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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 10 65th Year

Cahners Publication

The Elegant Surrender

Industry capitulates on V-chip without firing a shot

US West's \$10.8 billion deal for Continental Cable

NAB Equipment Preview

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TOP OF THE WEEK / 5
 BROADCASTING / 23
 CABLE / 37
 TECHNOLOGY / 49

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Must Reading from
BROADCASTING & CABLE
March 4, 1996

TOP OF THE WEEK



Fox Chairman Rupert Murdoch promises leading presidential candidates at least 80 minutes of free airtime. / 21

TV industry gives Clinton ratings system TV executives last week met with President Clinton and pledged to label programs with ratings by next January. They failed, however, to win assurance from the White House or Congress that there would not be further attempts to rein in sex and violence on TV. / 5

US West buys Continental The \$10.8 billion merger of Continental Cablevision and US West will bring the number of domestic cable customers managed by the telco and partner Time Warner to 16.2 million. / 12

Ratings, the right way ABC's former "chief censor," Alfred Schneider, says in a commentary that modeling a TV ratings system after the movies' ratings system is "a waste of time." Programs should be labeled, not rated, so parents can make up their minds, he says. / 9

Pressler pressed in election Broadcasters could face trouble if Larry Pressler loses his Senate seat this fall and is replaced as chairman of the Commerce Committee by John McCain. McCain is aggressively trying to link digital spectrum auctions to an increase in the federal debt limit. / 21

BROADCASTING

NBC flies to top As predicted, NBC won the February sweeps. Surprising were ABC's and CBS's second-place finishes in households, and Fox's near-second-place among adults 18-49. Meanwhile, in New York, WNBC-TV was number one for the first time in a decade. / 24, 25



Ann Abernethy (r) replaces Tammy Faye Messner as Jim J. Bullock's co-host. / 25

Ad revenue up 3% Broadcast TV revenue rose 3% in 1995, according to TVB. That's a modest increase compared with 1994's rise of 15%. / 27

Riding the Latin charts Latin Communications Group is on its way to rivaling Spanish-language media leaders Heftel, Tichenor Media System and Spanish Broadcasting System. / 35

CABLE

New nets test launch formula

Established MSO ties and a liberal launch wallet are among the factors that can spell success for a new cable channel, industry executives say. That theory will be put to the test with the upcoming launch of several cable channels, including Sundance and Speedvision. / 38

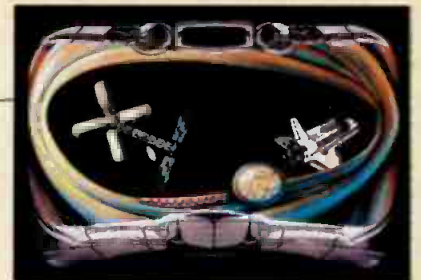


FX moves into sports with the World League of American Football. / 44

ESPN2 adds sports news block Perhaps preparing for the launch of Time Warner/Turner's sports service, ESPN2 is beefing up its programming with a five-hour daily original sports news block. / 41

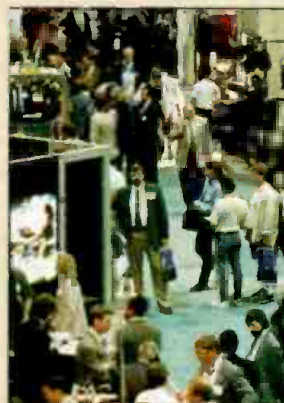
Telemedia Week

AT&T enters Internet access business AT&T's WorldNet Service will offer five hours of free Internet access and Netscape browsers to entice residential customers. / 46



Vivian Horner's two new multimedia games—one about dinosaurs, the other about outer space—combine CD-ROM and online content. / 47

TECHNOLOGY



SPECIAL REPORT: NAB '96 PRODUCTS PREVIEW

Digital dance continues

Compression and transmission gear top broadcasters' shopping lists as they head for NAB '96 in Las Vegas. Network technology executives predict a strong buying year at the station and network levels as they turn their attention from digital production to digital distribution. / 50

Product specifics New cameras and newsroom systems will be offered at NAB, including disk-based cameras and automated systems based on Microsoft Windows. / 55, 56

Changing Hands.....	31	Fates & Fortunes.....	82
Classified.....	68	In Brief.....	84
Closed Circuit.....	85	Network Ratings.....	28
Editorials.....	86	Washington Watch.....	22

TV makes history at the White House

Meeting of top media executives with President ends with promise to create voluntary self-rating system for violence and sex by '97; Valenti heads implementation group

By Christopher Stern

TV executives pledged last week to label programs with ratings by next January, but failed to win assurance from the White House or Congress that there would be no further attempts to rein in sex and violence on TV.

"The work we began here is just that—a beginning," said President Clinton after a historic White House meeting with 30 top executives of the television industry.

The Clinton administration made it clear last week that it will not stop with the V-chip. "We take the Children's Television Act seriously. We want to continue to work with the industry to do the very best we can for our children in both quantity and quality of children's programming," Clinton said after Thursday's meeting.

In the weeks leading up to the meeting, officials from ABC, CBS and NBC urged the administration to drop its active support for mandating educational programming for children in return for implementation of a ratings system.

That effort failed to pay off last week. The White House is hosting a briefing for children's TV advocates today (Feb. 4).

Approximately 30 minutes of last week's two-hour closed-door session were devoted to children's programming. Although the White House supports FCC Chairman Reed Hundt's proposal to require broadcasters to carry three hours of children's educational programming each week, executives who attended the meeting said that neither Clinton nor Vice President Gore brought up Hundt's plan.

The White House also has expressed support for proposals to limit the amount of violence on television during times when children are likely to be in the audience.

Although Hundt did not attend the



President Clinton called the pledge by the television industry to rate programming 'a beginning,' but he stressed an 'urgent need to improve children's programming.'

White House summit, he did urge broadcasters to take action on educational programming: "The industries' decision to give more information to their public honors the spirit and purpose of the First Amendment—to create an informed citizenry. Yet, I must ask: Couldn't broadcasters also agree to do more to help us teach our children by giving us a guaranteed amount of high-quality educational TV?"

House Speaker Newt Gingrich (R-Ga.) also said last Thursday that he supports recent proposals to create a so-called family viewing hour, during which broadcasters would voluntarily refrain from airing programming that may be inappropriate for children. "Some things should not be shown at 8 p.m., period," said Gingrich Thursday.

Before traveling to the White House, the 30 media executives spent the morning on Capitol Hill, where they met separately with Democrats and Republicans. Participants said the meeting with Gingrich went well, but that the meeting with the Democrats was more acrimonious.

Senate Democrats, including Kent Conrad (D-N.D.), Byron Dorgan (D-N.D.), Joseph Lieberman (D-Conn.) and Barbara Boxer (D-Calif.) "took

turns beating up" on broadcasters for the level of sex and violence now on television, according to one source. The meeting angered some industry executives who were caught off guard by the criticism on a day when they announced an agreement to rate their programs for the first time ever.

The industry had vehemently opposed the V-chip since 1993, when Representative Ed Markey (D-Mass.) first proposed equipping television sets with the ability to block programming based on a content rating. Despite opposition from broadcasters, Congress included the V-chip in the Telecommunications Act of 1996.

Broadcasters had vowed to challenge the V-chip in court, but have changed their minds since the Telecommunications Act has become law, hoping to build political good will with their capitulation.

In addition to the fight over children's educational programming, broadcasters are fending off efforts by Congress to auction the spectrum that TV stations need to make the transition to digital service. The spectrum issue was not raised during last week's meetings, but the House and the Senate Commerce committees have scheduled several hearings on the issue during the

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Houston	KHTV	Austin	KXAN-KNVA
Seattle	KTZZ	Lexington	WDKY
Cleveland	WUAB	Honolulu	KFVE
Minneapolis	KMSP	Spokane	KAYU
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Phoenix	KUTP	El Paso	KZIA
Denver	KTVD	Greenville	WFXI
St. Louis	KPLR	Montgomery	WHOA
Sacramento	KTXL	Traverse City	WGKI
Orlando	WOFL	Reno	KAME
Portland, OR	KPTV	Lafayette, LA	KADN
Indianapolis	WNDY	Macon	WGXA
Hartford	WTIC	Yakima	KCYU
San Diego	KTTY	Boise	KTRV
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Cincinnati	WSTR	Terre Haute	WBAK
Raleigh/Durham	WRAL-WRAZ	Medford	KMVU
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Nashville	WZTV	Anchorage	KYES
Columbus, OH	WCMH-WWHO	Palm Springs	KDBA
Greenville, SC	WFBC	Yuma	KECY
Salt Lake City	KJZZ	Alexandria	WNTZ
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next two months. And last week the Senate Budget Committee surprised broadcasters by announcing that it will hold a hearing on spectrum auctions on March 14.

Although broadcasting, cable and syndication interests agreed to create a ratings system, there still remains the daunting task of implementing a content code by the January deadline set by the Telecommunications Act. (The Telecommunications Act urges, but does not require, the television industry to adopt a ratings system.) If the industry fails to act, the FCC is authorized to create an advisory committee to create a ratings system.

Motion Picture Association of America President Jack Valenti will lead an implementation group that will establish guidelines that each program "distributor" will use to rate its own programs. Valenti said that a self-rating system is "the only sane way to do this."

The implementation group will do "both technical and audience research, refining and revising our plans, so that when implementation takes place, it will be grounded in reality," said a prepared statement released by the coalition of companies participating in last week's summit.

Although there is agreement that the TV rating system will be modeled on the MPAA's guide for movies, no other details have been worked out, Valenti said. CBS President Peter Lund said last week that news and sports most likely will be exempt from ratings. ■

Turner, Diller:

The flipside of the chip

By Chris McConnell

Not everyone had high praise for last week's plan to give the V-chip an encoded program rating to read.

Silver King Chairman/CEO Barry Diller said that the system won't work. And Turner Broadcasting Chairman/CEO Ted Turner, while calling the idea a step forward for society, predicted that it will cause broadcasters to play it safe in program scheduling.

"I think there will be more *Brady Bunch*-type programming and less cutting-edge programming," Turner said, adding that the chip will scare off advertisers unwilling to attach their support to a program bearing a violence or sex warning. "It's going to cost us quite a bit of money," Turner said.

Diller predicted that the V-chip could cause positive features in television to go unwatched or be forced off the air. While calling the chip and ratings system a good idea, Diller warned that the task of creating a consistent, accurate system for rating shows will prove too unwieldy to succeed.

"The V-chip will create an intense amount of chaos," Diller said. "It can't work." He posed a variety of issues, such as how reality shows should be rated and how animated nudity should be treated in comparison with filmed nudity. Diller also maintained that no technical solution—short of blowing up the television—will prevent unsupervised children from watching the shows they choose.

He posed the alternative of creating an "E-chip" system (E for enabling), in which the TV's chip would search for programming bearing a general-audience rating rather than a violence or sex rating. "That's an interesting idea," Diller said. ■



Turner (l) foresees the V-chip taking a toll on 'cutting-edge programming'; Diller fears some of TV's positive programming will go unwatched.

DENNIS BRACK/BLACK STAR

The V-chip bandwagon picks up riders

Senate Majority Leader Bob Dole (R-Kan.) last June opposed the V-chip on the Senate floor, but that did not stop him from taking credit last week for the television industry's decision to voluntarily rate its programming. House Speaker Newt Gingrich (R-Ga.) last August opposed the V-chip on the floor of the House, but that did not stop him from congratulating 30 industry leaders for their decision during a private breakfast at the Capitol last Thursday.

Representative Ed Markey (D-Mass.), who first proposed the V-chip in 1993, said it was surprising to see the Republican attempts to bask in the recent success of the V-chip. "The Republican leadership has—across the board—opposed it, so I don't think they can credibly claim credit," said Markey.

But from Gingrich's point of view, it was former Vice President Dan Quayle who should be credited with starting the national debate that led to an industry decision to voluntarily rate television programs.

"This is an ongoing process that began with Dan

Quayle's speech on Murphy Brown and was picked up by Dole last November," said Gingrich.

Quayle said that Murphy Brown was dragging down American values by making light of a single mother's decision to have a baby. Dole caused a furor in the entertainment industry last year when he made a series of speeches critical of the entertainment industry for the amount of sex and violence in movies and on television.

Dole, who is campaigning for the Republican presidential nomination, also was concerned last week that President Clinton would be credited with securing the television industry's pledge to rate programming. "It's another case of the great pretender. [Clinton] is trying to lead a parade he didn't know existed," said Dole.

Motion Picture Association of America President Jack Valenti, who is now spearheading the effort to implement a ratings system for the television industry, also once testified in front of a congressional panel against the V-chip. —CSS

If We Must Rate TV, Let's Get It Right

A commentary by Alfred Schneider, adjunct professor of communications and media management at Fordham's Graduate School of Business. Formerly VP of policy and broadcasting standards at CapCities/ABC Inc., he is a national expert on TV standards issues and is writing a book about his experiences as "chief censor" at ABC.

If we must rate, let's get it right this time.

The nation is abuzz about rating television programs—filtering their degree of gut-wrenching violence or gratuitous sex—for the benefit of our children. Even President Clinton is involved, meeting this week with a "who's who" of television's top executives to discuss a program ratings system similar to that used in rating movies. Unfortunately, while adoption of current proposals might make everyone *feel* like they've done something, it will do nothing for our children.

As the person responsible for designing an "advisory system," which brought the phrase "Tonight's episode deals with mature subject matter" into our awareness, I can tell you that a system that simply attaches an R, PG-13 or equally ambiguous symbol to television programs—which is the nature of the proposals—is a waste of time.

Attempting to model a TV ratings system after the Motion Picture Association (MPAA) ratings system ignores an important fact: The MPAA's system does more than advise. In theory, at least, it is also a gatekeeper. An "R" rating requires children under 17 years of age to be accompanied by a parent when entering a theater. The latchkey child, or a child whose parents do not adequately exercise their responsibility to monitor television programs, has no such restriction.

Further, it is well established that such a broad admonition of content provides little information to allow parents to effectively screen their child's viewing. We learned that lesson back in the 1970s, when we began adding an advisory on certain episodes of the series *Baretta* that "Tonight's episode deals with mature subject matter. Parental discretion advised." An academic study by a professor at the University of Georgia—along with a dose of common sense—further confirmed this notion, finding that such general classifications provided no meaningful information.

If we are going to play the "ratings game," we must take an approach that focuses on labeling—not rating—programs in a manner that provides context and enough information so that parents can make a judgment about the appropriateness of programs.

We must also develop an approach that doesn't stifle the creative process—removing the tools of effective storytelling such as conflict, passion and, in some cases, the realistic portrayal of violence. To scapegoat television programs for the ills of society or to stifle efforts to shock, create suspense, frighten, enlighten and entertain audiences will not solve the problems of this nation. The issue rests on defining and enforcing a standard of reasonableness.

A labeling system must also be simple so that the creative nuances of some 3,000 hours of prime time programming do not involve network raters in hair-splitting decisions. Time is also a factor, since frequently the final version of a show is not available until relatively shortly before it is aired. I suggest a simple, descriptive label:

- A — Action/Violence
- MA — Mild Action
- S — Sex
- L — Language
- F — Family

"If we are going to play the 'ratings game,' we must focus on labeling—not rating."

As important, such a labeling code must also be supported by information that provides context. For example, when the motion picture "Taxi Driver," although edited for television, was broadcast, in addition to the opening warning "The following film...contains graphic violence," an end crawl was included stating, "In the aftermath of violence, the distinction between hero and villain is sometimes a matter of interpretation or misinterpretation of the

facts. 'Taxi Driver' suggests that tragic errors can be made. The Filmmakers." We should institutionalize this type of descriptive language along with a content labeling code.

Finally, let's recognize the fact that network executives don't really want a ratings system. They've been forced by questionable legislation, public opinion and the potential of costly litigation to embrace an identification system that competing media—such as cable television—may not be forced to adopt.

They've put forth a proposal that makes them look "proactive," to lessen the likelihood of having to adopt a more restrictive proposal—requiring more work, a complex system of censorship and greater potential damage to advertiser support as well as viewership.

Let's also accept that parents have responsibilities too. They must make a commitment to knowing their child, what he or she can absorb, when they can be permitted to watch and how much. Further, parents must take the time to use the labeling system as a means to making such decisions.

What we most need is a notion of reasonableness and an agreement among the broadcasting industry, producers and parents acknowledging that television program labeling is only a by-product of their shared responsibility to protect our children from unhealthy messages communicated through television.

If all these elements are not included in any new ratings plan, we're simply practicing yet another round of censorship in the guise of politics, business and self-interest. And again, our freedom of expression and our children will be the losers. Let's get it right this time. ■



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US West buys Continental

\$10.8 billion deal will give US West and cable partner Time Warner 16.2 million subs

By Rich Brown

The merge lane is back open on the infohighway. Just four weeks after Congress passed legislation permitting sweeping ownership changes in the telecommunications industry, multiple system cable operator Continental Cablevision and US West Media Group have agreed to a \$10.8 billion merger that will bring the number of domestic cable customers managed by the telco and its partner Time Warner to 16.2 million.

Continental Cablevision Chairman and co-founder Amos Hostetter says the partnership will give the cable systems the "financial horsepower" needed to expand into telephony and other technologies.

US West, already a powerful telco serving 14 Western and Midwestern



Chuck Lillis, president of US West Media Group, and Amos Hostetter, chairman and co-founder of Continental Cablevision, detail the synergies that will result from the merger of the two companies.

The bottom line

In the first major deal under the new telecommunications law, US West Media Group (USMG) will purchase all of Continental Cablevision's stock for \$5.3 billion and will assume Continental's debt and other obligations valued at \$5.5 billion. The acquisition price works out to an estimated \$2,100 per subscriber and 11.1 times projected 1996 earnings before interest, taxes, depreciation and amortization of \$830 million, according to USMG.

The \$5.3 billion in equity will comprise \$1 billion in US West preferred stock, convertible to USMG common stock; and, at US West's option, \$1 billion-\$1.5 billion in cash, and \$2.8 billion-\$3.3 billion in shares of USMG common stock.

"I think 11 times is fair, but it's not stand-up-and-cheer," says analyst Rick Westerman of UBS Securities. "The good news is [that] an RBOC wanted to buy them, but from a value-confirmation standpoint I think it's overblown." —RB

states, will now have the ability to leap into the out-of-market video and telephony businesses via Continental systems clustered primarily in New England, California, Chicago, Michigan, Ohio and Florida.

The existing hybrid fiber/coax broadband network used by many cable systems provides the most economical platform for delivery of video, data, telephony and multimedia services now and into the future, says Chuck Lillis, president of the US West Media Group.

US West already is seeing the potential for marketing telephony via cable systems through its UK-based TeleWest joint venture with TeleCommunications Inc. TeleWest's telephony subscriber base skyrocketed 87% in 1995, to 525,173, from 281,295 just one year earlier.

Domestically, US West executives say they are working with Time Warner to roll out coaxial phone service to 85% of the cable operator's 11.5 million sub-

scribers by the end of 1998. US West hopes by the end of this year to also begin offering telephone service in the Atlanta area via a large cable system cluster purchased by the telco for \$1.2 billion in 1994. Hostetter expects all of the Continental cable systems to be in the local phone business within three to five years.

Meanwhile, the ongoing consolidation among cable system owners in the U.S. is likely to heat up in a race to build larger clusters that can more effectively market telephony and video services. Hostetter says that as much as 30% of Continental's subscriber base of 4.2 million subscribers might undergo swaps with other operators in an effort to build clusters. US West has to decide what to do with Continental systems in at least four states—Idaho, Iowa, Minnesota and Washington—that are already served by the telco (telcos by law are not allowed to own cable systems in-region, although there is an exemption for low-density areas).

STEVE WINTER/BLACK STAR

Hostetter says that ownership of the country's cable systems likely will consolidate into a Baby Bell-type model of six to eight companies enjoying ubiquitous coverage in their individual regions.

"This is going to be a game of large players that will occur at an accelerated rate," says Hostetter. "Clearly, the passage of the Communications Act of 1996 has created a whole new world."

The US West Media Group will own or share management in 60 of the top 100 U.S. markets and will serve nearly one of every three cable TV households.

Included in that mix are Time Warner cable systems that could fall out of the equation if current negotiations between US West and the cable giant fall apart. Lillis says US West's negotiations to remain a partner in the Time Warner Entertainment Partnership are ongoing and that the telco hopes to remain partnered "forever" with the cable system operator (see story, page 16).

Hostetter says the enormous reach of the US West cable venture will be a "very powerful tool" in the creation of software. Continental already brings to

the table its stakes in a variety of services, including E! Entertainment, Viewer's Choice, Television Food Network and Outdoor Life (see below).

Among issues that still need to be resolved in the US West-Continental deal is the likelihood that Continental will have to divest its 20% ownership stake in alternate access company Teleport Communications. Hostetter says the newly merged company hopes to be able to continue as an owner in the venture.

Lillis does not envision a future where either the telcos or the cable companies will predominate in video delivery. "Regional bell companies are going to be very competitive in some markets, and cable companies are going to be very competitive in others."

Telecommunications change is not limited to the cable and telco businesses.

Consolidation of the radio industry is already well under way, with two companies—Jacor Communications and SFX Broadcasting—last week announcing separate station deals worth a total \$880 million. TV station brokers say they anticipate a wave of swaps among smaller properties around the country under the new law.

—Michael Katz contributed to this report

Continental Cablevision Inc.

Boston

Amos Hostetter, chairman, CEO

Timothy Neher, vice chairman

William Schleyer, president

1995 revenue* \$1.8 billion

1995 EBITDA* \$738.5 million

U.S. homes passed—7.3 million

U.S. basic subs.—4.2 million

US West Inc.

Denver

Richard McCormick, chairman

and president

Chuck Lillis, president and CEO,

US West Media Group

1995 revenue—\$11.7 billion

1994 net income**—\$1.4 billion

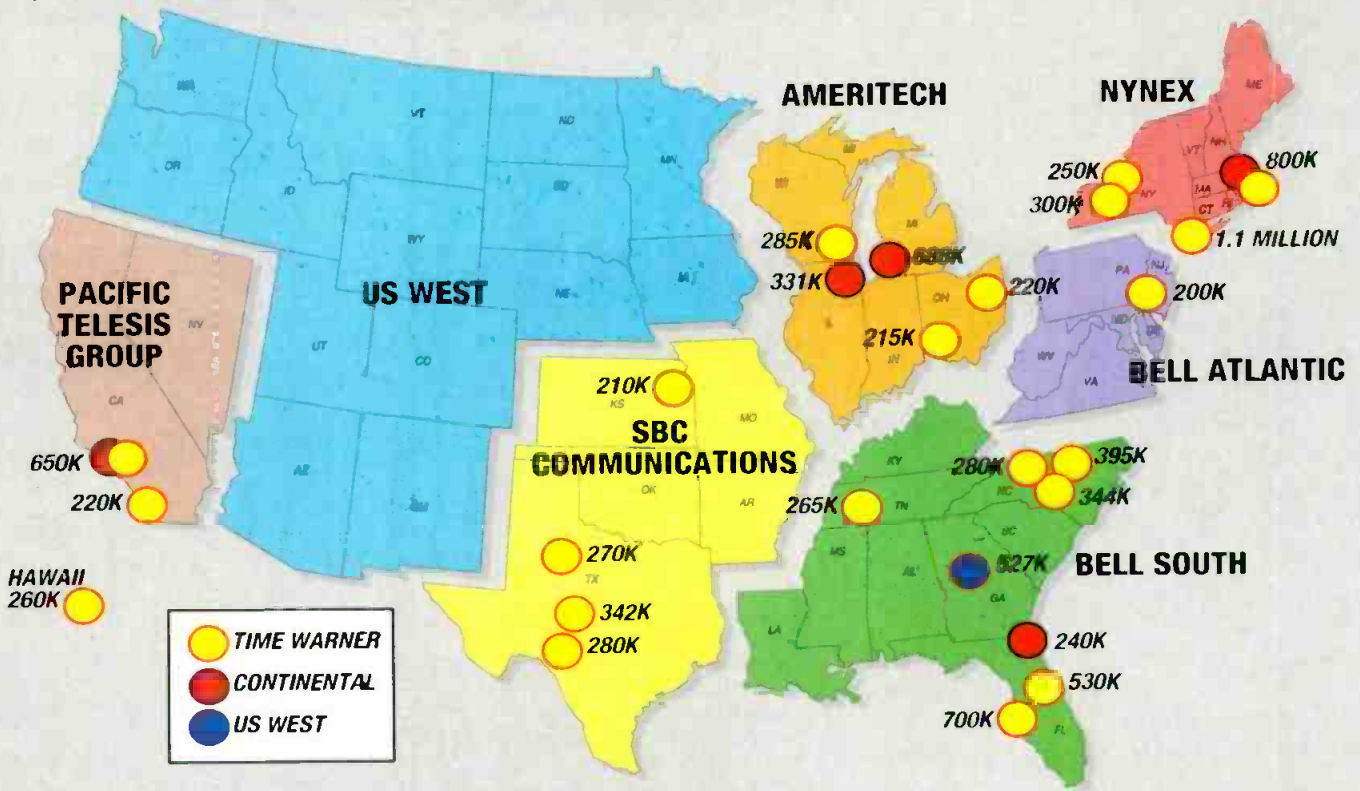
Telephone lines—14.3 million

*Continental holdings, reflected in financial figures, also includes investment in cable companies in Australia, Argentina and Singapore; Primestar DBS service (10%); Teleport, alternative access provider (20%), and a dozen cable networks: Viewers' Choice (10%), E! Entertainment (10.5%), Music Choice (10.5%), Sunshine Network (8%), Prime Sports (17.5%), New England Cable News (50%), Television Food Network (14.8%), The Golf Channel (20%), Outdoor Life (22.7%), SpeedVision (21.7%), Home Shopping Network (1%), Turner Broadcasting (4.7%).

