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# Broadcasting

The Newsweekly of Television and Radio

# & Cable

Vol. 126 No. 7 65th Year 1996 A Cahners Publication

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TOP OF THE WEEK / 4  
BROADCASTING / 25  
CABLE / 47  
TECHNOLOGY / 59

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## THREE-NETWORK RATINGS REPORT

### LAST WEEK

	'96	'95	% Chng
ABC	11.0/18	11.2/18	-2%
CBS	10.0/16	11.4/18	-12%
NBC	11.6/18	11.5/18	+1%
<b>3-Net</b>	<b>32.6/52</b>	<b>34.1/54</b>	<b>-4%</b>
FOX*	7.4/12	8.9/14	-17%
UPN*	3.7/6	8.4/12	-56%
<b>WB*</b>	<b>3.1/5</b>	<b>2.0/3</b>	<b>+55%</b>

### SEASON TO DATE

ABC	11.3/19	12.0/20	-6%
CBS	9.6/16	11.5/19	-17%
NBC	11.7/19	11.4/19	+3%
<b>3-Net</b>	<b>32.6/54</b>	<b>34.9/58</b>	<b>-7%</b>
FOX*	7.5/12	7.8/12	-4%
UPN*	3.0/5	8.4/12	-64%
<b>WB*</b>	<b>2.4/4</b>	<b>1.9/3</b>	<b>+26%</b>

**+55%**

**+26%**

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# Fast Track

Must Reading from  
BROADCASTING & CABLE  
February 12, 1996

## TOP OF THE WEEK

**Clinton urges safe harbor** Even as he signed the V-chip into law last week as part of telecommunications reform, President Clinton said the industry must do more. That could include a safe harbor for children's viewing, a White House aide says. / 4

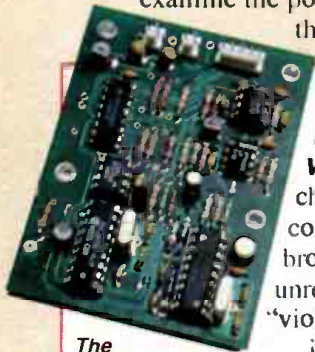
**Disney/CapCities gets FCC nod** The FCC has approved Disney's \$18.5 billion acquisition of Capital Cities/ABC. / 9

**Cable, broadcast win in kids upfront** Last week in the children's upfront advertising market, Nickelodeon appeared to be the prime beneficiary of ratings erosion on the broadcast side. But despite this erosion, strong advertiser demand enabled the broadcast networks to extract double-digit price gains. / 12

**Next step: TV duopolies?** The new telecommunications law calls on the FCC to examine the possibility of television-station duopolies. Broadcasters differ in how they want the commission to respond to the idea of UHF-UHF and UHF-VHF combinations. / 16



'Gulliver's Travels' gave NBC a big push in the first week of the February sweeps. / 12



The small circuit board appearing on the cover (and which President Clinton held at the signing of the Telecommunications Act), is a prototype V-chip manufactured at Simon Fraser University in Vancouver, B.C., courtesy of Rogers Cablesystems Ltd.

### COVER STORY

**Broadcasters struggle with V-chip** Although any court challenge to the V-chip likely will concentrate on the First Amendment, broadcasters also say that it places unreasonable burdens on them. A "violent" label could have a sizable impact on a program's advertising revenue, some say. **Cover photo by John Troah/Black Star / 20**

**Pay cable tops in violence** An NCTA-funded study says that pay cable contains more violent programs than any other channel. The study also concludes that "violence in the mass media can lead to aggressive behavior." / 22

### CABLE

**'Hope' springs into cable** It isn't \$1.2 million per episode, but *Chicago Hope* has commaded off-net rights of more than \$450,000 per episode. Lifetime gets rerun rights to at least 88 shows beginning in fall 1998. / 48

**Comcast accused of overcharging** Two Florida residents have filed suit against Comcast Cable, saying the MSO charges its customers more than the 5% franchise fee allowed by law. "Ridiculous," Comcast responds. / 48

**TCI unveils in-school service** TCI's newest subsidiary is aimed at bringing technology and educational programming to teachers and students in grades K-12. The company taps the products and resources of a variety of TCI-affiliated companies. / 52

### TECHNOLOGY

**TCI undergoes SeaChange** As part of a deal worth more than \$6 million, TCI will replace analog equipment with SeaChange's server-based digital ad-insertion systems. / 60

### Telemedia *Week*

**Microsoft building Web platform** Fifty companies plan to use Microsoft's Internet Information Server to help them create information sites on the Internet. The platform this week will demonstrate its graphic presence with an Oscars Web site. / 56

### BROADCASTING

**'Evening News' revamp complete** Jeffrey Fager steps to the helm of *The CBS Evening News* with Dan Rather. With a new set and graphics in place, now all the program needs is new viewers to boost it out of third place. / 26

**What's new for kids?** The five broadcast networks have unveiled their 1996-97 lineups, but that's about all they have in common. CBS is stressing its commitment to education, for example, while Fox says it will do all it can to hold on to first place. / 26



MGM TV has cleared 'The Outer Limits' for return this fall, along with 'LAPD.' / 30

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## It's the law

President Clinton, with Vice President Al Gore looking on, last Thursday signed into law the Telecommunications Act of 1996. The "information superhighway" measure eases regulation of the broadcasting, cable and telephone businesses while opening them up to increased competition. President Clinton used an electronic pen to sign a virtual version of the bill on the Internet. More than 400 people attended the signing ceremony at the Library of Congress, including Turner Broadcasting System's Ted Turner, Time Warner's Gerald Levin, Comcast's Brian Roberts, Black Entertainment Television's Bob Johnson and Bell Atlantic's Ray Smith.



AP/Doug Mills

# Clinton: V-chip is not enough

*Hundt and Hollings also push plans to limit TV violence for sake of children*

By Christopher Stern

**W**hen broadcast and cable executives meet at the White House later this month, President Clinton will ask them to consider eliminating violent TV programming when children are most likely to be in the audience.

The V-chip was signed into law last week as part of the Telecommunications Act of 1996. But the President thinks that the industry must do more to protect children from the harmful effects of televised mayhem, according to White House aide Greg Simon.

"The idea of a safe harbor [for children's viewing] has been around for a long time, and it's going to be part of the discussion," said Simon.

The Clinton administration is backing the safe harbor because it may take several years for the V-chip to become effective, said Simon. The telecommunications act requires every TV set sold in America to come

equipped with a V-chip that can block programming based on an electronically encoded rating.

Although the bill gives TV makers two years before they must begin selling sets with V-chips, it could take longer for program-blocking technology to become available because of possible court challenges.

As the V-chip was signed into law, support for restrictions on violent programming began to spring up all over Washington.

FCC Chairman Reed Hundt told a Duke University audience last Friday that violent programs should be banned during times when kids are most likely to be in the audience—unless the program carries a V-chip-compatible rating.

If broadcasters do not take appropriate steps to label their material, Congress ought to consider channeling violent shows that do not have an electronic tag into hours when the children's audience is smallest, Hundt said.

Citing a survey released last week on the harmful effects of television violence (see page 22), Senator Ernest Hollings (D-S.C.) asked for a vote on his bill, which would ban violent programming during much of the day. The Hollings bill is modeled on the FCC's rules for indecent programming, which ban indecent programming between 6 a.m. and 10 p.m. Also last week, eight members of Congress sent a letter to ABC, CBS, Fox, NBC, UPN and WB urging the broadcast networks to set aside the 8-9 p.m. hour for "family-oriented" programming.

The White House is not endorsing any particular plan for restricting violent programming, according to Simon.

The National Association of Broadcasters opposes any law or regulation that would limit violent programming.

Simon also said last week that the television industry executives will be asked to increase the amount of information they provide about their programming. The Clinton administration

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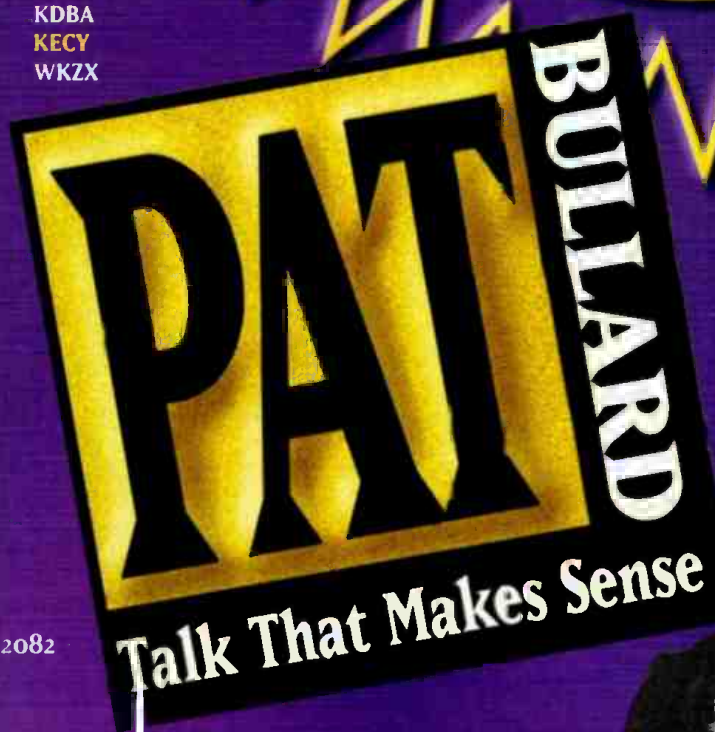
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See You This Fall!



At bill signing last Thursday, President Clinton showed off V-chip prototype. It is the same chip pictured on the cover of this magazine. On Friday, the President traveled to a suburban Washington home to tout V-chip benefits: "It gives parents a new ability to make choices about what their children see."

wants the industry to increase its efforts to warn parents about excessively violent or sexually explicit programming. In addition to on-air advisories, those warnings could come through other media, including newspapers and magazines.

The administration also will ask the industry to increase the amount of children's educational programming on television. However, it will not ask the industry to embrace Hundt's proposal to require broadcasters to air at least three hours of children's television each week.

"We are not putting a series of proposals on the table for them to adopt. We

are waiting to hear from them," said Simon of the planned meeting with entertainment industry executives. Simon also said that Hundt will not be invited to the White House conference. "This meeting is not to discuss the FCC rulemaking," he said.

The White House expects to put the proposal on the table during the meeting with industry executives scheduled for Feb 29.

The invitees include ABC, CBS, NBC, Fox, Time Warner, Turner, Viacom, BET, Comcast, TCI, Sony, MCA, DreamWorks, Silver King Broadcasting and the MPAA. ■

AP/Doug Mills

# V-chip battle gets N.Y. preview

Markey says get used to "Big Father and Mother; Abrams says prepare for bland fare

By Jim McConville

**F**oreshadowing the coming legal battle over newly enacted V-chip law, champions and critics of the TV blocking technology squared off at the International Radio and Television Society conference in New York last Friday.

"[The V-chip] is First Amendment-friendly the way Henry VIII was wife-friendly," said First Amendment lawyer Floyd Abrams.

And the technology will negatively affect programming, Abrams said. "It will make it bland, dull, more mediocre fare. And we will know who to blame."

But Representative Ed Markey (D-Mass.), the V-chip's chief congressional proponent, said the V-chip is not "Big Brother"—government controlling programming. It's "Big Mother and Father sitting down in front of the TV set making informed viewer decisions."

Markey doesn't think that news programming should be rated, although the law explicitly exempts only ratings based on a program's "political and religious content."

"This is not the '50s with *Leave It to Beaver*, but the '90s with *Beavis and Butthead*. There are now 18 million latchkey children in the U.S. and more than one TV set in the home," said



Front row: Tim Collings, V-chip inventor; Representative Ed Markey, and Alison Clayton, Canadian V-chip consultant. Back row: Jim Potter, National Cable TV Violence Assessment, University of California; Martin Franks, CBS; Jeff Cole, Center for Communication Policy, UCLA, and Floyd Abrams of Cahill Gordon & Reindel.

Markey.

The law requires manufacturers to equip sets with a V-chip that will allow parents to automatically block programs rated for violent or sexual content. It encourages—critics say pressures—broadcasters and cable operators to create a ratings system to work with the chip. It's expected to be challenged by broadcasters on First Amendment grounds.

"TV broadcasters aren't opposed to

viewer discretion technology; it's just that we oppose this particular one," said Martin Franks, senior VP, CBS.

Tim Collings, an instructor at Simon Fraser University, Vancouver, B.C., and inventor of the V-chip says he invented the V-chip five years ago as a way to shield children from violent programming without any legislation and is surprised by the controversy it has triggered. "We don't have the First Amendment, thank God, in Canada." ■



# Disney/ABC: \$19 billion done deal

FCC approval paves way for world's largest media company

By Steve McClellan

It became official last Friday, one day after the merger was approved by the FCC: Capital Cities/ABC is now a wholly owned subsidiary of the Walt Disney Co., which, with combined revenue of about \$19 billion, becomes the largest media company in the world.

According to analysts and other media watchers, Disney's priorities in the coming months will include keeping pressure on the television network to remain competitive with NBC, the current leader. Another priority: building the cable side of the business, which at ABC has had double-digit growth for the past few years. The latest initiative there is the company's 24-hour news network.

Sources say Disney still is mulling what, if any, businesses to spin off. Two divisions in particular have been the focus of speculation: radio, where ABC is a major player but Disney is not, and publishing.

As for radio, analysts and brokers say it would make more sense to retain the division (21 stations and a network unit), one of the strongest in the industry, because of the tax consequences of an outright sale. Although a venture with a pure radio company has been rumored, Disney CEO Michael Eisner

(in the just released 1995 Disney annual report) says he is "wary" of

such partnerships.

"Disney/ABC has a very low tax basis, so to sell the [radio] stations would mean [that] they would be paying capital gains taxes on a huge amount of money," says media broker Charles Giddens of Media Venture Partners. "They would have to buy something else to immediately regenerate that cash and, in the case of a company that large, they would have to have another specific target that could generate the same revenue. And that is not an overnight thing," Giddens says. ■



## Mega-merger gets FCC nod

FCC may relax newspaper-broadcast crossownership ban

By Chris McConnell

FCC commissioners last week approved Disney's \$18.5 billion acquisition of CapCities/ABC and kept the door open for the company to retain newspaper and radio holdings in two markets by pledging to review the newspaper-broadcast crossownership ban.

The FCC denied the company's request for permanent waivers of the crossownership restriction that would have allowed it to keep newspapers and radio stations in Detroit and Fort Worth.

But the commissioners gave Disney a 12-month waiver of the rule and said the agency would review it within the year. The commissioners took the action while approving the transfer of 10 TV and 21 radio licenses from CapCities/ABC to Disney.

"Our current strict prohibition on newspaper-broadcast crossownership...needs review and probably needs significant revision," FCC Chairman Reed Hundt said, adding that the commission should review its policies in a formal rulemaking. "We can and should complete the rulemaking in time for Disney."

Hundt also said that a children's TV programming pledge by Disney "would have greatly strengthened" the company's waiver requests (see page 10).

Although Disney's application concerned radio-newspaper combinations, the commission's review could cover the restrictions against TV-newspaper combinations as well. Current appropriations law forbids the commission from reassessing the rule entirely, but that law will expire this year. And the Telecommunications Act of 1996 requires the FCC to review all of its ownership rules every two years.

The other commissioners also supported plans to review the crossownership policies, although they differed on whether the commission first should grant Disney its permanent waiver requests. Commissioners Susan Ness and Andrew Barrett joined Hundt in favoring a rulemaking proceeding first. "It would be neither fair nor prudent to change those rule on an ad hoc basis without opportunity for all parties who care about these issues to have their say," Ness said.

Disney plans to keep the newspapers and radio stations in Detroit and Fort Worth while the FCC conducts its

### KDKA-TV drops Nielsen

CBS has canceled the Nielsen contract for its owned station KDKA-TV Pittsburgh. CBS Television Stations President Jonathan Klein said in a letter to Nielsen Media Research President John Dimling that he was making the move because of aggressive contesting going on in the Pittsburgh market during sweeps periods. Klein called the contests a "manipulation" of the ratings that violates Nielsen's own rules and indicated his anger at the ratings company's failure to correct the situation. Nielsen responded that contesting is an issue about which the industry itself must agree to some uniform rules, and that it will not disqualify stations that do contests. —SM

# Commission conflict

review, a spokesperson said. Disney owns WJR(AM)-WHYT(FM) Detroit and the Pontiac, Mich.-based *Oakland Press & Reminder*. In Fort Worth, the company will own WBAP(AM)-KSCS(FM) and the *Fort Worth Star-Telegram*.

If the commission has not completed its rulemaking by the time Disney's 12-month waivers in the two markets expire, the company will be able to request a waiver extension, Mass Media Bureau Chief Roy Stewart said.

The temporary crossownership waiver was one of several the FCC granted in approving the deal. The commission granted six permanent waivers to allow for radio-TV combinations in Chicago, New York, Detroit-Flint, Mich., Detroit-Toledo, Ohio, Los Angeles and San Francisco. The commission also granted a permanent duopoly waiver to allow Disney to own WPVI-TV Philadelphia and WABC-TV New York. ■

**D**isney's acquisition of CapCities/ABC didn't travel through the FCC without sparking another children's TV dispute among the commissioners.

Reviewing Disney's various waiver requests, FCC Chairman Reed Hundt last week said that a commitment by the company to provide a guaranteed minimum of children's educational programming "would have greatly strengthened Disney's waiver requests."

Hundt made the comment before the FCC voted to approve the company's acquisition of CapCities/ABC but deny its request for two permanent crossownership waivers (see page 9).

A collection of groups including the Center for Media Education had asked the FCC to require such a commitment

as a condition of granting the waivers sought by Disney. Although the commission denied CME's petition, Hundt maintained that a rule "explicitly permitting broadcasters who pledge to provide concrete amounts of public interest programming" to receive ownership waivers would be consistent with the ownership rules.

The remarks irked other commissioners. Commissioner James Quello objected to the idea of exchanging the waivers for programming commitments. Commissioner Andrew Barrett wondered whether Disney's attorneys should call the FCC to offer a deal on children's programming. And Commissioner Rachelle Chong said Hundt's proposal on programming commitments took her "completely by surprise." —CM

# FCC spells out telcom-bill game plan

By Chris McConnell

**T**he FCC today (Feb. 12) plans to issue its schedule for implementing the approximately 80 rulemakings called for in the Telecommunications Act of 1996.

The schedule may not carry 80 separate proceedings, because the FCC likely will lump some issues together into single rulemakings. One commission report on the bill lists 38 categories of issues and rulemakings—including broadcast ownership, broadcast spectrum flexibility, terms of broadcast licenses, cable reform and parental choice in TV programming—that the FCC will need to address.

"It will paint a pretty thorough picture of what we need to do," one commission official says of the planned schedule.

Some features of the legislation may see FCC action as early as this week. One commission source says the FCC hopes to issue notices implementing specific directions from Congress that do not require rulemakings. An example of such "self-executing" provisions is the bill's language eliminating

national radio ownership limits.

FCC officials add that while some of the bill's ownership provisions will not require rulemakings by the FCC, other clauses will, including language instructing the commission to consider relaxing its TV duopoly rule.

As part of their effort to implement the new rules, FCC Chairman Reed Hundt and other commission officials last week met with industry representatives to discuss strategies for speeding the rulemaking process. Trade association heads were told not to expect deadline extensions and were advised against bombarding the commission with thick comment filings.

A commission source says that the FCC is considering placing a page limit on the comments it solicits for the rulemakings.

"We are going to be very diligent about the timetables," the source adds.

The commission also plans to continue holding "open forums" with industry representatives as part of its effort to implement the bill. Also under consideration is inviting the industry to submit draft orders as part of the rulemaking proceeding. ■

## FCC wants to ease EEO rules

The FCC last week issued a series of proposals for easing EEO reporting requirements and imposing fines for EEO violations.

The FCC invited comment on whether it should ease or eliminate its requirements for some stations and how it should qualify stations for any reduced requirements. Options include basing a reduced requirement on a station's market size or local minority labor force.

Additional proposals include:

- Exempting stations that certify that their staff size is below a certain level;
- Maintaining the reporting requirements, but allowing broadcasters a choice of recruitment options, such as job fairs;
- Allowing broadcasters not to retain detailed records if their employment profiles meet certain benchmarks, and
- Giving broadcasters credit for using a central recruiting source under certain conditions.

The forfeiture guidelines are similar to ones issued in 1994 but struck down by a court because the FCC did not subject them to a notice and comment period. —CM

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# Cable on a roll in kids upfront

Nickelodeon is largest children's advertiser in market topping \$700 million

By Steve McClellan

In last week's children's upfront advertising market, Nickelodeon appeared to be the prime beneficiary of ratings erosion on the broadcast side. Sources say the cable network did close to \$200 million in business—topping Fox as the largest kids ad biller—a 30% gain over a year ago.

John Popkowski, senior vice president, ad sales, MTV Networks, would not comment on specific numbers. The company negotiated two-year deals last year, but Popkowski did confirm that almost all of Nick's kids clients opted to expand their positions for the 1996-97 season: "The concept was [to] expand at [last year's] base cost-per-thousand deal and extend at a price increase through third quarter 1998."

Despite significant ratings erosion this season for Fox, CBS, ABC and Disney, strong advertiser demand enabled all the broadcast networks to



Advertisers flock to such Nickelodeon shows as 'Rugrats.'

extract double-digit price gains (on a cost-per-thousand basis) in the market.

The sharp price gains protected the overall revenue pool, which key participants estimated was up about 5%, to \$725 million-\$740 million. But about 20% of the pie shifted from broadcast to cable.

Kids' WB realized the sharpest CPM gains—in the 25% range—which enabled the network to double its kids billings to about \$43 million, from \$22 million a year ago. Those increases put the first-year network within a few million of both ABC and CBS, which were

each estimated to have done \$45 million-\$50 million last week, down almost 10% from the previous year. ABC was said to have realized price gains in the 15% range; CBS's gains were pegged at 10%-12%. Both had ratings drops of 20% or more this season.

Fox Children's Network was the market leader on the broadcast side, doing about \$170 million in business, a decline of 7%-8% from last year. FCN suffered a 20%-plus drop in ratings this year, but was able to preserve most of its revenue pool with price increases said to be around 18%. In addition, the network repped shows produced by Saban in syndication, billing close to another \$20 million.

Disney got 23% price gains to offset steep drops in ratings. Estimates had the company's share of the pie dropping 5%-10%, to \$80 million-\$85 million.

The fledgling UPN Kids network did \$5 million-\$6 million in business and turned away a lot more than it didn't have room for, sources say. The market was more competitive for syndicators, who managed to squeeze 5% price gains out of buyers, according to sources. ■

## NBC moving toward sweeps win

NBC's Thursday night lineup seems to be getting stronger, with last Thursday's numbers reflecting record performances for some of its series. The ratings helped to swell the already sizable lead that NBC holds over the other networks in the February sweeps.

The night saw NBC average a 23.0 rating and 35 share, dwarfing second-place CBS's 8.9/14, Fox's 7.1/11 and ABC's 6.7/10. A special one-hour *Seinfeld* at 9-10 p.m. averaged a 23.9/36.

After eight days of the sweeps, NBC is averaging a 14.9/23, nearly 5 ratings points ahead of ABC and CBS, which are tied for second with a 10.0/16. Fox is fourth, with an 8.2/13. Among adults 18-49, NBC also is significantly ahead with a 9.8 rating, followed by Fox with a 6.0, ABC with a 5.8 and CBS with a 4.8.

NBC got a major push during the first week of the sweeps from the four-hour miniseries *Gulliver's Travels*, starring Ted Danson and Mary Steenburgen. The pro-



'Gulliver's Travels' was big for NBC.

gram, which aired Sunday, Feb. 4, and Monday, Feb. 5, averaged a 21.2/31 and was seen by an estimated 57 million. The two-parter was NBC's highest-rated miniseries in almost five years and the highest-rated Sunday miniseries since *The Case of the Hillside Strangler* in April 1989.

The network also got help last week from Wednesday's *Law & Order*, which drew a 14.3/25—4 share points higher than its season average. The episode was the first part of a sweeps crossover theme that concluded on Friday's *Homicide*.

Fox also had notable performances during the first half of the sweeps, finishing second among adults 18-49 for the first week and beating ABC and CBS. Fox was also number two among adults 18-34. A two-hour episode of *Melrose Place* on Monday, Feb. 5, averaged an 11.2/16 in households and a 9.3/21 among adults 18-49. Fox won the night among the key demographic group in both common time (8-10 p.m.) and versus the other networks' 8-11 p.m. average. —SC

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# Jacor hits new limit with eight radios in Denver

Owners hustling to buy maximum stations in single market

By Elizabeth Rathbun

The clustering has begun. Even before President Clinton signed legislation last Thursday easing the limits on the number of radio stations a company may own, group owners were taking advantage of the liberalized rules.

Jacor Communications Inc. claims to be the first company to hit the new limit of eight holdings in a market with 45 or more commercial radio stations. With its purchase last week of Noble Broadcast Group Inc., Jacor will own four AMs and four FM stations in Denver (see "Changing Hands," page 36). The deal "gives us a real head start in one of our core markets," Jacor President Randy

Michaels says. The \$152 million deal is subject to FCC approval.

And last Tuesday, Robert F.X. Sillerman-backed Triathlon Broadcasting Co. said it would buy three stations in Spokane, Wash., for \$8.75 million. Triathlon already is in the process of buying four other stations in Spokane and says the deals fall into the category of the new telecommunications law that allows it to own up to seven stations in markets with 30-44 stations.

Last Thursday, Triathlon also announced its purchase of an AM-FM combo in Wichita, Kan., where it had already met the former local ownership cap of two FMs and two AMs. The \$28.5 million deals include three FMs in Little Rock, Ark.

Pushing to the new limits by bulking up in markets where it already has a presence "is not only logical, it's compelling," says broker Richard Black-

burn of Blackburn & Co. Inc., Alexandria, Va. "You'll see a busy period of time here for a while, while people reconfigure themselves."

Blackburn expects clustering to affect virtually every market. "I don't think there [will] be one city that doesn't substantially change," he says.

Besides buying and selling, clustering will mean an increase in the number of swaps, where owners trade stations, predict some brokers and owners.

There's a flip side to clustering: Somebody has to be selling. The nation's largest owner of radio stations, Infinity Broadcasting, did just that last Wednesday, selling its only Seattle station to EZ Communications, which already owns three stations there. The station, KYCW-FM, went for \$26 million.

Regent Communications Inc. took the same tack. Last Wednesday, it sold its two FMs in Dayton, Ohio, to Palm Beach Radio Broadcasting Inc. for an undisclosed price. "Under the new telecommunications act, we believe that Regent is best served by owning at least four FM stations in each of its markets," said president Terry S. Jacobs in a release. "We regret that we were unable to increase our presence [in Dayton] in order to keep our interests there." ■

## Radio's cold December

National radio ad revenue plunged in many markets during December 1995.

Year-end revenue totals for 1995 show mostly single-digit growth in local and national revenue over 1994.

Below is a look at revenue levels for various regions, as compiled by the Radio Advertising Bureau.

### DECEMBER 1995 REVENUE

	Local	National
All markets	+3%	-11%
East	+7%	-2%
Southeast	+4%	-18%
Midwest	+8%	-6%
Southwest	-2%	-19%
West	-2%	-17%

### JANUARY-DECEMBER 1995 REVENUE

	Local	National
All markets	+8%	+3%
East	+7%	+6%
Southeast	+10%	+5%
Midwest	+10%	+4%
Southwest	+8%	+1%
West	+8%	0%

Source: RAB data, based on a survey of 100 radio markets by the independent accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter

## Ad agency buys piece of 'J&I'

In yet another sign of changing times for the talk show business, the parent company of advertising agency Foote, Cone & Belding has taken an equity stake in the new CBS/Group W/Maxam talk strip, *J&I*.

The unusual move was prompted by the lack of advertiser-friendly options for the agency's clients in daytime TV, says Howard Nass, senior vice president of broadcast development for TN Entertainment, the programming arm of FC&B parent True North Communications.

"Advertisers [think] they are reflected by the programs they endorse," says Nass. "*J&I* provides the positive, entertaining and informative environment they want."

Major national advertisers such as Procter & Gamble, Kellogg Co. and Sears, Roebuck & Co. have pulled millions of dollars out of talk shows during the past year out of concern over the risqué tone of many shows.

Like most of the new talkers in the works for fall, *J&I* is being pitched as a wholesome departure from shows that led prominent political leaders to launch a campaign last fall to "clean up" talk TV. The show, hosted by TV producer Leah Hanes and her 19-year-old daughter, Jami, also promises to bridge the generation gap between talk TV fans.

TN Entertainment will have a say in all aspects of the show, says Bob Cook, executive vice president of the newly merged CBS/Group W/Maxam. Cook described the company's stake in *J&I* as "significant," but he declined to elaborate.

Some TN Entertainment clients, said to include RJR Nabisco and Campbell's Soup, have made upfront advertising commitments to the show for one year. Group W Media Sales will handle the remaining national barter time. —CL

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# Ownership spotlight moves to FCC

New telecom act directs commission to re-examine station duopoly restrictions

By Chris McConnell

Proponents of relaxed local ownership rules last week were shifting their attention from Capitol Hill to the FCC.

While lifting the national cap on TV ownership, the Telecommunications Act of 1996 leaves it to the FCC to decide whether the "duopoly rule" should be relaxed. Current rules bar one entity from owning more than one station in the same market, but the act instructs the commission to at least consider easing the rule.

Broadcasters have differed on how they want the commission to respond. Some have favored relaxing the duopoly provisions to allow companies to hold UHF-UHF and UHF-VHF combinations, while others have cited concerns about competing with a company that owns multiple stations in their market. The NAB and the Network Affiliated Stations Alliance have taken no position on the duopoly rule because of such conflicts among members. Others, including the Association of Local Television Stations (ALTV), have pushed for duopoly relaxation.

"Multichannel competitors are going to explode," says David Donovan, ALTV's vice president of legal and legislative affairs. Donovan maintains that broadcasters will need more than one channel to compete with cable and other video providers. "We're hopeful the commissioners will see the validity of that argument."

"I can think of no UHF and VHF [combinations] that would inhibit competition," says LIN Television Corp. President Gary Chapman. Chapman heads a coalition of 16 TV station owners pushing for a relaxation of the rule to allow for local combinations in which one of the stations is a UHF. The coalition also favors allowing for review of proposed VHF-VHF combinations on a case-by-case basis. "Local TV owners have to have relief," says Chapman.

The commission already has said it will consider the issue. In its December 1994 proposal to revise ownership rules, the FCC invited comments on whether it should allow UHF-UHF or UHF-VHF combinations.

FCC commissioners say they are

**"I can think of no UHF and VHF [combinations] that would inhibit competition."**

**LIN's Gary Chapman**

considering the possibility. Commissioner James Quello, for instance, is said to be open to allowing UHF-UHF combinations and possibly UHF-VHF combinations, but has reached no conclusion on the issue. Sources say Commissioner Rachelle Chong also is inclined to review the rule, but has not decided how the commission ultimately should decide.

Sources say Commissioner Susan Ness also is willing to re-examine the rule. But Ness has raised concerns about potential effects on competition and diversity. In a speech last year to the NAB's State Leadership Conference, Ness said the burden of proof rests with broadcasters to show duopoly's benefits.

Sources say Ness also is considering the potential impact of advanced television on markets with relaxed duopoly rules. Current plans call for most, if not all, of the industry to migrate to the UHF band, as almost all the spectrum designated for advanced TV is on UHF channels. And digital technology could allow each broadcaster to deliver four or more standard-definition signals over a 6 mhz channel.

ALTV's Donovan counters that the UHF stations still will be competing with cable, DBS and wireless cable systems and all will be able to boost their own channel supplies in the digital age. "The competitive calculus doesn't change," Donovan says.

LIN's Chapman says that a relaxation of the duopoly rule would settle the FCC's pending questions concerning how it defines broadcast ownership. Current attribution rules establish a variety of conditions under which a company is considered to own a station even if it does not hold a majority of the station's stock. The commission in 1994 raised a series of questions about the rules, proposing they be tightened in some areas and relaxed in others.

Although Chapman says relaxing the duopoly rule may resolve such issues, others say the proceeding still will affect what broadcasters are able to acquire under the new caps.

"Attribution really defines ownership," says one industry source. "Attribution should not be the gaping hole it is today," adds Gerard Waldron, NASA counsel. Although the group remained neutral on the duopoly issue, it has pushed for the FCC to tighten its attribution rules.

In its notice, the commission proposed lifting the limit on the amount of stock a company could hold in a station without having the station count toward the ownership cap.

The attribution benchmark for voting shares would go from 5% to 10% and from 10% to 20% in the case of passive investors such as bank trust departments and mutual funds. The commission's proposal also asks whether the FCC should tighten an exemption to attribution rules that exists in cases where another company holds more than half of a station's voting stock. ■

## Battle lines drawn over market definitions

*Broadcasters, cablecasters on opposite sides*

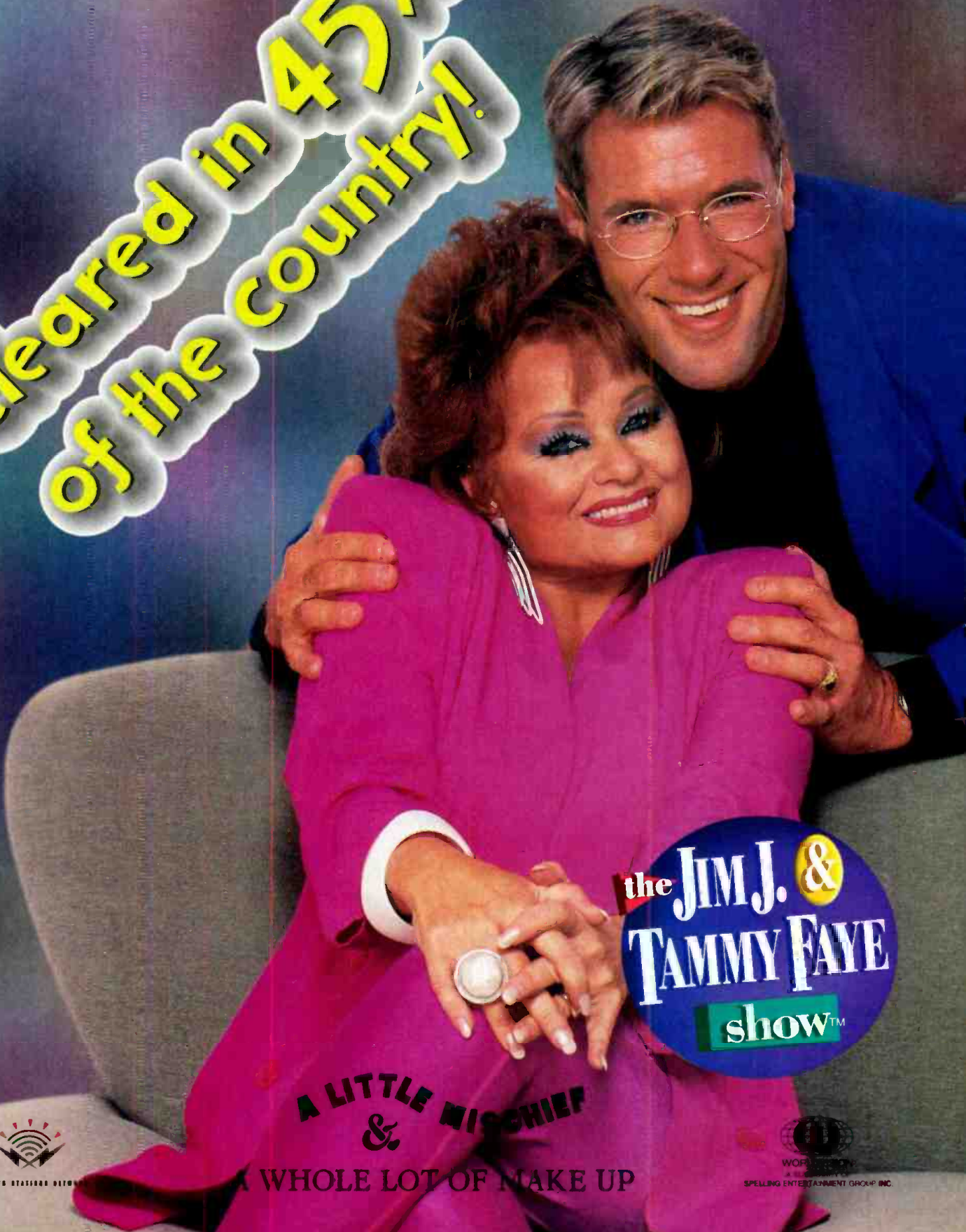
By Chris McConnell

Cable and broadcast groups are battling over how the FCC should define TV markets for the purpose of administering its must-carry/retransmission consent rules.

The commission in December proposed continuing to use Arbitron's ADI market definitions, even though Arbitron has stopped publishing them. The FCC cited the possibility of



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switching to Nielsen DMA designations, but tentatively concluded that keeping the ADI definitions would provide more stability to the broadcast signal carriage process.

Cable groups agree, but broadcasters do not. In comments filed last week, a collection of broadcasters maintained that keeping the ADI designations would "mean that must-carry rights bear a less than optimal relationship to actual market conditions."

"By contrast, adopting the DMA now as the relevant market standard would insure that mandatory carriage rights apply in the areas currently served by television stations," said the group, which included Hubbard Broadcasting, Paxson Communications Corp., Evening Post Publishing Co. and Wabash Valley Broadcasting Corp. The National Association of Broadcasters also argued that stations' must-carry zones should reflect "as much as is practicable" the current local programming and advertising markets in which they operate.

The Association of Local Television Stations (ALTV) said that it is "be-

**"The disruption that would occur from reshuffling...lineups to comply with the new standard will only confuse and alienate the viewing public."**

—NCTA

mused and incredulous in the face of the commission's proposal. After all, the substitution of Nielsen DMAs for Arbitron ADIs has been the obvious and logically inevitable response to Arbitron's departure from the market."

But the National Cable Television Association said that such a switch "would create widespread dislocations in certain market areas for both broadcasters and cable operators." The cable group maintained that switching to the DMA definitions would mean the gain or loss of up to four counties in some markets.

"The disruption that would occur

from reshuffling and revamping station lineups to comply with the new standard will only confuse and alienate the viewing public," NCTA said. The Cable Television Communications Association (CATA) offered a similar argument, maintaining that the cable and broadcast industries have learned the process of defining whether a station is "local" using the ADI designations: "To switch now...to another definition can cause nothing but confusion all over again."

Congress, meanwhile, this month eliminated a requirement that the FCC rely on the ADI designations for must-carry purposes. But the language in the Telecommunications Act of 1996 does not direct the commission to a specific guide for defining the markets. The bill instead instructs the FCC to use "available commercial publications which delineate television viewing markets."

