position in the advertising revenue stream," he said. But convergence, coupled with reforms such as fin-syn, will "begin to homogenize the production industry."

Traditional programing alliances will get more complex, Jordan said. For CBS, "we will have to figure out where we fit into the content equation. That's a major task we've set ourselves. I view that as something that's an overlay to fixing the current CBS." Cable is clearly a priority: "I think we will make some moves [into cable] in '96," he said.

Jordan reaffirmed his commitment to news and to the First Amendment. He particularly wants to see the news division strengthen its programing. "Relative to our two major competitors, we don't have many major entries, especially in prime time. We ought to be trying to find opportunities to do stuff that's creative in that arena."

—SM

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GRACE UNDER FIRE

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New number one

The merger of CBS into Westinghouse creates the largest broadcast station group in both television (15 stations) and radio (39 stations). The television stations cover 33% of the country, and clearly, most of the stations on the CBS side are underperforming.

Newly appointed station group president Bill Korn wants to strengthen the group's performance through the expansion of in-house program development for prime time access and other dayparts and possibly the integration of some radio and TV operations in some markets—a strategy that has worked for Westinghouse in Boston, Philadelphia and San Francisco. In New York, for example, the new CBS owns four stations, including two all-news outlets and WCBS-TV. Korn says he'll explore integrating the news operations of the stations. Similar opportunities exist in Chicago and Los Angeles, where the group has TV and all-news radio out-



lets. TV-radio crosspromotion also will be implemented.

Korn also says that a top priority will be to improve the operating-cashflow margins at the CBS TV group that tend to lag 10-15 percentage points behind those of its competitors. "That won't be just a function of reducing costs," he says. "It's also getting ratings and revenue growth up and getting your sales organization to execute more effectively in the marketplace." Korn says revenue growth would account for at least half of the margin improvement he's looking for, while cost reduction would account for "less than half. We believe in very lean and efficient organizations. We take the money we save... and plow it back into news and into programming." Korn also says that the syndication programming company will expand its output. The merged group's 33% coverage base has attracted a lot of potential program venture partners, he says. —SM

be a change in any job."

"It's a step in the right direction," says Ralph Gabbard, president of the Gray Communications broadcasting division and chairman of the CBS Affiliate Board. "I think it's the right structure to get the job done. The affiliates have confidence in Peter Lund's abilities, and he clearly has the position and authority to do his job."

Just about everyone, from Westinghouse Chairman Jordan on down, agrees that the tasks ahead are fairly straightforward and challenging: Fix prime time and news and shore up the distribution system, which suffered dramatic setbacks in the affiliation switches last year.

Gabbard says the network needs to address the evening and morning news ratings and identify the "long-term players in news. Who will be the next Dan Rather?" For the time being, Lund responds simply that "Dan Rather has job security."

Fixing prime time is job one. Lund stressed that he thinks the current poor programming lineup lies at the heart of CBS's problems and that distribution problems have been overplayed: "We can be number one with the station lineup we have today. That is not the source of our problems. Programming is the source of our ratings problems."

As for prime time, Moonves told reporters the network has a "major uphill battle" that is "going to take time and patience" to repair. Regarding this season, where CBS has fallen farther behind ABC and NBC (and Fox, among viewers 18-49), Moonves said the network tried to do too much too soon. But

there won't be "wholesale changes" until next fall, he said. (A new drama with Montel Williams will debut in January and a new Don Johnson drama will air in March, he said.)

Jordan confirmed that he has had numerous conversations with other companies about joint ventures in broadcasting, and talks with some concerning a minority stake in CBS. But he stressed that "nothing serious" is on the table. If Westinghouse does take on a partner with CBS, that partner will have to offer "strategic" assets beyond cash, he said. He also indicated that a series of asset sales would be announced shortly.

With the exception of the Group W Satellite Communications unit in Stam-

ford, Conn., the Westinghouse station and programming units will give up their Group W identity in favor of the CBS name and logo, the well-known eye. (GWSC President Don Mitzner will report directly to Jordan.) It's a point of sensitivity among some Group W staffers, given the company's 75-year history in broadcasting. But the fact is, sources say, it's much sounder strategy to market all the broadcast assets under the better known CBS brand, which has been around, on a national basis, for almost as long.

Layoffs are inevitable as the CBS and Westinghouse entities fully integrate and redundancies are "dealt with," as Jordan put it. ■

CBS signs Cosby

By Steve McClellan

CBS confirmed reports on Friday (Dec. 1) that it has given a new prime time sitcom starring Bill Cosby (and produced by Carsey-Werner Entertainment) a two-year commitment, starting in fall 1996. Financial details weren't disclosed, but all four networks bid aggressively on the project, based loosely on British sitcom *One Foot in the Grave* (the Cosby version is yet to be titled).

Speculation is that the deal is one of the priciest in recent memory. CBS executives strove to position it as an example of the kind of "resources and commitment" that new network owner Westinghouse is prepared to make to

turn around CBS. "My job started becoming fun as of yesterday" when the Cosby deal was finalized, CBS Entertainment chief Leslie Moonves said last Friday. "This is a giant step in the rebuilding of CBS."

The program will be shot in New York. The initial commitment is for 44 episodes over two years, and CBS will pay substantial penalties if it cancels the show before then, sources confirm. Cosby will play a curmudgeonly character he describes as "Archie Bunker without the racism and sexism." The network also has given Cosby at least one additional prime time program commitment. Cosby and C-W agent William Morris brokered the deal. ■

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Time*

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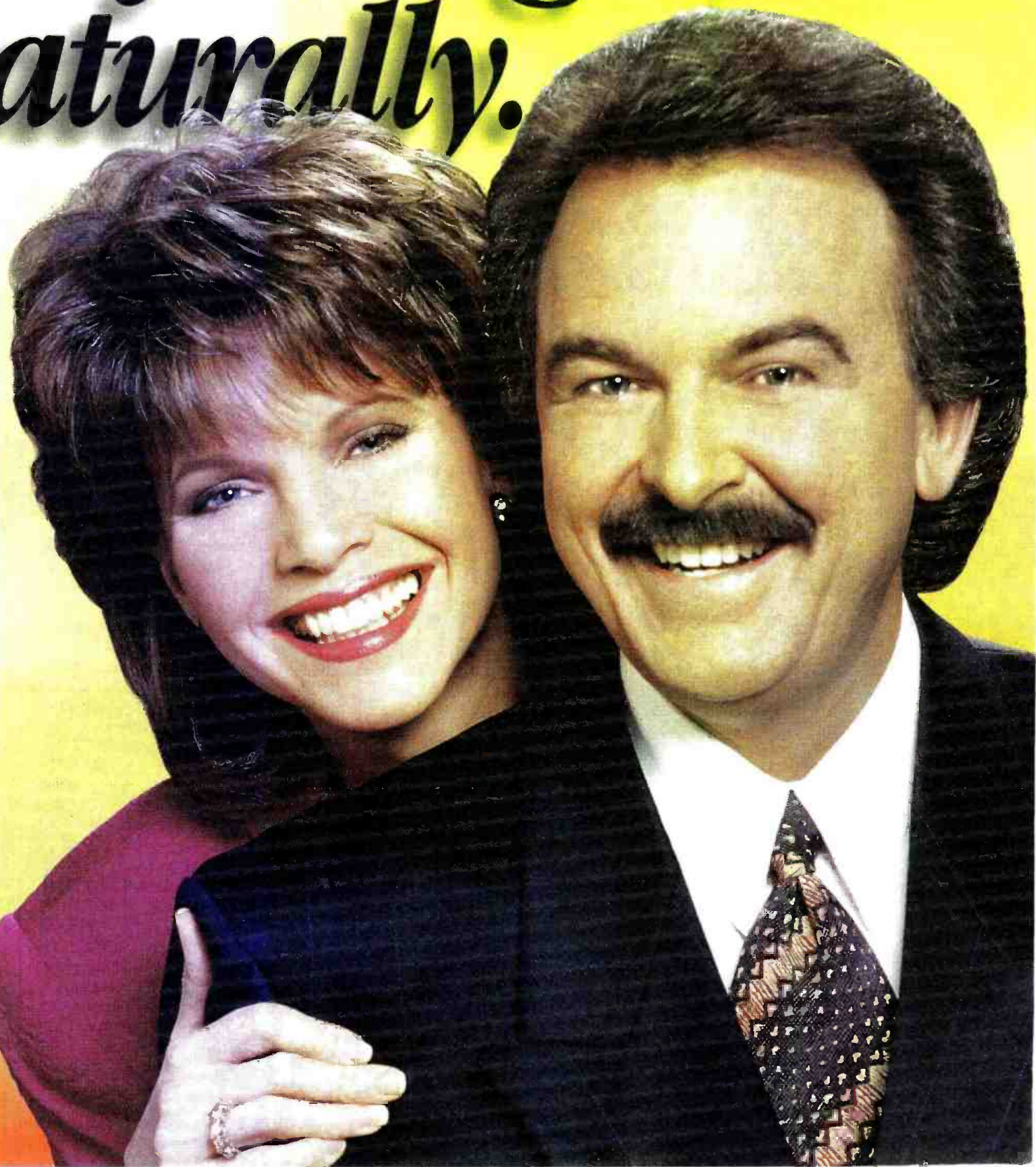


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aturally.*



Gannett/Multimedia gets FCC green light

Commission grants waivers as part of \$1.7 billion buy

By Chris McConnell

The FCC last week gave the nod to another multibillion-dollar media merger.

Seven days after approving Westinghouse's \$5.4 billion acquisition of CBS, the commission approved Gannett's \$1.7 billion purchase of Multimedia Inc. Gannett, which also is assuming about \$539 million in long-term debt as part of the deal, said it expected the merger to close today (Dec. 4). After the deal's close, Gannett will own 15 television stations covering 14% of the country.

The FCC also granted a series of multiple-ownership waivers to allow for the merger. "Facilitating such a multiple-station transaction by temporary waiver of our multiple-ownership rules will 'promote commerce [and] encourage investment in the broadcasting industry,'" the commission said, citing language from its grant of the Westinghouse waivers.

Specifically, the commission gave Gannett a 12-month waiver of national TV ownership limits to allow the company to own 15 stations. Gannett cited a pending FCC proposal to raise the national ownership limits in requesting the waiver, but also told the commission it plans to divest

itself of WMAZ-TV Macon, Ga., WLWT(TV) Cincinnati and KOCO-TV Oklahoma City. The commission granted the waiver based on Gannett's pledge to sell the three stations, adding that the company cannot rely on the pending ownership proposal to support the waiver request.

The commission also granted 12-month waivers to allow Gannett to temporarily own TV stations in Atlanta and Macon, and to hold a radio-TV combination in Macon. Additional 12-month waivers were granted to allow Gannett to own a TV-newspaper combination in Cincinnati and a TV-cable combination in Oklahoma City. ■

Merger or not, Citicasters buys three OmniAmerica stations

By Donna Petrozzello

Two weeks after calling off its merger with OmniAmerica Communications, Citicasters Inc. last Friday said it will buy OmniAmerica's WLOH(AM)-WHOK(FM) Lancaster/Columbus, Ohio, and WLLD(FM) Upper Arlington/Columbus for \$24 million.

Citicasters CFO Greg Thomas says

the Columbus market "was the one market where each group's holdings overlapped." Citicasters already owns WTVN(AM) and WLWQ(FM) Columbus, taking it one station over the current FCC ownership cap of two FMs per owner per market. The acquisitions give Citicasters a total 11 FMs, three AMs and two network-affiliated TV stations in eight major markets.

The sale of its three Columbus properties removes OmniAmerica from that market. OmniAmerica, based in Los Angeles, continues to own nine radio stations in Jacksonville, Orlando and West Palm Beach, Fla., and Cleveland.

In a separate transaction last Friday, San Diego-based Triathlon Broadcasting Co. exercised its option to buy 10 radio stations from Pourtales Radio Partnership for \$18.5 million.

Triathlon will acquire KVOR(AM)-KSPZ(FM)-KTWK(AM)-KVUU(FM) Colorado Springs; and KTCR(AM) Kennewick-KEGX(FM) Richland and KEYF-AM-FM-KUDY(AM)-KKZX(FM) Spokane, all Washington.

Triathlon also said it has terminated its option to buy three of Pourtales' four remaining stations: WMYC-FM and WKSJ-AM-FM Mobile, Ala. Pourtales also is selling two FMs in Lincoln, Neb., to Triathlon; that deal is expected to close within 45 days. Triathlon maintains a joint sales agreement with an option to buy Pourtales's KEYN-FM Wichita, Kan.

Triathlon already owns four stations in Wichita and has filed its intent to buy two more FMs in Lincoln. ■

NBC sweeps up November

NBC won the November sweeps in nearly every category. But it shared some losing numbers with ABC and CBS: the three-network rating and share dipped to an all-time low for a November sweep period.

NBC finished first among adults 18-49 and 25-54 and among women 18-49 and 25-54, as well as among total viewers and households. It was the only network to show growth among adults 18-49 and households, versus November 1994. NBC averaged a 12.0 rating and 19 share in Nielsen national numbers among households followed by ABC's 11.4/19, CBS's 9.9/16 and Fox's 7.6/12. Among adults 18-49, NBC averaged a 7.6 rating, followed by ABC's 7.0, Fox's 5.4 and CBS's 4.7. In households, compared to November 1994, NBC was up 3%, Fox was down 6%, ABC was down 7% and CBS dipped a whopping 23%. In the category of adults 18-49, NBC was up 7%, Fox was down 5%, ABC was down 7% and CBS was down 23%.

CBS's nose dive clearly paced the way for the record low for an in-season sweeps month. The big three networks averaged a 33.3/54 beating the previous low of 33.4/57, which was set last May.

NBC capped off the sweeps with a rare Wednesday win on the last night of the sweeps. Thanks to the *National Geographic* special *Cyclone*, which won its 8-9 p.m. time period in homes and adults 18-49, the network finished first on the night in both categories. It was the first Wednesday night win among adults 18-49 by NBC since 1993. —SC



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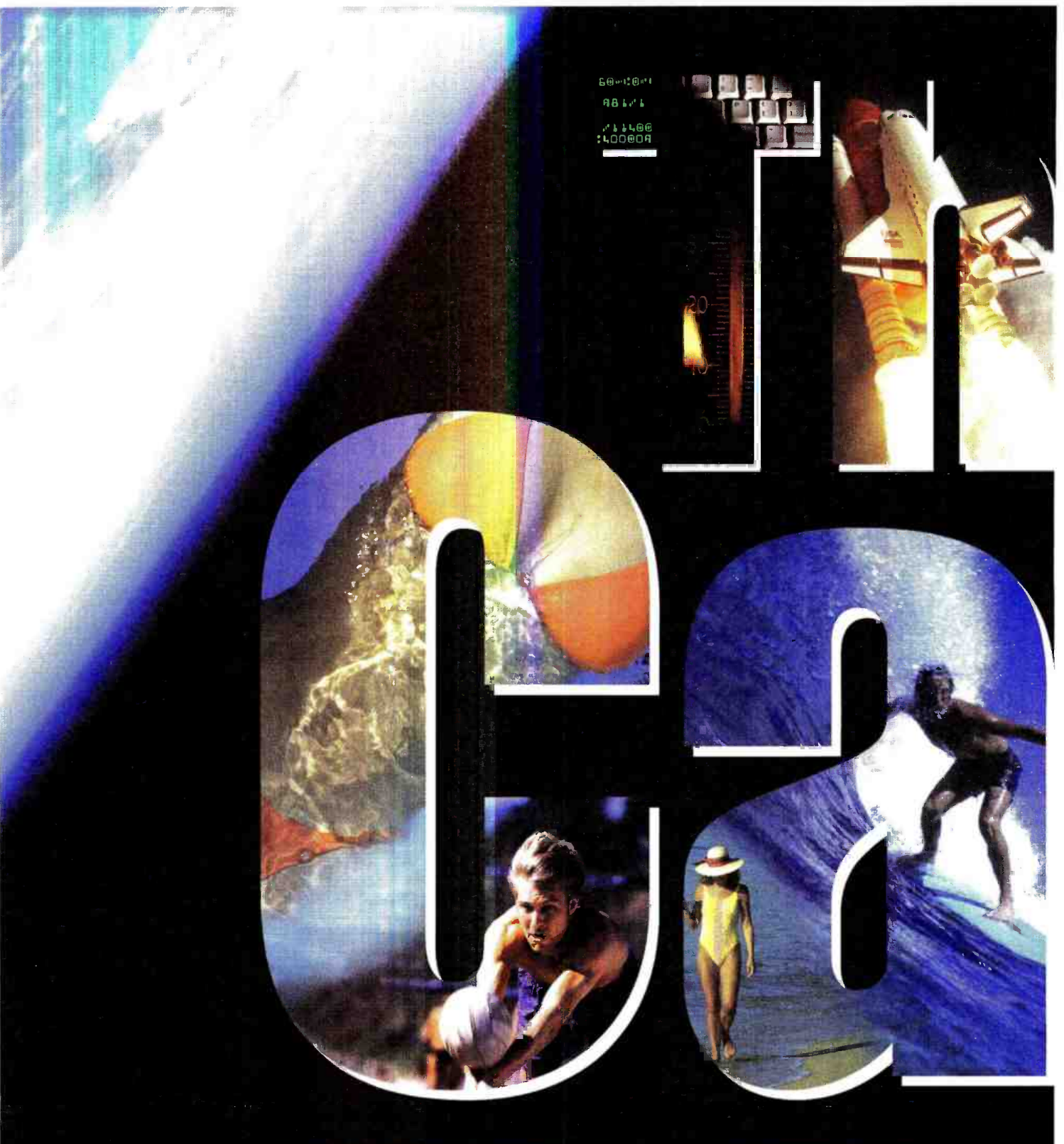
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LOS ANGELES	KCOP	PORTLAND, OR	KPDX
CHICAGO	WFLD	INDIANAPOLIS	WTTV
PHILADELPHIA	WTFX	HARTFORD	WTIC
SAN FRANCISCO	KRON	SAN DIEGO	KUSI
BOSTON	WSBK	CINCINNATI	WSTR
WASHINGTON, DC	WDCA	RALEIGH	WLFL
DALLAS	KDAF	MILWAUKEE	WCGV
DETROIT	WKBD	KANSAS CITY	KSMO
ATLANTA	WVEU	COLUMBUS, OH	WTTE
HOUSTON	KTXH	SAN ANTONIO	KABB
SEATTLE	KIRO	NORFOLK	WTVZ
MINNEAPOLIS	WFTC	OKLAHOMA CITY	KOKH
TAMPA	WFTS	HARRISBURG	WPMT
MIAMI	WBFS	GREENSBORO	WGHP
PHOENIX	KTVK	BIRMINGHAM	WTTO
DENVER	KDVR	FLINT	WSMH
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FCC gets advanced-TV recommendation

Advisory committee endorses Grand Alliance plan for conversion to digital; rulemaking is next step

By Chris McConnell

The FCC's Advisory Committee on Advanced Television Service has recommended the Grand Alliance system as the next TV broadcasting standard.

The recommendation, reached after eight years of work, places the digital transmission system in the hands of the FCC. The commission plans to launch a rulemaking in January 1996 to adopt the system as the U.S. broadcasting standard.

"Today we can only begin to imagine the many possibilities for delivery of entertainment and information that this flexible, dynamic digital standard can provide," said FCC Chairman Reed Hundt, who attended the committee's final meeting last Tuesday. Also present were commissioners James Quello, Susan Ness and Rachelle Chong.



Susan Ness (l) was among the FCC commissioners on hand to receive the ATV endorsement. Also present were (l-r) advisory committee chairman Dick Wiley, FCC Chairman Reed Hundt and committee member Joseph Flaherty.

Last month, however, Hundt questioned the FCC's plan for shifting broadcasters from analog to digital technology. During that address to the International Radio and Television Society, Hundt cited the growing use of cable, satellite and other technologies to deliver television. He asked if converting over-the-air broadcasting "is a far less significant issue than whether today's TV licensees can get must-

carry rights over the new technologies."

But last week, Hundt called for all concerned to "not worry just for a few moments about the work ahead, but celebrate our accomplishments so far." He also cited reviews of digital TV issues on Capitol Hill and said the FCC will take

its direction from Congress. "It is my hope that this transition will be marked by open, candid and frank debate," Hundt added.

Broadcasters at the meeting called for quick commission action on the planned transition to digital broadcasting and restated their plans for delivering high-definition television, or HDTV. "We are prepared to make

the investment," said CapCities/ABC Chairman and CEO Thomas Murphy. "We certainly hope [the standard] gets to be implemented as soon as possible," said Michael Sherlock, executive vice president, technology, NBC.

The broadcasters voiced no worries about the technical aspects of the Grand Alliance standard, although computer industry representatives did. Microsoft's Craig Mundie cited the rapid growth of the computer industry and asked that the standard remain flexible to accommodate further advances.

Hundt added Mundie and Digital Equipment Corp.'s Samuel Fuller to the advisory committee five weeks ago.

Both Mundie and Digital Equipment Corp.'s Grace Hinchman voiced continued concerns with the standard's inclusion of an interlace scanning format. Neither voted against recommending the standard to the FCC, although Mundie did not vote for it either.

The computer industry concerns drew a response from Advanced Television Systems Committee Chairman James McKinney, who cited a series of endorsements that the Grand Alliance standard has received from the computer industry.

Committee Chairman Richard E. Wiley opened the meeting by acknowledging the different technical concerns of various industries and a review committee's efforts to address them all. "I think we've made an earnest effort," Wiley said (see interview, page 32). ■

Center keeps stage

The end of the Advisory Committee on Advanced Television Service won't mean the end of the Advanced Television test center.

Supporting members of the Alexandria, Va.-based center will keep open the doors at the \$5 million facility, where testing was conducted on the Grand Alliance transmission system and an earlier series of proponent systems.

"We're recognizing that to go from a paper standard to a practical, everyday commercial operation requires a lot of work and specification," says Joseph Flaherty, senior vice president, technology, CBS. Westinghouse and the Public Broadcasting Service have offered initial payments to keep the lab open, Flaherty says. He hopes other members will follow suit.

Flaherty predicts that work at the test lab initially will focus on radio frequency transmission issues. Equipment manufacturers have voiced interest in tapping the lab for some broadcaster equipment testing, test center president Peter Fannon says. He cites earlier interference work performed at the lab: "Those things position the test center to bring a great deal of new and confirmed knowledge to manufacturers."

In addition to Westinghouse/CBS and PBS, test center members include CapCities/ABC, the Association of Independent Television Stations, National Association of Broadcasters and Association for Maximum Service Television. Fox Broadcasting is a nonvoting member. The Electronic Industries Association, originally a member with its own testing facility, dropped out.

—CM

Regional cable rates possible

FCC seeks uniform pricing for subscribers in different franchise areas

By Chris McConnell

The FCC wants cable operators to set uniform programming-package rates across different systems.

The commission's proposal, issued last week at its open meeting, would allow operators to set uniform pricing for packages offered to subscribers who live in different franchise areas but in the same region. Operators now are required to base their rates for programming offered on the basic and "cable program" service tiers on franchise-specific data.

With the new rate-setting structure, operators could promote uniform rates on a regional basis. Some would welcome that ability in the face of competition from national services such as direct broadcast satellite, or DBS.

"It makes much more sense, especially when you're competing with national services," says cable lawyer John Seiver of Cole, Raywid & Braverman. "It's a good marketing concept."

Frank Lloyd agrees, praising the FCC proposal as "getting it right.... They understood this doesn't work," Lloyd says of the current regulatory barriers to uniform pricing. Lloyd is with Mintz, Levin, Cohn, Ferris, Glovsky and Popeo PC.

"This is something of a positive for operators," says a spokesman for the National Cable Television Association. He also welcomes the ability to advertise regional rates.

The commission's proposal offers two alternatives for setting the uniform rates. Under one option, cable operators would select the lowest rates in a region for basic-tier service and establish that as the region's uniform basic-tier rate. The operator then could recover any revenue lost on the cable service programming tier.

The second option would allow operators to use an average of rates across the different systems to establish the uniform rates for each tier.

Seiver prefers the averaging approach, speculating that it may be more "revenue neutral" and easier to administer. An FCC official says the agency has considered adopting more than one method for setting the uniform rates.

The commission also is inviting com-

ments on how regions will be defined under the new rate-setting scheme. Possibilities include groups of systems located in the same county, state or ADI, an FCC official says. Comments on the proposal are due by Jan. 12.

Some industry officials expect those comments to include objections from local franchising authorities. City of

Miami attorney Matthew Leibowitz, for instance, worries that uniform rates will not guarantee that all subscribers enjoy uniform levels of service across franchise areas.

Seiver speculates that the cities might address such concerns by discussing their rate policies as a group rather than individually. ■

Antenna rules simplified

By Chris McConnell

Broadcasters could get a break from some new antenna-structure registration and upkeep rules.

The FCC has adopted rules placing tower upkeep responsibilities primarily on tower owners rather than on broadcasters and others operating from the tower. Under the new rules, broadcast licenseholders are still responsible for tower lighting and painting but only as a backup to the structure owners, who will bear primary responsibility for meeting the requirements.

The FCC issued the rules last week in an effort to streamline the process for registering antenna structures. The new procedures unify a series of rules for registering different types of antennas and also incorporate the Federal Aviation Administration (FAA) painting and lighting rules. The FAA requires certain towers to meet painting and lighting specifications in the interest of aviation safety.

The new rules apply to antenna structures of more than 200 feet that require clearance by the FAA. The FCC estimates that its new procedures will affect some 75,000 towers in the U.S.

Under the new procedures, antenna structures will be registered by owner rather than by each licensee using the structure. The commission hopes that having one contact point, rather than several, will speed the process of approving the structures and addressing noncompliance with the painting

and lighting rules. FCC Chairman Reed Hundt predicts that the new rules will cut paperwork by a factor of 12.

The commission's plan calls for registering all existing antenna structures requiring FAA approval between July 1, 1996, and June 30, 1998. Beginning July 1, the commission also will require owners of new structures triggering the FAA standards to register with the FCC before building them.

Broadcasters say they like the idea of streamlining the registration procedures, although they worry that new requirements could be lurking in the details of the registration procedures.

"The concept is good," says Don Everist of engineering consulting firm Cohen, Dippell and Everist, adding that registering existing towers could present an administrative burden if the commission looks for new information about the antenna structure.

"It never made any sense to hold the licensees responsible," says Chris Imlay, general counsel for the Society of Broadcast Engineers. But Imlay says he would prefer that the FCC focus more on reducing local regulation of the antenna structures.

"On balance, it's a plus," says another industry source, who also voices hope that the new rules will not carry any new antenna-structure requirements.

The FCC's Robert Greenberg says the new rules carry no new painting or lighting requirements but only codify what the FAA already has mandated. "Nothing has changed with respect to the FAA," Greenberg says. ■





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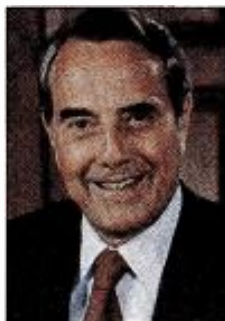
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Bob Dole wouldn't hitch a ride on 'Money Train.'

Senate Majority Leader Bob Dole (R-Kan.) has targeted Columbia Pictures' "Money Train" as another example of Hollywood values run amok. Dole singled out the movie after New York newspapers linked it to the firebombing of a Brooklyn subway-station clerk. A similar incident is depicted in the movie. "Those who continue to deny that cultural messages can and do bore deep into the hearts and minds of our young people are deceiving themselves and ignoring reality," Dole says. Although critical of Hollywood,

Dole is opposed to legislation or censorship aimed at addressing violence or sex in the media. "We just need to alert the American people and to ask some of those—in this case, Columbia Pictures—to accept some of the responsibility, to be good corporate citizens," Dole says. Columbia Pictures says it is appalled and dismayed by the crime but assumes no responsibility. Columbia officials note that the firebombing depicted in the movie was based on a crime committed in New York in the 1970s.

Suzanne Toller will join Commissioner Rachelle Chong's office as legal adviser on Dec. 15. Toller, who will cover wireless issues for Chong, comes from CMT Partners, a joint venture of AT&T and AirTouch Communications. Before joining CMT, Toller was an associate with Morrison & Foerster in San Francisco. She also will handle cable issues for Chong.

It was FCC Chairman Reed Hundt vs. Hogan & Hartson's Bob Corn-Revere on National Public Radio's *Talk of the Nation* last Wednesday for a debate over children's television requirements. Hundt maintained his claim that the Nov. 22 decision granting Westinghouse 19 waivers is linked to the company's promise to air three hours of children's educational TV each week. "Everyone knows that Westinghouse has made that commitment to the commission and has no intention of going back on it," Hundt said. Commissioners James Quello, Andrew Barrett and Rachelle Chong say the waiver is not conditional on the commitment to air educational television. Corn-Revere told the nationwide radio audience that any requirement on children's TV is a direct threat to broadcasters' First Amendment right to free speech.

Low-power WVEA-LPTV Tampa, Fla., last week was slapped with notice of a \$4,000 fine for airing an Empress Cruise Lines commercial that included the word "casino" and showed people playing casino games. The FCC says the commercial violates its lottery rules.

Chancellor Broadcasting last week won FCC approval to close its \$396 million deal to acquire 19 stations from Shamrock Broadcasting. The approval includes a one-year waiver that allows Chancellor, which already owned nine FM and five AM radio stations, to exceed both the national and the local ownership caps. Chancellor now owns 21 FM and 12 AM stations, exceeding the national ownership cap for FMs by one station. The company also needed a local-ownership waiver in Minneapo-

lis/St. Paul, where it now owns three FMs and two AMs. Under current rules, a broadcaster may own no more than two FMs and two AMs in markets with more than 15 stations. The reach of Chancellor's five stations in Minneapolis/St. Paul adds up to 17.1% of the local audience, well below the FCC's 25% limit on local audience share. The telecommunications bill being considered by Congress would do away with local and national ownership caps for radio.

The Association of National Advertisers has petitioned the Federal Reserve to allow advertisers to substitute an 800 telephone number for all the small print in car leasing TV commercials. (Leasing-related information falls under the Federal Reserve Board's jurisdiction.) The ANA claims that all the information required about interest rates and down payments crowds an advertiser's message and that offering viewers information through a toll-free phone call provides a viable alternative. Congress already has approved a similar proposal for radio.

Cable Services Bureau Chief Meredith Jones has joined Mass Media Bureau Chief Roy Stewart as an FCC "Golden Broom" award winner. Commissioners last week bestowed the award on Jones for her bureau's work in addressing almost all of some 6,000 rate complaints. "It's all a great story of accomplishing the many different goals of the Cable Act," FCC Chairman Reed Hundt said.

The FCC has pushed its Dec. 7 meeting to Dec. 15 to give commissioners and staff more preparation time. FCC sources expect as many as eight items to appear on the next open-meeting agenda, including two that address cable home wiring and another addressing rules for calculating cost of cable service for the purpose of setting rates.

The FCC is looking to put its new cable-rate adjustment forms to work by mid-December. The commission has asked for an "emergency" review of the new rate-adjustment forms from the Office of Management and Budget, which must approve the form before it can be used. The new form 1240, adopted by the commission in September, allows cable companies to adjust rates once a year to reflect inflation and changes in external costs and number of channels.

The FCC's International Bureau is still keeping an eye on DBS channel assignments. "The time has come for [DBS] permittees to deliver to the public the services they have promised," the bureau said last month in addressing a request by Continental Satellite Corp. to extend a DBS construction permit. "We cannot and will not tolerate warehousing of DBS orbital/channel assignments." The bureau earlier this year made that point with a decision to reclaim channel assignments previously issued to Advanced Communications Corp. But in Continental's case, the FCC granted an extension, maintaining the commission was to blame for Continental's inability to launch a service on time. "The time taken to process due diligence showings in the DBS service effectively deprived CSC of all but eight days of its six-year construction permit," the bureau said. ■

Washington Watch

Edited By Chris Stern



TWO HISTORIC BEGINNINGS

It started in 1920 when an enterprising electric company named Westinghouse transmitted America's first commercial radio program on KDKA Pittsburgh. With that, a remarkable new industry was born.

In 1927, 16 independent radio stations joined to become a national radio network, the Columbia Broadcasting System. Our industry spread its wings and took flight.

Westinghouse and CBS share a pioneering tradition. Now, we come together to merge two great broadcasting companies into one.

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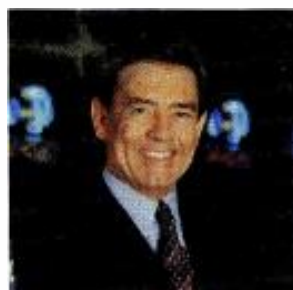
The new CBS is the nation's largest broadcaster. It will be the cornerstone of a vibrant global media organization.