**1995 net income, not yet available.

US WEST'S GROWING FOOTPRINT

With Time Warner's and Continental's cable systems, US West now has a broadband wire into 16.2 million homes. Here are the system clusters with more than 200,000 subscribers—likely places for the introduction of telephone and data services.



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The battle over TWE continues

Time Warner, US West still going forward with breach-of-contract suits against each other

By Steve McClellan

Time Warner and US West appear no closer to resolving their differences over the Time Warner Entertainment joint venture. Although circumstances might change rapidly, that was the word from both parties late last week.

There was widespread speculation last week that Time Warner's blessing of the proposed acquisition of Continental Cable by US West Media Group signaled a budding rapprochement between US West and Time Warner. The two have been in a bitter dispute over TWE and over USW's effort to block TW's merger with Turner Broadcasting System.

Both sides strongly downplayed the notion that any real progress was being made toward settling lawsuits the parties have filed against each other for breach of contract. Sources

at both companies confirmed that, as one of them put it, "no substantive progress has been made, and no further talks have been scheduled." The case is set to go to trial March 13.

Sources at US West said the phone company is ready to present its case and won't seek a delay. Although it is possible that either side could ask for a postponement at the last minute, sources said Time Warner is also eager to get going, although TW President Richard Parsons told analysts recently that coming up with a settlement is a "top priority."

The falling out began almost a year

"We'll listen to what they have to say, but we're not hard at work trying to accomplish something we don't want to accomplish."

ago, when Time Warner, in an effort to simplify its businesses and boost its stock, approached US West about restructuring the Time Warner Entertainment venture, which contains the Warner Bros.

Studio, HBO, WB Network and most of the Time Warner Cable properties. But US West, which likes the return it is getting from its 25% stake, did not want to change a thing. In 1995 the Time Warner Entertainment assets generated roughly \$9 billion in revenue and \$2 billion in operating cash flow, according to estimates by Furman-Selz.

To date, the settlement talks, to the extent that they have occurred, have consisted of Time Warner suggesting proposals for restructuring the venture.

None of the proposals has appealed to US West, and the Denver-based telco and media company has not offered any counterproposals. "We want them to live up to their agreement," said a USW source. "We'll listen to what they have to say, but we're not hard at work trying to accomplish something we don't want to accomplish."

Some Wall Streeters, including Bear Stearns analyst Ray Katz, think the Continental deal could accelerate a settlement. "It helps force the issue," he says.

The cable system assets appear to be the key to any settlement. TW wants to pull the content assets (HBO and the studio) from the venture and boost US West's equity stake in the cable systems. But so far, questions of valuation and control have been insurmountable.

Last week both sides suggested that it makes sense to keep all the cable system assets involved in one "footprint." They also agreed that a hybrid fiber/coax signal delivery system is the best system to go forward with. But that was about all they agreed on. ■

Big payday for Bud Hostetter



Continental's Hostetter becomes cable's billion-dollar-plus man.

Even though Continental Cablevision Chairman Amos B. Hostetter Jr. is in line to walk away with \$1.35 billion in cash and stock for his 30% share of Continental's common stock, the 59-year-old Hostetter says he plans to stay on to run the show once the US West merger is complete (see page 12). (Hostetter isn't the only Continental executive who stands to make a killing from the deal: approximately 100 others look to make more than \$1 million each from the merger.)

Describing himself as "re-energized" last week at the US West-Continental press conference, Hostetter says he will keep managing Continental as well as US West's Media One cable system in Atlanta, which will be folded into Continental.

"We're going to be a major shareholder going forward," says Hostetter, who founded

the Boston-based MSO 33 years ago. He added that, given the choice, he'd take "more stock and less cash" for the merger agreement.

Continental spokesman Ron Wood says Continental's executive team will remain: "Once the deal's done there's no plan of change in management."

And given Hostetter's cable reputation and Continental's trailblazer status in developing cable modems for high-speed Internet access, industry observers say it's likely that US West will keep Hostetter on through the companies' transition period. What happens after that, they say, is more difficult to predict.

—JM

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Public-channel auction may set spectrum precedent

Bill considered a 'test case' for ATV sale

By Elizabeth Rathbun

House Telecommunications Subcommittee Chairman Jack Fields has suggested converting 343 vacant noncommercial broadcast channels into commercial channels, auctioning them and sharing the proceeds with public broadcasters.

These channels should attract the likes of Tele-Communications Inc., Turner Broadcasting, Time Warner and Viacom, which "would like to have networks," says Fields (R-Tex.), who also will use response to his idea in deciding how to handle other spectrum, such as that set aside for digital TV.

Fields's auction idea is part of a bill that could create more competition for commercial broadcasters in several other ways. The bill would allow public TV duopolies or stations with overlapping signals to run one station commercially—or sell it to a commercial broadcaster. The revenue would be used to fund the remaining public station.

The bill also would allow VHF public

stations to swap with UHF commercial stations, and calls for more extensive underwriting—to the point of allowing "calls to action" by program sponsors (BROADCASTING & CABLE, Feb. 26).

Commercial broadcasters are studying the bill, introduced last Wednesday. "Our reflex reaction is that there are some parts of it we are concerned about," including auctions, says Eddie Fritts, president, National Association of Broadcasters. "We don't want to end up with the marketplace being unbalanced."

Fritts is referring to Fields's proposal to make the vacant channels more attractive to potential bidders by clearing them for commercial use and changing their communities of license. For example, a vacant license in Globe, Ariz., 74 miles from Phoenix, could be moved 14 miles closer, to Superior, and reach 2,000% more people, according to a report Fields commissioned from the National Telecommunications Information Administration.

Other markets where such a move could take place include Washington,



Rep. Jack Fields wants to auction vacant noncommercial channels

Miami, Salt Lake City, St. Louis and Denver. However, "it is not clear that such a change would be feasible in the FCC's final ATV [advanced TV] allocation plan," NTIA says.

If allowed to move, such channels could generate \$2.3 billion at auction, NTIA says. But that figure assumes that all the channels are assigned a free ATV channel and that every vacant channel affiliates with the UPN or WB networks.

In another scenario, only 36% of the vacant channels get an ATV channel and none affiliate with any network. Auctions under these conditions would raise \$392 million, NTIA says.

Public broadcasters generally oppose the auction idea because it wouldn't generate enough money, they said last Thursday during a hearing on the bill before Fields's subcommittee. The bill envisions using the auction proceeds to set up a \$1 billion trust fund for public broadcasting. Public broadcasters would have to wean themselves from federal funding by 2001, then run the trust fund themselves.

"A billion dollars is a lot of money in anyone's estimation," said Delano Lewis, president of National Public Radio. But the return on the trust fund would fall "way short" of the \$285 million now allocated in annual federal funding.

Although he didn't reject the idea of auctioning vacant spectrum, Lewis asked that public broadcasters be able to do the same with their ATV spectrum: "Allow us the opportunity to auction our own asset."

Lewis's comments fly in the face of commercial broadcasters, who vehemently oppose the auctioning of digital spectrum. By attaching spectrum to the bill, Fields acknowledges that he's encouraging controversy: "Who knows where that's going to go?" But, he adds, he wants to decide how to proceed this year—before he leaves Congress—"so that people know." ■

Diller-Silver King deal about to be OK'd

Barry Diller's bid to assume control of the Silver King Communications station group was approaching FCC approval at the end of last week.

The FCC commissioners were conducting a private "circulation" vote on the application to transfer the 12 Silver King stations to Silver Co., a firm in which Diller holds all voting stock. Although all the commission votes were not in at deadline, FCC sources predicted that the transaction could win approval by last Friday afternoon (March 1).

The deal, announced last summer, would give Silver Co. a majority voting share in Silver King Communications. Although Diller would exercise control of the stations, TCI's Liberty Media arm would hold almost all the equity stock in Silver Co. Liberty Media would have an option to convert its stock to voting shares once the TV network/cable cross-ownership ban is eliminated, but Diller would still vote for Liberty Media's shares under the agreement.

The 12 Silver King UHF stations carry the Home Shopping Network. But Silver Co.'s application cites plans to shift the stations to entertainment, news, information and sports programming.

"We will have them start as full-service local broadcasters," Diller said last week, adding that the stations will provide "an alternative" to the programming available in the 12 markets and he hopes to have the stations begin competing as full-service outlets by June or July of next year.

Once the FCC has completed its vote on the station transfers, Silver King will submit its application to acquire Savoy Entertainment, a film and television production company that controls four stations in a joint venture with Fox.

—CM

Pressler faces fight for seat

Senate race could be toss-up; McCain would likely succeed as Commerce chair

By Kim McAvoy

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) may have a tough time holding on to his Senate seat this fall in the face of a stiff challenge from Representative Tim Johnson (D-S.D.).

If Pressler is defeated, Arizona Republican John McCain could assume the chairmanship. Ted Stevens of Alaska, the committee's most senior Republican, is next in line behind Pressler, but is expected to seek the chairmanship of the Senate Appropriations Committee. If so, sources say, McCain is likely to succeed Pressler.

Having McCain at the helm of the Commerce Committee could spell trouble for broadcasters.

The Arizona senator has been trying to link an increase of the federal debt limit with digital spectrum auctions. (Pressler also supports spectrum auctions, but he's not as aggressive as McCain, who was willing to block passage of the telecom bill over the issue.) Although McCain has not succeeded, he appears wedded to the idea of digital spectrum auctions.

Despite their differences over auctions, broadcasters say they have a good rapport in general with the senator. As for the likelihood that Pressler won't return to the Senate, Washington-based political experts and South Dakota media are calling the race a toss-up.

"There is little doubt that Pressler is vulnerable and tops Democrats' list of seats they [think] they can pick up in November," says the *Cook Political Report* released in January.

"It's going to be a close race," says Jay Trobec, a reporter for KELO-TV Sioux Falls, S.D. Indeed, Trobec says the political battle between Pressler and Johnson hit the South Dakota airwaves last fall. Pressler came out with commercials attacking Johnson as a liberal, says Trobec. But Johnson, he says, is "very popular," and the ads made him look like a "victim" of nega-



Representative Tim Johnson attacks Senator Larry Pressler (l) and vice versa.

tive advertising. Trobec thinks those ads "hurt" Pressler's image.

There are also those who think the telecom bill will become a campaign issue. Trobec thinks Pressler "scored points" for his role in shepherding the bill through Congress. "There was a lot of praise out of Washington for his role in the passage of the bill," Trobec says.

However, others think Pressler may get into trouble if local cable companies start raising their rates and long-distance telephone bills increase.

Johnson, who is the state's at-large congressman, voted against the telecom

bill. "He thought the bill didn't provide enough protections for consumers in rural areas where there is no true competition," says a Johnson source.

Johnson may soon announce his candidacy, but he's put the election on hold while his wife recuperates from breast cancer surgery. Meanwhile, Pressler is more than prepared for a tough race. As Commerce Committee chairman he was among the Senate's top fund-raisers, bringing in more than \$1.7 million during 1995 (BROADCASTING & CABLE, Feb. 26). Johnson's campaign records show that he raised \$572,454 for the last six months of 1995.

"Absolutely, it's going to be a close race," concedes Pressler press secretary Kristi Stewart. "But we're confident Senator Pressler will win." ■

Murdoch offers candidates airtime

Presidential contenders will get free spots on Fox

By Christopher Stern

Fox Chairman Rupert Murdoch stung the broadcasting industry last week with a surprise announcement that he would give at least an hour and 20 minutes of free airtime to the leading presidential candidates.

The announcement came 10 days after Murdoch preempted the rest of the television industry with a unilateral pledge to implement a content ratings system for his network's programming. The rest of the industry did not officially follow suit until last Thursday's White House summit (see page 5).

Murdoch promised Republican and Democratic presidential nominees a



Murdoch's Fox will give presidential candidates free exposure.

free half-hour to directly address the nation on Nov. 4, the eve of the election. In addition, Fox will carry 10 one-minute statements from the lead-

ing candidates during the closing weeks of the campaign, Murdoch said. He made his commitment to free political time at the National Press Club in Washington.

Although executives at the Big Three networks refused to officially comment on Murdoch's proposal, they were quick to point out privately that Fox is the only major network with no national news presence. No other network has stepped forward to follow Fox's lead of free airtime.

Murdoch said the free time will cost his network more than \$1 million in advertising revenue. One network executive said that NBC, CBS and ABC each spend "tens of millions of dollars" on expanded news coverage during a

presidential election year. In addition to several hours of national convention coverage, the networks carry live coverage of the presidential debates.

One network executive even suggested that Murdoch is not likely to offer something for nothing: "I think you have to remember that Rupert Murdoch, throughout his career, has used the political process to his advantage. He uses politics to insure the success of his corporation," said the executive, who wished to remain anonymous.

Murdoch insisted that he decided to offer the free time as a public service and also to begin a debate on the issue of campaign finance. "The average candidate for the United States Senate

today spends millions on television spots. Deplorably...raising those funds has become not just a top priority of our political leaders but sometimes an obsession. It is a cancer in our system [that] we must tackle," said Murdoch.

He first raised the issue of free political airtime at last year's National Association of Broadcasters convention.

Murdoch also said that the candidates should be free to address the nation directly, without the filter of "some all-knowing correspondent." Fox's presentations, he said, will be a "straight and clean chance for the candidates to address the American people." ■

The Supreme Court last week sent Bell Atlantic's challenge to restrictions against telco-delivered video back to a federal appeals court

to determine whether the 1996 Telecommunications Act has rendered the case moot. Bell Atlantic had argued that the ban on telco-delivered video violates the First Amendment, and the U.S. Court of Appeals in Richmond, Va., in 1994 found the law unconstitutional. The Supreme Court heard arguments in the case in December, but Congress since has lifted the restriction against telephone companies delivering programming. The case will go back to the Richmond court, which will determine whether it is moot.

FCC Chairman Reed Hundt plans to nominate himself—and commissioners Andrew Barrett and Susan Ness—to serve on the Federal-State Joint Board on Universal Service.

The board will make recommendations to the FCC on implementing the universal service provisions of the 1996 Telecommunications Act, including how universal service should be defined. Hundt told a meeting of the National Association of Regulatory Utility Commissioners that the commission will launch a proposal on the joint board by March 8. "Our decisions will be difficult," Hundt said of the board. "A key contributor to uncertainty is that one day the papers report that cable telephony is around the corner. The next day they report that cable companies are instead focusing on cable modems and linking customers to the Internet."

The Coalition of Ethnic Broadcasters last week was keeping up its call for an FCC hearing on the ITT-Dow Jones application to acquire noncommercial WNYC-TV New York.

ITT-Dow Jones last year announced plans to purchase the station for \$207 million. The coalition has argued that the sale will deprive viewers of educational and multicultural programming and has sent the commission two requests for a hearing on the sale. "The

station provides a crucial native-language link for millions of people," the group said in a Feb. 16 letter to FCC Chairman Reed Hundt. Last week the group was pushing the cause with congressional representatives. Supporting the call for a public hearing were representatives Carolyn Maloney (D-N.Y.) and Nita Lowey (D-N.Y.).


The Mass Media Bureau originally may have favored fining Trinity Broadcasting Network, but now it thinks the broadcaster should lose its license for WHTF(TV) Miami.

The bureau stated its position last week in response to Trinity's request that an FCC Review Board reverse an administrative law judge's decision to deny Trinity's renewal application for the station. The judge issued the decision last fall after determining that Trinity had used another licenseholder, National Minority TV Inc. (NMTV), to evade national ownership limits. Trinity in January argued that it did not think it was breaking any rules. The Mass Media Bureau last week disagreed: "TBN/NMTV...intentionally deceived the commission."

The FCC last week beefed up its rules against local restrictions on satellite dishes.

Under the new local zoning preemption rule, local jurisdictions can only enforce "justifiable health and safety" rules in all areas against dishes that are one meter or less. Rather than taking a dispute to court, consumers contesting a local zoning rule now also can take their case directly to the FCC after exhausting all "non-federal administrative remedies."

The commission also said it will invite comments on whether it needs to adopt another rule against homeowner covenants and other non-government restrictions on DBS dishes. The commission took the action as part of its effort to implement the 1996 Telecommunications Act. ■



Washington Watch

Edited By Chris Stern

Broadcasting

March 4, 1996

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NBC wins sweeps going away

CBS places, ABC shows; Fox is fourth, but posts strong showing in key demos

By Steve Coe

It's all over but the crowing, and NBC and Fox were doing plenty of that last week as the networks put official spins on their February performances.

For NBC the story was a convincing win in households and demographics including an advantage in households of more than one-and-one-half ratings points over its closest competitor. Although NBC's victory was predicted, one surprise of the sweeps was ABC's and CBS's second-place finish in households. Another was Fox's near-second-place finish among adults 18-49. The fourth network was in second place in that demographic for most of the sweeps and was overtaken by ABC only in the last week.

"We're very pleased with the net-

"Looking ahead to 1996-97, we're in a position to grow."

Giles Lundberg, senior VP, research and marketing, Fox Broadcasting

work's sweeps performance, and it's another step to where we want to end up," said Don Ohlmeyer, president, West Coast, NBC Entertainment.

At the conclusion of the sweeps last Wednesday (Feb. 28), NBC averaged a 12.2/20 share in Nielsen household numbers, followed by CBS's 10.6/17, ABC's 10.2/16 and Fox's 8.0/13. Among 18-49-year-old viewers, NBC averaged a 7.6 rating, followed by

ABC's 6.1, Fox's 5.8 and CBS's 5.1. The 5.8 average by Fox was that network's best demographic performance ever for a sweeps period, besting its 5.7 in February and November 1995.

"It's not just Thursday night and sayonara," said Ohlmeyer, stressing again that the network's strength goes beyond its powerhouse Thursday. He said that NBC had 10 of the top 20 highest-rated series during the sweeps among adults 18-49 covering four different nights. The top five shows on that list, however, are the entire NBC Thursday night schedule, with Tuesday night's *Frasier*, *3rd Rock from the Sun* and *The John Larroquette Show* finishing seventh, 14th and 20th, respectively, and the NBC Sunday and Monday night movies ranking 15th and 16th. According to NBC research, this is the first time that a network has placed all five of the top 20 shows in that demographic during a February sweeps since NBC accomplished the feat in 1986.

ABC landed six shows in the top 20, including *Home Improvement*, which finished sixth. Fox saw three of its shows make the top 20, including *The X-Files*, which ranked 10th, and CBS placed one, *Chicago Hope*, which tied for 16th. Compared with NBC's four nights represented on the list, ABC and Fox shows from three nights made the list, and CBS had one night, Monday.

For ABC, which was the prime time season winner last year, there were numerous minus signs when comparing February '96 with February '95. The network saw double-digit decreases in households, adults 18-49, 18-34, 25-54 and teens.

With NBC poised to win the season in both households and demographics, Ohlmeyer cited the network's growth on four nights of the week this February versus last, with ratings up on Tuesday, Thursday, Friday and Sunday.

In addition to its series strength, NBC boasted a solid long-form story during February, led by the two-part, four-hour *Gulliver's Travels*. In addition to *Gulliver*, which was the highest-rated long-form in households and 18-49-year-olds, NBC had three of the top-five-rated long-form programs in the 18-49 and 25-54 demos.

NBC also pointed to its late-night

Warner Bros. readies 'ER' pitch

Warner Bros.' Telepictures Distribution arm is gearing up to offer broadcasters weekend off-network runs of NBC's colossal hit medical drama *ER* starting in fall 1998.

The prospect of the show having a weekend broadcast window during its initial off-network run was hinted at in January, when a unit of Turner Broadcasting scooped up the rights for a record-setting \$1.2 million per episode.

Turner, which is awaiting federal approval of its \$8 billion merger with Warner Bros. parent Time Warner, is expected to run *ER* as a strip on WTBS, the Atlanta-based superstation that is being converted to a basic cable network.

Details of the *ER* marketing plan have not been disclosed, but Telepictures flirted with broadcasters last week through ads in industry trade publications that promised the show will be available in fall '98.

Weekend double runs are becoming the standard off-network broadcast option for A-list dramas, such as *NYPD Blue* and *The X-Files*, as TBS, USA Networks, Lifetime and other big cable players try to boost their presence by acquiring high-profile series.

"Hits that can marshal a broad audience are so rare that there is a real hunger out there for them," says Derek Baine, an analyst with the entertainment consulting firm Paul Kagan & Associates. "With the ongoing fragmentation in the marketplace, [distributors] are less inclined to offer any outlet exclusivity."

Generally speaking, broadcasters seem to be getting accustomed to the idea of sharing hot-ticket off-network properties with cable. The competition for *The X-Files* is so hot in some markets that stations are sweetening their offers with cash, although distributor Twentieth Television is asking for only 7 minutes of barter.

And while it might send some general managers into cardiac arrest, industry observers say it will come as no surprise if Telepictures seeks significant cash license fees and generous chunks of barter time for weekend runs of *ER*. —CL

Tammy Faye exits talker

Tammy Faye has a new book coming out titled "You Can Make It." Apparently, however, that doesn't apply to the talk show grind.

Did she quit, or was she allowed to make a graceful exit? That's the question talk show observers were asking last week after Tammy Faye Messner disclosed that she was leaving *The Jim J. and Tammy Faye Show*, the first-run talk/variety strip she launched with comedian Jim J. Bullock last December. The show, produced by the Partner Stations Network, will go on with a new co-host and a new name, *Jim J. & Ann*.

Messner's replacement, talk TV veteran Ann Abernethy, was already taping new episodes with Bullock by the time distributor Worldvision Enterprises broke the news of Messner's departure last Tuesday. Worldvision officials said the move was Messner's decision, but other sources close to the show said the producers had been auditioning candidates for her job for several weeks.

Sources said Bullock has scored high marks with the show's target audience of women 18-49 and 25-54 in focus-group testing and other market research but that Messner has not. Messner, the ex-wife of former TV evangelist Jim Bakker, is best known for her 10-year stint on the syndicated religious show *The PTL Club*, which ended its run in 1987 when Bakker became embroiled in a sex scandal.



Jim J. with new co-host Ann Abernethy

Bullock's co-host on March 18 following the broadcast of Messner's last show on March 15. Abernethy's TV credits include *USA Today: The Television Show*, *A.M. Los Angeles* and *The Morning Show*, which she co-hosted with Regis Philbin on New York's WABC-TV until moving to Los Angeles in 1985.

Members of the Partner Stations Network, a programming cooperative formed in 1993 by LIN Television and four other broadcast groups, were enthusiastic about the switch. But reaction from non-PSN stations carrying the show was more cautious.

"It sounds like [Abernethy] will be a good change for the show, but now it's not the show I originally signed on for," says Neal Sabin, general manager of WCIU-TV Chicago, where *Jim J. and Tammy Faye* has barely topped a 1 Nielsen household rating in the 6 p.m. and 1 p.m. time slots. "But I'm willing to give the new host a try," he said.