An FCC official says the language does not foreclose the possibility of continuing to use the ADI designations, although it appears to point the commission toward DMAs. The FCC plans to continue with its proceeding on the issue, the official adds. ■

**Despite the mega-media-merger trend, bigger is not necessarily better, FCC Commissioner Andrew Barrett says.**

Addressing the Radio y Musica convention in Los Angeles on Feb. 3, Barrett said smaller operations often can focus more on a target market than can their "larger, less community-oriented competitors." Barrett also voiced concerns that the commission not change its rules while acting on merger applications. "While the commission should not necessarily impede a broadcaster's ability to expand its ownership, I believe that the commission is under an obligation to uphold its current rules until such time as the appropriate regulations have been implemented," he said.

Barrett's speech included an exhortation to Hispanic broadcasters to grow beyond niche markets and to become less reliant on the "traditional" media to address concerns of their communities. Barrett cited "insensitive, and at times racist remarks made by key network executives and on-air personalities" in advising the group against relying on the networks' input on issues in their communities.

**Spectrum auction revenue continues to climb at the FCC.**

Last week the grand total for past and ongoing auctions passed the \$15 billion mark. One heavy contributor is the ongoing PCS "C-block" auction, which passed the \$5 billion mark last week. The \$15.2 billion midweek total also included about \$131 million the FCC has raised from its auction of wireless cable spectrum.

**FCC International Bureau Chief Scott Harris will**

**be leaving the commission at the end of May.**

Harris says he already has exceeded the two-year stay he had planned for his public service tenure. Harris has headed the International Bureau since its creation in October 1994. He says he has not yet made any plans for his post-government career. FCC sources speculate that Office of Plans and Policy Deputy Chief Donald Gips will take over Harris's post.

Washington Watch

Edited By Chris Stern

**The FCC last week ordered one broadcaster to pay an \$8,000 fine for violations of its Equal Employment Opportunity policies and told another broadcaster it is liable for an \$18,500 fine for EEO violations.**

In one case, the commission told Sun Mountain Broadcasting to pay \$8,000 as part of a settlement between the broadcaster and the NAACP, which early had petitioned the FCC to deny the license renewal of Sun Mountain's KISM(AM)-KISN(FM) Salt Lake City. In the other case, the commission granted the license renewal of Texas Coast Broadcasters' KNUZ(AM)-KQUE (FM) Houston, but also fined the broadcaster \$18,500 after ruling that it had not done enough to attract Hispanics. But the commission rejected an NAACP petition to reconsider a decision to renew the license of KDYL (AM)-KSFI(FM) Salt Lake City. The NAACP had charged the station with failing to implement an effective EEO program, but the commission said the association did not show a material error or omission by the broadcaster. ■

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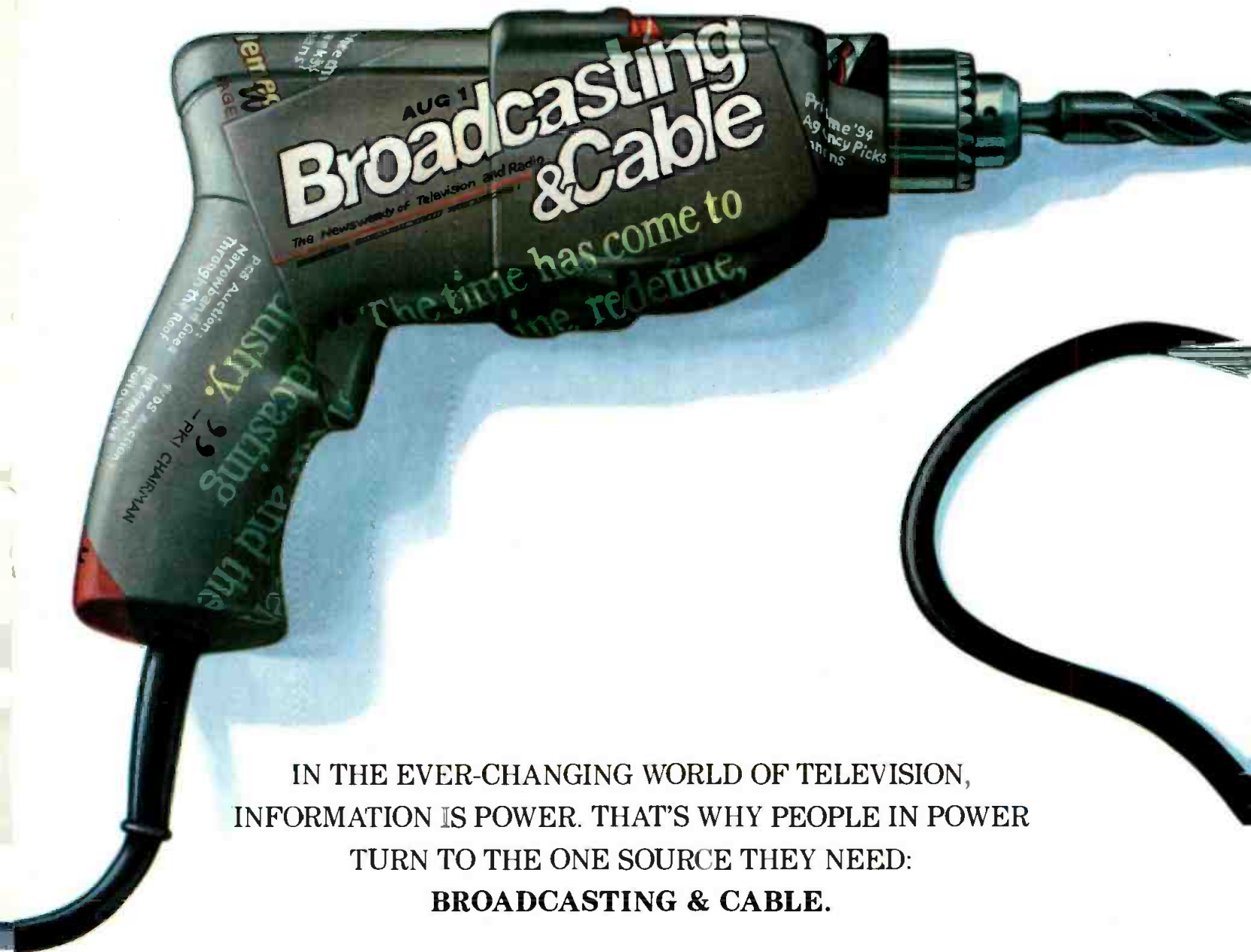
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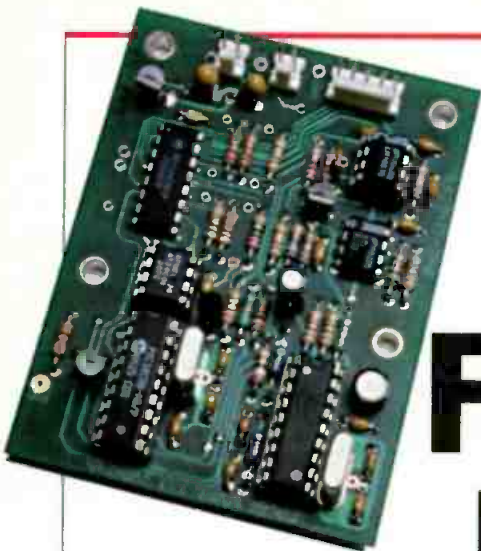


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# The V-chip

## First Amendment Infringement vs. Empowerment Tool

By Christopher Stern

**W**hen President Clinton signed the V-chip into law last Thursday, he put the final touch on a stunning defeat for the television industry.

Congress approved the V-chip by an overwhelming margin despite protests from broadcasters, the cable industry, Hollywood producers and Madison Avenue.

The Telecommunications Act of 1996 requires every TV set sold in America to come equipped with an electronic chip that allows parents to block programming based on an encoded rating. The new law also urges, but does not mandate, the television industry to implement a program ratings system to indicate violent or sexual content.

The V-chip provision likely will face a legal challenge (see story page 23), but Congress already has shown its willingness to hold the entire industry responsible for the level of sex and violence on television.

The V-chip won broad bipartisan support, and President Clinton endorsed it during his State of the Union address last month. FCC Chairman Reed Hundt also supports the V-chip.

While broadcasters attempt to fend off the V-chip, they

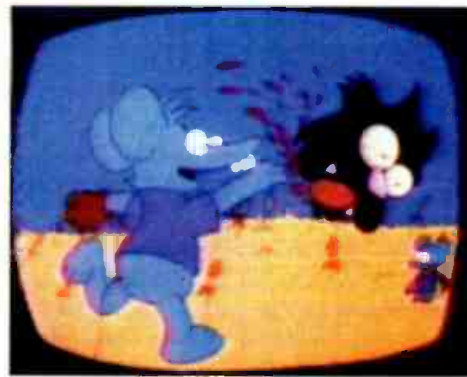


also are trying to avoid spectrum auctions for their transition to digital television. And some in Congress, including the so-called father of the V-chip, Representative Ed Markey (D-Mass.), have suggested that it will be difficult for broadcasters to claim they are serving the public interest while refusing to implement a ratings system aimed at protecting children.

Although broadcasters see the V-chip as an infringement of their First Amendment right to free speech,

Markey sees it as an "empowerment tool" that will give parents some control over what their children are exposed to (see page 23).

The case against violent programming was bolstered in the public arena last week by a study sponsored by the cable industry, which found that 57% of all TV



*Overt violence and sexual subject matter are the targets of V-chip backers. Clockwise from above: A bloodbath on 'Die Hard with a Vengeance,' now playing on Viewers Choice PPV; a scene from CBS's 'Coed Call Girl,' which aired last week; playing catch with a bloody head on Fox's 'The Simpsons,' which satirizes cartoon violence but could wind up on the list of targeted shows itself.*

shows contain at least some violence. The study also said that violence on television is "psychologically harmful."

But some in Congress are not satisfied, even with the V-chip. Senator Ernest Hollings (D-S.C.) last week called for a vote on his proposal to bar broadcasters from airing violent programming at times when children are likely to be in the audience. There are at least 10 other proposals floating

around Congress that address violence or sexual content on television.

Although any court challenge to the V-chip likely will concentrate on the First Amendment, broadcasters also claim it places other unreasonable burdens on them. Encoding every program aired on television is a Herculean task, say broadcasters, especially when many shows are not delivered to the networks until shortly before they air.

"There are tens of thousands of hours of television," says NBC Executive Vice President Rick Cotton, who adds that the motion picture industry rates fewer than 600 movies a year.

Madison Avenue, always concerned about scaring off advertisers, is generally opposed to the V-chip. "Some advertisers may deem it politically correct to avoid [shows with a violent rating,]" says Paul Shulman, president of the Paul Shulman Co.

Bill Croesdale, president, Western International Media, says that some advertisers already refuse to buy time in any program that includes an advisory about violent or sexual themes. A violent label can have a sizable impact on a pro-

### Top Five Reasons Broadcasters Say They Don't Like the V-Chip

- It infringes on their First Amendment right to free speech.
- It will be almost impossible to rate and code every hour of television programming.
- Television shows that are tagged with violent or adult-themed ratings may scare away advertisers.
- Implementation of the V-chip will force the networks to rely on sitcoms because adult-oriented dramatic fare will inevitably attract ratings for violent or sexual content.
- No one has ever adequately defined what constitutes a harmful violent act in television programming.

Wolf is an outspoken critic of the V-chip: "This is a classic case of the blind leading the deaf leading the ill-informed." He says that implementation of a ratings system may make networks wary about programming that could be labeled violent or sexually explicit. "It won't change the way I do business, but I might be out of business." Wolf says. ■

## V-chip: A matter of law

**T**itled "Parental Choice in Television Programming," Section 551 of the Telecommunications Act of 1996 spells out the V-chip regime. The provision:

- Requires manufacturers to include V-chip technology in every TV set 13 inches or larger. The technology enables "viewers to block display of all programs with a common rating." The FCC determines when sets must be so equipped, but says the date should not be in less than two years.

- Gives broadcasters, cable operators and other "video distributors" one year—until Feb. 8, 1997—to establish a voluntarily ratings systems for programming that "contains sexual, violent or other indecent material." Also gives them a year to agree to transmit a V-chip signal tagging each program with its rating. (Only after the signal is transmitted can parents use their V-chip sets to automatically block unwanted programs.)

- If the video distributors fail to take voluntary action within the year, directs the FCC to appoint an "adviso-

ry committee" to establish "guidelines and recommended procedures" for rating programming that "contains sexual, violent or other indecent material." The distributors still are not obliged to adopt a ratings system, although they must transmit the V-chip ratings signals. In any case, prohibits rating of programming based on its "political or religious content."

- Directs that the advisory committee comprise parents, broadcasters, TV producers, cable operators, "appropriate public interest groups and other interested individuals...and is fairly balanced in terms of political affiliation [and] the points of view represented...." Orders a final report one year after its first members are appointed.

- Encourages the TV industry to establish a fund for the continued development of technology that "would empower parents to block programming they deem inappropriate" and for making sure the public, especially "low-income parents," have access to it. —HAJ

### FCC readies violence inquiry

FCC Chairman Reed Hundt is not waiting to start work on the FCC's part of V-chip legislation.

Commission officials are developing a notice of inquiry on TV violence. Sources say the commission might launch its inquiry in March, although last week not all of the commissioners were convinced the proposed notice is necessary.

FCC officials say the notice would be aimed at helping the commission prepare for any action it may need to take to implement the V-chip provisions of the Telecommunications Act of 1996. The bill grants the industry one year to develop a ratings system for programming and directs the FCC to develop a ratings system based on an advisory board's recommendations if the industry fails to act.

Commission sources say they do not want to wait a year to begin work on the ratings system. —CM

# Pay cable tops violence ranking

NCTA-funded study says even more important than amount is how material is portrayed

By Michael Katz

**P**ay cable contains more violent programs than any other channel on TV, according to a cable-funded report surveying television violence.

Fifty-seven percent of all TV shows contained violence, according to the study. Despite receiving the brunt of criticism from politicians for showing too much violence, broadcast networks had a below-average 44%. Premium cable channels topped the list with 85%; basic cable channels contained 59%; independent broadcasting had

55%, and public broadcasting showed the least amount of violence at 18%.

"Violence in the mass media can lead to aggressive behavior," said the report. "Correlations between viewing televised violence and aggressive behavior have been shown to be fairly stable over time, place and demographics."

"We're not attempting to set up a blame game where some sources are better than others," explains Joel Federman, director of research at Mediascope Inc. and research coordinator for the study. "What is more important—or at least equally important—is not the per-

centage of the programs with violence but the way violence is portrayed."

The study also found that:

- Perpetrators go unpunished in 73% of all violent scenes.

- The negative consequences of violence often are not portrayed in violent programming.

- 58% of violent interactions show no pain.

- 25% of violent interactions on television involve the use of a handgun.

- Only 4% of violent programs emphasize an antiviolence theme.

- 39% of scenes that contain violence are depicted with humor.

"We will study the results and use them as we plan our ongoing efforts," said National Cable Television Association President Decker Anstrom in a prepared statement. "We acknowledge that cable, like the entire television industry, has a responsibility to participate in serious and substantive efforts to address TV violence."

The yearlong study, funded with \$1.5 million from NCTA, was coordinated by Los Angeles-based Mediascope and conducted by the universities of California, North Carolina, Texas and Wisconsin. The study followed almost 2,700 shows on 23 channels.

Although the report remained neutral on the V-chip issue, it did recommend that policy and public interest leaders "consider the feasibility of technology that would allow the parents to restrict access to inappropriate content." The report also recommended that the industry "produce more programs that avoid violence" and "increase the number of program advisories and content codes" in addition to calling for "increased parental supervision of children's viewing habits."

Violence was defined in the study as "any overt description of the use of physical force—or the credible threat of such force—intended to physically harm an animate being or group of beings.... There are three primary types of violent depictions: credible threats, behavioral acts and depictions of harmful consequences."

The survey sampled programs from ABC, NBC, CBS and Fox; premium cable's Cinemax, HBO, Showtime; basic cable's A&E, AMC, BET, Cartoon Network, Disney, Family Channel, Lifetime, Nickelodeon, TNT, USA, VH1, MTV; Los Angeles independents KCAL, KCOP and KTLA, and public broadcasting's KCET Los Angeles. ■

## Mediascope's TV violence profile

	Industry Average	Broadcast Networks	Public Broadcast	Independent Broadcast	Basic Cable	Premium Cable
% of programs with violence	57	18	44	55	59	85
<b>Of those programs that contain violence</b>						
% with 9 or more violent interactions	33	○	○	●	⊛	●●
% with advisory or content code	15	●	⊛	⊛	⊛	○○
% with an antiviolence theme	4	⊛	○	⊛	⊛	⊛
% that show long-term negative consequences	16	⊛	⊛	⊛	⊛	○
% with violence in realistic settings	51	⊛	●●	○	⊛	●●
<b>Of those scenes that contain violence</b>						
% with unpunished violence	73	⊛	⊛	⊛	⊛	⊛
% with blood and gore	15	⊛	⊛	⊛	⊛	●
% with humor	39	⊛	○○	⊛	⊛	⊛
<b>When a violent interaction occurs</b>						
% that show no pain	58	⊛	●	⊛	⊛	⊛
% that depict unrealistic harm	35	⊛	○○	⊛	⊛	○
% with use of a gun	25	⊛	⊛	⊛	⊛	⊛
% with repeated behavioral violence	57	⊛	⊛	⊛	⊛	⊛
% that appear justified	44	⊛	⊛	⊛	⊛	⊛

- = Substantially better than industry average
- = Moderately better than industry average
- ⊛ = Industry average
- = Moderately worse than industry average
- = Substantially worse than industry average



# Broadcasters plotting V-chip legal strategy

*Telcom bill provision challenge would be based on First Amendment grounds*

By Christopher Stern

**E**ven before President Clinton signed the Telecommunications Act of 1996 into law last week, broadcast lawyers were caucusing in Washington, working on their game plan to defeat the V-chip.

The options range from an immediate court filing against the new law to doing nothing for at least a year.

First Amendment lawyers agree that any legal challenge, filed this week or a year from now, would argue that the V-chip is a clear violation of the television industry's right to free speech.

"Anytime the government passes a law that burdens speech because of its content, it very likely violates the First Amendment and that is what this legislation does," says Floyd Abrams, who is considered a likely candidate to handle the case for the networks.

Abrams says the V-chip inevitably will chill free speech. He already has heard from West Coast programmers who say the V-chip will lead to "bland-er" and "less dramatic" television shows. Abrams is serving as a legal

consultant on the issue to ABC, CBS and Fox.

Although NBC believes the V-chip is unconstitutional, it does not oppose electronic blocking devices, says NBC Executive Vice President and General Counsel Rick Cotton. The problem with the V-chip legislation is its reliance on a ratings system.

"NBC supports blocking technology for those viewers who want to block programming. The problem with the V-chip is that it puts the government into the ratings system up to its eyeballs," says Cotton.

Defenders of the V-chip, including Representative Ed Markey (D-Mass.), say there is nothing in the legislation that limits broadcasters' speech. Markey and other V-chip supporters emphasize that the new law only sets the wheels in motion to create a ratings system, but does nothing to force the industry to put a programming code into practice.

"If they don't [implement the ratings system], there is no enforcement mechanism," says Markey. Broadcasters may just call Markey's bluff. Among

the options considered last week, sources say, is to do nothing and wait for the government to make the next move.

The bill gives the television industry one year to create a ratings system. If at the end of that time the industry has failed to do so, the Telecommunications Act requires the FCC to appoint an advisory board to do the job. But in either case, the law does not require the industry to implement it.

Others, including the National Association of Broadcasters, say they are not even certain they will challenge the case. "We are keeping all options open," says the NAB's Jeff Baumann, executive vice president/general counsel.

When Congress adopted the controversial V-chip measure, it was well aware that it could be challenged in court and provided for an expedited judicial review. The bill calls for the creation of a special three-judge panel to hear a V-chip case. And this decision may be appealed directly to the Supreme Court.

Although broadcasters already have voiced loud opposition to the V-chip, cable is not as adamant. The National Cable Television Association has even come out in favor of the V-chip, as long as it is implemented on a voluntary basis. Like broadcasters, the NCTA sees nothing voluntary about the V-chip described in the Telecommunications Act of 1996. However, the NCTA has not decided whether it will join a legal challenge if there is one. ■

## V-chip's constitutional question

Broadcasters claim that the V-chip is blatantly unconstitutional, but FCC Chairman Reed Hundt disagrees and he cites two recent court victories to back up his argument.

In both cases (*Act III* and *Act IV*), the court upheld the FCC's rules on indecent programming, which it argued are necessary in order to protect children who may be in the broadcast audience.

In the *Act III* case, the FCC successfully defended its rules banning indecent programs between 6 a.m. and 10 p.m. Hundt argues that a V-chip, which requires parents to program their televisions to block programming, is



*With disagreement over the constitutionality of the V-chip, the Supreme Court may be the final arbiter.*

less restrictive than an outright ban on violent shows.

Broadcast lawyers say Hundt is wrong when he claims that indecent and violent programming can be held to the same legal standard. Although there is substantial case law on the issue of indecent programming, there are few precedents in the area of violence, says First Amendment lawyer Timothy Dyk.

"There is no Supreme Court case in the area of violent programming that suggests that government can regulate. There is a Supreme Court case that suggests you can regulate in the area of indecency," Dyk says. —CSS

# How's it work?

*The V-chip is based on closed-captioning technology*

By Glen Dickson

**T**here is no V-chip—it doesn't exist," declares Kelly Williams, director of engineering for the National Association of Broadcasters. "It's just a buzzword we use to describe a technology to offer parental control."

But the technology is very real. It is simply an information packet sent along with closed-captioning and XDS (extended data service) data to an imbedded microprocessor in TV sets 13 inches and larger.

According to experts from the NAB and the Electronic Industries Association, the necessary technology already exists in the form of closed-captioning chips, made mandatory by Congress in 1993. The embedded chips will have only to be redesigned (or reprogrammed) to allow them to decode parental access information, says Joe Peck, staff director of the EIA's Congressional Affairs office. (But there is no way to retrofit existing TVs.)

Along with the chip redesign, additional memory and circuitry will be required for parental access control, says Peck, who is part of an EIA committee that will develop technical standards for the V-chip for TV set manufacturers.

All this will drive up manufacturing costs for new television sets. "We've asked some of our manufacturers how much it's going to cost them to make the changes to their televisions," says Peck. "We got a range of numbers from \$5 [to] \$40 per television, depending on the model." Those costs will be passed on to the consumer, says Peck.

But Thomson Consumer Electronics spokesman James Harper doesn't think charging TV buyers extra for the V-chip will be so easy: "Typically, the industry has absorbed the cost of mandated features like closed-captioning with other premium features [like XDS] that help minimize the cost. This is not a selling point for consumers. Any cost incurred is not going to be the kind of cost that you'll be able to recoup."

The tentative V-chip plan is to send the closed-captioning waveform signal, XDS information (such as schedul-

ing information) and the blocking codes for parental access control all on line 21 of the Vertical Blanking Interval found in NTSC signals. But cramming all that information into the two fields of line 21 could be tricky.

The challenge of programming the embedded chip to offer the parental access control will depend on the complexity of the ratings system that the broadcast and cable industries (or an FCC-advised Federal TV Ratings Commission) come up with.

"We don't know exactly what it's going to look like or what it's going to entail," Peck says. "We have to have a ratings system first."

EIA engineer Tom Mock says that existing embedded chips can support three content categories, such as sex, violence and mature content, with four levels of blockage. Mock adds that the chips probably can offer some segmented blocking for programs such as news magazines.

But if the ratings system requires too much information—five content categories and 20 levels of blockage, for example—the chip might not have the memory capacity to perform the V-chip function along with its closed-captioning and XDS tasks, says Peck. Likewise, line 21 of the VBI might not have the bandwidth to carry all the parental-access-control data.

"Technically, if the ratings system is reasonable, it's feasible," says Peck of the V-chip. "But we still chafe at the idea that it's going to be in every television set. That's two-thirds of American households that don't have minors, and we wonder where's the wisdom here."

On the transmitting end, U.S. broadcasters probably will have to install new encoding equipment (or possibly upgrade their closed-captioning encoder) to generate the V-chip signals and insert them in the VBI, says Williams. But the real cost will be in establishing an infrastructure for doing that, both in personnel and in software.

He points out that most closed-captioned programs are encoded by the program producer, not the broadcaster, and the station simply passes the information through; originating captioning for

## Other program blocking devices

**V318 TV Lock-Out** completely blocks access to a TV. Requires a key to turn on the TV.

**TeleCommander** allows a parent to block programming by time period, and entire channels may be blocked.

**Intelvision** is a microprocessor that allows a parent to block programming by channel, time periods, dates and lengths of time. The chip is housed in a "command box" that also functions as a cable converter box.

**TV Guardian** blocks programming by channel and, (if implemented) ratings, through an infrared remote and an on-screen menu.

**TimeSlot** allows access to the television with an encoded plastic card.

**SuperVision** requires a password to turn on the television. Parents also can use the system to limit the number of hours children watch over a week.

**TV Allowance** is similar to SuperVision. It also allows parents to block channels and time slots.

**Multimedia** is incorporated in set-top boxes for cable systems. It allows parents to block channels, VCRs and video disc players.

Source: Electronic Industries Association

a news program requires an encoder.

The producer/broadcaster scenario might be different for blocking information, says Williams. If a producer doesn't encode a program in post-production, the broadcast station will still be accountable for transmitting a ratings signal. That means stations probably will have to purchase encoders for live insertion of the blocking information.

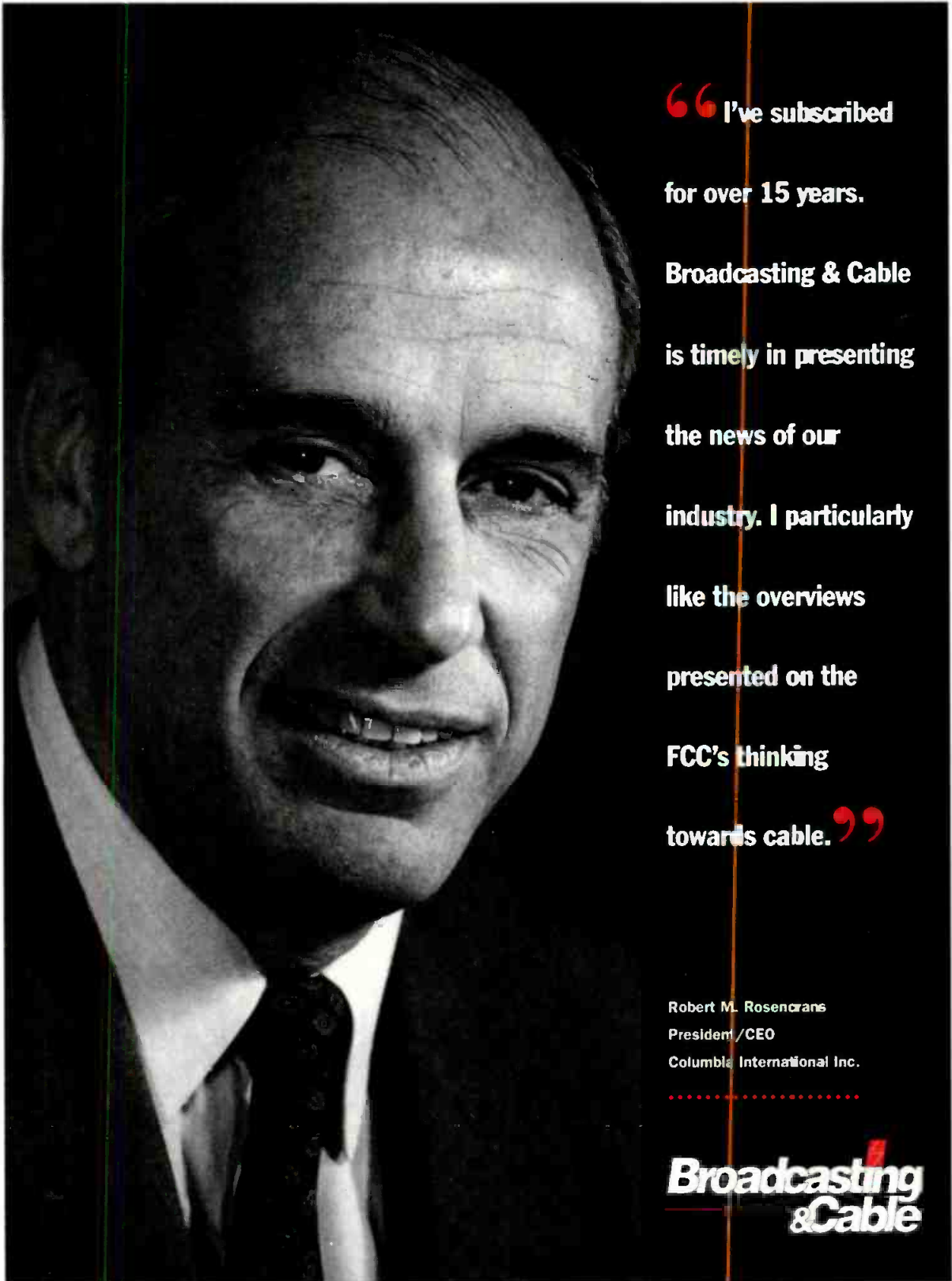
Phil McLaughlin, director of business development for EEG Enterprises, a manufacturer of VBI insertion equipment, says that the proposed "smart encoder" probably will cost around \$5,000, with an extra \$1,000-\$2,000 spent on a data-management computer.

McLaughlin says that the cost rapidly escalates, however, when a station faces the task of interfacing its scheduling software and traffic management systems with the V-chip encoder. And encoding a library of programming will be inordinately expensive.

"The real practical problem with this legislation is [that] you're talking about rating an amount of content that's hundreds of times greater than what was rated before," McLaughlin says. ■

# Broadcasting

February 12, 1996



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# Fager takes 'CBS Evening News' helm

*New executive producer promises changes to broadcast, but 'no radical surgery'*

By Steve McClellan

In the past month, *The CBS Evening News with Dan Rather* has added a new set and graphics. Last week the show got a new executive producer—Jeffrey Fager, who had been the number-two producer at the newscast under executive producer Andrew Heyward, named president, CBS News, four weeks ago.

Now all the program needs is new viewers to boost it out of third place in its ratings battle with evening news leader *ABC World News Tonight* and *NBC Nightly News*.

Easier said than done, according to Fager, who says he'll do some fine-tuning to the broadcast in the coming months, but no radical surgery.

"In the months to come, you'll see us do some things to try to make the entire broadcast more topical," says Fager. He cites the program's "Eye on America" segment as an example of how the show lends perspective and analysis three or four times a week to issues that viewers are concerned about. "I'd like to do more of that," he says. "We can do more topical analysis, and we can do it more often."

Fager says the newscast may also capitalize more on anchor Rather's reporting strengths—doing more live studio interviews and field reporting.

Among the stories for which Rather will take to the road are key primary races: He'll anchor the newscast from Iowa tonight covering its caucuses, and from New Hampshire the day of its primary.

But Fager does not anticipate making any key assignment changes within the program's pool of correspondents. At least "not right away. It may seem like a big change of direction with a new executive producer, but you've got to remember that I've been the number two, so Andrew and I worked as a team making decisions about who should cover what. We feel we have a very good team in place."

Fager says the focus of the broadcast has been and will continue to be covering the day's events and adding perspective, and not getting "caught in the trap," as he puts it, of trying to figure out what kinds of stories viewers want,



Fager takes over from Andrew Heyward.

as opposed to what they ought to be told.

"You can't always do a newscast thinking about ratings," Fager says. "In fact, it's difficult to do that. We're con-

cerned that we're number three, but we feel the way to get out of that position is do what [we] do best—our journalism."

In the past year, says Fager, the newscast has improved its quality "dramatically. It's tough to be in a situation where the numbers say you're in third place, but you feel that you're putting on a quality broadcast." But what you don't want to do, he says, is fix something that isn't broken. "So you have to hope that word gets around that this is a terrific broadcast to watch."

Before joining *Evening News* as senior broadcast producer in 1994, Fager spent six years producing for *60 Minutes*. Before that, he spent a year with *48 Hours* and most of the previous five years as a London-based producer for *Evening News*. Before joining the network in 1982 as a *Nightwatch* producer, Fager served stints with KPIX-TV San Francisco and WGBH-TV, WBZ-TV and WBZ(AM), all Boston. ■

## Networks set kids lineups

*All take different tack toward lucrative viewing segment*

By Steve McClellan

During the past two weeks, the five broadcast networks in the children's programming business have unveiled their 1996-97 lineups, and all are sending different messages.

CBS is stressing its commitment to educational shows; ABC, its tie to Disney, which is producing most of its new Saturday fare. Fox says that despite ratings erosion, it will do everything it can to hold on to first place in kids ratings. The WB says its first-year performance equaled Fox's first year, with a weaker station lineup.

UPN Kids Network is expanding its Sunday block to two hours next season, and both Kid's WB and UPN say they will launch two-hour weekday afternoon blocks in fall

1997. The two networks are touting the crosspromotion opportunities of what they say are their increasingly family-friendly prime time schedules.

While Disney and ABC were stressing their closer production ties on Saturday morning, feisty WB executives

last week told advertisers that they think they can deliver a knockout punch to the Disney Afternoon syndication strip when WB expands to afternoons in 1997.

WB sales chief Jed Petrick told advertisers and ad agency executives at an upfront presentation that WB's expansion there would "effectively push the Disney block to the morning" and out of the more lucrative afternoon time periods.

That remains to be seen. Disney calls such comments "premature." But Disney's new kids-programming alliance



A new addition to the Fox Childrens Network.

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CASE OVERVIEW:

A frenzy of paranormal activity.  
TV general managers from  
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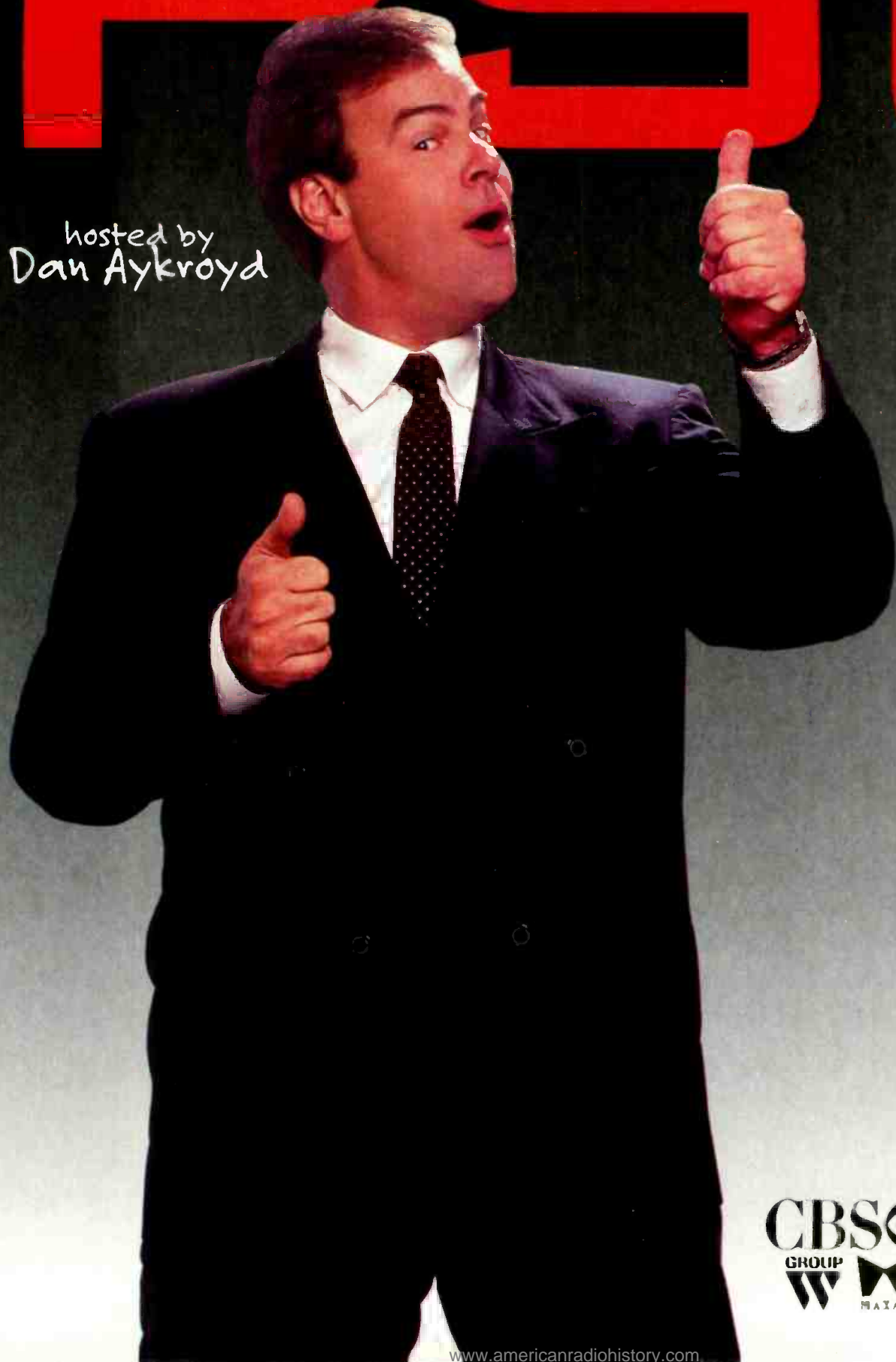
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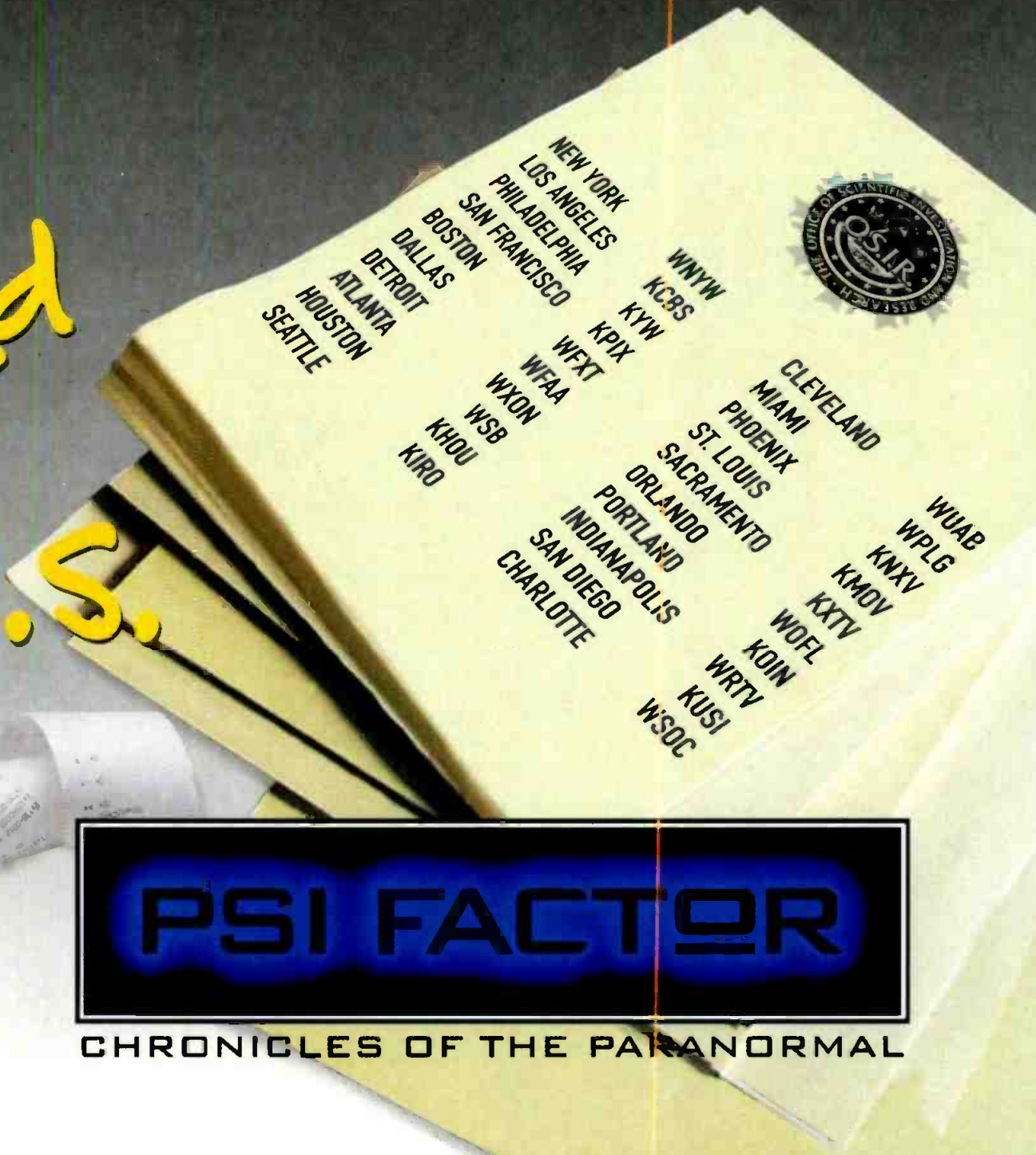
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## PSI FACTOR

CHRONICLES OF THE PARANORMAL

## FCN on fast track

The strategic alliance in children's programming formed by Fox and Saban several months ago is beginning to bear fruit. With exclusive access to Saban's library of 3,500 half-hours, Fox will launch or expand four children's networks around the world in the next few months. In addition, Fox Children's Network President Margaret Loesch says, the company is mulling a possible children's network in the U.S. New Fox kids networks include two 16-hour daily networks (one cable and one satellite) with Latin American Partners Globo and Televisa, which probably will launch in midsummer. Fox is finalizing plans in the UK for the April launch of a daily 12-hour kids cable network. The company also is expanding a kids network venture in Australia with Telstra to 12 hours a day, starting March 1. A U.S. kids network is in the talking stage, says Loesch. Separately, Fox has agreed to sell barter time in Saban's children's programming for the U.S. syndication market, replacing One World, MTV Networks' ad sales unit.