The new CBS will be a major force in television and radio, news, sports, entertainment, program production, cable programming, marketing, distribution and technology in the United States and the world.

The new CBS will represent innovative programming, outstanding performance, superior community service and unflagging integrity.

ONE BRIGHT FUTURE

We will create a dynamic future—for our employees who are dedicated to providing excellence in broadcasting, for our affiliates who bring us into America's homes, for our advertisers whose support is key to our success, for our shareholders who have entrusted their resources to us and, above all, for our listeners and viewers, who deserve the very best we have to offer.



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- KCBS-TV Los Angeles
- WBBM-TV Chicago
- KYW-TV Philadelphia
- KPIX-TV San Francisco
- WBZ-TV Boston
- WWJ-TV Detroit
- WCCO-TV Minneapolis
- WFOR-TV Miami
- KCNC-TV Denver
- KDKA-TV Pittsburgh
- WJZ-TV Baltimore
- KUTV Salt Lake City
- WPRI-TV Providence
- WFRV-TV Green Bay

CBS RADIO

CBS Radio Networks

AM Stations

- WCBS New York
- WINS New York
- KFWB Los Angeles
- KNX Los Angeles
- WBBM Chicago
- WMAQ Chicago
- WSCR Chicago
- KYW Philadelphia
- WGMP Philadelphia
- KCBS San Francisco
- KPIX San Francisco
- WBZ Boston
- WWJ Detroit
- KIKK Houston
- KILT Houston
- WCCO Minneapolis
- KDKA Pittsburgh
- KMOX St. Louis

FM Stations

- WCBS New York
- WNEW New York
- KCBS Los Angeles
- KTWV Los Angeles
- WBBM Chicago
- WXRT Chicago
- WMMR Philadelphia
- WOGL Philadelphia
- KPIX San Francisco
- KRQR San Francisco
- WODS Boston
- WARW Washington, D.C.
- KRRW Dallas
- KTXQ Dallas
- WLLZ Detroit
- WYST Detroit
- KIKK Houston
- KILT Houston
- KRRW Houston
- WLTE Minneapolis
- KLOU St. Louis





Dick Wiley: DELIVERING ON DIGITAL

Only DBS has a wider footprint on American telecommunications than Richard E. Wiley's, and even that's arguable. From the moment he came to Washington as general counsel to the FCC, through his glory days as chairman of that agency, and on to his domination of the practice of communications law, he has been a comer. Given his present eminence, that description may seem strange, but it is still apt. Dick Wiley—"the ubiquitous Dick Wiley," most people say—always has been more about what he'll do next than what he did yesterday.

What he's done lately—as chairman of the FCC's Advisory Committee on Advanced Television Service—is to ramrod the television system of the future: digital and high definition. That eight-year accomplishment and its significance are detailed in this interview with *BROADCASTING & CABLE*'s Chris McConnell and Don West.

What have you wrought?

We have wrought digital television—the dawning of a new age, a new video age, in our country.

That leads us to FCC Chairman Reed Hundt's speech to the International Radio & Television Society two weeks ago. Is that what he thinks you've wrought?

It's hard to assess what his thinking is. I don't think he was questioning that digital television is here. He may be questioning the role of over-the-air broadcasting in that era.

How did you go about developing this? How long have you been at it? Who's been with you? What have been the key elements?

It's been eight years. When then-FCC chairman Dennis Patrick offered me the job, he said: "This will be about a two-year project."

Over the years, the dominant player has been Joe Flaherty of CBS, but there have been other main players. I would cite Jim McKinney and Bob Hopkins of the Advanced Television Systems Committee, who did such great work on the documentation, and the futuristic laboratories—particularly the Advanced Television Test Center, headed by Peter Fannon—and the great work that Mark Richer of the Public Broadcasting Service did as my representative, working with those laboratories. People like Jules Cohen, who has been so valuable. He earns a living on his time, but has devoted it to this project.

But there have been many people who've played a role.

When it comes to what's wrought here, nobody—including Chairman Hundt—is going to deny the preeminence of the Grand Alliance system. It is the greatest advance ever in television technology. It has a tremendously flexible format

that will permit high-definition television of the best possible quality, plus multiple programs of so-called standard definition, or SDTV—basically, the digital equivalent of current television—and data, and improved sound quality: CD-like sound. It's what I characterize as the theater in the home. Larger, wider screens. Almost photographic images.

I've heard the arguments that there's no public demand for it. My answer is, the public hasn't seen it yet. When we build it, they will come.

Do you think it's effective primarily on large screens?

Definitely. Thirty-five inches and up.

Do you worry that SDTV poses a threat to HDTV, either politically or commercially?

No, because I think the marketplace ought to decide here. If I'm wrong and the public doesn't want high definition, so be it. It's not an either/or choice with the Grand Alliance system. This technology gives us the best of both worlds. We can have HD and we can have multiple SD—and that's great for broadcasters, by the way. For the first time, they can enter the multiple programming world, and I think it would be churlish to deny them that possibility. So I'm very much for the flexibility of it and have encouraged it right along.

I'm thinking of a scenario that's been out there the past few weeks—as evidenced by Hundt's comparison of a couple of weeks ago—that if SDTV is pretty good, and policy-makers approve of its quality, that somehow they'll decide that that is HDTV, and broadcasters won't be able to provide the full HDTV benefit.

Well, the numerous technical experts who looked at SD and HD in our system did not see standard definition as being as

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good as high definition. I can't tell you what some government official may decide someday.

Some people say that if we're going to have only standard definition, let's give the broadcasters two megahertz instead of six.

That's a misunderstanding of the technology. The Grand Alliance system is a six-megahertz system. You can't break it up, like the *New York Times* suggested, and give broadcasters a sliver. It doesn't work that way. Maybe a new system could be designed, but that's going to take some years, and in the meantime the public would be denied the advantages of this technology. That would be unfortunate.

Those same people say that, in theory, you could load up several broadcasters on one six-megahertz channel.

You could do that. That's a whole different way of having broadcasters share a channel. It might be possible; it's not anything I've conceived of.

Until recently, this was a technological problem. When did it become a political problem?

You're right. The technology has been solved. The system demonstrably works. That's a wonderful thing, and we sometimes take that too much for granted. Now there are legitimate political issues because spectrum is scarce—and valuable.

Yes, it is scarce and valuable, but the spectrum we're talking about is fallow. It's not being used and hasn't been used.

That's right. And it hasn't been used because of concerns about interference that you have in an analog environment. Here again, the technology solves it. My mandate has always been to operate under a plan that would transition the country to the unused TV spectrum. We assumed that we had virgin spectrum and could design the best system possible.

As you know, when we brought color in we didn't pick the best system because we had to accommodate it to the existing black-and-white system. So one of the early goals of the advisory committee was to get the best possible technology. The government may have changed its mind on that, or may change its mind in the future; that's a parameter over which I have no power.

It seems that the broadcasters changed their minds before the government ever got into it.

I agree that there has been an occasional lack of vision in the broadcast industry, and it's been unfortunate. You have to look ahead here...and not just think in an analog context [or] in a 20-inch-television-screen context. It's difficult for some people to do that.

What role does compression play in high-definition television?

We've compressed the signal way down to fit within six megahertz. As a matter of fact, we expect to see further advances in compression technology that will accommodate—and relatively soon—an all-progressive scan system. Current technology does not permit us to have more than 1,000 horizontal scanning lines progressively scanned at 60 hertz within six megahertz. We could get only 720 progressive in the Grand Alliance system. That's why we've encompassed both interlaced and progressive scanning in the Grand Alliance system. And at a relatively minimal economic penalty.

Our final report will call for migrating to an all-progressive scanning system as soon as compression technology

permits squeezing lines into it. And I think that will come sooner rather than later.

[Editor's note: Interlace scanning—used in current televisions—employs a compression technique in which the odd- and even-numbered horizontal lines of a picture are alternately displayed on the TV screen. In progressive scanning—which is used in computer monitors—the horizontal scanning lines are displayed sequentially. Engineers say progressive scanning excels in displaying computer graphics, while interlace is better for other material, such as live-action sports.]

Is it your vision that eventually all television will be seen on high-definition sets?

On digital sets, yes. As the government has planned, there will be a phasing out of the current analog system, returning even more valuable spectrum because it won't be strewn around the spectrum as is the vacant spectrum to be used for HDTV. They'll repack it into a big block that can be auctioned. In any case, I do not contemplate broadcasters' being able to retain two channels.

High definition is a subset of digital. It's a part of the family, using the full channel, the highest quality of digital. Then you've got multiple subsets of that—standard definition, if you will. You're drinking from a 19-megabits-per-second data stream, and you can use it all for one picture, or you can break it up and have four pictures, or use some of them for data.

Whether all pictures ultimately are of the highest quality, I don't know. There may still be a demand for multiplex, with lower quality in return for more channels. A broadcaster might opt for that during certain parts of the day. In other words, you see the football game or the movie in high-definition television, but maybe the daytime soaps don't have to be in HD.

Well, which set do you watch the daytime soaps on? Are you likely to watch them on your high-definition set?

Sure. It would be a digital set capable of high definition.

And at the end of the day, the broadcasters won't have any more spectrum than they do now.

That's right. But they'll have a greatly enhanced service they can deliver to the public.

Do broadcasters have to participate in digital? No. I think Chairman Hundt raised that question. There may be broadcasters out there in the hinterlands that want to remain in analog. They don't have to apply for the digital channels. At that point, they put a finite time limit on their existence because at some point the analog business is going to be over.

There's something else that we haven't talked about, and that's interoperability. One of the primary tenets of the advisory committee is to have interoperability of the new video standard with other imaging media and devices, including computers, which makes the advantages of the national information infrastructure [NII] possible. Interoperability is going to be a big development.

How do we get to a single-set universe that incorporates high definition?

The first step is for the FCC to set the standard. My guess is they will put our recommendation out for public comment along with other proceedings they've got going. The plan has been that sometime in 1996 they would make that decision. If they do, I think digital sets will be available to the American public sometime in 1997.



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What programming do you expect there to be on those sets in 1997?

We have the universe of existing film product, which will be the initial high-definition television programming. The initial implementation will be by the networks and by the large stations. The cost to stations to pass through the network signal will be something under \$2 million. Now, the local origination of high-definition programming is a more expensive proposition, and that may come in a more evolutionary fashion.

Would a mandated HDTV requirement help this transition?

Philosophically, I have some problems with mandated programming requirements. The marketplace should determine these things. However, I've long felt that broadcasters would be wise to make a commitment to high-definition television, to digital television, which they're apparently beginning to do in increasing numbers. Pragmatically, it's a good idea to insure they get the channel.

Do you feel that the industry, at least to a certain extent, has shot itself in the foot by emphasizing flexibility?

There were some miscalculations in suddenly putting a complete emphasis on standard definition. I've always felt that the technology would be flexible enough to permit that and that the emphasis should be on getting the channels. I also thought it was the right thing in terms of public service, because the American public will get a fuller range of services. They'll get the possibility of high quality along with multiple uses, interoperability and all those other things we talked about.

When you began to put an emphasis, as did the [National Association of Broadcaster]'s John Abel and others, on standard definition and only standard definition, it did suggest to some people: "Well, let's give them just a third of a channel, or a fourth of the channel."

What do you think the industry should do now, going forward, to lock down that channel?

It's doing exactly what it should be doing. It's coming forward and saying, "We are interested in providing an improved service to the American public." There's been more support for this technology in the last few months than there ever has been throughout this period.

Is there a risk that some of the people following this particular rulemaking at the FCC will be confused by the network comments promoting HDTV and asking for a requirement, and separate filings from others opposing a minimum requirement? Are they likely to say, "Well, the industry's really not united behind this high-definition idea"?

Conceivably. But, again, you can have a principled disagreement on whether there should be a government mandate and still support the idea of the technology. The NAB is not opposing high definition per se; it's opposing the idea of a government mandate, which has other implications.

Well, as we see the mandate, there are two elements. One

is mandating that broadcasters be able to transmit an HDTV signal, and the other that they transmit a minimum number of hours. Our jury is out on the second of those, but we are sort of for the first. It seems that if you're setting up a national standard, you ought to require that people be able to broadcast in that standard.

If you give the broadcasters the full second channel, it's going to happen. If they get the spectrum, then I don't have any concerns that it won't happen. It would be a very short-sighted judgment because the technology permits you to have both and dynamically so—being able to shift to different dayparts between using the full channel for a single high-quality program, and over to multiple programs.

So you're saying we don't have to mandate?

I think that's correct. But you can't relax if the government doesn't give broadcasters the channel. If it auctions the channel, I don't think this new technology will happen for over-the-air broadcast. Philosophically and from a government policy standpoint, I have long favored auctions for some services because they place an economic valuation on a scarce resource: the spectrum. But I don't think that should preclude consideration of other public interest values. There's a greater public interest value in allowing over-the-air-broadcast viewers to have the possibility of digital television. And if you go to an auction of the second channel, you're going to see high definition and the other NII advantages developing primarily as

premium subscription services.

Why won't an auction work?

Because there's no way you could transition away from analog. Let's say certain broadcasters were the successful bidders. You'd have analog communications existing side by side with digital communications, and presumably you wouldn't ever phase out the analog. That would continue forever, because some broadcasters would have to stay analog; they wouldn't be the successful bidder. Presumably Bill Gates would successfully bid for some of those channels, and you couldn't have a transition where the public would get the football game in all cities on digital television. Right? I'm not saying that you're going to deny the wonders of the Grand Alliance system altogether if we go to an auction. I'm just saying that you won't have 100% of American broadcasting being transitioned.

Do you feel your HDTV system is going to be hostage to the digital study the FCC will be conducting—at Congress's insistence—during the next year?

I don't feel threatened by anything. I've fulfilled my responsibility. These are government decisions. I don't object to the government making its decision. I'm just giving my personal views on what I think it should be.

The Grand Alliance technology is really more wonderful than we had any reason to believe when we started out. The genius of it was that we had the competition, initially, so people



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were vying with each other and learning from each other. Then at some point, we were able to put them together. And that probably is the best achievement we had in the whole thing.

I have to admit that I always thought it would work out that way. Early on, system proponents would come in and say: "We're thinking about merging with another proponent. What would you think about that?" And I'd say: "I would encourage it." Then somebody else would come in. I encouraged all of them. And when it got down to four systems, you found that they were beginning to look more and more alike because they were learning from each other. One would have packetized transport and another would start to employ it.

They began to worry about whether I would look at the system as it was tested or at the system as it was improved. And I said, "I'll tell you what we'll do. We'll have a second round of testing, based just on the improvements that each of you have put forth by a certain date, and that's going to be very expensive." They all groaned. And then I said, "But I'll give you an alternative, and that's to form a single, so-called Grand Alliance system." And at first it didn't seem that it was going to be possible.

Finally they met—at the Grand Hotel, by chance—in May 1993. I was over here, sitting in my office waiting for the baby to be born, and I got a call from one member, saying, "We're about ready to go home. We're going to fail—it didn't work. Do you want to come over and have one last chance to put us together?"

When I got over there they were sitting around a round table—Jerry Pearlman of Zenith and all the different players. I said, "Instead of looking at where we disagree, why don't we find out what we agree on." And they all agreed that more than 1,000 scanning lines was the way to go. The difference was about interlaced and progressive scanning. And I said, "We all agree that we can't have 1,000-line progressive right now, right? We can have 1,000-line interlaced. So can we say that we'll agree on 1,000-line interlaced until we can migrate to 1,000-line progressive?"

Well, yes, we could do that. And pretty soon we started canvassing the areas in which we agreed, and within two hours we sort of ended up agreeing. That was a Thursday night. It took another day and a half to get it on board and finally, by Monday, it happened.

If we hadn't had that, if we were trying to select one of those four systems—the General Instrument system against the Zenith system, or something like that—you'd have 1,000 people nitpicking as to why you made that decision. So that was the most important thing that came out: the formation of the Grand Alliance.

We said, for example, it had to be fully consistent with the international MPEG-2 standard. They didn't want that at first, but it was important to have international compatibility because it makes set costs lower in the future and selling to the various countries and programing interchange cheaper.

We got them up to 1,080 lines, which happens to work better with square pixels, which you want to have for interoperability. And a variety of things like that—minor improvements, but very important in the long run.

After they agreed to that, they took a year to build the system. This thing has been prolonged, but it's been serendipitous.

How much is this going to cost the country?

Zero, because we haven't had any government funding. This advisory committee has operated through eight years on two contributions. We asked the original 19 members for \$5,000

each, and then we had to go back for a second installment of \$3,000. It's been a relatively modest sum. And that's all been for postage and mailing and phone calls, numerous conference calls. For example, the Grand Alliance conference call to finally put it together took eight hours.

The most important thing about the advisory committee is that it was a bottom-up process. It was a peer-review process. All the decisions have been made in open and peer-review meetings, where one person would come up with an idea and the others would shoot it down. But the result is that you've got the best engineered system in the world—light-years ahead of anything else. And the heroes in this—whom I hope the FCC doesn't forget—are all the people who have contributed so much time.

To a person, those people will tell you that we got it right. This is the best system ever designed. I hope the American people get a chance to get the benefits of this and that it isn't just discarded because of political decisions.

We have resisted little steps, as they're taking now in Europe—going to enhanced television. All that's going to mean is that the public over there is going to buy one universe of sets for enhanced-definition television, and then someday—because it's going to come—you're going to have high definition, and they're going to have to buy another one. We threw out that idea early on. FCC Chairman Al Sikes made that decision, of going for the gold.

You know, we set the last standard in 1941. This time when we set a standard, we'd better set one that's got some headroom, that's going to last for some years into the future. Because we're going to ask the American people to buy sets and spend a lot of money, and I think we want a system that is technically as good as it can be.

Ultimately, the history of electronic products in this country is that the American people generally opt for the best that's available. Yes, sometimes it's a smaller part of the population that does it first, but ultimately it expands out.

We've reached a point where we have got so much content, so much variety, with 500 channels on the way, that if you really want to make a difference in the system you need to give us a better picture.

You've hit on a very important point. People aren't going to go out and buy these sets just to get more of the same. Cable gives you more of the same, you know. You've got to look for a quantum leap forward—a dazzlingly clear picture on a large screen.

Some people will say they can't accommodate a large screen. Again, you've got to have some vision. The flat panel is coming. I was in Japan last week and saw a 40-inch flat-panel screen. Now, it's probably not ideal and it had some display artifacts; it utilized a plasma technology, whereas liquid crystal will ultimately be the winning technology. Texas Instruments also has a mirror technology, so I don't know which one will win. But the 40-inch flat screen was spectacular. And they were saying: "Wait until you see it next year."

And some day, homes are going to be built with home entertainment and information rooms, just like we have a family room today. At least that's my vision, and all I say is that you have to have a vision on this thing.

You've had an outstanding career in Washington, beginning as the FCC's general counsel and proceeding to become a commissioner and chairman. "He's still the chairman," is what insiders say. You've established the leading communications law firm, and now you've done this. Where does it rank among your accomplishments?

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Broadcasting

December 4, 1995

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Kelley's 20th deal includes ABC, Fox

By Steve Coe

Emmy Award-winning producer David Kelley has signed a five-year contract with 20th Century Fox Television that will have him producing for ABC as well as Fox.

Twentieth has ponied up as much as \$60 million for writing and production talent during the past few months. In October the studio announced deals with comedy talents Danny Jacobson, Chuck Lorre, Eric Gilliland and the *Frasier* team of Vic Rauseo and Linda Morris (BROADCASTING & CABLE, Oct. 23).

Kelley had more than a year remaining on his current deal with 20th Century Fox, for which he produced *Picket Fences* and *Chicago Hope* for CBS. Kelley already had bowed out as executive producer of both to focus on his David E. Kelley Productions (BROADCASTING & CABLE, May 1).

However, his agents reportedly were interested in capitalizing on the current

run of production talent that has spawned multi-million-dollar deals, such as 20th's deal—said to be in the \$20 million range—with *Mad About You*'s Jacobson.

Under Kelley's new deal, ABC and Fox Broadcasting have given 20th two series commitments each. ABC is expected to get the first and third series; Fox is expected to get the second and fourth.



David Kelley gets full control over his projects for ABC and Fox.

The first show should be ready for the 1996-97 season.

If one network passes on a project, the other network has first right of refusal before it is shopped elsewhere.

The new contract also gives Kelley creative control over the projects in what is being described as the same deal that Steven Bochco has with the studio. ■

PBS's 'Ghostwriter' to appear in syndication

Revenue will be used in following year's first-run budget

By Steve McClellan

Popular PBS children's series *Ghostwriter* is coming to commercial television next fall. Tradewinds Television and Action Media Group have signed an unusual agreement with *Ghostwriter* producer Children's Television Workshop to put the show back into production in 1997 after a 26-episode off-network package airs in domestic syndication next season.

Tradewinds President Mark Rafalowski says he will ask stations for two-year commitments to *Ghostwriter*, with the second year including 13 new first-run episodes mixed with off-network episodes. The budget on the program is more than \$250,000 per half-hour. "It's not a cheap show to do," he says. "It's a quality show, and to do it first-run this year would not pencil out."

The solution: Reinvest a sizable chunk of revenue from *Ghostwriter*'s off-network run in the first year into the first-run budget for year two. CTW produced some 70 episodes of the series for PBS over three seasons. According to Nielsen Media Research, the show was the fifth most popular program among children 6-11 last February (out of 84 shows targeting that demo), with an average 7.7



'Ghostwriter's' friends talk to a ghost via computer.

rating. In three seasons on the air, the program almost doubled its rating with children 6-11.

The show follows a diverse group of kids who solve mysteries in their neighborhood with the help of a friendly ghost that communicates via written messages. CTW designed the show to make the printed word exciting, fun and relevant to children.

The *Ghostwriter* deal is timely for commercial broadcasters, who are facing increasing pressure from the gov-

Continues on page 44

A Call For Entries

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Individuals, publications and broadcast organizations may submit work completed between January 1 and December 31, 1995.

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Entry deadline is January 31, 1996. Award will be presented at the 1996 National Convention in Salt Lake City, Utah.

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Calling all dumb crooks

Active Entertainment is out to prove that breaking the law is a dumb thing to do with its new first-run weekly *America's Dumbest Criminals*, based on the book and home video of the same name. The half-hour show, sold on a barter basis of 4 minutes local/3 minutes national, is described as a cross between *America's Funniest Home Videos* and *Cops*. The series, for fall 1996, will use footage from surveillance cameras, local news broadcasts and re-enactments to portray the misdeeds of America's least-wanted. Active will produce 26 episodes in association with Nashville-based Cascom Screen International, Scene Three Productions and the Entheos Group.

'Gwenevere' battles low ratings

Bohbot Entertainment has renewed its new animated weekly *Princess Gwenevere and the Jewel Riders* in more than 100 markets for next season. The half-hour show is struggling with a 0.6 national Nielsen rating among girls 2-11, but Bohbot's licensing efforts are booming. In addition to a worldwide agreement with the Hasbro Toy Group, deals are in place for merchandise ranging from greeting cards to a line of *Princess Gwenevere* dresses. Bohbot hopes heavy promotion of the products will raise awareness of the show.

Ray leaves Raycom

Rick Ray, president/chief executive officer of syndicator Raycom Inc., stepped down last week after 16 years

with the sales, production and marketing company he co-founded with his wife, Dee Birke, who retired in 1994. Ray will continue to serve on the board of directors of Ellis Communications, the Atlanta-based broadcasting group that bought Raycom in 1994. Raycom pioneered satellite-delivered TV specials focusing on major sporting and entertainment events. Raycom's syndicated offerings this year include *New Year's Eve Coast to Coast* from Universal Studios, to be broadcast live from Universal Studios' theme parks.

What does Homer have in common with Hercules?

Homer and Hercules have hit new ratings highs. MCA Television's campy action hour *Hercules: The Legendary Journeys* muscled its way to a 7.0 national Nielsen household rating for the week of Nov. 6. The series has averaged a 6.1 national household rating this season. Twentieth Television's *The Simpsons* also soared to a 7.0 household rating that week, up from the record-tying 6.7 rating the off-network strip posted for the week of Oct. 30.

Pre-Oscars show sells

The Academy Awards may be four months away, but Tribune Entertainment already has cleared its *Live from the Academy Awards with Sam Rubin* special in more than 50% of the country. The one-hour special, hosted by the entertainment reporter for Tribune-owned KTLA-TV Los Angeles, is being syndicated nationally for the first time.

The live pre-Oscars show, airing at 8 p.m. EST on March 25, will cover celebrity arrivals, fashion and backstage preparations for Hollywood's big night. Tribune is offering its Academy Awards package—which includes 90-second new reports on Feb. 13, the day the nominations are announced, and at a nominees' gathering March 14—on a barter basis of 6 minutes national/6 local.

Coleman shops 'Lookin' Up'

Gary Coleman, star of NBC's former hit sitcom *Diff'rent Strokes*, is shopping a pilot for a first-run strip titled *Lookin' Up at the Nightly News*. The proposed half-hour show is described as a look at the "bright side" of the news, with an emphasis on the "ironies and twists of fate" behind the daily headlines. Coleman will anchor and co-produce the show with Neil Gordon, former producer of *America's Funniest Home Videos* and *Solid Gold*.

Genesis reborn as New World/Genesis

Genesis Entertainment, which last year became a unit of New World Communications Group, has changed its name to New World/Genesis Distribution. Genesis officials say the change reflects New World's growing presence in the TV industry. Genesis, which distributes first-run shows including *Real Stories of the Highway Patrol* and *Mark Walberg*, next fall will launch three shows: entertainment magazine *Access: Hollywood*, weekly drama *Two* and late-night strip *Loveline*. —CL

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'Ghostwriter'

Continued from page 42

ernment to do more children's educational programming. "For a lot of shows, it's a judgment call about their educational value," says one station executive. "*Ghostwriter* is first and foremost educational, with the added benefit that it's also entertaining and gets a big number."

Tradewinds soon will begin knocking on station doors with the program. Feedback from the few stations that are aware of it has been "overwhelmingly positive," Rafalowski says. "In a business that is getting tougher by the year, I think *Ghostwriter*, given its unique qualities, should be an easy clearance."

Rafalowski predicts that *Ghostwriter* will be cleared in 60%-70% of the country by late January, when the NATPE International convention takes place in Las Vegas.

Action Media Group will sell national barter time in the show. It holds the domestic syndication rights and has subleased syndication rights to Tradewinds Television.

AMG and Tradewinds have been working on the *Ghostwriter* deal for more than a year. "It's an enormous show," says AMG President Rick Pack. Three years ago, Pack brought another off-PBS show to syndication: *Nature*, produced by WNET(TV) New York. The show will enter its fourth season in syndication next year.

Tradewinds keeps on expanding

Meanwhile, Tradewinds, formed earlier this year, continues to expand. John Mansfield, who worked for LBS and Lorimar before forming his own company, has joined Tradewinds as executive vice president. He will be based in Denver. The company recently set up a New York office and named Bette Alofsin vice president, Eastern sales. She formerly was head of North American sales for Pandora International Entertainment.

Tradewinds is renewing cult favorite *Mystery Science Theater 3000* for a second year. The show is cleared in 80% of the country.

The company also is bringing out new reality strip *Bounty Hunters* for fall 1996. Rafalowski expects to clear the show in 30%-40% of the country by the start of NATPE. AMG also is selling national time in *Bounty Hunters*. ■

'Carnie' first to fall among frosh talkers

Tweaking at 'Walberg' includes staff changes, newsier topics

By Cynthia Littleton

Carnie, the top-rated new talk show of the season, last week was the first to stumble in the race among the new first-run talkers.

The fate of the hour strip hosted by pop singer Carnie Wilson was up in the air last Wednesday, a spokeswoman for Warner Bros. Domestic Television Distribution said. But several industry sources say the distributor will pull the plug after the show's current 13-week cycle concludes at the end of the February sweeps.

Waiting in the wings to take over *Carnie*'s time periods, primarily on Big Three-affiliate stations, is WBTD's recently unveiled talk/variety show with comedian Rosie O'Don-

nell. O'Donnell's show, billed as a lighthearted *Mike Douglas Show* for the 1990s, could be up and running as early as June, sources say.

Carnie's troubles were twofold, station sources say. After a promising start, some think the show deteriorated into the kind of risqué sensationalism that has come under fire from advertisers and political activists. And because of its strong station lineup, *Carnie*'s average 2.0 national Nielsen household rating amounted to double-digit drop-offs from her lead-in and year-ago time period averages in most key markets.

Another member of the freshman talk pack slated last week for change was Genesis Entertainment's *Mark Walberg*, which has averaged a 1.4 national Nielsen household rating

Where's 'The Beef'?



'The Beef' is hosted by Vance DeGeneres, older brother of comedian Ellen DeGeneres of the ABC sitcom 'Ellen.'

MTM Television is hoping that fans of reality strips will develop an appetite for *The Beef* next fall.

The half-hour show will investigate conflicts in the lives of everyday people and will attempt to provide solutions. The small, often absurd beefs examined on the show range from neighbors irked by a homeowner with an unkempt yard to a boss who suspects that an employee who has called in sick is not really ailing.

"No story is too small, ridiculous or bizarre for *The Beef*," says Sharon Hall, MTM's vice president of syndication and specials. "We're going to be making mountains out of molehills."

"This show is unique and the first of its kind," says Chuck Larsen, MTM's president of worldwide distribution. "We're gathering input from stations

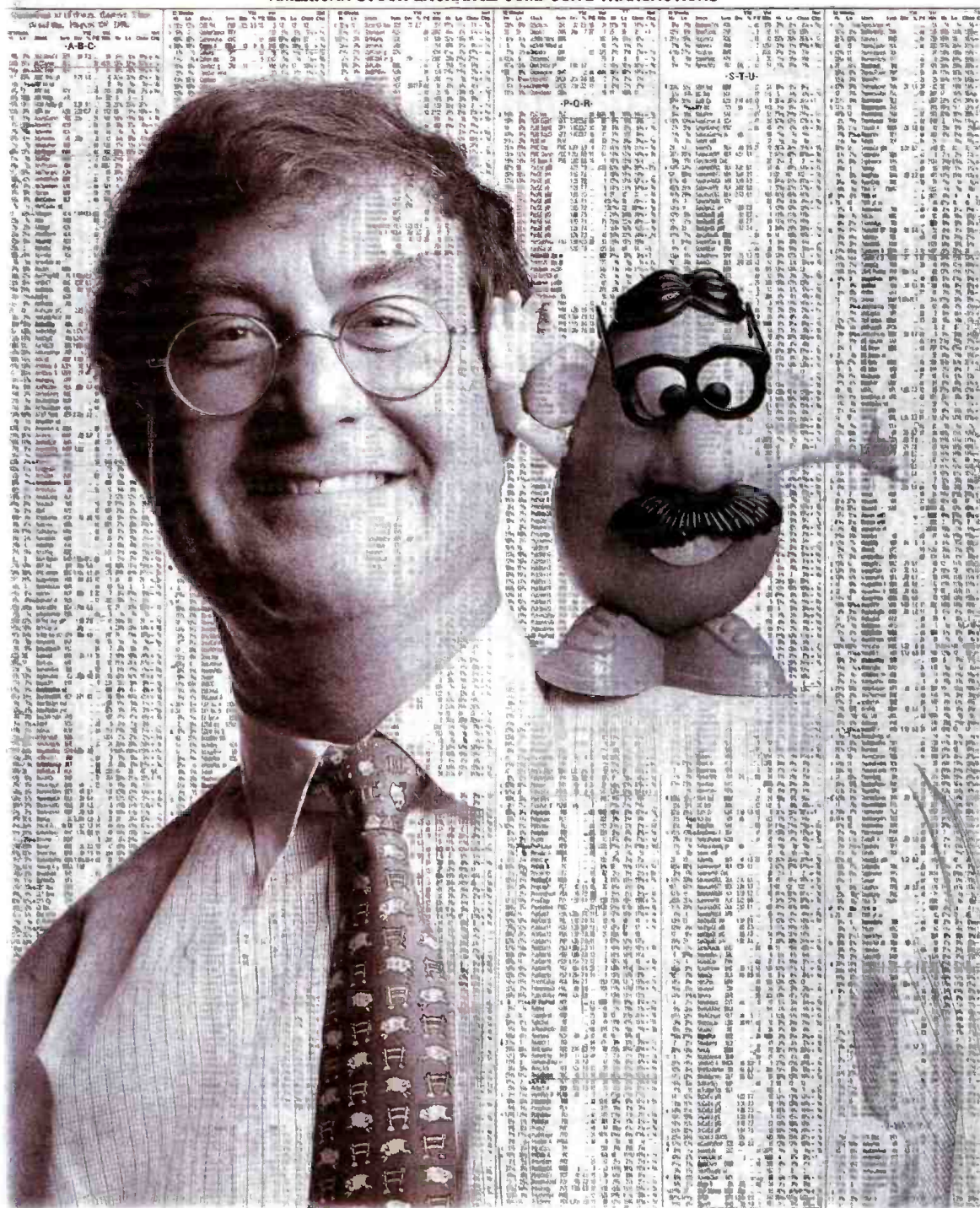
and groups to determine the best marketing plan for the best positioning of this series. Based on that response, we are also putting the finishing touches on an all-cash marketing plan."