—CL

performance, with the *Tonight Show with Jay Leno* averaging a 5.0/15 in households compared with ABC's 4.4/13 for *Nightline* and CBS's 4.2/12 for the *Late Show with David Letterman*. Among 18-49-year-olds, Leno held a one-tenth ratings point lead over Letterman (2.7 versus 2.6) and an eight-tenths ratings point lead over *Nightline*'s 1.9.

Fox also touted its growth this February. Among adults 18-49, Fox saw four of its nights, Monday (up 9%), Tuesday (up 29%), Wednesday (up 6%) and Friday (up 15%), increase over February 1995 numbers. In that same measurement, NBC saw growth on Thursday and Friday, ABC on Thursday and CBS on Saturday.

Giles Lundberg, senior vice president, research and marketing, Fox Broadcasting, said its sweeps performance shows that the network is positioned to build next season. "Looking ahead to 1996-97, we're in a position to grow. We're number one among teens, number two among adults 18-34 and number three among adults 18-49." ■

WNBC-TV atop sweeps heap in New York

By Steve McClellan

In the TV universe, there's a new king of New York—WNBC-TV, which toppled WABC-TV from the February sweeps ratings throne in the number-one market for the first time in a decade, according to the February Nielsen numbers.

The other big gainer in the Gotham sweeps was Tribune-owned WPIX-TV, which solidified its third-place standing sign-on to sign-off with a 14% gain over a year ago, making it the fastest-growing station in the market. The ratings cited are from Nielsen's metered service for New York. The sweeps ran Feb. 1-Feb. 28.

With one day to go in the sweeps, WNBC-TV averaged a 6.6/16, up 10%,

followed by WABC-TV, which dropped to second, with a 6.3/15. WPIX was third, with a 4.8/12. WCBS-TV finished fourth, with a 4.2/10, down 7%. Fox-owned WNYW-TV was down 13%, to a 4.0/10, followed by WWOR-TV, which dropped 12%, to a 3.0/7.

Market sources credit NBC's turnaround only partially in boosting the fortunes of its New York O&O. They credit local efforts as well, including dominant news coverage of big events such as the city's record-setting blizzard in January.

"They had an outstanding early fringe, access and late night," said one New York television executive. "You have to credit [station general manager] Bill Bolster and his team." In early fringe, WNBC-TV moved *Sally Jessy*

Raphael to 4 p.m. and saw her numbers jump 44%. The station closed the gap in the evening news race as well, although WABC-TV still leads there. *Geraldo*, *Richard Bey* and *Ricki Lake* each had big declines in early fringe in the market.

In access, *Extra* on WNBC-TV jumped 21% at 7 p.m. In late news, WNBC-TV climbed 3%, to an 11.6/21, while WABC-TV dropped 14%, to a 10.2/18. In the 10 p.m. news race, WYNW-TV was up 15%, to a 7.8/12, and WPIX(TV) was up 23%, to a 5.3/8.

At 11-11:30 p.m., WPIX more than doubled its average with *Seinfeld*, which placed second in the time peri-

od, with an average 11.1/20. WPIX was also boosted by a strong *Beverly Hills, 90210* performance at 5 p.m. (6.1/12) and strong contributions from the WB in weekend prime time, most notably *Savannah*, which averaged an 8.7/12.

In the morning, *Today* recaptured first in the market, climbing 36%, booting WNYW-TV's *Goodday New York* from first to third. *Goodday* dropped 23%. In late night, *David Letterman* on WCBS-TV dropped 34% and finished fifth in the market, just barely ahead of *M*A*S*H* reruns on WNYW-TV. *Leno* jumped 25%, to third, behind leader *Nightline* (7.3/16) and *Cheers* on WPIX (7.0/15). ■

MT&R spreads its wings

West Coast branch will open March 18

By Cynthia Littleton

Twenty-one years after CBS Chairman Emeritus William S. Paley founded an institution to preserve the history of broadcasting, the Museum of Television & Radio is getting ready to take the wraps off its new West Coast wing.

Located a block from Rodeo Drive in Beverly Hills, the \$14 million, 23,000-square-foot facility will open its doors to the public on March 18. The New York museum's entire collection of 75,000 programs, chronicling the evolution of radio and television over the past 70 years, has been duplicated, along with some 10,000 commercials.

Like the New York outpost, the heart of the Beverly Hills branch is the computerized library and console cen-



Museum president Bob Batscha and trustee Norm Pattiz, Westwood One, during walk-through for press last week

NBC big SAG winner

NBC was the big winner in the TV categories at last week's second annual Screen Actors Guild Awards.

ER won the award for best ensemble drama series, and the nod for best actor in a drama series went to the show's Anthony Edwards. *ER*'s competitors in the category were CBS's *Chicago Hope*, NBC's *Law & Order*, ABC's *NYPD Blue* and CBS's *Picket Fences*.

NBC's *Friends* was chosen as the best comedy series ensemble, beating out NBC sitcoms *Frasier*, *Mad About You* and *Seinfeld* in addition to CBS's *Cybill*. *Frasier*'s David Hyde Pierce also won for best actor in a comedy series.

More than 80,000 members of Hollywood's oldest and largest labor union were eligible to vote on the



'Frasier' co-star David Hyde Pierce accepts his award for best actor in a comedy series.

awards, touted as the only contest that gives actors a chance to be recognized exclusively by their peers.

Gillian Anderson of Fox's *The X-Files* took home the trophy for best actress in a drama series, while *Cybill*'s Christine Baranski was named best actress in a comedy series.

Alfre Woodard was chosen best actress in a TV movie or miniseries for her performance in the CBS-Hallmark Hall of Fame production *The Piano Lesson*. Gary Sinise got the nod on the actor's side for his buck-stops-here performance in HBO's *Truman*.

The Feb. 24 awards ceremony was telecast live from Los Angeles on NBC, where it ranked second in its 9-11 time period, behind CBS's *Touched by an Angel* and *Walker, Texas Ranger*, with an 8.2 national Nielsen household rating and 14 share.

—CL

ter, where visitors can spend up to three hours researching and viewing programs. The museum's specially designed, extensively cross-referenced database may soon be available as a fee service on the Internet.

In addition to various galleries and a separate radio listening room, the two-story museum houses a 150-seat theater equipped for satellite link-ups with the New York museum, universities and other sites. It also boasts a broadcast-ready radio studio.

As museum officials took delivery last week on nine TV sets destined for the Diane English & Joel Shukovsky Information Center in the Danny Thomas Lobby, MT&R President Robert Batscha proudly noted that the new facility went from idea to reality in less than 2 1/2 years and was funded entirely through private donations.

The museum's inaugural program of exhibitions and screenings will include *Witness to History*, a look at how broadcasters documented and influenced events that shaped the 20th century, and *Stand-Up Comedians on Television*, an homage to the funny men and women of the small screen. ■

Broadcast advertising up 3%

Total for 1995 is \$27.913 billion, according to TVB

By Steve McClellan

Broadcast television advertising revenue (including local, national spot, nationally syndicated and network television) was up 3% in 1995, to \$27.913 billion, according to figures released by the Television Bureau of Advertising and based on data collected by Competitive Media Reports.

The modest overall gains came in comparison with an exceptionally strong 1994, when broadcast TV advertising rose 15%. TVB described 1995, as a "hammock year," coming in between Olympics and election years. The outlook for 1996 is accelerated growth, compared with last year, but below 1994's brisk pace.

Harold Simpson, vice president, research, TVB, predicts that both national spot and local television advertising will grow by 7%-9% this year. In addition to

TOP FIVE LOCAL TV ADVERTISING CATEGORIES 1995

(\$ in millions)

Product classification	1994	1995	% chg
1. Restaurants/Drive-Ins	\$1,075	\$1,116	4%
2. Auto Dealers	\$405	\$444	10%
3. Furniture Stores	\$359	\$431	20%
4. Movies	\$314	\$383	22%
5. Appliance Stores	\$269	\$309	15%

Olympics spending, in and around the Atlanta games this summer, Simpson thinks that political spending will reach \$500 million, in light of the ongoing Republican free-for-all. "I suspect both parties will spend heavily coming out of the political conventions."

Simpson interprets other economic indicators as pointing toward a "fairly reasonable economic climate," throughout the year, when greater consumer spending should prompt more advertising.

For 1995 the numbers show local TV up 5%, to more than \$6.6 billion, but

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State Farm Insurance
Home Office: Bloomington, Ill.



down 1% for the 4th quarter, to \$1.81 billion. National spot was flat for the year, at \$6.58 billion, and down 10% in the fourth quarter, to \$1.88 billion.

Broadcast network advertising was up 4% last year to \$12.4 billion, and up 9% in the fourth quarter to \$3.73 bil-

lion. CMR's official network estimate does not include UPN and WB advertising. However, TVB and CMR estimate that UPN took in about \$250 million, while The WB generated about \$65 million for 1995.

The CMR data show a 2% decline for

national syndication in 1995, to \$2.31 billion (and an 8% gain in the fourth quarter to \$668.2 million), but Advertiser Syndicated Television Association puts national syndication up 9% in 1995, to \$1.8 billion, a lower total than CMR credits to the syndication segment. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Feb. 19-25

Week 23	abc	CBS	NBC	FOX	U/P/N
	8.1/13	12.0/19	12.7/20	7.3/11	5.0/8
MONDAY	8:00 70. Second Noah 7.7/12	20. The Nanny 13.1/20 41. Can't Hurry Lv 10.6/16	61. Fresh Prince 8.7/13 58. In the House 8.9/13	54. Melrose Place 9.3/14	77. Star Trek: Voyager 6.8/10
9:00	54. World's Funniest Hypnotist 9.3/14	23. Murphy Brown 12.5/19 30. Cybill 11.6/18	9. NBC Monday Night Movie—A Secret Between Friends 14.7/23	82. Ned and Stacey 6.1/9 88. Partners 4.7/7	92. Nowhere Man 3.2/6
10:00	71. Murder One 7.4/12	27. David Letterman Video Special 12.2/20			
10:30					
TUESDAY	8:00 24. Roseanne 12.3/20 22. Coach 12.8/20	7.6/12 87. Campaign '96: The New Hampshire Primary 4.9/8	12.7/20 29. Wings 11.7/19 18. 3rd Rock fr/Sun 13.3/20	7.3/11 72. Fox Tuesday Night Movie—Generation X 7.3/11	3.0/4 90. Moesha 4.4/7 94. Minor Adjustm'ts 3.0/5
9:00	6. Home Imprvmt 16.5/24		10. Frasier 14.5/21		
9:30	17. Ellen 13.4/20	57. CBS Tuesday Movie—Sins of Silence 9.0/14	24. J Larroquette 12.3/19		100. Trauma One 2.3/3
10:00	11. NYPD Blue 14.4/24		28. Dateline NBC 12.1/20		
10:30					
WEDNESDAY	8:00 41. Ellen 10.6/18	7.4/12 66. Dave's World 8.0/13	9.8/16 66. Future of Crime Fighting 8.0/13	9.2/15 49. Beverly Hills, 90210 10.1/17	2.9/5 96. Sister, Sister 2.9/5 92. The Parent 'Hood 3.2/5
8:30	47. Drew Carey 10.3/17	72. The Louie Show 7.3/12			94. The Wayans Bros. 3.0/5
9:00	14. Grace Under Fire 13.8/22	72. CBS Special Movie—The Good Doctor: The Paul Fleiss Story 7.3/12	43. Dateline NBC 10.5/16	62. Party of Five 8.3/13	98. Unhap Ever After 2.7/4
9:30	35. Naked Truth 11.0/17		37. Law & Order 10.9/19		
10:00	16. PrimeTime Live 13.5/23				
10:30					
THURSDAY	8:00 43. ABC Thursday Night Movie—The Bodyguard 10.5/16	7.4/11 76. Terrors of the Deep 7.0/11	21.2/33 3. Friends 20.0/31 5. The Single Guy 17.2/26	7.2/11 64. World's Funniest Outtakes 8.1/13	
8:30		75. Rescue: 911 7.2/11	2. Seinfeld 22.2/33	80. New York Undercover 6.3/9	
9:00		66. 48 Hours 8.0/13	4. Caroline in/City 18.9/29		
9:30			1. ER 24.5/39		
10:00					
10:30					
FRIDAY	8:00 30. Family Matters 11.6/21	7.0/12 78. Due South 6.5/11	10.0/17 51. Unsolved Mysteries 9.9/17	8.6/15 79. Strange Luck 6.4/11	
8:30	33. Boy Meets Wrld 11.5/20	58. Diagnosis Murder 8.9/15	38. Dateline NBC 10.8/18	38. The X-Files 10.8/18	
9:00	34. Step by Step 11.4/19	84. Wynonna: Revelations 5.7/10	53. Homicide: Life on the Street 9.4/17		
9:30	45. Hangin' w/Mr C 10.4/17				
10:00	8. 20/20 15.4/28				
10:30					
SATURDAY	8:00 85. Saturday Night at the Movies—Teenage Mutant Ninja Turtles III 5.6/10	12.8/23 45. Dr. Quinn, Medicine Woman 10.4/19	8.5/15 56. All-Star TV Censored Bloopers 9.1/16	5.8/10 83. Skate International Finals 5.8/10	
8:30		15. Touched by an Angel 13.6/23	63. Screen Actors Guild Awards 8.2/14		
9:00	88. Neil Diamond Special 4.7/9	11. Walker, Texas Ranger 14.4/26			
9:30					
10:00					
10:30					
SUNDAY	7:00 48. Am Fun Hm Vid 10.2/18	13.8/22 7. 60 Minutes 16.4/28	9.7/15 81. Mysterious Origins of Man 6.2/11	7.5/12 86. Goosebumps 5.3/9	101. Pinky & The Brain 2.1/4 102. The Parent 'Hood 2.0/3
7:30	20. Am Fun Hm Vid 13.1/22	13. Murder, She Wrote 14.1/21	40. Mad About You 10.7/17 49. NewsRadio 10.1/15	60. The Simpsons 8.8/14 69. Martin 7.8/12	97. Sister, Sister 2.8/4 99. Kirk 2.5/4
8:00	30. Lois & Clark 11.6/18	24. CBS Sunday Movie—Gone in the Night, Part 1 12.3/20	35. NBC Sunday Night Movie—Seduced by Madness: The Diane Borhardt Story 11.0/18	52. Married w/Chld 9.5/15 64. Married w/Chld 8.1/12	91. Savannah 3.4/5
8:30					
9:00					
9:30	19. ABC Sunday Night Movie—Under Siege 13.2/21				
10:00					
10:30					
WEEK AVG	10.8/18	9.9/16	12.0/19	7.5/12	UPN: 4.0/6; WB: 2.8/4
STD AVG	11.0/18	9.6/16	12.0/20	7.5/12	UPN: 3.2/5; 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 SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH COMPILED BY KENNETH RAY

Follow the Leader

On Thursday, Feb. 15, the *New York Times*, *Washington Post*, *Atlanta Constitution* and scores of other major (and lesser) news outlets announced what readers of *Broadcasting & Cable TV Fax* already knew: The networks were considering adopting a ratings system similar to that used by the Motion Picture Association of America. By the time the networks' own newscasts were carrying the story, *TV Fax* readers had already had a full business day to contemplate the implications of what could be one of the biggest changes in the history of TV programming.

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WEDNESDAY □ FEBRUARY 14, 1996

INDUSTRY ON VERGE OF ADOPTING RATINGS SYSTEM—

Broadcast and cable industries are poised to take unprecedented step of adopting program ratings system based on content code used by Motion Picture Association of America, several sources said Tuesday. Supporters of ratings code for TV include CapCities/ABC and Fox, sources say. CBS and NBC are still not on board, according to sources. Telcom Act urges broadcasters to adopt content ratings code and requires every set sold in U.S. to come with ability to block shows based on content ratings. Although no deal has been struck, industry supporters of TV ratings system hope to have proposal ready in time for White House summit Feb. 29. With cable, Hollywood studios, ABC and Fox on board, "it will be difficult for the other two networks to hold out," said one industry source. Capitol Hill supporters of V-chip say they would welcome MPAA-based ratings system.

CME PUSHES FTC ON KIDS—Center for Media Education, Washington-based media watchdog group, says it plans to file complaint with Federal Trade Commission asking agency to widen its probe of toy industry to include investigation of relationship between manufacturers, broadcasters and syndicators of children's shows. CME Executive Director Jeff Chester says syndicators' longtime practice of securing clearances for shows through guaranteed advertising support gives toy companies and ad agencies too much influence over what gets on air. Station sources say dollar amounts are on rise in top markets with time-period squeeze caused by growth of children's blocks from Fox, UPN

THURSDAY, FEBRUARY 15, 1996

Networks Consider Ratings System

Plan Said to Flag Sex,
Violence in Pr

By Paul F.
Washington Post

Executives from networks are start a ratings system for all of the network programs according to industry sources. The discussions at ABC, CBS, NBC are in the preliminary

come to fruition. But several networks said yesterday that they hope to present a tentative ratings plan to President Clinton at a TV industry "summit" meeting at the White House on Feb. 29.

"These are very active discussions," said one network official, "but they could lead to very different outcomes."

The networks' discussions indicate that historic side, broadcasters may go along with a system that is more restrictive than

is been probing late 1994. In se TC charge of de or Formula 1 rac ghter airplane ti ill be advised of lren's advertisir Superstation w orld/Genesis D when J. Cannell series premier had limited off Os. Deal with Chicago marke uting on cable

THURSDAY, FEBRUARY 15,

4 NETWORKS PLAN A RATINGS SYSTEM FOR THEIR SHOWS

MOVE IS DEFENSIVE

System Is Seen as a Way
to Preempt Government

FEBRUARY 15, 1996

TV networks reportedly on verge of program rat

With objections to the amount of sex and violence on television coming from all sides of the political spectrum, executives from the four major networks are on the verge of agreeing to their own ratings system, *The New York Times* said today.

"Family values" and the entertainment industry's role in promoting

or destroying them is a potent topic in this election year, the network executives acknowledge. President Clinton has invited the chief executives of the four broadcast networks and about a dozen cable-network executives to a meeting Feb. 28 on the issue of television content.

The broadcast network executives

are hoping to reach a content ratings system before that, the *Times* said. Historically, casters have opposed content not only because of First Amendment concerns but also out of fear advertisers will abandon shows that have been rated as violent or

Article, A9

Meet 'John Doe'

Disney's syndication arm is planting seeds in Los Angeles and Chicago for two local productions that may blossom into national first-run series. Buena Vista Television's *The L.A. Thing with John Doe* is described as a showcase for Los Angeles's local color, hosted by the leader of the acclaimed L.A. rock group X. The series, created by the independent Production Partners Inc., blends live performance clips with offbeat tours of city landmarks and underground haunts. The half-hour weekly began a six-week trial run in late night on Disney-owned KCAL(TV) last week. Buena Vista is also developing a weekly talk/variety show for Danny Bonaduce for a trial run on WLS(TV), the ABC O&O in Chicago. Although details are sketchy, sources say the show could be on the air by the end of April.

Sci-fi from MGM

MGM Television is said to be planning to turn the studio's recent sci-fi theatrical hits *Stargate* and *Species* into first-run TV series. Although MGM officials declined comment, the

TV version of *Stargate*, which focused on the discovery of an ancient gateway to other worlds, reportedly is targeted for launch next year. *Species*, a thriller centering on a human-alien half-breed, may follow in 1998. MGM Television dug into its archives last year to produce the hit first-run anthology series *The Outer Limits* and did the same for next fall's *Poltergeist: The Legacy*.

Bounty times two

Is there room enough in the broadcast universe for two reality shows chronicling the rough-and-tumble adventures of bounty hunters? Only time will tell. Tradewinds Television has cleared its weekly hour *Bounty Hunters* in more than 60% of the country for a fall debut. Meanwhile, UPN has *American Bounty Hunters* set to air as an hour special this week. The show may get picked up as a regular series if the special draws impressive ratings. Both shows are shot verité-style, with no hosts and no reenactments.

Dramatic clearances

Twentieth Television's *The X-Files* has been cleared for weekend double

runs, starting in fall 1997, in more than 42% of the country. New stations on board for the show's off-network debut include KCPQ(TV) Seattle, WFTC(TV) Minneapolis, KSAZ-TV Phoenix and WLWT(TV) Cincinnati.... MTM Television's *Dr. Quinn, Medicine Woman* is set for an off-network launch this fall in 88% of the country. The latest markets to saddle up for *Dr. Quinn* include WPSG(TV) Philadelphia, WFOR-TV Miami and KDVR(TV) Denver.

Low-power talkers

Multimedia Entertainment's *Sally Jessy Raphael* and *Jerry Springer* have found new broadcast homes in a tough market for talk, the 126th-ranked DMA, encompassing the Northern California cities of Chico and Redding. The Multimedia talkers have been added to the schedule of the region's newly launched low-power TV station, WB Network affiliate KDQT(TV) Channel 46, which is also carried on the local TCI-owned cable system. Chico-Redding became a part of talk TV history last fall when CBS affiliate KHSL(TV) pulled *Jenny Jones* and *Carnie*.

Real success story

New World/Genesis Distribution's *Real Stories of the Highway Patrol* was the top-rated reality strip for the last full week of the February sweeps, pulling ahead of Twentieth Television's *Cops* by a nose in the metered markets, with 3.7 national Nielsen household rating and 9 share. Now in its fourth season, *Real Stories* has been renewed for fall in more than 73% of the country, including all top 30 markets. —CL

ELETTRA BROADCASTING, INC.

has acquired

KXDC-FM

Carmel, California

from

RADIO INCOME PARTNERS

for

\$1,600,000

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



Kalil & Co., Inc.

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

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 18. Numbers represent average audience/stations/% coverage.)

- 1. Wheel of Fortune 12.9/227/99
- 2. Jeopardy! 10.7/221/99
- 3. Home Improvement 10.1/222/97
- 4. Oprah Winfrey Show 8.8/235/99
- 5. Seinfeld 7.9/218/98
- 6. Warner Bros. Volume 30 7.8/163/88
- 7. Wheel of Fortune-wknd 7.1/184/83
- 8. Entertainment Tonight 6.8/175/95
- 8. Simpsons 6.8/186/96
- 10. Home Improvement-wknd 6.7/214/95
- 11. Star Trek: Deep Space Nine 6.5/235/98
- 12. Inside Edition 6.1/165/92
- 13. Hercules, Journeys of 5.9/230/98
- 14. Baywatch 5.5/221/97
- 14. Fresh Prince of Bel-Air 5.5/163/92
- 14. Xena: Warrior Princess 5.5/205/97

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 **\$2,200,000** □ 1
 Combos **\$70,388,537** □ 6
 FMs **\$1,609,500** □ 8
 AMs **\$1,795,000** □ 11
 Total **\$74,993,037** □ 26

So far in 1996:

TVs **\$315,900,510** □ 16
 Combos **\$760,132,734** □ 61
 FMs **\$240,407,630** □ 60
 AMs **\$12,706,412** □ 42
 Total **\$1,329,805,287** □ 179

TV

WNAB(TV) Nashville

Price: \$2.2 million cash for stock
Buyer: Speer Communications Holdings LP, Nashville (General Hershey Inc., general partner, owned by Richard M. Speer); owns MOR Music shopping network
Seller: Ruth Payne Carman, Hartsville, Tenn.; has applied to build TV at ch. 31, Harrison, Ark.
Facilities: Ch. 58, 5,000 kw visual, 500 kw aural, ant. 1,250 ft.
Affiliation: WB Network

COMBOS

WIRA(AM)-WCLB(FM) [formerly WOVV(FM)] West Palm Beach/Fort Pierce, Fla.; WVSR-AM-FM Charleston and WBES-FM Dunbar/Charleston, W.Va., and WENZ-FM Cleveland

Price: \$31.8 million (\$23 million for WIRA-WCLB; \$2.8 million for WVSR-AM-FM and WBES-FM; \$6 million for WENZ-FM)
Buyers: ■ WIRA-WCLB: Fairbanks Communications Inc., West Palm Beach (Richard M. Fairbanks, president); owns WJNO(AM)-WRLX(FM) and WRMF-FM West Palm Beach and WJNX(AM) Fort Pierce, and WKOX(AM)-WKLB-FM Framingham/Boston, Mass.; is buying WTTB(AM)-WGYL(FM) Vero Beach/Fort Pierce, Fla. ■ WVSR-AM-FM and WBES-FM: Bristol Broadcasting Co. Inc., Bristol, Va. (W.L. "Pete" Nininger, president/89.29% owner); owns WQBE-AM-FM Charleston, W.Va.; WKDQ-FM Evansville, Ind.; WKYQ-AM-FM Paducah, Ky., and WXBQ-AM-FM Bristol. ■ WENZ-FM: Clear Channel Communications Inc., San Antonio

(L. Lowry Mays, president; owns WERE (AM)-WNCX(FM) Cleveland; WPMI(TV) Mobile, Ala./Pensacola, Fla.; KTTU-TV Tucson, Ariz.; KLRT(TV) Little Rock, Ark.; WAVZ(AM)-WXCI(FM) and WELI(AM) New Haven, Conn.; WHYI-FM and WBGG-FM Fort Lauderdale/Miami, WAWS(TV) Jacksonville and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; KSAS-TV Wichita, Kan.; WHAS-WAMZ (FM) Louisville; WQUE-AM-FM and WYLD-AM-FM New Orleans; WFTC(TV) Minneapolis; WXXA-TV Albany, N.Y.; KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City and KOKI-TV and KAKC (AM)-KMOD-FM Tulsa, all Okla.; WHP (TV) Harrisburg, Pa.; WPTY-TV Memphis; KPEZ(FM) Austin. KMJQ(FM), KBXX (FM) and KPRC(AM) Houston, KSEV(AM) Tomball/Houston and WOAI(AM)-KAJA (FM), KTKR(AM) and KQXT(FM) San Antonio, all Tex., and WRVA(AM)-WRVO (FM) and WRVH(AM)-WRXL(FM) Richmond, Va.; is buying WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.
Seller: Ardman Broadcasting Corp., Washington (Meyer Feldman, president); no other broadcast interests
Facilities: WIRA: 1400 khz, 1 kw; WCLB: 95.5 mhz, 100 kw, ant. 981 ft. WVSR(AM): 1240 khz, 1 kw; WVSR-FM:

102.7 mhz, 50 kw, ant. 404 ft.; WBES-FM: 94.5 mhz, 8.5 kw, ant. 525 ft. WENZ-FM: 107.9 mhz, 15.9 kw, ant. 892 ft.
Format: WIRA: sports; WCLB: CHR; WVSR-AM-FM: CHR; WBES-FM: easy listening; WENZ-FM: modern rock
Broker: Blackburn & Co.; Bruce Houston Associates

WHAM(AM)-WVOR-FM, WPXY-FM and WHTK(AM) Rochester, N.Y.