—SM

with Kellogg, which takes effect at the start of the 1997-98 season, leaves open the possibility of a shift to mornings. The Disney/Kellogg alliance, which replaces Disney Afternoon, will offer 90 minutes of programming in syndication, compared with the current two hours of Disney Afternoon fare.

The D-K alliance is cleared by stations covering 70% of the country, and most of the station agreements allow stations to air the programming in either morning or afternoon dayparts.

A Disney spokesperson says the decision to pare the syndication programming to 90 minutes has to do with the studio's increased network animation output, including three series for ABC next fall and one for CBS: the renewed *Timon & Pumbaa*.

Meanwhile, advertisers and their agencies hope the expansion that WB and UPN are talking about will materialize. "It will be great for the buyers if these additional sources of ratings points become available," says New York-based media buyer Paul Schulman. "That will mean more alternatives to place our ad dollars and an easier negotiation."

But are there enough ad dollars to support the expansion plans? "The marketplace has a little bit of growth in it," Schulman says. "I don't know if it's enough growth. But what's going to happen is that certain people are just going to be shut out in buys. If you're a major player, you have to be just about everywhere." So while the market is booming, more shows and ad inventory will make it tougher for the networks to raise prices, Schulman says.

Meanwhile, FCN announced its kids lineup for fall, which includes the shift of two Saturday shows to weekday

afternoons—*Where on Earth Is Carmen Sandiego?* and *Eek!stravaganza*. FCN also said that top-rated kids show *Goosebumps* will move from weekdays to Saturdays. In addition, Fox Sports will produce a show for the noon slot on Saturdays starting in June to segue into sports. Initially, the show will focus on baseball. Other new Saturday shows include *Casper* and *C-Bear and Jamal*. New to weekdays is *Big Bad Beetleborgs*.

Fox, still the dominant kids network, was down 22% in ratings across its Saturday morning slate; ABC and CBS

showed similar declines. Fox's effort to reach preschoolers this season—a group of shows that air under the Fox Cub House banner—won't return for a second season. Fox Children's Network President Margaret Loesch says part of the problem was the lack of promotion opportunity in a kids schedule that appeals primarily to children ages 6-11.

CBS unveiled its Saturday morning kids schedule for fall 1996, saying that two of the new shows, *Bailey Kipper's P.O.V.* (Victoria/MTM) and *Secret of the Cryptkeeper's Haunted House* (Eytan Keller Productions et al.) qualify as educational programs by FCC standards, giving the network two hours of such fare next fall. The goal is to expand to three hours a year later, says CBS Network Television President Jim Warner. Other new show: *Project G.eek.er*.

UPN will add one hour to its Sunday children's programming block in fall 1996 and, like The WB, is planning a two-hour daily afternoon kids block starting in fall 1997. New for next fall on Sunday: *The Mouse & The Monster* and *B.A.D.* (Bureau of Alien Destroyers), both from Saban; *Jumanji*, an animated version of the hit movie, from Columbia Tristar Television; and *The Incredible Hulk*, from Marvel Films. Getting the ax are *Space Strikers* and *Teknoman*.

## 'Limits,' 'LAPD' good to go

MGM would consider ad agency alliance to help boost 'Bradshaw'

By Steve Coe

**M**GM has declared fall 1996 firm goes for two of its returning shows and one new first-run project. Cleared to return this fall for second seasons are *The Outer Limits* and *LAPD*, and set to make its syndication debut in September is *Poltergeist: The Legacy*.

Uncertain, however, is the future for the company's new talk show project, *The Bradshaw Difference*, hosted by best-selling author and self-help guru John Bradshaw.

The show, which is being pitched as a talk show alternative to confrontational and sometimes sensational shows, has thus far been cleared in 41% of the country. According to John Symes, president, MGM Worldwide



Green light for 'Outer Limits.'



Television, the company remains confident that the project will reach the needed clearances for a fall debut.

"We don't plan a slow rollout for *Bradshaw*," Symes says, echoing the assertion made previously by MGM Domestic Television Distribution President Sid Cohen. "We're in conversations now with station groups, and we think 70% clearance is attainable. The key is obviously [clearing] New York and Los Angeles." Thus far, the show has been cleared in five of the top 10 markets. Symes suggests that many stations will be making fall programming decisions based on results from the February ratings book, which could improve *Bradshaw*'s fortunes.

Symes also says that the company may look to alliances with advertising

## CBS Taylors Monday night

Taking the series-crossover concept to the next level, CBS has confirmed plans to use Elizabeth Taylor in all four of its Monday night comedies on Feb. 26, the final Monday of the sweeps month.

The actress will appear in episodes of *The Nanny* at 8, *Can't Hurry Love* at 8:30, *Murphy Brown* at 9 and *High Society* at 9:30, with a central theme for her appearance on each show. As part of the story lines, Taylor will be searching for a priceless necklace that has been lost.

The sweeps stunt, designed to give the network a much-needed boost on its final Monday sweeps night, came through cooperation between TriStar Television, which produces the first two series, and Warner Bros. Television, which produces the latter. —SC

agencies to get the show cleared in key markets.

Just last week, CBS/Maxam/Group W's talk show *J&I* reportedly cleared the top two markets after arranging an

alliance with advertiser Foote, Cone & Belding. "We haven't started those conversations yet," he says. "But given the fact: [that] the marketplace is changing and some shows have gotten on the

## SYNDICATION MARKETPLACE

### Midsummer night's test

Paramount Domestic Television is said to be considering a midsummer test of a late-night variety strip hosted by MTV personality Bill Bellamy, possibly on stations in the Chris Craft and Paramount groups. Although the show was not among Paramount's new offerings at last month's NATPE convention, sources say the studio has been encouraged by signs that Tribune Entertainment is reconsidering plans to launch a slow rollout of a late-night hour with comedian Teddy Carpenter in August. Another show that may be headed for a slow rollout in the fall is the Partner Stations Network's *Life-guard*. The reality strip, distributed by Warner Bros. Telepictures Distribution, was cleared in 39% of the country as of last week.

### 'Sinbad' sailing

All American Television's new first-run action series *Sinbad* will go forward for its fall debut with total clearances of more than 77% of the country, according to George Back, president, All American Television Distribution.

Overall clearances for the show include the previously announced Tribune stations in New York, Los Angeles, Chicago, Philadelphia, Boston, Washington, Houston and San Diego.

In addition, the company's *Baywatch* will return in the fall for its sixth season after receiving renewals

in 80% of the country. Companion series *Baywatch Nights* also will return for its second year after being renewed in 74% of the country.

### 'Rosie' future for Kellison

Daniel Kellison has been named executive producer of *The Rosie O'Donnell Show*. Kellison, a segment producer for CBS's *Late Show with David Letterman*, will co-executive-produce Warner Bros. Domestic Television Distribution's upcoming talk/variety strip with O'Donnell. Kellison began his TV career in 1988 as an intern with NBC's *Late Night with David Letterman*. On *The Late Show*, Kellison primarily focuses on segments involving celebrities, comedians and politicians. As of last week, *The Rosie O'Donnell Show* was

cleared for a June 10 launch on 107 stations covering 81% of the country.

### Two-year hitches for 'Hercules'

MCA Television has sealed two-year renewals for its campy fantasy/action hours *Hercules: The Legendary Journeys* and *Xena: Warrior Princess* in more than 80% of the country. As if to celebrate its good fortune, *Hercules* hit an all-time ratings high the week of Jan. 22, beating the traditional weekly first-run hour champs *Star Trek: Deep Space Nine* and *Baywatch* with an 8.1 national Nielsen household rating. MCA officials say *Hercules* and *Xena* run in prime access or prime time in most of the top 30 markets.

### Elizondo fills in

*Chicago Hope* star Hector Elizondo has replaced *NYPD Blue* star Jimmy Smits as host for the second season of *Hispanic Americans: The New Frontier*, a quarterly series of specials distributed by MG/Perin. The first of four one-hour English-language specials, *Latinos and African-Americans: Friends or Foes?*, will begin airing the week of Feb. 25 on stations reaching more than 85% of U.S. Hispanic households, including ABC O&Os in New York and Chicago and NBC's O&O in Los Angeles. MG/Perin is offering the four specials on an even seven-minute local/national barter split. —CL

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 28. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.8/225/97
2. Jeopardy!	11.0/215/96
3. Home Improvement	9.9/218/96
4. Seinfeld	7.7/216/98
5. Hercules, Journeys of	7.5/226/98
5. Oprah Winfrey Show	7.5/230/99
7. Entertainment Tonight	7.4/174/95
8. Wheel of Fortune-wknd	6.4/165/77
9. Simpsons	6.3/183/94
10. Inside Edition	6.2/160/91
11. Xena: Warrior Princess	6.1/201/96
12. Home Improvement-wknd	5.7/206/93
13. Roseanne	5.6/175/93
14. Hard Copy	5.5/170/90
15. Fresh Prince of Bel-Air	5.2/161/86
15. Star Trek: Deep Space Nine	5.2/233/98

# THEIR HIGHEST

6.6  
Rating

BEATING

STAR TREK: DEEP SPACE NINE

BAYWATCH

MONTEL



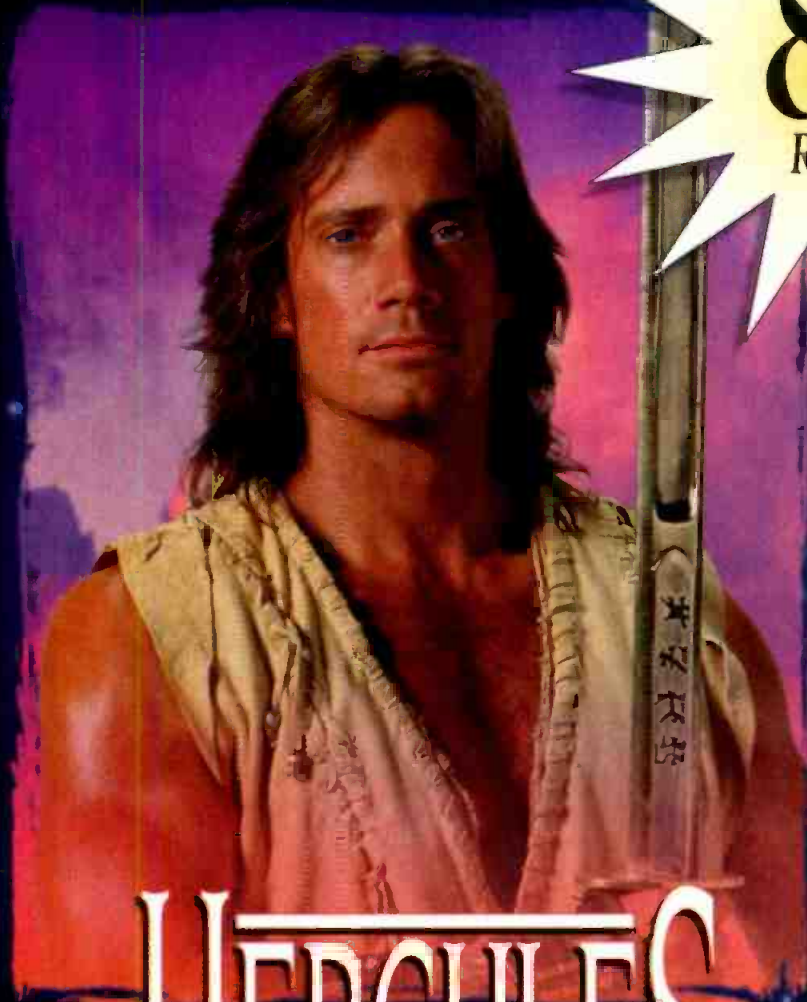
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WARRIOR PRINCESS

**MCA TV**  
**ADVERTISER SALES**

Source: NSS week of 1/22/96. (GAA Rating)  
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# RATINGS EVER!



**8.1**  
Rating

BEATING

OPRAH

ENTERTAINMENT TONIGHT

STAR TREK: DEEP SPACE NINE

BAYWATCH

MONTEL

**HERCULES**

THE LEGENDARY JOURNEYS



air with help from key advertising agencies, we'd be interested."

Reality strip *LAPD* has been renewed in 71% of the country, and Symes says the company has beaten the odds to return it to air for a second season. "For MGM to get a second year for

this series, a five-night-a-week strip, without the advantage of a distributor or production parties, is a testament to our sales and production teams."

*The Outer Limits* has been renewed in 74% of the country for its sophomore outing, and companion show *Pol-*

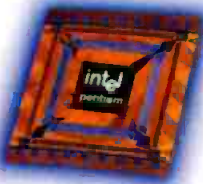
*tergeist: The Legacy* has been cleared in 72% of the country for its first go-around. In addition to the station clearances for *The Outer Limits*, the series also picked up a two-year renewal from Showtime, where it also airs, which will bring the total episodes to 88. ■

**PEOPLE'S CHOICE: Ratings according to Nielsen, Jan. 29-Feb. 4**

Week 20	abc	CBS	NBC	FOX	U/P/N
	13.8/21	10.1/15	11.6/18	8.9/13	4.2/6
<b>MONDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30	24. <i>The Nanny</i> 12.1/19 39. <i>Murphy Brown</i> 10.4/15 52. CBS Special Movie— <i>Cagney &amp; Lacey: True Confessions</i> 9.5/14	62. <i>Fresh Prince</i> 8.9/14 52. <i>Fresh Prince</i> 9.5/14 19. NBC Monday Night Movie— <i>Sister Act</i> 12.7/20	62. Fox Movie Special— <i>My Cousin Vinny</i> 8.9/13	85. <i>Star Trek: Voyager</i> 6.2/9 102. <i>Nowhere Man</i> 2.1/3
	12.7/20	10.1/16	12.4/19	6.6/10	2.9/4
<b>TUESDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30	72. <i>John Grisham's The Client</i> 7.8/12 32. CBS Tuesday Movie— <i>Double Jeopardy</i> 11.2/18	26. <i>Wings</i> 11.8/18 13. <i>3rd Rock fr/Sun</i> 13.5/20 8. <i>Frasier</i> 14.9/22 26. <i>J Larroquette</i> 11.8/18 32. <i>Dateline NBC</i> 11.2/18	83. Fox Tuesday Night Movie— <i>Hot Shots!, Part Deux</i> 6.6/10	91. <i>Moesha</i> 4.1/6 96. <i>Minor Adjustm'ts</i> 3.0/5 100. <i>Cop Files</i> 2.3/3
	11.8/19	7.2/11	12.2/19	8.8/14	3.0/5
<b>WEDNESDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30	54. <i>Dave's World</i> 9.4/15 67. <i>The Louie Show</i> 8.6/13 80. <i>Matt Waters</i> 6.8/10 87. <i>American Gothic</i> 5.7/10	42. <i>Unsolved Mysteries</i> 10.3/16 13. <i>Dateline NBC</i> 13.5/21 18. <i>Law &amp; Order</i> 12.8/22	49. <i>Beverly Hills, 90210</i> 9.8/15 72. <i>Party of Five</i> 7.8/12	95. <i>Sister, Sister</i> 3.1/5 93. <i>The Parent 'Hood</i> 3.3/5 94. <i>The Wayans Bros.</i> 3.2/5 98. <i>Unhap Ever After</i> 2.6/4
	8.8/13	9.5/14	22.2/33	6.9/10	
<b>THURSDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30	47. <i>Murder, She Wrote</i> 10.1/15 59. <i>Rescue: 911</i> 9.0/13 54. <i>48 Hours</i> 9.4/14	3. <i>Friends</i> 21.7/32 6. <i>The Single Guy</i> 17.8/26 2. <i>Seinfeld</i> 24.5/36 5. <i>Caroline in/City</i> 20.0/30 1. <i>ER</i> 24.6/38	85. <i>Living Single</i> 6.2/9 76. <i>Living Single</i> 7.3/11 79. <i>New York Undercover</i> 7.0/10	
	11.5/18	9.9/16	10.6/17	9.1/14	
<b>FRIDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30	66. <i>Due South</i> 8.7/14 39. <i>Miss USA Pageant</i> 10.4/17	42. <i>Unsolved Mysteries</i> 10.3/16 28. <i>Dateline NBC</i> 11.7/18 49. <i>Homicide: Life on the Street</i> 9.8/16	82. <i>Strange Luck</i> 6.7/11 29. <i>The X-Files</i> 11.6/18	
	7.7/13	13.0/22	6.4/11	7.9/13	
<b>SATURDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30	25. <i>Dr. Quinn, Medicine Woman</i> 11.9/20 15. <i>Touched by an Angel</i> 13.4/22 10. <i>Walker, Texas Ranger</i> 13.8/22	77. <i>JAG</i> 7.1/12 89. <i>Hope &amp; Gloria</i> 5.2/8 90. <i>Home Court</i> 4.8/8 77. <i>Sisters</i> 7.1/12	75. <i>Cops</i> 7.5/13 68. <i>Cops</i> 8.5/14 72. <i>America's Most Wanted</i> 7.8/13	
	11.0/17	11.7/17	15.6/23	7.6/11	2.8/4
<b>SUNDAY</b>	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	7. <i>60 Minutes</i> 17.0/26 38. <i>Cybill</i> 10.5/15 58. <i>Almost Perfect</i> 9.3/14 48. CBS Sunday Movie— <i>The Boys Next Door</i> 9.9/14	71. <i>Atlantis: Lost Continent</i> 7.9/12 22. <i>Mad About You</i> 12.3/18 23. <i>NewsRadio</i> 12.2/18 4. NBC Sunday Night Movie— <i>Gulliver's Travels</i> 21.2/31	88. <i>Space: Above and Beyond</i> 5.4/8 64. <i>The Simpsons</i> 8.8/13 70. <i>Martin</i> 8.2/12 59. <i>Married w/Chld</i> 9.0/13 59. <i>Married w/Chld</i> 9.0/13	99. <i>Pinky &amp; The Brain</i> 2.4/4 103. <i>Simon</i> 2.0/3 97. <i>Sister, Sister</i> 2.9/4 101. <i>Kirk</i> 2.2/3 92. <i>Savannah</i> 3.5/5
<b>WEEK AVG</b>	11.1/17	10.3/16	13.1/20	8.0/12	UPN: 3.5/5; WB: 2.9/4
<b>STD AVG</b>	11.2/18	9.6/16	12.0/20	7.5/12	UPN: 3.1/5; WB: 2.4/4

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

# THIS IS BIG.



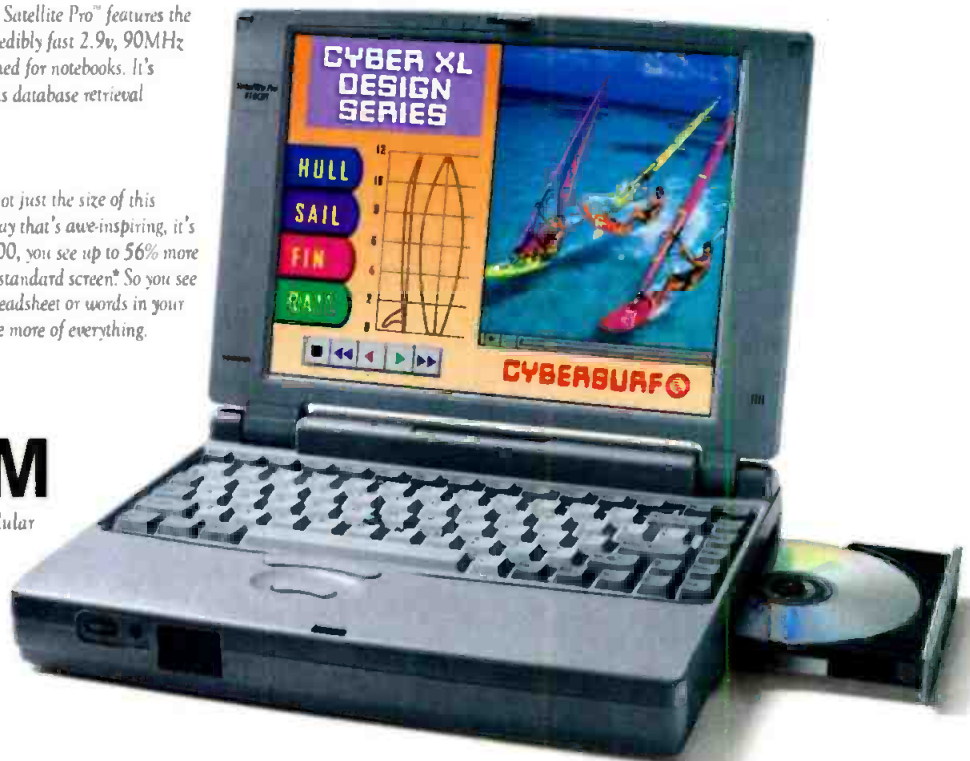
**90MHz** The Satellite Pro™ features the incredibly fast 2.9v, 90MHz Pentium™ processor, specifically designed for notebooks. It's all the speed you need for tasks such as database retrieval and multimedia presentations.

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## CD-ROM

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- Modular 3.5" FDD included

#### 410CS\*\*:

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# 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 □ \$14,200,000 □ 2  
Compos □ \$209,140,904 □ 12  
FMs □ \$75,840,620 □ 17  
AMs □ \$2,570,413 □ 8  
Total □ \$301,751,937 □ 39

So far in 1995:

TVs □ \$283,133,010 □ 13  
Compos □ \$353,924,390 □ 37  
FMs □ \$172,740,130 □ 40  
AMs □ \$7,427,412 □ 23  
Total □ \$817,882,943 □ 113

### TV

#### WICU-TV Erie, Pa.

Price: \$11 million

Buyer: SJL Communications LP, Montecito, Calif. (George D. Lilly, president); owns KSBY-TV Santa Barbara/Santa Maria/San Luis Obispo, Calif.

# CLOSED:

**KKYD-AM**  
Denver, Co

from

**Kids  
Airwaves, LLC**

to

**Children's  
Broadcasting  
Corp.**

**QUESTCOM**   
MEDIA BROKERAGE, INC.

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**Seller:** Great Lakes Communications Inc., Erie (Priscilla Lamb Schvier, president); no other broadcast interests

**Facilities:** Ch. 12, 316 kw visual, 31.6 kw aural, ant. 1,000 ft.

**Affiliation:** NBC

**Broker:** Wood & Co.

#### WFXV(TV) [and low-power WUPN(TV)] Utica, N.Y.

Price: \$3.2 million

Buyer: Sullivan Broadcasting Co. Inc., Boston (J. Daniel Sullivan, president/CEO); owns WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.; WRGT(TV) Dayton, Ohio; WTAT(TV) Charleston, S.C.; WZTV(TV) Nashville; WRLH(TV) Richmond, Va., and WVAH(TV) Charleston, W.Va.; has LMA with WGGT(TV) Greensboro, N.C.

**Sellers:** WFXV: Mohawk Valley Broadcasting Inc., Rome, N.Y. (Kevin O'Kane, 37.5% owner); no other broadcast interests

WUPN: Acme TV Corp., Syracuse, N.Y. (Kevin O'Kane, president); no other broadcast interests

**Facilities:** Ch. 33, 42.7 kw visual, 4.27 kw aural, ant. 646 ft.

**Affiliation:** Fox

### COMBOS

**XETRA-AM-FM Tijuana, Mexico/San Diego; KBCO-AM-FM Boulder/Denver, Colo.; KHOU(AM)-KHHH(FM) Denver; KATZ(AM)-KMJM(FM) St. Louis; KNJZ-FM Alton, Ill./St. Louis; WSPD(AM) Toledo, WRVF-FM Beavercreek/Toledo and WVKS(FM) Toledo, all Ohio**

Price: \$152 million cash (merger)

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, president); also owns KHHS-FM San Diego; KBPI(FM) and KOA(AM)-KRFX(FM), all Denver; KTLK(AM) Thornton/Denver; WGST(AM)-WPCH(FM) Atlanta; WCKY(AM), WOFX(FM) and WLW(AM)-WEBN(FM), all Cincinnati; WWST-FM and WMYU-FM Knoxville, Tenn., and the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville; WJBT(FM) Green Cove Springs/Jacksonville; WSOL-FM Brunswick, Ga./Jacksonville; WBRD(AM) Palmetto-WDUV(FM) Bradenton/Tampa, and WFLA(AM)-WFLZ(FM) Tampa; has LMA with WGST-FM Atlanta

**Seller:** Noble Broadcast Group Inc., San Diego (John Lynch, CEO; to be vice chairman of Jacor); no other broadcast interests

**Facilities:** XETRA(AM): 690 khz, 50 kw; XETRA-FM: 91.1 mhz, 100 kw, ant. 1,000 ft.; KBCO(AM): 1190 khz, 5 kw day; KBCO-FM: 97.3 mhz, 100 kw, ant., 1,541 ft.; KHOU: 630 khz, 5 kw;

KHHH: 95.7 mhz, 100 kw, ant. 725 ft.; KATZ: 1600 khz, 5 kw; KMJM: 107.7 mhz, 100 kw, ant. 1,027 ft.; KNJZ-FM: 100.3 mhz, 50 kw, ant. 482 ft.; WSPD: 1370 khz, 5 kw; WRVF-FM: 103.9 mhz, 1.15 kw, ant. 522 ft.; WVKS: 92.5 mhz, 50 kw, ant. 480 ft.

**Formats:** XETRA(AM): all sports; XETRA-FM: modern AOR; KBCO-AM-FM: adult AOR; KHOU: talk; KHHH: soft adult contemporary; KATZ: R&B, oldies; KMJM: urban contemporary; KNJZ-FM: new jazzy adult contemporary; WSPD: news/talk; WRVF-FM: new country; WVKS: CHR

**Broker:** Crisler Capital Co.

#### KEZX(AM)-KWJZ(FM) Seattle

Price: \$26 million

Buyer: Sandusky Newspapers Inc., San Francisco (David Rau, chairman/CEO); owns KIXI(AM) Mercer Island/Seattle and KLSY-FM Bellevue/Seattle, Wash.; KEGL-FM Dallas, and KDKB(FM) Mesa, KUPD-FM Tempe and KUKO(AM) Phoenix, all Ariz.

**Seller:** Park Communications Inc., Lexington, Ky. (Wright M. Thomas, president); owns WNLS(AM)-WTNT(FM) Tallahassee, Fla.; KWLO(AM)-KFMW-FM Waterloo, Iowa; KJJO(AM)-KMJZ(FM) St. Louis Park/Minneapolis, Minn.; WHEN-AM-FM Syracuse, N.Y.; KWJZ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D.; WDEF-AM-FM Chattanooga, Tenn., and WTVR-AM-FM Richmond, Va.; selling WPAT-AM-FM Paterson, N.J., and WNCT-AM-FM Greenville, N.C.

**Facilities:** AM: 1150 khz, 5 kw; FM: 98.9 mhz, 96,000 w, 1,109 ft.

**Formats:** Both smooth jazz

**Broker:** Ray Stanfield (buyer); Media Venture Partners (seller)

#### KAQQ(AM)-KISC(FM) and KNFR(FM) Spokane, Wash.

Price: \$8.75 million

Buyer: Triathlon Broadcasting Co., San Diego (Norm Feuer, president/CEO; Robert F.X. Sillerman, backer); is buying KEYF-FM Cheney/Spokane, KEYF(AM) and KUDY(AM)-KKZX(FM) Spokane and KTCR(AM) Kennewick-KEGX(FM) Richland, all Wash.; owns KXLK-FM Haysville/Wichita and KFH(AM), KQAM(AM) and KRBB(FM) Wichita, Kan., and KZKX(FM) Seward/Lincoln and KTGL(FM) Beatrice/Lincoln, Neb.; is buying WKSJ(AM) Pritchard/Mobile and WMYC-FM Mobile, Ala.; KVOR(AM)-KSPZ-FM and KTWK(AM) Colorado Springs and KVUU-FM Pueblo/Colorado Springs, Colo.; KXKT(FM) Glenwood, Iowa-KRRK(FM) Bennington/Omaha, Neb., and KIBZ(FM) and KKNB(FM) Lincoln; has option to buy KEYN(FM) Wichita

**Seller:** Silverado Broadcasting Co.,

# U.S. BROADCAST GROUP

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*has purchased the assets of*

## WVNY/TV-Burlington, Vermont

*and*

## WMGC/TV-Binghamton, NY

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## Good news, bad news from Fox

News Corp. reported a 2% drop in operating profits, to \$614 million, for the first six months of its fiscal year, ended Dec. 31, on a revenue gain of 11%, to \$5 billion. Fox said gains at the U.S. TV station group and UK newspapers were offset by lower results for filmed entertainment and book and magazine publishing for the period. The company said the Fox network was particularly hard hit by poor ratings in the three months ended Dec. 31, contributing to a 13% drop in operating income for the company's television segment during that quarter. But during the same period, News Corp. said the Fox Station Group had "record profits," despite a softening in advertising demand industrywide. —SM

Stockton, Calif. (John A. Winkel, president/trustee, Winkel Family Trust; Ronald Miller, owner); owns KCVR(AM)-KWIN(FM) Lodi, KWG(AM) Stockton, KMIX(FM) Tracy and KCDR(AM)-KWNN(FM) Turlock, Calif., and KNFR(FM) Opportunity, Wash.; is buying KOQO(AM) Clovis-KOQO-FM Fresno and KSQR(AM) Sacramento, all Calif. (see next item). Miller also owns KVIQ(TV) Eureka, Calif.

**Facilities:** AM: 590 khz, 5 kw; FM: 98.1 mhz, 94 kw, ant. 2,030 ft.; KNFR: 96.1 mhz, 56 kw, ant. 725 ft.

**Formats:** KAQQ: MOR; KISC: adult contemporary; KNFR: country

**Broker:** Sillerman Cos.

### KOQO(AM) Clovis-KOQO-FM Fresno and KSQR(AM) Sacramento, all Calif.

**Price:** Payment of \$4.2 million in debts, and stock (merger)

**Buyer:** Silverado Broadcasting Co., Stockton, Calif. (John A. Winkel, president/trustee, Winkel Family Trust; Ronald Miller, owner); owns KCVR(AM)-KWIN(FM) Lodi, KWG(AM) Stockton, KMIX(FM) Tracy and KCDR(AM)-KWNN(FM) Turlock, Calif., and KNFR(FM) Opportunity, Wash.; is selling KAQQ(AM)-KISC(FM) Spokane, Wash. (see preceding item). Miller also owns KVIQ(TV) Eureka, Calif.

**Seller:** D&V Equinox XX Inc., Beverly Hills, Calif. (Dwight Case, president); no other broadcast interests

**Facilities:** AM: 790 khz, 5 kw day, 2.5 kw night; FM: 101.9 mhz, 2.25 w, ant. 1,948 ft.; KSQR: 1240 khz, 1 kw

**Formats:** AM: Spanish, banda, ranchero; FM: Spanish; KSQR: sports

### WJOB(AM) Hammond-WZVN(FM) Lowell/Merrillville, Ind.

**Price:** \$5.3 million

**Buyer:** M&M Broadcasting Inc., Michigan City, Ind. (Thomas McDermott, president/95% owner); owns WCGO(AM) Chicago Heights and WABT(FM) Dundee, Ill., and WIMS(AM) Michigan City and WWJY(FM) Crown Point, Ind.

**Seller:** Julian Colby, Flossmoor, Ill. (chairman/50% owner); no other

broadcast interests

**Facilities:** AM: 1230 khz, 1 kw; FM: 107.1 mhz, 1.29 kw, ant. 499 ft.

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

**Broker:** George Jennison

### KLIZ-AM-FM and KVBR-AM-FM Brainerd, KLLZ-AM-FM Walker, KWAD(AM)-KKWS(FM) Wadena and KNSP(AM) Staples, all Minn.

**Price:** \$4.1 million

**Buyer:** Robert M. Kommerstad, Pasadena, Calif.; no other broadcast interests

**Seller:** Ingstad Broadcasting Inc., Fargo, N.D. (James D. Ingstad, president); owns KRUU(FM) Boone, KIAQ(FM) Clarion, KLKK(FM) Clear Lake, KGLO(AM)-KIAI-FM Mason City and KTLB-FM Twin Lakes, all Iowa; KYSM-AM-FM Mankato, KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna, KNUJ-FM Sleepy Eye and KNSG(FM) Springfield, all Minn.; and KLXX(AM) Bismarck/Mandan, and KBYZ(FM) and KKC(FM) Bismarck, N.D.; buying KCHA-AM-FM Charles City, KCZO-FM Creso, KCZE-FM New Hampton and KCZY-FM Osage, all Iowa, and KOWO(AM)-KRUE(FM) Waseca, Minn.; has applied to build FM at Pillager, Minn.

**Facilities:** KLIZ(AM): 1380 khz, 5 kw; KLIZ-FM: 107.5 mhz, 100 kw, ant. 350 ft.; KVBR(AM): 1340 khz, 1 kw; KVBR-FM: 103.5 mhz, 6 kw, ant. 279 ft.; KLLZ(AM): 1600 khz, 1 kw; KLLZ-FM: 99.1 mhz, 50 kw, ant. 492 ft.; KWAD: 920 khz, 1 kw; KKWS: 105.9 mhz, 100 kw, ant. 564 ft.; KNSP: 1430 khz, 1 kw day, 199 w night

**Format:** KLIZ(AM): contemporary country, sports, news/talk; KLIZ-FM: classic rock; KVBR(AM): news/talk; KVBR-FM: hot country; KLLZ AM-FM: classic rock; KWAD: C&W; KKWS: country; KNSP: '50s and '60s

**Broker:** Chapin Enterprises

### WACO-AM-FM Waco, Tex.

**Price:** \$3.5 million

**Buyer:** Sonance Communications Inc., College Station, Tex. (William

R. Hicks, president/80% owner); owns KTAW(AM)-KTSR(FM) College Station, KLTx(FM) Harcker Heights, KBRQ(FM) Hillsboro, KLIz-FM Killeen and KKAM(AM)-KFMX-FM and KRLB(FM) Lubbock, all Tex.; is buying KACY(AM)-KSMB(FM) Lafayette, La., and KCHX(FM) Midland, Tex. Hicks is 25% owner of KCHX and 10% owner of KULF(FM) Brenham, Tex. Hicks will be chairman/95.7% owner of GulfStar Communications Inc., Austin, Tex., into which Sonance is merging. GulfStar owns WJBO(AM)-WFMF(FM) and WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYKR-FM Beaumont, KYKS-FM Lufkin, KKMV-FM Orange/Beaumont, KNUE-FM Tyler, KKYR-AM-FM Texarkana and KIXS-FM Victoria, all Tex.; is buying KTYL-FM Tyler and KLUB-FM Bloomington/Victoria, Tex.

**Seller:** SBG Communications Corp., Stamford, Conn. (Gerald Poch, principal); owns WVMX(FM) Stowe, Vt.

**Facilities:** AM: 1460 khz, 1 kw; FM: 99.9 mhz, 90 kw, ant. 1,660 ft.

**Format:** Both hit country

### WVFN-AM-WVIC-FM East Lansing/Lansing, Mich.

**Price:** \$2 million

**Buyer:** Jencom Broadcasting, Okemos, Mich. (James Jensen, president); owns WJIM-AM-FM Lansing

**Seller:** MSP Communications Inc., Chicago (Jackson Smart, chairman); owns WITL-AM-FM Lansing

**Facilities:** AM: 750 khz, 500 w day, 50 w night; FM: 94.9 mhz, 50 kw, ant. 492 ft.

**Formats:** Both CHR

**Broker:** Blackburn & Co.

### WJLS-AM-FM Beckley, W.Va.

**Price:** \$1.5 million for stock

**Buyer:** Husband and wife William and Lynn O'Brien, Beckley; no other broadcast interests

**Seller:** Nancy R. Smith, Daniels, W.Va.; no other broadcast interests

**Facilities:** AM: 560 khz, 5 kw day, 500 w night; FM: 99.5 mhz, 34 kw, ant. 1,050 ft.

**Formats:** AM: religion; FM: country

### KMVI-AM Wailuku and KMVI-FM Pukalani, Maui, Hawaii

**Price:** \$1.25 million

**Buyer:** C&C Radio License Co., Minneapolis (co-owners Cortland J. Dahl, president; Christopher T. Dahl Jr., VP); no other broadcast interests

**Seller:** Obie Broadcasting of Maui Inc., Eugene, Ore. (Brian B. Obie, president); no other broadcast interests

**Facilities:** AM: 550 khz, 5 kw; FM: 98.3 mhz, 50 kw, ant. 102 ft.



**Formats:** AM: adult contemporary, Hawaiian; FM: classic rock

**WGTM(AM) Georgetown and WGTM-FM Andrews/Georgetown, S.C.**

**Price:** \$508,404

**Buyer:** Ling Com Inc., Georgetown (Charles C. Ling, president/owner); no other broadcast interests

**Seller:** Georgetown Broadcasting Co., Washington (G. Cabell Williams III, president). Williams owns WYCB(AM) Washington.