MTM will co-produce 195 episodes of *The Beef* with Gold Coast Television Entertainment, which also produces the syndicated series *A.J.'s Time Travelers*.

Also last week, MGM Domestic Television Distribution cleared its weekly drama *Poltergeist: The Legacy* on 11 Fox owned-and-operated stations that cover more than 20% of the country. MGM officials say the Fox audience is tailor-made for the weekly sci-fi hour, which will premiere next spring on Showtime before heading to syndication in the fall.

The series, sold for a straight 7/7 barter split, picks up where the "Poltergeist" movies of the 1980s left off, focusing on scientists searching for answers to the poltergeist phenomenon. MGM already has ordered two seasons, or 44 hours, of production on the big-budget series. —CL

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since September.

Talk show veteran Bruce McKay, former producer of King World Productions' *Rolonda*, was brought in to replace Randy Douthit as executive producer, with more staff changes expected in the weeks ahead.

Starting in January, *Mark Walberg* will tackle more substantive, news-oriented subjects, McKay says. McKay also plans to occasionally break away from the traditional talk format with remote segments and one-on-one interviews.

"We're going to fashion the show to play more to Mark's strengths," McKay says. "There's no evidence in the [market] research that the audience has rejected him—people either don't know who he is or they think he's very smart, talented and likable." ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Nov. 20-26

Week 10	abc	CBS	NBC	FOX	UPN
	15.6/24	11.9/18	13.4/20	6.9/10	4.1/6
MONDAY	8:00		24. <i>The Nanny</i> 12.1/18		76. <i>Star Trek: Voyager</i> 5.4/8
	8:30	53. <i>The Marshal</i> 7.6/12	29. <i>Can't Hurry Love</i> 10.9/16	34. <i>Fresh Prince</i> 10.5/16	48. <i>Melrose Place</i> 8.9/13
	9:00	1. <i>NFL Monday Night Football—San Francisco 49ers vs. Miami Dolphins</i> 18.5/30	20. <i>Murphy Brown</i> 12.4/18	8. <i>NBC Monday Night Movie—Dead by Sunset, Part 2</i> 14.9/23	79. <i>Partners</i> 4.8/7
	9:30		40. <i>High Society</i> 9.8/15		79. <i>Ned and Stacey</i> 4.8/7
	10:00		17. <i>Chicago Hope</i> 13.0/21		82. <i>Nowhere Man</i> 2.8/4
TUESDAY	8:00	14.2/23	8.2/13	12.4/20	6.4/10
	8:30	18. <i>Roseanne</i> 12.9/21	53. <i>John Grisham's The Client</i> 7.6/12	28. <i>Wings</i> 11.0/18	68. <i>Fox Tuesday Night Movie—Blue River</i> 6.4/10
	8:30	26. <i>Hudson Street</i> 11.5/18		34. <i>NewsRadio</i> 10.5/17	90. <i>Deadly Games</i> 1.6/3
	9:00	3. <i>Home Imprvmt</i> 16.3/25		11. <i>Frasier</i> 14.0/22	91. <i>Live Shot</i> 1.4/2
	9:30	14. <i>Coach</i> 13.4/21	50. <i>CBS Tuesday Movie—It Was Him or Us</i> 8.5/14	5. <i>Friends</i> 15.5/24	
WEDNESDAY	8:00	12.6/21	6.6/11	12.5/21	7.4/12
	8:00	32. <i>Grace Under Fire</i> 10.7/19	60. <i>Dave's World</i> 7.0/12		46. <i>Beverly Hills, 90210</i> 9.0/15
	8:30	29. <i>Ellen</i> 10.9/18	71. <i>Bless This House</i> 5.9/10	20. <i>World's Greatest Magic</i> 12.4/21	82. <i>Sister, Sister</i> 2.8/5
	9:00				84. <i>The Parent 'Hood</i> 2.6/4
	9:30	13. <i>Beatles Anthology, Part 2</i> 13.5/23	65. <i>Soul Train's 25th Anniversary</i> 6.7/12	19. <i>Law & Order</i> 12.7/22	72. <i>Party of Five</i> 5.8/10
THURSDAY	8:00	9.0/17	6.5/12	15.4/29	6.9/13
	8:00	69. <i>TV's Greatest Performances</i> 6.3/13	60. <i>Murder, She Wrote</i> 7.0/14	10. <i>Movie of the Week—Home Alone</i> 14.5/27	63. <i>White Men Can't Dance</i> 6.9/13
	9:00			2. <i>ER</i> 17.3/31	
	9:30	36. <i>Beatles Anthology, Part 3</i> 10.4/19	69. <i>CBS Special Movie—West Side Waltz</i> 6.3/11		
	10:00				
FRIDAY	8:00	12.9/23	7.2/13	8.5/15	8.6/15
	8:00	45. <i>Family Matters</i> 9.4/17		46. <i>Movie of the Week—The Mighty Ducks</i> 9.0/16	42. <i>The X-Files</i> 7.4/13
	8:30	44. <i>Step by Step</i> 9.5/17	60. <i>CBS Special Movie—Free Willy</i> 7.0/12		42. <i>The X-Files</i> 9.8/17
	9:00	16. <i>Turning Point Special: Princess Diana</i> 13.3/23			
	10:00	4. <i>20/20</i> 16.0/29	53. <i>Reba: Starting Over</i> 7.6/14	56. <i>TV's Funniest Friends</i> 7.5/14	
SATURDAY	8:00	6.8/12	10.8/19	9.8/18	5.5/10
	8:00	65. <i>Jeff Foxworthy</i> 6.7/12	43. <i>Dr. Quinn, Medicine Woman</i> 9.6/18	29. <i>Movie of the Week—Dennis the Menace</i> 10.9/19	75. <i>Alien Autopsy</i> 5.5/10
	8:30	72. <i>Maybe This Time</i> 5.8/10	33. <i>Touched by an Angel</i> 10.6/19		74. <i>Cops</i> 5.6/10
	9:00	59. <i>Saturday Night at the Movies—What About Bob?</i> 7.1/13	22. <i>Walker, Texas Ranger</i> 12.3/22	52. <i>Sisters</i> 7.7/14	76. <i>Amer Most Wntd</i> 5.4/9
	10:00				
SUNDAY	7:00	10.9/17	12.9/20	13.5/21	6.7/10
	7:00	38. <i>Am Fun Home Vid</i> 10.0/16	9.60 <i>Minutes</i> 14.6/23	(nr) <i>NFL Football</i> 13.1/22	78. <i>Space: Above & Beyond</i> 5.0/8
	7:30	14. <i>Am Fun Home Vid</i> 13.4/20		64. <i>Unsolved Myst</i> 6.8/10	85. <i>Pinky & Brain</i> 2.2/4
	8:00		38. <i>Cybill</i> 10.0/15	22. <i>Mad About You</i> 12.3/18	88. <i>Kirk</i> 2.1/3
	8:30	27. <i>Lois & Clark</i> 11.3/17	42. <i>Almost Perfect</i> 9.7/14		49. <i>The Simpsons</i> 8.7/13
WEEK AVG	11.7/20	9.3/16	12.3/21	6.9/11	UPN: 2.8/4; WB: 2.2/3
	11.8/20	9.5/16	12.1/20	7.4/12	UPN: 3.3/5; WB: 2.3/4

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

HSN, Savoy deals may put Diller back on dial

With programing platform in place, new network said to be in works

By Steve McClellan

The long Thanksgiving holiday was a working weekend for Barry Diller. While most people were eating turkey, Diller and his new broadcasting company, Silver King Communications Inc., gobbled up control of two companies—Home Shopping Network Inc. and Savoy Pictures Entertainment Inc.

Diller on Nov. 27 was named chairman of HSN, archrival of QVC, the home shopping network that Diller had controlled and hoped to merge with CBS. That merger was blocked by Comcast Corp., which subsequently took control of QVC.

Silver King will acquire the 41% controlling stake (including 80% of the voting stock) now held in HSN by Tele-Communications Inc.'s Liberty Media for about \$300 million. Diller and several members of his management team were granted options by HSN that, if exercised, would give them an additional 15% stake for another \$127.5 million.

Savoy, the struggling New York-based film and television production company, will cost Diller roughly \$200 million. Diller will swap Silver King stock for both the Savoy acquisition and the purchase of Liberty's controlling interest in HSN. Silver King will issue 11 million new shares of stock to complete the HSN deal and 6 million new shares to complete the Savoy transaction.

Waivers to be sought

Savoy stockholders will receive 0.2 shares of Silver King common stock for each share of Savoy common stock. The deal is subject to FCC approval because of Savoy's controlling 75% interest in four stations owned in a joint venture with Fox—WLUK-TV Green Bay, Wis.; KHON-TV Honolulu; WVUE-TV New Orleans, and WALA-TV Mobile, Ala. Silver King already is at the FCC's 12-television-station limit. The company will seek a temporary waiver to control the four Savoy outlets.

Savoy, which has stumbled badly in

the theatrical film business, has said it was putting more emphasis and resources on the television side of its business (BROADCASTING & CABLE, Sept. 18).

What Diller has in mind for Savoy and HSN remains to be seen. But if Silver King is any example, Diller probably will shake things up quickly.

In his first two months at the helm of Silver King, which Liberty had an option to buy but Diller filed to acquire on Sept. 13, Diller fired most of the station managers at the 12 owned TV stations as well as the president of the TV stations division, James Lawless. In addition, about 50% of the station divi-

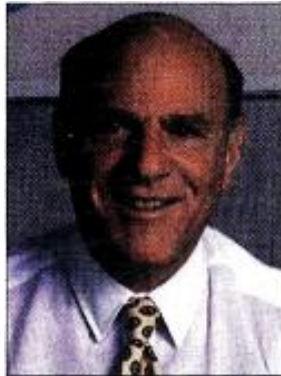
sion's staff, or 100 employees, is being let go by the end of the year.

These moves have some Silver King employees calling Diller a liar and a hypocrite. They note that when he took over Silver King, he said he would abandon home shopping programing and turn the stations into traditional independents with strong local news presence. The cutbacks show just the opposite, they say.

Diller's plan is indeed to convert the stations to mainstream independents, but not for another year, when the HSN affiliation agreements are up, says a source close to Diller. Staff cuts make sense in the meantime. Once the stations

are converted to strong local entities, Diller will launch a network, the source says. It won't be the first for Diller, founder of the Fox network.

Savoy and HSN will give Diller a platform to generate programing. "He now has the assets to build the core of a mini-network," says Harold Vogel,



Do Barry Diller's shake-ups at Silver King portend the future for HSN and Savoy?

CLOSED

Canton, Inc.

has sold the assets of

WOAC-TV

Canton/Cleveland, Ohio

To

Whitehead Media, Inc.

Eddie Whitehead, President

We initiated this transaction and assisted
the parties in the negotiations

Kepper, Tupper & Company

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senior media analyst, Cowen & Co., New York. "We're not exactly talking Disney/Capital Cities here, but who knows where it will go?"

Analysts say Diller's purchase of Savoy and HSN solves problems for all the key players. Sales at HSN, once the nation's dominant home shopping service, have been flat for the past three years. The company has lost money for those fiscal years, including \$3.8 million in 1994.

Diller's deal to acquire HSN was struck with TCI's John Malone. "First and foremost, Malone wants HSN fixed," Vogel says. Despite setbacks at QVC, including the failure of second channel Q2, Diller is credited with turning around the business.

As for Savoy, key shareholders in that company (including Allen & Co., and Capital Research) have been disappointed with its continuing losses. For the first nine months of the year, Savoy has lost \$40 million, compared with a \$29 million loss in the same period a year ago. The one encouraging area has been broadcasting, where the four stations have generated almost \$9 million in revenue and \$2 million in operating income for the first nine months of the year. ■

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 □ \$96,200,000 □ 6

Combos □ \$0 □ 0

FMs □ \$30,000,000 □ 4

AMs □ \$0 □ 0

Total □ \$126,200,000 □ 9

So far in 1995:

TVs □ \$3,247,525,545 □ 124

Combos □ \$2,447,724,930 □ 203

FMs □ \$748,873,930 □ 338

AMs □ \$85,018,357 □ 178

Total □ \$6,554,600,668 □ 840

TV

KVAL-TV Eugene-KCBY-TV Coos Bay/Eugene, Ore.; KBCI-TV Boise, Idaho, and 50% of KPIC(TV) Roseburg/Eugene (BROADCASTING & CABLE, Nov. 6)
Price: \$51.5 million

Buyer: Retlaw Enterprises Inc., Fresno, Calif. (Lillian B. Disney as trustee for Mrs. Walter E. Disney [chairman/30% owner]; Christopher Miller, president/8.2% owner; Benjamin W. Tucker, VP); also owns KJEO(TV) Fresno; KIDK(TV) Idaho Falls and KLEW(TV) Lewiston, Idaho, and KEPR(TV) Pasco and KIMA(TV) Yakima, Wash.

Seller: Northwest Television Inc., Eugene (Donald E. Tykeson, president); no other broadcast interests

Facilities: KVAL-TV: ch. 13, 316 kw visual, 63.1 kw aural, ant. 1,480 ft.; KCBY-TV: ch. 11, 11.5 kw visual, 1.1 kw aural, ant. 680 ft.; KBCI-TV: ch. 2, 65 kw visual, 7 kw aural, ant. 2,550 ft.; KPIC: ch. 4, 5.37 kw visual, 550 w aural, ant. 1,000 ft.

Affiliation: All CBS

WSNS-TV Chicago

Price: \$44.7 million

Buyer: Telemundo Group Inc., Hialeah, Fla. (Roland Hernandez, president); also owns KVEA(TV) Corona and KSTS(TV) San Jose, Calif.; wscv(TV) Fort Lauderdale, Fla.; wnju(TV) Linden, N.J.; wkaq(TV) San Juan, P.R., and kvda(TV) San Antonio and ktmd(TV) Galveston, Tex.

Seller: Video 44, Chicago, joint venture of Harriscope of Chicago Inc.

(owns 50%), National Subscription Television of Chicago Inc. (owns 24.5%) and Essaness Theatres Corp. (owns 25.5%). Only Essaness will maintain its interest in station.

Facilities: Ch. 44, 4,260 kw visual, 500 kw aural, ant. 1,420 ft.

Affiliation: Telemundo

KESQ-TV Palm Springs, Calif.

Price: \$19.4 million

Buyer: News-Press & Gazette Co., St. Joseph, Mo. (David R. Bradley Jr., president/49.54% owner); also owns KVIA(TV) El Paso

Seller: E. Grant Fitts, Dallas; no other broadcast interests

Facilities: Ch. 42, 10 kw visual, 1.6 kw aural, ant. 1,650 ft.

Affiliation: ABC

RADIO: FM

KMAX(FM) Arcadia/Pasadena, KAXX(FM) Ventura, KBAX(FM) Fallbrook and KWIZ-FM Santa Ana, all Calif.

Price: \$30 million

Buyer: Odyssey Communications Inc., Hawthorne, N.Y. (Michael Kakoyiannis, president/CEO); also owns WRGX(FM) Briarcliff Manor and WRKL(AM) New City, N.Y., and wstc-AM-WKHL-FM Stamford, Conn.

Seller: Douglas Broadcasting Inc., Palo Alto, Calif. (N. John Douglas, owner); also owns KEST(AM) San Francisco and KOB(AM) Yuba City, Calif.; wvvx(FM) Highland Park, Ill.; WNDZ(AM) Portage, Ind., and WNJR(AM) Newark, N.J. Douglas also owns 51% of WBPS(AM) Dedham, Mass., and KGOL(AM) Humble, Tex., and is buying KSJX(AM) San Jose, Calif.

Facilities: KMAX: 107.1 mhz, 3 kw, ant. 240 ft.; KAXX: 107.1 mhz, 280 w, ant. 872 ft.; KBAX: 107.1 mhz, 3 kw, ant. 300 ft.; KWIZ-FM: 96.7 mhz, 3 kw, ant. 200 ft.

Format: KMAX: black, Spanish; KAXX: soft adult contemporary; KBAX: Asian; KWIZ-FM: international, Asian

Broker: Gary Stevens & Co.

Winston Radio, Inc.

has acquired the assets of

WWPA-AM
and
WWWD-FM
Williamsport, PA

from

S&P Broadcasting

Jack Satterfield
(610) 520-4488

initiated the transaction



Satterfield & Perry, Inc.
Media Brokers Appraisers Consultants

Philadelphia • Denver • Kansas City
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Errata

The holdings of the buyer and seller of WBTQ(FM) Buckhannon, W.Va., were incorrect in the Nov. 27 "Changing Hands." Buyer Elkins Radio Corp. owns WELK(FM) Elkins, W.Va., and WEIR(AM)-WCDK(FM) Weirton, W.Va./Steubenville, Ohio. Seller Harlynn Inc. has no other broadcast interests.



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'Ratings issues' top list of CBS/Group W

Profit, revenue also priorities for 39-station CBS Radio Station Group

Radio

By Donna Petrozzello

As president of the newly merged Group W and CBS radio groups, former Group W Radio president Dan Mason says improving ratings, revenue levels and profit margins at each of the merged group's 39 stations will be a top priority.

Each station in the renamed CBS Radio Station Group should "rank in the top five in ratings with their target demographic group, in the top five in revenue [in their market] and have a significant profit margin that would rank among the leaders in the industry," Mason said last Tuesday after a news conference announcing his appointment.

"If stations can meet those three goals, they will be more autonomous than maybe they have been in the past," Mason said, speaking especially of the

CBS-owned properties. "Even in the case of Group W, we have stations that aren't maximizing their ratings yet, and that is the same issue for the CBS stations. Both sides of the new company have ratings issues."

Mason also pointed to performance differences between Group W- and CBS-owned stations, citing broadcast cash-flow margins on net sales of 42% for Group W stations and "in the mid to upper 20%" for CBS stations.

"There is a significant difference in the margins of these two companies, and we're going to have to perform better," Mason said.

As leader of the CBS Radio Station Group, Mason will "try to shift this company on the station level from a network-type mentality to a local-radio-station mentality." That's how the stations will improve their performance, he said.

That shift may involve restructuring management over five years to include staff members overseeing markets where CBS Radio has a strong pres-

ence, such as New York, Los Angeles or Chicago. Or it may include abolishing a "middle management layer," which Mason said was done at Group W when he joined it as group president.

Mason will continue to manage CBS stations in separate AM and FM divisions, possibly for up to three more years. But, he said, "if this were just a

MERGED RADIO PORTFOLIO OF CBS/GROUP W

New York	Washington
WINS(AM)	WARW(FM) Bethesda, Md.
WCBS-AM-FM	Dallas
WNEW(FM)	KTXQ(FM)
Los Angeles	KRRW(FM)
KFWB(AM)	Houston
KTWV(FM)	KKRW(FM)
KNX(AM)	KILT-AM-FM
KCBS-FM	KIKK-AM-FM
Chicago	Boston
WBBM-AM-FM	WBZ(AM)
WMAQ(AM)	WODS(FM)
WSCR(AM)	Detroit
WXRT(FM)	WLLZ(FM)
Philadelphia	WWJ(AM)
KYW(AM)	WYST(FM)
WMMR(FM)	Minneapolis/St. Paul
WGMP(AM)	WCCO(AM)
WOGL-FM	WLTE(FM)
San Francisco	St. Louis
KCBS(AM)	KMOX(AM)
KRQR(FM)	KLOU(FM)
KPIX-AM-FM	Pittsburgh
	KDKA(AM)

Source: CBS Inc.



Dan Mason will preside over the newly merged Group W/CBS radio group.

Sentry becomes Katz's sixth rep firm

Katz Radio Group last week formed its sixth full-service sales rep firm, Sentry Radio Sales, and signed 16 radio stations owned by Bonneville International Corp. as clients.

The deal with Bonneville lends Sentry representation of national ad sales for a slate of stations that includes WMXV(FM) New York and KBIG(FM) Los Angeles. The combined 16-station group is anticipated to reap \$30 million in billings for Sentry. Sentry is expected to begin representing Bonneville stations, and other stations yet to be signed, in early January, according to Katz Radio Group officials.

Bob McCurdy, former president of the Katz Radio rep firm, was named president of Sentry. Mike Agovino, former general sales manager of Katz Radio reps, will



Bob McCurdy will lead Sentry Radio Sales.

replace McCurdy at Katz Radio.

Of the 16 stations signing with Sentry, 10 had been represented by the Interep Radio Store and six were represented by CBS Radio Representatives. Two Bonneville stations, KOIT-AM-FM San Francisco, will continue to be repped by Katz Radio.

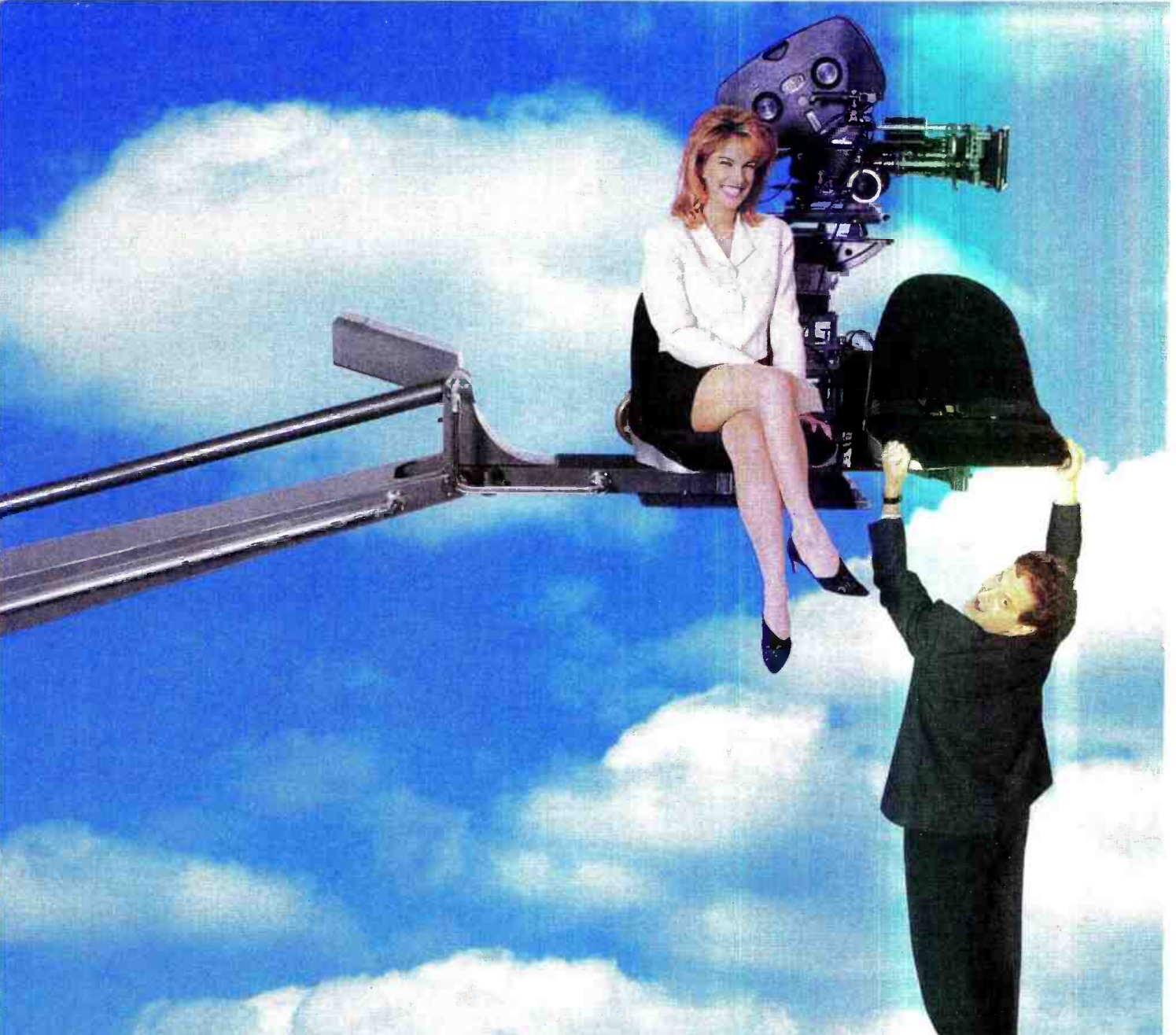
"The new arrangement with Sentry gives us the opportunity to have almost all of our stations covered by a single company with representation concentrated in the top 50 markets, which is something we've never done before," says Bonneville Executive Vice President/COO Bruce Reese.

Sentry joins Katz Radio Group's stable of rep firms: Banner Radio, Katz Radio, Christal Radio, Eastman Radio and Katz Hispanic Media.

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pure radio company, I [might] not have an AM/FM division. I might just have all the stations report to me." Mason would not comment on the fates of current CBS AM division leader Anna Mae Sokusky or CBS FM division leader Rod Calarco.

Mason's plans likely will include adding sales staff at local stations, especially CBS-owned stations. "It's our intent to put a lot of firepower on the sales side," he said, adding that stations may need staffs of at least 12 people to be more profitable.

With CBS, Mason takes over management of the group's 21 owned-and-operated stations, its five networks and its national sales rep firm formerly under CBS Radio Division President Nancy Widmann. Mason will continue to oversee Group W's 18 stations as he has since 1993 as president of Group W Radio.

At a news conference last week, CBS Inc. President/CEO Peter Lund said a company priority is to utilize Widmann's talents, adding to speculation that she could be tapped for a non-radio position. New to managing a radio network and rep firm, Mason said he will rely on Widmann's assistance

through January.

The \$5.4 billion merger of CBS Inc. and Westinghouse Electric Corp., which closed Nov. 24, creates the largest group of owned-and-operated radio stations in the country, with estimated billings of \$509.3 million for 1995, according to industry analyst Jim Duncan. The merger makes bedfellows of top-ranked all-news stations in New York, Los Angeles, Chicago and San

Francisco and gives the group five stations in both Houston and Chicago.

Mason also said he intends to keep CBS Radio Representatives and the five CBS Radio Networks as O&O properties of CBS Inc. But through 1996, Group W will honor its contract with the Interep Radio Store for national ad sales representation of its stations rather than include those stations with others handled by CBS Radio reps. ■

Radio Aahs gets ABC boost

By Donna Petrozello

ABC Radio Networks will aid the marketing and sales divisions of Radio Aahs, the 24-hour children's programming network owned by the Children's Broadcasting Corp.

The agreement involves ABC network employees in affiliate sales, national and international ad sales, research, marketing and promotional efforts of Radio Aahs. In return, Radio Aahs will air some ABC Radio Network news programming, says ABC Radio Networks Executive Vice Pres-

ident David Kantor.

"We figured we could speed up [Radio Aahs's] potential success by putting things that we do very well, which are ad sales, affiliate marketing and operation of a network, together with something they've done very well, which is establishing a working program model for children's broadcasting," Kantor says.

The children's network has affiliates in 26 markets. Most, including flagship WWTC(AM) Minneapolis, are owned and operated by CBC. ABC in 1992 considered launching a kids network. ■

IRTS Newsmaker Luncheon celebrates 52nd year

This year's International Radio & Television Society Foundation Newsmaker Luncheon on Nov. 21 in New York attracted a wealth of industry leaders. The luncheons date to 1943 and always feature the FCC's chairman, an IRTS spokeswoman says. This year's guests (l-r):



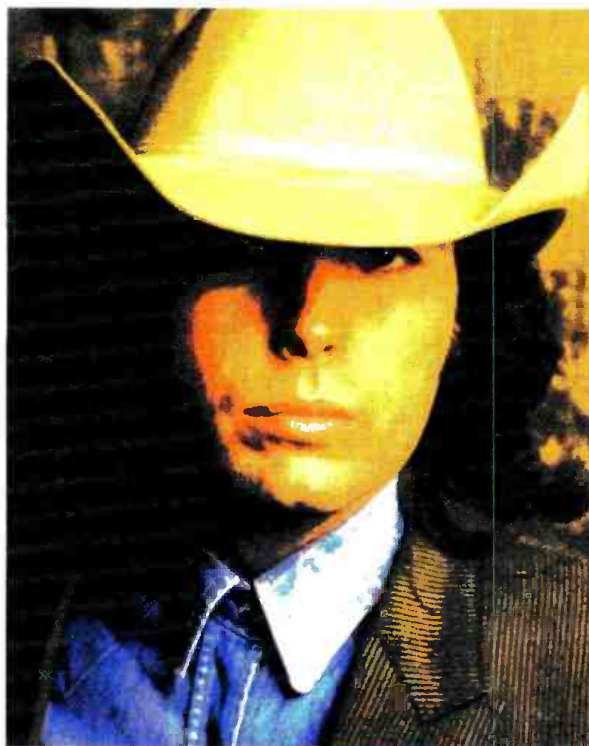
Front row: Bill Blackwell, Jefferson-Pilot Communications; Virginia Hubbard-Morris, KSTP-AM-FM Minneapolis/St. Paul; Mel Karmazin, Infinity Broadcasting Corp./Westwood One; David Kennedy, Susquehanna Radio Corp.; Frank Osborn, Osborn Communications; Ward Quaal, Ward L. Quaal Co.; Robert Sillerman, Sillerman Cos.; Pierre Sutton, Inner City Broadcasting Corp.; Cecil Walker, Gannett Broadcasting; Tom Burchill, Petry Media Corp.; Raif D'Amico, CBS Radio Representatives N.Y.; Marc Guild, Interep Radio Store Marketing Division; Tim McAuliff, Blair Television; Tom Olson, Katz Media Group; Don Robinson, Seltel, and Peter Ryan, Harrington Righter & Parsons.

Second Row: Nancy Widmann, CBS Radio; Chase Carey, Fox Television; Robert Wright, NBC; Thomas Murphy, Capital Cities/ABC; FCC Chairman Reed Hundt; Steve Weiswasser, Americast; Ralph Baruch, Viacom; Edward Bleier, Warner Bros. Domestic Pay-TV, Cable and Network Features; Ave Butensky, Television Bureau of Advertising; Jerry Feniger, Station Representatives Association; Jim Greenwald, Katz Media Corp.; Betty Hudson, NBC; Jim Rosenfield, Veronis, Suhler & Associates, and Maurie Webster, Center for Radio Information.

Third Row: Robert Batscha, Museum of Television and Radio; Judy Carlough, Radio Advertising Bureau; Lynne Grasz, BDA International; Sandy Josephson, N.Y. Market Radio; Lucille Luongo, American Women in Radio and Television; Ruth Wooden, Advertising Council; Steven Brill, Court TV; Kay Koplovitz, USA Networks; Doug McCormick, Lifetime Television; Don Mitzner, Group W Satellite Communications; Tom Rogers, NBC/NBC Cable and Business Development; Gerry Byrne, *Variety*; Peggy Conlon, BROADCASTING & CABLE; Lawrence Oliver, *Multichannel News/Cablevision*, and Albert Warren, Warren Publishing. ■

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COUNTRY MUSIC TELEVISION.



Opening the Western Show were moderator Paul Kagan, Ted Turner, Robert Redford, Barry Diller and Brian Roberts.

Turner on Murdoch: "I'll squish him like a bug"

By Rich Brown

The current wave of media mega-mergers is not entirely a good thing, Turner Broadcasting System Chairman Ted Turner told the Western Cable Show's overflow opening session crowd.

"I don't like to see less and less diversity out there," said Turner, adding that it would be "a very sad day" when just four or five companies run the media business. Ironically, Turner is closing in on a merger with Time Warner that will create one of the largest media conglomerates in the world. He said that he agreed to the Time Warner deal in part to be able to

"Today and tomorrow there is endless diversity. Anybody with a good idea or a good project will get in there."

Barry Diller

better compete with other media giants such as News Corp. and Viacom.

Indeed, News Corp. Chairman Rupert Murdoch on Monday hinted at the possibility of some day using his worldwide print and broadcast news

resources to launch a 24-hour news channel in the U.S.

"I'm looking forward to squishing Rupert like a bug," said Turner.

Although Robert Redford, co-owner of the Sundance Film Channel, was a last-minute addition, it was Turner who characteristically stole the show. Seeming to turn sharply from his cautionary tone toward consolidation, Turner said that the combination of the vast Turner and Time Warner animation libraries would give them five times the animation library of the ABC/Disney combination. "We look forward to fighting with anybody who wants to get in the ring with us, anytime."