Price: \$30.5 million
Buyer: American Radio Systems Inc., Boston (Steven B. Dodge, chairman); owns WCMF-FM and WRMM-AM-FM Rochester; WZMX(FM), WRCH-FM and WNEZ(AM) Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla.; WOSR-FM and WBMD(AM) Baltimore; WRKO(AM)-WBMX (FM), WEEL(AM) and WEGQ-FM Boston; WYRK-FM, WJYE-FM and WECK(AM) Buffalo, N.Y., and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; is buying WVIC-AM-FM Hartford and WBLK-FM Buffalo; has option to buy KKMJ-FM/KJCE(AM) Austin and KPTY(FM) Luling/Austin, Tex.
Seller: Lincoln Group LP, Syracuse, N.Y. (Albert "Bud" Wertheimer, president); owns WSOM(AM)-WOXD(FM) Youngstown, Ohio
Facilities: WHAM: 1180 khz, 50 kw;

December 1, 1995

FULLER-JEFFREY BROADCASTING COMPANIES, INC.

has acquired

WXBB (FM)

[Kittery, Maine]
 Portsmouth/Dover/Rochester, New Hampshire
 from

BEAR BROADCASTING COMPANY

The undersigned initiated the above, assisted in the negotiations and acted as the exclusive broker for the transaction.



Richard A. Foreman Associates Incorporated

Media Brokerage & Consulting
 330 Emery Drive East
 Stamford, Connecticut 06902
 203 327-2800

WVOR-FM: 100.5 mhz, 50 kw, ant. 479 ft.; WPXY-FM: 97.9 mhz, 50 kw, ant. 400 ft.; WHTK: 1280 khz, 5 kw
Formats: WHAM-WVOR-FM: adult contemporary, news/talk; WPXY-FM: CHR; WHTK: talk

Broker: Blackburn & Co.

WNAX-AM-FM Yankton, S.D./Sioux City, Iowa

Price: \$7 million

Buyer: Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward K. Christian, president/CEO/68% owner); owns WIXY(FM) and WLRW(FM) Champaign, WYMG(FM) Jacksonville/Springfield and WOQL(FM) Springfield, all Ill.; KIOA-AM-FM and KRNT(AM)-KSTZ(FM) Des Moines, Iowa; KOAM-TV Pittsburg, Kan.; WGAN(AM)-WMGX(FM) and WZAN(AM) Portland and WYNZ(FM) Westbrook, all Me.; WAQY(AM) East Longmeadow and WAQY-FM Springfield, Mass.; WFEA(AM)-WZID(FM) Manchester, N.H.; WVKO(AM)-WSNY(FM) Columbus, Ohio; WNOR-AM-FM Norfolk and WAFX(FM) Suffolk, Va., and WKLH(FM) and WLZR-AM-FM Milwaukee

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.; WNAX-AM-FM Yankton, S.D.; WDEF-AM-FM Chattanooga, Tenn., and WTVR-AM-FM Richmond, Va.; is selling WNLS-AM-WTNT-FM Tallahassee, Fla.; WPAT-AM-FM Paterson, N.J./N.Y.; WNCT-AM-FM Greenville, N.C.; KWJJ-AM-FM Portland, Ore., and KEZX(AM)-KWJZ(FM) Seattle

Facilities: AM: 570 khz, 5 kw; FM: 104.1 mhz, 97 kw, ant. 981 ft.

Formats: AM: country, news; FM: oldies

Broker: Media Venture Partners

91.25% of KQDS-AM-FM Duluth, Minn.

Price: \$677,862 for stock and loan plus 60% of collected accounts receivable

Buyer: Anthony J. Fant, Birmingham, Ala.; owns KNLD-TV Duluth; WNAL-TV Gadsden, Ala.; KTVC(TV) Cedar Rapids, Iowa; WLWC-TV (formerly WFDG-TV) New Bedford, Mass., and WWHO-TV Chillicothe, Ohio; is buying WDHS-TV Iron Mountain-Marquette, Mich.; is selling KSNB-TV Superior, KHGI-TV Kearney and KWNB-TV Hayes Center, all Neb.; has applied to build TVs at ch. 23, Ames, Iowa; ch. 18, Albion, Neb., and ch. 51 Batavia, N.Y.

Seller: Greater Muskegon Broadcast-

ers Inc., Muskegon, Mich. (Tim Achterhoff, principal; Harvey I. Nedeau Jr., president); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 94.9 mhz, 100 kw, ant. 730 ft.

Formats: Both AOR

WFRX-AM-FM West Frankfort, Ill.

Price: \$310,675

Buyer: Dennis F. Doelitzsch, Marion, Ill. As president/owner of 3-D Communications Corp., which is buying FM, Doelitzsch owns WDDD(AM) Johnston City, WDDD-FM Marion and WVZA(FM) Herrin, all Ill.

Seller: Pyramid Radio and Television Broadcasting Co. Inc., West Frankfort (Gobel Patton, president); no other broadcast interests

Facilities: AM: 1300 khz, 1 kw day; FM: 97.7 mhz, 3 kw, ant. 205 ft.

Formats: Both MOR

WSVG(AM)-WSIG(FM) Mt. Jackson, Va.

Price: \$100,000 for stock

Buyer: Richard T. Judy, Woodstock, Va.

Seller: Earl Judy Jr., Luray, Va.

(before sale, 51% owner; after sale, 0% owner)

Facilities: AM: 790 khz, 1 kw day, 40 w night; FM: 96.9 mhz, 3 kw, ant. -29 ft.

Formats: AM: oldies; FM: contemporary country

FM

KLTE(FM) Kirksville, Mo.

Price: \$550,000

Buyer: Bott Broadcasting Co., Overland Park, Kan. (joint owners/spouses Richard P. Bott, president, and Sherley E. Bott, secretary/treasurer); owns KCIV(FM) Mount Bullion, Calif.; WFCV(AM) Fort Wayne, Ind.; KCCV(AM) Overland Park-KCCV-FM Olathe, Kan.; KSIV(AM) Clayton, KLEX(AM) Lexington and KAYX(FM) Richmond, all Mo.; KUHG(FM) Milford, Nev.; KNTL(FM) Bethany, KOCV(AM) Oklahoma City and KABH(FM) Shawnee, all Okla., and WCRV(AM) Collierville, Tenn.

Seller: Hiat Media Inc., Camarillo, Calif. (Edward G. Atsinger III, president/owner); is buying KBIO(FM) Fountain/Colorado Springs, Colo., and KTSL(FM) Medical Lake/Spokane, Wash. Atsinger owns 50% of KFAX(AM) San Francisco and KCLA(FM) Los Angeles; KGFT(FM) Pueblo/Colorado Springs, Colo., and WAVA(FM) Arlington, Va./Washington. He also is president/CEO/50% owner of Salem Communications Corp., which owns 18 AMs and 13 FMs in 13 states and syndicator Salem Radio Network.

Facilities: 107.9 mhz, 100 kw, ant. 715 ft.

This notice appears as a matter of record only

February 1996

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Format: Adult Christian contemporary

WGMM-FM Big Flats/Elmira/Corning, N.Y.

Price: \$425,000

Buyer: Eolin Broadcasting Inc., Corning (spouses Robert W. and Dolores Eolin, principals); owns WCBA-AM-FM Corning

Seller: Culver Communications of Big Flats Inc., Lockport, N.Y. (Margaret E. Greene, president); no other broadcast interests

Facilities: 97.7 mhz, 1.3 kw, ant. 482 ft.

Format: Oldies

Broker: Kozacko Media Services

WWBV(FM) Beaver Springs, Pa.

Price: \$235,000

Buyer: Starview Media Inc., York, Pa. (Douglas W. George, president/87% owner); owns WJUN-AM-FM Mexico, Pa. George also owns WOYK(AM) York.

Seller: Marnu Inc., Mifflinburg, Pa. (Pryor E. Neuber Jr., president); also is selling wwbe-fm Mifflinburg
Facilities: 106.1 mhz, 175 w, ant. 1,312 ft.

Format: Country

Broker: Hickman Associates

CP for KORL-FM Honolulu

Price: \$132,000

Buyer: Loew Broadcasting Corp., Waipahu, Hawaii (Robert M. Loew, president/60% owner); owns KDEO-FM Waipahu/Honolulu

Seller: Agnew-Sachs Broadcasting, Austin, Tex. (Roger Agnew, partner); no other broadcast interests

Facilities: 99.5 mhz, 100 kw, ant. -386 ft.

KDTK(FM) Prescott Valley, Ariz.

Price: \$120,000

Buyer: W. Grant Hafley, Cambridge, Ohio; owns wvnu(FM) Barnesville, WILE(AM)-WCMJ(FM) Cambridge and WWKC(FM) Caldwell, all Ohio, and KVRD-AM-FM Cottonwood, Ariz.; has applied to build FM at Pleasant City, Ohio

Seller: Mic Rathje, Tucson, Ariz.; no other broadcast interests

Facilities: 98.3 mhz, 875 w, ant. 2,526 ft.

Format: Not on air

KWQH(FM) San Luis Obispo, Calif.

Price: \$102,500

Buyer: Radio Representatives Inc., Los Osos, Calif. (Norwood J. Patterson, president/16.66% owner); owns KGDP-AM-FM Orcutt, Calif., and CP for KIDH(AM) Eagle, Idaho

Seller: Clamshell Communications Corp., Morristown, N.J. (Richard DeWitt, VP); no other broadcast interests

Facilities: 97.1 mhz, 4.4 kw

Format: Music/talk

WHOU(FM) Houlton, Me.

Price: \$31,500

Buyer: County Communications Inc., Houlton (co-owners David B. Moore, president; Robert E. Anderson, VP)

Seller: Gary M. Growe, Bangor, Me. (trustee, Estate of Peak Communications Inc.); holds WTOX(AM)-WHMX(FM) Lincoln, Me.

Facilities: 100.1 mhz, 3 kw, ant. 298 ft.

Format: Hot adult contemporary, oldies mix

CP for KTSH(FM) Tishomingo, Okla.

Price: \$13,500

Buyer: Ralph Tyler, Oklahoma City; no other broadcast interests

Seller: South Central Oklahoma Christian Broadcasting Inc., Ada, Okla. (Randall Christy, president); no other broadcast interests

Facilities: 99.7 mhz, 25 kw, ant. 328 ft.

AM

WUTK(AM) Knoxville, Tenn.

Price: \$200,000

Buyer: Dick Broadcasting Co. of Tennessee Inc., Knoxville (James A. Dick Jr., president/18.36% owner); WJOX(AM)-WZRR-FM, WAPI(AM) and WMXQ-FM all Birmingham, Ala., and WIVK-AM-FM Knoxville; 85% of WKRR-FM Asheboro and WKZL-FM Winston-Salem, N.C., and has joint sales agreement with wwbr-fm Trussville, Ala. James Dick owns 25% of WKDF-FM Nashville and WGFX-FM Gallatin, Tenn.

Seller: University of Tennessee, Knoxville; owns WUOT(FM) and WUTK(FM) Knoxville and WUTM(FM) Martin, Tenn.

Facilities: 850 khz, 50 kw day

Format: News

WHEO(AM) Stuart, Va.

Price: \$125,000

Buyer: Bennie C. Weaver et al., Kernersville, N.C.

Seller: Samuel P. Massie, Stuart

Facilities: 1270 khz, 5 kw day

Format: Country, news

WDPC(AM) Dallas, Ga.

Price: \$85,000

Buyer: Word Christian Broadcasting Inc., Douglasville, Ga. (Larry Jackson, VP/25% owner); owns WDCY(AM) Douglasville

Seller: Worthy Communications Inc., Dallas; no other broadcast interests

Facilities: not available

Format: not available

KPBA(AM) Pine Bluff, Ark.

Price: \$80,000

Buyer: Metro Birch Enterprises Inc.,

Pine Bluff (Jackie B. Harris, president/50% owner)

Seller: Wheeler Chapel Missionary Baptist Church, Pine Bluff; no other broadcast interests

Facilities: 1270 khz, 5 kw day

Format: Black, gospel

WIDE(AM) Biddeford, Me.

Price: \$80,000

Buyer: Saco Bay Communications Group, Saco, Me. (Barry J. Hobbins, president/50% owner)

Seller: Witham-Rhodes Communications Inc., Biddeford (Erin Huntzinger III, president/CEO); no other broadcast interests

Facilities: 1400 khz, 1 kw

Format: News/talk, sports, progressive

WWAM(AM) Jasper, Tenn.

Price: \$60,000

Buyer: William A. Shelton, Tracy City, Tenn.; no other broadcast interests

Seller: Patton Broadcasting Co., Jasper (Phil W. Patton, owner); no other broadcast interests

Facilities: 820 khz, 5 kw day

Format: Gospel, news/talk

KNTB(AM) Lakewood/Tacoma, Wash.

Price: \$57,000

Buyer: KLDY Inc., Tacoma, Wash. (Josephine I. Schilling-Baine, presi-

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dent/owner); owns KBRO(AM) Bremerton, Wash.

Seller: Dailey Broadcasting Inc., Tacoma

Facilities: 1480 khz, 5 kw day, 1 kw night

Format: Contemporary Christian, talk
Broker: Montcalm

KMYZ(AM) Pryor, Okla.

Price: \$43,000

Buyer: Oklahoma Sports Properties Inc., Tulsa, Okla. (Fred M. Weinberg, president/owner); owns KTRT(AM) Claremore, Okla. Weinberg also owns 50% of KMTW(AM) Las Vegas.

Seller: Shamrock Communications Inc., Scranton, Pa. (25% owners Edward J. Lynett Jr., George V. Lynett, William R. Lynett and Cecelia Lynett Haggerty); owns WDIZ(FM) Orlando, Fla.; WQFM(FM) Milwaukee; WTRR(AM)-WGRX(FM) Westminster, Md.; KMYZ-FM Pryor, and KUTZ(FM) Lampasas, Tex. Owners also have interests in WBAX(AM) Wilkes-Barre, WTZR(FM) Nanticoke

and WEJL(AM)-WEZX(FM) Scranton, all Pa.

Facilities: 1570 khz, 1 kw day

Format: Rock

WMAK(AM) London, Ky.

Price: \$35,000

Buyer: WGWM Broadcasting Inc., London (Elmer Oakley, president/owner); no other broadcast interests
Seller: Gizmo Communications Inc., London (James S. Parks, president); no other broadcast interests

Facilities: 980 khz, 900 w day

Format: Gospel

WKUN(AM) Monroe, Ga.

Price: \$15,000 + assumption of liabilities

Buyer: B.R. Anderson, Social Circle, Ga.; owns 90% of WMOQ(FM) Bostwick, Ga.

Seller: Community Broadcasting Co. Inc., Monroe (Grace Morris, president); no other broadcast interests

Facilities: 1580 khz, 1 kw day

Format: C&W

WRPT(AM) Peterborough, N.H.

Price: \$10,000

Buyer: Langer Broadcasting Corp., Cudjoe Key, Fla. (Alexander G. Langer, president/owner); owns WBIV(AM) Natick, Mass.

Seller: Peterborough Broadcasting Co. Inc., Stamford, Conn. (Frank A. Boyle Jr., president); no other broadcast interests

Facilities: 1050 khz, 1 kw

Format: Dark

WGTX(AM) DeFuniak Springs, Fla.

Price: \$5,000

Buyer: Sonshine Communications LLC, Destin, Fla. (Dale Riddick, member/51% owner); no other broadcast interests

Seller: Sonic Enterprises Inc., Dotham, Ala. (Charles Chapman, principal); no other broadcast interests

Facilities: 1280 khz (moving to 770 khz), 1 kw day

Format: Dark

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LCG takes giant step into Spanish-language radio

Group prepares to close on the purchase of seven stations

Radio

By Donna Petrozzello

As Latin Communications Group prepares to close on its largest purchase of broadcast properties, LCG President and CEO Peter Davidson is engineering the group's disciplined but ambitious growth as a Spanish broadcaster.

In early February, New York-based LCG announced plans to expand into the Southern California market by purchasing a majority interest in KBRG(FM) Fremont, KLOK(AM) San Jose, KLOK-FM Greenfield, KVRG(AM) Soledad and KVRG-FM Seaside for a total \$26 million. In January, LCG announced plans to purchase news/talk KYBG(AM) Aurora and rock KNRX(FM) Denver, both Colorado, from Century Broadcasting Corp. for \$7.7 million.

According to industry broker Steve Pruett of Communications Equity Associates, the FCC has approved LCG's purchase of the California stations and is reviewing the group's application to purchase the Denver stations. Pruett says that once the deal is closed, LCG will hold a 75% economic interest in the five California stations. Veteran Spanish broadcasters Christopher and Athena Marks, owners of Excl Communications, hold the remaining 25% interest.

Davidson says LCG considers Excl its partner in the group's expanding radio interests and that Excl will manage the California quintet of stations and the Denver acquisitions.

Combined with LCG's television holdings—WVEA-TV Tampa, WVEN-TV Orlando and WMDO-TV Washington—

and recently purchased WMDO(AM) Washington, the group is on its way to rivaling Spanish-language media leaders Heftel Broadcasting Corp., Tichenor Media System and Spanish Broadcasting System Inc.

Although Davidson heralds LCG's growth, saying his goal is to "create a traditional multimedia Spanish-language media company with radio, television and print," he is also wary of expanding for the sake of acquiring bulk, using investors' money.

One year ago, a group of investors led by Time Warner Inc., Massachusetts Mutual Life Insurance Co. and individuals at Schroder Wertheim & Co. sank \$10 million into LCG for its acquisitions.

The group bought stations in Tampa and Orlando, then sought acquisitions in other growing Hispanic markets such as Southern California and Denver. Davidson says it is critical for a Spanish broadcaster to have a stake in each of those regions.

"San Francisco is the fourth-largest Hispanic market in the U.S., and Denver is one of the fastest-growing Hispanic markets, and Denver is woefully under-radioed in Spanish-language formats," Davidson says.

To date, LCG's primary media presence has been as publisher of the Spanish daily newspaper *El Diario/La Prensa*.

Davidson contends that given higher ratings for Spanish radio formats and higher prices of Spanish radio outlets in major markets, Spanish radio will climb in value.

Davidson says LCG is particularly interested in buying radio stations in "top or fast-growing Hispanic markets," including New York, where



LCG's Davidson says Hispanics are heavy users of Spanish media, making Spanish radio and TV attractive businesses.

LCG bid \$19.5 million last fall to acquire WPAT(AM). The station instead was sold to Heftel for just over \$20 million.

But he admits that the company cannot "be top bidder in a lot of situations," given its ties to institutional investors.

"We have to be very opportunistic and very disciplined in what we are doing because we are price-driven, and we are different from other Spanish broadcasters because we are very institutionally owned," Davidson says. "We have to have a real discipline in what we think we can and can't purchase." ■

Active Trading

A comprehensive study of the radio station acquisition marketplace by BIA Publications estimates that nearly 10,500 AM and FM stations have changed hands since 1987. BIA marks the total value of the transactions at close to \$21.7 billion over the past nine years. The chart below illustrates peak trading levels in 1993, 1994 and 1995, along with less active periods in 1990 and 1991.

BIA President Tom Buono says the data shows that "financing advantages of public ownership translate directly into station pricing advantages. These [public] firms are paying the highest prices for stations and dominating the transaction marketplace."

Following is an outline of BIA's findings from its recently released "State of the Radio Industry 1996" report:

Year	Stations Sold	Sales Volume
1987	1,021	\$2,254,000
1988	1,082	3,315,000
1989	1,205	2,248,000
1990	1,059	773,000
1991	1,009	807,000
1992	1,194	1,412,000
1993	1,410	2,829,000
1994	1,255	2,650,000
1995	1,259	5,371,000
Total:	10,494	\$21,660,000

Source: BIA Publication's transaction database.

BMI donates gift of music to Harvard

By Donna Petrozello

In what some Harvard University officials describe as the "most valuable collection of music" at the university, Broadcast Music Inc. (BMI) has donated first- and early-edition manuscripts of almost 800 classical compositions to Harvard's Houghton Library.

The distinguished collection of classical music aficionado Carl Haverlin comprises rare manuscripts of early works by 175 composers, including Bach, Beethoven, Brahms and Chopin. The late Haverlin served as BMI president from 1947 to 1963. In addition to donating the manu-



Above: Donald Thurston, BMI chairman; Frances Preston, BMI president, and Richard Wendorf, director of Harvard's Houghton Library. Left: Benefactor Carl Haverlin in 1963



scripts to the library, Harvard's repository for rare

books and other printed works. BMI donated funds to help catalogue and preserve the pieces.

BMI President Frances W. Preston says the donation "will insure that these valuable works will be properly preserved and made available to inter-

ested students for decades." Houghton librarian Richard Wendorf says the Haverlin/BMI Collection "will augment the considerable capacity at Harvard to provide primary musical sources for teaching and research."

The Haverlin/BMI Collection was displayed at the library during January and February. Starting March 1, it will be available for public research, says BMI director of archives David Sanjek.

Contents of the collection will be logged into the library's Internet World Wide

Web site and also will be available to the public through Harvard's HOL-LIS database.

The most valuable items in the collection of symphonies, songs, operas and waltzes are editions of Chopin works published in Paris and operas composed by a teenage Brahms published under the pseudonym G.W. Marks, says Wendorf. ■

R I D I N G G A I N

Point man for CBS stations

Former Group W executive Chris Claus has been hired as vice president of station operations for CBS Television and Radio—a position created since last fall's Westinghouse/CBS merger—to oversee news, programming and marketing collaborations among the group's 15 television and 39 radio stations.



Chris Claus, VP, station operations, CBS TV and Radio

CBS TV President Jonathan Klein and CBS Radio Group President Dan Mason say Claus also will look toward "maximizing station resources" for TV and radio holdings in various markets. Claus's 20-year career at Group W included stints as VP/GM of several Group W radio stations and as VP/controller of Group W Productions. Claus will be based in New York and assumes his new role March 11.