**Facilities:** AM: 1400 khz, 1 kw; FM: 100.9 mhz, 6 kw, ant. 328 ft.

**Formats:** Both adult contemporary

**KLTI(AM) Macon and KDAM(FM) Monroe City, Mo.**

**Price:** \$32,500 for stock (\$7,500 for KLTI; \$25,000 for KDAM)

**Buyer:** John D. Rothgeb, Keokuk, Iowa (director of seller)

**Seller:** State Central Bank, Keokuk (John D. Rothgeb, director); no other broadcast interests

**Facilities:** KLTI: 1560 khz, 1 kw day; KDAM: 106.3 mhz, 3 kw, ant. 302 ft.

**Formats:** Both off air

**RADIO: FM**

**KYCW-FM Seattle**

**Price:** \$26 million

**Buyer:** EZ Communications Inc., Fairfax, Va. (Alan Box, president/CEO); owns KMPS-AM-FM and KZOK-FM Seattle; KRAK-FM, KNCI-FM and KHTK(AM) Sacramento, Calif.; WEZB-FM, WRNO (FM) and WBYU-AM New Orleans; KBEQ-AM-FM Kansas City, Mo.; KSD-AM-FM and KYKY-FM St. Louis; WIOQ-FM and WUSL-FM Philadelphia; WSOC-FM/WSSS-FM Charlotte, N.C., and WBZZ-FM and WZPT-FM Pittsburgh; is buying KFKF-FM Kansas City, Kan.

**Seller:** Infinity Broadcasting Corp., N.Y. (Mel Karmazin, president); owns WZGC-FM Atlanta; WJFK-AM-WLIF-FM Baltimore/Washington; WBCN-FM and WZLX-FM Boston; WUSN-FM and WJJD-AM-WJMX-FM Chicago; KDMM-AM-KVIL-FM, KLUV-FM and KYNG(FM) Dallas; KSNN(FM) Arlington/Dallas, Tex.; WYCD(FM), WOMC-FM and WXYT-AM, all Detroit; KXYZ-AM Houston; KROQ-FM and KRTH-FM Los Angeles; WFAN-AM and WZRC-AM-WXRK-FM New York; WYSP-FM and WIP-AM Philadelphia; KOKE-FM San Jose/San Francisco, Calif., KFRC-AM-FM and KYCY(FM), San Francisco; WQYK-AM-FM Tampa/St. Petersburg, Fla.; WPGC-AM-FM and WJFK-FM Washington, and producer/distributor Westwood One Inc.

**Facilities:** 96.5 mhz, 100 kw, ant. 1,223 ft.

**Format:** Young country

**CapCities/ABC lookin' good in 4Q**

Capital Cities/ABC turned in what analysts say was a solid financial performance for fourth quarter 1995 and the full year. Net revenue for the year was up 8% over 1994, with broadcasting operations up 9%. Operating income for the year (including the costs of its pending merger with Disney) was down 1%, to \$1,231,156,000. Excluding merger costs, operating income was up 7% companywide and up 8% for broadcast operations. The company said ABC Television revenue and operating profit for the year were up "moderately," while station revenue was up only "slightly," with a slight decline in operating profit, reflecting softer advertising demand in the second half of the year and the lack of political advertising in the fourth quarter. The company said revenue and profits at ESPN were up significantly, while revenue from radio operations was up moderately and profits were up "significantly."

—SM

**KFSD-FM San Diego**

**Price:** \$23 million

**Buyer:** Nationwide Communications, Columbus, Ohio (Steve Berger, president); owns KVRV(FM) Mesa/Phoenix, Ariz.; WOMX-FM Orlando, Fla.; WPOC(FM) Baltimore; KXNO(AM) North Las Vegas and KLUC-FM Las Vegas; WGAR-FM Cleveland; WCOL-AM-FM and WNCI(FM) Columbus; KDMX(FM) Dallas and KHMx(FM) Houston, and KISW(FM) Seattle

**Seller:** Lotus Communications Corp., L.A. (Howard A. Kalmenson, president); owns KEKO(FM) Green Valley

and KKT(AM)-KLPX(FM) Tucson, Ariz.; KGST(AM) Fresno, KGST(FM) Auberry, KWKW(AM) Los Angeles and KOXR(AM) Oxnard, all Calif.; WTAQ(AM) La Grange, Ill.; KENO(AM)-KOMP(FM) and KORK(AM)-KXPT(FM) Las Vegas; KHIT-FM, KCZZ-AM-FM and KHIT-FM Reno/Las Vegas; KHIT(AM) Sun Valley, Nev., and KZEP(FM)-KZDC(AM) San Antonio; is buying KRCV(AM) Reno/Las Vegas and WKGA(AM) Zion, Ill.

**Facilities:** 94.1 mhz, 100 kw, ant. 640 ft.

**Format:** Classical

**Broker:** Gary Stevens & Co.

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**WROQ(FM) Anderson/Greenville/  
Spartanburg, S.C.**

**Price:** \$14 million

**Buyer:** Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrell, president/2.28% owner; Robert F.X. Sillerman, 15.18% nonvoting owner); owns KOLL(FM) Maumelle/Little Rock, Ark.; WPKX(FM) Enfield and WPLR(FM) New Haven, Conn.; WGN-AM-FM Titusville/Daytona Beach, Fla.; WRKR-FM August and WKBG(FM) Martinez/Augusta, Ga.; WHMP-AM-FM Northampton and WKPX-FM Springfield, Mass.; WMJY(FM) Biloxi and WKNN-FM Pascagoula/Biloxi, Miss.; WRXR-FM Aiken and WYAK-FM Surfside Beach/Myrtle Beach, S.C.; is buying WHCN(FM), WMRQ(FM) and WPOP-AM Hartford, Conn.; WGNA-AM-FM, WPYX (FM) and WTRY-AM Albany, N.Y.; WSNE (FM), WHJY(FM) and WHJJ-AM Providence, R.I., KNUZ(AM)-KQUE(FM) Houston, and WMXB(FM) Richmond, Va.; is selling WRSF(FM) Columbia, N.C.; has LMA with WYBC-FM New Haven. Sillerman is executive chairman/53.2% owner of SFX Broadcasting Inc.

**Seller:** ABS Communications Inc., Richmond, Va. (Kenneth A. Brown, chairman/president); owns WKHK(FM) Colonial Heights, WKIK(FM) Crewe and WBZU-FM Richmond, all Va.

**Facilities:** 101.1 mhz, 100 kw, ant. 988 ft.

**Format:** Classic rock

**Broker:** Blackburn & Co.

**WXTZ(FM) Noblesville, Ind.**

**Price:** \$4 million

**Buyer:** Panache Broadcasting LP, Bala Cynwyd, Pa. (Charles D. Schwartz, president); owns WTLC-AM-FM Indianapolis; selling WWDB(FM) Philadelphia.

**Seller:** Weiss Communications Inc., Indianapolis (Mary B. Weiss, principal); no other broadcast interests

**Facilities:** 93.9 mhz

**Format:** Not on air

**Broker:** Binford Miles Rodgers & Associates LLC

**WCCQ(FM) Crest Hill/Joliet, Ill.**

**Price:** \$2.7 million

**Buyer:** TKO Broadcasting LLC, Chicago (Scott Krusinski, president); no other broadcast interests

**Seller:** CHB Venture, Chicago (Bob Channick, president); no other broadcast interests

**Facilities:** 98.3 mhz, 3,000 w, ant. 300 ft.

**Format:** Country

**Broker:** Media Venture Partners

**KTNT-FM Edmond/Oklahoma City, Okla.**

**Price:** \$2.65 million

**Buyer:** Caribou Communications Co., Denver (J. Kent Nichols, president/CEO); owns KATT-FM and KYIS-FM Oklahoma City. Caribou is owned by CAT Communications Inc., Denver (58%) and Desert Communications III Inc., Chicago (42%)

**Seller:** Life Broadcasting Inc., Oklahoma City (Porter Davis, president/owner); no other broadcast interests

**Facilities:** 97.9 mhz, 6 kw, ant. 399 ft.

**Format:** Contemporary jazz, new age

**Broker:** Kalil & Co.

**KMXB-FM Orem/Salt Lake City, Utah**

**Price:** \$1.438 million

**Buyer:** Monarch Broadcasting Inc., Salt Lake City (Richard D. Rees, president/33.4% owner)

**Seller:** Wolf Communications LLC, Salt Lake City (Steve Marriot, partner); no other broadcast interests

**Facilities:** 107.5 mhz, 45 kw, ant. 2,850 ft.

**Format:** Adult contemporary

**WHLX-FM Bethlehem/Wheeling, W.Va.**

**Price:** \$800,000

**Buyer:** Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WWVA(AM)-WOVK(FM) Wheeling; WOLZ-FM Fort Myers, Fla.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying KNAX-FM and KRBT-FM Fresno, Calif., and WKII-AM Solana and WEEJ (FM) Port Charlotte, Fla., and is selling WJSU-TV Anniston, Ala.; WWRD-FM Jacksonville, Fla./Brunswick, Ga.; WFKS-FM Palatka, Fla., and WNDR(AM)-WNTQ(FM) Syracuse, N.Y.

**Seller:** Bethlehem Radio Inc., Wheeling (Neil B. Fondas, principal); no other broadcast interests

**Facilities:** 105.5 mhz, 2.7 kw, ant. 313 ft.

**Format:** Easy listening

**WKBE(FM) Warrensburg, N.Y.**

**Price:** \$625,000

**Buyer:** Bendat Communications and Broadcasting Inc., Schenectady, N.Y. (co-owners/brother and sister Paul N. Bendat, president; Laura Ann Machlin, secretary); owns WABY (AM)-WKLI(FM) Albany and WUTQ(AM)-WOUR(FM) Utica, N.Y. Bendat will be 50% owner of DOT Communications Inc., which is buying WABY(AM) and WEMX(AM) Ravena, N.Y.

**Seller:** Karamatt Broadcasting Inc., Queensbury, N.Y. (Katherine W. DeSantis, president); no other broadcast interests

**Facilities:** 100.5 mhz, 185 w, ant. 1,312 ft.

**Format:** Adult contemporary, '80s and '90s

**WONO(FM) Walterboro, S.C.**

**Price:** \$285,000

**Buyer:** Hess Communications LLC, Columbia, S.C. (co-owners Karl Hess, president; Jane F. Hess, VP); no other broadcast interests

**Seller:** Greene Communication Co. of S.C. Inc., Walterboro (Daniel Greene Jr., president/CEO); no other broadcast interests

**Facilities:** 93.7 mhz, 6 kw, ant. 345 ft.

**Format:** Country, sports

**Broker:** Gordon Rice Associates

**KYKC(FM) Byng, Okla.**

**Price:** \$215,000 (\$30,000 to Steve O'Neal, \$185,000 in debt assumption)

**Buyer:** Ron Ricord (father of seller Rhonda Ricord; before sale owns 200 shares; after sale owns 340), Exter Pruitt, Ada, Okla., and Jack Eldridge, Stratford, Okla. (before sale owns 0 shares, after sale owns 330)

**Seller:** Rhonda Ricord, Tulsa, Okla. (before sale owns 600 shares; after sale owns 0) and Steve O'Neal, Ada (before sale owns 200 shares; after sale owns 0)

**Facilities:** 100.1 mhz, 50 kw, ant. 492 ft.

**Format:** Country

**Construction permit for KWQJ(FM)  
Anchorage**

**Price:** \$35,000

**Buyer:** Chester P. Coleman, San Francisco; owns KABN(AM) Long Island, KADX(FM) and KEEN(FM) Houston/Palmer, all Alaska; and 50% of KKIS(AM) Concord, Calif.

**Seller:** A.A. Radio Partners LP, Anchorage (Jimmy Taylor, principal); no other broadcast interests

**Facilities:** Not available

**KMQX(FM) Springtown and  
KYQX(FM) Weatherford, Tex.**

**Price:** \$33,000

**Buyer:** Sister Sherry Lynn Foundation Inc., Marlow, Okla. (Sherry Lynn Austin, president/33.3% owner); has applied to build FMs in Sulphur and Norman, Okla.

**Seller:** Springtown Educational Broadcasting Foundation, Sunray, Tex. (Wes Yeager Jr., president). Yeager owns KSEY-AM-FM Seymour, Tex.

**Facilities:** Not available

**Format:** Not available

**CP for KXPX(FM) Stillwater, Okla.**

**Price:** \$25,000

**Buyer:** Frank Anderson Gentry Jr., Tulsa, Okla.; owns KGFY-FM Stillwater  
**Seller:** Patrick G. Walters, Tulsa; owns

20% of KPNC-FM Ponca City, Okla.  
**Facilities:** 98.1 mhz

**KZPI(FM) Deming, N.M.**

**Price:** \$16,000  
**Buyer:** Lonnie M., Kenneth P. and Doris E. Horton, Silver City, N.M.  
**Seller:** Bradley S. Barrett, Deming  
**Facilities:** Not available  
**Format:** Not available

**CP for KKWM(FM) Winfield, Kan.**

**Price:** \$15,620  
**Buyer:** Great Scott Communications Inc., Winfield (Donald A. Wiechman, president/owner); owns KSOK(AM) Arkansas City-KSOK-FM Winfield, Kan.  
**Seller:** Valu-Broadcasting Inc., Emporia, Kan. (Lea Firestone, principal); owns KVOE-AM-FM, KFFX-FM Emporia  
**Facilities:** 95.9 mhz, 50 kw, ant. 492 ft.

**CP for FM at Mill Hall, Pa.**

**Price:** \$3,000  
**Buyer:** Dolphin Broadcasting Inc., Cape Canaveral, Fla. (John A. Kennedy Jr., president/owner/son of seller). Kennedy owns LPTV at Vero Beach, Fla.  
**Seller:** Jane E. Kennedy, Merritt Island, Fla.; no other broadcast interests  
**Facilities:** 98.7 mhz

**RADIO: AM**

**WKYN(AM) (formerly WBND)**

**Florence, Ky.**  
**Price:** \$1.3 million  
**Buyer:** Chancellor Corp., Dallas (Steve Dinetz, president/CEO/owner); owns KFBK(AM)-KGBY-FM and KHYL-FM Sacramento, Calif.; KMEN(AM)-KGGI-FM San Bernardino/Riverside, Calif.; WOCL-FM De Land/Orlando, Fla.; KDWB-FM, KTCZ-FM and KTCJ-AM Minneapolis; WALK-AM-FM Patchogue/Long Island, N.Y., and WUBE-AM-FM and WYGY-FM Cincinnati; is buying Shamrock Broadcasting Inc.'s KMLE-FM Chandler/Phoenix, Ariz.; KLAC(AM)-KZLA-FM Los Angeles; KABL-AM and KNEW(AM) Oakland, Calif./San Francisco; KBGG-FM and KSN-AM San Francisco; KXKL-AM-FM Denver and KZDG(FM) Greeley/Denver, Colo.; WFOX-FM Gainesville/Atlanta, Ga.; KFAN(AM)-KEEY-FM St. Paul/Minneapolis; WHTZ-FM Newark, N.J./New York, and WWSW-AM-FM Pittsburgh; is selling WDFN(AM)-WWW-AM Detroit and KTBZ(FM) Lake Jackson/Houston, Tex.  
**Seller:** Twenty-First Century Media, Florence (Joseph J. Schildmeyer, principal); 45% owner, WNKR(FM) Williamstown, Ky.  
**Facilities:** 1160 khz, 1 kw day  
**Format:** Country

**KQTL(AM) Sahuarita, Ariz.**

**Price:** \$700,000  
**Buyer:** CIMA Broadcasting LLC, Tucson, Ariz. (25% owners: Jorge B. Gamez, Ernesto V. Portillo, Diego A. Valenzuela, Raul B. Gamez); no other broadcast interests  
**Seller:** El Saguarito Broadcasting Co. Inc., Tucson (Ernesto V. Portillo, principal); no other broadcast interests  
**Facilities:** 1210 khz, 10 kw day, 1 kw night  
**Format:** Spanish

**WCNX(AM) Middletown, Conn.**

**Price:** \$320,000  
**Buyer:** Crossroads Communications LLC, Norwalk, Conn. (Donald E. DeCesare, president/owner); no other broadcast interests  
**Seller:** Radio Middletown Inc., North Adams, Mass. (Corydon L. Thurston, president). Thurston owns 7.14% of WNAW(AM)-WMNB-FM North Adams and WSBS(AM) Great Barrington, Mass.  
**Facilities:** 1150 khz, 2.5 kw day, 46 w night  
**Format:** News/talk, traffic/transportation information

**WZMC(AM) Colonial Heights, Tenn.**

**Price:** \$80,000 plus \$10,000 in advertising  
**Buyer:** Appalachian Educational Communication Corp., Bristol, Tenn. (Kenneth C. Hill, president/11.11% owner); owns WHCB(FM) Bristol and WKCV(AM) Kingsport, Tenn.; has applied to build FMs at Murrell's Inlet, S.C., and Beaufort, N.C.  
**Seller:** Milligan College, Milligan College, Tenn. (Marshall J. Leggett, president); no other broadcast interests  
**Facilities:** 870 khz, 10 kw day  
**Format:** News

**KUIK(AM) Hillsboro, Ore.**

**Price:** \$50,000 stock redemption  
**Buyer:** Donald L. McCoun, Hillsboro;

no other broadcast interests  
**Seller:** Kenneth N. McCoun Jr., Hillsboro (41% owner); no other broadcast interests  
**Facilities:** 1360 khz, 5 kw  
**Format:** News/talk

**WKIZ(AM) Key West, Fla.**

**Price:** \$50,000  
**Buyer:** PolarComm Corp., Evergreen, Colo. (husband and wife David Drucker, president/87.5% owner; Penny Drucker, VP). David Drucker owns KDMO(TV) Anchorage and 50% of KRRU(AM) Pueblo and KXRE(AM) Manitau Springs, Colo.; has interest in KDEY(TV) Longmont, Colo., and WEYS-TV Key West. Penny Drucker is 87.5% owner of WEYS-TV.  
**Seller:** Cibachrome Specialists of Florida Inc., Key West; owns WEOW (FM) Key West  
**Facilities:** 1500 khz, 250 w  
**Format:** Oldies

**KSWD(AM) Seward, Alaska**

**Price:** \$35,413  
**Buyer:** Glacier Communications Inc., Chugiak, Alaska (William M. Holzheimer, president/owner)  
**Seller:** White Falcon Communications Inc., Portland, Ore. (Paul Wonder, owner); no other broadcast interests  
**Facilities:** 950 khz, 1 kw  
**Format:** Oldies

**KCPL(AM) Olympia, Wash.**

**Price:** \$35,000  
**Buyer:** Spencer Broadcasting, Hoquiam, Wash. (Brian P. Spencer, general partner/60% owner); owns KJET(AM)-KGHO(FM) Hoquiam  
**Seller:** National Communications Inc., Minneapolis (Donald G. McNeely, president). McNeely also is president of KCSO Inc., which owns KOSO(FM) Patterson, Calif.  
**Facilities:** 920 khz, 5 kw day, 500 w night  
**Format:** Classic hits

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# The art of making radio spots sing

Copywriters describe creative process of writing for the ear

## Radio

By Donna Petrozzello

**W**hile radio station managers typically have regarded on-air commercials as crucial to their station, their importance was usually valued in dollars and cents. The content of the ads for many was almost an afterthought.

That attitude was slow to change, but in 1991 a group of broadcasting veterans and industry executives formed the Radio Creative Fund to honor excellence in radio advertising with an annual Radio Mercury Awards contest. In the past four years the Creative Fund has awarded more than \$500,000 to agencies and writers for winning radio campaigns.

In addition to crediting creative copywriters and producers, the awards have encouraged agencies to devote more attention to radio campaigns and writers to develop innovative, attention-grabbing ads. Most copywriters agree that writing for radio can be the most challenging, but also the most rewarding, of assignments.

"It's knowing how to write for the ear," says writer Paul Fey of Paul & Walt Worldwide. Fey and his partner Walt Jaschek won a Mercury last year for an ad campaign they developed for Twentieth Television used actor Robert Goulet's voice to promote *The Simpsons* television series.

"Radio is the hardest medium to write for. It is about knowing how to grab listeners' attention early and hold them without pictures to rely on," Fey says. "It is writing that sets up a situation properly and explains its message without overexplaining."

"I find radio to be the toughest to write," says copywriter Baxter Taylor of Hill, Holliday, Connors and Cosmopolis in Boston. "You have to replace with words what pictures can tell, and you only have sound to work with." Taylor's agency took home two Mercury awards in 1994 for its *Boston*



Globe campaign series.

"It is almost like poetry in a sense because each word is creating a meaning or a feeling in people. Each word is important," says writer Kevin O'Donoghue of Young & Rubicam in New York.

O'Donoghue's radio campaign for AT&T Communications, in which key words were replaced with sound effects, won a Mercury in 1993. His other radio work includes writing spots for Molson Ice and Molson Golden

beers and the U.S. Army Reserves.

After 15 years of copywriting for a variety of mediums, O'Donoghue says he is "on a personal crusade" for radio. "It really is your chance to shine," he says. "You are the one creating the mood, the environment, and you are reaching the person one-on-one in ways that no other medium can."

"The best radio is nothing more than a well-written 60 seconds," says creative director Mike Renfro of The Richards Group in Dallas. The Richards Group is credited with developing the successful radio campaign for the Motel 6 chain that has won several Mercury awards.

Thomas Hripko, formerly of The Richards Group, beginning in 1986 helped to develop the original Motel 6 ads using the folksy voice of announcer Tom Bodett. "The reason those ads worked is because they can connect with the audience," Hripko says. He has since moved on to launch his own firm, The Radio Spot, in Dallas.

Renfro, who won a Mercury last year for an American Spirit Insurance advertisement, says the best radio campaigns create a visual scenario for the listener. "Radio is probably the most visual medium of all," he said. "You can paint the most extravagant sets with just words. We see radio as something that can go a lot further than television with a small amount of money."

Many copywriters experienced in

## Clear Channel gets dedicated rep

The Interep Radio Store and Clear Channel Communications have formed Clear Channel Radio Sales, a rep firm dedicated exclusively to handling advertising sales for Clear Channel's 36 radio stations.

Bob Turner, formerly president of the defunct rep firm Shamrock Radio Sales, was named president of Clear Channel Radio Sales. Shamrock formed a rep firm with Interep last year, but that venture folded when Chancellor Broadcasting announced its purchase of the Shamrock group last fall.

Clear Channel's group of 36 stations in 12 markets will add an estimated \$35 million in gross annual billings to Interep's stable of independent rep firms. Representation of the Clear Channel stations now is divided among several Interep-managed firms and two firms under the Katz Radio Group, Christal and Katz Radio.

Clear Channel's switch to Clear Channel Radio Sales is expected as soon as buyouts are completed with the group's existing reps. Clear Channel Senior Vice President Mark Mays says the dedicated firm will give the company "a competitive advantage," as the group plans to expand.

Interep Chairman Ralph Guild says Clear Channel will become one of a dozen broadcasting groups (including Infinity Broadcasting, Heffel Broadcasting and Gannett Broadcasting) that have formed a dedicated rep under Interep management. The staff hired for Shamrock Radio Sales will now serve Clear Channel Radio Sales.

—DP

writing for radio contend that too many agencies develop radio campaigns from the soundtrack of a television spot, which they contend is a mistake.

"The key is getting the clients to understand that you can't take a print ad or a television spot and translate it into radio without at least using the medium's strength with sound design and music and things like that," O'Donoghue says.

With a background in product marketing, Stewart Yaguda of the Interep Radio Store advises clients new to radio about the qualities of a success-

ful radio campaign. At the top of Yaguda's list is communicating one message, rather than several, and developing the spot around that idea. "The message has to drive the creative," Yaguda says.

Successful radio advertising also draws in listeners and makes the product or message seem relevant to their lives, Yaguda says. "An advertiser should try to create an image that listeners can develop for themselves," he says. "The right kind of copy lets the listener put [him- or herself] into the commercial."

Yaguda also stresses that successful

radio ads will use soundtracks harmonious with the format of the stations where they are slated to broadcast. "It is important to fit in with what the listener wants to be doing at the time, which may be listening to rock music," he says.

As a writer, Renfro says he is always aware that for most listeners and viewers, ads are an interruption of their radio or television show. "If we're going to be interrupting them, we had better entertain them a little bit and we had better fuel their imagination," Renfro says. "That's the only way we'll get our message across." ■

## Jack Trout pushes the 'power of sound'

*Marketer's advertising strategies have application for radio*

In his latest book with partner Steve Rivkin, "The New Positioning: The Latest on the World's #1 Business Strategy," marketing strategist and author Jack Trout explains how successful advertising campaigns effectively use sound rather than pictures.

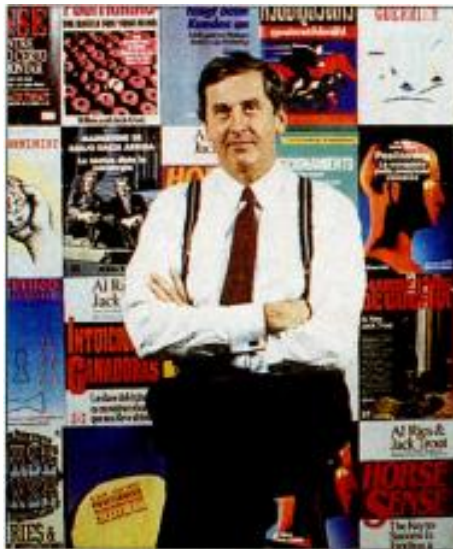
Trout is scheduled to deliver the keynote speech at the Radio Advertising Bureau's annual marketing leadership conference in Dallas Feb. 15-18. In the following interview, Trout applies his insights to the radio industry.

**In your book, you suggest being ruthless about editing the story you want to tell. How does that apply to selling radio inventory?**

What are we selling—the station or the medium of radio? I think one of the problems of radio stations is that they spend a lot of time trying to sell against their competitors instead of selling the medium itself as a primary medium. You might have a number of parts to your story, but it's better to home in on one aspect of it.

Part of the game here is owning something, and if you've got a strong story, edit out the other things. You whittle out other things as a way of dramatizing that one concept. A lot of radio stations want to be everything to everybody because they don't want to give up anything, and that's a mistake.

**You wrote that consumers spend 85% of their time with "ear-driven media," which you define as radio and television, and 15% of their time with "eye-**



**driven media," which you define as newspapers and magazines, but that advertisers spend more advertising for the eye, not the ear. How can radio sales staffs use that information?**

The key mention is that, with the exception of television, people spend more time with radio than with any other medium, far more than with newspapers and magazines. And if people spend that kind of time with radio and television, they should be considered the primary media.

Radio and television are both mediums of sound. That should be the starting point. Radio, historically, has been called mother's little helper. It should be thought of as the opposite; it should be thought of as a primary medium.

**How do you convince the advertisers of that?**

You have to, number one, sell the concept of the power of sound. If indeed that is how the mind works, and if indeed that is where people spend their time, sound is a critical issue. I think you have the numbers to support that, in time spent with the medium. From there, you go with the fact that brands don't need pictures to be built. You have to sell against the picture concept.

In radio's golden years, all the brands were built without any pictures—Coca-Cola, Chevrolet, Pepsi—these were all brands that were put on the map without any pictures.

One of the problems is that radio salespeople don't have the courage to sell the power of sound, and sound alone, as a way to build a brand name. I don't think a lot of them believe in the medium as much as they should. I don't think they see radio as a primary medium. I don't think they are willing to challenge some of the misconceptions, that a picture is worth a thousand words. I think they buy into that.

**How can radio advertising campaigns stand out in a society deluged with information?**

As I said in the book, minds work by ear; and essentially, sounds and concepts are the essence of marketing. One of the earlier chapters talks about minds hating complexity and our need to simplify the message. Owning a word in the mind is really what good marketing comes down to. So there are no real confines in terms of using radio as a medium. Essentially, you want to

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**You also talk about the power of name recognition and the problems with using initials in place of a name. But in radio, we are tied to call letters. How can a radio sales team work with those call letters and use them most effectively?**

You should try to construct as best you can a word with the letters, or coin a word and give the station a nickname that you can get into people's heads instead of just a meaningless set of letters. You can make the call letters, the initials, come to life with a concept.

**In radio we're seeing increasing fragmentation. How can sales staffs contend with identity changes brought on by their competitors and by their own stations?**

You have to hang on to your identity. One of the problems is that stations get going in one direction, and then they change. When you seize a format first, you have to maintain your leadership. If you are the number-one country station in a market, that is your leadership position and you have to stay there. You have to do what Coca-Cola did: there is the "real thing" and then there is the fake stuff.

You have to drive home the heritage. Building on your heritage reinforces for listeners that they are listening to the best station, and you tell them they are listening to the real thing.

**And if you are the new station on the block, how do you compete with heritage stations?**

Then you are playing an attack game and you have to find the other stations' weakness. Good leaders tend not to let themselves get attacked very well. They are very aggressive and knock people off.

**How can radio stations position themselves for the long term?**

Long term, the key to radio is essentially getting a bigger piece of the advertising pie. That is what the industry's long-term goal should be: not to fight over the 7% radio already gets. Industry sales teams should spend their time trying to build the medium and trying to get a larger share of the advertising pie for the medium. That is the number-one marketing issue facing radio—how to go from 7% of the advertising pie to 10%. —DP

## Infinity marks solid 4Q

The latest financial reports from Infinity Broadcasting Corp. show an 11% increase in both operating cash flow and net revenue, each on a pro forma basis, for fourth quarter 1995 over the same period in 1994.

According to Infinity documents, net revenue for the last quarter totaled \$94,717,000; operating cash flow, \$44,575,000, and net free cash flow, \$32,990,000, the last representing a 27% increase over last year.

Infinity also reported net income at \$20,882,000, or \$.29 in earnings per share, for the quarter. These totals include the \$1,715,000 charge to the company to settle FCC fines. Excluding that charge, Infinity officials say net income for the last



Premiere Radio Networks will introduce an oldies program, 'Big Daddy's Rock 'n' Roll Oldies Club,' a six-hour show to air five days a week. It was created by Bill Drake and Kent Burkhardt, shown in this photo with Premiere executives: (l-r) Drake; Steve Lehman, CEO, Premiere; Burkhardt, and Tim Kelly, executive VP/director of programming, Premiere.

quarter would have been \$22,597,000, or \$.31 per share.

For the year ended Dec. 31, 1995, Infinity reported a 19% increase in net revenue, to \$325,706,000; a 22% increase in operating cash flow, to \$152,286,000; and a 29% increase in operating income, to \$101,804, over 1994.

Infinity President/CEO Mel Karmazin described fiscal results for the quarter and 1995 overall as "the best operating results in the company's history."

## SW severs tie with Media America

After less than eight weeks, SW Networks has canceled its contract with rep firm Media America and has announced that it will employ Global Media Inc. to represent national

advertising sales for its syndicated talk and music programming.

SW Networks official John McKay says Media America is prohibited from representing SW's talk shows, particularly separate shows hosted by Mario Cuomo and Alan Dershowitz, because of Media America's exclusive contract to represent national sales for *The Rush Limbaugh Show*, syndicated by EFM Media Management.

## MultiVerse to rep morning show, production library

MultiVerse Networks has been chosen to represent national ad sales for Evergreen Media's upcoming syndicated radio show for urban formats, *The Wake-Up Show with Sway & King Tech* marks Evergreen's entry into syndicated radio programming on a barter basis, company officials say.

Rapper Sway and DJ King Tech already host their weekend three-hour evening radio show on Evergreen's KKB(FM) Los Angeles, KMEL(FM) San Francisco and WEJM(AM) Chicago. The agreement with MultiVerse makes the show available to the rest of the country beginning in early April.

In addition, MultiVerse will handle national ad sales for "Audio Clip Art," an audio production library for contemporary hit stations distributed by Radio Today Entertainment.

## USA rolls out new shows

USA Radio Network has introduced two new shows for national syndication. The first, *Road to the White House*, will profile candidates in this year's presidential election race, highlighting their background and their position on issues.

The second show, *USA Health News Feed*, will provide daily short segments outlining news related to personal health care. Officials with Johns Hopkins Medical Institutions will create and produce the health news segment for the network, USA officials said.—DP



# Cable

February 12, 1996



“ I’ve been reading the magazine since I was a 15-year-old DJ. Later, as a radio station owner, I read it for news of ownership changes. Now that I run a cable network I rely on **Broadcasting & Cable** for its in-depth coverage of the entire communications industry. It’s a must read.”

Lee Masters  
President/CEO  
E! Entertainment Television, Inc.

**Broadcasting  
& Cable**

# Lifetime buys 'Hope' for \$450,000

Twentieth drama 'Chicago Hope' is latest big-ticket cable buy

By Cynthia Littleton

The lucrative migration of network dramas to cable continued last week with Twentieth Television's sale of off-network rights to the CBS series *Chicago Hope* to Lifetime for more than \$450,000 per episode, sources say.

The deal gives Lifetime rerun rights to at least 88 episodes of the medical drama, now in its second season, starting in fall 1998. Last month, Lifetime picked up off-network rights to the NBC Productions crime drama *Homicide: Life on the Street* for more than \$400,000 per episode.

Warner Bros. set a new cable industry record last month with the sale of off-network rights to NBC's powerhouse *ER* to Turner Entertainment Group for \$1.2 million per episode. That deal broke the standard held briefly by Twentieth Television's *The X-Files*, which went to fX, the cable network owned by Twentieth parent Fox Broadcasting, for \$600,000 per

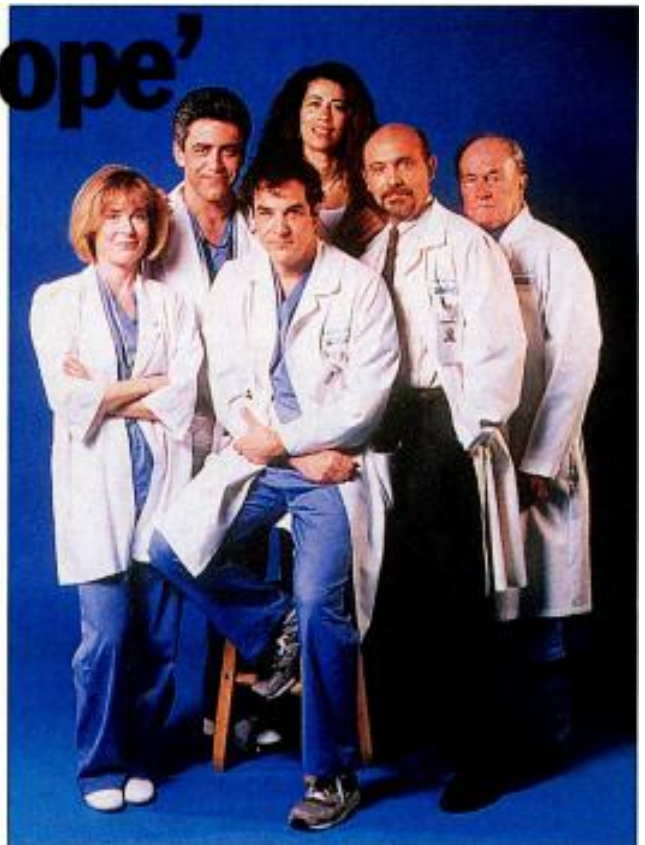
episode late last year.

Lifetime's other off-network holdings include *L.A. Law*, *thirtysomething*, *The Commish* and *Scarecrow & Mrs. King*. Sources say the cable network opened up its wallet for *Chicago Hope* and *Homicide*—outbidding USA Networks and other contenders—out of concern that the supply of high-profile network hours will dry up in the next few years.

Headed for the off-network market soon are Columbia TriStar Television's *Walker, Texas Ranger* and presumably Universal Television's *New York Undercover*.

Like other basic cable networks, Lifetime is making an effort to reduce its need for off-network product by developing more original programming.

Lifetime, which reaches more than



Off-CBS series to begin cable run in fall 1998

64 million households, has four hour dramas set to debut this year. The series include *Critical Incident*, a crime drama focusing on the work of street-smart special agent Diana Fisher, and *The Glass House*, a Stephen J. Cannell legal drama set at the Justice Department. ■

## Suit claims Comcast overcharges

MSO calls charges offensive and ridiculous

By Rich Brown

Comcast Cable says a lawsuit charging the multiple system operator with bilking its customers of millions of dollars is "offensive, ridiculous and totally without merit."

The suit, filed Feb. 5 in federal court in Tallahassee, Fla., alleges that the nation's third-largest cable system operator is charging its customers more than the 5% franchise fee allowed by law. Hundreds of thousands or even millions of Comcast customers nationwide have been billed for and have paid franchise fees exceeding the limit, the suit charges.

"The court papers allege that Comcast is collecting franchise fees that it should not be collecting and converting these fees to its own use, and that is just not true," says Tom Baxter, president of Comcast Cable Communications. "The fact is, every penny we collect in franchise fees is passed on to the local franchising authority. In this decade, Comcast has turned over \$250 million to local governments. We believe that all of our actions in this regard are totally consistent with our franchise requirements and federal law."

The suit seeks class-action status to represent the operator's 3.5 million customers and was filed on behalf of

Florida residents Russell Owens and Robert Johns. Representing the plaintiffs is Bryant, Miller and Olive, a Tallahassee-based law firm whose team includes former Florida attorney general Jim Smith.

This is not the first time that Florida has proved to be a thorn in the side of Comcast. Florida Attorney General Bob Butterworth last year teamed with seven other states to file a lawsuit over the cable operator's rates. The suit eventually was dropped following a ruling by the FCC that called for Comcast to pay \$6.6 million in subscriber refunds and forgo inflation and external cost adjustments of more than \$3 million. ■

## Simpson calls on CNN

A surprise phone-in to CNN by O.J. Simpson on Monday afternoon scored a 1.3 rating/4 share representing 900,000 households, according to A.C. Nielsen data supplied by the network. The rating was 63% higher than January's average rating of 0.8 in the 12:30-2 p.m. CNN time slot. CNN hosts Roger Cossack and Greta Van Susteren had solicited the interview but had not arranged a date when Simpson called in. Simpson, who is busy hawking a videotape telling his side of the murder trial, conducted an interview with KKBT-FM Los Angeles on Tuesday in what appeared to be a widening media campaign to rehabilitate his image. —JM



# TCI reorganizes satellite group

*One analyst suggests move could herald break with Primestar*

By Jim McConville

In the wake of frenzied bidding on the last U.S. DBS slot, Tele-Communications Inc. (which lost out to MCI in that bidding) has quietly formed a new satellite business group. The unit will collect most of its satellite interests—including part ownership of DBS maker Primestar Partners—under one roof.

TCI spokeswoman LaRae Marsik says the group will concentrate TCI's satellite efforts in one area. "It's just a consolidation under one team and one leadership of our satellite assets."

The yet-to-be-named unit will be headed by Gary Howard, TCI senior vice president of mergers and acquisitions. Howard will report to Brendan Clouston, president and CEO of TCI Communications.