Not everyone on the opening panel agreed with Turner that media concentration will affect diversity. Silver King Communications Chairman Barry Diller said there are many more voices heard today in the media than when the seven motion picture studios and three broadcast TV networks ran the entertainment business.

"Today and tomorrow there is endless diversity," said Diller. "Anybody with a good idea or a good project will get in there."

The 1992 Cable Act hurt many cable system operators and pushed a lot of creative people out of the cable business, said Comcast Corp. President Brian Roberts but the cable business is rejuvenating, he said. ■

Diller's game plan

Silver King Broadcasting Chairman Barry Diller says he plans to spend the next year-and-a-half developing a new programming service for the SK station group and expects to begin rolling out some of the programming between January 1997 and July 1997. Diller would not provide details on what the service would look like, but said it would be "a contrarian brand."

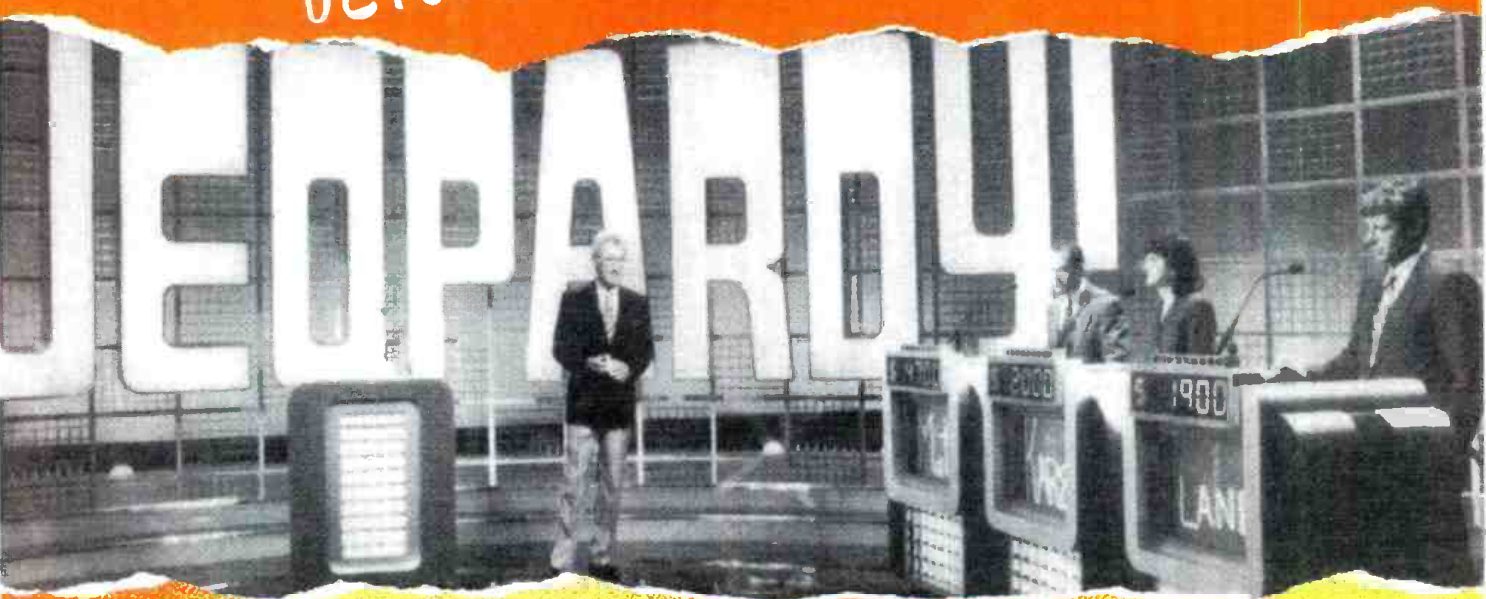
Diller says it doesn't make any sense to continue running Home Shopping Network programming on the SK TV stations because there is too much overlap with HSN cable distribution (Diller holds a controlling interest in HSN).

Diller says he will be putting an infrastructure in place at the SK stations that will include programmers capable of developing strong local shows with network potential (most of the SK stations are UHF properties with skeletal staffs). Diller, who helped build the Fox network, notes that Fox's first real success, *America's Most Wanted*, originally was produced at the station level.

"You can't do networking backwards," says Diller. "You have to do it first locally."

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Latest pay cable fight: Showtime vs. Starz!

War of words heats up between competing movie services

By Harry A. Jessell

Among the promotional giveaways cable executives found in their hotel rooms at the Western Cable Show were an aerosol can containing a fragrance to clear the air of Starz! "dubious" claims and a four-page slick scolding Starz! for making up "fake stuff about Showtime."

Showtime is "just trying to have a little bit of fun" with the in-room items," says

Jeff Wade, executive vice president, sales and marketing, Showtime.

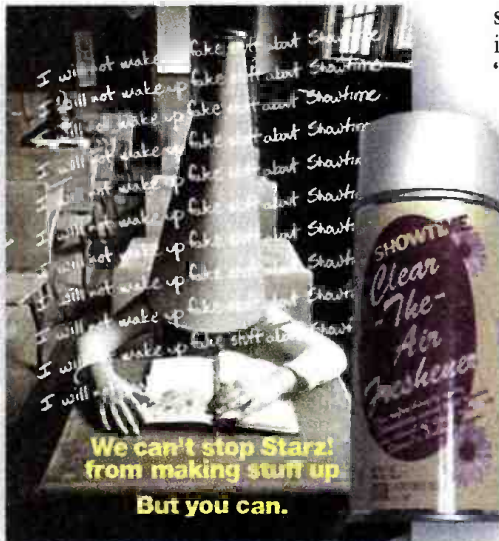
Maybe so. But the can and the slick also constitute tangible evidence of an increasingly nasty marketplace battle in which the upstart Starz! is trying to usurp Showtime's position as the number-two pay service. Starz! is a product of Tele-Communications Inc.'s Encore Media Corp.

In trade ads and interviews, Encore Chairman and CEO John Sie has been blasting away at Showtime, charging that it has forfeited its status as a first-rank pay service by emphasizing original programming and deemphasizing first-run theatricals. In 1997 and 1998, Starz! and HBO will air 80% of Hollywood's best work.

Liberty selling America One

Tele-Communications Inc. programming arm Liberty Sports is close to a deal to sell its America One broadcast network to an undisclosed buyer, BROADCASTING & CABLE has learned. Liberty executives say the service reaches more than 18% of U.S. households through America One, the predominantly low-power TV network that previously operated as Main Street Television.

Liberty acquired the bankrupt Main Street late last year in a liquidation sale and has boosted distribution by more than 6 million homes since relaunching as America One in February.



Showtime's spray promises to "clear the air of dubious claims" made by its rival Starz!

What's more, Sie says, much of Showtime's original programming and many of its "B-movies" are filled with sex and violence and aimed at a "hard-edged urban" market.

Sie and his affiliate sales teams are urging cable operators to replace Showtime in their discounted pay packages with Starz! and its companion vintage movie service Encore. "Showtime doesn't belong in the core package," Sie says. "It's no longer a broad-based first-run movie service, which is what the consumer wants."

Showtime is returning fire, alleging that Sie is distorting the truth about its commitment to first-run movies.

"We think our theatrical base is

solid," Wade says. Showtime has historically run 60 or 70 new films each year. "That has not changed and will not change in the foreseeable future."

By 2000, HBO, Showtime and Starz! will each control about a third of Hollywood's output, Wade says, although the relative shares will shift slightly over the next five years as movie licensing agreements begin and end.

Wade acknowledges that Starz! runs more theatricals in prime time, but only because it repeats titles more.

"They have 50% more repeats than we do," he says. "If they think repetition works for them, great. We don't."

Showtime is putting more time and money into original programming in response to subscribers' chronic complaints about excessive repeats.

Since July, Showtime has been airing one original movie each week, the fruit of a \$150 million commitment to original programming.

Original programming is a panacea, Wade says. It reduces repetition, wins critical acclaim, builds the brand and differentiates the service.

Instead of trying to replace Showtime, Starz! should be promoting the idea of consumers purchasing an affordably priced package of differentiated pay services.

The attacks on Showtime are an "act of desperation," says Wade. Starz! has committed more than \$3 billion to licensing films, he says and to cover that liability, it must build its distribution system as quickly as possible. ■

Original ideas from Lifetime

Channel is developing four drama and reality series for '96

By Rich Brown

In an effort to make the network less dependent on off-network product, Lifetime is developing four new one-hour series for 1996 debut.

"Lifetime is going to have to take control of its own destiny in the future," said Lifetime President/CEO Doug McCormick. He says he is concerned that the concentration in media ownership will lead more and more

studios to sell their product directly to co-owned cable networks. The Fox-owned FX network, for example, earlier this year bought off-net rights to Fox-produced *NYPD Blue*. "We don't want to be in a position where we're waiting to see what off-network product we can get."

Lifetime shows in development are:

■ *Telling Secrets*, a new reality series co-produced by Lifetime Television Productions and Fair Dinkum (the

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production company owned by actor Henry Winkler). The show will tell the stories of real-life secrets. It will be executive produced by Winkler and Aaron Kass, former senior producer and writer on *Rescue 911*.

■ *The Cold Squad*, a drama series about four police detectives tackling unsolved crimes. The show is being produced by Atlantis Films (*The Outer Limits*, *TekWar*) and Keatley Film Ltd.

■ *Byline: Sarah Stark*, about a top crime reporter in New York City. The weekly series is an Alliance Communications Production.



New original shows are part of a \$100 million programing commitment from Lifetime.

■ *The Glass House*, about a 36-year-old assistant U.S. attorney with the Department of Justice's Department of Legal Review. The show is created by

Stephen Cannell (*The A-Team*, *Silk Stalkings* and *Renegade*) and produced by New World Entertainment.

The development is part of Lifetime's earlier announced \$100 million programing commitment for 1995-96.

Lifetime hopes to be able to strip some of the new weekly hour shows within the next 3-4 years, says Judy Girard, senior vice president of programing and production.

Another weekly hour to be added to the Lifetime schedule is *Intimate Portrait*, a series of one-hour profiles on accomplished women that currently is presented on a monthly basis. The weekly version debuts in March. ■

Turner, E! make deals with telcos

Ameritech, GTE, BellSouth and SBC arm for a programing battle with cable operators

By Harry A. Jessell

The telcos have begun lining up the cable programing they will need to compete with cable operators.

Americast—the Disney-led programing arm of Ameritech, GTE, BellSouth and SBC Communications—cut distribution deals with Turner Broadcasting System and E! Entertainment Television, it was announced last week at the Western Cable Show. Terms were not disclosed.

Encore Media Corp. (STARZ! and Encore) and Nostalgia Television had earlier announced agreements with Americast, and Encore added another deal with Southwestern Bell (see box, below).

The Turner agreement covers super-

station WTBS(TV) Atlanta, CNN, Headline News, CNN International/financial network, Turner Network Television, Cartoon Network and Turner Classic Movies. "We are looking forward to a long and successful partnership, said Carter Maguire, executive vice president, Turner Network Sales, in a prepared statement.

"The deals are starting to fall into place," said Patrick Campbell, executive vice president, strategy and development, Ameritech. "We're happy with what Americast has been able to pull together."

The negotiations have been tough, Campbell said. "Nobody is rolling over. We have to negotiate. But we are generally pleased with the terms and conditions."

Campbell expects additional deals to be concluded announced at an accelerating pace. "We're real close on a couple of big ones."

Ameritech is particularly eager to secure cable programing. It has obtained cable franchises for several suburban Detroit and Chicago communities and hopes to begin offering services next spring.

Tele-TV—the joint venture of Bell Atlantic, Nynex and PacTel—has "agreements in principle" with several programers, said John Clark, executive vice president, programing and distribution, Tele-TV Media. He said he would not identify the programers until the deals are finalized.

He and four other executives, including Tele-TV Media COO David Grant, scheduled meetings with more than two dozen cable programers at the Western Cable Show in hopes to cutting deals or at least pushing negotiations forward. Tele-TV will probably start announcing its agreements in January, he said.

Tele-TV is seeking rights to distribute the programing by cable and by wireless cable (MMDS), Clark said. PacTel, Nynex and Bell Atlantic have invested in wireless cable companies.

"The difficult negotiations are with the usual suspects," he said, declining to name names. "There are a few glitches that will require some extra brain power. But then again nobody said this was going to be easy." ■

Southwestern Bell sees Starz!

Encore's 10 channels-for-1 maxi-pay strategy received a cross-media endorsement last week with the announcement that Southwestern Bell would launch the Starz! Encore movie package as part of its Richardson, Tex., digital system test (1,800 homes) beginning January 1996. One observer noted that the telco deal is in TCI's backyard (TCI, of course, is the largest cable MSO and partner in Encore).

The week before, it was announced that the telco consortium Americast would launch Starz! and Encore in all its systems, with a minimum of eight screens on any digital platforms.

Also in Anaheim: Encore confirmed its plans to spin off its "Captain Zoom" made-for-cable movie into a syndicated series. Encore Chairman John Sie said the company now had 16 million subscribers to its various services: 7.5 million for Encore, 3 million for Starz! and 5.5 million for the six thematic multiplex services.

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No price war, says Sprint CEO

Wireless PCS from Sprint, TCI, Cox and Comcast will market quality rather than cost

When Sprint Telecommunications Venture rolls out its wireless telephone service next year, it will offer consumers plenty of inducements to sign on, but lower prices may not be among them, says STV CEO Ron LeMay.

"It's not our intent to start a price war," LeMay said last week at a Cable Television Administration & Marketing Society seminar prior to the Western Show.

When the STV introduces its personal communications service in competition with entrenched cellular telephone providers in a market, it may have to keep prices low to establish a toehold, he said. But the strategy is to use price "to the least extent we can."

STV is a joint venture of Sprint and three large cable operators—Tele-Communications Inc., Cox and Comcast. Having won \$2.1 billion worth of spectrum in the FCC auction earlier this year, STV is licensed to deliver wireless telephone service to 185 million people.

If all goes well, the venture hopes to have service up and running in 20-to-25 markets covering 60% of its potential customers—around 110 million people—by the end of 1996, LeMay said. The percentage should rise to 70% in 1997 and 80% in 1998.



Sprint Telecommunications Venture CEO Ron LeMay says he hopes to have service in 20-to-25 markets by the end of 1996

To meet the goal, LeMay said, the venture is working in all the markets, clearing its spectrum of microwave users and building more than 5,000 cells, the mini-relay stations through which all the wireless calls will pass. Before it can even begin construction, he said, STV must clear its spectrum of incumbent microwave users and identi-

fy and lease sites for the cells.

STV will not be ready to announce its rollout schedule for a few more months, he said.

Instead of low prices, STV will use quality, customer service and convenience and increased functionality to sell its service, LeMay said.

The digital PCS service STV plans is superior to conventional cellular and incorporates paging, LeMay said. And it eventually will be packaged with Sprint long-distance service, cable TV service, high-speed Internet access and paging. The packaging should facilitate billing and what he calls "customer care," he said.

LeMay conceded to reporters after the speech that cable's complementary wireline service will be slow in coming. By the end of 1997, he said, he expects the cable partners to be ready to deliver wireline telephone service in no more than 10 million homes.

Consumers are getting their first taste of the service in Baltimore and Washington. Under the Sprint Spectrum brand, American Personal Communications, which is 49% owned by STV, introduced PCS service in the market two weeks ago.

LeMay declined to say how many consumers have subscribed. "We are doing very well against the expectations we had.... It's early and encouraging and that's better than early and discouraging."

STV looks forward to the passage of pending federal telecommunications reform legislation that will knock down barriers to local telephone companies. But even if the legislation fails, he said, states are opening the door to competitors. By next June, he said, only 10 will still restrict competition. LeMay said he expects the federal measure to become law early next year.

STV's goal is nothing less than becoming "the nation's preeminent full-service local telecommunications company," LeMay said.

And LeMay was confident of obtaining the goal. "We have the right vision, we have the right strategy, we have more assets to work with... we have the right partners, we have the financial muscle, the right brand, the right marketing position." ■

A third from Showtime

Showtime Networks Inc. is launching Showtime 3, a third multiplexed programming feed next spring. Showtime 3 will offer different programming from Showtime and Showtime 2. Showtime already offers Showtime 2 West, a three-hour delayed feed of Showtime 2. Showtime 3 will be part of Multi-channel Showtime, one of the network's three brands along with The Movie Channel and The Sundance Channel, a new independent movie network scheduled to launch early next year.

CNNfn gets TW boost

CNNfn, Turner's new financial news network, got a big boost last week with the news that its soon-to-be merger partner Time Warner will carry the new service on its New York City cable systems in Manhattan, Brooklyn, Queens and Staten Island, adding more than 1 million subs to the network's existing base. The signing brings the new service's total subscriber base to 5.5 million. CNNfn is scheduled to launch Dec. 29 with 12 hours of original programming to air from 7 a.m. to 7 p.m. According to Lou Dobbs, executive vice president, projections have the service turning a profit by 1999, however "we're going to try to beat that date."





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New money from old tech

By Steve Coe

Most of the participants of the "Panning for Gold: Cable's New Revenue Streams" panel focused on ideas or existing businesses that utilize current technology to generate more money. Moderated by Larry Wangberg, president/CEO of Starsight Telecast, the discussion focused on electronic program guides, classified advertising and virtual channels that are available to cable operators.

Steve Necessary, Scientific-Atlanta's vice president and general

manager of subscriber systems, cited interactive viewing guides as an example of an ancillary business "that is generating revenues today." He noted that some viewing guides are bringing in a range of per-person revenues with the low end being "about \$1.60 per person per year." However, he also said that the New England Guide, "with about 80% penetration is generating about \$17 per person per year. So this is a good nugget sitting right in front of us."

As for virtual channels, Necessary said the options available for such services are limited only by imagination. He said that there are three models of virtual channels operating: an advertiser-funded channel, a subscription-

based channel and a hybrid-based channel. He noted that the advertiser-based channel has several advantages, including channel availability to all viewers and cable systems being paid for the channel rather than having to pay for the programming.

Angela Hundley, director, programmer relations, Southern New England Telephone Multimedia Services, said the service (which is being tested in West Hartford, Conn.) was founded with consumer satisfaction and needs in mind. She says the test, which began in April 1994, passes 1,250 homes with 400 paying customers. Among the services offered are time-shifted programming

including six programs from CBS (*60 Minutes* is one). However, she pointed out, "the revenue will really come from digital advertising" citing the increased activity in infomercials. "We are moving to marketing to the one, rather than marketing to the masses."

Halsey Minor, chief executive officer, C/Net: The Computer Network, said cable is especially positioned to take advantage of these opportunities in the new media world. He pointed out the strong brand identity of such channels as MTV and CNN, as well as cable's access to programming "that has already been amortized," as advantages the industry has in exploiting these new revenue streams. ■

Stanford Telecom unveils interactive headend receiver

Stanford Telecom is introducing a burst receiver for interactive CATV digital-headend equipment. The unit, the STEL-9244, is designed to handle the upstream modulation functions that enable information transmitted by subscribers to be received by the headend equipment.

The upstream channel in an interactive system must deal with hundreds of subscribers sending information through a single line, as well as signal noise and other interference. Upstream modulation is one of the major technical challenges as interactive broadband services are implemented, says Rob Corrigan, vice president, marketing, Stanford Telecom.

"There's a physical requirement to pump data back upstream," Corrigan says. "At this point, [the burst receiver] is a general-purpose tool for interactivity on the upstream."

The STEL-9244 is a standard board-level QPSK

headend receiver that provides the necessary digital signal processing to demodulate signals that have been optimized for upstream transmission over hybrid fiber/coax systems. Prototype testing has shown a signal degradation of less than 0.5 db, Corrigan says.

The product should be available early next year, Corrigan says, adding, "Most of the recent interest has been from data and telephony. An exciting application is Internet access-type service, with various data modem speeds over coax cable. In conjunction with telephone services, that seems to make economic sense."

The burst receiver will be marketed as a common piece of various interactive systems.

"From a system integrator's standpoint, if they want to develop a new product of interactive service, we've taken a large chunk of their development work out up front," Corrigan says. "That reduces the development risk in a way that's consistent with the market risk." —GD

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Saturday night's all right for USA

Network will debut three hours of original programming in January

By Jim McConville

Taking a page from the broadcast networks' brand-building book, USA Network plans to launch a Saturday evening block of original programming next year.

Starting Jan. 6, USA will launch a three-hour programming block packaged under the banner "Saturday Night Is Something Else."

USA executives say the blocking concept is to sharpen the cable network's viewing demographics and develop a fresh network identity. "The move is to brand USA Network and sharpen its focus, although USA will still and always be a broad-based entertainment network," says Rod Perth, president of USA Entertainment and executive VP of programming for USA.

Perth says USA will apply the idea to both its acquired and original programming going forward. "We're obviously looking to adults 18-49, but



USA is adding 'Pacific Blue,' described as 'Baywatch on bikes.'

we're looking to skew to the younger end of that. We're certainly not looking to be Fox or MTV, but we're certain that we can fit in very nicely

between a Fox and an HBO as far as audience is concerned."

The three-hour block will consist of four half-hour sitcoms running between 9 and 11 p.m. Shows are to include newcomers *Campus Cops* and *Weekly World News*, which will be matched with its current *Weird Science* and *Duckman*.

USA will add *Pacific Blue*, an hour long action/drama series in the mold of *Baywatch* to run at 8-9 p.m. starting March 2. *Pacific Blue*, which Perth describes as "Baywatch on bikes," will be produced by Gary Nardino Productions.

Tying USA's program block together each week will be 90 seconds of thematically linked interstitials placed at the top of each show. The vignettes, shot in black and white, will center on a comical family that attempts to solve a different problem each week.

If its program block experiment proves successful, Perth says USA may expand the concept to other nights. ■

Pushing the right PPV buttons

More money and fresh approaches are keys to movie marketing say panelists

By Jim McConville

Pay-per-view movies will require more promotional money as well as some fresh marketing approaches to get the most out of each event.

That's according to cable and movie studio executives on a panel at CTAM's annual "New Revenue Roundtable" conference.

Hilda Chazanovitz, vice president of marketing for Viewers Choice, predicts that the scope of PPV movie promotions will change next year "as more PPV [cable] channels are added and Hollywood studios make a strategic commitment to spend more marketing dollars."

A successful PPV movie, say executives, requires earlier and more extensive

promotion. This includes starting the PPV campaign at the same time or even before a movie gets its theatrical release, cross-promotion with consumer product companies ranging from Microsoft to Dunkin' Donuts and building advertising partnerships with cable operators.

Studios now come to the table with fatter wallets to market a PPV movie, says Julie Jenkins, vice president sales and operations, pay television, for Walt Disney. Last September, Disney's Buena Vista Pay TV spent a record \$1 million to market "Pulp Fiction."

Eric Frankel, executive vice president, marketing, for Warner Brothers Pay Television, says Warner next year will spend \$300,000-\$500,000 advertising each PPV movie, significantly up over last year.

One major distributor, Request Television, also plans to up its stake in PPV movies by expanding its PPV channels

Dick Clark goes cable

Veteran TV producer Dick Clark has formed a company to build and buy Latin American Cable Systems. Dick Clark International Cable Ventures will be headed by Clark and cable entrepreneur Dick Lubic. The company's first foray will be in the Dominican Republic, where it has secured the franchise for the capital, Santo Domingo, and wireless and MMDS licenses for the entire country. Construction is expected to begin by first quarter 1996. Clark says he targeted Latin America because the U.S. market is "very mature."

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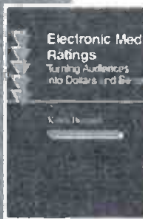
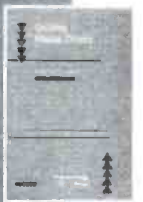
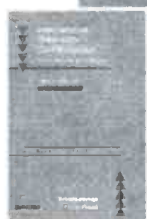
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from six to 11 by the middle of 1996.

Smaller cable systems have drawn the short straw when it comes to studio co-op ad dollars, says Frankel. With approximately 50% of PPV revenues generated by the top 100 cable systems, studios funnel most of their ad money there, he says.

Cable networks also lag behind broadcast networks when it comes to getting studio ad dollars, according to Jamie McCabe, director, Worldwide Pay TV/PPV,

Twentieth Century Fox. McCabe says 64% of Fox's ad budget goes to network and spot TV, with cable allotted only 6%.

Cross-promotional tie-ins with high profile consumer products have become a standard trick of the PPV trade. Next year, Universal will cross-promote "Waterworld" and "Apollo 13" with computer software giant Microsoft, which will offer \$10 rebates on two software products.

Tying PPV movies to consumer contests and sweepstakes has also become a standard. Last year, Warner sponsored PPV consumer contests with the Indianapolis 500, the Kentucky Derby and the Grammy awards.

Marketing campaigns now start several months before a movie gets its

PPV release. Paramount Pictures will launch the PPV marketing campaign for its movie "Sabrina" even before its theatrical release Dec. 14 with a promotional contest for cable operators, says Stephanie Morton, executive director, PPV & Ancillary markets, Paramount Pictures Corp. ■

Sundance readying for February debut

Showtime Networks will launch its 24-hour premium cable film network, The Sundance Film Channel, in February. The network, first announced at the NCTA convention in May and jointly owned by Showtime and director Robert Redford (who was a last-minute addition to the Western Show's opening session with Barry Diller, Brian Roberts and Ted Turner), will offer a programming slate of independent films.

The channel, to launch in New York; Los Angeles; Alexandria, Va.; Chamblee, Ga., and Pensacola, Fla., will debut with an estimated 2 million subs. Showtime Executive VP Nora Ryan was named Sundance president. Sundance has lined up distribution with Falcon Cable TV and Jones Intercable. In addition, it has carriage deals with DBS programmer USSB, allowing USSB to offer the network free to subscribers for a month. Wireless cable companies that will offer Sundance include Liberty Cable and Vanguard Cable Corp.

In branding, image is reality

Panelists talk about the importance of creating the right impression

By Jim McConville

In building cable brand loyalty, perception can be as important as reality. In fact perception can often become reality when it comes to consumer attitudes toward their cable company, say cable industry executives who participated on a panel entitled: "Building a Reputation: Creating Brand Loyalty" at the Western Cable Show.

Sometimes cable networks are forced to launch a brand-building campaign as damage control to alter already-established negative consumer perceptions.

Eric Kessler, senior vice president, marketing, for HBO, says the premium cable network two years ago had to develop an image-branding campaign to change viewer attitudes that the network offered a limited selection of new movie titles.

In response, HBO rolled out its "HBO Saturday Nights" campaign promoting the network's new theatrical releases programed each Saturday evening. Kessler says HBO's Nielsen ratings rose from a 10.9 to an 11.7 following the campaign.



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find its own distinctive
brand personality,
develop a system for
reinforcing the brand,
"and take advantage of
every [brand] impression
you make."*

—CEO Brian Bedol

Networks need to keep the brand message as simple as possible. "Trying to get too many messages across will be unsuccessful," says Judi Allen, senior vice president of marketing for Century Communications.

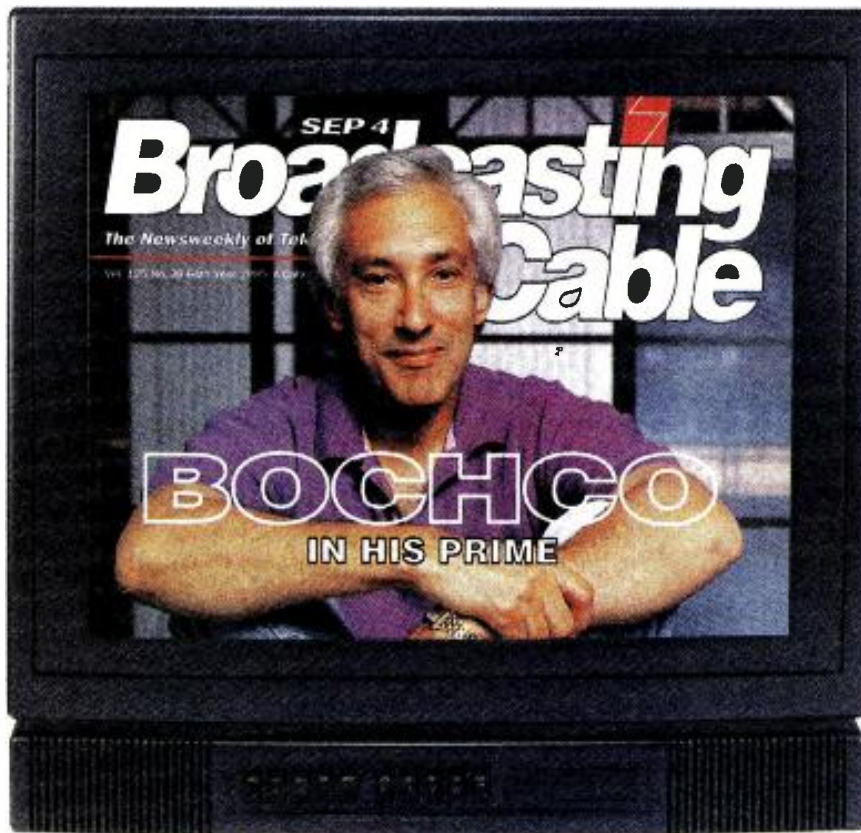
Allen says changing a company's name can also alter the way its subscribers view it. Century last year changed its name to Century Communications to open consumers to the idea that will eventually offer a variety of customer services besides cable.

Allen says changing a company's name can also alter the way its subscribers look at it. Century last year changed its name to Century Communications to accustom consumers to the idea that it will eventually offer a variety of customer services besides cable.

Brian Bedol, CEO of Classic Sports Network, says building brand loyalty requires a network to find its own distinctive brand personality, develop a system for reinforcing the brand, "and take advantage of every [brand] impression you make."

Bedol says picking the right logo can be critical to building a solid brand image in consumers' minds. ■

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Sapan upped at Rainbow

Rainbow President and CEO Joshua Sapan has been named CEO of Rainbow Programming Holdings. In his new post, Sapan will oversee the company's advertising arm as well as programming services American Movie Classics, Bravo, The Independent

Film Channel, MuchMusic USA, Prime Network, NewSport, SportsChannel and News 12.

Million more

Prime Deportiva, Liberty's Spanish-language sports network, has added nearly 1 million new subscribers in the U.S. and Latin America. The latest additions bring the service's subscriber base to nearly 3 million. Of the new subscribers, 890,000 are in Latin America with the remaining 100,000 in the domestic market. Currently the 24-hour, 7 day-a-week service counts 1.3 million subscribers in the U.S. and 1.4 million in Latin America.

Cox sells systems

Cox has a definitive agreement to sell some of its Ohio and Kentucky systems to FrontierVision Partners. The deal includes systems representing 77,900 subs and includes systems that had to be divested following its February 1995 merger with Times Mirror.

PacTel makes wireless buy

Pacific Telesys is paying \$160 million-\$170 million to acquire Wireless Holdings Inc. and Videotron Bay Area Inc., which together hold wireless licenses and rights to video service in San Francisco, San Diego and Victorville, Calif. The deal calls for a swap of \$120 million of Pacific Telesys stock for that of the acquired companies, plus assumption of \$55 million in debt. When PacTel's systems are all up—expected by 1997—it will be able to offer 100 channels of digital TV to 7 million California homes.

Independent additions

The Independent Film Channel has made two new MSO deals with Intermedia and Multimedia. Both will add the channel to their new product tiers, the former in suburban Maryland and the latter in Chicago. The channel also recently was picked up for a Comcast NPT in Sarasota, Fla., and a

Scripps Howard NPT in Sacramento.

Roackabrand joins TVN

Stephen Roackabrand, VP, pay television and ancillary markets, Paramount Pictures, has been named senior VP, programming and new business development, for TVN Entertainment's new digital TV service. The service is aimed at helping cable operators better compete against DBS competitors by offering digitally delivered programming at lower cost.

National Media gets Dragnet

National Media Corp. has become a 50-50 partner in Graff Pay Per View's infomercial network Dragnet. The partnership calls for National Media to provide exclusive infomercial programming for Dragnet.

In the Know

Discovery Network's The Learning Channel next year will offer Know TV, a nationwide scholarship grant program designed to increase media literacy among school children. Designed to help children become media literate, the program will allow participating cable affiliates to partner with TLC to offer an expense-paid trip to the Institute on Media Education at Harvard University. TLC and local operators will select an educator within the affiliate's school district to attend a course on teaching and learning media literacy.

Inspirational office

The Inspiration Network opened a Hollywood, Calif., office in line with the network's plans to develop original entertainment programming and launch its Home TV, a block of original programming that will air prime time on the network starting January. Ossie Mills, ISPN VP of programming, says the network will pursue a "full range of original programming."