Other CBS appointments at CBS Radio Division stations: Roger Nadel was named VP/GM of

KFWB(FM)-KTWV(FM) Los Angeles; Rich Homberg was named VP/GM of WWJ(AM)-WYST(FM) Detroit, and Brian Whittemore was named VP/GM of KDKA(AM) Pittsburgh.

Moody's upgrades Chancellor, considers downgrading SFX

In a recent newsletter, Moody's Investors Service upgraded its rating of Chancellor Broadcasting's secured bank facility to "positive" based on "better debt protection measures" and a high-yielding initial public stock offering. Moody's says Chancellor reduced the size of its bank facility by \$100 million after acquiring stations owned by Shamrock Broadcasting and raised \$45 million more than anticipated in its IPO.

Meanwhile, Moody's is considering downgrading its rating of SFX Broadcasting's senior subordinated notes after the group announced plans to acquire 35 stations owned by Prism Radio Partners and Liberty Broadcasting, bringing SFX's portfolio of owned-and-operated stations to 51.

Moody's says that the Prism and Liberty purchases require SFX to spend \$305 million of new capital, which may increase the group's leverage and may raise the amount of secured senior debt. Moody's says its review of SFX "will focus on the financing of the acquisitions, the cash-flow contributions and operating efficiencies to be derived from the acquired stations, and the additional management needed to run such a large group."

RDS campaign expands to Orlando, midsize markets

Nearly 170 FM stations in the top 25 markets are participating in the Electronic Industries Association's national Radio Data System (RDS) campaign, EIA officials say. In addition, EIA recently included stations in the Orlando market, ranked 39 by Arbitron, in the campaign.

The EIA's RDS enables broadcasters to send an inaudible encoded text message containing information or ads to RDS-equipped FM receivers. EIA officials hope to provide all FM broadcasters in the nation's top 25 markets with RDS capability by April.—DP

Cable

March 4, 1996



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New nets seek right launch mix



MSO backing and deep pockets aren't enough

By Jim McConville

Launching a cable network has become a complicated proposition. Money and MSO backing don't automatically guarantee a ticket to the show, but they don't hurt, either.

Four cable channels are scheduled to debut in the next six weeks, and their success, say cable executives, is tied to a combination of factors that includes having established MSO ties, a liberal launch wallet, a distinct network identity and attractive cable distribution deals.

The first networks out of the launch gate this year were CNNfn (technically launched Dec. 28, 1995) and BET on Jazz, Black Entertainment Television's channel launched on Jan. 15.

BET on Jazz is close to signing wide-ranging carriage agreements with MSOs Tele-Communications Inc. (TCI) and Time Warner that will boost the network's subscriber base to almost 1.5 million by mid-1996. Curtis Symonds, executive vice president, affiliate marketing, BET, says the deals should be done within the next two weeks.

Other cable networks scheduled for first-quarter launch include Speedvision, the Sundance Channel, America's Health Network, Prime Life Network and Ovation.

The Sundance Channel, the premium independent film channel jointly owned by Showtime and filmmaker Robert Redford, launched last Thursday (Feb. 29). It originally was scheduled to launch last year, but was delayed in hopes of capitalizing on publicity from January's Sundance Film Festival. The channel reportedly is close to signing Polygram as third equity partner.

The channel debuted with almost 5 million subscribers, its original first-year goal, according to president Nora Ryan. Only 1 million of those will come from cable subscribers—on systems owned by MSOs Jones Intercable, Falcon Cable and Viacom—with the rest



divided among DBS, TVRO and wireless cable systems. The remaining 4 million will be spread among TVRO, DBS provider USSB and wireless cable systems.

As an incentive, USSB is offering new subscribers who sign for its \$34.95 "Entertainment Plus" the Sundance Channel free, while existing USSB subscribers will get it free for a month. Starting in April, USSB will offer Sundance a la carte for \$8.95 per month.

Speedvision, the motor sports network jointly owned by cable operators Cox, Comcast and Continental, gained partial carriage by launching on a handful of parent MSO cable systems on Dec. 31, 1995.

The network has some 800,000 subscribers, with most in the Northeast, says Roger Werner, president and CEO of Speedvision and Outdoor Life, the co-owned outdoor activities channel launched last August.

Speedvision, which most recently launched on Bell Atlantic's video dial-tone trial in Toms River, N.J., gets a formal launch April 28 at the National Cable Television Association convention in Los Angeles.

Werner says Speedvision's MSO ties give it a leg up on other networks trying to launch. "The three cable operators that are providing the bulk of the investment capital have, collectively, 12 million subscriber homes. That gives us a significant launchpad that others don't enjoy."

But having MSO ownership doesn't mean being handed all those subs on a silver platter. Case in point: The Golf Channel, owned by MSOs Comcast, Continental, Cablevision Industries, Adelphia, Newhouse and Times Mirror.

The channel, which launched in January 1995, so far has signed 1.5 million subscribers—above its initial projections but still a fraction of the more than 10 million subscribers served by its MSO partners.

Speedvision and Outdoor Life are scheduled to launch March 1 on DBS company DIRECTV. The goal, says Werner, is for both to reach a combined 5 million cable/DBS households by year end.

Werner says the two networks have another launch edge: deep corporate pockets, with Outdoor Life and Speedvision starting off with multimillion-dollar marketing and programing budgets.

"We're spending significantly more to program these networks than most of the new start-ups you've seen announced," says Werner. "Each will have a programing and production budget, year one, of \$20 million or more, and each will have a minimum \$5 million to \$6 million in cash advertising and promotion support."

Speedvision, which plans to air a combination of land (60%), water (20%) and aviation (20%) motor-sporting events, also may have TV ratings history in its favor. With the exception of NHL football, NASCAR Winston Cup stock car telecasts historically have scored higher ratings than have any other sporting event aired by cable, according to Nielsen Media Research.

Getting MSO carriage also typically involves new networks' cutting deals by offering discounted rate cards, package deals and marketing and services incentives.

As a carriage incentive, Speedvision

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What happened Blizzard: 18-22" on 1/8/96

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blizzard conditions"

Government Sources: "Fair"

Forecast on 1/5/96 for 1/7/96

AccuWeather Clients: "Potential for heavy snowfall,
blizzard conditions"

Government Sources: "Chance of snow"

What happened Third biggest Blizzard in history: 18-28" on 1/7/96

Philadelphia

Forecast on 1/3/96 for 1/7/96

AccuWeather Clients: "Big snowstorm possible"

Government Sources: "Partly cloudy"

What happened Biggest snowstorm in history: 31" on 1/7/96

Baltimore/Washington Area

Forecast on 1/5/96 for 1/7/96

AccuWeather Clients: "A major snowstorm...A foot or
more of snow"

Government Sources: "Snow accumulating 1 to 3 inches"

What happened Blizzard: 17-25" on 1/7/96

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Ovation gets hand with financing

Despite the severe squeeze on channel capacity, Ovation, The Arts Network is on track for an April launch.

"We've got a very differentiated product; there is not a full-time arts network out there," says Patricia MacEwan, vice president of marketing for Ovation, which last October gained limited carriage as a two-hour weekly block on Tele-Communications Inc.'s Intro Television network.

Having ample funding and cable operators as co-partners doesn't hurt, either.

Ovation last week secured \$20 million in financing, which includes minority interests taken by MSO Time Warner, institutional investor J.P. Morgan and the New York Times Company.

MacEwan says the basic cable network will spend \$30 million this year to launch the network and will secure additional private financing later this year or early next. She says Ovation can't estimate how many subscribers it will have at launch, but projects to be in 3 million homes by the end of its first full year.

"We're very confident that we will reach it," says MacEwan. "If you add one DBS [direct broadcast satellite] system, there's a million subs right there." Ovation reaches the break-even mark at 14 million subscribers.

Ovation will be carried on "Future Vision" on Bell Atlantic's fiber-optic cable TV trial in Toms River, N.J. MSOs signed for launch include a Media General system in Fairfax, Va., as well as systems on American Cable Entertainment and Capital Cable.

Ten percent of Ovation programming the first year will be original, with the remainder acquired or co-produced. The majority is composed of first-run U.S.-produced shows. "The visual arts will go from the Old Masters to graffiti art," MacEwan says. "Music will have everything from Mozart to a documentary on the cultural aspects of rap music." —JM

is being offered to cable systems free for one year. Other network perks include pricing discounts and free service incentives to cable systems that opt to carry both networks. "The basic strategy in the first year is to offer the services priced real low," says Werner. "They're free if you put them on a broadly penetrated tier, then they're priced in low double-digits for broad-based distribution thereafter."

Ryan says the Sundance Channel offered early cable affiliates a rate card with deep discounts. "Our rate card focuses [on] and encourages volume and makes it advantageous for a cable operator to include [Sundance] on a new product tier."

America's Health Network, which will launch on March 25, offered charter affiliates a package that included advances against revenue sharing as an incentive to provide carriage during the network's launch window.

"In some cases that incentive was helpful in putting MSOs over the top," says Web Golinkin, chairman and CEO. "But no MSO is going to put you on for some short-term financial benefit. They have to [think] that you are going to significantly enhance the real and perceived value of their basic packages and new product tiers."

America's Health Network has signed carriage agreements with Cablevision Systems and Tele-Synergy and expects to announce in the next two weeks five other major MSO deals. Golinkin says the network will exceed both its original 2.7 million-at-launch and 4.25

million-by-year's-end subscriber projections.

The network, owned by IVI Publishing and Medical Innovation Partners and financial partners Allen & Co. and the Providence Journal, expects to spend \$75 million before it reaches the break-even point. "You can't be a player in the cable business today without having significant financial resources," says Golinkin.

Getting a network launched means having a fresh network identity with programming that system operators don't already have, says Michael Eisenberg, chairman and CEO of Prime Life Network, scheduled to launch in late March or early April via C-band TVRO satellite and cable systems. "The bottom line is that the new network has to have a product that not only the cable operator will be interested in, but [that] the subscriber [will] be interested in."

Eisenberg says that Prime Life Network, which is aimed at the 50-plus demographic, is in the midst of signing deals with several smaller independent MSOs in the South and the Northwest. The privately owned network plans to launch with 2 million addressable cable homes and has a long-term goal of 6 million-7 million subscribers by 1999.

Another network slated to get launch this spring is Ovation, The Arts Network (see sidebar). The network, which gained limited launch last October on TCI's Intro Television, plans an April 21 rollout. ■

Digital doings

Direct broadcast satellite (DBS) dishes could be hooked up to more than 60 million homes and businesses by 2005, said satellite industry experts attending last week's Carmel Group DBS Conference in Woodland Hills, Calif. The Carmel Group predicts that 13 million-18 million homes and small businesses will be DBS subscribers by 2000.

Other DBS conference highlights: ■ FCC International Bureau Chief Scott Harris predicted that a federal appeals court will affirm the FCC's decision to deny Primestar the high-power DBS channels it had planned to acquire from Advanced Communications in 1994. Last month the FCC auctioned the DBS slot to MCI for \$682.5 million.

The FCC used a "double standard" in denying Primestar the slot, treating it with a different set of FCC rules than were previous slot holders, charged Primestar general counsel Marcus Evans. ■ Satellite Broadcasting Communications Association (SBCA) President Chuck Hewlett challenged the telephone, cable and wireless industries to meet customer satisfaction levels in the price, quality and cost of satellite TV. —JM

ESPN2 adds sports news block

Continuous score update also new to channel

By Rich Brown

While Time Warner and Turner Broadcasting map plans for upcoming sports news service CNN/SI, existing service ESPN2 is beefing up its own sports news programming elements.

ESPN2 in July will premiere an original sports news block weekdays at 1-6 p.m. ET. Based on ESPN's SportsCenter format, the block will feature sports news, highlights, features and analysts with an emphasis on live coverage of major press conferences.

The network last Friday added *The Bottom Line2*, a continuous sports score update that appears in the lower portion of the screen weekdays, 7 p.m.-7 a.m. ET and weekends 1 p.m.-7 a.m. The scores are being provided by SportsTicker, a sports news and information company 80% owned by ESPN and 20% by Dow Jones & Co.

ESPN2 executives began mapping out their programming enhancements last summer and are not making the moves as a direct response to CNN/SI, says John Walsh, senior vice president, executive editor. Time Warner and Turner late last month announced plans to launch their sports service in December.

"When you see these changes you'll see we couldn't have thought this up in a week," says Walsh. The original plan was to debut the sports news programming block in September, but the date was moved up to enable ESPN2 to provide coverage of this summer's Olympic games.

Walsh says the new programming block and *Bottom Line2* were just two of about a half-dozen initiatives on the table last summer. Looking ahead, he says, the network eventually could add more shows along the lines of three existing series—*NHL 2Night*, *NBA 2Night3*, and *RPM 2Night* (motorsports)—that have been added



ESPN2 has added *The Bottom Line 2*, a continuous sports score update.

to the ESPN2 schedule in the past year. The network continues with event coverage—motorsports, NHL and college football and basketball—that will not be a part of CNN/SI's service.

The change in ESPN2's programming block will bring to 13 1/2 the consecutive hours of sports news programming options between ESPN and ESPN2 in any given weekday. A one-hour show will be telecast live on ESPN2 at 1 p.m., then repeated from 2-6 p.m. with potential for live updates. The time period now features a mix of magazine-style shows and repeat programming from ESPN2's nighttime schedule.

The network's programming adjustments come as its distribution passes the 30 million-household mark. ESPN2 in 30 months has grown from a launch base of 10 million to 30.8 million cable and satellite households, according to A.C. Nielsen data supplied by the network. New launches this year include TCI's Arlington, Tex., system and Jones Intercable systems in Albuquerque, N.M., and Augusta, Ga.

The network has enjoyed the greatest distribution growth of any of the so-called retransmission consent

channels. ABC executives say the network is already in the black and has six-year retrans deals that extend through 1999.

ESPN2 averaged a .4 prime time rating (123,000 households) in 1995, according to Nielsen data supplied by the network. Ratings for specific programming include an average .5 (154,000 HH) for NHL games this season and an average .6 (184,800 HH) for its coverage of 13 Daytona practice and qualifying events. ■

Errata

A BROADCASTING and CABLE story on Feb. 19 incorrectly reported that the Women's Basketball Association (WBA) was part of Liberty Media's sale of assets to the McMullen Group. Although WBA was part of the original deal proposed last year, the final agreement did not include the WBA or the proposed WBA TV contract with Liberty Sports.

AlphaStar launches, almost

New DBS service christens uplink, but estimates on service launch range from few weeks to few months

By Jim McConville

In what turned out to be more ceremony than substance, direct broadcast satellite provider AlphaStar Digital Television last week officially "christened" its uplink.

While AlphaStar executives say their DBS service will be offered in "a few weeks," industry analysts attending last week's ribbon-cutting of AlphaStar's \$40 million uplink in Oxford, Conn., say the company is still field testing the system and will more likely launch in mid-to-late spring.

AlphaStar President and CEO Murray Klippenstein says the company will sign 400,000 subscribers in 1996 and reach approximately 2 million subs by 2001. AlphaStar reaches break-even at the 500,000-sub mark, he says.

The company's Canadian parent,



AlphaStar's Oxford, Conn., uplink and President Murray Klippenstein



Tee-Comm Electronics, has contracted with an IBM subsidiary to produce the first 150,000 DBS set-top boxes and antenna dishes. Samsung Consumer Electronics is scheduled to start manu-

facturing the units in the second half of 1996.

AlphaStar satellite dishes will measure 30 inches in diameter, compared with the 18-inch units sold by Thomson Consumer Electronics and Sony for DBS programmers USSB and DIRECTV. Market sources say AlphaStar hardware will cost about \$700, the going price for DBS hardware.

AlphaStar, headquartered in Stamford, Conn., will start by using a somewhat different distribution system than do incumbent DBS makers, concentrating only on dealers. In addition to the estimated 3,000 satellite dealers, AlphaStar's system will be sold by Amway distributors, who typically sell home products door-to-door.

"Dealers are our initial focus because there are only so many units that you can produce at the outset," says Klippenstein. "So we've got some very heavily involved distribution partners, like Amway."

The company will pass on distributing through consumer electronics retailers for now. "We don't have a consumer electronics recognizable brand name," he says. However, Samsung will use electronics retailers once it begins producing Alphastar DBS hardware in the second half of 1996.

Klippenstein says AlphaStar will offer approximately 120 channels of video, audio and data by the end of 1996 and up to 200 channels by 1997,

February 1996

\$65,000,000

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Klippenstein says.

On the programming front, AlphaStar recently signed an affiliation agreement with the Disney Channel. Other networks available on AlphaStar: A&E, Asian Television Network, The Cartoon Network, Comedy Central, Country Music Television, Court TV, Discovery Channel, Encore, E! Entertainment Television, The Family Channel, Lifetime, The Movie Channel, MTV, The Nashville Network, NewsTalk TV, Nickelodeon, the Playboy Channel, Showtime, The Sci-Fi Channel, TNT, Turner Classic Movies, TV Land, USA Network, VH1 and WTBS.

AlphaStar initially plans to sell four DBS programming packages offering 76-100 channels. Packages will include a \$24.99 basic package offering 76 channels; a \$29.99 package of 91 channels, nine premium; a \$39.99 package of 96 channels with 14 premium, and a \$49.99 package of 100 channels with 18 premium. Channels also will be sold on an a la carte basis, with prices ranging from \$1.99 to \$17.95.

Klippenstein says AlphaStar subscriber research shows that customers prefer programming package deals over a la carte.

Klippenstein downplays AlphaStar's late entry into a DBS market in which DIRECTV, USSB and Primestar already claim 2.5 million subscribers among them. He says the company's low overhead and advanced technology—which uses an MPEG-2 digital video broadcast set-top box—help compensate for the late start. "It's not a disadvantage if you take a look at the fact that we're able to deploy a newer, more sophisticated, state-of-the-art technology."

Packaging, not pricing, is the key Klippenstein says. "The more people in the marketplace, the smarter the marketing. At the end of the day there will be price differentiation, but there will also be packaging differentiation." When asked about how he will target that marketing, Klippenstein responds: "You know the footprint of the satellite, it touches every home. That's what we're targeting." Klippenstein says AlphaStar also will "narrowcast," targeting specific customer groups such as business-to-business, cultural/ethnic groups, and high premium-purchase groups such as pay-per-view.

AlphaStar is not in a rush to sign equity partners, preferring to concentrate on establishing the service. "I'd like to get a couple of subscribers on, then talk to partners," Klippenstein says. ■

WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE

Two-thirds of UK cable and satellite owners are "unlikely" to be pay-per-view TV subscribers, according to a recent report by CIA MediaLab. The report comes at a time when UK pay-TV player BSKyB is preparing to broadcast the Mike Tyson vs. Frank Bruno heavyweight fight March 16. Subscribers to Sky Sports will have to pay L9.95 (\$15) to view the event. "We'll begin to see how far, financially, the British public is willing to go," says Anthony Jones, head of CIA MediaLab. The survey found that 80% of the public thinks the government should legally insure that top sporting events continue to be shown on terrestrial services like the BBC and ITV. Respondents gave the BBC the nod for best sports coverage (38%), compared with 33% for Sky.

DIC Entertainment has concluded a flurry of international sales. France 2, Germany's RTL, Spain's Antena 3, Italy's Reteitalia and the

UK's BSKyB have picked up the rights to children's series *Action Man*. The show uses a new production process known as Multi-Motion that links animation, live footage, computer graphics and morphing. DIC's *Street Sharks* has been sold to France's TF1, the UK's Channel 4, Reteitalia and New Zealand's TVNZ. Channel 4 also has acquired *Utraforce*, *Legend of the Hawaiian Slammers* and *Jingle Bell Rock*.

Discovery Communications Inc. will launch "Discovery Channel Brazil," a 24-hour all-Portuguese cable channel, in Brazil, April 1. The new service will be independent from Discovery's current Latin America feed.

E! Entertainment is understood to be considering a UK launch. Pay-TV operator BSKyB reportedly is talking to the programmer about a joint venture.

—By Debra Johnson

February 1996

\$50,000,000

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has been arranged for

SERVICE ELECTRIC CABLEVISION, INC.

Agent Bank:

CoreStates Bank, NA

Additional funding provided by:

First Valley Bank

Meridian Bank

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FX gets into sports

Network goal: 'high-quality entertainment product and very high marquee-value sports'

By Rich Brown

The plan to add sports-event programming to the FX lineup kicks off next month with a second attempt to bring World League of American Football games to the U.S. market.

Fox's FX cable network, beginning on April 13, will present a schedule of 21 regular-season games from the WLAF, an overseas league comprising six teams from Amsterdam, Barcelona, Frankfurt, London, Germany and Scotland. Fox, which joined the NFL as a partner in the WLAF two years ago, carries league games on its overseas networks Star TV, Sky Television and Canal Fox.

The WLAF made an aborted attempt to enter the U.S. market five years ago with broadcast and cable packages worth an estimated \$42 million. ABC paid \$24 million for a two-year deal

calling for nine games a season; USA Network paid \$18 million for a four-year deal covering 25 games per season. The WLAF originally expected to win American audiences by mixing six U.S.-based teams into the 10-team league. But the original WLAF configuration failed to catch on with U.S. fans, and the games eventually disappeared from both networks.

This time around, NFL Commissioner Paul Tagliabue says that the NFL teams are strongly increasing their commitment to the WLAF by nearly doubling the number of NFL players who will participate in the spring league. Also, the rights fee will be considerably lower—possibly as low as six figures, say sources.

The addition of the WLAF games marks the beginning of a shift in programming strategy for FX, which now reaches about 26 million homes nation-



ally. Major League Baseball games will join the FX schedule in 1997, and there are rumblings that NHL games could eventually find their way to the channel. Originally designed as an entertainment network comprising quirky talk shows and off-net series, the FX format is taking on sports properties as part of the soon-to-be-consummated partnership of Fox and Tele-Communications Inc. programming arm Liberty Media.

"FX will become kind of a TNT/TBS model: a combination of a very high visibility, high-quality entertainment product and very high marquee-value sports," says Liberty President and CEO Peter Barton. Included in the FX sports mix will be a late sports news hour likely to debut this spring, he says. ■

Anstrom will obsess on telcom act

Says meeting competitive checklist benchmarks will determine future shape of industry

By Michael Katz

NCTA President Decker Anstrom will be "relentlessly, obsessively and mind-numbingly focused" on the FCC implementation of the telecommunications act, specifically the "competitive checklist" portion of the bill that is designed to insure fair play by telephone companies entering long-distance service.

"The competitive checklist is the heart of the new law," Anstrom said in a state-of-cable address to the Washington Metropolitan Cable Club last week. "Once the details of the checklist are established, the FCC will make its 50 most important decisions. Whether or not we'll have competition or monopoly will ride on those 50 decisions."

The checklist comprises of five benchmarks for competitiveness that telephone monopolies must meet.

- Resale—Requires the resale of services to competitors without unreasonable conditions.

- Number portability—Allows the customer to maintain the phone number if he switches carriers.

- Dialing parity—Calls for the provision of nondiscriminatory access for competitors to telephone numbers, operator service, directory assistance and directory listing with no unreasonable dialing delays.

- Access to right-of-way—Requires competitor access to the telephone company's transmission facilities.

- Reciprocal compensation—Requires competing carriers to charge equal amounts for transport and termination of calls on each other's systems.

Although Anstrom's focus was the new checklist, he also sounded a familiar theme in his speech, acknowledging cable's continuing public image problems and announcing the relaunch of a marketing campaign to win back consumer confidence.

After the cable-friendly 1984 Cable Act, "we failed to meet our customers' service expectations and failed to exer-

cise restraint in prices, and that dragged down the entire industry," Anstrom said. On March 1, the NCTA relaunched its On-Time Customer Service Guarantee initiative, which promises free installation if a scheduled appointment is either late or missed and a \$20 credit for late or missed service appointments.

In the wake of the networks' decision to implement a voluntary ratings system, and in particular an NCTA-sponsored study that pointed to cable as the source of most violence on TV, Anstrom vowed to continue work on self-regulation. "We've been preparing for two years to get into a violence rating system," he said. "I'm glad the broadcasters got on to the program here." Anstrom, however, did not end speculation that the NCTA will sack Mediascope, the company that coordinated the violence study. He did say that NCTA was in discussions and would remain involved with the universities that conducted the research, regardless of Mediascope's fate. ■

H E A D E N D I N G S

Playboy files suit

Playboy Enterprises has filed a lawsuit against a provision of the telecommunications act that requires cable systems to completely scramble audio and video signals of sexually oriented channels such as Playboy and Spice. Playboy is asking a Delaware federal court for a temporary restraining order to block the provision, which sets a March 9 deadline for compliance. Playboy says that it will cost the cable industry \$1 billion to comply with the provision.