Marsik says the unit will concentrate on the consumer services side of TCI's satellite business and won't affect its Tempo group, which continues to be overseen by TCI Senior Vice President David Betto under TCI's Technology Ventures. "Betto remains in his position as head of TCI's television center and the Head In The Sky [HITS] and National Digital Television Center [NDTC], which remain under TCI Technology Ventures."

Washington-based DBS analyst Mickey Alpert suggests that TCI's new business unit may be a change of another kind, possibly signaling TCI's intentions to break its satellite ties with Primestar co-partners Cox, Continental, Comcast and Time Warner.

"Clearly [TCI] disagreed with Time Warner and some of the other partners regarding Primestar and the importance of high-power satellites," says Alpert. "It sounds like they're making a decision to go it themselves, I'd suggest either in conjunction with News Corp./MCI or EchoStar. There's

a lot more synergy in terms of what each party needs with a News Corp./MCI/TCI joint venture."

That partnership beat out TCI for the last DBS satellite slot with full continental U.S. coverage, paying \$682.5 million in an FCC auction last month. ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Jan. 29-Feb. 4, 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. NBA Basketball	TNT	Fri 10:30p	4,745	7.1 4.9
2. Movie: 'Die Hard'	USA	Sat 6:30p	3,039	4.5 3.2
3. NBA Basketball	TNT	Tue 10:30p	2,929	4.4 3.1
4. NBA Basketball	TNT	Tue 7:58p	2,862	4.3 3.0
5. Movie: 'The Train Robbers'	TBS	Sun 1:05p	2,821	4.2 2.9
6. Rugrats	NICK	Thu 6:30p	2,800	4.3 2.9
7. Movie: 'The Color Purple'	LIFE	Sun 6:30p	2,674	4.2 2.8
8. Movie: 'Rio Lobo'	TBS	Sun 3:05p	2,639	3.9 2.8
9. Movie: 'Quigley Down Under'	TBS	Sun 7:00p	2,634	3.9 2.7
10. Rugrats	NICK	Sat 7:30p	2,606	4.0 2.7
11. Secret World of Alex Mack	NICK	Sat 8:00p	2,517	3.8 2.6
12. Rugrats	NICK	Mon 6:30p	2,516	3.8 2.6
13. Rugrats	NICK	Wed 6:30p	2,476	3.8 2.6
14. All That	NICK	Sat 8:30p	2,452	3.7 2.6
15. Doug	NICK	Mon 7:00p	2,444	3.7 2.5

Following are the top five pay cable programs for the week of Jan. 29-Feb. 4, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Star Trek Generations'	HBO	Sat 8:00p	2,557	10.5 2.7
2. HBO Boxing After Dark	HBO	Sat 11:43p	2,231	9.1 2.3
3. HBO Boxing After Dark	HBO	Sat 12:30a	2,090	8.6 2.2
4. Movie: 'Silent Fall'	HBO	Sun 8:00p	1,899	7.8 2.0
5. Movie: 'Soldier Boyz'	HBO	Mon 8:00p	1,783	7.3 1.9

# Turner earnings drop

*Ad, subscription boosts offset by CNN, CNNfn, other costs*

By Rich Brown

**D**espite healthy boosts in advertising and subscription revenue for Turner Broadcasting System's cable networks, the company's overall fourth-quarter net income dropped from \$26 million to \$19 million compared with the same period last year.

Among the Turner divisions taking a hit during the quarter was the news segment, which experienced a 10% boost in revenue, to \$208 million over the same period last year, but wound up showing essentially flat operating profit.

A new advertising rate card helped boost domestic news revenue by about \$7 million. Increased fees from the home satellite market brought in an extra \$3 million, and CNN International's fourth-quarter revenue rose \$6 million during the quarter.

Any gains in revenue for the news division were offset by newsgathering costs tied to the conflict in Bosnia; start-up costs of roughly \$2 million for the CNNfn financial news network and increased general and administrative costs.

Entertainment segment revenue increased \$72 million but operating profit dropped 14%, from \$53 million to \$46 million.

The company attributed much of the decline to the weakened performance of its motion picture operations. The company's 1995 home video and syndication releases did not fare well in relation to the 1994 crop. Likewise, the company cited "disappointing" overall results from its 1995 domestic theatrical releases and decreased profitability of international theatrical and home video releases. Turner's production and distribution

overall showed a net loss of \$25 million versus a net profit of \$2 million during the same quarter 1994.

Helping boost revenue in the entertainment segment was the continued strong performance of Turner's cable networks. TBS and TNT were primarily responsible for the 15% boost in advertising revenue for the entertainment segment. Subscription revenue for the networks increased \$23 million, or 20%, from an increase in both cable and home satellite viewers as well as higher rates.

The remaining Turner operations—including the Atlanta Braves and World Championship Wrestling—saw a \$9 million, or 35%, decrease in operating losses, from \$24 million to \$15 million. Revenue for the segment grew by \$17 million, or 52%, from \$33 million to \$50 million.

Helping boost revenue in the segment was increased Braves revenue of \$7 million from TV rights and participation in postseason play and increased revenue of \$5 million from WCW syndication and pay-per-view events. ■

## HEADLINES

### NBC, cable to share Olympic spirit

NBC Sports President Dick Ebersol says the network will have at least two cable partners for the 2000



Olympic summer games in Sydney and the 2002 winter games in Salt Lake City. Coverage of the summer games probably will total 500-600 hours and 400-450 hours for the winter games, Ebersol said in a speech to the Sporting Goods Manufacturers Association in Atlanta. NBC, which owns TV rights to the Olympics through 2008, plans to air up to 172 hours of this summer's games, exclusively on NBC.

### TNT ratings magic

Cable network TNT set a regular-season ratings record of 7.1 rating, 13.1 share (representing roughly 4.7 million households) with its Feb. 2 live broadcast of the Chicago Bulls

vs. Los Angeles Lakers NBA game featuring the return of Magic Johnson. The telecast beat TNT's previous record 5.1 rating set with its March 28, 1995, telecast of the N.Y. Knicks vs. Chicago Bulls game, which featured Michael Jordan's first appearance at New York's Madison Square Garden since returning to the NBA.

### AMC mystery trunk

American Movie Classics and celebrity-owned restaurant chain Planet Hollywood will sponsor a Hollywood sweepstakes featuring a trunk of Marilyn Monroe memorabilia. The winner of the "Unlock the Memories of Marilyn Sweepstakes," created to promote AMC's *Saturday Classics* series, will get the chance to unlock the trunk and reveal its contents on April 11 at the Beverly Hills Planet Hollywood.

### GWSC gets Minnesota contingent

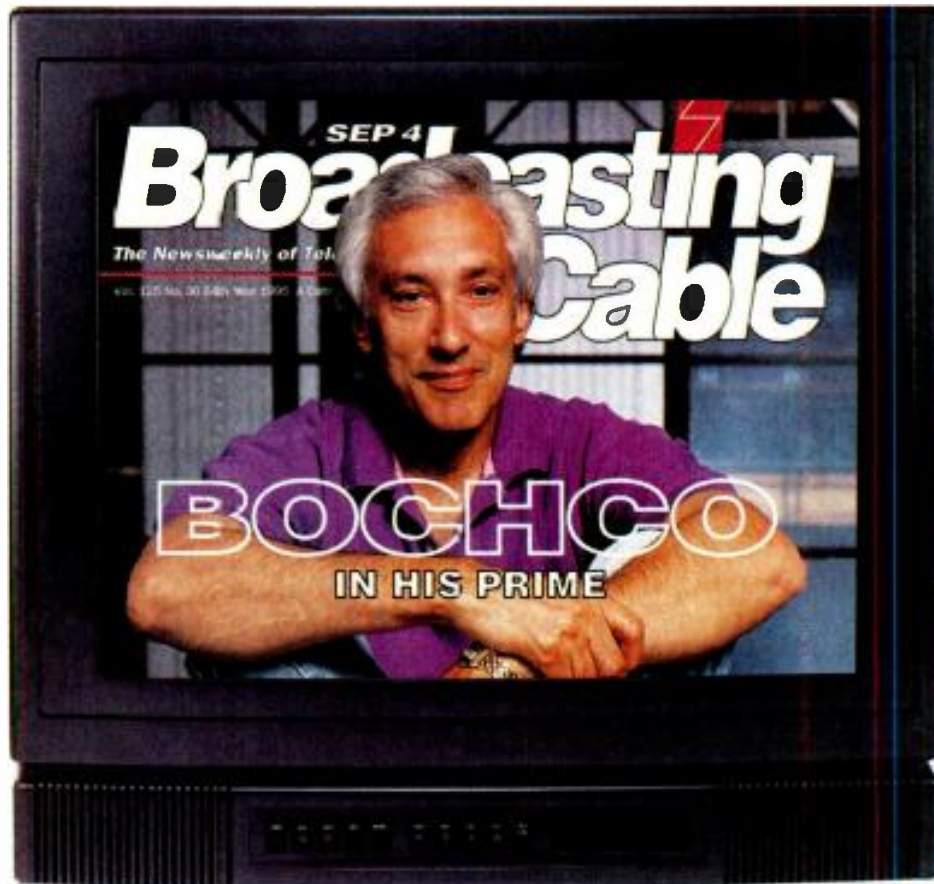
Minneapolis-based Midwest Sports Channel, a business unit of CBS, and Teleport Minnesota have become part of Group W Satellite

Communications, a division of Westinghouse/CBS. Home Team Sports Vice President and General Manager Jody Shapiro will oversee regional sports channel MSC, while GWSC Vice President and General Manager Altan Stalker will be in charge of Teleport Minnesota, which provides telecommunications services, including the Minneapolis/St. Paul Interconnect.

### Sports Channel joins Armstrong Cable

Sports Channel of Ohio has been added to Armstrong Cable Services' basic package, starting Feb. 6 with its telecast of the Cleveland Cavaliers NBA game against the Boston Celtics at Gund Arena in Cleveland. When Armstrong's fiber-optic system installation is completed this year, all 40,400 Armstrong subscribers will be able to watch Sports Channel on channel 44. Besides 50 Cavaliers games, Sports Channel Ohio televises the Cleveland Indians, Cincinnati Cyclones and Cleveland Lumberjacks games in the International Hockey League, and college basketball and football. —JM

# When It Comes To Television...



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Source: 1995 Cable Systems General Managers Readership Study

# TCI unveils in-school service

*New ETC w/tci subsidiary will deliver educational service combining cable, satellite and computer programing*

By Elizabeth Rathbun

**J**ohn Malone thinks there's money to be made in educational television.

Malone, president/CEO of Tele-Communications Inc., last Tuesday unveiled TCI's newest subsidiary, aimed at bringing technology and educational programing to teachers and students in grades K-12.

The company, "ETC w/tci" (for Education Training & Communications with TCI), will tap the products and resources of TCI-owned companies and companies in which TCI has investments.

The venture also allows TCI to answer Congress's call for universal

access to telephone service and the information superhighway. In a Feb. 5 letter, FCC Chairman Reed Hundt lauded ETC for helping meet the "critical challenge" of connecting "our children's classrooms to the information highway."

The venture involves everything from delivery via TCI cable systems and Primestar, TCI's direct satellite venture,

to seven hours a day of commercial-free programing provided by Discovery Communications Inc. over its Learning Channel, in which TCI is the largest shareholder. ETC's launch in classrooms is scheduled for this fall.

As part of ETC, teachers will be trained at TCI's National Digital Television Center in Denver. Two more

training centers will be built: one to open in June in Washington, where ETC will be headquartered, and another on the West Coast.

Participating classrooms will be supplied with software from TCI companies including Compton's NewMedia and Ingenius. CD-ROMs and printed instructional materials also will be provided.

Student curriculum—initially, environmental science and Spanish—will come from Northern Arizona University, which already serves more than 7,000 students in 17 states via its distance-learning satellite network.

ETC's cost to schools already passed by cable is \$265 per student per year. That includes wiring, hardware, software and telephones. Subscribing to just the Spanish-language classes and environmental sciences program *Geonaut* over The Learning Channel will cost \$500 per building per year. Three days of teacher training will cost \$2,400.

If "redirected" from other budget areas, "the total outlay by [a school] district won't be that much at all," says former representative Tony Coelho, who was named chairman/CEO of ETC.

Where schools are not passed by cable but are in a TCI franchise area, Primestar dishes will be supplied free. Some 10,000 dishes eventually will be provided, TCI says.

Although serving a civic, educational purpose, ETC's bottom line is eventually to make money for the nation's largest MSO, Malone said at a news conference in Washington. The challenge: "Can we build a commercial enterprise here...but also can we do good," Malone said.

"We do hope to make some money," he said, "but the educational effort will be a loss leader for a while." Although Malone didn't say how much TCI has invested in ETC, he called it "a tremendous financial commitment."

Malone is confident of public support for ETC. "This is going to be a global phenomenon. There [are] going to be a lot of people involved in it and a lot of focus on it." To insure that support, TCI will help communities appeal for tax funding to help pay for the upgrades required by the venture. The message is that "without this, all the kids are going to be disadvantaged" in an increasingly technological world, he said.

Plans call for expanding ETC into homes and workplaces, and going international later this year. ■

## TURNER BROADCASTING SYSTEM 4Q

(Figures in thousands)

Advertising Revenue	4Q 1995	4Q 1994
TBS	\$107,833	\$99,161
TNT	72,749	60,664
Cartoon	9,648	6,294
CNN	65,705	58,971
Headline News	24,874	24,659
CNN International	18,344	16,029
Intl Entertainment Nets*	5,117	2,834
Subscription Revenue		
TNT	\$114,018	99,473
Cartoon	6,644	5,086
Turner Classic Movies	5,594	1,479
CNN	57,223	53,843
Headline News	4,874	5,664
CNN International	14,876	10,630
Intl Entertainment Nets*	10,664	8,112
Film Costs Amortization		
Purchased Program Rights	\$ 22,742	22,747
Produced Programing	268,698	255,406
Licensed Programing	28,099	23,805
Participants' Share & Royalties	21,383	17,764
Amortization of Certain Acquisition Adjustments	1,629	2,427

\* Comprises TNT Latin America, Cartoon Latin America, TNT & Cartoon Network Europe and TNT & Cartoon Network Asia, when applicable. Source: Turner Broadcasting (unaudited numbers)

# Graff looks to halt stock slide

*Despite record revenue for adult service, company cuts costs in streamlining move*

By Rich Brown

**A**dult programmer Graff Pay-Per-View is preparing a company streamlining designed to reduce \$6 million in costs and stem its steadily declining stock price.

Graff's troubles, ironically, come at a time when adult PPV programming is booming. The company says its Spice Networks—Spice and Adam & Eve Channel—are expected to end the year with record revenue and a 50% growth in their addressable subscriber base. But growing competition from Playboy TV and Graff's expansion into other businesses have taken their toll on the company, whose stock price has dropped to \$4 a share from a high of \$12 last April.

Playboy TV has been pursuing Graff since last July with a second PPV channel called AdultTVision. The adult movie network made a splashy debut by stealing away Graff contracts with Time Warner New York City Cable systems representing more than 1.1 million subscribers.

Playboy also cut a deal with Prime Cable that has resulted in the cable operator's disaffiliation with Graff. Despite the losses, Spice's addressable subscriber base has grown from 9.4 million to 11.6 million between year-end 1994 and year-end 1995, says Steve Saril, executive VP, affiliate sales and marketing. He says Spice 2, which was folded into the Adam & Eve Channel, grew from 400,000 to 3.2 million subscribers during the same period. The Spice Networks will net in excess of 400,000 additional subscribers in first quarter 1996, he says. Graff maintains the same 85-15 split with operators that is offered by AdultTVision, according to Saril.

Playboy's domestic pay-TV revenue rose \$3 million, to \$9.8 million, during the second quarter of fiscal 1996. Playboy is attributing gains to the growth of direct broadcast satellite carriers DIRECTV and Primestar, a 5% increase in Playboy TV's average pay-per-view buy rate and additional revenue from AdultTVision. Playboy TV was available in 11.3 million cable addressable households as of Dec. 31, 1995, up 9% from the end of the second quarter last



***Graff's troubles, ironically, come at a time when adult PPV programming is booming. The company says its Spice Networks—Spice and Adam & Eve Channel—are expected to end the year with record revenue.***

year and 4% from the end of the first quarter of fiscal 1996.

Graff has hired investment banking firm Jeffries & Company to assist in the consolidation and financial restructuring of the company, which already has cut its staff by 35 people, or about 20%. The company also has announced the consolidation of its European and domestic adult networks into one operating unit and has removed Mark Graff and Leland Nolan as vice chairmen of the company. Both executives will continue as directors and major stockholders.

Among other changes, Graff is shutting down production of adult programming at its CPV subsidiary and is consolidating that office into Graff's Santa Monica facility. The company also is moving its online interactive unit from L.A. to corporate headquarters in N.Y. for further operating efficiencies and continues to evaluate the viability of producing CD-ROMs.

Graff will record a onetime, post-tax special charge of \$10 million-\$12 million in fourth-quarter 1995 covering a

write-down of the costs of its library of movies, TV programs, CD-ROMs and various charges tied to the staff reductions. The company will report an operating loss for the year of about \$4 million before the charge.

The 1995 operating loss is \$2 million higher than originally expected by the company. Graff executives say losses are tied in part to lower than expected revenue from the C-band backyard-dish market and the failure to find a large distributor for its adult-oriented CD-ROM product.

Losses also are tied to the inability to sign new deals for CPV, a West Coast-based TV production subsidiary that has created erotic programming for HBO and other cable networks. The company says the increase in the estimated operating loss is also tied to some \$1 million for the establishment of receivable reserves and increased overhead involving acquisition expenses.

"We are strongly committed to regaining profitability," says Chairman/CEO J. Roger Faherty. Nevertheless, Graff executives say their plans involve "a number of risks and uncertainties." They say factors that could affect results include the continued delay in the launch of new networks that nonetheless continue to incur associated costs; competitive factors that could reduce network revenue or cause the loss of major cable affiliates; future laws or regulations that could restrict or prohibit distribution of Graff's adult programming and unavailability of necessary capital and changes in current banking relationships.

Looking ahead, Graff hopes to debut a variety of delayed networks including a full-time infomercial network, DRAGnet; a European adult service, Eurotica, and an online adult subscription service. ■

## Errata

Newschannel 8's coverage of the blizzard in Washington on the night of Jan. 7 resulted in a 7.5 rating in the cable universe, according to A.C. Nielsen Co. data supplied by the regional news channel.

# OVS: Other door to cable entry

*Open video system route is free of franchise hassles, but requires opening system to competitors*

By Michael Katz

Telephone companies determined to enter the video business have a new way to go, thanks to the Telecommunications Act of 1996 signed into law last week by President Clinton.

The law outlines rules for an open video system (OVS), under which the video-minded telcos may choose to operate instead of conventional cable or common carrier regulation.

Under OVS rules, telcos would be free of most state and local regulations, but they would have to lease capacity on their video networks to unaffiliated programers on a nondiscriminatory basis, and they would be limited to programing just a third of the capacity themselves if demand exceeded supply.

OVS is a descendent of video dialtone, the FCC's regulatory regime that proved too unwieldy for the telcos. "Video dialtone started out with bare bones regulation, and there was concern that there were too many open issues to get bogged down in," says Donna Lampert, a Washington communications lawyer.

"The open video system rules are more flexible and give the telcos greater opportunity than [do] any of the rules on video dialtone," says Jeffrey Ward, vice president of federal policy for Nynex. "The key advantage of open video system over a traditional cable system is that you are not required to get local franchise approval and follow all the cable rules. The con is that you have to set aside up to two-thirds of your capacity for folks offering competing services."

The specifics of an open video system are as yet undetermined. The FCC is hammering out the final details, which may take up to six months.

"We'll have to wait and see what the open video system looks like," says Curtis Wall, director of marketing, BellSouth. "It's an incomplete picture for us now."

The telcos are not waiting for the OVS.

■ Bell Atlantic already has a video dialtone service available to 38,000 homes in Dover Township, N.J., and

an investment in CAI Wireless, a joint venture with Nynex that will give Bell Atlantic access to as many as 7 million homes.

■ Ameritech will provide cable TV service to Naperville, Ill.; suburban Detroit; Greendale, Wis., and Glendale Heights, Ill., and also will build a two-way video network in Columbus, Ohio, but has no plans to integrate telephone service on the cable lines.

■ PacTel will deliver wireless cable to 5 million customers in Southern California by the end of this year.

■ SBC Communications has cable systems in suburban Washington and an interactive TV trial in Richardson, Tex.

■ BellSouth will go ahead with a trial video dialtone system available to 12,000 homes in the Atlanta area in April. While the Telecommunications Act supersedes video dialtone, it grandfathers VDT systems that were arranged before the act was passed.

Although the telcos are not making a beeline for the new system, they

may warm up to the idea as technological advances such as switched digital video and digitally compressed signals greatly increase channel capacity.

"In the long term, I think it is inevitable that there will be an explosion of capacity, and as you see this happen the open video system becomes more attractive," says Nynex's Ward. "With switched digital video, which permits effectively unlimited capacity, you don't care about setting aside two-thirds of the capacity, and it makes sense to make some money off it."

But for now, with various engineering and manufacturing disappointments and the uncertain actions of the FCC, the telcos don't see OVS as their best option. Ward sums it up with an analogy: "Is it more desirable to build a three-bedroom house for your spouse and children or a nine-bedroom house for your spouse and children as well as friends, relatives and strangers?" ■

## Cartoon Network adds three series

*'Quest,' 'Dexter' and 'Big Bag' are newest entries*

By Jim McConville

Turner Entertainment Networks—the Cartoon Network, TBS and TNT—will be adding three new shows to its weekly kids programming schedule this year.

The new shows are *Dexter's Laboratory*, *The Real Adventures Of Jonny Quest* and *Big Bag*. Scheduled to launch April 29 on Cartoon Network, TNT and TBS, *Dexter's Laboratory* is the first breakout cartoon series from Turner's "World Premiere Toons" project of shorts and the first Turner short to be expanded into a half-hour episode.

The Cartoon Network and Turner-



*'Jonny Quest' is among the new additions to Turner's Cartoon Network.*



## WORLDWIRE

owned animation studio Hanna-Barbera initially will produce six half-hour episodes of the series and are eyeing it as a possible Monday-Friday strip for 1997. Episodes of *Dexter's Laboratory* will be paired with a Dexter spin-off: *Dial M for Monkey*. Turner's *Jonny Quest*, a second-generation version of the Hanna-Barbera '60s prime time series, will debut weekdays on the Cartoon Network, TBS and TNT starting in late August.

*Big Bag*, a joint venture with the Children's Television Workshop, will launch June 2 on the Cartoon Network. The show, a weekly, commercial-free hour educational series, is the Children's Television Workshop's first preschool series since *Sesame Street*. The show will combine five live studio hosts, new Jim Hensen-created Muppets, six animated shorts and music.

The Cartoon Network will be in more than 32 million homes for the new season, up from 8 million homes when it launched four years ago, says TBS's Karl Kuechenmeister.

Kuechenmeister says the kids upfront market for cable has so far not been a "runaway freight train." "I'm not sure it will be as big this year because so many network suppliers are down in their ratings delivery versus last year. It's going to be tough for some of them." But Kuechenmeister predicts "huge" upfront share migrations from networks down in the ratings to those that are up. "Nickelodeon and Turner stand to do the best this year at the expense of Fox, Disney, ABC, CBS, USA and Family Channel," he says.

Nickelodeon this year was again the center of attention, breaking the kids upfront advertising market a week earlier than anyone else (BROADCASTING & CABLE, Feb. 5) and selling nearly 50% of its inventory of commercial time within the first week, including four prime time deals running through 1998, according to John Popkowski, senior vice president, ad sales, for Nickelodeon parent MTV Networks.

Since Nickelodeon last year cut upfront deals that run through third quarter 1997, Nickelodeon executives were taken a bit by surprise by the flurry of interest this year. "We didn't think that we would be this active, but a lot of people approached us wanting to extend their base deals from last year through third quarter 1998," says Popkowski. ■

UK pay-TV group **BSkyB** reported a 30% jump in revenue, to £464 million (\$714.5 million) for the first six months, to Dec. 31, 1995. Held 40% by News Corp., the BSKyB satellite package recorded net income of £95.6 million, up from £46.97 million for the first half of 1994. Most significant, Sky added another 568,000 subscribers, bringing its total UK customer base to 5.18 million. Although BSKyB says its digital satellite plans for the UK are on hold until the 1997-98 fiscal year, the company is said to be near a deal with European partner CLT to launch a digital pay package for Germany. Despite such bullish events, however, BSKyB's London share refused to reflect the good cheer. The UK's House of Lords delivered a severe blow to Rupert Murdoch's BSKyB when it voted to insure that so-called listed sports events, such as Wimbledon tennis, the Olympic games and World Cup soccer finals, would remain available on free-to-air channels.

Canadian cable operator **Le Groupe Videotron** last week announced that it is putting its majority stake in Videotron Holdings up for sale. Likely buyers for Videotron's 485,000 homes passed—only 100,000 subscribers—include fellow Nynex, TeleWest, Bell CableMedia, Dutch telco KPN and Cable & Wireless.

German broadcaster/rightsholder **The Kirch Group** has signed a long-term licensing deal with Columbia TriStar International Television. The output deal covers TV product from the 1996-97 season onward as well as feature films released after January 1996.

Italian state broadcaster **RAI** has snatched the free-TV rights for the next five years to the Formula 1 Grand Prix from Silvio Berlusconi's Fininvest. The commercial broadcaster had held the rights for the past five years. RAI reportedly paid \$26.4 million annually for the rights, double what Fininvest was said to have paid for this year's Grand Prix. Germany's international sports agency **ISPR** reportedly paid the

German Soccer Association (DFB) DM550 million (\$375 million) for rights to Bundesliga matches until 2000. After licensing first-run rights to SAT 1, the agency (owned by Leo Kirch and the Springer Verlag newspaper group) is expected to award sub-rights to sports channel DSF, whose shareholders include Kirch and Springer. In a related move, the DFB approved an application from German pay-TV service Premiere to broadcast live two league "matches of the week" instead of one. The contract will run until June 1998.

U.S. music channel **The Box** has launched in Argentina to 500,000 homes and will bow in Venezuela and Peru, according to Gino Natalichio, vice president, international development. Ashley Faull, vice president, corporate strategy, at UK cable operator and programmer Flextech/United Artists Programming, will join The Box as European managing director overseeing the channel's rollout across Europe. The Box is already in the UK and Holland, but aims to be available in Spain, France, Italy, Austria and Sweden by spring. The channel also is eyeing South Africa, Australia, Japan and Hong Kong.

Asian pay-TV channel **HBO Asia** is talking with Walt Disney for the pay-TV rights to the studio's non-animated theatrical titles. Aside from 20th Century Fox, which is committed to supplying News Corp.'s rival service Star Movies, the channel has access to product from all major studios. Canada's Le Groupe Videotron wants to sell its 56% stake in UK cable operator Videotron. Goldman Sachs is handling the sale.

**CMT: Country Music Television** plans to launch in the Philippines this quarter and has appointed the Asian Cable Communications Association to spearhead the launch campaign. Meanwhile, CMT and TVA Brazil are forming an equity partnership in CMT Brazil, a new Portuguese-language network dedicated to both American and Brazilian country music. TVA Brazil will own 75%, the remaining 25% will be held by CMT.

# Telemedia

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The Internet

## Microsoft sets up server platform

Internet Information Server will compete with Netscape, Unix- and Windows NT systems

By Richard Tedesco

Taking another software shot at Netscape Communications, Microsoft Corp. this week begins distribution of free software for businesses to use in creating World Wide Web sites.

The Microsoft Internet Information Server, for use with the Windows NT Server network operating system, already has takers—50 companies are planning to use it for a variety of applications. The IIS permits companies to create information sites on the Internet or on internal intranet networks. It's billed as being faster than other Unix- and Windows NT-based servers and four times faster than the NetScape Netsite server, which carries a price tag of \$495.

Creation of the server was a direct response to requests from Microsoft customers, says David Malcolm, Microsoft product manager for the IIS. Most important from Microsoft's perspective, the server will present a platform for third parties to devise a range of different applications. "We see this product as an excellent entry into the Web server arena. It will compete with all the Web servers that are available, on the Unix platform as well as the NT platform."

Microsoft claims that its IIS graphical setup can be installed and run all Internet

services in less than 10 minutes.

With its introduction on the Internet this week (<http://www.microsoft.com/infoserv/>), the platform will demonstrate its graphic presence with an Oscars Web site (<http://www.oscars.com>),

which will run through the Academy Awards presentation in March.

NBC News also plans to use the platform for an elections Web site that it will put up on Decision '96, an online supplement to the broadcast network's election

news coverage.

This is the latest move in Microsoft's campaign to be king of the Internet and follows its announced alliance with MCI that will see MCI offering Microsoft's Explorer Internet browser to its Internet customers.

TMA

### Online Services

## MSN/BET deal: Content's the thing

By Richard Tedesco

Microsoft Corp.'s deal with BET Holdings is one model for development deals that the software giant hopes to make with other programmers to supply it with content for the Microsoft Network.

Microsoft will look for other opportunities where the same sort of "unique factors" are present, according to Peter Neupert, vice president of strategic relations. The company is seeking situations that promise "long-term viability" with "well-defined" market opportunities. Neupert says.

"Getting into real content is where the action will be," says Jim Hall, vice president of SRI Consulting in Menlo

Park, Calif.

An earlier deal that Microsoft forged with Paramount TV to license online content from its four *Star Trek* series and *Entertainment Tonight* is the other side of the formula: limited deals for content from spe-

cific shows.

Both deals deliver material Microsoft can quickly place on MSN as it attempts to develop the online service this year. The company expects to see content from BET and Paramount in 60-90 days, according to Neupert, and he expects that Microsoft will do a mix of deals along those lines. Online content resulting from its relationship with NBC isn't expected to be available

for approximately six months, he says.

Microsoft will wait to gauge the response to the content it has lined up before it does any other deals. "At this stage, we've put our wood behind a number of arrows. We'd like to get



BET's Black History Month page on MSN

Video Services

# Disney invites Jones to Celebration

MSO will offer 80-channel service at planned community

By Richard Tedesco

some trials and tests first," Neupert says. "Rather than trying to get a shotgun out, we're more likely to get a number of limited partnerships in limited areas."

In the case of the BET deal, the cable network actively sought the development partnership, according to Deborah Lee, BET executive vice president and general counsel. Initial content will be based on BET programming, including *BET Shop*, its on-air shopping show. BET also hopes to develop content from African-American community groups. "We feel there's a lot of need," says Lee. "There's not a lot of material out there targeted for the Afro-American community."

BET's initial online site is "Songs and Stories: MSN Celebrates Black History Month" (go word: BET). **TW**

The Walt Disney Co. last week selected Jones Intercable as the video provider for Celebration, Disney's planned community now under construction in central Florida.

Jones initially will program 80 channels of video service on a two-way 750 mhz network now being built by AT&T. Jones Intercable President Jim O'Brien says the Disney project is consistent with Jones's "vision" of broadband as an information conduit.

Charles Adams, director of community development for Celebration, says that Jones initiatives such as Mind Extension University are very much in tune with the philosophy behind Disney's planned community. "We have a strong commitment to education and

lifelong learning," says Adams, who cited Jones's long relationship with The Disney Channel as another factor.

State-of-the-art telecommunications is part of the small-town/high-tech concept Disney wants to establish in Celebration. The community's telecommunications network is intended to connect each home, apartment, business and school in Celebration.

Jones will lease channel space from Vista United, a joint venture of Disney and Sprint. AT&T eventually will build a switched digital video platform in Celebration with Broadband Technologies, based in Research Triangle Park, N.C.

Residents are expected to move into the first of the 8,000 households in Celebration in mid-summer. **TW**

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The National Arbor Day Foundation

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Online Services

# NBC spots concept for Web/network series

By Richard Tedesco

Inspired by a popular online soap opera, NBC has commissioned its creators to do a similar series for NBC online and a pilot for an on-air series as well.

NBC hopes to debut the unnamed series in cyberspace within the next two months. Scott Zakarin and Troy Bolotnik, originators of *The Spot* (<http://www.thespot.com>), will produce the series with the same format as their hit online soap and then do a pilot for the broadcast network. The new series will appear on NBC SuperNet on the Microsoft Network (the go word is NBC) and on NBC's World Wide Web site (<http://www.nbc.com>).

The series represents the leading edge of NBC's multimedia strategy, according to Edmund Sanctis, senior vice president and



NBC hopes to hit 'The Spot.'

executive producer of NBC Interactive Media: "It's an important strategic move for us. Using online as a platform that exists in its own right and as a development platform for bigger and better things, for play on the network level."

NBC has other similar initiatives in development, Sanctis says, with the objective of leveraging NBC-owned content in the form of series or characters across online, broadcast and/or cable platforms: "It's a serious go at the whole notion of convergence."

Sports and entertainment will be prime areas for developing online content, with NBC also recently announcing a joint venture between its interactive unit, NBC Sports and GolfData Corp to create "golf.com," a comprehensive information center about the sport on MSN and the World Wide Web.

TM

## Calendar

**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: Jo Mayeroff, (800) 999-3123.

**April 17-18**—i•MAGIC (innovative multimedia achievement in the global interactive community) awards festival sponsored by Select Media Inc. New York Information Technology Center, New York City. Contact: Erin Fitzgerald, (212) 431-8923.

**May 14-16**—National Online Meeting & IOLS '96 sponsored by Information Today Inc. New York Hilton & Towers. Contact: Carol Nixon, (609) 654-6266.

### Vitt lets clients buy in cyberspace

Vitt Media International unveiled an interactive system last week that will enable advertisers and agencies to access media information and make buys online. The Vitt Online service (<http://www.vitt.com>) also enables its clients to place media buys online and track immediate results on a particular buy by providing ratings or readership numbers from A.C. Nielsen, Arbitron, Simmons, MRI, Scarborough and the Audit Bureau of Circulation. Clients also get 24-hour access to proprietary Vitt research, including color-coded demographic maps for specific markets.

After entering an account number and password, clients can place a buy or read account status reports. An icon display enables them to select whatever media outlets they wish to use.

"What we want to do is to create an environment for our

clients," says Bernard Goldstein, Vitt research director. "It basically makes everything convenient for the client."

### AOL subs top 5 million

America Online Inc. claimed last week that it has more than 5 million subscribers, representing a 10-fold jump in the past two years. At the same time, AOL reported net income of \$10.6 million on revenue of nearly \$250 million for the second quarter of fiscal 1996, ended Dec. 31. AOL recorded a loss of \$38.7 million in the corresponding quarter a year earlier, when the company took a onetime charge of \$42.8 million in research and development costs. It had revenue of \$76.4 million during that quarter. According to AOL, the online service added 877,000 subscribers during the third quarter of fiscal '96, more than doubling the number added during the same quarter a year earlier. It added 710,000 sub-

scribers during the quarter ended Sept. 30, 1995.

### CompuServe joining I-Net-only access field

CompuServe last week became the latest online service to begin offering Internet-only access to its customers worldwide. The new service, Sprynet, is being marketed at \$19.95 per month for unlimited Internet access. Alternate pricing plans cost \$4.95 per month for three hours or \$9.95 per month for seven hours with \$1.95 per additional hour.

AT&T Worldnet Services also announced plans to introduce in the next two months I-Net access to AT&T's 90 million customers for an undetermined price.

Prodigy recently announced plans for a \$1-per-hour Internet-only access market trial in the New York metropolitan area starting March 19. National availability and pricing for a regular Internet-only service from Prodigy will be

announced later.

Meanwhile, America Online has signed 100,000 subscribers for its Global Network Navigator I-Net-only service, launched on Oct. 30, 1995. It offers one month free, then a \$14.95 fee for 20 hours each month and \$1.95 per hour for additional time.

### Microware orders Java, Hotjava

Microware Systems Corp. has licensed the Java programming environment and the Hotjava Web browser from Sun Microsystems Inc. Microware plans to port Java and Hotjava to its OS-9 real-time operating system and its Maui graphics API. The combination of Java, OS-9 and Maui will afford Internet access via a number of consumer electronics devices, including TV set-top boxes and wireless handheld devices. Microware soon will announce plans to participate in interactive TV trials using the new configuration.

# Technology

February 12, 1996



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# TCI undergoes a SeaChange

MSO makes \$6 million deal for ad servers in five markets

By Glen Dickson

**C**able giant TCI Communications has made a big commitment to SeaChange Technology's server-based digital ad insertion systems.

As part of a deal worth more than \$6 million, TCI will replace current analog equipment with SeaChange's SPOT Systems, featuring the new Video Server 100, in Dallas, Miami, South Bend, Ind., and Oakland, N.J., bringing targeted commercials to geographic zones in those markets. The first installation will start in Dallas later this month.

"That's just for starters," says Greg Hall, TCI's director, advertising sales/technical operations, of the latest SeaChange contract. "We'll have another wave of installations in the back half of the year."

Hall says that Hartford, Conn., probably will be the next system to move to SeaChange, with 10-15 markets making the switch by the end of 1996. He estimates that the final bill for the digital equipment will approach \$15 million.

Ironically, replacing all the analog equipment would cost \$11 million, says Hall. "If you're starting from scratch today, once you add up the cost of dub racks and ancillary equipment to support analog operation, it's a wash [compared with going digital]," he says.

TCI also may expand the SeaChange "single-channel integrity" system it installed in Pittsburgh last year, which serves 13 zones and 171 channels through SONET fiber rings. That system uses distributed server modules at the headends as opposed to the Video Server 100 blueprint, which relies on a central server architecture.

Hall says that the Pittsburgh installation was "SeaChange's beachhead into TCI" and that the way the digital transition was handled will be a model for other TCI system upgrades. TCI's main goal in choosing an ad server product was versatility, such as being able to handle longer-form material like infomercials, he says.

"For each niche business that comes along, we don't want to have to buy a different box," Hall says, adding that



The SeaChange Video Server 100

the SPOT product from SeaChange "is a system, not just an insertion box," as it includes encoding and scheduling stations, network interfaces and remote diagnostics along the fiber rings.

"After all," Hall says, "the whole zoning concept isn't as much a product of the digital headend equipment as it is the connectivity in your system through your fiber rings."

Fiber penetration will be the main arbiter of success for the new insertion systems, says Hall. Unlike the Pittsburgh application, which has the luxury of a superheadend where the ads ride the same DS-3 lines as the programing,

markets such as Dallas, South Bend and Oakland will need significant fiber upgrades to serve multiple zones.

Although TCI is happy to have settled on the SeaChange server, the MSO's top priority in 1996 is to revamp its traffic and billing systems, Hall says. "Our focus is 90% on trafficking and 10% on our digital server installations. It's great we have a digital product; that allows us to shift our focus to the software issue. We can't take full advantage of the servers without resolving the trafficking issue."

Hall was busy meeting with 20 operations managers in Denver last week to address the traffic and billing problems. "The best I can tell, we have 13 variations of trafficking [and billing] across TCI," he says. "We want to get that down to one."

TCI even wants to jettison the terms "traffic and billing," Hall says: "We want it to do a lot more than that—to report our revenue, analyze our business and allow us to make decisions more intelligently."