Jones on the Net

Jones International rolled out a new Internet service as well as a new cable network at the Western Show. The Internet Channel will act as a national Internet gateway service, providing customized service and information via cable. In addition, Jones will roll out a new cable video network that will tap into Jones Satellite Networks, the company's satellite-delivered music network.

Travel Log

Inn Country USA, a new series produced by Shortt Stories TV, is joining the Travel Channel lineup in January. The series profiles inns and bed and breakfast stops across the U.S. In other news, the Travel Channel has created an in-house research department for audience and market measurement.

Pilson programs PLN

Neal Pilson's Pilson Communications has been tapped as the principal provider of original sports programming for Prime Life Network, the 50-plus-targeted service scheduled to debut next March. Pilson is the former president of CBS Sports.

Fore!-most

The Golf Channel will provide over half of all televised golf coverage in 1996, says the channel, which plans 822 hours of live tour coverage. Coverage will include PGA, LPGA, Nike, seniors and European tournaments.

Book by its coverage

Booknet is putting the finishing touches on an affiliation agreement with InterMedia Partners that will give the planned cable channel an additional 1.3 million subscribers in Tennessee, Georgia and North and South Carolina. BookNet is scheduled for an October 1996 launch.

Outdoor rollout

Outdoor Life, the 24-hour ad supported channel co-owned by Cox, Comcast, Continental and Times Mirror, had its official launch celebration at the Western Show with 1.4 million subs (up 400,000 subs in past two months, according to Outdoor Life). It is projecting it will hit 2 million by year's end.

Cable/telco connection

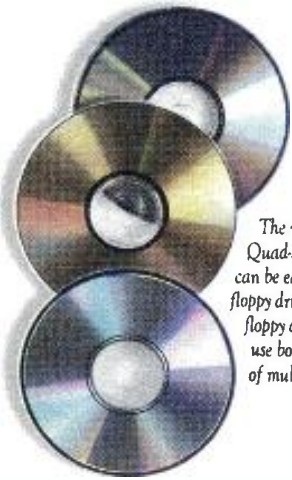
Cincinnati Bell is buying Information Systems Development Partnership (ISD), which provides billing and customer management systems to the cable industry. ISD clients include Comcast, Cox and Time Warner and regional operators in the U.S. and Europe. "Combining CBIS's expertise in telephony with ISD's expertise in cable positions CBIS to serve the needs of the converged marketplace," said David H. Richardson of Comcast Cable.

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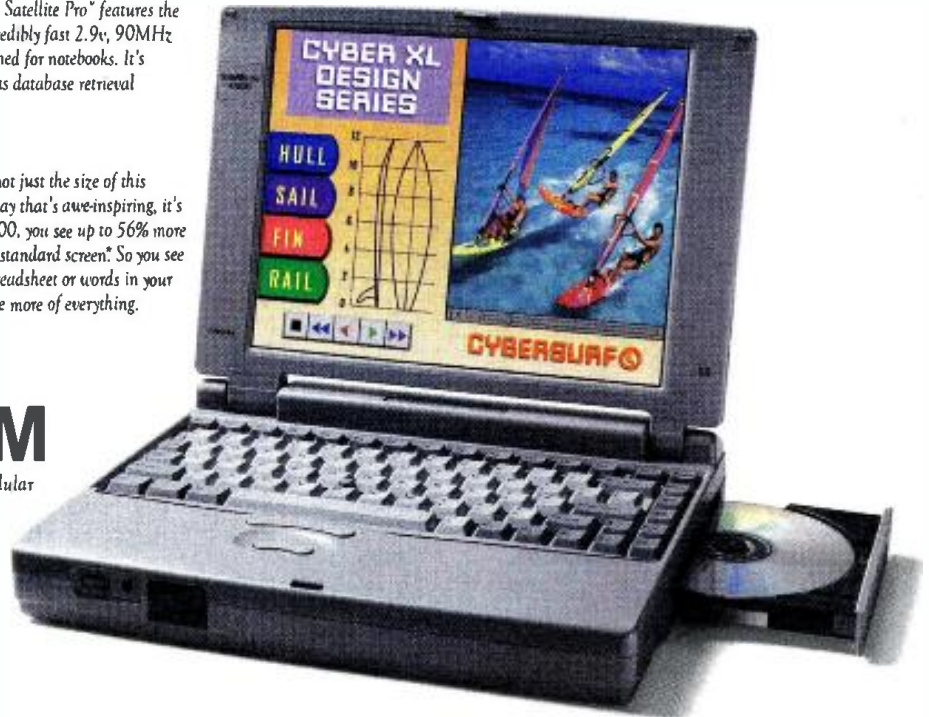
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Discovery charts future with management team

By Christopher Stern

With an eye toward doubling his company's \$2.5 billion value during the next five years, Discovery Communications Chairman/CEO John Hendricks has named three company veterans to a senior management team.

Gregory Moyer, president/chief editorial and creative officer; Judith McHale, chief operating officer, and Gregory Durig, chief financial officer, will report directly to Hendricks under the management plan.

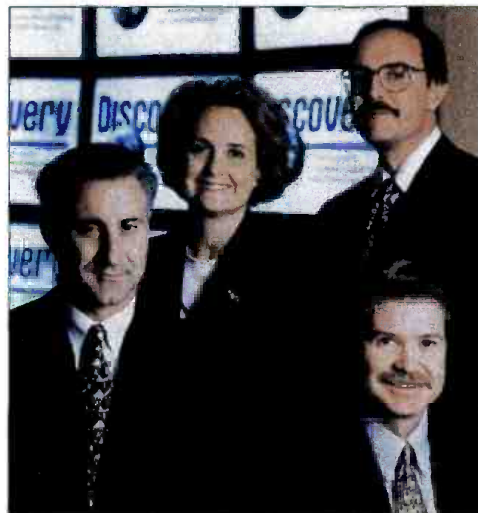
In his new position, Moyer will oversee every aspect of Discovery-related content, including products for its foray into the online and multimedia markets. Moyer will continue overseeing Discovery's entry into theatrical movies and expansion of its domestic and international cable business. Moyer's former title was president, Discovery Networks and World-

wide Programming.

McHale has been acting COO since June; last Tuesday's announcement makes that appointment permanent. She has been with the company since 1987, serving as executive vice president, corporate services and general counsel.

Although Durig will retain his current title, his position among the company's top executives has been confirmed. Durig is credited by Hendricks for the company's success in raising money in the private markets. "[Durig] keeps us from having to go public because he has always managed to raise the kind of capital we have needed on a private basis," Hendricks said. In the past two weeks, the company has raised more than \$300 million from a group of banks led by Toronto Dominion and Crestar.

Hendricks' ambitious goals for the next decade include launching five



Discovery Communications chairman/CEO John Hendricks (seated) and his management team (left to right): Greg Moyer, Judith McHale, Greg Durig.

cable networks in 1996 (see box, below) and opening a chain of retail stores carrying merchandise stamped with Discovery's trademark. The company also plans to move into the educational services markets with a line of academic material.

Discovery continues to be a private company, held jointly by Tele-Communications Inc.'s Liberty Media, Cox Communications, Advanced/Newhouse Communications and John Hendricks. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Nov. 13-19, 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 Regular Season	ESPN	Sun 8:00p	6,299	9.4	6.6
2. CFA College Football	ESPN	Sat 5:30p	2,797	4.2	2.9
3. NFL SportsCenter	ESPN	Sun 11:17p	2,718	4.0	2.8
4. Secret World of Alex Mack	NICK	Sat 8:00p	2,493	3.9	2.6
5. Silk Stalkings	USA	Sun 10:00p	2,391	3.6	2.5
6. Aaahh!!! Real Monsters	NICK	Sat 7:00p	2,368	3.7	2.5
7. Doug	NICK	Mon 7:00p	2,353	3.6	2.5
8. Murder, She Wrote	USA	Sun 8:00p	2,345	3.5	2.4
9. Rugrats	NICK	Mon 6:30p	2,319	3.6	2.4
10. Rugrats	NICK	Thu 6:30p	2,294	3.5	2.4
11. Rugrats	NICK	Sun 10:00a	2,282	3.5	2.4
12. Rugrats	NICK	Sat 7:30p	2,279	3.5	2.4
13. CFA College Football	ESPN	Sat 9:03p	2,266	3.4	2.4
14. Rugrats	NICK	Tue 6:30p	2,261	3.5	2.4
15. Doug	NICK	Thu 7:00p	2,259	3.5	2.4

Following are the top five pay cable programs for the week of Nov. 13-19, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Drop Zone'	HBO	Sat 8:00p	3,792	15.8	4.0
2. Boxing: Whitaker-Rodriguez	HBO	Sat 10:55p	2,799	11.7	2.9
3. Boxing: Whitaker-Rodriguez	HBO	Sat 10:33p	2,606	10.8	2.7
4. Real Sex 13	HBO	Sat 12:07a	2,565	10.7	2.7
5. Boxing: Whitaker-Rodriguez	HBO	Tue 10:18p	2,554	10.6	2.7

New channels await set-top action

Discovery Communications has firmed its plans to launch five new channels in 1996, including two networks designed for the first generation of digital set-top boxes.

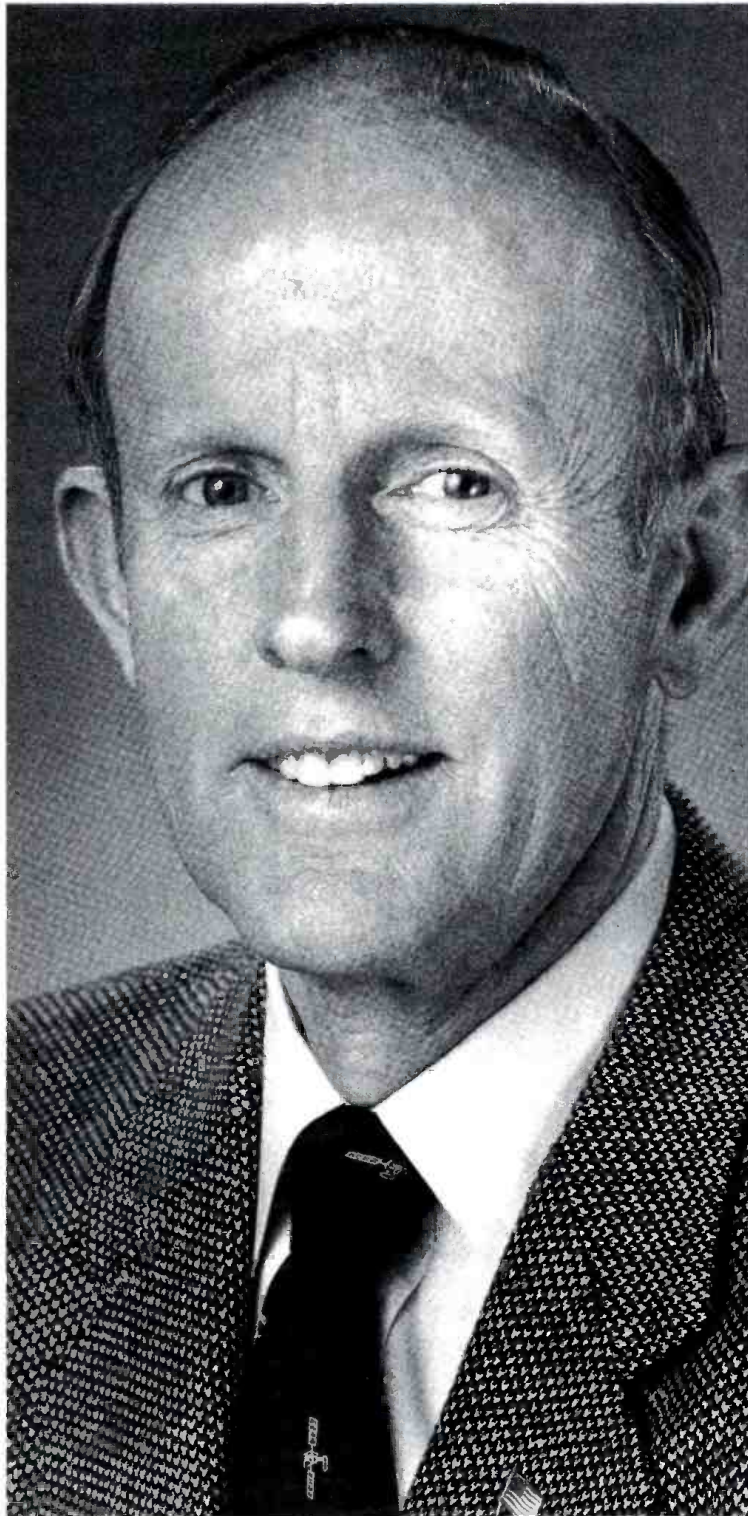
The first three channels will be devoted to children's programming, natural history and how-to. The channels have not been named but will be made available to cable operators as soon as Jan. 15, 1996, according to Discovery Chairman/CEO John Hendricks.

Two other channels, History Select and Science Select, will be launched approximately one month before the first digital boxes are made available, Hendricks says.

The digital channels will be offered to consumers "more along the model of near-video on demand," Hendricks says. —CSS

Technology

December 4, 1995



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

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**Broadcasting
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CBS narrows nonlinear field

Avid, D-Vision still in race after Lightworks, ImMix eliminated

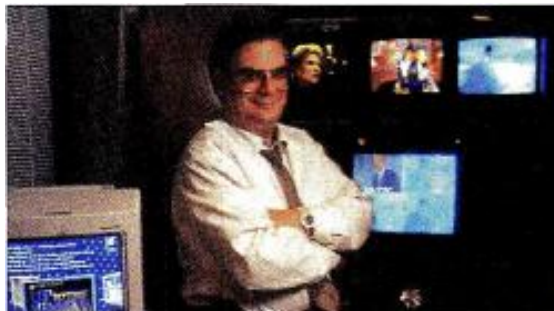
By Glen Dickson

There can be only one. That's the mandate CBS News has for its nonlinear editing tests (BROADCASTING & CABLE, Oct. 16). Last week, the network came a step closer to picking a winner by eliminating two of the four initial contenders, Lightworks and ImMix, from consideration. Only Avid and D-Vision remain.

"We're still not completely comfortable with either of the two finalists that we would buy them today," says Don DeCesare, vice president, operations, CBS News. CBS is leasing a few systems from each vendor for intensive hard-news testing and hopes to make a final decision in January 1996.

During initial testing of all four systems in November, six CBS editors edited all of their assignments on the nonlinear systems and CBS aired cut spots from each.

"All four systems passed the test in



Don DeCesare has been overseeing nonlinear editing tests for CBS News.

the sense that the product could be aired, and that's a very promising development for the industry," DeCesare says. "I don't think we could have said that even a few months ago. Nevertheless, we didn't conclude that all four were equal."

Price was not an issue, DeCesare says. "I didn't try to negotiate a price, and I didn't ask the editors to worry about price." Instead, the editors were urged to consider ease of use, system reliability, and which features make sense for a direct-to-air application.

Although CBS's editors liked the ImMix TurboCube's interface, they thought the multifeatured Mac-based system was better suited to a post-production environment.

"It may be just too much machine for what we do," DeCesare says. "Our editors universally felt it was more than they needed or would ever use. They also were not completely satisfied with the storage capabilities."

ImMix claims six hours of "broadcast-quality" storage for its system.

The Newsworks system from Lightworks drew more direct criticism, most of it stemming from the developmental software that Lightworks sent with the DOS-based machine. "We were evaluating an alpha code, so there were some significant performance problems," DeCesare says. "The editors liked the interface, but the system's not really ready yet. There were a lot of crashes, and it was very slow."

The DOS operating system also was a problem, DeCesare says. "It's not proposed to port to Windows NT until sometime next year, and there was considerable concern over that, both from the editors and myself."

Instead of testing alpha-code software, CBS could have evaluated Lightworks' current nonlinear system, which is DOS-based, DeCesare says. But he thought it was fairest to let Lightworks put "their best foot forward."

Interestingly, the two survivors also feature disparate platforms: Avid's NewsCutter on the Mac and D-Vision's OnLINE on the Pentium. CBS is an IBM-platform plant, and DeCesare has reservations about following the Apple path.

"On the Avid side, I think they're still in the race because they do have a product that's on the market and that people use," DeCesare says.

DeCesare says that although his editors liked working with the NewsCutter, they thought the D-Vision system had more potential. "They were excited about the platform, Windows NT, with a dual Pentium processor system. And in their judg-

Prevue shifts plant to MPEG-2

The Prevue Channel has converted its in-plant video distribution to the MPEG-2 compression scheme with a new digital network control system. The system allows Prevue to develop a functional MPEG-2 video library before it moves to mass deployment of MPEG-2 feeds over a file-server network by early 1997.

Prevue has built several encoding suites with encoders from Vela Research to digitize incoming video. A 40-node ATM network with a control system developed by Fore Technology distributes video throughout Prevue's plant. Connor Storage Systems has provided the RAID disk drives for in-play use, while CD-ROMs form an offline library that is catalogued into a database for quick retrieval.

"We're relying heavily upon a client/server model, with Microsoft's Sequel program running the servers," says Bert McCoy, vice president, research and development, Prevue Networks. "Once it's on the database, there are a number of decision-making computers—mostly Compaq and Hewlett-Packard—that distribute the feeds for satellite uplink."

Prevue still plays video off Pioneer laser-disc jukeboxes, but will move to server playback during the next 12-18 months. Servers also will handle storage and retrieval at the 3,500 cable headends that receive the Prevue Channel and Sneak Prevue. SeaChange has signed a multimillion-dollar agreement with SeaChange Technology to provide several hundred Video Server 100 systems as part of that upgrade (BROADCASTING & CABLE, Nov. 13).

McCoy hopes to have five sites operational for digital retrieval of the Sneak Prevue channel for the National Cable Television Association show in April.

—GD

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SATELLITE FOOTPRINTS

CBS builds SNG service

CBS News has formed the world's largest satellite newsgathering service, comprising CBS News and 13 other broadcasters in Europe and Japan. Participating broadcasters include SkyNews, England; VTM, Belgium; RTL, Germany; M6, France, and Tokyo Broadcasting System, Japan. The service will be based in Luxembourg, with the live-news portion operated by CBS News from its London bureau. "[The arrangement] insures us of instantaneous feeds from any breaking news event," says John Frazee, vice president, CBS news services.

The majority of European feeds will be uplinked to transponder 45 on the Eutelsat F-4 satellite.

NET-TV launching with GE-1

NET-TV, The Political NewsTalk Network, has signed with GE Americom for transponder service on GE-1, Americom's hybrid spacecraft to be launched in April. The contract calls for one C-band transponder on the GE-1 bird to be stationed at 103 degrees west longitude.

PanAmSat gets Space Cable; ships PAS-3

Taiwan Asia Space Cable will use PanAmSat's PAS-2 Pacific Ocean Region satellite to distribute programming to Taiwan and China.

In other PanAmSat news, the company shipped its new PAS-3 satellite to Arianespace's launch facility in South America for a January lift-off.

"Based on the current launch schedule, PAS-3 will be in service and capable of transmitting hundreds of TV channels and a range of telecommunications services by mid-February 1996," says Rob Bednarek of PanAmSat. PAS-3, an HS 601 satellite with 16 C-band and 16 Ku-band transponders, will be used for program distribution by customers including ESPN, CMT and Liberty. It also will serve as the platform for the 1996 introduction of the direct-to-home service Galavision, a partnership of PanAmSat and Mexico's Grupo Televisa.—GD

ment and observation, D-Vision had the best picture of all four."

D-Vision, like Lightworks, showed up with developmental software. But DeCesare says that may have worked in its favor, as the company was responsive to the editors' suggestions.

One thing that is fairly certain is that CBS News will implement nonlinear

editors for day-to-day use in 1996. DeCesare says that probably will happen first in a medium-size bureau like Dallas or Miami. He would like to install nonlinear work stations, a file server and a digital linear tape-based robotic archive system all in one setting. "Then we'll see how we can make them work as an integrated system." ■

WavePhore survives lab

Data Broadcasting Committee sends datacasting system to field with Digideck's

By Glen Dickson

WavePhore's data-broadcasting system finally is heading to the field.

Last Monday at a meeting of the National Data Broadcasting Committee in Washington, WavePhore got the nod to proceed to field trials in 1996 along with Digideck of Menlo Park, Calif.

The committee hopes to conduct field trials early next spring, in time for the results to be considered at the next full committee meeting at the National Association of Broadcasters convention in April. The final step in the process will be to recommend a standard—or standards—to the FCC.

"We decided that more technical information on the performance of the WavePhore system would be constructive to the process," says committee co-chair Lynn Claudy, senior vice president, science and technology, NAB. "Their improvement was significant enough."

Although Claudy calls the debate over whether the committee should select a single standard an "item of continuing interest," that issue will not be decided until after the field tests take place.

WavePhore COO Glenn Williamson is happy with the committee's vote, which quieted the controversy over the Advanced Television Testing Center's latest tests of WavePhore's system (BROADCASTING & CABLE, Nov. 20). WavePhore's objections to several of the center's testing procedures were noted for the record, but not discussed.

"The [committee] accepted the fact that you can't just do it with lab testing," Williamson says.

Testing group chairman Victor Tawil of Maximum Service Television says the goal now is to find a VHF and a UHF station to conduct tests, and to decide whether simultaneous or separate testing of WavePhore and Digideck should be conducted.

Most interested parties agree that the two systems can work together in theory, thus pumping up the overall data output that a broadcast station could offer. Digideck has a data rate of 535 kilobits per second, while WavePhore has a rate of 300 kilobits per second.

"We would love to see the systems field-tested together," Williamson says. "Broadcasters want as big a pipe as possible."

But Digideck President Brit Conner isn't sure whether that's technically feasible.

"We certainly need to be tested as close to simultaneously as we can," Conner says. "But I don't think we're in a position to be tested with both systems on at the same time."

Although Conner explains that a simultaneous test would require operating the baseband video through WavePhore's system, then going through Digideck's encoder and sending it out from a modified transmitter.

"If there were an adverse effect, the question would be, 'Where did it come from?'" Conner says.

Conner is glad that his system finally will be field-tested, he would have preferred that it had happened this fall, as scheduled.

"The industry is paying the price for the committee's inability to make a decision based on the laboratory results," he says. "We've lost at least six months of business." ■

Cutting Edge

Data Broadcasting Corp. has signed a letter of intent with Internet Financial Network that includes an option to acquire controlling interest in the network. IFN's commercial computer network delivers up-to-the-minute Securities and Exchange Commission documents over the Internet to PCs. The proposed five-year agreement also includes exclusive distribution of SEC documents over the Microsoft Network and other wireless and online distribution channels.

The Electronic Industries Association has filed comments with the FCC in support of high-definition television. The association's Advanced Television Committee urged the commission to "encourage an expedient transition to digital broadcasting with the objective of promptly recovering the analog television spectrum for future redistribution." EIA also advised the FCC to let "consumer choices and marketplace forces" guide the transition to digital broadcasting after initial regulation.

Ampex Corp. has completed the sale of its magnetic-tape subsidiary, Ampex Media Corp., to a new group of shareholders that includes affiliates of the Equitable Life Assurance Society of the United States.

The newly independent company, now called Quantegy Inc., will continue to market its professional media products under the Ampex brand name.

Trinity Broadcasting Network, the world's largest religious network, has opened an HDTV theater at its Trinity Music City USA television complex,



Joseph and Mary, as portrayed in HDTV video, 'The Revolutionary'

complete with 64 channels of audio and four Sony HDL2000 laser-disc players. The Hendersonville, Tenn., theater will showcase a \$2.1 million, 48-minute HDTV video, *The Revolutionary*, which was shot in Israel. Production of the video was coordinated by the Sony High Definition Center in Culver City, Calif.; Sony shipped HDTV equipment, including its HDC 500 camera, to Israel earlier this year.

Fox Tape Engineering recently purchased two Solid State Logic Scenaria digital audio/video post-production systems to replace two analog consoles. Fox Tape, which is

responsible for creating promotions for Fox Broadcasting and Fox Children's Network, now has six Scenarias. Fox

Sports uses two of the dedicated systems for its NFL pregame show.

EGAD! (Electronic Graphics and Design) of Dallas has created a news graphics package for KHNL-TV Honolulu. The Providence Journal Broadcasting Co.-owned station is launching the package as it switches from a Fox affiliate to NBC. KHNL-TV now uses the Avid Newscutter non-linear editing system and Media Server for all-digital news operation.

Tape House Digital of New York handled special effects and compositing for Digital Equipment Corp.'s new commercial, "Manifesto." The 60-second spot, directed by Marcus Nispel (director of Janet Jackson's "Runaway"



Big Brother lurks in scene from Digital Equipment Corp. commercial.

video) for DDB Needham Worldwide, explores the future of corporate computing in a series of vignettes, including high-tech blueprints composited across the face of "Big Brother." Editing took place at Vito DeSario Editing, also in Manhattan. ■

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Most news related cellular costs are for cueing (IFB). The FCC authorized a one-way channel for every TV station's private use. No usage charges - you already own the channel! This technology has been slow to develop because no one could make it work right. Where others failed, Modulation Sciences succeeded.

The industry leader in TV stereo technology has just introduced a second generation PRO channel system, PROceiver II and PRO Channel Generator II. With features like extended fringe area coverage, selective calling and a unique three year warranty.

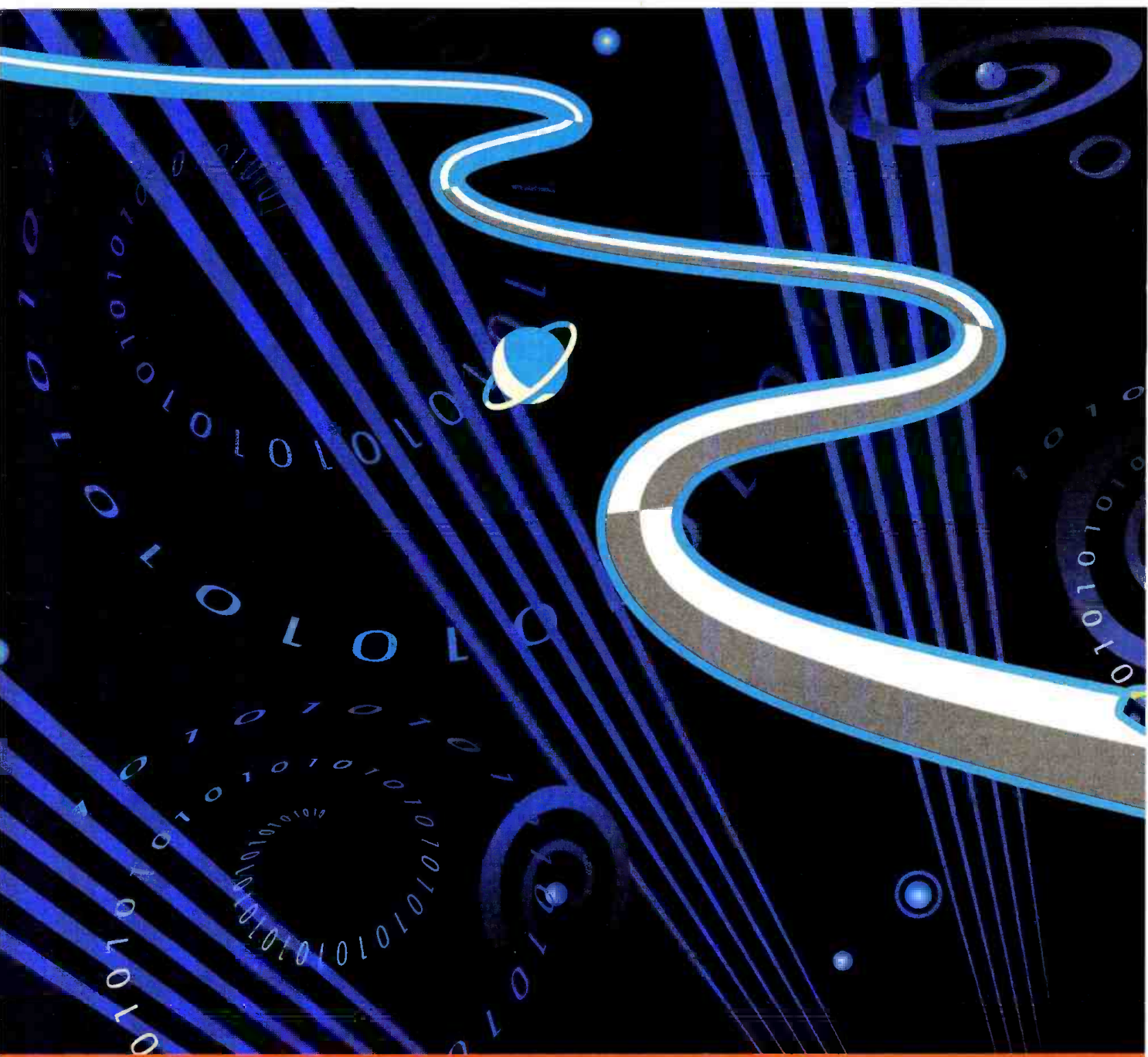
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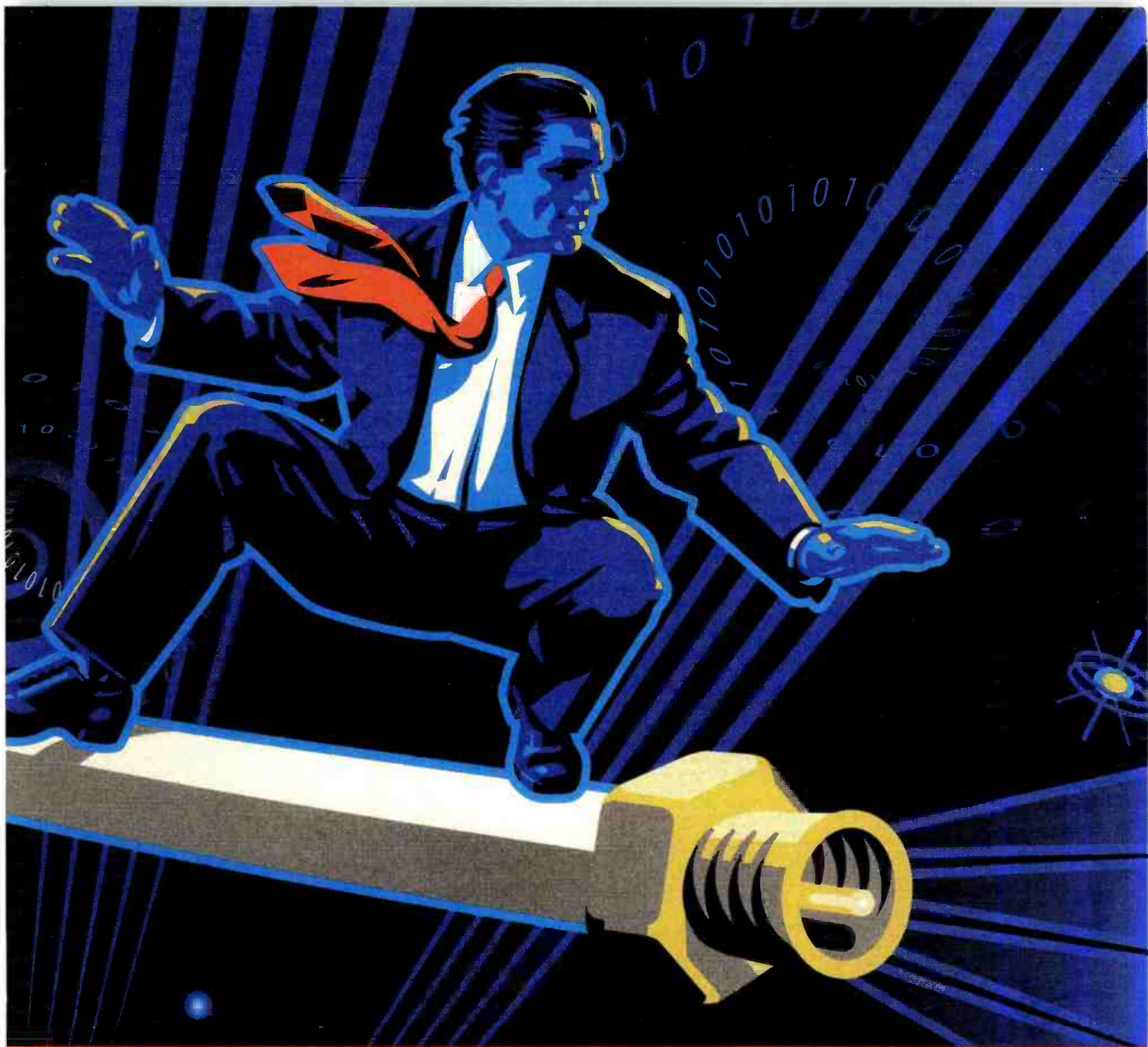
Here's How Cable Operators

Hang Ten Mbps. There's a tidal wave breaking in cyberspace. An ever increasing swell of millions of net surfers worldwide. This global community of surfers will look to ride on the cutting edge. To push the envelope and surf to the farthest frontiers of the internet in the blink of an eye. Now is the time for cable operators to channel the power of this on-line surge before it crests.