QVC changes spots

Cable shopping network QVC will air a new set of 30-second TV spots featuring celebrities including Paula Abdul, Susan Lucci, Isaac Hayes and Louie Anderson. The spots are part of QVC's national marketing campaign, which will roll out in 1996.

Ecology/Outdoor deal

The Ecology Channel (TEC), the yet-to-be-launched environmental channel, has signed two production deals with the Outdoor Life Network. TEC has begun to produce a series called "EcoView," a weekly one-hour showcase on ecology and conservation issues, which will debut on Outdoor Life in April.

HBO Sports signs Carillo

HBO Sports has signed tennis broadcaster Mary Carillo to join HBO commentators Billy Jean King and Martina Navratilova as part of HBO Sports's exclusive cable coverage of Wimbledon '96 starting June 24. Carillo will work as a play-by-play commentator as well as analyst and host of a nightly one-hour highlights program.

TV Guide on Screen

TV Guide on Screen, the on-screen cable guide maker, will add "On Screen Channel Special Edition," a new electronic program guide designed for small cable systems that serve up to 15,000 subscribers. Special Edition joins Tele-Communications Inc.-owned TV Guide on Screen's series of TV screen guides, which provide program listings and information to cable subscribers.

Driving sales

Marchel Stockton of TKR Cable of

Kentucky, Bowling Green, was grand prize winner (a new car) in a Digital Music Express (DMX) promotion designed to boost sales of its music service to cable operators. There were 20 other winners, all drawn at random, with participating cable systems getting one entry for each DMX sale (Stockton was Bowling Green's top DMX salesman). Los Angeles-based DMX delivers 120 channels of CD-quality music to 17 million basic cable subs and 18,000 businesses.

ESPN to cover 500 qualifier

ESPN will televise live coverage of qualifying heats for the PPG Indy-Car U.S. 500 from Michigan International Speedway on May 11-12, preceding the network's previously announced live coverage of the U.S. 500 on May 26.

WICT scholarships

Women in Cable & Telecommunications is calling for applications for the three annual scholarships to its National Management Confer-

ence, "Reinventing the Way We Do Business," June 3-6 in San Francisco. They are The June Travis Scholarship (covering conference registration and most travel expenses); The Lucille Larkin Fellowship (conference registration), and The Cheryl Greene Scholarship (conference registration). Two of the three scholarships are open to men as well as women. For applications, dial 1-800-628-WICT. Applications in Denver and internationally, call 303-575-1540.

TV executives honored

A group of TV executives will be honored for bringing more realistic portrayals of girls' and women's lives to TV by Girls Incorporated at its second annual Celebration Luncheon at the Waldorf-Astoria Hotel in New York on March 7. Honorees include Lifetime Television President Doug McCormick, Turner Original Pictures President Pat Mitchell, NBC Senior Vice President of Communications Judy Smith and ABC Sports Programming Vice President Lydia Stephens. —RB, JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Feb. 19-25, 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. <i>Goodwrench 400</i>	TNN	Sun 12:30p	3,479	5.4 3.6
2. <i>Rugrats</i>	NICK	Sun 10:00a	2,713	4.1 2.8
3. <i>Rugrats</i>	NICK	Mon 6:30p	2,606	4.0 2.7
4. <i>Rugrats</i>	NICK	Fri 6:30p	2,485	3.8 2.6
5. <i>Rugrats</i>	NICK	Sat 7:30p	2,372	3.6 2.5
6. <i>Rugrats</i>	NICK	Wed 6:30p	2,353	3.6 2.5
7. <i>Aaaahh!!! Real Monsters</i>	NICK	Sun 10:30a	2,336	3.5 2.4
8. <i>Gwrench 400 Pre Race Show</i>	TNN	Sun 12:00p	2,326	3.6 2.4
9. <i>Doug</i>	NICK	Mon 7:00p	2,310	3.5 2.4
10. <i>The Ren and Stimpy Show</i>	NICK	Sun 11:00a	2,299	3.5 2.4
11. <i>Uncle Buck</i>	USA	Sat 7:00p	2,250	3.3 2.3
12. <i>Night of the Twisters</i>	FAM	Sat 10:00p	2,208	3.4 2.3
13. <i>Doug</i>	NICK	Wed 7:00p	2,201	3.3 2.3
14. <i>Rugrats</i>	NICK	Sat 8:30a	2,187	3.3 2.3
15. <i>Rugrats</i>	NICK	Thu 6:30p	2,153	3.3 2.2

Following are the top five pay cable programs for the week of Feb. 19-25, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Real Sex Special</i>	HBO	Sat 11:00p	2,993	12.3 3.1
2. <i>Wild Side</i>	HBO	Sat 9:35p	2,472	10.1 2.6
3. <i>The Late Shift</i>	HBO	Sat 8:00p	2,322	9.5 2.4
4. <i>Movie: 'Higher Learning'</i>	HBO	Sun 9:45p	2,253	9.2 2.3
5. <i>Movie: 'One Man's Justice'</i>	HBO	Sat 12:00a	2,091	8.6 2.2

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The Internet

AT&T enters Internet access business

Telco joins with Netscape in low-price service

By Richard Tedesco

AT&T WorldNet Service starts March 14, offering five hours of free Internet access per month to entice its residential customers.

Along with ready phone-line access to its installed base, AT&T has aligned itself with Netscape Communications to provide a co-branded browser. And when AT&T jumps into the crowded fray to offer Internet access, users will have the choice of a \$2.50 hourly rate beyond the free five hours monthly or a \$19.95 flat monthly rate. The five hours of



free access are available to all takers through 1996.

At this point, AT&T wants to be a facilitator, not a content provider. But it may develop relationships with the

major commercial online services, according to Lane Bess, director of product marketing for AT&T WorldNet: "We want to bring mass and momentum to the Internet."

The service's initial design is a straightforward, if static, menu of directories and subject areas that should be a comfortable format for Inter-

net novices.

With a base of some 80 million residential customers and 10 million business clients, the telco clearly has the potential to deliver mass audiences to the 'Net. Customers can connect through an 800 number for \$4.50 an hour or pay local phone fees. AT&T's service will maintain an access speed of 28.8 kbps from 200 points of presence that it claims will insure more certain service to users. "We like to [think] we're offering something that's more reliable," says Bess.

Users who charge the service to their AT&T Universal Card won't be held financially liable for charges made by unauthorized users if their account numbers are compromised while they're buying goods on the Internet. **TMW**

Motorola, Sun set I-Net alliance

Motorola Inc. and Sun Microsystems are creating an integrated, high-speed communications system to deliver Internet services to the home.

The companies announced what they termed their "cyberspace alliance" last week at the urging of cable operators, according to one Motorola executive. "The beauty of this relationship is that it was a shotgun wedding," says James Phillips, corporate vice president and general manager of Motorola's multimedia group, explaining that cable operators had suggested the move.

The companies plan to sell an integrated package of high-speed cable modems, computer network servers and software to cable companies and telcos eager to provide ease of Internet access to their customers.

Plans call for the two to join Motorola's CyberSURFR cable modem technologies with Sun's MediaCenter server, Netra Internet server and Java software products. The alliance essentially combines Motorola's ability to transport digitized information with Sun's background in networking applications.

The companies have been discussing the concept during the past few months and already are beginning the integration process.—RT

The Internet

SGI, Cray in \$780 million merger

Graphics and supercomputer firms hope deal will create cyberpower

By Richard Tedesco

Silicon Graphics Inc. and Cray Research Inc. are creating a potentially potent computing force, particularly in the realm of the World Wide Web and interactivity.

As plans for the merger were announced last week, SGI claimed its Web servers are currently the fastest-growing product segment of its business lines. And the Web and interactive technologies are one of three prime areas of focus for the company, according to Willy Shih, director of marketing for SGI's advanced systems division, who cites technical computing and desktop computing as the others.

The friendly SGI bid for Cray is a two-phase deal adding

up to a purchase price of nearly \$780 million. The first phase is a \$30-per-share offer for 75% of Cray's outstanding shares for \$585 million. SGI then will complete the deal with a one-for-one exchange of shares. The deal is expected to close in June.

The resulting combination will be a \$4 billion revenue generator that figures to interact forcefully on PC and TV screens.

Last week SGI also announced a major deal with Knight-Ridder Inc., in which the Mountain View, Calif. company will supply its WebFORCE authoring and server technology to K-R for publishing electronic editions of its 31 newspapers on the Web. Eight of its papers are presently online, including the *San Jose Mercury News* (www.smercury.com), the first to make cybernews. The WebFORCE Indy workstations act as both file

server and authoring station in the electronic editing process.

SGI's video file servers have helped drive Time Warner's Full Service Network trial in Orlando, Fla. And the teaming of SGI's server savvy and Cray's scalable supercomputer technology figures to power Internet access devices and interactive TV interfaces. "One of our strategies is to flow that high-end technology down," says Shih.

The SGI/Cray deal didn't draw kudos on Wall Street, however, with SGI shares dropping about 7% last week. Cray, which made approximately half of its \$676 million revenue last year from sales of supercomputers to the government, recorded a \$226 million loss for the year after restructuring itself. But the company claims it also had a \$437 million backlog of orders at the end of 1995. TMW

Multimedia Products

Pinwheel creator blazes new 'Trail'

Horner creates multimedia series merging CD-ROM, online

By Richard Tedesco

More than 20 years after designing Pinwheel, the forerunner of Nickelodeon, Dr. Vivian Horner is poised to introduce a breakthrough multimedia product.

It's a series dubbed *Trail Blazers* that combines CD-ROM and online content in two educational games about dinosaurs and outer space. "Devil's Canyon: A Dinamation Adventure" sends players back into prehistory riding a robotic dinosaur to research and sort out various dinosaur mysteries. "Space Station Alpha: The Encounter" puts players in orbit, where they encounter an apparently abandoned alien spacecraft, gather clues and exercise new skills to answer questions about it.

Both CD-ROMs will be released in April by TeraMedia, the company Horner has created with business partner Sally Celmer.

Dinamation International Corp. (DIC), which makes scientifically accurate robotic dinosaurs, cooperated in developing the dinosaur product. The company will pro-



'Space Station Alpha'



Vivian Horner examines a Dinamation creation.

vide photos and notes on its Web site from dino-paleontologists conducting actual digs to supplement the CD-ROM material.

The Young Astronaut Coun-

cil (YAC) cooperated on the Alpha project, which will feature information about NASA's upcoming unmanned Mars expedition. Its Web sites also will offer supplemental material. A Trail Blazers Web site will feature links

to the DIC and YAC sites.

"You plot important information out, put it together for kids and sort of bring it into their own space," Horner says, adding, "Everything is scientifically accurate down to the last detail."

Suggested list price for the titles will be \$39.95 each.

TeraMedia will use YAC to distribute "Alpha" through its chapters; "Devil's Canyon" will be marketed at Dinamation's traveling mall exhibits.

TeraMedia's overall concept is to create problem-solving adventures. This fall it will put out a CD-ROM set in clipper-ship days that traces the route of the contemporary Whitbread Yacht Race. Users will learn about seafaring history and navigational skills. When the race takes place next year, a second CD-ROM will be released that enables users to construct their own high-tech boats or select boats and crews from the actual race to compete in a virtual race. A Web site will track the progress of the actual race and provide information that users can apply to the CD-ROM. TMW

FSN makes play for online games

Time Warner Cable's Full Service Network has signed deals with seven developers to create or reconfigure 16 interactive network games.

The games will significantly boost content for The PlayWay, an FSN feature that consists of four titles, including multiplayer games called "Pods" and "TV Bots."

The new roster will include "Descent," the hyper-violent action game from Interplay Productions Inc., which also will contribute "Virtual Pool" and "Battle Chess 4000," a multiplayer version featuring animated chessmen.

Aside from seeking adapted titles, FSN wants to co-develop titles.—RT

Multimedia Products

WRNN-TV to go live on Web site

By Richard Tedesco

WRNN-TV, the Kingston, N.Y.-based cable regional news network, launches a Web site with a twist next month: live online video reports.

That's one application WRNN-TV plans for the CU-SeeMe technology that it's using (from White Pine Software). As part of a joint development pact with *Newsday*, WRNN-TV will have reporters based at the newspaper's Long Island offices who will be able to go live via a T1 line that the cable network has in place. WRNN-TV is doing the same with Gannett Newspapers in Westchester, N.Y.

Xing Technology's StreamWorks network technology will enable selective high-speed audio/video and text transmission onto the WRNN-TV Web site. Eventually the Xing system will be used for video and audio transmissions online.



CU-SeeMe eventually will enable online users to go live in a nine-minute window on a *Crossfire*-type talk show that WRNN-TV airs daily. Users will need a small CU-SeeMe camera, to be mounted on a PC screen or camcorder, to enable the live interaction. "I'm hoping to develop incredible interactivity," says Richard French, president of WRNN-TV's general partner.

The WRNN-TV site (www.rnntv.com) will feature hot links back and forth to *Newsday's* online site (www.newsday.com). **TWV**

TCI forms unit to create online content

Intensifying its online initiative, Tele-Communications Inc. has created a content development group to be part of its recently formed TCI Internet Services unit.

The newest unit, TCI Interactive Inc., will invest in existing Internet content providers and develop original content by funding start-up operations or otherwise co-developing services.

The creation of the new unit indicates TCI's desire to create momentum for the @Home service it plans to roll out later this year. TCI thinks that @Home will "revolutionize" the online experience, thanks to high-speed delivery alone, according to Allen De Bevoise, the newly appointed president and CEO of TCI Interactive. But he says his unit's objective is to provide differentiated content in four key areas: local services; entertainment services; consumer information services, including travel, health and personal finance; and business information services, in the form of multimedia content for businesses.

"We have an agenda of areas we think are important for the Web and especially @Home," says De Bevoise, adding, "We do want to focus on things that would be successful via broadband."

De Bevoise expects to announce development deals or investments with existing content providers within a month. —RT

Oracle shows PC device, seeks partners

Oracle Corp. conducted the first public demonstration of its low-cost network computer prototype last week as it closes in on forging partnerships to produce it.

The demo, which included the software that will be Oracle's primary contribution to the device, was conducted at a developer's conference the Redwood Shores, Calif.-based company hosted. Meanwhile, at an East Coast online conference, James Lynch, senior director of business developing in Oracle's computing division, said the company expected to announce at the end of April alliances to produce the low-cost PC devices.

"This has to be based on common standards," says Lynch, who describes Oracle's mission as "a bet" that those standards could be set in place to make viable production of a range of devices.

Internet access has been the most prominently touted function for what Oracle sees as a family of products. Functions demonstrated on the prototype included e-mail, Internet surfing and audio and video streaming. Lynch emphasizes the need for fully functional multimedia devices in the low-cost category. Below \$500 still seems to be the magic price point for a machine that Lynch says will cost \$250-\$350 to produce.

Oracle already has said that Intel Corp. will be one of its partners. Lynch says that multiple manufacturers, software developers and distribution partners will be in on the deal. —RT

Viacom puts Trekkers in 'Deep Space'

Gone beyond where it's gone before with franchise product, Viacom New Media will release a sophisticated CD-ROM, "Star Trek: Deep Space Nine Harbinger," later this month.

The CD-ROM features an extremely realistic on-screen reproduction of the interior of the Deep Space Nine station depicted in the popular Paramount Television series. And that's the idea. "What Trekkers love is the authenticity," says Roberta Jacobs, senior vice president of sales and marketing for Viacom New Media. "This is a most immersive realistic experience."

Digitized images have been translated directly from the TV show, and the realism rings true through the video effects and ambient sound used to convey a convincing Star Trek environment. *Deep Space Nine* cast members recorded 64,000 lines of dialogue for what becomes a 20-hour experience using Trek technologies and deductive reasoning.

This is the first of a series Viacom New Media plans; a second release based on Paramount's *Star Trek: Voyager* is planned for next year. "It's taking a franchise and putting it in a whole different medium," says Jacobs.

Viacom New Media hopes to put the first title, developed by Stormfront Studios, in the hands of Trekkers with mailings to Star Trek fan club members and to Internet user groups eager for entertainment software. Suggested retail price will be about \$50. —RT



Ops in the "Deep Space Nine" DC-ROM

Technology

March 4, 1996

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Broadcasters head to NAB with digital shopping list

Compression and transmission key areas in seller's market

By Glen Dickson

After a strong financial year in 1995, broadcasters are traveling to NAB '96 with more capital to spend and a long shopping list of equipment they will need for the digital future. At the top of that list is compression and transmission gear, as networks turn their attention from digital production to digital distribution.

Technology executives at the Big Three networks predict a strong buying year at both the station and the network level in 1996.

"Based on my conversations with vendors, 1995 was a very good year and '96 will be better," says Ken Michel, ABC's director of technology and equipment planning. "With the new tape formats and the shift to component digital, at some point stations are going to realize they have to make the move to digital, and that will prop up the market."

Michel says that ABC will have the Sony Digital SX and Panasonic DVCPRO acquisition formats in its lab this month but that the network isn't in any hurry to change formats because of its huge investment in Betacam.

Of greater interest to ABC will be digital compression systems, as the network hopes to convert its programing feeds to digital in 1997 or 1998. Michel, who doesn't think existing MPEG-2 systems will maintain the full-color bandwidth that ABC desires, is bullish on 4:2:2 professional profile compression.

"I'm hoping that the professional profile is as good as

everyone says it is," he says.

Michel also will be looking at nonlinear storage systems to play out video clips and graphics as a replacement for existing laserdisc systems. "We'd like to have a nonlinear clip player, either optical or hard disk, with a nice sports controller [software package]," he says. "We envision multiple applications—editing, highlights and using it on the air for instant replay."


Other NAB areas of interest for ABC include PC-based character generators, alternate video transports, networked nonlinear editing systems and digital microwave equipment.

The recent concern about spectrum allocation, along with the future prospect of advanced television, has sharpened CBS's focus on digital transmission technology, says Bob Seidel, CBS vice president of engineering.

Seidel says he'll be looking at digital microwave systems for studio-to-transmitter links, as well as ATV antennas and transmission systems for CBS's 15 owned-and-operated stations: "Since the FCC is moving us out of the 2 ghz band and squeezing us into other bands, we'd like to compress our STL [studio-to-transmitter link] signal so we can multiplex NTSC and ATV signals on the same frequency."

In addition, CBS plans to convert its satellite network to digital transmission and is considering using MPEG-2 compression for delivery. Seidel hopes to issue a request for quotes for digital satellite transmission systems shortly after NAB and to select a system by the fourth quarter.

CBS is interested in digital SNG systems as a way to max-



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Special Report: NAB Equipment Preview

imize its Ku-band capacity; the network already has experimented with digital Ku-backhauls as part of its Newspath operation and is formulating an SNG transition plan for its stations. "We'd like that to have some compatibility with our outbound distribution," says Seidel. "That also would prepare us for repacking our [C-band] transponders to allow us to use our sky segment for ATV."

CBS also will be considering the latest generation of video servers for commercial origination and news applications, checking out mobile production gear for the 1998 winter Olympics in Nagano, Japan, and doing some priority shopping for WWJ-TV, the network's new O&O in Detroit. "We're looking at upgrading the transmission plant there," says Seidel. "It's a low-power UHF station right now, with a 700-foot tower and just under a megawatt of power. We want to bring them up to 5 megawatts and 1,000 feet to compete on a par with the other UHFs in the market."

With Olympics plans, international cable operations and the launch of the MSNBC cable newschannel approaching

in July, Charles Jablonski, NBC vice president of broadcast and network engineering, says that NBC engineers will be examining virtually every product and technology on the NAB floor—"everything from compression to disc-based servers to nonlinear edit systems."

But Jablonski says that digital compression and transmission gear will definitely be priorities for NBC at the show: "NBC is committed to digital satellite transmission for its domestic television network, and we are already using MPEG-2 digital transmission in some of our international ventures. The contribution equipment—getting signals to and from our facilities in Europe and Asia—is up and running, and the distribution equipment will be up and running in the second quarter of this year."

Jablonski says that digital transmission plans for MSNBC are "still in discussion." Turning to the NBC network, he says "our plate's kind of full this year," but he predicts that NBC will make progress toward converting its programming feeds to digital in 1997. ■

NAB adds issues, space to annual show

Will include conferences on Internet, satellites, data networking; spreads to additional venue

By Christopher Stern

The National Association of Broadcasters' annual convention is on track for another record-breaking year, with more than 1,000 exhibitors spread over almost 15 acres of floor space, generating more than \$20 million in revenue for the NAB.

Technology once again is the dominant theme for the April 13-18 gathering in Las Vegas. The NAB has added conferences on satellites (Uplink '96 International Satellite Conference) and telecommunications (Data Networking and Telecommunications Conference). And for the first time there will be a pavilion for Internet-related exhibitors.

Eleven individual conferences are scheduled, with topics ranging from financial management to broadcast engineering. There also will be several high-profile speakers, including keynoteer Fox Chairman Rupert Murdoch and all five FCC commissioners, Infinity's Don Imus and ABC's Jeff Greenfield.

The Broadcasters' Law and Regulation Conference (April 15-17) will offer sessions on the new ownership rules under the Telecommunications



Act of 1996 and panels on children's television and political broadcasting. There also will be an update on retransmission consent and must carry.

FCC Commissioner James Quello will be awarded the Belva B. Brissett award at the policymakers breakfast (7:30 a.m., April 16). The debate over digital broadcast spectrum also is expected to be a recurring theme at each of the more than 20 policy sessions.

Floor space for Multimedia World (April 13-18), now in its fourth year at NAB, is up 24%, to 63,000 square feet. Online services will make an official debut at Internet@NAB.96, which will feature a dozen exhibitors.

With more TV and radio stations creating their own home pages each week, there also will be several sessions on the World Wide Web. On Thursday, April 18, the broadcast engineering conference will have individual Internet

sessions for radio and television.

The 50th NAB Broadcast Engineering conference (April 13-18) will focus on digital technologies, with more than half the sessions exploring issues raised by the transition from an analog to a digital transmission standard.

In addition, Datacast Partners President John Abel will participate in a panel on April 13 at 10:30 a.m. called "Datacasting Technologies for Television." Abel will urge broadcasters to take advantage of their current spectrum to begin transmitting advertiser-supported data to computers.

For the first time NAB also will host a Data Networking and Telecommunications Conference (April 16-17), which will offer sessions on data networks and transmission technologies. The conference is organized by Lucent Technologies (formerly Bell Laboratories). The new conference is designed to outline the basics of transmitting digital information over both wired and wireless networks.

Also making its debut at the NAB show this year is Uplink '96, for the international satellite market.

To accommodate the approximately 85,000 expected attendees, NAB is branching out for the first time from the Las Vegas Convention Center to the Sands Expo & Convention Center, where it will add 100,000 square feet of floor space, bringing this year's total to 642,000 square feet. Preregistration is up 25% from the same time last year, but an NAB spokesperson cautions that final attendance figures will not be available for six weeks. ■

Camera makers focus on digital at NAB

Many say they will have units for sale that were unveiled last year

By Chris McConnell

Manufacturers of new field camera technologies will be looking to make good on last year's promises at this year's NAB convention.

Panasonic, JVC, BTS, Avid and Ikegami say they will ship or be ready to ship digital electronic newsgathering formats unveiled at last year's convention by the time broadcasters arrive in Las Vegas next month. Ikegami and Avid hope to deliver a few of their disk-based cameras before the convention; JVC hopes to begin shipping its Digital-S equipment shortly after the show. Panasonic says it has begun shipping the DVCPRO equipment it introduced at last year's convention.

"People will be touching and using revenue product," says Peter Fasciano, Avid Technology's senior product manager.

"What was announced as having been developed is now real and deliverable," says Phil Livingston, director of product management and engineering at Panasonic Broadcast & Television Systems Co.

Livingston's company last year introduced a series of products that employ a compression system originally developed by a consortium of companies for consumer digital VCRs. The DVCPRO product line features an 11-pound camcorder capable of holding 63 minutes of compressed video.