To that end, TCI will conduct parallel tests of new traffic systems in major markets this spring. ■

## The Box upgrades to digital

Cable network installs servers for playback of music videos

By Glen Dickson

**T**he Box, the interactive music network that features dial-in requests, will be going to digital playback from modular server systems in 1996 as part of a \$3 million upgrade plan. The first server unit is already up and running in the TCI Miami cable system.

Video Jukebox Network, which operates The Box, will replace its current analog tape and laserdisc playback systems at 75 cable headends and three New York broadcast stations with server units of its own design. The new playback module, The Digital Box, consists of a Pentium-based PC running on the Windows NT platform, proprietary automation software, and four 9-gigabyte Seagate drives for storage. The drives can store 275-350 videos of an average length



of 4.3 minutes.

Now, instead of making countless dubs of individual videos for distribution. The Box will create digital files using a Veta Research MPEG-2 encoder. Content will be compressed at 6 megabits per second, then distributed to the field via VSAT satellite feeds.

The Box is testing VSAT delivery on the Hughes Galaxy IV satellite; the network plans to switch to Galaxy VII for full-time service by the end of March. Hughes PES (personal earth station) units will receive the VSAT signals.

Because The Box doesn't play live feeds, the limited bandwidth of VSAT transmission won't be a problem, says Paul Sartain. Video Jukebox Network's vice president of operations. The incoming feeds simply will be decoded and downloaded into the headend server, and playback will be controlled with a Pentium computer. The playlist can be updated remotely from Box headquarters in Miami when it's not prompted locally by viewer requests.

Although The Box always has used computers at the headends to handle incoming 900-number calls and prompt the playback of requested videos, the network still relied on FedEx to deliver its content and used on-site technicians to load it.

"We're looking at operational savings of \$1 million per year, and that doesn't take into account the maintenance of equipment," says Sartain, referring to the wear and tear that repetitive playback causes in analog systems.

Sartain says the on-air quality also is greatly improved, as the digital files don't degrade with successive playbacks as does analog tape. The Box plans to change to a new compression algorithm, adaptive field frame (AFF), which will allow it to increase the encoding rate to 4.5 megabits per second.

The server systems also allow for dynamic program distribution, says Sartain. "Now we can put them out at will, instead of on a weekly cycle. We'll also have instant random access, which we don't have today."

That random access will have a big impact on promos and commercials, which used to be played back from pre-programmed pods. Combined with the addressability of the Hughes receivers at the headends, the server system will allow The Box to make quick copy changes or target advertising to different markets. "As we target particular videos for a market, we can do so with commercials," says Sartain.



### Ready for the road

E-N-G Mobile Systems has introduced a line of turnkey mobile edit vans designed for immediate news duty. The new K-Edit News Vans, built on the Ford E-350 Super Cargo Van platform, are fully equipped with separate work consoles for editing and transmitting, three electronics racks, electrical generators, complete electrical wiring, commercial power input and power control panel, pneumatic mast with air system and pan-and-tilt control, heavy-duty roof platform and stainless-steel ladder. Two gullwing doors provide access to the rear of the electronics racks. The fully integrated and tested electronics can be configured with any combination of microwave, rack electronics and communications equipment. —GD

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# Cutting Edge

By Glen Dickson

**Fox Broadcasting has signed with Gemstar International** to deliver TV Guide Plus+, the on-screen television guide provided by Gemstar and TV Guide. The free service is generated from a micro-processor built into new televisions and VCRs, which receives data transmitted in the vertical blanking interval of NTSC television signals. ABC was the first broadcast network to support the service from Gemstar, creator of VCR Plus+ technology; Gemstar has licensed the TV Guide Plus+ technology to various consumer electronics manufacturers, including Magnavox, Zenith and Sony.

**General Instrument** expects its 1996 revenue to be reduced by about \$500 million and its 1996 net income to be reduced by \$20 million-\$25 million because of Primestar Partners' delay in moving to GI's DigiCipher II MPEG-2 compression system. GI had planned to deliver DigiCipher II upgrade modules for existing Primestar receivers in 1996, but Primestar instead has decided to expand its use of DigiCipher I as it tries to build its customer base. Primestar expects to purchase more than a million additional DigiCipher I consumer receivers in 1996.

**AT&T Microelectronics** has introduced a line of single-chip MPEG-2 demultiplexers for use in DBS and cable set-top boxes. The AT&T MPEG-2 System Layer Demultiplexer (MSLD) chip demulti-

plexes the incoming MPEG-2 transport layer data stream into separate video, audio and system data streams, which then are channeled to various processing components in the set-top box. Nokia Satellite Systems plans to use the chip in a new digital set-top box it is providing for the German market.

**Global Access Telecommunications** has signed a long-term transponder brokerage agreement to offer full-time Ku-band capacity on the Eutelsat II Flight 4 satellite, located at 7 degrees east. Global will broker both ad hoc and long-term leases on the Eutelsat bird, whose footprint covers Europe, the Middle East and North Africa.

**PanAmSat's revenue surged** to \$116.2 million in 1995, an 82% increase over 1994 revenue of \$63.7 million, the satellite operator says. PanAmSat's 1995 EBITDA (earnings before net interest expense, income taxes, depreciation and amortization) were \$66.2 million. The company says that broadcast services revenue increased in 1995 by 116%, to \$84.1 million, due mainly to the start of video services on the PAS-2 and PAS-4 satellites.



**Chyron Corp.** has signed a letter of intent to acquire Pro-Bel Ltd., the British manufacturer of video signal switching equipment and systems. Under the agreement, Chyron would pay \$21.1 million in cash and stock for 100% of Pro-Bel's issued and outstanding shares. Pro-Bel had revenue of \$27.2 million and operating profit of \$2.1 million for the fiscal year ended Oct. 31, 1995. In December, Chyron signed a letter of intent for a \$6 million stake in Israeli virtual set manufacturer RT-SET.

**Tiernan Communications** is introducing a line of DVB- and MPEG-2-compliant digital video encoders and decoders aimed at the SNG industry (as well as video backhaul and program distribution applications), with the base price for a digital encoder starting at \$48,000. The TE3 MPEG-2 Encoder and TD2 MPEG-2 Decoder are both only two rack-units high and digitize and compress a single video channel and up to four audio channels into a single stream for transmission at variable rates from 1 to 15 megabits per second. An optional TD2-1000 modular card adds a built-in decoder to the TE3 unit, while the TTM-2000 option adds up to two synchronous or asynchronous user data ports and DVB compatibility.

**Taiwan broadcaster TVBS** has picked up three Safari digital video flyaway earth stations, complete with voice and data links, from LNR Communications. TVBS



A Safari digital flyaway earth station

will use the portable Ku-band units for news and special events coverage in the Pacific Rim area, uplinking to the PanAmSat-2 satellite. LNR also has provided TVBS with a fixed 7.2 meter Ku-band uplink for program distribution from its Taipei studios; the new antenna serves as the receive point for the digitally compressed news feeds from the Safari flyaways.

**Nortel** has signed a five-year deal with Intermedia Communications to supply the competitive access provider with public network switching and broadband transmission products for the upgrade of its communications networks. The contract is potentially worth \$60 million. Under the terms of the agreement, Intermedia initially will deploy Nortel DMS-500 switching systems, TransportNode systems and AccessNode systems to Miami, Tampa and Orlando, Fla., to serve its southeast regional network; future installations are slated for regional networks in Cincinnati, St. Louis, Raleigh, N.C., and Jacksonville, Fla.



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**Salesman-Announcer** for progressive midsouth small market. Seeking experienced person with a proven track record. Must be energetic and community minded. Confidentiality assured. Send resume to General Manager, KAGH/KWLT, P.O. Box 697, Crossett, Arkansas 71635. EOE.

**Sales Manager.** Birmingham's WMJJ-WERC-WOWC is seeking a client-focused team leader. Successful track record necessary. Excellent performance-driven compensation plan, and benefits. Send resume and letter explaining your management style and goals to Human Resources, Ameron Broadcasting, Inc., 530 Beacon Parkway West, Suite 600, Birmingham, AL 35209 or fax to (205) 945-9013. EOE.

**Sales Manager wanted** for top rated NW combo. Overnight your resume and cover letter to Wescoast Broadcasting Co., attn: Kelly Hart, KPQ AM/FM, P.O. Box 159, Wenatchee, WA 98807-0159. We are looking for a veteran broadcast professional from the Pacific Northwest, West Coast or Rocky Mountain regions with a proven track record ready to lead our winning combo to higher sales levels and more success. Pay and benefits could reach 70k. Females and minorities encouraged to apply. This position is available immediately and applicants must be willing to start no later than February 28, 1996. Wescoast Broadcasting Company is an Equal Opportunity Employer.

**General Sales Manager** needed for dominant Country Station in one of the South's fastest growing markets on the Mississippi Gulf Coast. You will lead the sales staff of a multi million dollar corporation. Must be creative with excellent people skills and a minimum of three years sales experience. Send resume to WKNN-FM, Attn: Reggie Bates, P.O. Box 4606, Biloxi, MS 39535-4606. EOE. Owned by Multi Market Radio.

**Four decade broadcasting/marketing company seeks travel-salesman.** Advance against commission. Resume, background/picture, first letter. John Gilmore, President, Community Club Awards (CCA), P.O. Box 151, Westport, CT 06881. Tel:203-226-3377

### HELP WANTED TECHNICAL

**Assistant Chief Engineer.** Trumper Communications Inc. in beautiful Salt Lake City seeks full-time Assistant Chief. Needs minimum two years broadcast engineering experience. Knowledge of computers, networks, STL, RPU, AM directional, FM transmission and studio maintenance a must. Growing company with great benefit package including health, dental, 401k, etc. Reports directly to the Director of Engineering. Advancement opportunity. EOE. Please send resume to: Gary A. Smith, Trumper Communications, Inc., 4001 South 700 East, #800, Salt Lake City, UT 84107. Phone 801-262-9797.

### HELP WANTED NEWS

**Radio Newscaster:** A.M. News Block. Experienced, self starter. Assist overall operation News/Talk/Sports format. Full time. License. Salary DOE. Resume, to K. Ferrell, KBYR, 1007 West 32nd Avenue, Anchorage, AK 99503. No phone. EOE.

**News Director - Ready to make your next step** up the ladder of success? Come home to a great family rur station. #1 in local news state wide! Send tape, resume and references today for this Central PA News Director position to Box 00701 EOE.

### HELP WANTED PRODUCTION

**Team oriented player** for P.M. drive and Production Director; all digital editing. 4 years experience. Send resume, references, picture and tape for this central PA opportunity to Box 00681 EOE.

### SITUATIONS WANTED MANAGEMENT

**General Manager:** In the time of the great ruler, Hammurabi, one could (to raise some quick cash for the business), sell ones wife and children into bondage for three or four years. Today, unfortunately...or not, there are only two ways to raise capital, increase sales or borrow money. Of course increasing sales is always the first choice and that is where I come in. Twenty-three years in sales, management and ownership. Never lost one or had one go dark. Also have done a good deal of Spanish radio. Will consider all. Motivate me. Write to: Mr. B, 2140 Rocky Dale Road, Cave Junction, Oregon 97523.

**AM Radio nightmare?** LMA turnaround specialists guarantee profit within 3 months. Equity or ownership terms negotiable. Multiple AM's welcome Fax 609-734-0732.

### SITUATIONS WANTED ANNOUNCER

**Win now with this rising sports star.** PBP and more. Football, baseball. Skills to take your sports programming higher. You owe it to your listeners Reply to Box 00699.

**Radio contacts sought by radio Announcer/Production Assistant** with 7 years experience. Contacts desired in Arizona/Southwest USA, will relocate there if full-time work available. Call Christopher at 402-391-6685.

## TELEVISION

### HELP WANTED MANAGEMENT

**Operations Manager.** Dominant news oriented ABC station has an immediate opening for an experienced and creative person who can skillfully direct daily station operations. Qualified candidate must have a college degree in related area and 5 years experience in station operations, marketing, creative services, production and management. Send resume and tape to: Human Resources, WTVM TV, P.O. Box 1848, Columbus, GA 31902.

Fax your classified ad to  
**Broadcasting & Cable**  
**(212) 206-8327**

**Vice President-Television:** National media company is looking for a seasoned television executive to oversee the company's expanding television information services operation. The ideal candidate will have in-depth experience in television sales/sales management. This "hands on" opportunity also requires excellent management skills. Significant earnings potential for the right candidate. Please fax resume and salary history to: Chuck Bortnick, Executive Vice President, Metro Networks 713-840-7039. Equal Opportunity Employer.

## HELP WANTED SALES

### NATIONAL SALES MANAGER

KMBC-TV, Kansas City's ABC affiliate and #1 news station, is currently seeking a National Sales Manager. Qualified candidates should have a proven track record in national sales, demonstrate leadership skills and experience in pricing, forecasting and inventory management. We are looking for the right individual who is a team player and creative thinker and wants to grow with one of the nation's leading broadcast groups. Please direct resume to:

**Tracy Boschert, General Sales Manager,  
KMBC-TV,  
1049 Central Street,  
Kansas City, MO 64105,  
FAX # (816) 221-3633.**

KMBC-TV is an Equal Opportunity Employer.

**Account Executive.** Entry level position available immediately at WTNZ FOX 43. Prior sales experience a must, a college degree preferred. Mail resume to Local Sales Manager at P.O. Box 43, Knoxville, TN 37901 or fax to (423) 691-6904. No phone calls. EOE.

**National Sales Manager.** WFFT-TV Super 55 FOX, Fort Wayne, IN has an immediate opening for an experienced National Sales Manager. We're looking for a leader who knows how to work with major national agencies, is a strong closer, is detailed oriented, and possesses strong communication skills. Previous national television broadcast sales experience a must. Send your resume and salary history to: Personnel Department, WFFT-TV Super 55 FOX, P.O. Box 8655, Fort Wayne, IN 46898. EOE.

**General Sales Manager:** Major network affiliate - Top 100 market is accepting applications for the position of General Sales Manager. We need a leader with in-depth experience in local and national sales, plus budgeting, research and new business development skills. Ideal candidate should have a strong work ethic, tenacity, and top management potential. Reply to Box 00700 EOE.

**General Sales Manager** CBS affiliate in exciting South Texas market has the perfect position for a candidate with national/local sales experience and a knowledge of sales inside and outside the station. Send inquiries and resumes to: KGBT-TV General Manager, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT-TV is an Equal Opportunity Employer.

**Local Sales Manager.** A First Media Television group owned FOX affiliate in the fast growing 24th market seeks a well-rounded coach who can develop new-to-television advertisers as well as increase the station's share of existing television advertisers' budgets. Prior broadcast sales experience is a prerequisite and sales management experience is highly preferred. Obtain the required employment application by calling (503) 239-4949. Submit resume and employment application in person or by mail no later than February 23, 1996, to KPDX-TV, 910 NE Martin Luther King, Jr. Boulevard, Portland, OR 97232. EOE.

**Local Sales Account Executive.** Fast growing independent T.V. station is seeking a highly motivated, career minded salesperson for local outside sales. Candidate must have excellent communication and presentation skills, and a proven record of individual sales achievement. Great opportunity to work and live in America's premier wine country. We offer salary/commission package, incentive programs and benefits. Send resume to Personnel Department, KFTY, 533 Mendocino Avenue, Santa Rosa 95401. Applications accepted until 2/26. No phone calls please. Pre-employment drug testing. EOE. M/F.

Join the exciting world of network television with the fastest growing station in the area. WX-LV-TV, ABC for the Piedmont, is hiring people for the following positions: Local Sales Manager, Account Executives, Sales Administrative, and Traffic. Send resume to Personnel/Sales, WXLV-TV, 3500 Myer Lee Drive, W-S, NC 27101. Women and minorities encouraged to apply. Please refer to source of advertisement in your correspondence. EOE. M/F. WXLV-TV is a Sullivan Broadcasting Company.

**GSM/NSM:** WNDY-TV, flagship of the Indianapolis Motor Speedway, seeks an experienced professional to direct its National sales effort. Applicant needs a minimum of three years national spots sales experience or NSM at a top-50 independent television station ready to move up to the top 25. Candidate should have strong service background, good people skills, computer and audience-market research skills, and creative marketing and package ability beyond the numbers. Must be willing to travel. Wabash Valley Broadcasting offers competitive salary, outstanding benefits and a great team of fellow professionals. Rush resume to: General Manager, WNDY-TV, 4555 W. 16th Street, Indianapolis, IN 46222. An Equal Opportunity Employer.

**Account Executive.** Able to provide outstanding service to existing local/regional advertisers, new account development and special project promotion. Five years major or medium market television sales experience preferred. Presentation, negotiating, organizational, communication and computer skills a must. Send resume by 2/29/96 to: Ann Marie Young, Local Sales Manager, WOOD-TV 8, Grand Rapids, MI 49503. M/F. Equal Opportunity Employer.

**Account Executive:** WSB-TV Atlanta, the Southeast's premier television station is looking for an experienced Account Executive to join the most innovative and aggressive sales team in Atlanta. Minimum of five years broadcast sales experience. Must have significant track record in agency, developmental and non-traditional selling. Send resume to: Deborah Denechaud, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. No phone calls.

America's premier qualitative service has a rare sales management opening in our corporate headquarters. We are seeking exceptional candidates for our television sales division. The successful candidate will have a thorough knowledge of how to use research to make sales, strong verbal and written communication skills, proficiency in various software services, e.g. PRIME, Tapscan, BMP, Excel, PowerPoint, etc. If you are a self-starter, enjoy frequent travel, and have a strong record of sales accomplishment, please send resume to: Alan Trugman, Senior VP, Sales, Scarborough Research, 11 West 42nd Street, New York, NY 10036.

## HELP WANTED MARKETING

**Local/Regional Marketing Manager.** Aggressive FOX affiliate in Fresno, California has an immediate opening for a goal - and achievement - oriented individual to lead our experienced local marketing team to new record revenue. Position requires heavy emphasis on retail marketing, co-op/vendor/promotion programs, and new direct business development, as well as agency. Good people skills and the ability to direct and motivate staff is a must. A knowledge of inventory control and research is required, along with BMP, Scarborough, Media Center, Co-Opportunities and CMR. A minimum of three years local and/or national television marketing experience and previous television broadcast management experience preferred. Send resume to: Charlie Pfaff, General Marketing Manager, KMPH FOX 26, 5111 East McKinley Avenue, Fresno, CA 93727. Applications will be accepted until 2/27/96. No phone calls please. An EOE. M/F/D. Women and minorities are encouraged to apply.

## HELP WANTED PROMOTION

**Promotion Manager.** K\*USA-TV, Denver's NBC affiliate is seeking a highly qualified Promotion Manager. Individual will provide creative direction of station's overall image, sound identity, external advertising and media. Must have a minimum 5 years experience as promotion manager with a proven track record of success. Must provide resume/tape to be considered. Resume tape to: VP/Broadcast, K\*USA-TV, 500 Speer Boulevard, Denver, CO 80203.

**Promotion Director:** WHOA-TV, the ABC affiliate in Montgomery, AL is seeking a Promotion Director who is aggressive, well organized, highly creative, and can do it all: Compose and maintain annual promotion department budget; place media buys; oversee daily topical promo production; be responsible for promotional copywriting, producing and directing radio, TV, and print ads. Hands on editing and producing skills required. In conclusion, will oversee overall marketing strategy. The selected candidate should have at least five years of promotion experience. A college degree is preferred. Send resume and examples of work to: Mike Brooks, General Manager, WHOA-TV, P.O. Box 3236, Montgomery, AL 36109. No phone calls please! EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo  
TEL: 212.337.7073 • FAX: 212.206.8327  
INTERNET: AFASULO@B&C.CAHNERS.COM

## HELP WANTED TECHNICAL

# Engineering Crew Chief

Group W Network Services, a business unit of Westinghouse/CBS, is a full-service video production and distribution company which serves the cable and broadcast industry.

Group W currently has a unique opportunity for an experienced Maintenance Engineer to assume a leadership position in the Technical Department in Stamford, Connecticut. This position has substantial growth opportunity for the right person.

Formal electronics schooling, a minimum of five years experience repairing broadcast video equipment, and knowledge of both analog and digital video tape machines, switchers and distribution equipment is required. Additionally, the position demands experience in maintaining post-production, graphics and automation systems. Excellent communication and organizational skills, and a proven ability to lead projects and oversee staff is essential.

If you meet the above requirements, are dedicated, highly-motivated, and a creative problem solver, we would like to hear from you.

Please forward your resume with salary requirements to: Jonathan Perkes, Engineering Supervisor, Group W Satellite Communications, 250 Harbor Drive, Stamford, CT 06904. FAX: (203) 965-6312. E-Mail: perkes@gwns.groupw.wec.com. Group W Network Services is an equal opportunity employer.



**USSB Operations Manager.** United States Satellite Broadcasting is looking for someone to manage and oversee the technical operations of the USSB Broadcast Center which has a staff of 35 in maintenance, traffic and operations and provide the communications link between technical operations and all other divisions of USSB. 7-10 years experience in broadcast production management, broadcast technical operations management or cable multi-channel operations management is required. Submit resumes to: Amy J. Stedman, USSB Job #15-96, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

**Transmitter Maintenance Engineer.** On-site Transmitter Engineer with experience to maintain two VHF RCA transmitters and all related equipment including microwave. FCC general class license required. Excellent opportunity that includes housing in rural North Dakota setting for energetic, self starter. Send resumes with references to: Chief Engineer, WDAZ-TV, PO Box 12639, Grand Forks, ND 58208-2639. Or may be faxed to: 701-746-4507. WDAZ supports a drug free work environment. EOE.

**TV Studio Operations Technician:** Successful applicant will be a strong self-starter, team player, and goal oriented individual with at least two years experience in a similar position in broadcast, commercial television. Responsible for operation of television equipment including MC switchers, videotape, ENG equipment, satellite receive equipment, and applicable peripherals. Send resume to Richard Monn, Engineering Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

**Studio Engineer.** It is sunny and 78 degrees in Sarasota today! West coast Florida UHF station has an immediate opening for a qualified Studio Engineer. Applicant should have strong studio and production equipment maintenance background. Should be proficient with the following: PC and Newsroom computers, Betacam SP, 1" and Utah Scientific Switchers. Microwave and UHF transmitter experience a plus. EOE. Send resume and salary requirements to: Jack Dillon, Chief Engineer, WBSV-TV, 2065 Cantu Court, Sarasota, Florida 34232.

**Maintenance Technician.** Top CBS affiliate is seeking a full-time Maintenance Technician. Primary responsibilities include maintenance and repair of VHF transmitter, as well as video tape machines, cameras, microwave equipment, and satellite earth stations. 3 years experience in broadcast systems maintenance including VHF transmitters. FCC license and or SBE certification a plus. The ability to work a varied and flexible schedule is necessary. Must have or be able to obtain a valid driver's license and have a clean driving record. Good reading, writing and verbal skills. He/she should have no physical limitations preventing them from lifting as much as 70 pounds and from performing the repetitive motions necessary to accomplish the duties listed above. Reliable transportation is a must. Please send a resume to David Jones, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

**Chief Engineer.** Looking for CE with hands on experience, qualified in all areas of broadcast engineering, responsible for overseeing/maintaining transmitter and studio equipment. SBE certification, FCC general license required. Send resume w/salary requirements to Box 00695 EOE.

**Maintenance Technician:** KSDK, St. Louis #1 NBC affiliate. Work on broadcast Beta, D3 tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

**KDVR/FOX-31 Denver** has immediate openings for two qualified Engineers. 1) Maintenance Engineer position requires 2-5 years current studio experience. One-inch, Betacam, switcher, computer and terminal gear experience required; 2-inch, microwave and transmitter experience a plus. Requires FCC General Class and valid driver's license. 2) Transmitter Engineer will be responsible for operation and maintenance of two full-power UHF transmitter sites and expanding low power systems. Must be able to evaluate systems and carry through necessary planning and repairs. Requires 2-5 years experience with high-power UHF transmitters and related equipment, FCC General Class and valid driver's license. For either position, send current resume to Dept. XE, KDVR/FOX-31, 501 Wazee, Denver, CO 80204. Fax 303-595-8312. No phone calls, please. EOE.

**Engineer:** Atlanta teleproduction facility needs Video Engineer. Systems integration, installation, preventative maintenance, troubleshooting of digital and analog video and audio, plus computer networking experience needed. Heavy maintenance and vtr repairs outsourced. Minimum 5 years technical experience. Send resume to Jeff Blauvelt, Peachtree Post, 1781 Peachtree Street, Atlanta, GA 30309.

**Audio/Font Operator:** Canal de Noticias is a division of NBC, one of the world's best known news and entertainment companies. We are seeking a technical professional to join our expanding news service, which broadcasts in Spanish to affiliates in major Latin American and select U.S. markets. This 24-hour operation, based in Charlotte, North Carolina, offers you the chance to be part of a dynamic team which is experiencing tremendous growth and success. Your duties will range from running an audio console to creating and recalling electronic titles/graphics during live and taped programs. You'll also perform other production related duties in support of supervisors and management. Fluency in Spanish is a must, as is experience with all aspects of TV production, including live programming. Basic knowledge of audio for TV and experience with the Infini! font system are essential. Good typing, grammar and spelling, and a willingness to learn new technologies and thrive in a deadline-driven environment are musts. For prompt and confidential consideration, please send your resume and salary history to: HR Dept. JP-AFO NBC News Channel, 925 Wood Ridge Center Drive, Charlotte, NC 28217. We are an Equal Opportunity Employer.

**Operations Vacation Relief** positions available at Colorado's News leader KCNC. Send resume c/o Operations Manager, 1044 Lincoln Street, Denver, CO. 80203. EOE/MF.

To place an ad in the Broadcasting & Cable Classified pages, contact Antonette Fasulo  
TEL: 212.337.7073 • FAX: 212.206.8327  
INTE:NET:AFASULO@B&C.CAHNERS.COM

HELP WANTED NEWS

FEATURE REPORTERS

We need your funny stuff!

New network series is looking for funny, quirky, or just plain weird local news features. We will pay up to \$500 per story that we use on the air.

For consideration, please send tapes (any format) to:

Box K  
Four Point Entertainment  
3575 Cahuenga Boulevard West #600  
Los Angeles, CA 90068

Tapes returned if requested.

CAMERAMAN/  
REPORTER/EDITOR

Large trade association seeks experienced Cameraman/Reporter to assist in all aspects of producing a first rate in-house satellite news program. Working with a small, tightly knit team, your varied responsibilities will include reporting, script writing, camera work, and editing.

Competitive candidates will possess relevant bachelor's degree or four years equivalent experience. A minimum of three years of television or video reporting/editing and camera work required. Must be willing to travel. Familiarity with rural economic/social issues a plus.

Conveniently located in Washington, DC Metro area, we offer excellent salary and benefits. Send video Resume and salary requirements to:

National Rural Electric  
Cooperative Association  
Human Resources Department  
Dept JA/HR 11-141  
4301 Wilson Boulevard  
Arlington, VA 22203-1860

Fax (703) 907-5528



EOE M/F/D/V

Weather Anchor: KATV, the ABC affiliate in Little Rock, is seeking a Weathercaster to co-host our top-rated morning show. Meteorologist a plus. Applicant should have at least two years experience. Candidate must have comfortable style and commanding presence. Good salary and benefits. KATV is an Allbritton station. Send tape and resume to Bob Steel, News Director, P.O. Box 77, Little Rock, AR 72203. EOE.

Weather Anchor: Meteorology degree preferred. Accu Weather and previous on-air experience a plus. Duties include radio and newspaper forecasting and weekend TV. Photography and news reporting skills helpful. Resume and non-returnable tape to Tony Schumacher, WSAW-TV, 1114 Grand Avenue, Wausau, WI 54403. EOE.

WFTV seeks News Promotion Writer/Producer. Do you live for deadlines? Write copy and teases that make the competition cringe? WFTV, the station with the country's #1 5-6pm news hour, seeks a Promotion Writer/Producer with minimum 2 years experience producing affiliate news promotion spots. Non-linear editing skills a must. Must be a self-starter, a team player and have excellent writing and communication skills. News topical experience a plus. Send tape and resume to: KC Stargardt, Marketing Director, WFTV, 490 East South Street, Orlando, FL 32801. Absolutely no phone calls, please. WFTV is Orlando's ABC affiliate owned by Cox Broadcasting Inc. WFTV-Channel 9 is an Equal Opportunity Employer.

Reporter/Bureau Chief. Coastal Georgia's leading news station is seeking an aggressive self-starter to cover news as a one-person-band in the rural part of our market. Truly a "roving reporter." Send resume and tape to Michael Sullivan, News Director, WTOG-TV, POB 8086, Savannah, GA 31412. Equal Opportunity Employer. Women and minorities encouraged to apply. Pre-employment drug screening.

Want to Anchor? Entry level Reporter position open with NBC affiliate, offers you opportunity. Send non-returnable VHS or 3/4 inch tape to: WOWL-TV, P.O. Box 2220, Florence, AL 35630. An Equal Opportunity Employer. No phone calls.

The New York Times station in Memphis is looking for an aggressive Producer to take the reins of our weekend news broadcasts. I am looking for an experienced journalist who can bring pacing and style to our award-winning news team. WREG-TV is also looking for a Reporter and an Anchor/Reporter. I am looking for journalists who write clear, conversational copy and can handle themselves well in live situations. WREG-TV also needs a Photographer to work on the Mid-South's first locally produced outdoors show. If covering camping, hunting, fishing, etc., appeals to you, and you are an experienced photo-journalist, send me your tape. Please send resumes and non-returnable tapes to Bob Jacobs, News Director, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. No telephone calls. EOE.

Reporter. The Gulf Coast's leading news station is making waves as one of the newest FOX affiliates. Looking for an energetic person who can tell a story on tape and live. Tapes and/or resume to Chuck Bark, News Director, WALA-TV, P.O. Box 1548, Mobile, Alabama 36635. EOE. M/F.

Producers: CBS affiliate in Tampa-St. Petersburg (AD1 15) is seeking two producers: 1) Morning News: This is a job for a creative, "out of the box" producer who understands both news and entertainment and knows how to blend the two into an informative, yet fun program. We're creating a new show with new talent and we need your help and creativity to make it fly. This is an opportunity to challenge your limits and expand your horizons. If you're a self-starter who enjoys being at the helm and don't mind the overnight hours, this job is a great opportunity. Prior morning experience is a big plus! 2) Investigative/Special Projects: This job requires a well-versed producer who can do everything from an I-Team piece to a sweeps series. You must be both an aggressive reporter and a production wiz to succeed at this job. You must also be self-directed and have the ability to juggle multiple projects and deadlines. Direct field experience doing investigative and special projects work is required. Both these jobs offer very competitive salaries and great benefits along with the chance to work in a beautiful part of the country at a station with a big news commitment. Rush tapes, resumes, salary requirements and a page on your news philosophy to: Mike Cavender, VP/News, WTSP, P.O. Box 10000, St. Petersburg, FL 33707. EOE.

Reporter with Anchor potential needed for NBC affiliate in For Wayne. Must be able to develop contacts, dig out stories and tell them in a compelling way. Not a beginners market. No phone calls. Rush VHS tape, references to Jim Bailey, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. EOE.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073

## Classifieds

**Newscast Producer.** If you want to work with the best in the business...look no more. We want a Newscast Producer who can run, gun and stun the competition. Send a resume and non-returnable tape to: Amy J. Stedman, KSTP TV, Job #5-96, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

**News: 11 p.m. Producer** for Sunbelt ABC affiliate. Live, work and play in beautiful, warm, sunny Myrtle Beach/Florence, SC. Must be able to produce a very high energy, fast paced, visually compelling 11 p.m. show involving many wipes, live shots, etc. Show stackers don't apply. Rush tape, resume and writing samples to: Katherine Bontemps, Executive Producer, WPDE-TV, 3215 South Cashua Drive, Florence, SC 29501-6386. EEO/MF.

**News Videotape Coordinator.** Applicant must have a working knowledge of newsroom operations and newscast production. The Videotape Coordinator's duties include organizing newscast story tapes, coordinating edits, finding file video and maintaining the videotape library. Excellent organizational skills are required. Applicants

**KTVN-TV has an immediate opening for a Weekend Sports Anchor/Reporter.** Two-three years previous anchoring experience preferred. Reporting and live field skills a must. A college education with emphasis on journalism preferred. Send resume and non-returnable tape to Nancy Cope, News Director, P.O. Box 7220, Reno, Nevada 89510. No phone calls please. KTVN-TV is an EOE.

**Field Producer.** One of the best newsrooms in the country is looking for a hard news, cutting edge Field Producer. Can you personalize a story, sell it with pictures and support it with graphics? Primary coordinator for lead stories, long format pieces and live breaking news coverage. Reporting and newscast producing experience helpful. Amy J. Stedman, KSTP TV, Job #22-96, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

**Executive Producer.** Oversee development of a new national midday newscast to be produced at our station in Mpls/St. Paul. In addition to our market the program will be broadcast by our sister stations in New York, Los Angeles, San Francisco, Phoenix and Portland. Air date is fall '96.

**Associate Producer.** WXIN-TV FOX 59 has an immediate full time opening for an Associate Producer in the News Department. Selected candidates are required to have strong writing skills with know edge of visuals, ability to react to breaking news and dispatch crews, ability to make a lot of phone calls and get the story before the competition, college degree preferred, knowledge of how assignment desks, producers and news crews work together, knowledge of Indianapolis is preferred, previous line producing experience helpful, and good with giving directions. The applicant must have the ability to run the night side assignment desk, write stories for the 10 o'clock news, coordinate night side crews to stories, relay information from previous night to next day's assignment desk, must be willing to work flexible shifts. For consideration, send cover letter noting position desired and where learned of job, and resume by February 25, 1996 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE.

**Assignment Manager.** WXIN-TV FOX 59 has an immediate full time opening for an Assignment Manager in the News Department. Selected candi-

dates in the field ability with TV news realize a story, col- on the phones and ability to see the array of story ele- tucing experience ills, and good with ant must have the nment desk opera- stories and cover ordinate information ews crews, follow- accurate, detailed in- stem. For considera- position desired and esume by February nager, WXIN, 1440 apolis 46202. Phone on. EOE.

le. Our clients seek d to service and ex- anagers, producers, r all market sizes. Ollison and Compa- jite Houston, Tex-

Enterprises station NBC affiliate serving Virginia and eastern

leader to anchor its 6pm and 11pm newscasts. Candidates need 10 years reporting and anchoring experience and strong writing skills. Send tape to Ken Selvaggi, News Director, 645 5th Avenue, Huntington, WV 25701. EOE.

**Promotion Topical Writer/Producer.** Promotion Writer/Producer to produce cutting-edge News Topicals needed immediately at aggressive ABC affiliate in Nashville. Must have experience in TV Marketing/News and be willing to train on Avid. Send resume and tape with emphasis on creative writing, producer and editing skills to: Scott Brady, Marketing Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

**Assistant News Director.** #1 news station looking for news manager to work with producers, do long-range planning and help take our newscasts to the next level. Experience as a news manager, producer or AE preferred. Send resume and statement of winning news philosophy to: Dave Busiek, News Director, KCCI-TV, 888 9th Street, Des Moines, IA 50309. EOE.

# SAVINGS CHECK



- Payment enclosed
- Bill me (U.S. only)
- Charge to  Visa
- MC  AMEX

Account No \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

Name (Please print) \_\_\_\_\_ Address \_\_\_\_\_ Apt./Floor \_\_\_\_\_

Title/Position \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Name \_\_\_\_\_ Type Of Business \_\_\_\_\_

Canada=\$149 (includes GST). Foreign Air=\$320. Foreign Surface=\$169  
Florida residents please add applicable sales tax.

B607HS

ing for News Director. Must possess news experience, ability to train and motivate a young staff, produce and co-anchor. Send resume, tape and salary requirements to General Manager, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. Pollack/Belz Communications Inc. is an Equal Opportunity Employer.

**Medical Reporter/Producer** for nationally syndicated TV series. Great opportunity for someone who can take a complex story and make it interesting and fun. 3-5 years experience. Significant nationwide travel. Experience in long-form stories a big, big plus. Resume and non-returnable reel to Reporter, Medstar Communications, Inc., 5920 Hamilton Boulevard, Allentown, PA 18106. EOE. No phone calls, please.

produced in Mpls/St. Paul, and broadcast here and on sister stations in New York, Los Angeles, San Francisco, Phoenix and Portland. Major market experience required, preferably as anchor or host of a morning or midday news program. Non-returnable tapes and resumes to Dana Benson, News Director, KMSP-TV/UPN-9, 11358 Viking Drive, Eden Prairie, MN 55344. Nophone calls. EOE.

**HELP WANTED PUBLIC RELATIONS**

**Community Relations Coordinator:** CLTV News, Tribune Company's regional news cable channel in suburban Chicago, is looking for a creative thinker with experience in developing public service campaigns. Basic responsibilities include developing the following projects: outreach efforts with numerous community, non-profit and educational organizations, dealing with such topics as literacy, educational programming, Kids Club/Viewers Club; implementing a speakers bureau; producing on-air community calendars; representing CLTV at events. The ideal candidate must have previous experience in community relations, along with a demonstrated history of on-the-job initiative, excellent written and verbal communication skills, and the ability to handle many tasks at once. To apply, fax your resume to Linda Bieniek 708-571-0489; or mail to CLTV, 2000 York, #114, Oak Brook, IL 60521. No phone calls please.

**HELP WANTED PRODUCTION**

•••••  
**• VIDEO PRODUCTION •**  
 •••••

Sony Video 1™ Network, the JumboTron™ SCREEN IN TIMES SQUARE, NYC, is CURRENTLY ACCEPTING applications for freelance video production personnel. Good potential for GROWTH, future staff position possible. COMPUTER EXPERIENCE ESSENTIAL. PLEASE SEND COVER LETTER, RESUME AND REEL if available to:

Sony Video 1™ Network  
 1501 Broadway, Room 308  
 NY, NY 10036  
 ATTN: PRODUCTION

**ASSOCIATE DIRECTOR/STAGE MANAGER**

KABC-TV is seeking an Associate Director/Stage Manager with a minimum of 5 years experience. Candidates must demonstrate the ability to accurately time newscasts, live events, local specials and productions, coordinate remotes and manage talent on stage. Excellent communication and organizational skills are required. Operations experience preferred. Please send resume to: **Connie Borge, Program Director, Dept. ADSM/BC, KABC-TV, 4151 Prospect Avenue, Los Angeles, CA 90027.** Equal Opportunity Employer.



**Videotape Editors (2):** Canal de Noticias is a division of NBC, one of the world's best known news and entertainment companies. We are seeking 2 bilingual (English/Spanish) Videotape Editors to join our expanding news service, which broadcasts in Spanish in major Latin American and select U.S. markets. This 24-hour operation, based in Charlotte, North Carolina, offers you the chance to be part of a dynamic team which is experiencing tremendous growth and success. You will edit voice-overs, soundbites and packages; record and assemble block tapes for replay; assemble and produce teases and other pre-production materials for newscasts; operate Basys news computer system and archive edited material. To qualify, you'll need at least one year of editing experience (preferably with beta videotape in a news environment); experience with a Grass Valley DPM-700 a plus. You must work well under pressure, have solid editorial judgement, and be available for flexible hours (including overnights, weekends and holidays). For prompt and confidential consideration, please send your resume and salary history to: HR Dept. JP-VE, NBC News Channel, 925 North Wood Ridge Center Drive, Charlotte, NC 28217. We are an Equal Opportunity Employer.