Introducing CyberSURFR,[™] a product of Motorola's CableComm[™] technology. It's a high-speed modem that connects IBM-compatible or Macintosh computers to a hybrid fiber/coax transmission system for lightning fast multimedia communications. Data zips downstream through CyberSURFR at a rate of 10 Mbps. Which is more than a thousand times faster than your average modem today.

CyberSURFR is not just about speed. There's superior bandwidth management, and it successfully overcomes upstream noise inherent in HFC systems, as well as providing tight privacy and security. Its capabilities lower the deployment and operating costs when deploying high speed data services. Any way you look at it CyberSURFR

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is an excellent way for operators to generate new revenues.

However the most important element of this and all Motorola products is the commitment to technological leadership and quality. From radios to pagers to cellular phones to broadband modems, Motorola creates the best available products for operators and their subscribers.

Just like an ocean-going surfer the key to a successful ride in cyberspace is timing. Now is the time for cable operators to make their move. Call Motorola today and find out more about CyberSURFR. But don't wait long or you may wipeout and end up as driftwood on the Infobahn beach. Catch the next wave with Motorola's CyberSURFR and harness the infinite possibilities of the internet for you and your subscribers.



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Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

PC-Cable

High-speed modems a top priority

Faster Internet and online access by year's end is goal of MSOs and equipment makers

By Harry A. Jessell

Top cable operators and equipment vendors last week said they would work toward a standard for PC cable modems that will enable cable subscribers to navigate the Internet and other online services up to 1,000 times faster than they do today over telephone lines.

Under the aegis of CableLabs, the operators and vendors expect to settle on a preliminary standard by next April, according to CableLabs' Dick Green.

Operating at 10 megabits per second, the cable modems would call up multimedia images and sounds hundreds of times faster than the 14.4-kilobits-per-second and 28.8-kilobits-per-second modems that now dominate personal computers. The cable modem would also speed past telephone high-speed data links.

"There is basically no comparison" between tomorrow's cable modem and today's telephone modems, said Telecommunications Inc. President John Malone in announcing the standards effort at a Western Cable Show press conference.

At the press conference, executives of nine major cable vendors endorsed the effort. The companies: General Instrument, Hewlett-Packard, Intel Corp., LANcity Corp., Motorola, Nortel, Broadband Communications, Toshiba America and Zenith Network

"With broadband connectivity, we are about to create a new medium. This is the most important thing our industry could be doing right now."

Intel's Avram Miller

Systems. "With broadband connectivity, we are about to create a new medium," said Avram Miller of Intel. "This is the most important thing our industry could be doing right now."

In addition to TCI, cable was represented by top executives of Comcast, Cox, Time Warner, Rogers CableSystems and Continental.

TCI, Time Warner and Comcast demonstrated their commitment to the "datacom" business by announcing large modem orders. Motorola received three orders totaling 350,000 units from three operators. Hewlett-Packard also received an order for 150,000 from Comcast.

According to Malone, cable is shifting its focus from interactive TV to high-speed Internet access because consumers are buying the Internet terminals—that is, \$2,000 multimedia PCs. "We don't have to worry about the expensive end terminal."

For cable, high-speed access may be its next big business. Cable marketers also expect that consumers will buy the cable modem just as they do phone modems today. In addition, they will pay \$20-

\$30 for Internet access.

All at the press conference stressed the need for standards. "The go-in-yas and go-out-yas should all be the same," said Malone. "We need to avoid proprietary solutions and end up with a standard that can be deployed on a worldwide basis. What that really means is...a person would be able to purchase a modem anywhere in the world and use it anyplace else in the world."

Cable operators are not waiting for standards before beginning to test high-speed data service. Several trials are under way. Time Warner's Jim Chiddix explained there is no reason to wait, as long as operators lease the modems to subscribers. Until the standards are set, consumers will not be able to buy modems with assurance that they will be usable from one cable system to another, he said.

CableLabs will not be setting standards per se. It will publish a set of technical requirements and hand them off to formal national and international standards-setting bodies.

CableLabs is developing "consistent protocols," said Malone. "We are not going to

call them standards because CableLabs is not a standards-setting body under the antitrust laws."

The process is open to all, he said. But to participate, vendors must be willing to cross-license any proprietary technology they contribute to the final system.

Malone said the cable modems will be able to deliver "full-motion video" along with other online sights and sounds. "It can do video, but not very well," Green said. "People are not going to be getting the video they want for entertainment." However, he added, the video should be sufficient for news clips and other informational applications.

Malone warned that the high-speed modem is not a panacea for Internet access. In fact, he said, the Internet as now configured would "break down" under the strain of a large number of high-speed modems.

One way to avoid overwhelming the Internet is to increase the bandwidth of its "backbone network," said Malone. Another is to create local or regional high-speed Internet access grids, which replicate and store the most popular Internet content. Telecommunications Inc.-backed @Home is developing such a grid in a Sunnyvale, Calif., trial. The grid works on the principle that a relatively small amount of content attracts most of the activity, said @Home's John Doerr. **TW**

Online Services

AOL's Leonses: Online should follow cable's lead

Branding, niche services and pricing are keys to success

By Harry A. Jessell

If you want to be a big success in tomorrow's online market, follow the example of cable TV, America Online Services President Ted Leonses said at CTAM's pre-Western Cable Show seminar in Anaheim, Calif.

Create niche services with strong brands and offer them in low-cost packages, he said.

With more than 4 million subscribers and growing at the rate of 250,000 subscribers per month, AOL is successfully applying the cable formula, Leonses said. In a couple of years, he predicted, AOL will be the online equivalent of Tele-Communications Inc. or Time Warner Cable.

Developers of online "channels" should create new content and brands instead of "repurposing" those of other media, he suggested. "It wasn't *Rolling Stone* that created MTV. It wasn't *Sports Illustrated* that created ESPN. It wasn't CBS that created CNN. It was young wild-eyed entrepreneurs that created new brands and megafranchises."

And online programmers should seek to create "community" among subscribers

by permitting interaction among them. Fifty-five percent of AOL user log on to converse in one of the chat rooms, each geared to different demographics or interests. "No one goes to a bar for a beer," Leonses said. "They go for the bartender and the people at the bar you talk to."

Content providers should avoid "pay-per-view a la carte pricing," he said, adding that Disney lost the cable kids franchise to Nickelodeon by deciding to enter the market as a pay service rather than a basic one. "My kid is a Nickelodeon kid; he doesn't want Disney."

Leonses was critical of the Internet, calling it an "anti-market" where money goes in and none comes out. Software for navigating the Internet and for Internet servers is available free, he said. Most services are free and many advertisers are opting to create their own sites.

Leonses also said only 750,000 people pay for Internet access. Most access the service through company accounts.

America Online is "about creating a new mass medium," Leonses said. "The Internet is about enabling individuals to communicate."

For all the hype about

online services, they reach only 7 million-8 million homes. Given its modest penetration, he joked, AOL's advertising tag line should be: "Just a little less pathetic than the other guys." **TMM**



Ted Leonses

Interactive

News, sports, pizza from Time Warner

Interactive services added to Orlando trial

By Jim McConville

Time Warner Cable took the wraps off a handful of additional interactive services that will immediately be added to its experimental Full Service Network interactive TV system trial in Orlando, Fla.

The new services will give Time Warner's Orlando test market subscribers options ranging from selecting the news to ordering a customized pizza. They include NFL on Demand from *Sports Illustrated* and the NFL; The News Exchange (TNX) from Time Inc., and GOtv, an interactive entertainment planning guide from US West.

TNX provides a digest of the day's news at any time and lets subs select local, state or national news from sources including ABC News, CNN, NBC News, The Weather Channel and Time Inc. magazines *Time*, *Fortune*, *Money* and *Entertainment Weekly*.

NFL on Demand, a joint project of Sports Illustrated Television and the National Football League, will allow subscribers to access NFL

scores and print out game statistics.

FSN also has signed agreements with Barnett Bank for interactive TV banking service and with Pizza Hut for an interactive delivery service. FSN will add three new stores to its DreamShop interactive digital shopping mall: The Bombay Co., Book of the Month Club's Editor's Choice and the Horchow Collection. By year's end, DreamShop will add consumer electronics retailer Best Buy.

FSN's PlayWay network of interactive games will add TV BOTS, a maze-based video game.

FSN President Tom Feige says Time Warner is still on schedule to reach 4,000 subs by year end, installing approximately 300-350 homes per week.

Subscriber prices for interactive services initially will vary by neighborhood during FSN's trial test, says Feige. "Next year we will be testing access fees for individual services." He adds that FSN's News Exchange will be free to subscribers for the first six months. **TMM**

Calendar

Jan. 14-16—Interactive services Association 2nd annual state-of-the-industry strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4955.

Jan. 29-Feb. 1—ComNet '96, networking conference and exhibition, presented by International Data Group. Washington Convention Center, Washington. Contact: (800) 545-3976.

Feb. 21-24—"Interactive Newspapers '96: What's Hot, What's Not," conference sponsored by The Kelsey Group, *Editor & Publisher*, INMA, National Newspaper Association and Suburban Newspapers of America. Hyatt Regency Embarcadero, San Francisco. Contact: 609-921-7200.

March 17-20—Interactive Entertainment Congress '96, presented by the Institute for International Research. Wyndam Palm Springs Hotel, Palm Springs, Calif. Contact:

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Station Manager/Director of Sales for new sign-on, WLIE-FM Bridgehampton, New York, and Eastern Long Island Radio Network. We seek current general, local or retail sales manager interested in general management and earned equity with a growing company. EOE. Contact owner, Box 1200, Southold, NY 11971.

Director, Special Events/Co-Op. WIYY-FM "98 Rock," Baltimore. We're the market leader in this field, growing consistently since 1988. There's a solid agenda of events and business opportunities. Our new Director will be given room for creativity, will coordinate a seven-person sales team, and work closely with promotions/programming departments. If you have 2+ years radio experience and success in this field, we should meet! Send all background material to 3800 Hooper Avenue, Baltimore, MD 21211, or call Irv Zelt, GSM, at (410) 338-6584; or Hugues Jean, LSM, at (410) 338-6573. Hearst Broadcasting. Excellent environment and benefits. EOE. Women and minorities encouraged to apply.

GM/GSM. Tele-Media Broadcasting is looking for highly-motivated selling GM's/GSM's for small to medium markets, to fill present and future openings. Send resume only to Ira Rosenblatt, Broadcast Center, 1502 Wampanoag Trail, E. Providence, RI 02915. EOE.

General Manager: Group operator looking for hands-on manager with strong background in sales, programming and computers to run midsize Texas market. If you have strong desire to win and are ready to take on the challenge then you may be the person we are looking for. Send your resume, philosophy, accomplishments, goals and salary history to Box 00623 EOE.

Sales Manager for Alternative Rock Station. Person with strong organizational skills, with lots of energy, who can train a professional staff. Previous management experience preferred, but we will consider salesperson looking to move up. Send your resume and cover letter, outlining your sales philosophy to Peter Baumann, VP/GM, WQBK, 4 Central Avenue, Albany, NY 12210.

General Sales Manager - Texas Heritage Rocker celebrating 20th year without a format change. Part of a family owned group, committed to radio and making a profit. Candidate should be an excellent trainer, strong in presentation skills, computer literate past word processing, and demonstrate the organizational acumen to direct a very strong local and regional sales effort. A people person, promotion minded, driven...if you possess these attributes send letter of introduction, resume, and salary requirements to: Ron Cardwell, G.M., KNCN-FM, P.O. Box 9781, Corpus Christi, TX 79469. No calls right now, please.

Manager for small market New England station. Hands-on and sales-oriented. Strong in sales management, training, leadership, and promotion. Reply to Box 00626 EOE.

General Sales Manager. We are seeking an aggressive, experienced GSM for mid-size Florida market. Experience to include national and local sales. Emphasis on new business and sales promotions. A family owned AM station in a highly desirable location with a great quality of life. Send resume to: Skywave Broadcasting, 6400 SW 93rd Avenue, Miami, FL 33173. EOE.

HELP WANTED SALES

Sales Representatives Wanted. Lesbigan Radio Chicago, the nation's first morning drive time radio show for gays/lesbians needs staffers who want to make a good living and help this new format grow. Draw in upper teens to low twenties. Commission, plus benefits including gas allowance, cellular phone, health benefits after waiting period. Opportunity to earn \$30-\$60k for person who can strike while the iron is hot. Fax resumes to Alan Amberg, 312-973-3230. Sales inquiries only.

HELP WANTED TECHNICAL

Mississippi - Alabama Broadcast Group is seeking a full-time engineer to provide services to a growing group of aggressive broadcasters. Skills should include technical expertise, upgrade experience, strong computer hardware and software knowledge, ability to keep group on cutting edge of technology with best equipment at the best price. If you've got the attitude, the skills and knowledge to lead us, respond immediately. Decision by January 15, 1996. Reply to Box 00624 EOE.

HELP WANTED NEWS

Entry level news personality. Position still open. Aggressive self starter. Live country FM near Phoenix. Call 1-800-360-1842, 6 PM to 9 PM Phoenix time only.

HELP WANTED ANNOUNCER

Need your break? Got talent that's unrecognized? Got a winning attitude? SouthEast Broadcast Group is growing fast. We need "Live" Announcers/Communicators. Looking for warm and fuzzy listener developers. Not interested in ego's, poor attitudes, losers, or one year wonders. We need voices, learners, challenges, contributors who want a solid group that will win. Formats: AAA, Adult Alternative, AOR, Hot Country, CHR, Urban, and "live" News. Take your experience now and use it with winners. Reply to Box 00625 EOE.

SITUATIONS WANTED MANAGEMENT

Seeking General Manager/Sales Manager position in small to medium market with possible buyout interest. Ambitious. Conscientious. Top biller. Top references. Call Ted 914-357-4861.

Interim short term management available. Including sales organization and complete station. Gary Lukert 316-343-9896. 2225 Hillcrest Drive, Emporia, Kansas 66801.

SITUATION WANTED ANNOUNCER

Seeking part time or weekend News Anchor or Jock position. Call for resume and tape. Ted 914-357-4861.

BUSINESS OPPORTUNITIES

Business Partners/Investors wanted. Lesbigan Radio Chicago, the nation's first morning drive time radio show for gays/lesbians/bisexuals is already getting requests to expand into other markets. Partners with capital and contacts desired who can help this format go national. If you want to do well by doing good and want to strike while the iron is hot, contact Alan Amberg at 312-973-3999. Serious inquiries only.

SCA LEASE

Subcarrier available. WNYE-FM, New York, 91.5 MHz, 20 KW. Data/paging services only. Contact: Frank Sobrino (718) 250-5829.

Two(2) SCA Channels available. WDLF Marion, NC. Coverage area includes major inner state highway. For coordinates and complete coverage area call 704-659-2000.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager: WHNS-TV FOX 21, First Media Television, a FOX affiliate in the 35th market, is accepting applications for the position of National Sales Manager. Prior management and rep experience preferred. Minimum 5 years in broadcast sales. Knowledge of TVScan/Scarborough helpful, ratings analysis proficiency, and strong communication skills. Send resume to: WHNS-TV, Attn: Personnel-NSM, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H.

General Manager Allbritton Communications Co. is seeking a GM for its new ABC Affiliate in Birmingham, Alabama. We need a leader with a track record in building sales, news, promotion, programming, and people for a unique network affiliate we are building from scratch. Market experience helpful, strong management background a necessity. Send confidential resume and letter explaining why you are the best of the best to Ray Grimes, Allbritton Communications Co., 800 17th Street N.W., Suite 301, Washington, DC 20006. No phone calls. EOE M/F.

General Management: KOIN-TV, a Lee Enterprises' station and CBS affiliate in Portland, Oregon, is seeking a General Manager. Previous General Manager experience preferred. Send resume to Gary Schmedding, Vice President-Broadcast, Lee Enterprises, 215 North Main, Davenport, IA 52801. No phone calls please. EEO Employer.

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

Local Sales Manager. WHSV-TV, Harrisonburg, VA seeking individual to direct and motivate local sales team. Candidate must have track record showing success in new business development and special event sales. Strong organizational and people skills a must. Send resume and salary history to Frank Brady, GSM, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. Equal Opportunity Employer.

Local Sales Manager: WPBF/WTVX, the West Palm Beach ABC and UPN affiliates are looking for a Local Sales Manager. Candidate should possess exceptional leadership, organizational and "people" skills with the ability to teach and motivate a local staff comprised of both senior and junior sales people. Send resume, qualifications and salary history to Shawn Bartlett, General Sales Manager, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. No phone calls.

Interactive 2000! Why be at the half billion dollar (cash up front) \$\$ 900 Industry show January 25-26 in Las Vegas? Info: 702-391-2445.

Continental Television Network has an opening for Local Sales Manager in Missoula, MT. Requires success in recruiting, training, and motivating sales staff. ABC/FOX station with major growth potential. Send resume to General Manager, 2200 Stephens Avenue, Missoula, MT 59801.

HELP WANTED SALES

Account Executive: WXII-TV has an immediate opening for an individual with a proven track record in television sales. Candidate should have a strong work ethic, tenacity and creativity. High energy individual with a minimum of three years TV sales experience. Send resume to: Personnel Director, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27106. EOE.

Regional Sales Manager. The dominant NBC affiliate in southern West Virginia's two-station market seeks an outstanding local AE with significant agency experience ready to move into sales management, or a television sales manager ready to make the change. Successful candidate will report directly to General Management and be responsible for station's significant regional business. This is a growth opportunity with one of the nation's most respected broadcast groups. Send resume immediately to: Wanda Davidson, WVVA-TV, Box 1930, Bluefield, WV 24701. EOE/M-F.

Sales Representative: Worldwide Television News Productions. WTN (80% owned by Capital Cities/ABC, Inc.) is looking for someone with 3-5 years sales experience in production/corporate video related field. Sell WTN Productions' television services to non-broadcast users: corporations, production companies and public relations firms. Services include worldwide EFP crewing, satellite media tours, video news releases and satellite video conferencing. Create sales proposals and presentations, develop new business leads and maintain existing client relations. Fax cover letter and resume to (212) 496-1269, Attn: JS - Productions. No phone calls please.

**VICE PRESIDENT
National Television Sales**

Capital Cities/ABC, Inc. seeks a seasoned professional to manage the business development activities for our National Television Sales division, encompassing Marketing, Research, Marketing Sales and New Media Sales.

You will expand existing business and develop new business, presenting to management-level clients and agencies, and ensure the continued growth of unwired network and special opportunity sales on behalf of Capital Cities/ABC Owned Television Stations. Your managerial responsibilities will include: Research and Marketing, which provides sales and station management with quantitative and qualitative analysis used for sales and programming decisions; and New Media Sales, which represents all on-line products developed by the Multimedia Group as well as select non-Capital Cities/ABC new/alternative media vehicles.

We require 8+ years of television marketing/sales experience including significant managerial expertise. Strong presentation skills and a thorough knowledge of qualitative and quantitative research are essential. For consideration, send resume and cover letter to Capital Cities/ABC, Inc., Human Resources, Dept. SS. 77 West 66th Street, New York, NY 10023. We are an equal opportunity employer m/f/d/v.



HELP WANTED MARKETING

Marketing and Promotion Director. Creative, hands-on leader for #1 station in top 40. You'll manage all aspects of marketing, image, on-air look, public relations, events planning, media buying, contests, and promotions. Create and execute the overall marketing plan. We're already good; we want to be the best! We have all the toys and will pay top dollar. We want experience, a take-no-prisoners attitude, and a hot reel to back up the claims. Reply to Box 00630 EOE.

General Marketing Manager: Cleveland, Ohio LMA (CBS affiliate and market leading independent) seeks a creative leader to oversee staff of marketing/promotion specialists in the areas of advertising, publicity, on-air promotion, sales promotion, special events and graphic design. Not for the weak of heart...need someone with vision who can not only develop but take concept through creation. Experience in all aspects of station promotion and aggressive execution a must. Send resume and tape to Tom Greisdorn, GM, WOIO/WUAB, 1717 East 12th Street, Cleveland, OH 44114. EOE.

HELP WANTED TECHNICAL

Assistant Chief Engineer: Charlotte, NC. Post Production/Broadcast Facility has immediate opening for an Assistant Chief Engineer. Candidate should have a degree in electronics and minimum of five years experience as a broadcast or post facility maintenance engineer. Contact David Whaley, Chief Engineer, Creative Post and Transfer, 377 Carowinds Boulevard, Suite 101, Fort Mill, SC 29715. Fax (803) 548-3153.

Chief Engineer: Growing, aggressive FOX television group has immediate opening for "hands on" Chief for its Scranton, PA affiliate. Qualified individual will possess proven leadership ability, demonstrated technical ability in both studio and transmitter design and maintenance, and be a team player. Send resume and salary history to Lee Carpenter, Corporate Chief Engineer, Pegasus Broadcast Television, P.O. Box 10888, Jackson, Mississippi 39289. EOE.

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

or Fax 212.206.8327 for BROADCASTING & CABLE'S

new, special CABLE CLASSIFIED DISPLAY AD RATES!

Mobile Unit Engineer. EIC wanted immediately for 48 foot mobile facility of Philadelphia based multi-unit mobile television company. Knowledge of following equipment is a plus: Ikegami HK366 cameras, GVG300, Chyron iNFINIT!, A53, A42, Beta SP, 1". Mobile unit experience preferred. Requires excellent client skills and ability to work well with network personnel. Moderate travel, primarily in Mid-Atlantic region. Very competitive salary and benefits. Relocation allowance available. Respond to Stan Leshner, Starliner Mobile Video, 525 Mildred Avenue, Primos, PA 19018. Fax: 610/626-2638. Phone: 610/626-6500.

Maintenance Engineer wanted for KTUL-TV, an ABC affiliate in Tulsa, Oklahoma, a great place to work and live. Primary responsibilities include installation and maintenance of video, audio and computer equipment. Two years technical schooling in electronics, computer science. Minimum of two years maintenance experience in television broadcasting. Betacam experience preferred. Send resume to Personnel Office, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101. EOE.

HELP WANTED NEWS

Weekend Editor. WOOD TV8 in Grand Rapids has an opening for an energetic, self motivated videotape editor in its news department. This position is part time...weekends and vacation fill-in. Applications should have knowledge of basic cuts editing and the ability to work under high stress conditions. This position includes editing videotaped stories, taking and sending SNG/ENG feeds and coordinating tapes for on air playback. If you know the basics and are looking to get in the business send your cover letter and resume with references to: Mark McIntosh, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

Sports Reporter/Photographer. We're looking for a third player for our sports team. Candidates should have two years sports reporting and shooting experience and be ready to move into fill-in anchoring. This is an active sports market which demands educated sports reporting. Send non-returnable tape and resume to: Jack Doles, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

Sports Reporter. We just signed on in September, and we're already growing. Top 50 ABC affiliate seeks a Sports Reporter who turns local legends into real people. Will join established 3-man sports staff on daily sportscasts and long-form sports specials. We value intelligence and humor, not schtick. Occasional fill-in anchoring possible, but this is not an anchor position. Whiners and chair-throwers need not apply. Start date is January 3, 1996. Tape and resume to Chris Huston, News Director, WXLV, 3500 Myer Lee Drive, Winston-Salem, NC 27101.

Reporter/Anchor/Photographer. Recently acquired network affiliate station committed to the news is expanding its product and needs additional staff at their Idaho Falls/Pocatello facilities. Applicants must be able to write and enterprise stories. Previous experience as a reporter and photographer with television news anchoring background required. Ability to edit news copy and college graduate preferred. Capability to lift and carry camera/recording gear to any and all locations and a valid drivers license with no DUI conviction necessary. Group owned company offers excellent benefit package with promotional opportunities to sister stations. Please submit a non-returnable tape and resume to Tonia Ellis, News Director, KPVI-TV, 425 East Center Street, Pocatello, Idaho, 83201-0667. EOE.

Reporter. WXIN-TV FOX 59 has an opening for a Reporter in the News Department. Selected candidate will be a highly motivated self-starter who develops own stories with strong live shot capabilities. Previous TV on-air reporting experience required. Responsibilities include: report and write stories, generate ideas, work sources with heavy emphasis on police and courts. For consideration, send cover letter noting position desired and where learned of job, resume and non-returnable tape by December 20 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

ENGINEERING AND OPERATIONS OPPORTUNITIES WITH SINCLAIR BROADCAST GROUP

Sinclair is seeking qualified applicants for our company in many areas. We are a growing station group moving quickly to secure our technological future. If you are a technically competent hands-on engineer with leadership skills, or you are a creative hands-on production editor, then you must join our team. Sinclair operates a group of television stations located in Baltimore, MD; Birmingham, AL; Columbus, OH; Flint, MI; Milwaukee, WI; Norfolk, VA; Pittsburgh, PA; Raleigh/Durham, NC; and Tuscaloosa, AL. Sinclair offers a competitive benefits and compensation package.

CHIEF ENGINEER

A technically competent leader who is a hands-on problem solver, a people person, a good communicator and an organized competent administrator. The position demands an extensive background in RF transmission systems, studio systems, news, and be capable of planning, organizing and directing station projects. The applicant must also possess specific knowledge of computers, digital electronics, and a forward thinking attitude on ATV and future digital technology. You must be capable of working in consonance with the other department heads to achieve station goals. An FCC license, SBE Certification, and can accept an "On Call" status are prerequisites for this position.

TELEVISION ENGINEER

A person who is capable of thinking on their own and can apply their "trouble shooting" expertise to all areas of the broadcast plant. You must be a capable electronics technician who can repair any type of electronic equipment, including but not limited to, computers, video cassette recorders, cameras, switchers, and monitors. Possessing an FCC license or SBE Certification and a comprehensive background in digital and analog electronics is imperative. Our engineers must be able to see the big picture, but focus and act on the pixel. The ability to effectively communicate and interface with other department's personnel whom you service is a must. You must be a team player who can accept an "On Call" status.

OPERATIONS/PRODUCTION PERSONNEL

Artistic creative people who can write copy, shoot video and edit spots on traditional computer editors, as well as any of the non-linear editors, currently on the market. You must be experienced and able to handle the pressure of client production, the immediacy of news promotion, and the creative challenges of station promotions. We are looking for someone who is hot on the new technology and is able to use computers to expand your creativity. If this describes you, or what you think you need to become, then please respond.

I encourage Minorities and Women to apply. Sinclair Broadcast Group is an Equal Opportunity Employer.

Send resume and salary history to:

Del Parks
Director of Engineering and Operations
Sinclair Broadcast Group
2000 West 41st Street
Baltimore, MD 21211

No phone calls please!

Reporter. Booming tropical paradise needs Reporter. We're looking for enterprising pros to cover hard news and politics on Saipan. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. This job promises an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agaña, GU 96910-4996. EOE.

Producer: NBC affiliate in Springfield, Illinois is looking for a Producer for our hour-long morning newscast. Must have one year producing experience and know how to edit. Send resume and non-returnable tape to Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. We are a division of Guy Gannett Communications and an Equal Opportunity Employer.

Producer: KETV, Omaha, Nebraska has an immediate opening for a creative producer to do weekend shows and produce medical reports during the week. Qualified applicants should have a degree in journalism and experience producing newscasts. This is a company that believes in promoting from within. Send resumes and non-returnable tapes to: Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

Producer/Director: WZZM-TV is seeking energetic take charge director for newscasts, commercial production and special projects. Two years experience directing and switching newscasts required. Applicant should have good communication skills and experience with non-linear editing. Reply to: WZZM-TV Personnel Dept., P.O. Box Z, Grand Rapids, MI 49501. No phone calls, please. EOE.

Producer/Director - Midwest, top forty, number one. Strong group owner support. Bells and whistles and more on the way. Interested? Fast-paced newscasts, sports, special events. Experienced? Lead by example, hands on, push the envelope. Ready? We're adding another piece to the puzzle and we want the best. Send tapes and resumes to Box 00629 EOE.

Producer. Our #1 11PM show has lost its leader. Now we need a new one. If you've got the skill, we've got the slot. 2 years experience, lots of energy, goal oriented. We staff to win. Send letter of philosophy and resume to: Larry Henrichs, News Director, WGME TV, Portland, ME 04103. WGME is an Equal Opportunity Employer.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

News Director in Rocky Mountains for dominant station in #180+ market and S1 satellites. Focus is on aggressive, investigative reporting. Leader with management experience needed for talented staff with a mix of experienced and developing employees. People skills and a tough-minded knowledge of serious journalism needed. Resumes to Box 00622 EOE.

Political Reporter. The largest regional cable television news network in the United States, New England Cable News, is seeking an experienced Reporter with extensive knowledge of New England and national politics. Must be an energetic and enterprising television storyteller. Must produce richly-detailed, contextual reports that bring politics to life. Will also do some general assignment reporting. NECN is a Boston-based, 24-hour-a-day news station that covers the six New England states. It also produces a 10 PM newscast for WSBK-TV, UPN regional superstation in Boston. No phone calls. Please send tape and resume ASAP to Tom Melville, Executive Producer, New England Cable News, 160 Wells Avenue, Newton, MA 02159. Equal Opportunity Employer.

Photographer-Editor. WTTV - Indiana's Sports Station, the home of Indiana, Purdue and Big Ten basketball and football, NFL, Colts and Pacers basketball seeks an experienced Field Producer/Videographer to join our Production Team. Ideal candidate will have superior production skills, ability to field produce, light and shoot location video that will enhance our "On Air" production product. In addition, this person must be a self-starter, work on multiple projects, meet deadlines with quality work, motivate co-workers and is career oriented. Women and minorities are encouraged to apply (EOE). Pre-employment drug testing. WTTV is a River City Broadcasting station. Send resume and non-returnable demo tape to: WTTV-4, Human Resources-1, 3490 Bluff Road, Indianapolis, IN 46217.

Night Assignment Manager. Here's your chance to lead a top-rated news operation on the night shift. We're looking for an experienced news hound who can direct crews, cover scanners, handle telephone chaos, keep organized story files and know how to change gears at a moment's notice. The ideal candidate will have a minimum of two years experience on the assignment desk. If you're ready to be a night shift leader at the best station in the 38th market, then send your resume and news philosophy to: Jim Loy, News Director, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

News Photographer. WXIN TV FOX 59 has an opening for a News Photographer in the News Department. Selected candidate will possess a minimum of 2 years TV photography experience, knowledge of live-truck operations and production techniques, including A/B roll editing. Must have valid driver's license and good driving record. Responsibilities will include the ability to shoot news stories with a creative edge and flair, edit packages, VO's, VO/SOT's, and entire news shows. Set up and shoot live remotes and maintain vehicle, gear, and paperwork. NPPA membership and/or workshop attendee a plus. For consideration, send cover letter noting position desired and where learned of job, resume and non-returnable tape by December 20 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

INVESTIGATIVE PRODUCER

KGO-TV is seeking an Investigative Producer who will research, write and supervise the editing of investigative series and segments produced by the Channel 7 I-TEAM. Must have 3-5 years of experience as a television segment producer in an investigative unit. Strong writing skills and production skills are required. Experience in computer assisted reporting preferred. Application deadline is December 15, 1995. Please send resume, cover letter and videotape to:

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

Director/Technical Director. Aggressive FOX affiliate in sunny south Florida is seeking a Director/Technical Director for fast paced newscast, that has been named Best Newscast in the state of Florida by the Associated Press, for the 2nd consecutive year. Must have experience directing and switching live newscasts. Knowledge of GVG switchers, Abekas DVE and computer editing is preferred. Please send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 Pine Island Road, Cape Coral, FL 33991. Minorities are encouraged to apply. We are an Equal Opportunity Employer.

Consumer/Business News Reporter: Opportunity awaits a seasoned General Assignment Reporter experienced in business and consumer news. You'll be responsible for the business/consumer beat and provide a long form report once a week in addition to general assignment reporting. Join a successful Top 20 market Indy/WB station. Send resume and tape to KPLR-TV, Attn: Dept. 114G, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please

Assistant News Director/Managing Editor: Lead our daily news operation. We need an experienced broadcast news professional with strong writing and editing skills to work with the assignment desk, producers and writers. The right candidate can move into a top 20 market and join a growing newsroom committed to excellence. Send your tape and resume to KPLR-TV, Attn: Dept. 114G, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

HELP WANTED PROMOTION

Nashville Move? (The Oilers are doing it!) Promotion Writer/Producer handling News Topicals and Special Projects needed immediately at ABC affiliate. Must have at least two years experience in TV Marketing/News. Send resume and tape with samples of creative writing, producing and editing to: Scott Brady, Marketing Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

HELP WANTED RESEARCH

Leading Barter Syndication Company: Ad sales division of King World Production seeks exceptional research analyst to join our team. Ideal candidate possesses minimum one year's experience, with knowledge of NTI, NSS and Simmons. Excellent computer, writing and analytical skills required. Reply to Research Manager, Camelot Entertainment Sales, 1700 Broadway, 33rd Floor, New York, NY 10019. Fax: (212) 315-2662.