Panasonic says it has started shipping the AJ-D700 DVCPRO ENG camcorder in the past month. The company will bring the unit to Las Vegas along with other "deliverable" products it unveiled last year. Among them are the DVCPRO "laptop" editor, a two-VCR unit carrying two LCD monitors and an editing controller. Livingston says the unit has gained a few inches and pounds on its way from the drawing board to the commercial market, but it remains a

EQUIPMENT PREVIEW

portable editing system approximately the size of an attache case. The unit is slated for midyear delivery.

Panasonic also plans to provide broadcasters with a look at next-generation DVCPRO products it hopes to have ready for shipment next year. One such work in progress is a high-speed VTR that the company hopes will allow broadcasters to download taped material into a nonlinear editing machine at four times real-time speed.

Also bringing DVCPRO gear to Las Vegas is BTS, which will offer a Matsushita-manufactured DVCPRO ENG camcorder and tape machine. Like the Panasonic model, the BTS LDK700 camera will sell for \$16,900 (not including the lens). BTS plans to begin shipping the camera in March and hopes to begin shipping a DVCPRO laptop editor in the third quarter.

Livingston hopes the format's cost—particularly the \$15 cassettes—will catch broadcasters' attention. BTS Chief Marketing Strategist Thomas Calabro points to the benefits of a digital format in making copies of the original tape. "Tape is so cost-effective and so reliable," Livingston says.

Taking a different approach are Avid Technology and Ikegami, which last year brought preproduction versions of their disk-based camera to Las Vegas. This year the companies are promising production-line gear, with the first deliveries slated for March.



Panasonic's AJ-D700

The line features a dockable "Cam-Cutter" unit listing for \$19,000 and two single-piece cameras ranging from \$44,000 to \$60,000. Avid and Ikegami originally hoped to begin shipping the cameras last year, but pushed back their schedule in order to wrap up work on the camera software, says Ikegami's Bob Estony.

Fasciano says that Avid also wanted to insure that the camera would be able to expand with improvements in technology.

Avid and Ikegami have touted the camera as the last link in an all-digital news production environment.

Fasciano hopes the ability to save time by capturing images on disk will appeal to

broadcasters covering breaking news stories.

"When the pressure is the highest is where our system really shines," Fasciano says.

Another new digital system vying for broadcasters' attention will come from JVC. The company last year unveiled its Digital-S format, and this year will announce model numbers and pricing for gear it hopes to start shipping after the convention.

JVC is promoting the digital system as a multipurpose format rather than one aimed specifically at the ENG market. But JVC marketing manager David Walton hopes the robustness of the half-inch tape will appeal to ENG crews.

While JVC and the other companies return to Las Vegas with production-line versions of last year's prototypes, Sony may bring a new format of its own to the show.

Last year the company touted its "Son of Digital Betacam" technology as the next generation of ENG formats. The Digital SX equipment would use technology derived from Digital Betacam. The company displayed mock-ups of Digital SX equipment, and Sony executives said they hoped to show working gear this year. Last week, however, the company remained silent on its plans as it prepared for a pre-NAB news conference scheduled for this week. ■

Newsroom systems embrace Windows 95

Open-platform networking is wave of the future

By Glen Dickson

Newsroom automation suppliers are bringing new versions of their systems that use the Microsoft Windows 95 operating platform to NAB 96.

Looking to the future, manufacturers also are offering interfaces to file servers for digital news playback as stations begin to make the move to nonlinear editors networked with servers.

NewStar will release its NewStar for Windows system in Las Vegas, featur-

ers and character generators, says King. ENR for Windows will offer full 32-bit protected-mode versions of both Novell NetWare and Windows NT.

A new NetMaster module allows newsrooms to almost automatically update their "home page" text on the World Wide Web using HTML (HyperText Markup Language.) "It takes about three minutes to convert a 30-minute newscast," says King.

The ENR system has an interface to trigger playback from either an ASC Virtual Recorder digital disk recorder

tures for its yet-to-be-delivered AvidNews product. AvidNews will be the company's first homegrown newsroom automation product, differentiating it from the NetStation and NewsView systems (formerly Basys and SofTECH, respectively, both of which Avid purchased in October 1994).

"We will be demonstrating a lot more components of AvidNews at this NAB," says Richard Pierceall, senior product marketing manager for Avid newsroom computer systems. "There will be a demonstration of our new wire browser and the assignments module. We'll be showing a lot more archiving and asset management, and the ability to do research."

Pierceall says that Avid will announce a collaboration with a major technology vendor that "is helping us develop and deliver that archiving and data management component to the newsroom envi-

Demand for a Windows 95-based system has been generated by clients who see it as the operating system of the future.

ing a multitasking Windows 95 interface, 32-bit processing through Microsoft's Windows NT Server application and a modular client-server architecture. The system also integrates with EditStar, NewStar's nonlinear editor for journalist workstations (see page 58).

In a joint development with Postech Inc., NewStar has also released CCapture, a plug-in PC card that will capture closed-captioning or subtitled text into a stand-alone PC or newsroom computer system. CCapture will simultaneously decode and record up to four channels of closed-captioning, subtitling and/or XDS (eXtended Data Services) data.

Comprompter's new ENR for Windows system is a complete rewrite of last year's model to incorporate Windows 95, says president Ralph King, but it also incorporates features from the existing ENR system for DOS that's used in 120 newsrooms worldwide.

The demand for a Windows 95-based system has been generated by clients who see it as the operating system of the future, King says. "We felt pressure from the bottom up," despite the fact that moving to Windows 95 adds \$700 to \$800 (for extra hard drives) to the cost of each ENR workstation, he says.

One of the benefits of using Windows is the ability to support major networking protocols for links to

or the Tektronix Profile cache, a capability that's being used with the Profile in the Time Warner Full Service Network/*Orlando Sentinel* news-on-demand trial in Orlando, Fla. King says that he'd like to offer the same transfer compatibility with a third-party nonlinear editing system but that Comprompter has no immediate plans to develop its own journalist editing workstation.

"I'll be jumping up and down in a couple of years about the video editing workstation," King predicts. For now, he says, the lack of an affordable real-time networking technology makes transporting files from a server to multiple workstations too expensive for most customers.

NewsMaker Systems will be showing new machine-control software at NAB, says company president Dean Kolkey. "Our Visual Automation System will control the input/output from an ASC Virtual Recorder or the Tektronix Profile and direct it to the routers," he says. "It can be used either in a stand-alone environment or in conjunction with our newsroom system."

Kolkey says that NewsMaker eventually will offer some form of desktop editing as part of its system but that it probably won't appear until 1997.

Avid will be showing some new fea-

ronment. We will be demonstrating that marriage of technologies between our newsroom expertise and their relational database management."

That database product sounds suspiciously like Silicon Graphics' StudioVault. "I wouldn't confirm nor deny it," says Pierceall. SGI's Eric Carlson, VP of product development for Silicon Studio, wouldn't give details, either, saying only that Avid has been a development partner for the product.

The asset management feature, based on a server, will operate like a library card catalogue system, storing information about the media and with a pointer to indicate where it is stored, says Pierceall. MPEG-1 compressed video at low-resolution, browsable quality will also be delivered to the desktop and shown in quarter-screen size, allowing journalists to make qualitative decisions about archived material.

"Basically, what we're doing is porting information over from existing library systems," says Pierceall. "But more important, as new media comes in, thumbnail images will be staged on that library server."

Avid's Stevan Vigneaux, senior product marketing manager for broadcast products, says that AvidNews will have its first shipment in October 1996. ■



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Editing at the journalist's desktop

As broadcasters warily eye the digital newsroom of the future, one of the more attractive components is a journalist editing workstation as part of the newsroom automation system. At this multimedia PC terminal, journalists will be able to write scripts and perform video editing—either preparing an EDL (edit decision list) for a dedicated editor to work with or completing a ready-to-air version.

Although many newsrooms are configured with video in the form of stand-alone VTRs and monitors, and journalists often screen video and note in-and-out points for stories before stories are sent to the edit suite, the multimedia newsroom terminal would gather all those tasks in one place.

"It's a very intoxicating idea," says Charles Jablonski, NBC vice president of broadcast and network engineering. "The trouble is, the idea is so intoxicating and so attractive there's a market overhang for a perceived availability of product out there [that] really doesn't exist yet."

Both Sony and Avid plan to offer desktop editing for

ix Profile server for the digitization and storage of footage, allows journalists to build story packages by "dragging and dropping" selected video and audio clips onto highlighted script paragraphs. The system also connects to NewStar's newsroom automation system, pulling files from the Profile and inserting them into the newscast rundown.

EditStar's first domestic installation is CBS affiliate KOIN(TV) Portland, Ore. KOIN wants eventually to do most of its hard-news editing from EditStar terminals, eliminating the shuttling of footage between the newsroom and separate edit suites.

NewStar plans to add an effects bank to EditStar and would like to position the product against Avid's NewsCutter (which KOIN also uses). Although KOIN General Manager Peter Maroney sees the two units "as very different in applications at this point, with the higher-end editing requiring the Avid," he thinks EditStar and NewStar eventually may compete with each other.

"We've always had very talented editors," says



EditStar's nonlinear editing system

Any newsroom system that is going to be of value to the way broadcasters are doing business in five years will not be limited to text alone.

journalists: Sony in its joint development with Oracle of a newsroom computer system; Avid in its AvidNews newsroom automation system. Quantel, while not a newsroom system provider, also proposes highly compressed "storyboard editing" for journalists' PCs through the Storybox server (which interfaces with the much more robust Clipbox product) it unveiled at Montreux.

"We've all seen this coming. Any newsroom system that is going to be of value to the way broadcasters are doing business in five years will not be limited to text alone," says Richard Pierceall, senior product marketing manager for Avid newsroom computer systems.

Now there is no newsroom automation system on the market that includes journalist video editing (Sony executives declined to comment on the progress of the Sony/Oracle system). NewStar, however, has already delivered a companion product called EditStar, nonlinear editing software that provides cuts-only editing from the journalist's workstation (BROADCASTING & CABLE, Feb. 19).

The EditStar system, which links a VTR to a Tektron-

Maroney. "But I also envision a time when we have a core of people in the newsroom who are totally electronic journalists. This facilitates that process...it brings both editorial and creative control to one person."

Avid doesn't plan to offer a desktop editor with AvidNews until 1997, says Pierceall. Even then, he doesn't see it significantly cutting into NewsCutter's market share. "It will vary in functionality from NewsCutter," says Pierceall. "It will be designed more for a 'video rip-and-read' type of approach. That's one defined-use case for it; the other is to work in conjunction with either a NewsCutter or a Media Composer, roughcutting the video at the desktop and then sending that to the editor for some polishing on a more sophisticated editing system."

Stevan Vigneaux, Avid senior product marketing manager for broadcast products, says that the components of the digital newsroom are simply tools and that it will be up to broadcasters to decide how to use them: "There will be journalists who make lousy editors, and editors who don't make good writers." —GD

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Nonlinear editors get some new tricks

NAB will feature new systems and software upgrades

By Glen Dickson

This April in Las Vegas, several nonlinear editing systems will debut at the NAB convention, while existing products will be offered the next generation of software.

Discreet Logic will show a new gestural interface for FIRE, its high-end uncompressed online editing system that was introduced at the IBC show in Amsterdam last September. The open-platform FIRE system, which runs on the Silicon Graphics RealityEngine² workstation, features advanced database management, real-time dissolves with two streams of video, color correction, keying, digital video effects and character generation. The system also offers 64 audio tracks with real-time level EQ and cross-fades for simultaneous audio and video editing.

Avid will demonstrate its uncompressed online editing system, Fusion, part of the company's SGI-driven Media Spectrum effects environment. Fusion should ship by the NAB convention. Avid also will demonstrate new features for its NewsCutter news editing system, Media Composer video editors and Film Composer and FilmCutter 24 frame-per-second digital film editing systems.

D-Vision Systems will unveil a line of open-architecture Windows NT editing systems created with networking in mind. The systems, which range from the OnLINE desktop product to the top-of-the-line PostSUITE-XED workstation, all feature "snap editing," Dynamic Q, 50/60 field-per-second video and anti-aliased graphics with real-time fade-in and fade-outs. D-Vision also will preview the software option Sweetener, its audio sweetening tool, which is intended to provide up to 500 tracks of AES/EBU-quality audio.

Blossom is a new digital workstation from Creative Equipment International that offers S-VHS quality editing along with titling, Newtek Lightwave 3D animation software and Adobe Premiere



Panasonic will unveil version 2.0 of its Postbox editing system with new content management features, including Auto-Conform which allows editors to mix and match compression ratios.

special effects. The base system uses a 166 mhz Pentium processor, with a 1 gigabyte system hard drive and a 4 gigabyte hot swap video/audio drive. The Blossom system, which uses Motion-JPEG compression, is scalable to up to 15 SCSI drives, according to CEI spokesman Frank Schenk.

With a base price of \$15,000, the Blossom should compete in the same territory as the Newtek Video Toaster Flyer, says Schenk. CEI also will be showing a portable Blossom unit, measuring roughly 15 inches by 10 inches by 10 inches, with a detachable keyboard and a 24-inch monitor. That system will hold one 4 gig IBM drive; additional drives can be swapped in for extra field storage.

Panasonic will roll out version 2.0 of its Postbox editor, following up on the 1.1 upgrade in fall 1995. "We're adding a lot of content management features, based on input from editors in the field," says Panasonic Postbox product manager Joe Facchini.

Among the new features in version

2.0 are Auto-Conform, which allows editors to mix and match compression ratios to conserve hard-drive space. After performing offline edits at a low image quality, Auto-Conform allows the user to redigitize at a higher quality for mastering. Another addition, A/V Backup, allows all media to be backed up and archived on digital linear tape (DLT).

The M-JPEG compressed Postbox still is targeted to post-production work, but Facchini expects news editors to take a second look at the system when it becomes compatible with the DVCPRO acquisition format later this year. One of the projected selling points for DVCPRO is its ability to digitize at four times faster than real time, a feature that should become available in the fourth quarter of this year.

Although the Postbox doesn't talk to servers, Facchini says that the unit does have an open card slot. Panasonic plans eventually to use that slot for network connections.

Although Tektronix won't be showing any new features for its Lightworks Newsworks editor, but the system will be shown working in conjunction with the Profile disk recorder and Grass Valley switching products in the Tektronix Video & Networking Division display.

On the post-production side, Lightworks will show version 2.0 of its top-of-the-line Heavyworks editor (used on *Seinfeld* and *Friends*), and version 4.0 for the Lightworks and Lightworks turbo systems. According to Lightworks Marketing Manager Meriam Khan, new features include a rendered effects package, more real-time effects and shared storage.

Several customers have been beta-testing the shared storage feature over the past six months, says Khan. By using the SCSI technology already embedded in the Lightworks product, shared storage networking allows up to three systems to share the same set of drives. ■

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Networking is the graphics buzzword

SGI unveils StudioVault digital production tools

By Glen Dickson

While some individual graphics and effects systems will be shown at NAB this year for the first time, the big post-production news in Las Vegas may prove to be the networking and asset-management tools that tie creative workstations together.

Silicon Graphics Inc. is rolling out StudioVault, a group of asset-management tools for the fully integrated digital production studios of the future. StudioVault, which will use the SGI Challenge server as its storage module, is designed to allow users to share repositories of video, audio and graphics files with a common access protocol independent of databases or networks. The object-oriented system will work with existing database applications such as Oracle, IBM and Sybase.

Each StudioVault file stored on the Challenge server will have a library-type card catalogue entry, a thumbnail video image and a list of attributes in a "pocket guide," says Eric Carlson, vice president of research and development for SGI's Silicon Studio entertainment division. Although SGI will offer a developer kit to allow third-party manufacturers to customize StudioVault to their needs, SGI has written the bulk of



Snell & Wilcox's Magic DaVe creates a 3-D dual-source sphere over an internal pattern.

the software for the product, including the application programming interface.

That may seem like a bit of a departure for a hardware giant like SGI, but Carlson says Silicon Studio has learned that "you have to be in the software business to succeed." Silicon Studio is trumpeting this software theme with its "Bridges" initiative, says Carlson: "We want to eliminate islands, to cut production time and expand creative time." "On the broadcast side, for example,

that means figuring out links between news editing and on-air graphics."

The StudioVault Developer's Kit will be available this summer, with the basic StudioVault Silver system and the high-end StudioVault Gold shipping by the end of the year.

Discreet Logic will show some additions to its infrastructure products: the STONE disk arrays and WIRE high-speed networking. New additions include

complete facility management tools including input/output (I/O), data and network management; a real-time D-1 I/O solution; a background offload and onload system, and a new utility that allows collaborative data-sharing between different applications and UNIX file access on STONE.

On the creative side, the Montreal-based company will demonstrate the significantly faster performance of the FLAME compositing system on Onyx

Gulliver & Henry travel together

London-based post house FrameStore provided the special effects for NBC's two part miniseries *Gulliver's Travels*, produced by Jim Henson Productions. More than 70% of the effects—the compositing, tracking and keying—were created on the Quantel Henry digital compositing system, which combined separate shots, backgrounds and blue-screen Gullivers into complete scenes. FrameStore's three Henry units also were used for complex motion tracking and ripple effects. —GD



Special Report: NAB Equipment Preview

InfiniteReality (BROADCASTING & CABLE, Feb. 19), along with a new paint system optimized for OpenGL and the SGI Indigo2 IMPACT (on which the FLINT compositing system runs). The centerpiece of Discreet's booth will be the VAPOUR virtual set system with FROST on-air graphics,

release Codi Pro, a new Windows application for operating the Codi and pc-Codi character generators, and new software for remote, multichannel and scheduled display applications.

The Abekas Dveous twin-channel DVE from Scitex Digital Video will make its NAB debut, featuring Sur-

live sources on a single channel—one on either side of a pageturn over a live background. The British company, best known for its standards converters, also is launching the Magic Editor compact edit controller designed to work with the Magic DaVE DVE, and will show its Magus DVE and switcher

The big post-production news in Las Vegas may prove to be the networking and asset-management tools that tie creative workstations together.

which also runs on the new InfiniteReality supercomputer.

Chyron will show a complete networkable graphics system using its InfinET video file server as a foundation, including the Infinit, Max and Maxine character generators and the TVstor and Imagestor still-store systems. New version 3.5 message compose software supports Korean, Thai, Japanese and Chinese fonts and offers simultaneous rolls and crawls and real-time data display. Chyron also will

faceFX textures, light sourcing and some new UltraWarp effects such as quad splits, cylinders, rings and swirls. Scitex also will show new networking, macros and animation capabilities for the Abekas Texas character generator.

Snell & Wilcox will show a fully featured Magic DaVE four-input compact DVE and switcher system, along with an upgrade option for powerful effects such as trail and sparkle, DSK and chromakey. The upgrade board will provide the ability to have three

system in a new dual-channel configuration.

Interactive Effects will unveil the Piranha Animator, a time-based digital compositor featuring a rotoscoping interface; a visual scripting language for animating complex image processing and paint effects, and flexible frame control and playback tools. The Irvine, Calif.-based company's Amazon 3D Paint software has been used on such feature films as "Toy Story" and "12 Monkeys." ■

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Transmitter makers look to digital boom

Manufacturers show off new units in hope stations will begin buying in '96

By Harry A. Jessell

To a broadcaster, digital TV can mean many things: HDTV, multiplexing and datacasting. But to a TV transmitter manufacturer, it means just one thing—sales.

If all goes well, during the next few years, hundreds of broadcasters will buy a second transmitter so they can broadcast a second digital signal. That means hundreds of millions of dollars of additional revenue for transmitter manufacturers, who for years have plodded along in the slow but steady

replacement business.

Hoping that 1996 is the year they at least will begin taking orders for digital transmitters, leading manufacturers will highlight their digital technology at the NAB convention next month.

"The broad message is that we're going from experiment to hardware in terms of advanced television," says Bob Weirather, director of TV RF products for Harris Broadcast Division.

"This is a turning-point year," says Ed Williams of the Public Broadcasting Service, a proponent of digital broadcasting. "Everybody has to be

positioning themselves; broadcasters finally [think] digital is coming."

The digital transmitter is not a big technological leap. It's essentially a scaled-down version of conventional NTSC transmitters with a digital exciter, the device that generates the broadcast signal.

The principal difference is that the digital transmitters have to be more linear—that is, less likely to generate spurious sideband signals that can interfere with adjacent channels. Once the FCC awards the second channel, stations will be packed closer together in the UHF band and will be more prone to interfere with each other.

Much of the competition among the manufacturers may revolve around linearity—who can do it better and more cheaply. Harris is developing a new filtering technology—"feed forward correction"—that will cut the interference potential, Weirather says. The downside is that it may add to the cost of the transmitter, he says. Harris will feature its Sigma CD transmitter with digital exciter at NAB.

Comark also is working hard on linearity. At the NAB technical conference, former Comark president Nat Ostroff will outline Comark's digital pre-correction technology, which promises to suppress the unwanted sideband and reduce the need for high-power output filters. Such filters are expensive, take up space and drive up the cost of installation, Ostroff says. Ostroff now is Sinclair Broadcasting's vice president, new technology.

There is disagreement as to how much power a broadcaster will need to obtain the same coverage in digital as they are getting in NTSC. According to tests of the Grand Alliance system—the proposed digital broadcasting standard—a station should be able to achieve comparable coverage with one-fourth the peak power and one-sixteenth the average power. In other words, all else being equal, a station running a 240 kw NTSC transmitter ought to be able to reach just as many homes with a digital unit with 60 kw peak power and 15 kw average power.

But some transmitter manufacturers warn against trimming digital power. Tim Hulick, the top engineer at Acrodyne Industries Inc., says stations should maintain the same amount of digital power as analog power. If a sta-

Digital TV markdown



Silicon carbide transistor mounted in modules may be key to high-power solid-state UHF transmitters.

With an assist from CBS and its local Las Vegas affiliate, a division of Westinghouse Electric plans to demonstrate solid-state transmitter technology that it says will cut the cost of digital TV broadcasting.

The Baltimore-based Westinghouse Communications says it will demonstrate a UHF transmitter using high-power silicon carbide transistors it had developed for radar systems. During the NAB convention (April 18-23), KLAS-TV Las Vegas will use the transmitter

to broadcast a digital HDTV signal to a Westinghouse booth in the convention center, where it will be displayed on a large-screen projection TV. ITS, a Pittsburgh-based transmitter manufacturer, is assembling the transmitter.

Joe Flaherty, senior vice president, technology, CBS, who is helping to organize the project, says the transistors hold great promise for stations as they convert from analog NTSC to digital broadcasting. If they deliver on the promise, transmitter manufacturers will be able to abandon tube-based technology and build smaller, lower-cost transmitters.

The technology has its skeptics. Nat Ostroff, vice president, new technology, Sinclair Broadcasting, questions whether Westinghouse will be able to produce the transistors economically enough to make them practical. "If you have a transistor that delivers four times the power but costs five times as much, that isn't much of a bargain, is it?"

General Instrument, Zenith, Sony, PBS, the Grand Alliance and the Sarnoff Labs also are contributing time and hardware to the Westinghouse project.

—HAJ

Special Report: NAB Equipment Preview

tion with a 240 kw digital transmitter can run at 47 kw average power, it knows it has sufficient "headroom" to handle signal peaks. Acrodyne will not have its digital exciter ready until next year, says Hulick. The company put off development until work on the Grand Alliance system was wrapped up, he says: "It's pretty hard to justify spending money on something that might not exist."

Weirather hopes the orders for digital transmitters will start rolling in as

soon as the FCC releases its proposed list of digital channel assignments. That could come as early as May, but probably not until late summer or early fall, according to FCC sources.

It's still not certain the stations will get those channels. Some budget-conscious lawmakers—liberal and conservative—are pushing to auction the channels to raise money for the federal treasury.

But if broadcast lobbyists are successful in persuading Congress to

eschew auctions, the FCC likely will award the extra channels early next year. (Stations eventually will have to give up their current analog channels. The second channel is intended to help the industry make the transition to digital, not to double the amount of spectrum they have.)

So before manufacturers can begin ringing up the digital transmitter sales, they will have to wait for Washington. "One of the hang-ups is the political system," Weirather says. ■

Mastering the control room

New systems brace for the change to a digital future

By Glen Dickson

The hot trend among master control manufacturers for the NAB convention seems not to be in the routers and switchers themselves, but in new control panels and software that offer more efficient control of existing systems and also pave the way for future plant expansion.