**Videographer.** Troy, Michigan based corporate production company seeking strong Videographer with 7+ years experience for salaried staff position with overtime. Must be very flexible: News Style/Studio/Multicamera. Strong lighting and organizational skills required. DP/Aerial/Camcar experience a plus. Submit reel and resume to: Human Resources Department, MVP Communications, Inc., 1075 Rankin, Troy, MI 48083. Fax #(810)588-1899.

**Television Videographer.** Kansas City's most aggressive and innovative television station has an opening for a Videographer in its Creative Services Department. If you've got a great eye, at least 3 years experience shooting promos, commercials or news, have expertise in lighting and photocomposition, have the ability to tell stories well with pictures and can work well with producers, talent and outside agencies, we want you! Send tape and resume to Rich Brase, VP Creative Services, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE. A New World Communications station.

**Graphic Artist.** Award winning FOX affiliate in south Florida is looking for a Creative Graphic Artist with the imagination and talent to translate ideas into art. We need someone to help in the creation of news graphics for both our 6 and 10 newscasts. Must have working knowledge of computer graphics. ArtStar, Macintosh, and Chyron experience is a plus. Send non-returnable tape and resume to: Brian Culbreth, Production Manager, WFTX-TV, 621 S.W. Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

Escape the snow to Florida sunshine and growth opportunity with exciting video company on the move! Shooters/Editors wanted for immediate expansion opening. Experience with Beta SP and Video Toaster required. Send tape and resume to The Firm, P.O. Box 309, Citra, FL 32113.

Creative, hardworking, timely and fun. Does that fit you? Can you write, edit, shoot and produce clutter cutting video? Strong NBC affiliate in Northern California market #126. Rush tape and resume to Summer Adamson, KCPM TV. The address is 180 East 4th Street, Chico, CA 95928.

**Commercial Writer/Producer.** WPDE-TV 15, the ABC affiliate in the Florence/Myrtle Beach market, has two positions available for creative and hands-on Commercial Writer/Producers. Copywriting, videography and post-production experience necessary. Media 100 or other Mac based non-linear editing and Adobe software experience a definite plus. Send reel, resume and salary requirements to: Chuck Spruill, Director, Promotion and Creative Services, WPDE-TV, 3215 South Cashua Drive, Florence, SC 29501-6386. EEO/MF.

**Art Director.** Orbis Broadcast Group, Chicago's premiere full service Video/Multimedia facility is expanding again. We have recently opened a digital publishing division, and are seeking someone with experience in ad layout, print, and 3D animation skills, preferably on an SGI or Symbolics platform. Experience in designing for online services and Web sites is a plus. Send resume and samples of work to: Orbis Broadcast Group, 100 South Sangamon Street, Chicago, IL 60607. Attn: Michael Opager.

**MISCELLANEOUS**

**20 Jobs Available.** WSYT-TV in Syracuse, NY is expanding its staff for a new business project. We're looking for talented and enthusiastic people who understand what it takes to reach personal and professional goals in a positive work environment. The following positions will be available: Assistant Business Manager, Promotion Manager, Promotion Assistant, Local Sales Manager, Account Executives, Sales Assistants, Traffic Assistants, Programming Coordinator, Creative Services Director, Commercial Producers, Promotion Producer, Maintenance Engineer, and Master Control Operators. This project isn't a cake-walk so-o-o, if you have the desire to succeed with the skills and experience to back it up, send your (pay attention or you may be disqualified) resume and salary history to Personnel, WSYT, 1000 James Street, Syracuse, NY 13203. Please indicate in your cover letter the position for which you are applying. WSYT is an Equal Opportunity Employer.

**SITUATIONS WANTED INTERVIEWER**

If you are tired of seeing politicians slip and slide; and want to see them totally nailed to the wall while they are dumbfounded or scream, insult, cuss and then try to steal the video tape or guest release, send for explosive demo of high profile guests. 202-833-3634.

**SITUATIONS WANTED NEWS**

**Reporter, Weatherman, Anchor -- 15 years** radio news/personality experience. Good face, great delivery, excellent writing. ENG, documentary, V/O, management experience. Ready to move! Michael (713) 537-6901.

**Experienced Assignment Editor** seeks medium-market position in warm climate. 11 years experience including WILX, WOTV and UPI National Broadcast. Call Dave, (800) 260-3489.

Fax your classified ad to  
**Broadcasting & Cable**  
 (212) 206-8327

**SITUATIONS WANTED MANAGEMENT**

If you are: An investment fund looking to acquire TV properties; a telephone, cable or radio concern interested in television acquisitions; an existing TV group seeking bottom-line improvements or willing to consider a buy-out through management contract/purchase option; a distressed banking or investment group in need of strong TV management; then we are an experienced Television Management Company interested in working with you to earn an equity position. Excellent track record in acquisition and operation of affiliate and independent TV stations including successful start-ups, turn-arounds and resolution of bankruptcy situations. Contact AmTel Management at 318-861-1288 for more information.

**SITUATIONS WANTED PRODUCTION**

Eleven Videotape Editors. Looking for a better deal. New York based, self managed group with various skills, ranging from crashing news to on-line long form features. Looking for an opportunity for growth and peace of mind, including inroads into new technology. (Non-linear, multimedia, Internet, etc.). Very talented and hard working group. Reply to Box 00698.

Creative, dependable Producer with 2 years small market experience seeking position in innovative, diverse medium-large market station as producer or associate producer. Please respond to (303) 766-9231.

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 601-352-6673

**RESUME TAPES**

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 847-272-2917.

**VIDEO SERVICES**

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

**CABLE**



**Explore Your World**

Discovery Communications, Inc. is seeking a Sr. Manager, Network Operations for Discovery Channel International Networks based in Bethesda, Maryland. Ideal candidate will provide guidance and support to the Asian, Latin American and European regional networks through the following: create operating systems and procure service vendors and technologies; establish and maintain network policies and procedures with U.S. based operations and regional network operations. Assist with planning and development of technical operations facilities: (technology analysis and recommendation for automation systems, traffic systems and software and audio/video mediums, identifying facility design criteria to meet operational requirements and system redundancy and resiliency specifications, developing and maintaining hardware and service vendor relationships, development of contracts for purchasing and service agreements). A minimum 5 years management experience in origination, distribution operations and traffic management for Network Broadcasting and a minimum 3 years customer service experience as primary contact for broadcast customer base required. Operator experience with automation systems/software and technology components that control and manage network origination functions including: master control, multi-network ad sales traffic and air-log creation. Broad understanding of broadcast related functions including: post production, audio/video quality control, voice recording/dubbing and satellite transmission systems and technologies. Ability to facilitate project agenda, maintain high energy level and manage a broad scope of details while maintaining extensive International travel schedule. Fluency in Mandarin, Spanish, Japanese, Italian, French or German a plus.

Send or fax resume and cover letter to:

**Human Resources**  
**Discovery Communications, Inc.**  
**7700 Wisconsin Avenue**  
**Bethesda, MD 20814**  
**RE: Sr. Manager, Network**  
**Operations, International Networks**  
**Fax: (301) 986-1889**

**HELP WANTED PROGRAMMING**

**Program Director, Asst., Cable TV: Manh;** Direct and coord selection of ethnic productions and news prgrms for Indian Cable TV station. Contact talents from India and sub-continent, including entertainers/singers/musicians/film stars/other individuals for busn interviews. Write script and rehearse w/talent. Coord audio work/music/camera work/script to assist in producing shows. Prep forms for govt agencies and reguins/contract renewal. Prep/monitor budgets and use know/broadcast equip to prep prgrms. Perform public relationary duties. Asst/rept to prgm director and interpret procs and policies. Use know/Indian film/music/entertainment shows to asst prgm director in making acquisitions. Bach in English or Broadcasting or Producing w/2 yrs exp in job offered. In lieu of Bach degree, 3 yrs college and 3 yrs work exp in field acceptable. \$42,985/yr, 40 hr/wk, 9a-5p. Send 2 copies of res/ltr to #RAF 1503, Rm 501, One Main St., Bklyn, NY 11201.

**Programming Director.** New developing cable TV network with programming in human potential, self-help, practical spirituality, motivation, healing, global news seeks Programming Director. Experience and resonation with vision a must. Fax cover letter and resume to 212-966-0356.

**HELP WANTED RESEARCH**

**Sr. Research Manager - Bethesda-based** Discovery Communications, parent company of Discovery Channel and The Learning Channel, seeks a Sr Research Manager to work closely with the DCI network programming and marketing departments to design and commission primary research projects. You will be supervising one manager who will help manage projects. Candidates must possess minimum seven years of primary marketing research experience, including strong experience in a variety of research methods (both quantitative and qualitative) and must be able to generate creative research solutions. Must have personnel managerial experience as well as strong mathematical, communication and computer skills. Background in a marketing research company, television network or program production firm helpful. Send cover letter and salary requirements to Discovery Communications, Inc., c/o Steve McGowan, Research Department, 7700 Wisconsin Avenue, Box SRM, Bethesda, MD 20814.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**

**HELP WANTED SALES**

BET NETWORKS is currently seeking a qualified candidate to fill the position of

**AFFILIATE RELATIONS DIRECTOR**

— Western Region —

Responsibilities include the sales & marketing to cable affiliates of three (3) networks: BET, BET On Jazz: *The Cable Jazz Channel*, and Action Pay-Per-View. In addition, you will be responsible for supporting Local Ad Sales in the region.

Candidates will direct re-negotiation efforts with key affiliates, develop and implement regional sales plans and strategies geared toward increasing subscriber growth, and supervise the activities of assigned area managers in the execution of sales plans. Must have a college degree. 3-5 years experience in the cable industry is preferred; 2 years managerial experience a must. Strong organization, written, and computer skills required.

Interested candidates may fax resumes with salary history to: (310) 453-2573 or mail them to: Rochelle Gordon, Regional VP of Sales



**BET NETWORKS**  
2425 West Olympic Blvd  
Suite 4050 West  
Santa Monica, CA 90404

Equal Opportunity Employer

Popcorn Channel seeks Traffic Coordinator. 2 years experience. Speed, accuracy, self-motivation. Familiarity with cable industry helpful. Fax resume/salary requirements to (212) 302-7730.

**HELP WANTED PROMOTION**

Co-Op and Promotions Coordinator. Jones Intercable Advertising in Chicago is seeking applicants for Co-op and Promotions Coordinator. This newly developed position requires the successful candidate to drive incremental advertising dollars through Co-op and client specific promotions. This person will work directly with the advertising sales managers and account executives to drive these dollars. The ideal candidate will have a bachelor's degree in advertising or business, two or more years of Co-op and promotions experience and strong computer skills. Compensation is commensurate to experience with full benefits. Please send resume with salary requirements to: Director of Advertising, 101 Burr Ridge Parkway, Burr Ridge, IL 60521 or fax to 708-794-0580. No phone calls please. Jones Intercable is an Equal Opportunity Employer.

**ALLIED FIELDS**

**HELP WANTED PRODUCTION**

Video Writer/Producer/Director: Leading production company needs superior Writer/Producer/Director with specific experience in corporate and commercial video. Join award winning staff of 33 using top equipment for diverse project range. Need energy, creativity, excellent client skills. Send non-returnable demo tape/resume to John Wilcox, Metro Video Productions, 424 Duke of Gloucester Street, Williamsburg, VA 23185.

**HELP WANTED ADMINISTRATION**

Richard Eaton Chair in Broadcast Journalism: The University of Maryland College of Journalism seeks a distinguished broadcast journalist for our newly endowed Richard Eaton Chair in Broadcast Journalism. The chairholder will have a national leadership role in advancing broadcast journalism through teaching, lectures, publications, presentations and other research and activities. The Richard Eaton chairholder will add to our premier Public Affairs Journalism Program, whose components include student news bureaus in Annapolis and Washington and daily cable and radio broadcasts. A Candidate should have a strong interest in development of new information technology based on strong journalistic values. Key duties will lie in assessing prevailing practices, proposing innovations and helping shape the future of electronic journalism. We are looking for a broadcast journalist with exceptional professional qualifications, a flair for guiding students and professionals, and a vision that will add to the intellectual life of our college and the broadcasting community. The Richard Eaton Chair in Broadcast Journalism includes a competitive academic salary, secretarial support, graduate assistance and travel funds. The College of Journalism at Maryland, located nine miles from the White House, is one of the nation's leading journalism schools. Send nominations and applications to: Richard Eaton Chair Search, Dean's Office, College of Journalism, University of Maryland, College Park, MD 20742-7111. For best consideration, apply by March 15, 1996. The University of Maryland is an Equal Opportunity, Affirmative Action Employer. Applications from women and minority persons are encouraged.

**SITUATIONS WANTED MANAGEMENT**

Globally qualified multi-media executive seeks interim assignment or challenging opportunity. Skilled in media management/turn-arounds, start-ups. 20+ years of creative broad-based media and marketing solutions in private and public sectors. International experience. Multi-cultural training and development at network, regional and local levels. Discreet and affordable. Dennis R. Israel 305-929-0235.

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TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at *NEWSDirections* (423) 843-0547 or leave toll-free voice mail at (800) 639-7347.

National Sports Jobs Weekly, PO Box 5725 Glendale AZ 85312, <http://www.sportsjobs.com> (602)933-4345, 4 issues for \$39, 13 for \$89.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

**FINANCIAL SERVICES**

Equipment Leasing Services. Application on Internet. Immediate Financing. Equipment consignment. <http://www.hookup.com> Or call 800.760.4020.

**EDUCATIONAL SERVICES**

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

**WANTED TO BUY EQUIPMENT**

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.



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AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

3" Helix Standard Coaxial Cable. 50-Ohm. unused, cut to length. Priced below market. Shipped instantly. Call Basic Wire and Cable - 800-227-4292. Fax 312-539-3500.

For Sale. Avid Media Composer 400S Off Line Video Editing System. Call Lelia Hall-Smith (212) 261-4699.

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Florida Keys, very attractive FM; Georgia mountain vacation area, small combo; Major Florida market, profitable Hispanic AM. Beckerman Associates, 813-971-2061.

Beautiful Gulf Coast of Texas, C-1, 100,000 watt FM priced right. \$495,000.00. Get it while it lasts. John W. Saunders, Media Broker, (713)444-4477.

Beaumont, Texas. Major investor in new, unbuilt Class C2 FM. Construction permit licensed for Beaumont-Port Arthur, Texas. Interested in sale, LMA or partnership. Financing available. 317-469-4545.

**BROADCASTING TOWER**

Tower Space Available, Oklahoma City market. Construction begins April 1996. Call Brad Ferguson at KCSC. (405) 460-5272. Fax (405) 330-3844. E-Mail: KCSCFM@aol.com.

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Take a proactive approach to EEO Compliance. Compliance Surety, Inc. can help you cut costs while improving and simplifying your EEO compliance efforts. Fax your request for free information to CSI at 719-592-9673. Include your station/company name, contact, address and phone number. Internet: www.mnsinc.com/csi

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

# For the Record

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

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### GRANTED

**Apache Junction, Ariz.** (BALH-960111-EE)—American Broadcasting Systems Inc. for KVVA(AM) 860 khz: involuntary assignment of license from American Broadcasting Systems Inc. to American Broadcasting Systems Inc., D.I.P. *Feb. 1*

**Phoenix** (BLH-940808KA)—American Broadcasting Systems Inc. for KVVA(AM) 860 khz: involuntary assignment of license from American Broadcasting Systems Inc. to American Broadcasting Systems Inc., D.I.P. *Feb. 1*

**Lacombe, La.** (BAPH-931119GF)—North Lake Radio Inc. for KPXF(FM) 94.7 mhz: involuntary assignment of CP from North Lake Radio Inc. (debtor) to The Radio Co. Inc. *Dec. 8*

**Woodbury, Tenn.** (BTC-960111GQ)—Dasan Communications Corp., D.I.P. for WBRY(AM) 1540 khz: involuntary transfer of control of Dasan Communications to John C. McLemore (trustee). *Jan. 29*

**Woodbury, Tenn.** (BTC-960111GR)—Dasan Communications Corp., D.I.P. for WBOZ(FM) 104.9 mhz: involuntary transfer of control of Dasan Communications to John C. McLemore (trustee). *Jan. 29*

### ACCEPTED FOR FILING

**Panama City, Fla.** (BTCCT-951215IF)—The Spartan Radiocasting Co. for WMBV(TV) ch. 13: involuntary transfer of control of licensee corp. from Walter J. Brown to

Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Augusta, Ga.** (BTCCT-951215IG)—Hickory Hill Broadcasting Co. for WJBF(TV) ch. 6: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Columbus, Ga.** (BTCCT-951215IL)—Avant Development Corp. for WRBL(TV) ch. 3: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Mason City, Iowa** (BTCCT-951215IE)—The Spartan Radiocasting Co. for KIMT(TV) ch. 3: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**El Dorado, Kan.** (BTC-960124GF)—New Life Fellowship Inc. for KSRX(AM) 1360 khz: involuntary transfer of control from New Life Fellowship Inc. to Jimmy Wayne Lee (trustee). *Jan. 24*

**Ensign, Kan.** (BTCCT-951215II)—The Spartan Broadcasting Co. for KBSD-TV ch. 6: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Goodland, Kan.** (BTCCT-951215IK)—The Spartan Broadcasting Co. for KBSL(TV) ch. 10: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Hays, Kan.** (BTCCT-951215IJ)—The Spartan Broadcasting Co. for KBSH(TV) ch. 7: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Hutchinson, Kan.** (BTCCT-951215IH)—The Spartan Broadcasting Co. for KWCH-TV ch. 12: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Kingman, Kan.** (BTCH-960124GG)—Alpha Broadcasting Inc. for KTCM(FM) 100.3 mhz: involuntary transfer of control from New Life Fellowship Inc. to Jimmy Wayne Lee (trustee). *Jan. 24*

**Wichita, Kan.** (BTCED-960124GI)—New Life Fellowship Inc. for KIBN(FM) 90.7 mhz: involuntary transfer of control from New Life Fellowship Inc. to Jimmy Wayne Lee (trustee). *Jan. 24*

**Florence, S.C.** (BTCH-951215ID)—Spartan Communications Inc. for WBTW(TV) ch. 13: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Spartansburg, S.C.** (BTCCT-951215IC)—Spartan Communications Inc. for WSPA-TV ch. 7: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Spartanburg, S.C.** (BTCH-951215IB)—Spartan Communications Inc. for WSPA-FM 98.9 mhz: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

**Spartanburg, S.C.** (BTC-951215IA)—Spartan Communications Inc. for WSPA-AM 950 khz: involuntary transfer of control of licensee corp. from Walter J. Brown to Estate of Walter J. Brown, Tom Watson Brown and Suntrust Bank, Atlanta (co-executors). *Dec. 15*

## NEW STATIONS

### RETURNED

**Dudley, Mass.** (BPED-950804MB)—W.C.A.R. Inc. for FM at 91.5 mhz: ERP .1 kw, ant. 30 m. *Feb. 1*

**Natchez, Miss.** (BPED-950512MB)—American Family Association for educational FM at 91.1 mhz, ERP .25 kw, ant. 50 m. *Feb. 1*

### DISMISSED

**Burns, Ore.** (BPH-941122MP)—Stanley M. Swol for FM at 92.7 mhz, ERP .75 kw, ant. 275.5 m., near Burns Radio facility, 4.21 km W of Hines and 5.85 km WSW of Burns in Harney City. *Feb. 1*

**Milton-Freewater, Ore.** (BPED-950222-MA)—Lifetalk Radio Foundation for FM at 88.5 mhz, ERP 5 kw, ant. 397 m., TL 17 km, 248.2 to Milton-Freewater. *Jan. 31*

### GRANTED

**Terre Haute, Ind.** (BPED-950426MB)—American Family Association for educational FM at 91.9 mhz, ERP 1 kw, ant. 29 m. *Feb. 1*

**Branson, Mo.** (BPED-931008MB)—Creative Educational Media Corp. Inc. for non-commercial educational FM at 89.7 mhz,

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### 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

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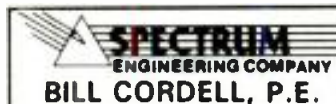
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ERP .25 kw, ant. 130 m. *Jan. 29*

**Fort Totten, N.D.** (BPED-950217MA)—Dakota Circle Tipi Inc. for noncommercial educational FM at 90.7 mhz, ERP 6 kw, ant. 100 m. *Feb. 1*

**Columbus, Ohio** (890413MR)—Family Stations Inc. for noncommercial educational FM at 88.7 mhz, ERP 5 kw, TL E. of Olentangy River Rd. opposite Union Cemetery, Columbus. *Apr. 11*

### FILED/ACCEPTED FOR FILING

**Columbiana, Ala.** (940114MA)—Michael Thomas Stainback for new FM at 101.5 mhz, ERP 6 kw, ant. 100 m. *Dec. 14*

**Addison, Ala.** (950303MC)—Newman Family Partnership for new FM at 105.7 mhz, ERP 6 kw, ant. 100 m. *Dec. 14*

**Dora, Ala.** (950824MH)—J.T. Roberts Broadcasting Inc. for FM at 92.5 mhz, ERP 2.9 kw, ant. 145 m. *Dec. 14*

**Selma, Ala.** (BPED-960111MH)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP .25 kw, ant. 14 m., 2918 Citizens Pkwy., Selma. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., and Wichita and Topeka, Kan. *Jan. 11*

**Wetpumka, Ala.** (921125MD)—Vision Communications Ltd. for FM at 97.9 mhz, ERP 3 kw, ant. 100 m. *Nov. 25, 1992*

**Holbrook, Ariz.** (BPCT-960108KF)—Northwest Television Inc. (William L. Yde III, president/25% owner, 505 Turtle Creek Dr., Brentwood, TN 37027) for TV at ch. 11, ERP 6.16 kw, ant. 59 m., .25 km E of IS 40, 1.98 km S of Holbrook Municipal Airport. Northwest owns KBGE(TV) Bellevue, Wash., and has applied for TVs in Lincoln, Neb., Muskogee, Okla., and Giesburg, Ill. *Jan. 8*

**Nogales, Ariz.** (950203MJ)—Felix Corp. for FM at 99.1 mhz, ERP 6 kw, ant. 54 m. *Dec. 14*

**Pinetop, Ariz.** (951109MG)—William S. Kononicki for FM at 106.7 mhz, ERP 55.4 kw, ant. 377.5 m. *Dec. 14*

**Tucson, Ariz.** (BPED-951208MB)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for FM at 88.5 mhz, ERP .042 mhz, ant. 1104 m. EMF owns KEZF(AM) Tigard, Ore., and KLVC-FM Magalia, KLVN(FM) Chowchilla, KLVR(FM) Santa Rosa and KLVS(FM) Kingsburg, all Calif.; has applied for FMs in Fairmead, Redding, Fountain Hills and Livingston, all Calif., and is buying KLVG(FM) Garberville, Calif. *Dec. 8*

**Gosnell, Ark.** (BPCT-9601116KK)—Kelly Broadcasting Co. (Gerald R. Proctor, 50% owner, 90 FM 1746, Woodville, TX 75979) for TV at ch. 46Z, ERP 5000 kw, ant. 380 m., .35 mi. W of Frenchmans Batou, off Hwy 61, Mississippi Co., Ark. Proctor owns kvct(tv) Victoria, Tex., and AM in Jacksonville, Fla., and has interests in applications for TVs at ch. 55, Lake Dallas, Tex., and ch. 31, Pocatello, Idaho, and FM in Las Vegas. *Jan. 11*

**Maumelle, Ark.** (941020ME)—George S. Flinn Jr. for FM at 96.9 mhz, ERP 6 kw, ant. 89 m. *Dec. 14*

**Fairmead, Calif.** (940606ME)—Educational Media Foundation Inc. for FM at 91.1 mhz, ERP 15 kw, ant. 78 m. *Jun. 6 1994*

**Healdsburg, Calif.** (BPH-960111MO)—EB Healdsburg, LLC (Charles B. Moss, Jr., manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 96.7 mhz, ERP .7 kw, ant. 217 m., 8 mi. N of Healdsburg in Sonoma Co., Calif. Moss owns FM in Aspen, parts of FMs in Aspen, Basalt, Eagle and Oak Creek, all Colo., has interests in applications for FMs in Needles, Calif., and Billings, Mont., and in CP for FM in Taos, N.M. *Jan. 11*

**Healdsburg, Calif.** (BPH-960111MP)—KWAN Broadcasting Co. (Gerhard J. Hanneman, president/owner, P.O. Box 200, Sea Ranch, CA 95497) for FM at 96.7 mhz, ERP .83 kw, ant. 204 m., 1.6 km W of Geysers Rd., 5.9 km N of intersection of Geysers Rd. and SR 128, Sonoma Co. Calif. KWAN owns KWAN(FM) Gualala, Calif. *Jan. 11*

**Healdsburg, Calif.** (BPH-960111MT)—Moon Broadcasting Corp. (Abel De Luna, president/owner, 1200 W. Venice Blvd., Los Angeles, CA 90006) for FM at 96.7 mhz, ERP .70 kw, ant. 212 m., 8300 Geysers Rd., Healdsburg. Moon owns AM in Santa Rosa, Calif. *Jan. 11*

**Healdsburg, Calif.** (BPH-960111MS)—Joseph M. Perez (6130 Anderson Rd., Forestville, CA 95436) for FM at 96.7 mhz, ERP .34 kw, ant. 414 m., N side of Pine Flat Rd., 19.2 km NNE of Healdsburg. *Jan. 11*

**Lompoc, Calif.** (BPED-960111MF)—Trinity Church of the Nazarene (Jerry Morris, CEO/member, 500 E. North Ave., Lompoc, CA 93436) for noncommercial educational FM at 91.5 mhz, ERP 1 kw, ant. 125 m., 500 E. North Ave., Lompoc. *Jan. 11*

**Los Molinos, Calif.** (940210ME)—Redwood Microcap Fund Inc. for FM at 101.7 mhz, ERP 6 kw, ant. 100 m. *Dec. 14*

**Estes Park, Colo.** (950612MI)—Trail Broadcasting Co. Inc. for FM at 102.1 mhz, ERP 6 kw, ant. -254.4 m. *Dec. 5*

**Pocatello, Idaho** (BPCT-951215KT)—Compass Communications of Idaho Inc. (Gerald R. Proctor, president/50% owner, 980 FM 1746, Woodville, TX 75979) for TV at ch. 31, ERP 3851 kw, ant. 445 m., 5 mi. NE of center of Pocatello. Proctor owns kvct(tv) Victoria, Tex., AM in Jacksonville, Fla., and has interests in applications for TVs at ch. 55, Lake Dallas, Tex., and ch. 31, Gosnell, Ark. and FM in Las Vegas. *Dec. 15*

**Bartonville, Ill.** (911115MQ)—Howard G. Bill for FM at 99.9 mhz, ERP 3 kw, ant. 100 m. *Nov. 15, 1991*

**Farmington, Ill.** (950524ME)—Sueellen L. Johnston for FM at 96.5 mhz, ERP 6 kw, ant. 100 m. *Dec. 14*

**Kankakee, Ill.** (BPED-960111MG)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.3 mhz, ERP 1.2 kw, ant. 76 m., 292 N. Covenant St., Bourbonnais, Ill. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., and Wichita and Topeka, Kan., and has applied for FMs in Selma, Ala., and Independence, Kan. *Jan. 11*

**Evansville, Ind.** (941122ML)—BS Infobahn Co. for FM at 107.7 mhz, ERP 3 kw, ant. 79 m. *Dec. 14*

**Madrid, Iowa** (950309MZ)—Midwest Chris-

tian TV Miniseries Inc. for FM at 96.1 mhz, ant. 100 m., 2 km W of Napier, Colfax Township, Iowa. *Dec. 14*

**Newton, Iowa** (BPCT-960118KL)—Northwest Television Inc. (William L. Yde III, president/25% owner, 505 Turtle Creek Dr., Brentwood, TN 37027) for TV at ch. 39, ERP 1,450 kw, ant. 160 m. *Jan. 18*

**Perry, Iowa** (BPED-951215ME)—Iowa State University of Science and Technology (Marvin A. Pomerantz, regent, Iowa State Univ., Communications Bldg., Ames, IA 50011) for FM at 91.7 mhz, ERP 23.5 kw, ant. 111 m., 426 335th St., Union Township, Iowa. *Dec. 15*

**Independence, Kan.** (BPED-960111ME)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.7 mhz, ERP .25 kw, ant. 51 m., 4863 4500 Rd., Independence, Kan. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., and Wichita and Topeka, Kan., and has applied for FMs in Selma, Ala., and Kankakee, Ill. *Jan. 11*

**Clinton, Ky.** (950122ML)—River County Broadcasting Inc. for FM at 102.1 mhz, ERP 25 kw, ant. 100 m. *Dec. 14*

**Greenville, Miss.** (BPCT-960126KH)—Dallas M. Tarkenton (100 Wexford Pl., Athens, GA 30606) for TV on ch. 44, ERP 1000 kw, ant. 145 m., 3.5 km SW of Choctaw, Miss. Tarkenton is building FMs in Canton, S.D., and Blackville, S.C., and owns the major parts of FMs in Carrollton and Peachtree City, and AM in Newnan, all Ga. *Jan. 26*

**Nashauk, Minn.** (950203MB)—Two Sons Radio Partnership for FM at 102.9 mhz, ERP 25 kw, ant. 100 m. *Feb. 3 1995*

**Roseau, Minn.** (941121MM)—Robert M. Obie for FM at 103.5 mhz, ERP 50 kw, ant. 48.9 m. *Dec. 13*

**Tunica, Miss.** (941230MA)—Todd P. Robinson for FM at 96.1 mhz, ERP 25 kw, 100 m., 1.8 km NW of Blue Hill Church, near Arkabutia, Tate City, Miss. *Dec. 14*

**Kirksville, Mo.** (BPED-960111MS)—Cape Broadcasting Inc. (Dennis Phelps, president, P.O. Box 500, Kirksville, MO 63501) for non-commercial educational FM at 90.7 mhz, Kirksville, Mo. ERP. 25 kw, ant. 99m. Rte. P, 3.6 km NE of its intersection with US Hwy 63, Kirksville. *Jan. 11*

**Knob Noster, Mo.** (BPED-960111MD)—Lake Area Educational Broadcasting Foundation (James A. McDermott, president, P.O. Box 800, Camdenton, MO 65020) for FM at 89.7 mhz, ERP 5 kw, ant. 69.6 m., .3 km W of junction of Missouri Rte. 23 and Johnson Co. Rte. E. *Jan. 11*

**Billings, Mont.** (950706MA)—Mount Rushmore Broadcasting Inc. for FM at 105.1 mhz, ERP 6 kw, ant. 71 m. *Dec. 14*

**Butte, Mont.** (960108KE)—Meridian Communications of Montana Inc. (Suzanne E. Rogers, president/50% owner, 910 Sunrise Ave., Ste. A1, Box 160, Roseville, CA 95661) for TV on ch. 24, ERP 335 kw, ant. 578 m., adjacent to KXLF(tv) tower, 8 km E of Butte. Meridian Communications Co., parent company of Meridian of Montana, has applied for TVs at ch. 34, Lake Havasu City, Ariz., and ch. 20, Idaho Falls, Idaho. Meridian of Mon-

tana has applied for TVs on ch. 26, Great Falls, and ch. 17, Missoula, Mont. *Jan. 8*

**Missoula, Mont.** (BPCT-960108KH)—Meridian Communications of Montana Inc. (Suzanne E. Rogers, president/50% owner, 910 Sunrise Ave., Ste. A1, Box 160, Roseville, CA 95661) for TV on ch. 17, ERP 325 kw, ant. 515 m., Pattee Canyon communications site, 7 km SSE of Montana. Meridian Communications Co., parent company of Meridian, Montana, has applied for TVs at ch. 34, Lake Havasu City, Ariz., and ch. 20, Idaho Falls, Idaho. Meridian of Montana has applied for TVs on ch. 26, Great Falls, and ch. 24, Butte, Mont. *Jan. 8*

**Ocean Isle Beach, N.C.** (941222MB)—Atlantic Broadcasting Co. Inc. for FM at 93.5 mhz, 6 kw, ant. 100 m. *Dec. 14*

**Nashville, N.C.** (950511MJ)—Mainquad Communications Inc. for FM at 99.7 mhz, ERP 6 kw, ant. 100 m. *Dec. 5*

**Sun Valley, Nev.** (850828MM)—George S. Flinn Jr. for FM on 93.7 mhz, ERP .45 kw, ant. 117 m. *Dec. 7*

**Corning, N.Y.** (BPET-960126KE)—WSKG Public Telecommunications Council (Katherine Fitzgerald, chairwoman, P.O. Box 3000, Binghamton, NY 13902) for non-commercial educational TV on ch. 30, ERP 813 kw, ant. 242 m., top of Comfort Hill, 4.3 km from Elmira city boundary. *Jan. 26*

**Ogdensburg, N.Y.** (950906MF)—Northstar Broadcasting Corp. for FM at 98.7 mhz, ant. 49 m., ERP 3 kw, ant. 49 m. *Dec. 14*

**Massillon, Ohio** (BPED-950731MA)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 88.7 mhz, ERP 12 kw, ant. 103 m., Camp Buckeye, Ohio. *Nov. 24*

**Piketon, Ohio** (950417MO)—DBA Piketon Communications for FM at 100.1 mhz, ERP 3 kw, ant. 474 m. *Dec. 14*

**Cambridge Springs, Pa.** (950510ME)—Thomas J. Sauber for FM at 103.7 mhz, ERP 3 kw, ant. 61 m. *May 10 '95*

**Hawley, Pa.** (BPED-951205MB)—Four Rivers Community Broadcasting Corp. (Charles W. Loughery, president/trustee, P.O. Box 186, Sellersville, PA 18960) for FM at 89.1 mhz, ERP .2 kw, ant. 160 m., 1.4 km E of Rte. 390 at Tanglewood Ski Resort, off Paperbirch South Rd., Tafton, Pa. Four Rivers owns NCE-FM WBYO Sellersville and has applied to build FM in Stroudsburg. *Dec. 5*

**McConnellsburg, Pa.** (950522MC)—Cary H. Simpson for FM at 103.7 mhz, ERP 6 kw, ant. 61 m. *May 22*

**Brownwood, Tex.** (BPED-960125MB)—Howard Payne University (Don Newbury, president, 1000 Fisk Ave., Brownwood, TX 76801) for noncommercial educational FM at 91.7 mhz, ERP 1 kw, ant. 166 m. *Jan. 25*

**East Berkshire, Vt.** (BPED-951214MA)—Green Mountain Educational Fellowship Inc. (William Wittik, president/33% member, P.O. Box 126, Hartford, VT 05047) for FM at 88.7 mhz, ERP 0 kw, ant. -147 m., 200 Rte. 118 E Berkshire Franklin, Vt. *Dec. 14*

**Clarkston, Wash.** (931223MC)—Helen S. Warkentin for FM at 102.9 mhz, ERP .440

kw, ant. 357.4 m. *Dec. 23 '93*

**Omak, Wash.** (950103MA)—John P. Andrist for FM at 104.3 mhz. ERP 5.1 kw, ant. 443 m. *Feb. 13 '95*

**Spokane, Wash.** (BPCT-960111KM)—John E. Powley (1529E Hunter Dr., Dover, PA 17315) for TV at ch. 34, ERP 10 kw, ant. 580 m., Krell Hill, Spokane. Powley has applied for TV on ch. 21, Minden, La. *Jan. 11*

**Balsam Lake, Wisc.** (950202MA)—Thomas F. Beschta for FM at 102.9 mhz, ERP .440, ant. 357.4 m. *Feb. 2 '95*  
Facilities Changes

### CANCELLED

**Minor Hill, Tenn.** (BPH-931126IE)—Broadcast One, Inc. for WUP-FM 92.1 mhz: to change ERP to 2 kw and ant. to 146 m. *Jan. 25*

### DISMISSED

**Camas, Wash.** (BPH-940829IC)—ECI License Co. LP for KNRK(FM) 94.7 mhz: to change ERP to 15 kw, ant. to 259.5 m., class to C2 and request for waiver of 73.215 (E) with respect to first-adjacent ch. station KMGE. *Jan. 31*

**Newark, N.J.** (BMP-931112AD)—Spanish Broadcasting System Inc. for WXLX(AM) 620 khz: to reduce nighttime power from 5 kw to 4.2 kw. *Feb. 1*

### RETURNED

**Oxnard, Calif.** (BPED-950110MB)—Santa Monica Community College District for KCRU(FM) 89.1 mhz: to increase ERP .85 kw, change ant. to 260 m. *Jan. 26*

**Ridgefield, Conn.** (BP-950818AC)—WREF Inc. for WREF(AM) 850 khz: to make changes in antenna and increase in power .5 kw night, 10 kw day. *Jan. 24*

**Savannah, Ga.** (BPED-950901MI)—Savannah State College for WHCJ(FM) 88.5 mhz: to change ant. to 70.3 m. *Jan. 26*

**Fort Worth, Texas** (BMP-950831AC)—Stuart Gaines Broadcasting Co. for KTNO(AM) 1540 khz: to reduce power to .925 kw/45 kw, change TL to 3110 Roy Orr Blvd., Fort Worth,

and make changes in ant. system. *Jan. 31*

**Mineola, Texas** (BP-950907AB)—Canton Broadcasters Inc. for kvci(AM) 1510 khz: to change city of license to Canton, Texas and relocate main studio. *Jan. 31*

### GRANTED

**Fairbanks, Alaska** (BPED-940617MA)—University of Alaska for KUAC-FM 89.9 mhz: to change ERP to 38 kw, ant. to 506 m., TL to Ester dome, 4 km N of Ester, Alaska. *Jan. 22*

**Williams, Ariz.** (BMPH-950908ID)—Jana Tucker for KVTF(FM) 96.7 mhz: to change channel from A to C2. *Jan. 30*

**Glendale, Calif.** (BPH-920128IB)—Golden West Broadcasters for KSCA(FM) 101.9 mhz: to change ERP to 4.8 kw. *Jan. 24*

**Winton, Calif.** (BPH-951121IH)—TGR Broadcasting Inc. for KFMK(FM) 98.7 mhz: to change ERP to 6 kw, ant. to 75 m. *Nov. 28*

**Ledyard, Conn.** (BPH-950911IB)—Red Wolf Broadcasting Corp. for WWWW(FM) 106.5 mhz: to change ant. to 140 m., ERP to 3.1 kw.