HELP WANTED LEGAL

FOX TELEVISION GROUP

ATTORNEY

FX Networks, Inc., a division of Fox Television, seeks a Director of Business & Legal Affairs to represent two cable services, **FX and FXM: Movies from Fox**. The selected candidate will negotiate/draft production, talent and affiliation agreements and handle other legal matters relating to all aspects of the business.

Qualified candidates must have a law degree, bar membership, and a minimum of 5 years of experience with at least 2 years 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 history to: **Fox Television Group, Personnel Dept. BRM-673, P.O. Box 900, Beverly Hills, CA 90213. EOE.**



HELP WANTED HOST

FOX Kids Club Host. WHNS-TV FOX 21, First Media Television, a FOX affiliate in the 35th market, is accepting applications for the position of FOX Kids Club Host. On-air personality to produce, write and host children's show. Experience on camera required with prior television experience helpful. College or university degree preferred. Send VHS tape and resume to: WHNS-TV, Attn: Personnel-HOST, 21 Interstate Court, Greenville, S.C. 29615. EOE. M/F/H.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager - Qwest Broadcasting is seeking a CPA with a minimum of 3 years experience in financial management for "hands on" administration of the business office of WATL-TV, Atlanta. Working knowledge of BIAS software preferred, television accounting required. Send resume with salary history to Personnel Director, WATL-TV 36, One Monroe Place, Atlanta, GA 30324. EOE.

HELP WANTED PRODUCTION

Writer/Producer, Television and Satellite Services. The College of Continuing Education is looking for a person to be responsible for production of educational, instructional and informational programming using video, audio and satellite production technologies. Performs field, studio and remote production utilizing broadcast-quality equipment. Edits video program material. Minimum requirements include 1 year experience in video and audio production, 2 years preferred, a Bachelors degree in radio/TV/film or related field. Night and weekend work required. Salary range is \$20,100-\$20,722. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Please send resume and cover letter by December 15 to Personnel Services, University of Oklahoma, 905 Asp Avenue, Norman, OK 73019-0420. (Reference requisition no. 08-032N). If you need more information please call (405) 325-1826.

Special Projects Producer: Are you bored doing one thing--because you're great doing everything? You could be the next Special Projects Producer at WESH-TV, a Pulitzer Broadcasting Station, in sunny Orlando, Florida. We need someone who is smart, creative, and knows how to communicate! Must have extensive field producing experience and at least three years line producing. Assignment desk experience is preferred. College degree required. Send non-returnable tape, resume and references to: Ken Ericson, Executive Producer, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

Operations Manager, Television and Satellite Services. The College of Continuing Education is looking for a hands-on person to be responsible for management of technical operations, planning, hiring and development of technical staff. Minimum requirements include 3 years experience in broadcast quality television production environment, 1 year supervisory experience, 3 years preferred, and a Bachelors degree in related field. Salary range is \$23,300-\$32,900. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Please send resume and cover letter by December 15 to Personnel Services, University of Oklahoma, 905 Asp Avenue, Norman, OK 73019-0420. (Reference requisition no. 08-037N). If you need more information please call (405) 325-1826.

Graphic Designer. Columbus NBC O&O television station needs talented, creative Graphic Designer with 1-2 years experience preferred. Photoshop 3.0 and Freehand 4.0 experience required. Responsibilities will include design of on-air electronic graphics and print design utilizing state of the art equipment. Animation and/or 3-D experience a plus. Degree in art/graphic design required. Send resume, samples, salary history to Michael Mingroni, Art Director, NBC4, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

CNN Post Production in Atlanta is currently seeking experienced on-line editors. Candidates must be proficient with all aspects of multi-format editing and should be skilled using the following equipment: CMX 3100B, Grass Valley VPE-251, GVG-200, Abekas A83, A57, A53-D, ADO 3000, and Chyron Infnit. Excellent client skills are essential. If you're interested in working with a dynamic network watched by people around the world, please send a tape, resume and salary requirements to Mike Kraft, Production Manager, One CNN Center, Box 105366, Atlanta, GA 30348-5366.

Graphic Artist/Designer: We're looking for a top notch, experienced Graphic Artist to work in a place that an artist will love! You'll have freedom to work on graphics and 3D animation for news, promotion, and commercial production. If you're a small person in a big department or a big person in a small department and want to be #1, we have the job waiting for you. You'll work on the Grass Valley Graphics Factory HALO System. (We have a lot of computers, so computer experience is helpful too.) If you want a chance to work for a great company with great benefits, send a resume and demo tape to: Human Resources Director, KFVS12, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer. A pre-employment drug screen is required.

Commercial Production Photographer. NBC Channel 2, Buffalo, New York. WGRZ-TV is seeking a Commercial Production Photographer. Candidate should have 5 to 7 years experience in shooting and directing high-end television commercials and/or programs. Requirements also include: extensive lighting and rigging skills; a strong knowledge of audio recording; and experience in editing and post-production. Send resume to: Robert Connell, Operations/Production Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. WGRZ-TV is an Equal Opportunity Employer.

Director-Editor. WTTV - Indiana's Sports Station, the home of Indiana, Purdue and Big Ten basketball and football, NFL Colts and Pacers basketball seeks an experienced Director/Editor to join our Production Team. Ideal candidate will have superior production skills, ability to direct studio productions, write, shoot and edit features and local commercials. In addition, this person must be a self-starter, work on multiple projects, meet deadlines with quality work, motivate co-workers and is career oriented. Women and minorities are encouraged to apply (EOE). Pre-employment drug testing. WTTV is a River City Broadcasting station. Send resume and non-returnable demo tape to: WTTV-4, Human Resources-2, 3490 Bluff Road, Indianapolis, IN 46217.

"5th best place to live in America and warm, sunny Florida too! The Firm is searching for a fast shooter/editor with tons of Video Toaster experience. Reel(VHS preferred) and resume to: The Firm, P.O. Box 309, Citra, FL 32113. EOE. M/F."

Come live in the sunny south. Looking for producers with great writing skills who can handle live shots and deadline pressure. Send tape (VHS preferred), resume and salary requirements to Box 00628 EOE.

HELP WANTED PROGRAMMING

Director of Broadcast Operations and Programming: WTVD, the CC/ABC-owned station in Raleigh/Durham, NC is looking for a dynamic, energetic team player to run its program operations and overall station marketing efforts. Candidates must have a thorough understanding of program acquisitions, scheduling, production and overall station operations. A solid background in programming, marketing, research and/or promotion is preferred. Interested parties must be highly organized with strong management/leadership skills. If you have at least 5 - 10 years experience in television, want to live in one of the best areas in the country and work for a fantastic company, please send your resume and references to: Emily L. Barr, President and GM, WTVD, 411 Liberty Street, Durham, NC 27701. No phone calls please! Women and minorities are strongly encouraged to apply. EOE.

RESUMES

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

PROGRAMMING SERVICES

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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.



Have you ever seen a U.S. Congressman steal a signed release and tear it up on camera? Or, cuss and threaten to throw the interviewer out the window? Or, a Press Secretary steal the videotape and try to steal the release? Why do they panic and go bananas? Because they have been nailed by the logic of questions that raise T.V. interviewing to new intellectual and emotional levels. See for yourself. Send for explosive demo of high profile guests. The Bottom Line 202-833-3634.

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In today's ultra-competitive and changing environment being smart and aggressive is not enough. Performance levels must be raised. Make the most of your most important resource, your salespeople, with a customized

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SITUATION WANTED

Small Market Pro seeks new challenge. Currently GM of growing UPN/WB affiliate. 10+ years management experience at all levels including start-ups. Looking for General or Station Management position at small to medium size market. Reply to Box 00621.

SITUATION WANTED INTERVIEW

If you are tired of seeing politicians slip and slide; and want to see them totally nailed to the wall while they are dumb founded or scream, insult, cuss and then try to steal the video tape and release to prevent anybody from seeing their naked soul, send for explosive demo of high profile guests. 202-833-3634. All offers considered.

CABLE

HELP WANTED MANAGEMENT

Director. ESPN, the undisputed leader in sports programming, seeks a highly motivated self-starter to fill a Director position at our East Coast network. Minimum 10 years experience in a significant TV market and a confidence that you can handle fast-paced news and integrate formats as well as pre-production elements. Excellent earning potential, outstanding benefits, and the opportunity to be a team player with America's sports television leader are just a few of the many advantages of a career with ESPN. For immediate consideration, please forward your resume to: ESPN, Inc., Human Resources Department, ESPN Plaza, Bristol, CT 06010. No phone calls please. EOE. M/F/D/V.

Counsel/Legal Department. ESPN, the world's premiere sports telecaster, is seeking a Counsel to fill a vacancy in its Legal Department. Candidates must be law school graduates with excellent academic credentials, be admitted to practice in one or more jurisdictions and have a minimum of five years experience in entertainment, communications, intellectual property or other relevant areas of law. The duties of the Counsel, who will report to a Vice President and Associate General Counsel, will be to negotiate and assist in the preparation and review of contracts and other documents; oversee conduct of litigation in which the corporation is involved; investigate questions of unauthorized use of corporation's intellectual property; assist in analyzing federal, state and local laws and regulations; and ensure that compliance with contractual and other legal obligations are met. We offer an attractive salary and benefits package in addition to a stimulating work environment. Qualified candidates should send resume, in confidence to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010-7454. Attn: Human Resources, Dept. C/LD. No phone calls please. EOE. M/F/D/V.

HELP WANTED PROGRAMMING

Director of Current Programming. Responsible for directing Current Programming staff in shaping high quality documentary and magazine shows. Creative oversight of in/out-of-house production units including supervising rundowns, scripts, and fine cuts. Extensive long-form producing/writing and personnel management experience mandatory. Journalistic ethics, maintaining series quality, ability to work with pictures and scripts should all be second nature. Potential applicants whose experience is limited to short form news stories or radio should not apply for this position.

HELP WANTED PROMOTIONS

Promo Virtuosos Wanted Creative? Experienced? Visual Genius? Top 10 basic cable network wants you for growing On-Air Promotion Dept. Create exciting TV ads for world premiere movies, classic films, 1st-run game shows and more. Have 5 years' experience? Know your way around state-of-the-art production facilities? Send VHS demo, resume and salary history to: The Family Channel, Human Resources Dept. Ref. PS-220, P.O. Box 2050, Virginia Beach, VA 23450-2050.

HELP WANTED CONSULTANTS

Consultancy. Invitation to Propose. Sealed proposals will be received by the Cleveland Minority Cable Channel (CMCC) at the office of the Cleveland Foundation, 1422 Euclid Avenue, 14th Floor, Cleveland, OH 44115, on the 8th day of January, 1996 until 2:00 P.M. current local time for a consultancy regarding launching this newly formed cable entity. The RFP seeks proposals from qualified consultants for services that include assisting the channel's Board of Directors in establishing a quality deliverer of cable television programming, training and services to meet the needs of Cleveland's minority community in accordance with the terms of the cable franchise agreement between the City of Cleveland and Cablevision of Northeast Ohio. Consultants are asked to present a plan to assist the CMCC Board to refine its mission and create an operating structure. The consultant will also advise on a community relations program, develop executive staff job descriptions and provide other technical assistance as needed to make CMCC's vision for a high quality minority telecommunications organization a reality. Women and minorities are encouraged to apply. Copies of the proposal are on file and may be obtained at the Cleveland Foundation Office, 1422 Euclid Avenue, 14th Floor, Cleveland, OH 44115.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Syracuse University's Newhouse School of Public Communication; Television, Radio and Film Department; seeks two candidates to teach in the areas of television and film production and management. Additional course may be taught commensurate with candidate's other areas of expertise. Professional experience and a Master's degree required. Candidates should be fluent in the use of computers. Teaching assignments will include all aspects of the rapidly evolving industry. Rank and salary negotiable. Send resume to: Professor Peter Moller, Newhouse School, Syracuse University, Syracuse, NY 13244-2100. AA/EOE.

The American University School of Communication in Washington, DC seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Director, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016-8017. EOE.

Faculty Position: Broadcast Journalism Department, S.I. Newhouse School of Public Communications at Syracuse University. Candidate will teach Broadcast News Writing, Reporting and Producing. Teaching may include media ethics, accessing electronic data bases, integration of computers into journalism, and on-camera skills. Significant professional experience, outstanding teaching, potential for research/creative work and familiarity with computers required. Master's degree preferred. Salary and rank negotiable. Resumes and names and phone numbers of four references to: Lois Bianchi, RTN Search, S.I. Newhouse School of Public Communications, 215 University Place, Syracuse, NY 13244-2100. Screening will begin January 15, 1996. AA/EOE.

Broadcast Production: Tenure track position as assistant professor or instructor. Salary competitive. Duties include teaching courses in broadcast production and other undergraduate and graduate courses, as needed; conducting research; and performing other obligations of a faculty member. Qualifications: practical experience; Ph.D. preferred; potential as teacher and researcher. Review of applications begins January 31, 1996, and will continue until an acceptable candidate is identified. Appointment date: August 1996. Send letter of application, curriculum vitae, three letters of reference, and an official transcript of highest degree to: Chair, Search Committee, Department of Communications, Box 201, Loyola University, 6363 St. Charles Avenue, New Orleans, Louisiana 70118. Minorities are especially encouraged to apply. Loyola University, a Jesuit institution, is an Equal Opportunity/Affirmative Action Employer.

Assistant Professor to teach in the Mass Communications undergraduate and graduate program. The successful candidate should have strong interest in teaching writing, production, and one or more of the following: Corporate Communications, Advertising, and Management. Would share in the teaching of entry level coursework. Earned doctorate and some teaching and quality professional media experience desirable. The normal course load is three per semester plus usual faculty responsibilities. Exact responsibilities will be dependent upon candidate's interest and the needs of the department and the University. The academic year contracts are for tenure track positions and will become effective August 16, 1996. The salary ranges are competitive and commensurate with experience. Closing date is February 1, 1996 or until position is filled. SIUE, with a student population of 11,000 is situated on 2600 acres twenty minutes from downtown St. Louis, and 30 minutes from Lambert International Airport. Faculty can live in rural, suburban, or urban settings all in proximity to the University and are able to take advantage of the benefits of the 18th market media market. Submit nominations, resumes, or letter of application, plus names and phone numbers of three references to Search Committee, Department of Mass Communications, Southern Illinois University at Edwardsville, Edwardsville, IL 62026-1775C. AA/EOE Employer.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
 TEL: 212.337.7073 • FAX: 212.206.8327
 INTERNET: AFASULO@BC.CAHNERS.COM

FACULTY SEARCH

GRADUATE SCHOOL OF JOURNALISM COLUMBIA UNIVERSITY

invites applications and nominations for senior and junior faculty positions in print and broadcast journalism for the 1996-97 academic year.

Specific needs include: one senior faculty in international journalism; one senior faculty in magazine writing and editing; two or more positions in Advanced Reporting and Writing including science and health reporting; one position in reporting, writing and producing for radio news and public affairs. The School is also searching for a faculty member to direct its New Media Center and serve as coordinator of the program.

These one-year renewable and tenure-track positions will be filled from the ranks of distinguished professionals with appropriate academic credentials and an interest in teaching and research. The School is an Equal Opportunity / Affirmative Action Employer and especially encourages applications from minorities and women. Send letter, vita and three references to:

COMMITTEE ON FACULTY APPOINTMENTS
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 COLUMBIA UNIVERSITY
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EDUCATIONAL SERVICES

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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 *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Granted

Cameron, Tex. (BALH-951013GG)—William R. Vance Jr. for KHLR(FM) 103.9 mhz: involuntary assignment of license to Lowell T. Cage (trustee). *Nov. 9*

NEW STATIONS

Dismissed

Brighton, N.Y. (BPH-930527MB)—Jon E. Gugler for FM at 94.1 mhz, ERP 6 kw, ant. 100 m. *Nov. 13*

Brighton, N.Y. (BPH-930527MO)—Peter X. Hahn for FM at 94.1 mhz, ERP 3.7 kw, ant. 100 m. *Nov. 13*

Newport, Ore. (BALH-950919GG)—Charlotte McNaughton for KCLM(FM) 92.7 mhz: voluntary assignment of license and CP to Coastal Commcepts Corp. *Nov. 13*

Granted

Brighton, N.Y. (BPH-930527MJ)—Brighton Broadcasting LP for FM at 94.1 mhz, ERP 6 kw, ant. 97 m. *Nov. 13*

Mill Hall, Pa. (BPH-910926MG)—Jane E. Kennedy for FM at 98.7 mhz, ERP 1.864 kw, ant. 177 m. *Nov. 13*

Filed/accepted for filing

Pinetop, Ariz. (BPED-951108MB)—Ndee

Nitch'i Binagodi'e d/b/a Apache Radio Broadcasting Corp. (Charlie O'Hara, chairman, PO Box 310, Whiteriver, AZ 85941) for noncommercial educational FM at 106.7 mhz, ERP 100 kw, ant. 299 m., atop Cooley Mtn., .9 km E of Rte. 73, Indian Pine. Apache Radio owns KNNB(FM) Whiteriver. *Nov. 8*

Sioux City, Iowa (BPCT-951106KD)—Steven Soldingier d/b/a SiouxLand Broadcast Associates (9424 Hunting Court, Matthews, NC 28105) for TV at ch. 44, ERP 1,470 kw visual, ant. 264 m. *Nov. 6*

Sioux City, Iowa (BPCT-951107KH)—Hinton Telecasting (Todd P. Robinson, owner, 2321 Devonshire Rd., Ann Arbor, MI 48104) for TV at ch. 44, ERP 2,000 kw visual, ant. 387 m., on CR K42 8 km E of James, Iowa. Robinson also is applying to build TVs at Hutchinson, Kan., and Muskogee, Okla., and FMs at Indian River Shores, Fla.; Evansville, Ind.; Harrisburg, Ark.; Ocean Isle Beach, N.C.; Tunica, Miss., and Nashville, N.C.

Hutchinson, Kan. (BPCT-951102KH)—Way of the Cross of Hutchinson Inc. (PO Box 12100, Fort Pierce, FL 34979) for TV at ch. 36, ERP 2,590.6 kw, ant. 377.72 m., extended 4th St. Rd., .47 mi. NE of kwch-TV tower. *Nov. 2*

Hutchinson, Kan. (BPCT-951107KE)—Hutchita Communications (Todd P. Robinson, owner, 2321 Devonshire Rd., Ann Arbor, MI 48104) for TV at ch. 36, ERP 1,590 kw, ant. 375 m., NE corner of CR W 125th St. N and N 247th St. W near Patterson, Kan. Robinson also is applying to build TVs at Sioux City, Iowa, and Muskogee, Okla., and FMs at Indian River Shores, Fla.; Evansville, Ind.; Harrisburg, Ark.; Ocean Isle Beach, N.C.; Tunica, Miss., and Nashville, N.C. *Nov. 7*

La Monte, Mo. (BPH-951106MA)—Sedalia Investment Group LLC (Joyce K. Fischer, owner, c/o Fletcher, Heald & Hildreth, 1300 N. 17th St., 11th floor, Rosslyn, VA 22209) for FM at 97.1 mhz, ERP 8 kw, ant. 176 m.,

3.5 km WSW of Georgetown, Mo. *Nov. 6*

La Monte, Mo. (BPH-951106MD)—Missouri Valley Broadcasting Inc. (Michael A. Phillips, president/45% owner, PO Box 128, Marshall, MO 65340) for FM at 97.1 mhz, ERP 19.6 kw, ant. 113.6 m., 8.5 km SSE of La Monte. Missouri Valley Broadcasting owns KMMO-AM-FM Marshall, Mo. Phillips also owns WQRB(FM) Bloomer and WMEQ-AM-FM Menomonee and CP for WVXD(FM) Chetek, all Wis. *Nov. 6*

La Monte, Mo. (BPH-951106MF)—Bick Broadcasting Co. (James P. Bick, director/46% owner, 119 N. 3rd St., Hannibal, MO 63401) for FM at 97.1 mhz, ERP 25 kw, ant. 100 m., on U.S. 65, 1.6 km N of Sedalia, Mo. Bick owns KRRY(FM) Canton, KHM0(AM) Hannibal, KKKX(FM) Knob Noster, KICK-FM Palmyra and KSI5(AM)-KSDL(FM) Sedalia, all Mo. *Nov. 6*

La Monte, Mo. (BPH-951106MH)—Valkyrie Broadcasting Inc. (Jon McCollum, president/20% owner, 712 Chaucer Ln., Warrensburg, MO 64093) for FM at 97.1 mhz, ERP 6.1 kw, ant. 46 m., .3 km W of La Monte. Valkyrie owns KAYQ(FM) Warsaw and KBUG(FM) Osceola, Mo. McCollum also is 5% owner of KOKO(AM) Warrensburg, Mo., and KLMX(AM) Clayton, N.M. *Nov. 6*

Macon, Mo. (BPH-951107MB)—Chirillo Electronics Inc. (Phillip A. Chirillo, president/owner, 1203 Business Hwy 54 S., Fulton, MO 65251) for FM at 99.9 mhz, ERP 6 kw, ant. 100 m., .73 km W of Rte. C, 11 km S of Bevier, Mo. Chirillo Electronics owns KMCR(FM) Montgomery City, Mo., and has applied to build an FM at Jefferson City, Mo. *Nov. 7*

Missoula, Mont. (BPED-951103MA)—Associated Students University of Montana (George M. Dennison, president, University of Montana, University Hall, Missoula, MT 59812) for FM at 89.9 mhz, ERP 1 kw, ant. -80 m., Waterworks Hill, .5 mi. NE of Missoula. *Nov. 3*

Lincoln, Neb. (BPCT-951106KF)—Northwest Television Inc. (William L. Yde III, president/25% owner, 505 Turtle Creek Dr., Brentwood, TN 37027) for TV at ch. 45, ERP 5,000 kw, ant. 456 m., 3.86 km N of I-80, Tamora, Neb. Yde is 25% owner of K8GE(TV) Bellevue, Wash., which is being sold. Northwest also is applying to build TV at Muskogee, Okla. *Nov. 6*

Lincoln, Neb. (BPCT-951106KP)—Larry A. Miller (212 S. 74th St., No. 202, Omaha, NE 68114) for TV at ch. 45, ERP 5,000 kw, ant. 598 m., 2.8 km S of intersection of I-80 and Chicago and Northwestern RR, 16 km SW of Seward City, Nev. *Nov. 6*

Pahrump, Nev. (BPH-951102MB)—Milton Bozanic (1111 Las Vegas Blvd. S., No. 211, Las Vegas, NV 89104) for FM at 95.1 mhz, ERP 6 kw, ant. 31 m., near intersection of Irene and Barney sts., Pahrump. *Nov. 2*

Pahrump, Nev. (BPH-951102MC)—Pahrump Valley Broadcasters Inc. (Michael Ginsburg, president/16.67% owner, 2159 Running River Rd., Henderson, NV 89014)

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

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

*Based on TV household universe of 95.4 million.
Sources: FCC, Nielsen, Paul Kagan Associates

for FM at 95.1 mhz, ERP 6 kw, ant. 100 m., N side of Basin Rd., 6.2 km WNW of intersection of Basin Rd. and Leslie Blvd. Nov. 2

Pahrump, Nev. (BPH-951102MD)—Ramona Lee Hayes-Bell (HC 65 Box 71885, Pahrump, NV 89041-9622) for FM at 95.1 mhz, ERP 6 kw, ant. -69 m., Adams and Dutch Ford Rd., 4.5 km from Pahrump. Nov. 2

Saranac Lake, N.Y. (BPCT-951106KE)—WWBI-TV Inc. (Susan Clarke, president/90% owner, 87 Lake St., Rouses Point, NY 12979) for TV at ch. 61, ERP 545 kw, ant. 441 m., Mt. Morris, 7 km SW of Tupper Lake. Nov. 6

Saranac Lake, N.Y. (BPCT-951106KH)—Donald J. McHone (503 Turtle Creek Dr., Brentwood) for TV at ch. 61, ERP 1,000 kw visual, ant. 441 m. Nov. 6

Fair Bluff, N.C.—S.O.S. Broadcasting (Lynn Martin, owner) for FM at 105.3 mhz, ERP 6 kw, ant. 100 m., Rte. 1356, .8 km W of Rte. 1355, Fair Bluff Township, N.C. Martin owns WLXG(AM) Lexington-wgks(FM) Paris, Ky., and WYBB(FM) Folly Beach and WYQ(FM) Moncks Corner, S.C., and is 40% owner of WCOZ(AM)-WKLC(FM) St. Albans, W.Va. Nov. 7

Muskogee, Okla. (BPCT-951107KF)—Natura Communications (Todd P. Robinson, owner, 2321 Devonshire Rd., Ann Arbor, MI 48104) for TV at ch. 19, ERP 2,000 kw visual, ant. 400 m., SE corner of SRs N4030 and E0860 near Natura, Okla. Robinson also is applying to build TVs at Hutchinson, Kan., and Sioux City, Iowa, and FMs at Indian River Shores, Fla.; Evansville, Ind.; Harrisburg, Ark.; Ocean Isle Beach, N.C.; Tunica, Miss., and Nashville, N.C. Nov. 7

Electra, Tex. (BPED-951108MC)—High I-Q Radio Inc. (Larry D. Hickerson, president, Rte. 6, Box 150, Hwy 303, Brunswick, GA 31520) for noncommercial educational FM at 94.9 mhz, ERP 50 kw, ant. 150 m., 3 km NE of Hwy 287 on SR 240, near Harold, Tex. High I-Q has applied to build noncommercial educational FM at Brunswick, Ga. Hickerson also is president of company that owns WPIQ(AM) Brunswick. Nov. 8

Gregory, Tex. (BPH-951107MA)—Carl Como Tuteria (357 Ocean Shore Blvd., Ormond Beach, FL 32176) for FM at 104.5 mhz, ERP 6 kw, ant. 100 m., N of Hwy 35, 1 km SSE of Gregory. Tuteria owns KIVA(AM) Corrales-kzrq(FM) Santa Fe, N.M.; is 50% owner of WJQR(FM) St. Augustine Beach, Fla.; is applying to build an FM at Greenville, Miss.; is 50% owner of WNFJ(FM) Palatka, Fla., and is 20% owner of company applying to build FM at Indian River Shores, Fla. Nov. 7

Ogden, Utah (BPCT-950321KH)—Lawrence H. Rogow d/b/a Front Range for TV at ch. 24, ERP 1,170 kw visual, ant. 1,197 m., TL Farnsworth Peak, 5.1 km SE of Lake Point, Utah. Nov. 22

Co. LP for WNRQ(FM) 104.7 mhz: change ERP to 20 kw, ant. to 238 m., transmitter site. Nov. 13

New Boston, Tex. (BPH-950601ID)—B&H Broadcasting Systems Inc. for KZRB(FM) 103.5 mhz: change ERP to 35 kw, ant. to 181 m., TL, class from A to C2. Nov. 13

Accepted for filing

Muscle Shoals, Ala. (BPH-951025IB)—D. Mitchell Self Broadcasting Inc. for WLAY-FM 105.5 mhz: change ERP to 1.06 kw, ant. to 231 m. Nov. 22

Warrior, Ala. (BPH-951016IF)—N. Jefferson Broadcasting Co. Inc. for WLBI(FM) 98.7 mhz: change class from C3 to C2. Nov. 22

Anchorage (BPH-951018IE)—A.A. Radio Partnership LP for KWQJ(FM) 92.9 mhz: change channel to 92.9. Nov. 22

Phoenix (BPH-951020IB)—MAC America Communications Inc. for KESZ(FM) 99.9 mhz: change ant. to 519 m., TL, electric beam tilt. Nov. 22

Brinkley, Ark. (BPH-951013ID)—Tri-County Broadcasting Co. for KOMC-FM 102.3 mhz: change class from A to C2. Nov. 14

Monticello, Ark. (BMPH-951020IC)—P.Q. Gardner for KGPO(FM) 99.9 mhz: change TL. Nov. 22

Gonzales, Calif. (BPH-950926IC)—Central Coast Communications Inc. for KKLK(FM) 92.9 mhz: change channel to 92.9 mhz. Nov. 22

Indio, Calif. (BPH-951006IC)—Caridge Broadcasting Corp. for KCMJ-FM 92.7 mhz: change ERP to 6 kw, ant. to 100 m. Nov. 22

Jensen Beach, Fla. (BMPH-951010IC)—HLG Inc. for WHLG(FM) 102.3 mhz: change class from A to C3. Nov. 22

Key Colony Beach, Fla. (BMPH-951023IA)—WKKB Inc. for WKKB(FM) 105.5 mhz: change ant. to 50 m. Nov. 14

Kissimmee, Fla. (951011MK)—Hispanic Broadcast System Inc. for WREI(FM) 89.1 mhz: change ERP to 9 kw, class from A to C3. Nov. 22

Perry, Ga. (BPH-951013IC)—Radio Perry Inc. for WPGA-FM 100.9 mhz: change ERP to 2.15 kw, ant. to 168 m. Nov. 22

Herrin, Ill. (BPH-950929IF)—3-D Communications Corp. for WVZA(FM) 92.7 mhz: change channel to 92.7 mhz. Nov. 22

Urbana, Ill. (BPH-951017IC)—Tak Communications Inc. DIP for WKIO(FM) 92.5 mhz: install new auxiliary ant. system. Nov. 22

Anderson, Ind. (BPH-951024IC)—Pourtales Radio Partnership for WQME(FM) 98.7 mhz: change ERP to 4.5 kw, ant. to 116.7 m., TL. Nov. 22

Nashville, Ind. (BPED-951016IC)—Trevecca Nazarene College for WNAZ-FM 89.1 mhz: change ant. to 60.5 m., TL to 333 Murfreesboro Rd. on campus of Trevecca Nazarene College. Nov. 22

Lebanon, Ky. (BMPH-951017ID)—Lebanon-Springfield Broadcasting Co. Inc. for WLSK(FM) 100.9 mhz: change ERP to 15 kw, ant. to 90 m., ant. from DA to nondirectional. Nov. 22

Munfordville, Ky. (BPH-951019IE)—John P. Niland (special master) for WLOC-FM 102.3 mhz: change ERP to 2.8 kw, ant. to 125 m., TL. Nov. 22

Winter Harbor, Maine (BMPH-951012IB)—Theodore Enfield for WAKN(FM) 97.7 mhz: change class from A to B. Nov. 22

Bear Lake, Mich. (BPH-951020ID)—Roger Lewis Hoppe II for WZTU(FM) 92.1 mhz: change channel from 100.1 mhz to 100.7 mhz. Nov. 22

Mexico, Mo. (951013MG)—Mexico Educational Broadcasting Foundation for KJAB-FM 90.1 mhz: change ERP to 6 kw, ant. to 70 m., frequency to 88.3 mhz. Nov. 22

Washington, Mo. (BPH-951005IB)—Prime Time Radio for KSLQ-FM 104.5 mhz: change ERP to 1.3 kw, ant. to 175 m. Nov. 22

Indian Springs, Nev. (BMPH-951006IA)—Claire B. Benezra for KPXC(FM) 99.3 mhz: change class from A to C3. Nov. 22

Vestal, N.Y. (BPH-951019IC)—Enterprise Media Inc. for WMXW(FM) 103.3 mhz: change ERP to .592 kw, ant. to 309 m. Nov. 22

Allentown, Pa. (BPH-951016IH)—KFI Inc. for WAEB-FM 104.1 mhz: change ERP to 19.4 kw, ant. to 50 m., TL. Nov. 14

Galeton, Pa. (BMPH-951010ID)—WKYN Inc. for WAIU(FM) 100.7 mhz: change ERP to 7.7 kw, ant. to 150 m., TL. Nov. 22

Dickson, Tenn. (BPH-951018ID)—Edmison/Eubank Communications Inc. for WYVB(FM) 93.7 mhz: change class from A to C3. Nov. 22

Murfreesboro, Tenn. (BPH-950901ID)—South Central Communications Corp. for WRMX(FM) 96.3 mhz: change ERP to 52 kw, ant. to 392 m., TL to 517 Brick Church Ln., Whites Creek, Tenn. Nov. 22

Selmer, Tenn. (BPH-951025IC)—Perry S. Smith for WXOO(FM) 105.5 mhz: change ERP to 6 kw, ant. to 91 m. Nov. 22

Idalou, Tex. (BMPH-951020IE)—Triumph Communications Inc. for KRBL(FM) 105.7 mhz: change ERP to 5.5 kw, ant. to 104 m., TL. Nov. 14

Danville, Vt. (BMPH-951013IB)—Barry W. Sims (receiver) for WSHX(FM) 95.7 mhz: change ERP to 3 kw, ant. to 52 m., TL. Nov. 14

Hartford, Vt. (BPH-951016ID)—Family Broadcasting Inc. for WGLV(FM) 104.3 mhz: change class from A to C3. Nov. 22

Chester, Va. (BMPH-951025ID)—Hoffman Communications Inc. for WDWL(FM) 105.7 mhz: change ant. to 98 m., delete directional ant. Nov. 22

Rocky Mount, Va. (BPH-951013IB)—WNLB Radio Inc. for WZBB(FM) 99.9 mhz: change class from A to C3. Nov. 22

Nekoosa, Wis. (BMPH-950905IE)—Berry Radio Co. for WXEC(FM) 93.7 mhz: change class from A to C. Nov. 22

Wisconsin Rapids, Wis. (BPH-951024IB)—Wisconsin Rapids Broadcast Co. Inc. for WGLX-FM 103.3 mhz: change ERP to 100 kw. Nov. 22

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The author's answer

EDITOR: In our blessedly free country, each of us is entitled to his own opinions, but not to his own facts. Robert Corn-Revere (whom I've never met) takes an oddly personal tone in his criticism of our book, "Abandoned in the Wasteland: Children, Television and the First Amendment." He claims that I "hate" television—although anyone familiar with my record knows that my view is exactly the opposite. A reader would have been helped in understanding where Mr. Corn-Revere's

temper tantrum is coming from if Mr. Corn-Revere had disclosed his Cato Institute relationship and his service as an assistant to FCC commissioner and former chairman James Quello. Mr. Corn-Revere is entitled to his own opinion, just as he is entitled to completely miss the point of our book—confusing the right to do something with whether it is the right thing to do.

BROADCASTING & CABLE had a fair and balanced review of our book in its Oct. 30 issue. Readers interested in a comprehensive analysis of the First Amendment issues by a nationally

respected legal scholar (Professor Cass R. Sunstein of the University of Chicago Law School) can read *The New Republic* of Aug. 21 and 28. Professor Sunstein and Mr. Corn-Revere come to opposite conclusions.

Most Americans cherish three values: free speech, free markets and protection of our children. Mr. Corn-Revere seems to care about only two of these values. Those of us who care about all three will continue to advocate that broadcasters have a special obligation as public trustees to serve our children and grandchildren.

—Newton N. Minow, Chicago

THIS WEEK

- Dec. 5-7**—DRTV (Direct Response Television) Fall 95 Expo & Conference, presented by *Advertiser Expositions*. Chicago Hilton and Towers, Chicago. Contact: Erika Bockhant, (800) 854-3112.
- Dec. 6**—5th annual *International Press Freedom Awards* benefit dinner. Marriott Marquis, New York City. Contact: Kari Corwin, (212) 465-9344.
- Dec. 6**—4th annual *National Association of Minorities in Cable, N.Y. chapter*, holiday benefit gala. Copacabana, New York City. Contact: (212) 258-6963.
- Dec. 6-8**—Cable and Satellite Asia '95 exhibition and conference, presented by *Reed Exhibition Companies*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (65) 371 0771.
- Dec. 7**—*American Civil Liberties Union of Southern California* Bill of Rights dinner. Sheraton Universal Hotel, Universal City, Calif. Contact: Meegan Ochs, (213) 977-9500.
- Dec. 8-10**—"Follow the Money: Covering the 1996 Election," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Poynter Institute, St. Petersburg, Fla. Contact: Cy Porter, (202) 467-5219.

DECEMBER

- Dec. 13**—*International Radio & Television Society Foundation* Christmas benefit. Waldorf-Astoria. New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Dec. 13**—PR Newswire media coffee featuring Bill Tucker of CNN Financial Network. PR Newswire offices, New York City. Contact: Neil Hershberg, (212) 596-1555.
- Dec. 14**—*Federal Communications Bar Association's* 9th annual FCC Chairman's Dinner. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Dec. 14-15**—13th annual telecommunications policy and regulation conference, sponsored by the *Federal Communications Bar Association* and the *Practising Law Institute*. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

JANUARY 1996

- Jan. 8-10**—*Society of Cable Television Engineers* conference on emerging technologies. San Francisco Hilton, San Francisco. Contact: (610) 363-6888.
- Jan. 14-16**—*Interactive Services Association* annual strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4959.
- Jan. 18**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Datebook

- Jan. 18**—*Federal Communications Bar Association* luncheon featuring John Curley. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Jan. 18**—Issues '96 workshop for journalists, presented by the *Poynter Institute for Media Studies* and the *University of Texas at Austin*. Lyndon Baines Johnson Presidential Library, Austin, Tex. Contact: (813) 821-9494.
- Jan. 19**—*The New York Festivals* 1995 International Television Programming and Promotion Awards presentation. Sheraton New York Hotel & Tower, New York City. Contact: Anne White, (914) 238-4481.
- Jan. 21-22**—23rd annual *Association of Independent Television Stations Inc. (INTV)* convention. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.
- Jan. 22-23**—"Telecommunications Competition and Deregulation," conference presented by *American Conference Institute*. Regency Hotel, New York City. Contact: (416) 926-8200.
- Jan. 22-25**—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.
- Jan. 23-27**—South Pacific Region Satellite & Cable Show, presented by *SPACE Pacific Limited*. University of Auckland Tamaki Campus, New Zealand. Contact: 64-9-406-0651.
- Jan. 24**—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Jan. 25-26**—4th annual "Communications and Media Finance" conference, presented by the *Institute for International Research*. New York Helmsley Hotel, New York City. Contact: (800) 999-3123.
- Jan. 29-30**—*Midwest Broadcasters & Telecommunications* conference and trade show. Radisson Hotel South, Minneapolis. Contact: (612) 926-8123.
- Jan. 31**—*Hollywood Radio and Television Society* newsmaker luncheon, with featured speaker Bill Gates. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Jan. 31**—Third annual *Federal Communications Bar Association* public policy forum. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- FEBRUARY 1996**
- Feb. 3-5**—2nd annual Wireless Cable Techni-

cal Symposium, presented by *Wireless Cable Association International*. San Antonio Marriott and Riverwalk Hotel, San Antonio, Tex. Contact: (202) 452-7823.

- Feb. 3-6**—53rd annual *National Religious Broadcasters* convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.
- Feb. 5-6**—Radio Group Head Fly-In, hosted by the *National Association of Broadcasters*. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.

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.
- April 28-May 1**—Cable '96, *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

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, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). 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)

Ogiens promises to make over MTM

Michael Ogiens likes to trust his instincts.

The new president of MTM Television says it's important for producers to have faith in their creative impulses because in many ways television is a business of abstracts.

"We're in the business of manufacturing a product that isn't really tangible," Ogiens says. "At best, it's a judgment call when you're trying to come up with a winning show. So it's important for producers to have faith in the people responsible for the creative elements."

Ogiens joined MTM Television last June with a mandate from its new owners to revitalize the company that had produced such TV classics as *The Mary Tyler Moore Show*, *Hill Street Blues* and *The Bob Newhart Show*.

MTM, founded in 1969 by Mary Tyler Moore and then-husband Grant Tinker, was bought by British firm TVS Entertainment in 1988. International Family Entertainment, which owns the Family Channel basic cable network, acquired MTM with its purchase of TVS in 1993.

Although MTM recently produced the CBS network series *Christy* and *Evening Shade*, development of new programming had been slowed considerably by leadership changes and ownership shuffles during the past few years.

Since Ogiens's arrival, however, MTM has unveiled two first-run projects for launch next fall: *The Cape*, a big-budget weekly drama, and *The Beef*, a lighthearted reality strip (see box, page 44).

After working as an independent producer for the past decade, Ogiens says, his goal at MTM is to make the studio a nurturing environment for creativity, with the studio infrastructure acting as a "support service" for the industry's top talents.

"I very consciously try not to interfere with the decisions of the producers and writers on our shows," Ogiens says. "As a producer, I know that sometimes you wind up leaving teeth marks in the furniture when you get too much help from executives."

Ogiens spent 14 years as a production executive with CBS Entertainment before he and fellow CBS executive Josh Kane founded The Ogiens/Kane Co. in 1986. The company, which produced *The Young Riders* series for ABC, is in production with Castle Rock Entertainment on the



"Sometimes you wind up leaving teeth marks in the furniture when you get too much help from executives."

Michael Ogiens

President, MTM Television, Los Angeles; b. June 19, 1947, Los Angeles; Los Angeles: page, guest relations department, ABC, 1967; production assistant/producer, Chuck Barris Productions, 1967-70; production manager, Carruthers Co., 1970-71; unit manager, ABC, 1971-72; manager, daytime programs, CBS, 1972-73; director, daytime programs, CBS, 1973-75; CBS Entertainment: VP, daytime programs, 1976-79; VP, daytime and children's programs, 1979-81; VP, programs, New York, 1981-83; VP, comedy development, Los Angeles, 1984-86; partner/executive producer, Ogiens/Kane Co., Los Angeles, 1986-95; current position since June; m. Renee Ybarra, Dec. 30, 1989; children: Emma, 5; Kate, 2.

upcoming first-run drama *Lazarus Man*.

Born and raised in the Los Angeles area, Ogiens launched his career in television the old-fashioned way: He started at the bottom, landing a part-time job as a page with ABC in 1967. He quickly parlayed a couple of chance meetings with *Dating Game* and *Newlywed Game* creator Chuck Barris into a three-year stint with Barris Productions.

During his years at CBS, Ogiens worked on everything from children's programming to comedy development and was involved with the launches of such hits as *Designing Women*, *Kate and Allie* and *Charles in Charge*. The experience of having been both a buyer and a seller of programming helps him forecast the types of shows that TV audiences are looking for.

Yet Ogiens is wary of relying on market research and focus groups to pick winners and losers. "Market research might tell you what's wrong with something, but research can't tell you what's going to be a success on the air," he says. "We try to identify concepts that in our bones we know will be appealing to an audience and then assemble the best team we can to execute that concept."

With the resources and distribution outlets provided by IFE and the Family Channel, Ogiens and MTM's new team of executives have plunged headfirst into developing series and long-form projects for the networks, cable and syndication. MTM also has first option on projects in development at Ogiens/Kane.

The Cape, he promises, will fit that description. Like the best network dramas, Ogiens says, the show's strength will be its stories and characters. But MTM also has won unprecedented cooperation from NASA and Florida's Kennedy Space Center for the series, which focuses on astronauts and the space program.

Ogiens feels an extra responsibility to insure that MTM's new programs measure up to the legacy of such acclaimed MTM series as *Remington Steele*, *WKRP in Cincinnati* and *St. Elsewhere*. "The initial programs we roll out will be looked at more closely by the industry because of the heritage of the company," he says. "We're attempting to restore MTM as a leading supplier of quality TV entertainment. Hopefully, we can also restore the level of expectation the audience used to have for MTM-produced shows." —CL

BROADCAST TV

Appointments at WAPT(TV) Jackson, Miss.: **Jay Nix**, anchor, WABG-TV Greenwood, Miss., joins as reporter/weekend co-anchor; **Rick Whitlow**, sports director, WJTV(TV) Jackson, joins as weekend sports anchor/reporter; **Jennifer Griffin**, reporter, WLBT(TV) Jackson, joins as assignment editor; **Antoinette Govan**, producer, and **Tom Russo**, managing editor, WDAM-TV Laurel, Miss., join as producer and reporter, respectively.



Lopez

Fernando Lopez, executive producer, KNBC-TV Los Angeles, joins KTLA(TV) there as manager, news operations, *KTLA News*.

Appointments at WECT(TV) Wilmington, N.C.:

Christopher Neher,

production manager, WGOT(TV) Merrimack, N.H., joins in same capacity; **Italy McElroy** joins as sales promotion coordinator; **Carolyn Ivory**, producer, named executive news producer; **Lynn Tartiglia** joins as news producer; **Cyndee O'Quinn**, meteorologist, WFLX(TV) Albany, Ga., joins as meteorologist/reporter, *Weekend Edition*.

Gannon Gray, LSM, and **Fernando Acosta**, account executive, KVEA(TV) Corona, Calif., join KSCI(TV) San Bernardino, Calif., as NSM and GSM, respectively.

Appointments at KOMO-TV Seattle: **Debra Preitkis**, news producer, KOAT-TV Albuquerque, N.M., joins in same capacity; **Doug Tolmie**, special projects producer, named special projects manager; **Sherri Scott**, graphic artist, named assistant art director.

Appointments at Spelling Television Inc., Hollywood: **Gail Patterson**, VP, production, named senior VP; **Kenneth Miller**, head, post-production, and producer, *Beverly Hills 90210*, named senior VP, post-production; **Renate Kamer** named senior VP, Spelling Television.

Appointments at *Extra—The Entertainment Magazine*, Burbank, Calif.: **Genevieve Schmidt**, senior producer, *E! News Daily*, named segment producer; **Marc Cohen**, producers assistant, named segment producer; **Peter Ward**, segment



Documentary filmmaker Ken Burns (r) last Tuesday was presented with the 1995 Ralph Lowell award by Richard Carlson, president/chief executive officer, Corporation for Public Broadcasting. The award, which honors individual special achievement, is public TV's highest honor.

producer, New York, named assignment manager there.

Pamela Rappaport, LSM, KDVR(TV) Denver, joins Renaissance Communications Corp., Greenwich, Conn., as national sales marketing manager.

Charlotte Harwood, NSM, WBBH-TV Fort Myers and WEVU(TV) Naples, both Florida, joins WJXT(TV) Jacksonville, Fla., in same capacity.

Eight employees at The Katz Television Group have been promoted from sales managers of their individual offices to VPs. Each employee will retain his/her current responsibilities: **Don Adams**, Dallas; **Shelley Corner**, Red sales team, Los Angeles; **Steve King**, Sabers sales team, New York; **Sharon Korn**, White sales team; **Cliff McKinney**, Washington; **Peggy O'Neill**, West and West Central sales team, New York; **Santiago Perez**, Atlanta; **Gina Richardson**, St. Louis.

Renard Maiuri, news manager, KDRV(TV) Medford, Ore., named broadcast group news manager, now responsible for news operations at KDRV(TV), KEZI(TV) Eugene and KDKF(TV) Klamath Falls, all Oregon.

Mary Alice O'Brien-Mecke, producer, *Company*, WXYZ-TV Detroit, named producer, *NewsHawk* there.

Jean Martınez, anchor, KCNC-TV Denver, joins KTTV(TV) Los Angeles, *Fox Morning News* and *Good Day L.A.*, as reporter and fill-in anchor.

Appointments at KTVX(TV) Salt Lake City: **Tom Love**, LSM, named general sales manager; **Mark Rodman**, NSM, named local sales manager.

Brad Harvey, general assignment reporter, *Sunrise* and *The Morning Show* newscasts, WDAF-TV Kansas City, Mo., named co-anchor, *Daybreak* weekday newscast.

Don Locke, GSM, KSAZ-TV Phoenix, joins KABB(TV) San Antonio and KRRT(TV) Kerrville, both Texas, in same capacity.

Patricia Callahan, VP, development, KERA-TV Dallas, joins KVIE(TV) Sacramento, Calif., as senior development officer.

Rebecca Muñoz-Diaz, VP/GM, KXTJ(FM) Beaumont and KQQK(FM) Galveston, both Texas, joins KUVN(TV) Garland, Tex., in same capacity.

W. Ripperton Riordan, VP/GM, WFTC-TV Minneapolis, named executive VP/COO, Clear Channel Television (owner).

Vicki Montet, assistant news director, KCNC-TV Denver, joins WUSA(TV) Washington as senior executive producer, news and special projects, *Eye-witness News* team.

Steve Antoniotti, president/GM, WJBK-TV Detroit, joins WTVS(TV) there in same capacity.

Mike Jackson, director, creative services, KCNC-TV Denver, named manager, programming and promotion.

PROGRAMING



Mancuso

Linda Mancuso, VP, prime time series and Saturday morning programming, NBC, Burbank, Calif., joins Peter Engel Productions there as president.

Appointments at PrimeTime 24, New York:

Charles Griege, investment banker, Lehman Brothers, New York, joins as president/CEO; **Sid Amira**, executive VP, Modern Times Group, New York, adds chairman, PrimeTime 24, to his responsibilities; **Don Cohen**, director, marketing, named VP.

Appointments at Petracom Broadcasting stations: **Kemp Nichol**, GSM, KDEB-TV Springfield, Mo., named GM; **Raymond Hunt**, GM, KNXV-TV Phoenix,

joins WTUV(TV) Evansville, Ind., in same capacity; **Jim Presswood**, GSM, KFEX-TV Longview, Tex., joins KDEB-TV in same capacity; **Terry McHugh**, LSM, WQRF-TV Rockford, Ill., named GSM.



Nix

Beverly Nix, lawyer, joins Columbia Pictures Television, Culver City, Calif., as senior VP, business affairs.

Jacqueline Mastrolonardo, assistant manager, Turner Network

Services, joins Westinghouse Broadcasting International, Los Angeles, as head, sales.

Gary Butterfield, head, first-run and off-network program sales, Worldvision, Chicago, joins Turner Program Services there as VP, sales, Midwest region.



Koppe

Charlotte Koppe, VP, daytime programming, ABC Entertainment, Los Angeles, joins New World Entertainment there as senior VP, current syndicated programming.

Appointments at

The Providence Journal Company, broadcasting and telecommunications division, Providence, R.I.: **Mike Angi**, VP, Colony Communications, joins as VP, technology; **Stephen Baker**, manager, electronic media business development, named director, corporate development; **Paul McTear**, VP, finance, broadcasting and cable television division, named VP, finance and corporate development; **Jeff Wayne**, VP, marketing and advertising sales, Colony Communications, joins as VP, programming.

RADIO

Bonneville International Corp., Salt Lake City, announces a reorganization of management responsibilities at the company's Seattle radio stations: **Kari Johnson Winston**, VP/GM, KBIG(FM) Los Angeles, named VP/GM, KIRO-FM and KNWX(AM); **Joseph Abel**, manager, KIRO(AM), named VP/station manager; **James Johnson** named VP/station man-

ager of the joint sales arrangement for KING-FM Seattle.

Linda Rosner, reporter, WKNY(AM) Kingston/WDST(FM) Woodstock, both New York, named news director.

Mark Grant, GSM, WLS-TV Chicago, joins Westwood One Entertainment there as VP, director, sales, Midwestern region.

Dennis Lamme, sales manager, KFMS-FM/KEYV(FM) Las Vegas, joins KGGI(FM) Riverside/KMEN(AM) San Bernardino, both California, as GSM.

CABLE



Risafi

Peter Risafi, senior producer, on-air promotions, fX Networks, New York, named executive producer.

Barbara Bekkedahl, account executive, Comedy Central, joins The Family Channel,

Virginia Beach, Va., as New York sales manager.

Paul Debeneditis, manager, programming acquisitions, scheduling and planning, Lifetime Television, New York, named director.

Mark Walker, marketing manager, Time Warner Cable, Charlotte, N.C., named manager, advertising and promotion, Denver.

Pam Treacy, senior director, Southeast region affiliate relations, Home & Garden Television, Knoxville, Tenn., named senior director, new business.

Brenda Fox, senior partner/head, cable television practice, Dow, Lohnes & Albertson law firm, Washington, joins Continental Cablevision Inc. there as VP, federal relations.

Appointments at News 12 New Jersey, Edison, N.J.: **Allison Gibson**, assistant news director, WDBJ(TV) Roanoke, Va., joins in same capacity; **David Feuerman**, assistant professor, television/production/broadcast journalism, Westminster College, New Wilmington, Pa., joins as managing editor; **Larry Meyrowitz**, senior manager, technical operations, Rainbow Network Communications, joins as director, operations and engineering; **Jeffrey Marks**, consultant, joins as news director/COO.

Linda Simensky, director, animation, Nickelodeon, New York, joins Cartoon

Network, Atlanta, as director, programming.

Appointments at Popcorn Channel, N.Y.: **Stuart Lefkowitz**, senior VP, operations and engineering, Lifetime Television Network, New York, joins as senior VP, technology; **Bruce Littman**, director, affiliate sales and marketing, fX Networks, New York, joins as VP, affiliate sales.

TELEMEDIA



Asher

Japhet Asher, vice chairman, Colossal Pictures, San Francisco, joins Tele-TV Media, Los Angeles, as executive VP, programming and product development.

Dick Bell, editor, *Online City Guide*, an internet travel magazine, joins WBRC-TV Birmingham, Ala., as interactive producer.

Hope Neiman, VP, marketing, Knowledge Adventure, joins Disney Interactive's Entertainment group, Burbank, Calif., as VP, business unit.

DEATHS

Dorothy Owens, 61, GM, KUZZ-TV Bakersfield, Calif., died Nov. 20 of multiple myeloma cancer. Owens, the younger sister of Buck Owens, served as secretary/treasurer, CEO and vice president of Buck Owens Productions Inc. She managed the entertainment aspects of the company and operated the radio stations. In 1988 Owens left to launch KDOB(TV), later renamed KUZZ-TV. She is survived by her brother and many nieces and nephews.

Arthur Smukler, 65, former CEO, Promotional Services Inc., died Nov. 7 of complications from kidney transplant surgery. In the 1980s Smukler founded Promos Ltd., an ad specialty and marketing support company. He developed merchandising programs for such shows as *Real People* and *Hour Magazine*. Later, he founded Promotion Services Inc., a full-service list management and entertainment fulfillment company. Smukler is survived by a daughter; his mother, and a brother.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Walt Disney Co. officials last week declined comment on a Knight-Ridder wire report that the company might sell Capital Cities/ABC's 21 radio stations

once it completes its \$19 billion purchase of the broadcast group. Disney spokesman John Dreyer and CapCities/ABC spokeswoman Julie Hoover said they would "not comment on rumors." However, Hoover said, "Once the merger becomes effective, it is a Disney decision in any case." Industry brokers estimate that CapCities/ABC's radio holdings, which include revenue leaders WABC(AM) New York and KABC(AM) Los Angeles, could sell for \$1 billion. Disney CEO Michael Eisner has said that Disney is not interested in selling the radio assets.

The FCC last week adopted its social contract with Time Warner Cable.

The deal, proposed in August, settles 946 cable rate complaints against Time Warner Cable and calls on the company to refund \$4.7 million in the form of subscriber bill credits.

X-Files creator Chris Carter has signed a five-year exclusive deal to produce feature films and TV series for 20th Century Fox Television.

Carter, also executive producer of *X-Files*, will develop projects for the studio through his Ten Thirteen Productions company. A new sci-fi series, reportedly titled *Millennium*, could air on Fox next fall. An *X-Files* film also is reportedly in the works and may be directed by series co-star David Duchovny.

CBS's midseason drama *Matt Waters* joins the network's Wednesday schedule as does *American Gothic*, which was pulled from Friday last month. Both shows debut Jan. 3. *Matt Waters*, which stars talk show host Montel Williams as a high school science teacher, takes over at 9-10, and *American Gothic* airs at 10-11. The shows replace *Central Park West*, which is on hiatus, and *Courthouse*, which has been canceled.

The USTA Friday asked the FCC to insure that the **Time Warner/Turner merger leaves telcos fair access to programming.** The filing, joined by Bell Atlantic and others, cited Time Warner/Turner's programming deal with TCI and asked that other video competitors get equal treatment.

'Frasier' top draw for top dollars

After 10 weeks on the off-network auction block, Paramount Domestic Television's *Frasier* has been sold in 42 markets covering 61% of the country.

As of press time last week, the sales tally for the hit sitcom, now in its third season on NBC, included 24 of the top 25 markets. The show's license fees are on track to reach \$2 million per episode, putting the Emmy-winning series in the elite club of such powerhouse sitcoms as *Home Improvement*, *Seinfeld* and *The Cosby Show*.

"In some markets, we've even beaten the *Home Improvement* and *Cosby* prices," says Joel Berman, president of distribution for Paramount Domestic Television. *Frasier* will bow in syndication in fall 1997.

Separately, *Frasier* star Kelsey Grammer last week unveiled a slate of projects in development at his Paramount-based production company, Grammnet Productions. *Fired* is a buddy sitcom in development with NBC about two women who are forced to go into business together. *Logan Square*, a drama centering on a Hispanic couple living in Chicago, is under way with ABC.

Revising talk show prospects

The chances of Twentieth Television launching a first-run talk show with defense lawyer Leslie Abramson next fall are getting slimmer because of a scarcity of available early fringe time periods.

Twentieth had intended to market the half-hour strip *Exclusive with Leslie Abramson* (previously titled *Flashpoint*) as an issues-oriented show designed to serve as a news lead-in. But that territory already has been staked out by established talkers such as *Oprah Winfrey* and magazines such as Group W Productions' *Day & Date* and Twentieth's own *A Current Affair*.

Additionally, Warner Bros. Domestic Television Distribution has the same news lead-in marketing plan for its upcoming talker *Maureen*. But WBTD had the early advantage by clearing the show in the top four markets through its growing relationship with the NBC station group.

Twentieth officials stressed last week that they remain committed to launching *Exclusive*, possibly with CNN or another cable network. It may be retooled as a first-run hour better suited for daytime slots, although Twentieth already has a health-oriented talk show, *Donna Willis, M.D.*, in the works for daytime next fall.

There was speculation that the decision to re-evaluate the show's first-run prospects was made by incoming Twentieth Television President Rick Jacobson, who takes over from Greg Meidel, the newly appointed chairman of the MCA Television Group, on Dec. 18.

More to watch from UPN

UPN will launch its third night of programming on Wednesday, March 6, with a live, two-hour broadcast of the second annual *Blockbuster Entertainment Awards*.

On March 13, UPN rolls out its regular Wednesday prime time slate, consisting of two hour dramas. Kicking things off at 8 is *The Sentinel*, a Paramount Television-produced show about a police detective, played by Richard Burgi, who develops heightened sensory powers while stranded for 18 months in a Peruvian jungle. An offbeat anthropologist helps the detective learn to use his new powers to solve crimes.

Following at 9 is a New York-based crime drama from *Law & Order* and *New York Undercover* producer Dick Wolf and Universal Television. *Swift Justice* deals with an ex-cop who works "outside the system on cases too hot for the standard avenues of justice."

UPN, which premiered on Jan. 16 with four hours of programming on Monday and Tuesday nights, also plans to expand its Sunday children's block from one to two hours next fall.

—CL

Closed Circuit

NEW YORK

Behind the scenes

Although word of Westinghouse's negotiations with CBS broke just weeks before they announced their deal, Westinghouse was in pursuit of the network for five months. The first approach by Westinghouse Chairman Michael Jordan came in early March. The first offer was a combination of cash and Westinghouse stock that was immediately rebuffed by CBS Chairman Laurence Tisch. The first all-cash offer came in June: \$77 per share, also summarily rejected. It wasn't until July that Tisch became interested, when Westinghouse put an \$80 per share bid on the table. The deal closed on Friday, Nov. 24, at a price of just over \$82 per share, or \$5.4 billion.

Format question

Evergreen Media Corp. is expected to drop the country format on its recently acquired WYNY(FM) New York and replace it with either rock, urban or '70s-era oldies. Two-year veteran WYNY General Manager Steve Candullo resigned last week, leaving Evergreen's Jim DeCastro to step in as acting GM. DeCastro said "There is an urban hole, a rock hole and a seventies hole in the New York market" and that Evergreen will continue its market research in New York for several weeks before announcing the new format for WYNY.

WASHINGTON

Talking 'trash'

Phase two of Empower America's campaign to clean up TV talk shows begins this week with the launch of radio and TV ads targeting advertisers with shows on the conservative advocacy group's hit list. Empower America co-directors William Bennett and Senator Joseph Lieberman (D-Conn.) are expected to unveil the spots at a press conference on Dec. 7. Sources say the ads will name some of talk

TV's biggest advertisers, urging them to follow the lead of consumer giant Procter & Gamble by pulling out of shows that Empower America describes as "trash TV."

Empower America officials say the TV industry has snubbed its request that talk show producers voluntarily set new content standards for their shows. Bennett and Lieberman called on the parent companies of major talk show producers to exercise "corporate responsibility" in letters sent out last month. Two of the six companies targeted—King World Productions and Tribune Co.—are said to have sent written responses defending their shows.

Show-and-tell

NBC got a chance last week to make its case at the FCC for the educational value of *NBA Inside Stuff* and other shows. Network executives brought educational consultants employed in producing its children's programming to a two-hour meeting with commission staff. The executives showed clips of their educational children's shows and walked the staff through the process of producing the shows and setting educational goals for each installment. "It was very amiable," one commission official said of the meeting, which was prompted by a dispute between NBC and FCC Chairman Reed Hundt over the educational merits of *NBA Inside Stuff*.

ORLANDO

'Tarzan' swings into production

Look for Tarzan to stage a comeback next year. Production on *Tarzan: The Epic Adventures*, a new first-run action hour for fall 1996, is under way at the Disney-MGM Studios in Florida. Keller/Siegel Entertainment is producing 22 episodes of the big-budget series with financial backing from Malaysia's STI Entertainment Group.

Keller/Siegel, a joint venture of SeaGull Entertainment and veteran TV producers Max and Micheline

Keller, has licensed the live-action rights to the Tarzan novels from the estate of author Edgar Rice Burroughs. Disney is at work on a Tarzan animated feature, and there are plans to build a Tarzan attraction, encompassing the set of the live-action series, at the Florida theme park. A new line of Tarzan toys hits stores in March, followed by a series of comic books and reissues of Burroughs' novels from Ballantine Books.

ANAHEIM

Malone on modems

Tele-communications Inc. President/CEO John Malone says "his wildest dreams" would put PC-cable modem penetration at about 5% (5 million customers) within two years. He says the modems, which begin rolling out next year, likely will carry a monthly charge of about \$35-\$40 per customer.

LOS ANGELES

Zaks axed

In the latest executive shuffling at Comedy Central, VP of West Coast Programs Laure Zaks has been fired from the L.A. office she opened about a year ago. Zaks, a longtime CC staffer, joined from CC predecessor the HA! Network. No replacement has been named.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"It looks like those 'video dialtone' lobbyists are at it again!"

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Media momentum

It's hard to know whether to credit Ted Turner or the cable industry in general, but the vitality exhibited at last week's opening session of the Western Cable Show was something to behold. In what was otherwise a lackluster panel, the spirit and the confidence of cable shone through in a way that should be instructive to all others in the telemedia race.

"We were and are the competition," Turner declared, recounting how cable had begun by challenging the hold of the three major networks on the American audience and was continuing to bring the battle to the enemy. "A lot of competition has come along with us," he said, "but you can't worry about defense too much. You've got to keep putting those points on the scoreboard.... We'll kick some more ass before we're through."

Actor/director Robert Redford amplified Turner's lead, saying that cable's success shows what can happen "when you stay focused and you believe in what you're doing and you stay with it."

Barry Diller added a cautionary note about the megamedia consolidation. The only question, he said, is whether you're able to manage across a whole series of disciplines. No matter, he said: Anybody with a good idea or a good project is going to get air, somewhere.

"I think this is the golden age coming," said Brian Roberts of Comcast, although "it doesn't mean everybody is going to be a winner." After alluding to all that's going on in cable today, he said, "There's still a role for new ideas."

"You can't be content with your content," said Turner. "You have to be discontented. I'm worth a couple of billion dollars and I feel poor. If you stand still for just an instant, your competitors will get ahead of you." His response to reports that Rupert Murdoch would mount a challenge to

the Turner news operations: "I'm looking forward to squishing Rupert like a bug."

Put all that go-getting together with cable's new initiative in the field of high-speed data transmission—connecting with and drawing a revenue stream from still another appliance in the home (the computer)—and you get a sense of the power that surges through what may be the most powerful pipe in America: the coaxial cable. If, in addition, it can hold on to the entrepreneurial spirit exhibited in Anaheim last week, the future could be awesome.

Chance of a lifetime

Talk about an awesome future. That can be broadcasting's, too, if it will but pick up on the giant step taken by the FCC's Advisory Committee on Advanced Television Service headed by Richard E. Wiley and a virtually heroic band of dedicated broadcasters and engineers who have wrought a miracle of the century: digital and high-definition television. Our cover story interview this week plays out the good news and the bad: the magnificence of the accomplishment and the sorry state of industry and governmental politics that threatens to subvert it.

It has taken two decades to move HDTV out of the egg and (almost) into our living rooms—counting all the years developing a production standard, long before the even harder task of developing a transmission standard. Along the way two major developments transformed the future: digital television and compression. This page's attitude toward high definition parallels Ted Turner's toward life in general: There's time for naught but bold resolves.

The next step is up to the FCC, whose chairman has a skeptical—if still open—attitude toward "going for the gold," as his predecessor put it. Broadcasters should help him do the right thing.

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