**Naples Park, Fla.** (BPH-950818IC)—Rep. WCKT (GP for WIXI(FM) 105.5 mhz: to change ERP to 6.3 kw, ant. 198 m. *Dec. 7*

**Panama City, Fla.** (BMPED-940729IY)—Joy Public Broadcasting Corp. for WJTF(FM) 89.9 mhz: to change ant. to 65 m. and TL to 1104 Balboa Ave., Panama City, Fla. *Jan. 24*

**Hays, Kan.** (BPH-950825ID)—Radio Inc. for KJLS(FM) 103.3 mhz: to change ant. to 299 m. and TL to 12.2 km NE of Ellis. *Jan. 24*

**Topeka, Kan.** (BP-950822AC)—Midland Broadcasters Inc. for KTOP(AM) 1490 khz, to make changes in ant. system. *Jan. 26*

**Folsom, La.** (BMPH-950807IF)—Enon Broadcasting Inc. for KGZC(FM) 104.7 mhz: to change ch. from 285A to 284A. *Jan. 22*

**Two Harbors, Minn.** (BPH-951128IB)—Eclectic Enterprises Inc. for WRSR(FM) 104.3 mhz: to change ant and TL. *Jan. 31*

**Greenwood, Miss.** (BPH-950807IC)—Clay Ewing, V for WGRM-FM 93.9 mhz: to change ant. to 100 m., ERP to 25 kw and class from A to C3. *Jan. 26*

## OpenMike

### V for vigilance

EDITOR: Since I am quick to criticize, let me as quickly praise you for your Jan. 29 "The V for voluntary" editorial.

I totally agree that significant industry voluntary activity is far, far better than mandatory regulation or legal requirements. I also agree that it is possible to come up with a package of efforts that can pass the test of thoughtful concern in this area (if not that of die-hard do-gooders).

I don't find the V-chip as menacing as you do, but I certainly agree that eternal, explicit and energetic vigilance against the imposition of

ensorship is in order. I also doubt the effectiveness of the V-chip. I do think that the industry should acknowledge the harm of media violence and its responsibility for it, and undertake some voluntary action on that front as well.

For me, as you know, the best resolution of this intractable problem is to assure the availability of quality, age-appropriate constructive alternatives to the entertainment fare the market will produce left totally to itself.

Again, congratulations on BROADCASTING & CABLE's editorial position.—David V.B. Britt, president/CEO, Children's Television Workshop, New York

# Datebook

## THIS WEEK

- Feb. 12-13**—"Introduction to Telephony," *Society of Cable Telecommunications Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.
- Feb. 12-15**—18th annual *Monte Carlo Television Market*. Loews Hotel, Monte Carlo. Contact: Liliiane Vitale, (201) 869-4022.
- Feb. 12-15**—*International Engineering Consortium* Western Communications Forum. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.
- Feb. 14-16**—"Light the Credit Torch," seminar presented by *Broadcast Cable Credit Association*. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.
- Feb. 14-16**—"Marketing Strategies for Cable TV Companies," conference presented by *Global Business Research Ltd.* Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.
- Feb. 14-16**—"Introduction to Fiber Optics," *Society of Cable Telecommunications Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.
- Feb. 15**—"DBS: The Five Burning Questions," seminar presented by *The Carmel Group*. Warner Center Marriott, Woodland Hills, Calif. Contact: (408) 626-6222.
- Feb. 15-17**—*Oklahoma Association of Broadcasters* winter convention. Oklahoma City. Contact: (405) 848-0771.
- Feb. 15-18**—*Radio Advertising Bureau* marketing leadership conference. Wyndham Anatole Hotel, Dallas. Contact: (214) 753-6700.

## FEBRUARY

- Feb. 20-22**—*Georgia Association of Broadcasters* 51st annual Radio-TV Institute. University of Georgia, Athens, Ga. Contact: 770-395-7200.
- Feb. 21-22**—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Lake San Marcos Resort, San Diego. Contact: Molly Coyle, (312) 634-2353.
- Feb. 21-23**—Texas Show '96, presented by the *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.
- Feb. 22**—*Federal Communications Bar Association* luncheon featuring Robert Iger. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Feb. 22**—Round-table discussion on human resources, sponsored by the *Cable and Telecommunications Human Resources Association*. Hilton Palacio Del Rio, San Antonio, Tex. Contact: Patricia Hrabina, (512) 476-7888.
- Feb. 22**—Membership open house presented by the New York chapter of the *Cable Television Administration and Marketing Society*. iX Studio, New York. Contact: Rebecca Kramer, (212) 818-9151.
- Feb. 23-25**—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Warwick Regis Hotel, San Francisco. Contact: Cy Porter, (202) 467-5219.
- Feb. 24**—*Associated Press Television-Radio Association of California-Nevada* seminar. Silver Legacy Casino-Resort, Reno. Contact: Rachel Ambrose, (213) 626-1200.
- Feb. 24**—Third annual Animation Opportunities Expo, presented by the *International Animated Film Society, ASIFA-Hollywood*. Universal City Hilton and Towers, Los Angeles. Contact: Wendy Jackson, (818) 842-8330.
- Feb. 26-28**—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: Karole White, (517) 484-7444.
- Feb. 27-28**—Wireless Cable Europe conference, presented by *IBC Technical Services Ltd.* Copthorne Tara Hotel, London. Contact: +44 (0) 171 637 4383.
- Feb. 28-29**—*North Carolina Cable Telecommuni-*

*cations Association* winter meeting. Washington Duke Hotel, Durham, N.C. Contact: (919) 834-7113.

**Feb. 29-March 1**—*Women in Cable & Telecommunications* Betsy Magness Leadership Institute Meeting. Renaissance Mayflower Hotel, Washington. Contact: Christine Kane, (312) 634-2343.

## MARCH

- March 1-3**—55th annual *Intercollegiate Broadcasting System* international convention of educational broadcasters. Roosevelt Hotel, New York City. Contact: Fritz Kass, (914) 565-0003.
- March 4-5**—"Introduction to Telephony," *Society of Cable Telecommunications Engineers* regional training seminar. SCTE National Headquarters, Exton, Pa. Contact: (610) 363-6888.
- March 4-6**—*Satellite Broadcasting and Communications Association* Las Vegas '96 Satellite Show. Las Vegas Hilton, Las Vegas. Contact: (818) 558-3679.
- March 6-8**—"Introduction to Fiber Optics," *Society of Cable Telecommunications Engineers* regional training seminar. SCTE National Headquarters, Exton, Pa. Contact: (610) 363-6888.
- March 7**—"Satellite Imagery and the News Media," conference presented by *American University School of Communication*. American University, Washington. Contact: (202) 885-2037.
- March 7-8**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Continental Cablevision offices, Pompano Beach, Fla. Contact: Molly Coyle, (312) 634-2353.
- March 8-9**—12th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: Fred Brown, (202) 463-8970.
- March 13-14**—"Engineering for the Non-engineer," course presented by *Women in Cable & Telecommunications*. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.
- March 13-15**—*NIMA International* spring meeting/product distribution day. Renaissance Mayflower Hotel, Washington. Contact: David Savage, (202) 962-8342.
- March 14**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- March 14**—*Federal Communications Bar Association* luncheon featuring Richard Notebaert. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- March 14-15**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.
- March 14-15**—Cable television law 1996 seminar presented by the *Practising Law Institute*. PLI Training Center, New York City. Contact: Christine Garcia, (212) 824-5700.
- March 17**—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Martinsburg, W.Va. Contact: (304) 744-2143.
- March 20**—"Managing the Telecommunications Revolution," seminar presented by *Leibowitz & Associates*. Orlando Airport Marriott, Orlando, Fla. Contact: (305) 530-1322.
- March 20**—*International Radio & Television Foundation* Gold Medal Award Dinner. Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.
- March 20-23**—*National Broadcasting Society (Alpha Epsilon Rho)* annual convention. Sheraton LAX, Los Angeles. Contact: Jamie Byrne, (717) 872-3996.
- March 23**—"Investigating the Possibilities," spring training conference presented by the *Radio-Television News Directors Association*. Adam's Mark Hotel, Philadelphia. Contact: (202) 467-5200.
- March 24-26**—*Cabletelevision Advertising Bureau* cable advertising conference. New York Marriott Marquis, New York City. Contact: Nancy

Lagos, (212) 751-7770.

**March 25-27**—Wireless '96, presented by the *Cellular Telecommunications Industry Association*. Dallas Convention Center, Dallas. Contact: (202) 785-0081.

**March 25-27**—"Broadband Emerging Video Services: A Convergence of Industries," conference presented by *Bellcore (Bell Communications Research)*. Grenelefe Golf & Tennis Resort, Haines City, Fla. Contact: (800) 521-2673.

**March 27-29**—"From Virtual to Reality," national pay-per-view/interactive conference presented by *Cable Television Administration and Marketing Society*. Orlando Marriott World Center, Orlando, Fla. Contact: Bonnie Boyle, (703) 549-4200.

## APRIL

- April 10**—*Broadcasters' Foundation* annual Golden Mike Award dinner. Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.
- April 12-15**—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimkeno, (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

- 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 Teister, (708) 296-0200.
- May 23-25**—"CES Orlando...The Digital Destination," multimedia trade show presented by the *Electronic Industries Association*. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

## JUNE

- June 9-15**—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.
- 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

- 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 Osanski, [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.

## NOVEMBER

- Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

## DECEMBER

- Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

**Major Meeting dates in red**  
—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## MGM's Symes making the lion roar again

**W**hen John Symes started his job as president of MGM Worldwide Television in early 1994, most of the ailing studio's limited resources were directed toward re-establishing MGM as a major player in the movie business.

Now, however, MGM's good fortune at the box office—with such recent hits as "Get Shorty" and "Goldeneye"—has been matched by the dramatic turnaround of its TV unit.

Most impressive, Symes has laid a solid foundation for future growth with a big-budget drama series, *The Outer Limits*, that began paying for itself in its first year. MGM also has fared well with the new first-run reality strip *LAPD*.

With the studio's emergence from more than a decade of financial uncertainty, MGM's new leaders have been given a mandate by chairman/CEO Frank G. Mancuso to develop long-term franchises, driven by everything from theme park rides to direct-to-video animated spin-offs.

"Our challenge is to continue to grow in the ever-changing climate of the television business," says Symes. "There's a certain interest out there in seeing MGM turn around after so many years of trouble. That lion logo has always had an intrinsic value. We've gotten over the industry's initial reservations and proved that this company can produce."

On the TV side, Symes says, the challenge is made easier by the wealth of titles in the MGM and United Artists archives. A sitcom based on the Oscar-winning 1976 movie "Network" is in the works for CBS, and MGM also plans to develop TV series based on the theatricals "Fame" and "It's a Mad, Mad, Mad, Mad World."

Right from the start, *The Outer Limits* fulfilled its promise as "the prize jewel" in the United Artists TV library by attracting "dynamite demographics," Symes says.

In an innovative marketing plan, the revival of the 1960s sci-fi anthology series bowed on Showtime last March and moved into first-run syndication in September. Showtime has ordered 88 episodes of *The Outer Limits*, also renewed for a second year in syndication. MGM's upcoming series *Poltergeist: The Legacy*, which already has a 44-episode order from Showtime, will have the same staggered cable/broadcast window.

"We're spending a lot of time trying to figure out different ways to approach the business," says Symes. "We have to look at different models because we don't have



*"Now it's time to really focus on making the most of our new franchises."*

### John Percival Symes III

**President, MGM Worldwide Television, Santa Monica, Calif.; b. April 28, 1956, Toledo, Ohio; BA, economics, University of California—Berkeley, 1978; assistant, Lombardo & Associates, San Francisco, 1979; Paramount Domestic Television, Los Angeles: manager of videotape operations, 1979; director of technical operations, 1980-82; director of programming, Paramount Video, Los Angeles, 1982-85; Paramount Network Television, Los Angeles: VP, current programs, 1985-86; senior VP, current programs, 1987-89; executive VP, creative affairs, 1989-93; current position since January 1994; m. Meg Carmack, Dec. 21, 1985; children: Katie, 7; Sarah, 5; Jack, 2.**

the resources other companies do. We need to find the ways—through deals with pay cable, basic cable, international sales, syndication—to put the best possible production values on screen."

Symes got training in the nuts and bolts of TV production during his 15 years with Paramount, starting in the technical operations department and culminating with a four-year stint as executive vice president of creative affairs for Paramount Network Television. As director of programming for the start-up Paramount Video division in the early 1980s, Symes's duties ranged from launching the ground-breaking Showtime sitcom *Brothers* to overseeing production on live worldwide broadcasts of concerts by Frank Sinatra and Diana Ross.

Although Symes helped launch such network hits as *MacGyver*, *Wings* and *Frasier* during his tenure with Paramount, MGM has not set its development sights on the Big Three: "Financially, the process of going for six- and seven-episode orders from the networks has become a little problematic for many people. Our cable/syndication windows with *The Outer Limits* and *Poltergeist*: have allowed us to get back into the TV business in a big way in a much shorter period of time than it traditionally takes to deliver network TV product."

MGM also has taken a pragmatic approach to animation. MGM Animation, which Symes oversees, is producing a sequel to its 1989 theatrical hit "All Dogs Go to Heaven" for release this spring, to be followed by the launch of a first-run children's TV series in September.

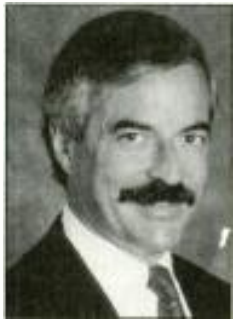
The one MGM/UA franchise that won't be headed for TV screens anytime soon is the James Bond gold mine. With the success of Pierce Brosnan's first outing as Agent 007 in "Goldeneye," MGM isn't willing to risk diluting interest in the movies by launching a TV counterpart.

With a new era of prosperity on the horizon for MGM, acquisition talks are likely to heat up. Credit Lyonnais, the French bank that took control of the studio in 1992, has to sell MGM by May of 1997 to comply with U.S. banking law.

But that deadline is a "back-burner" issue for MGM TV's crew. "We've spent the past two years working very hard to prove to the creative community that we can produce," Symes says. "Now it's time to really focus on making the most of our new franchises, and we're definitely getting there." —CL

# Fates & Fortunes

## BROADCAST TV



Heyward

**Andrew Heyward**, executive producer, *CBS Evening News with Dan Rather*, and VP, CBS News, New York, named president, CBS News.

Appointments at WYTV(TV) Youngstown,

Ohio: **Debby Blaylock**, account executive, named regional sales manager; **Daniel Messersmith**, regional sales manager, named LSM.

**Gordon Boyd**, reporter/backup anchor, WTVQ-TV Lexington, Ky., joins WGEM-TV Quincy, Ill., as co-anchor.

Appointments at KEYT-TV Santa Barbara, Calif.: **Bill Sally**, LSM, named national/regional sales manager; **Vince Thompson**, sales manager, named LSM.

**Terry Kelly**, president, Dynatech Display Group, joins Shockley Communications Corp., Madison, Wis., as executive VP, TV division.

**Jeff Lazalier**, meteorologist/news reporter, KFOR-TV Oklahoma City, joins KJRH(TV) Tulsa, Okla., as meteorologist.

**Alan Cohen**, executive VP, marketing, NBC Television, New York, joins ABC Television Network there in same capacity.

**Steve White**, sports director, KTVM(TV) Butte, Mont., joins WECT(TV) Wilmington, N.C., as weekend sports anchor/reporter.

**Cliff Lachman**, senior VP, programming and production, Paramount Domestic Television, Los Angeles, joins *LAPD*, Hollywood, as executive producer.

**Charles Johnson**, reporter/weekend co-anchor, WALA-TV Mobile, Ala., joins WPBF(TV) West Palm Beach, Fla., as reporter/photographer.

**Heather McMichael**, anchor/reporter, WPTA(TV) Fort Wayne, Ind., joins WDAF-TV Kansas City, Mo., in same capacity.

**Ross McLaughlin**, investigative reporter/anchor/producer, CITV-TV Edmonton, Alberta, joins KIRO-TV Seattle as consumer/investigative reporter.

**Christopher Webb**, sales manager, WGTU (TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan, named GSM.

**Steve Lattimore**, Peninsula bureau chief, WAVY-TV Portsmouth, Va., joins KMOV(TV) St. Louis as news reporter.

## PROGRAMMING



Small

**Tzvi Howard Small**, executive in charge of production, Twentieth Television, joins Paramount Domestic Television, Hollywood, as senior VP, production.

**Jim Waters**, executive VP, University City Studios Operations Group, and president, Universal Facilities, named executive VP, production, Universal Television, Universal City, Calif.



Fleming

**Robert Fleming**, senior VP, finance and administration, fX Networks Inc., joins MCA Television Group, Universal City, Calif., as executive VP/CFO.

**Andrew Mandell**, senior VP, finance and administration, and CFO, Walt Disney Imagineering, Burbank, Calif., named VP, operations planning, The Walt Disney Company.



Marrinan

**Jim Marrinan**, senior executive VP, international, ITC Entertainment, Los Angeles, joins Warner Bros. International Television Distribution, Burbank, Calif., as senior VP, television sales.

**Michael Pangas**, director, international accounting, Sony Television Entertainment, Culver City, Calif., named assistant controller, international.

Appointments at Turner Broadcasting System: **Gary Anderson**, VP, CNN Television, Atlanta, named senior VP; **Meade Camp**, senior development, officer, corporate sales, National Community AIDS Partnership, joins Turner Program Services, Atlanta, as senior VP, marketing and sales strategy; **Dan Darling**, VP, production operations, Turner Productions, Atlanta, named senior VP.

## RADIO

**Glenda Beasley**, manager, Katz Radio Group, Boston, named marketing manager, KRG Dimensions, Los Angeles.

**Helene Gold**, director, research, WQHT(FM) New York, joins WRGX(FM) Briarcliff Manor, N.Y., as LSM.

**Bob Lewis**, operations manager, Silverado Broadcasting, joins KGGI(FM) Riverside/San Bernardino, Calif., as program director.

**B. Franklin Byrd**, accountant, PanEnergy Corp., Houston, joins ABC Radio Networks, Dallas, as director, finance.

**Jeffrey Schatz**, local/retail sales manager, KOSI(FM) Denver and KEZW(AM) Aurora, both Colorado, named GSM.

Appointments at Chancellor Broadcasting Co. stations: **Joe Bayliss**, director, sales, KFBK(AM)-KGBY(FM) Sacramento and KHYL(FM) Auburn, California, named GM; **John Rohm**, GM, KSTP-FM St. Paul, Minn., joins WUBE-AM-FM Cincinnati and WYGY(FM) Hamilton, both Ohio, in same capacity; **Samuel Weller**, VP/GM, KOSI(FM) Denver and KEZW(AM) Aurora, both Colorado, joins as executive VP/GM/regional manager in charge of Chancellor's Denver and Phoenix properties.

**Martin Gill**, news director, Midwest region, CBS News Newspath video service, joins wwJ(AM) Detroit as director, news and programming.

**Paul Thomson**, corporate controller, Herbalife International, joins Odyssey Communications Inc., Los Angeles, as CFO.

## CABLE

**Xu Xiongxiang**, GM, China TV Program Agency (affiliate of China Central Television), joins Encore International, China office, as managing director.

**Timothy Rea**, VP, operations, Northwest operations, Viacom Cable, Puget



Sound, Wash., named senior VP/GM, Northwest cable system.

**Barbara Waters**, senior account executive, affiliate sales and marketing, Northeast. ESPN, Bristol, Conn., named marketing manager, affiliate marketing.



Boyle

Appointments at Discovery Communications Inc., Bethesda, Md.:

**Jim Boyle**, VP, communications, named senior VP, corporate communications; **Mark Hollinger**, VP/deputy general counsel, named

senior VP, international business development, and general counsel; **Charles Humbar**d, director, international programming operations, named VP, network distribution and technical operations, Discovery Networks International business unit.

**Marc Honan**, director, marketing, Empire Sports Network, Buffalo, N.Y., joins SportsChannel Florida, Boca Raton, as marketing manager.



Dolan

**Thomas Dolan**, VP/chief information officer, Cablevision Systems Corp., Woodbury, N.Y., named senior VP.

**T. Bahnon Stanley**, director, corporate development, Landmark Communications,

named VP, The Travel Channel, Atlanta.

**Frances Berwick**, deputy director, sales, Channel 4 International (C4I), Britain, joins Bravo/The Independent Film Channel, Woodbury, N.Y., as VP, programming.

## TECHNOLOGY

**Bill Edwards**, VP, sales enhanced services group, Centigram, San Jose, Calif., joins Glenayre Technologies Inc., Charlotte, N.C., as VP, sales and marketing, voice systems division.

**Lee Hemink**, recent retiree, Procter & Gamble, joins LBA Technology Inc., Greenville, N.C., as president/COO.

Appointments at ITS Corp., McMurray, Pa.: **Michael Benya**, product strategy

## Audrey Meadows, 1924-1996

Long before President Kennedy vowed to send an American to the moon, Ralph Kramden was making the same pledge to his wife. While Alice never made that trip, the part sent Audrey Meadows to the stars, placing her among the elite of TV comedians.

Meadows, 71, who died of lung cancer at Cedars-Sinai Medical Center in Los Angeles Feb. 3, played the perfect foil to Jackie Gleason's blustering Ralph. Her sarcastic retorts, delivered with a roll of the eyes and arms folded resolutely, were more than a match for her TV husband's histrionic threats. We watched weekly as Ralph filled himself with more and more hot air only to have Alice stick a pin in his plans with a perfectly timed put-down. But if she was the pin, she was also the cushion when he took that inevitable fall. Meadows won an Emmy in 1954 for her role.

After her five-year stint on the show, Meadows continued to make guest appearances on TV and had continuing roles in *Too Close for Comfort* (ABC, 1982-83) and *Uncle Buck* (CBS, 1990). —JE



manager, Black Box Corp., joins as product manager, MMDS low-power products; **Rick Labuda**, sales engineer, named sales manager; **Keith Ross**, product manager, Aerotech Inc., joins as product manager, MMDS high-power products; **Gary Smyth**, senior communications manager, Steel Recycling Institute, Pittsburgh, joins as corporate communications manager.

**Robert Luff**, chief technical officer and VP, strategic operations, Scientific-Atlanta's broadband group, joins TV/COM, San Diego, a wholly owned subsidiary of Hyundai Electronics America, as president/CEO. Luff's career in the cable and telecommunications industry has included senior management positions at Jones Intercable, United Artists Cable Systems, the NCTA and the FCC. TV/COM International Inc. supplies high performance equipment to cable, satellite and terrestrial TV networks.

**Neal Miller**, division finance director/controller, communications division, Tandem Computers Inc., joins Syntellect Inc., Atlanta, as CFO.

**Jeff Rosica**, VP, eastern regional sales, BTS Broadcast Television Systems, Simi Valley, Calif., named VP/GM, marketing, service and sales.

**Jhan "John" Hiber**, broadcasting consultant and author, forms The Carmel Media Institute, 225 Crossroads Blvd., Suite #333, Carmel, CA 93923. CMI will conduct research, publish newsletters and books and conduct workshops.

**Bill Keeshan**, SeaChange Technology Inc., Concord, Mass., named manager, field service activities.

Appointments at Harris Corp.'s Broadcast Division: **Mark G. Fehlig**, executive account manager, U.S. domestic broadband accounts, Scientific-Atlanta, Norcross, Ga., joins as TV district sales manager, Northeastern U.S.; **Ian Miller**, marketing manager, Incomtel Limited, London, joins as regional sales director for Africa (excluding North Africa), Cambridge, UK.

## DEATHS

**Gary Bazner**, 49, weathercaster, WKBD (TV) Detroit, died Feb. 2 of a heart attack. Bazner joined WKBD in 1990 and before that worked at WOOD(AM) Grand Rapids, Mich., KDFW-TV Dallas and WISH-TV Indianapolis. He is survived by a daughter, a son, and two grandsons.

**DarraLee "Dee" Schelling**, 57, executive director, New Mexico Broadcasters Association, died Feb. 5 at Anna Kaseman Hospital, Albuquerque, of a heart attack. Schelling had been with NMBA since 1978 and was well known among state legislators for her participation in legislative issues regarding broadcast interests. Prior to her position at NMBA, she was president of 4-M Advertising, an agency she co-founded. Schelling is survived by two brothers, Pat and Tim; and an aunt, Val.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## **Publisher Dove Audio has struck a deal to acquire leading independent production companies Four Point Entertainment and The Producers Entertainment Group.**

Dove, publisher of several best-sellers tied to the O.J. Simpson saga, will acquire TPEG, producer of TV movies and the CBS sitcoms *Dave's World* and *Can't Hurry Love*, in a stock-swap deal worth \$8 million. Privately held Four Point, producer of such first-run shows as *American Gladiators* and *Mark Walberg*, will be purchased for \$5 million in Dove stock and \$4 million in cash. Dove, which launched a theatrical division last year, will be renamed Dove Entertainment.

## **CBS has re-signed four Freedom Communications stations to long-term affiliation agreements.**

The stations: WPEC (ch. 12) West Palm Beach, Fla. (a market with only two VHF's); KFDM-TV Beaumont, Tex.; WRGB Schenectady, N.Y., and KTVL Medford, Ore. Alan Bell, Freedom's broadcast division president, says that he would not have re-upped with CBS if former owner Larry Tisch hadn't sold and if Westinghouse hadn't picked Peter Lund to run the network: "Westinghouse has an urgent need to make things work, and they showed they're smart enough to pick someone who knows the business."

## **Universal Television has signed writer/producer Michael Chernuchin to a multiyear development deal.**

Chernuchin, who is executive producer of NBC's *Law & Order*, also is writing and producing *Feds*, a new drama for Universal, with *Law & Order* creator Dick Wolf. The series has been given a multi-episode order from CBS.

## **Boston University's UHF stations**

## **Nielsen to stand PAT**

Nielsen Media Research this fall plans to introduce a syndicated ratings analysis service designed to give clients a range of options for examining program, market and station performance.

The Windows-based system, tentatively titled Program Analysis Tool, is part of a package of high-tech national and local ratings delivery services that Nielsen will introduce this year under the umbrella name Galaxy. PAT will allow users to customize ratings data for each sweeps period on a local, regional or national basis. The service also will provide multiyear or multisweeps averages, lead-in and lead-out comparisons and analysis of time period performance, among other options. —CL

## **Justice probing L.A. TV ad rates**

The Justice Department has launched an investigation of possible collusion on advertising rates among TV stations in the Los Angeles market, station sources say.

The price-fixing probe grew out of the department's review of the Walt Disney Co.'s request for a waiver of FCC ownership rules allowing it to operate KCAL and KABC-TV Los Angeles following its merger with Capital Cities/ABC (see page 9).

Federal investigators widened their probe of the market, ordering stations to turn over phone records, computer files and other materials after finding that many stations keep track of the level of advertising revenue generated by their competitors. Justice Department officials declined comment.

Station executives say that there is no substance to concerns about price-fixing in the fiercely competitive environment of the nation's second-largest TV market. "The kinds of questions [investigators] are asking show they don't have any idea how the TV business really works," said one sales manager. —CL

**may be up for grabs.** The university has spent less than \$10 million since 1993 to acquire WABU Boston (ch. 68), WZBU Vineyard Haven, Mass./Providence, R.I. (ch. 58) and WNBW Concord, N.H./Boston (ch. 21), says WABU President Robert Gordon. Several recent offers have convinced the university to explore how much those assets are worth. Lehman Bros. is due to report on the matter within 30 days, Gordon says. Although there's no intent to sell the stations, "I'm absolutely convinced [that] if the right offer comes along, we will," he says, adding that he expects "many multiples over what we paid for the three stations." The stations, Gordon says, provide the greatest over-the-air coverage of the Boston market, the nation's sixth-largest DMA.

**UPN will debut its third night of programing on Wednesday, March 6,** with the *Blockbuster Entertainment Awards* at 8-10. The show will be hosted by *Frasier's*

Kelsey Grammer. On Wednesday, March 13, the new drama *Swift Justice* debuts at 9-10 p.m.; the network is undecided what will precede it at 8-9. On March 20, UPN debuts *The Sentinel* at 8-9, followed by the second episode of *Swift Justice*.

**CBS has ordered two more episodes of *Almost Perfect*,** bringing the first-year comedy's episode total to 24. The series, which airs on Sunday at 8:30-9 p.m., has been one of the few bright spots in CBS's freshman class of shows this season. *Almost Perfect* is produced by Paramount Network Television.

**The regular time period debut of *The WB's Savannah*** on Feb. 4 at 9 p.m. scored the highest overnight Nielsen numbers of any regularly scheduled WB show, a 6.3 rating/9 share in Nielsen metered markets.

**DIC Entertainment has reteamed with Broderbund Software** to produce a TV series based on the children's educational computer game *Alien Tales*. DIC's last co-venture with Broderbund produced the popular Fox Children's Network series *Where on Earth Is Carmen Sandiego?*, also based on a software title.

MTM Television says its new action hour ***The Cape* is set for a September launch** in the top 30 markets. New stations signing on for the series about astronauts include KTXH Houston, KUTP Phoenix and WHAS-TV Louisville, Ky.

# Closed Circuit

## HOLLYWOOD

### MGM sales report

Acquisition talks for MGM should start heating up once Credit Lyonnais, the French bank that took control of the studio in 1992, receives a report this week from investment house Lazard Freres on the best way to go about selling the studio. Credit Lyonnais has to sell MGM by May 1997 to comply with federal laws that restrict banks from owning non-banking businesses. The timing has worked in MGM's favor, with the long-troubled studio suddenly flush with the success of "Species," "Get Shorty," "Leaving Las Vegas" and "Goldeneye" on the theatrical side and *The Outer Limits*'s triumphal return to cable and syndication. Likely suitors for MGM are said to include G.E., Bertelsmann and the man who has led the studio's turnaround as its chairman since 1993—Frank G. Mancuso, formerly chairman and CEO of Paramount.

### Poking fun at presidential politics

Producer Edd Griles is readying an HBO special that will take an irreverent look at the history of presidential election TV ads over the past 50 years. The special, tentatively titled *30 Seconds over Washington*, to be hosted by comedians Dennis Miller and Bill Maher, may be produced in Washington, possibly as a live event. Griles, Rick Newman and Doug Warner have secured the rights to more than 55,000 political commercials on all levels of elected office, and Griles says the library of spots may yield a series of specials. Among the presidential pitches are one spot for Eisenhower that was produced by the Walt Disney Co. More immediate, Griles is preparing for the taping of *Catch a Rising Star's 50th Anniversary—Give or Take 26 Years*, a special for CBS celebrating the New York City comedy club. The special,

hosted by Rosie O'Donnell, will be taped Feb. 28, the first night of the 1996 U.S. Comedy Arts Festival in Aspen, Colo. CBS will air the special during the May sweeps.

### Party time

Nickelodeon plans to hold a big bash at Viacom-owned Paramount Studios to launch its new TV Land nostalgia network during the National Cable Television Association convention in Los Angeles April 29. At the party, Rich Cronin, vice president of Nickelodeon, will throw a switch officially launching the channel, which features shows from the '60s, '70s and '80s. Nickelodeon is expecting 1,100 guests at the party, whose theme will revolve around celebrities in attendance from some TV Land shows.

## NEW YORK

### Leading contenders

According to sources, it looks as though Frankie Blue, formerly music director of WHTZ(FM) and currently at the music video cable network The Box, will be named program director for Evergreen Media Corp.'s newly launched pop rhythm WKTU(FM) New York. At a press conference Friday, Evergreen Vice President/COO Jim DeCastro introduced the pop rhythm format slated to launch Feb. 9 on WKTU (103.5 FM), formerly country WYNY(FM). In addition, DeCastro said, "We have identified who we want as program director [for WKTU], and he is resigning from his post today."

## WASHINGTON

### Digital charge

The White House has a new variation on the analog spectrum auction. If an auction does not raise as much money as planned, broadcasters will be charged a onetime license fee for their digital channel to make up the difference. Under the White House plan, broadcasters would be loaned a second channel

until 2005. At the end of the so-called transition period, broadcasters must return their analog spectrum for auction.

### Invitation only

Executives of some of the nation's top media companies finally received the invitations to the White House that President Clinton promised last month in his State of the Union speech. The meeting will address two issues: "Improving what our children see on television and helping parents make choices about what their children are watching." The invitation adds, "To that end, I am pleased to invite you to join Vice President Gore and me in the Cabinet Room at 10:30 a.m. on Thursday Feb. 29."

### Justice eyes mergers

Congress has loosened FCC radio ownership rules to allow a group to own up to eight stations in the largest markets, but now there is concern that the Justice Department will use its antitrust authority to impose a local cap of its own. Concerns arise from Justice's increasing scrutiny of recent radio group mergers. At a meeting last week with NAB officials, the heads of several major groups asked the NAB for help. Justice analysis of the local radio business may be too narrow, says the NAB's Jeff Baumann. Stations compete for ad dollars not only with other radio stations but also with TV stations and newspapers, he says.



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## The V accompli

As this issue's cover story makes evident, television has entered the age of the V-chip. Viewed as a worst-case scenario, it is potentially a new ice age in free speech and free press. Viewed from the best-case side, it could enable television to be freer than ever while empowering the viewer with a discretion hitherto unknown.

This page chooses to look on the dark side. We think that the V-chip's danger cannot be overestimated or its reality overemphasized. The V-chip is here and may never go away.

The President signed the V-chip into law last Thursday. By the end of that day the strongest of court challenges should have been filed. We consider it almost ominous that it was not. It tells us that the broadcasting industry—which is the only line of defense against the V-chip—doesn't know what to do. That kind of vacillation will cost our all.

The problem is, those who support the V-chip occupy what appears to be the high ground. They are trying to save the country from violence and sexual ruin. As portrayed by the reformers, the media want only to profit from programs that parents fear will lead their children into sin and damnation.

And the V-chip is so rampantly seductive. No prior restraint. Air anything you want, and let the viewer select as he or she will. The catch, of course, is in the ratings system to which the chip responds. Who is to say how a program is to be rated? The industry, initially. And if it can't mount a satisfactory system? Then a body created by the FCC—politically correct, of course. That's only by year two. By year three politicians and interest groups of all stripes will have risen to protest this rating or that, this category or another, or simply that certain programming is allowed on the air at all. It will be found that the choice of television programming is too important to be left to the pri-

vate sector. Washington will take over.

Everything we know about the relationship between the federal government and federally licensed radio and TV tells us this is true. If the road to hell is paved with good intentions, the road to Big Brother will be paved with V-chips.

We will print all the good news and the bad about this phenomenon as it develops, but that chill on the back of our editorial necks tells us this Lorelei must be resisted at all cost. The industry is already a week late.

**FYI**—*The National Television Violence Study released last week does not appear to break any new ground. Once one wades through the studyspeak, the basic message is that television should turn the volume down on violence and up on its consequences. As a government dictate, that would be censorship. As advice freely given and just as freely accepted or rejected, it's worth considering. In the search for answers to the problem of violence—and TV's role in its causes and cures—no help should be dismissed out of hand.*

## Cut out the middleman

Lest we be thought resistant to change, here's an idea that can only make a positive difference. Suspend all FCC judgment/approval of radio station transfers. Depend on a certification by counsel that the deal meets all relevant government regulations (there are only about three). Hang over the heads of all parties the threat of license forfeiture for cheating.

We liken it to the negative option in book clubs. Unless you send the book back, it's yours. In this case, unless the FCC sends it back, it's yours—saving millions in meaningless administrative expense and months of FCC/industry time. Let the buying begin.

What about television? We'll get to that.

Lawrence B. Talshoff, chairman  
Peggy Conlon, publisher

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Steve Coe, bureau chief  
Cynthia Littleton, staff writer  
□ London Paramount House, 162-170 Wardour St., W1V3AT,  
44-171-437-0493; Fax 44-171-437-0495  
Meredith Amdur, Debra Johnson, international editors

### Circulation

Michael Borchetta, subscription promotion director  
Leonard Weed, fulfillment director

Founder and Editor  
Sol Talshoff (1904-1982)

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Washington, DC 20036  
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Circulation: 800-554-5729  
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

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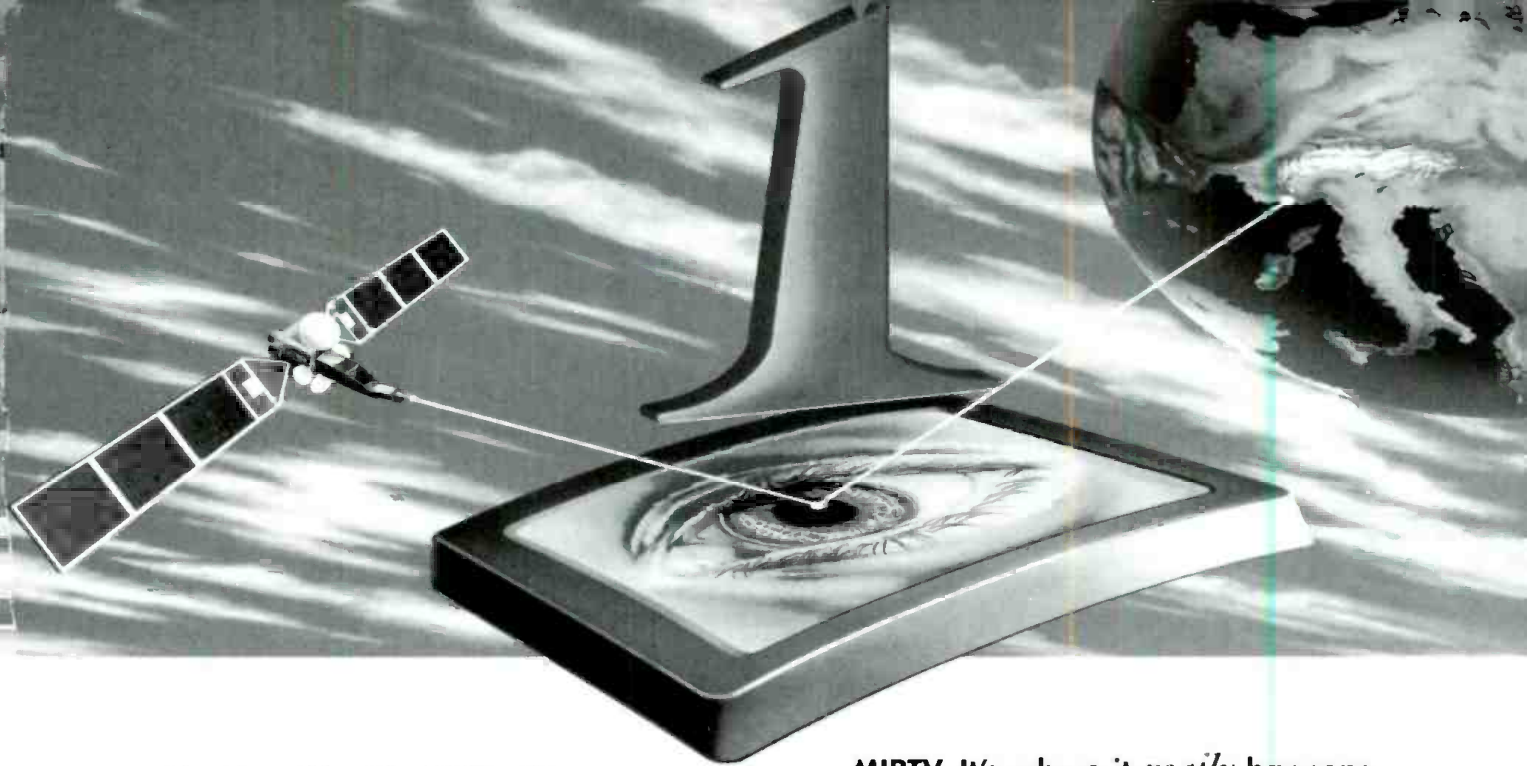
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### Advertising

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