Utah Scientific will premiere its SC-3 advanced router control system, designed to complement the Utah-300 router while maintaining compatibility with all previous Utah Scientific, Alpha Image and Dynatech routers, as well as other manufacturers' units. The new control panel bus runs at 2 mhz to provide the faster switching time that future routing products will require.

Described by Utah-300 product manager Chris Loberg as the "SC-3 supercomputer," the router controller runs Wind River's VxWorks operating system and uses a Windows-based graphical user interface. An Ethernet control port enables the user to access the SC-3 from any PC and allows for LAN networking, serial lines and telephony connections (T1, ISDN, ATM and Internet).

"As the telco business is emerging, customers want to remotely control the router through a telecom network,"

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says Loberg. "The SC-3 will do that."

Instead of using one huge microprocessing chip, the SC-3 relies on a distributed multiprocessing architecture that can be modularly upgraded. The inputs, outputs and levels of the controller also have been increased dramatically to allow for robust expansion (standard: 512 x 512 x 512, capable of 4096 x 4096 x 2048 levels).

Leitch Technology will show its new SMART Panel, a programable, push-button control panel that allows users to make connections between inputs and outputs on single or multi-level routing systems. Designed to be used with Leitch's VIA32, XPLUS and HD16x series routers, the SMART Panel's buttons can be mapped to any input or output. Routing source and destination connections are defined and programmed by Panel Mapper, a Windows-based configuration editor.

BTS will introduce three new routing switcher control panels for mobile truck operations. The company also will show a "telco I/O device" for its Venus router. "It's an input/output processor system that allows digital video generated by telco companies to go through our routers without destroying the signals," says Doug Buterbaugh, marketing manager for BTS switching products.

Thomson Broadcast is bringing three new component digital switchers to the show: the 24-input 9250 with one ME (mix/effect), targeted for production use in small studios or mobile trucks; the intermediate-size 9300 with 2 M/E and 12 standard inputs (expandable to 24 or 36); and the 9600 with 2.5 ME, designed for studios or mobile production trucks working with a large number of sources. The 9600 has 32 standard inputs and can be expanded to support 42 with an optional 10-input expansion module.

While Tektronix won't be releasing any new Grass Valley switching products at NAB, the company will be demonstrating the complete modular line of GV switchers and routers as part of its Tektronix Video and Networking Division display, which will include the Profile server and Lightworks editing systems. (Lightworks became a wholly-owned subsidiary of Tektronix in June 1995, while Grass Valley completed its merger into the Tektronix Video and Networking Division in January.) ■

Radio readies for digital transition

By Donna Petrozzello

As radio broadcasting upgrades from analog to digital, manufacturers prepare to unveil digital replacements for cart and reel-to-reel tape machines and broadcast consoles, and debut computer software interfaces between digital and analog systems at the NAB convention.

Leading industry engineers say stations are most interested in digital products that can be used in conjunction with existing analog equipment. "The key word this year is integrating the digital and analog equipment," says Joe Geerling, EZ Communications director of engineering.

Several manufacturers, including Harris Corp., plan to showcase equipment that links digital and analog equipment. Martha Rapp, public relations manager of Harris's Broadcast Division, says the company manufactures both solid-state and tube transmitters with a digital exciter to elicit a digital signal.

These Digit transmitters can accept digital transmission signals and translate those signals to analog receptors, Rapp says, and they have sold swiftly since their introduction last year. She attributes the popularity of Digit systems to the tendency of many stations to retain their analog consoles instead of upgrading to the more expensive digital broadcasting consoles.

In an effort to sidestep the cost-prohibitive aspect of many purely digital broadcast consoles, Wheatstone Corp. plans to debut its D-500 console at NAB. Wheatstone officials say the D-500 is "the first fully digital audio console capable of handling analog, digital or mixed format, digital signal sources. The console features digital internal processing and provides analog or digital output."

Wheatstone President Gary Snow says that because the D-500 is equipped for both digital and analog inputs and outputs, it can be used with a station's existing equipment: "The D-500 has the intelligence to work with a station's present equipment and act as a liaison." ■



New digital radio products include Wheatstone's D-500 console (top) and the Harris DIGIT FM exciter.

As an increasing number of manufacturers develop computer trafficking and station scheduling systems, engineers say it is crucial that those computer applications that rely on digital audio bits interface with standard analog broadcasting consoles.

"We are looking for a universal standard to be developed in digital software," Geerling says. "It's a race for the software to catch up with the technology."

Capitalizing on emerging software needs, Computer Concepts of Kansas City will show its Visual Traffic station scheduling system and Visual Newsroom newswire editing program. Both programs work with Microsoft Windows, says Kevin Alcock, Computer Concepts product development manager.

In addition, Computer Concepts will show its Digital Audio Commercial System (DCS), which compresses digital audio data for on-air playback and editing. DCS also can transfer a digital signal to analog for playback over an analog console, Alcock says.

As radio technology advances, more station engineers say they are looking for equipment for remote uses that will interface with studio equipment. With remotes in mind, Soundcraft has developed and plans to showcase its B-800 compact production console that incorporates expanded routing, integrated communications and monitoring applications in a compact production console that can easily be used at remote sites. ■

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Sales Assistant. TV Advertising Sales and Marketing company seeks Sales Assistant. Provide support to Sales and Marketing Executive and act as a liaison between TV stations and advertising agencies. 1-3 years spot sales assistant experience. Typing 40+ wpm. IBM compatible, spreadsheet and word processing required. Knowledge of Replina a plus. Send resume w/salary requirements to: Joe Mazzo, New World Sales and Marketing, 625 Madison Avenue, NY, NY 10022. No phone calls.

National Sales Manager. WB22/KTZZ-TV, Seattle, WA has an immediate opening for an experienced Television Broadcast National Sales Manager. The successful candidate must possess a proven national sales record, strong persuasive and negotiation skills, and a strong desire to succeed. Please send resume to Personnel Department, KTZZ-TV, 945 Dexter Avenue North, Seattle, WA 98109. EOE.

Local Sales Manager: KFMB-TV the CBS affiliate in San Diego is looking for a creative and aggressive individual to lead our local sales and marketing staff to the next level. Candidates should possess strong people and negotiating skills plus an expertise with inventory pricing and control. Being organized, a strong work ethic and the ability and patience to manage multiple sales projects at the same time a must. Thinking out of the box should be your norm. Experience with Leigh Stowell, TVScan, Bias and Salesline helpful. Previous television sales management is necessary. Qualified candidates please send resume to Howard Zeiden, Director of Sales and Marketing, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls please. M/F. EOE.

Local Account Executive: UPN affiliate in West Palm Beach is looking for seasoned local AE's. Candidates should have 2-3 years TV sales experience. Computer skills a must. If you can put together a marketing plan and like going after new business, we want to talk to you. Send resume and cover letter to Human Resources Coordinator, WTVX TV-34, 3970 RCA Boulevard, Palm Beach Gardens, FL 33410. EOE. MFH.

General Sales Manager. Television Station KSBY. Qualified candidates should have extensive experience in Local and National television sales. Must also have proven leadership, managerial skills, knowledge of budgeting, re-search, pricing and forecasting. Send resume to: General Manager/M-KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

General Sales Manager-SW CBS affiliate needs creative, highly motivated organized leader to head our Sales Department. Successful applicant must have 3-5 years proven sales experience, preferably in a management capacity. Send resume and references to Box 00717. We are an Equal Opportunity Employer.

HELP WANTED MARKETING

Creative Services Director. Live in the beautiful Intermountain West and enjoy a great lifestyle. KTVX-TV/ABC, (a United Television, Inc. station), the #1 affiliate in Salt Lake City, is looking for a dynamic individual to develop and execute overall marketing strategy. If you are a person who has a keen understanding of strategic planning and brand development and understand how to create tactical plays for an affiliated television station, this is a tremendous opportunity for you. We are looking for someone to coordinate not only on-air promotion, advertising, graphics, publicity and media planning but also long term product development. Send non-returnable tape and resume to Peter Mathes, General Manager, KTVX-TV, 1760 Fremont Drive, SLC, UT 84104. No phone calls please. EOE.

HELP WANTED TECHNICAL

WE PLACE PROFESSIONALS

(Placement Limited to Technical Engineers, Post Production Editors, Colorists, Graphics & Animators)

Employer Paid Fees • Guaranteed Confidential
17 Years of Coast to Coast Service

Before calling please FAX or Mail your Resume to Mark Kelly



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16 Laflin Road, Suite 900
Pittston, PA 18640

Fax 717-654-5765 • Phone 717-655-7143
E-Mail: keyjobs@keystone.microserve.com

SEE THE WORLD AS A NETWORK DESIGN ENGINEER

INTERLINK NETWORK CORP., the leader in network operations management is seeking a design engineer for various projects domestically and abroad. Interested candidate must have a working knowledge of "state of the art" broadcast equipment for design and installation around the world. Travel required. BSEE a plus, but not mandatory.

If you are deadline driven, interested in "pushing the envelope," and a team player, this job is for you.

Fax your resume immediately to:

Interlink
Attention: Ms. Jane Magida
914-244-3463

All correspondence will be kept confidential.

WXLV-TV, ABC for the Piedmont, has a few openings for Master Control Operators. One year experience in TV master control or production required. Must have or be able to qualify for FCC Restricted Operator's License. Computer skills a plus. Send resume and cover letter to Personnel/MCO, 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.

TV Engineer Needed Now. Small market. Move up to Chief quickly. UHF R.C.A. transmitter. General technical knowledge required. Contact Rick Biddle, WOWL TV, Florence, AL 205-767-1515.

Classifieds

Vacation Relief-Studio Engineer: Position requires experience as an audio operator and/or In-finit operator in a live production environment. A thorough knowledge of TV studio operations and standards required. Completion of accredited college or technical school desirable. Professional experience required. Please send resume to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square -6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Transmitter Maintenance Engineer. KCRA/KQCA Television stations needs a qualified person with a strong background in RF equipment, especially UHF transmitters. Position requires 3-5 years recent experience with microwave and UHF transmitters. Studio maintenance experience and computer literacy would be highly advantageous. A valid driver's license and FCC permit are required. SBE certification desired. This is an IBEW union position. Send resume to Director of Engineering, Kelly Broadcasting Company, 3 Television Circle, Sacramento, CA 95814. Fax (916) 325-3309. No phone calls please. EOE; M/F/ADA. A pre-employment drug screen is required.

Technical Director. KSTP-TV, the ABC affiliate in the Twin Cities is searching for an experienced Technical Director for our #1 rated morning newscast. Can you switch a clean, fast paced, four camera, multiple live-shot, two anchor, 90 minute newscast on a GVG 300. If you can and you have a four year degree in communications and three years experience as a director/td or five years director/td experience in a commercial television station then I want to see your work. Great opportunity for a smaller market director wanting to move up. Send resume, cover letter and non-returnable tape to: Michael E. Smith, Production Manager, KSTP TV Job#40-96, 3415 University Avenue, St. Paul, MN 55114. (612) 642-4220. An Equal Opportunity Employer.

Equipment Technician II (Electro-Mechanical). Electro/mechanical bench technician for Radio-TV-Film department. Background in maintenance and setup of cameras and associated film and video equipment. Extensive knowledge of computers and interaction of computers and video. Salary: \$2,738-3,294 mo. Submit a letter of application and resume by 3/21/96 at Cal State Univ., Northridge, Human Resource Services office, 18111 Nordhoff Street, Admin. Park 702, Northridge, CA 91330-8229. EOE/AA/Title IX, Sections 503 and 504 Employer.

Chief Engineer. Looking for a CE with hands on experience, qualified in all areas of television broadcast engineering, maintenance of transmitter and studio equipment. Qualified candidate must possess excellent leadership, organizational and technical skills. Send resume to Box 00710 EOE.

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

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

All-Stars Communication (Charlotte, NC) seeks experienced professional operator for new, technically superior Ku-band uplink truck. It's "your" truck. Profit sharing. Call Ken Koontz, General Manager, 704-510-0552, 10 am - 11:30 am, Tuesday and Thursday only or write any time: All-Stars Communications, 8701 Mallard Creek Road, Charlotte, NC 28262.

Designer 78 Inc. serving the Washington, DC area has an immediate opening for a designer to provide news, promotion, programming, sales and marketing support. This is an opportunity for a proven design talent with a solid background in broadcast graphics, animation and print to make a mark in the 7th market. Post production experience required. Quantel V-series, SGI Matador and Mac. College degree in graphic design or related field and 2-3 years broadcast or post house experience essential. No beginners. Please send resume with salary history and tape to: 78 Inc., HR Dept., 7600-D Boston Blvd., Springfield, VA 22153. No phone calls. EOE.

Studio Maintenance Engineer. INDY-TV, Indy's only serial component digital facility is seeking an experienced Studio Maintenance Engineer for second shift. Duties include executing scheduled maintenance, troubleshooting and repair to the component level, and operation of systems in our broadcast facility's two studios and five control rooms. The position will also provide support to our remote ENG truck maintenance and operation needs. Candidates with SBE Certification and/or FCC License plus 3 to 5 years studio maintenance experience are preferred. To respond send cover letter, resume and 3 professional references to: WNDY-TV, 4555 West 16th Street, Indianapolis, IN 46222. Attn: Director of Engineering. Equal Opportunity Employer.

HELP WANTED NEWS

NATIONAL NEWS START-UP

Chris Craft/United Television is starting a national, midday newscast to be produced at our station in Minneapolis and carried in six markets: New York, Los Angeles, San Francisco, Minneapolis-St. Paul, Portland and Phoenix. Applications are now being accepted for:

Anchors	Photographer
Executive Producer	Videotape Editors
Managing Editor	Technical Director
Producer	Tape Playback Operator
Associate Producers	Audio Operator
Director	Graphic Artist
Assistant Director	Promotion Producer

Send non-returnable tapes and resumes to

NATIONAL NEWSCAST,
KMSP-TV
11358 Viking Drive
Eden Prairie, MN 55344 EOE.



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

CREATIVE SERVICE DIRECTOR

Aggressive Ft. Myers FOX affiliate with 6 & 10 PM newscasts is looking for a hands on, news oriented manager to guide both news promotion and commercial production. If you have a minimum of 5 years experience in news promotion and love being at a highly competitive station, we offer a great staff, excellent equipment and a lifestyle that's hard to beat. Send non-returnable tape and resume to:

Chris Andrews, V.P./G.M.

WFTX-TV
621 SW Pine Island Road
Cape Coral, FL 33991.

We are an Equal Opportunity Employer.

ASSIGNMENT MANAGER WANTED

Indiana's largest and fastest-growing news team seeks an aggressive manager to run our assignment desk and mold our daily news coverage. We have all the tools, Indiana's largest and best photography staff, live trucks, SNG trucks, live helicopter, tower cams and more.

We will hire a mature manager with strong news judgement, excellent people skills and a solid operations background.

Send resumes and tapes to:

John Butte, Vice President, News
WTHR-TV
1000 North Meridian Street
Indianapolis, IN 46204

Women and minorities encouraged to apply.
We are a smoke free and drug free environment.

Weekend Anchor/Producer. West Texas, CBS affiliate, seeks a Weekend Anchor/Producer, one man band (Reporter/Photog.), 3 days a week. Must be able to gather, write, shoot, and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

WVNY-TV, ABC affiliate in Burlington, Vermont, is currently under new ownership and expanding its news operation. We are looking for Anchors, Reporters, Photographers and an Assignment Editor/Reporter. Anchors must have prior anchoring/producing experience. Reporters must be driven self-starters who can generate story ideas, shoot and edit. Assignment Editor/Reporter must be a "news junkie" responsible for assigning the day's stories each morning. Photogs must at least be familiar with shooting on various videotape formats. Send non-returnable tapes and resumes to: John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an Equal Opportunity Employer.

WTVD 11 Management Training Program. Successful applicant will possess a four year college degree in any discipline and a minimum of three years work experience. The program includes training as a New Writer, Reporter, Assignment Editor, Associate Producer and Producer. Send resume and letter detailing your interest in the job and your qualifications to: Brett E. Chambers, WTVD 11, P.O. Box 2009, Durham, NC 27702. EOE. Absolutely no phone calls.

Top 20 network affiliate looking for a top notch Photographer/Editor to work on local news and entertainment specials. We need someone with a good eye for video--both shooting and editing. Must be a team player with a good attitude and ready to work hard. No beginners, please. Send shooting/editing tape and resume to Box 00719 EOE.

Sports Reporter/Photographer. WSAW-TV in North Central Wisconsin has an immediate opening for a full time Sports Reporter/Photographer. Candidates must be able to double as a Sports Anchor. This is a great opportunity to grow with the ratings leader. Send tape/resume to: Glen Moberg, WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088. No phone calls please. EOE.

Reporters. Overseas Opportunity. Award winning TV news operation seeking experienced hard News Reporter. Must be able to dig stories from a beat and handle other newsroom responsibilities. Everyday is a 10 hour day in the Tropics. Minimum 2 years TV news experience. College degree required. Only adventurous types need to apply. Non-returnable tape and resume to David Ostendorf, Marianas Cablevision, Third Floor, Nauru Building, Chalan Kanoa, Saipan MP 96950. EOE.

Reporter Conus Communications in Washington, DC is looking for a reporter. Must have at least 10 years experience reporting and/or anchoring for television news. Extensive experience in DC and Political experience a must. Excellent writing, packaging skills and on air demeanor. Experience with live SNG or ENG reporting. Computer literacy a plus. Submit resumes and non returnable tapes to: Amy J. Steadman, Conus Job #25-96, 3415 University Ave, St. Paul, MN 55114. No Telephone Calls Please. An Equal Opportunity Employer.

Photojournalist. Oklahoma's News 8, the Number One newscast in Tulsa, has an opening for a Photographer/Editor. If you have one to five years experience, shoot and edit to NPPA standards, and don't mind working nights and weekends to start, we would like to hear from you. You will have your own gear, an environment to learn in, and great benefits. Please send tape, resume, and references to: KTUL-TV, Personnel Office, P.O. Box 8, Tulsa, OK 74101. We are an Equal Opportunity Employer.

Operations Manager: Looking for strong leader with background in news and promotion. We are committed to making our news the most watchable and promotable in the market, and need someone with experience and vision to take charge of that task. Send resume and salary history to Alice Riehl, General Manager, WICZ-TV, PO Box 40, Vestal, New York, NY 13851. EOE.

Executive Producer: Top 50 market seeking news manager with creativity and vision. We want the fastest, most aggressive and viewer-friendly newscasts around. Good opportunity for sharp large-market producer to earn management stripes. Resume/tape (VHS preferred) to Rob Cizek, News Director, WTVR-TV, Executive Producer Search, 3301 West Broad Street, Richmond, VA 23230. An Equal Opportunity Employer.

News Photographer/Editor. WSAW-TV in Wausau, WI has an immediate opening for a News Photographer/Editor. Must be able to work under deadline pressure. Ability to work as a Reporter/Photographer a plus. Send tape/resume to: Glen Moberg, WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088. No phone calls please. EOE.

News On-Air Promotion Producer. FOX O&O in New York seeks Writer/Producer for News On-Air Promotions. Must be flexible and love the challenge of late-breaking news stories. Extensive news experience and strong writing skills required. Must be familiar with shooting/directing and all aspects of post production. Send resume and reel to: FOX-5/WNYW, 205 East 67th Street, New York, NY 10021. Attn: Personnel Department. FOX is an Equal Opportunity Employer.

Co-Ancor/Reporter Fox affiliate in 44th Market looking for co-anchor for Emmy Award winning 10pm newscast. Need two years experience anchoring, plus solid reporting skills. No calls, non-returnable tape and resume to, Jim DePury, News Director, WPMT Fox 43, 2005 S. Queen Street, York, PA 17403. EOE. Drug Test.

Assignment Editor: News junkie needed to work the town, hustle on spot news, enterprise ideas and execute long-range planning. Good opportunity for smaller market pro to move to top-50 market. Resume and statement of news philosophy to Box 00723. An Equal Opportunity Employer.

Award winning SW Florida station seeks full time Weekend Sports Anchor and Weekend Weather Anchor. Send resume and non-returnable tape to Box 00712 EOE.

Assignment Editor - WJLA - Washington DC's ABC affiliate - needs an aggressive, experienced journalist. Must have demonstrated leadership and teamwork skills and at least 4 years Assignment Desk experience in a medium to large market. Must be resourceful and comfortable working under pressure and juggling multiple priorities. Send resume to: Diane Boozer, Assignment Manager, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20007. No phone calls. EOE.

#2 Meteorologist position at #1 rated Midwest market. All the weather. All the tools. Blizzards, tornadoes, doppler. TV and radio work. Tape and resume to: Meteorologist John Wheeler, WDAY-TV, 301 South Eighth Street, Fargo, ND 58103. EOE.

WRAL-TV is looking for a creative, aggressive individual to direct and supervise the News Department's special reporting units. This person will take direct control of our documentary, investigative, consumer, crime-prevention and feature reporting units. The Special Projects E-P will also direct coverage of major events such as elections and the Olympics. We seek someone who will lead by example, pushing talented producers, reporters and photographers to new heights and accomplishments. This individual must be a self-starter with the experience and confidence to challenge the status quo and command excellence. Strong interpersonal management skills are essential, but we seek someone who is also comfortable with honest, critical engagement. College degree plus a minimum of five years television news producing and/or managing experience required. Experience in special projects is highly desirable. If you want to work in a family-owned company where the emphasis is on excellence and innovation, send tape and resume to Human Resources, Capital Broadcasting Company, 711 Hillsborough Street, Raleigh, NC 27603.

HELP WANTED PROMOTION

WXLV-TV, ABC for the Piedmont, is looking for Promotions Assistant. Communications related degree or 2 years experience in TV promotion or production required. Must be organized, creative and be able to write clear and compelling copy promoting all types of programs. Send resume and tape to Personnel/Promotions, 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.

Promotion Coordinator/Producer: WPSG-TV, UPN 57 has an immediate opening for a promotion coordinator/producer. Responsibilities include production of on-air promo spots, voice-over copy and coordination of radio spot production; coordinating beta number files and some office clerical duties. Candidate should have excellent writing skills and good organizational ability. Working knowledge of personal computers and edit/production facilities preferred, but not required. Forward letter of application and resume, plus a demo tape if available, to: Promo Coordinator/Producer, Dept. 578, WPSG-TV, 420 N. 20th St., Phila, PA, 19130. We are an Equal Opportunity Employer.

HELP WANTED ADMINISTRATION

National Sales Service Coordinator

KABC-TV is seeking a National Sales Service Coordinator to serve the Los Angeles market as a liaison between ABC National TV Sales and the local affiliate. Responsibilities include receiving and writing up sales orders and handling makegoods and discrepancies. PC proficiency required, along with knowledge of television traffic systems, specifically JDS. Ability to communicate well with all national sales and station personnel will require strong communication skills. Please send resume with salary history to: J. Riedl, General Sales Manager, Dept. NSSC/BC, KABC-TV, 4151 Prospect Avenue, Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, please.



HELP WANTED PRODUCTION



GREAT OPPORTUNITY: CREATIVE SERVICES PRODUCER

America's leading Hispanic television network has an opening at its Miami based headquarters, for a motivated bilingual producer. You will be in charge of directing and producing audio-visual sales presentations, promotions and TV commercials.

Requirements include 3 to 5 years production experience in these areas, editing skills, and the ability to work in a fast-paced environment.

Excellent salary and benefits.

PLEASE SEND RESUMES
AND DEMO TAPE TO :

UNIVISION NETWORK
CREATIVE SERVICES DEPT.
9405 N.W. 41 Street
Miami, Florida 33178

Research Director - KRIV, a FOX owned and operated station in Houston, is seeking a creative Research Director to assist the sales management and staff by providing sales tools and research expertise. Major responsibilities include: assisting sales staff by providing analysis of Nielsen Market rating information; prepare promotional one sheets; supervise maintenance of avail system; determine projections for programming and specials; coordinate with sales on client calls and presentations; supervise research analyst; and special projects (i.e. Fall Presentation; NFL Presentation; etc.). Requires college degree or work experience; excellent verbal and written communication skills; supervisory skills; knowledge and understanding of research methodology; and excellent computer skills. Forward resume and salary history to: Charmaine Williams, Personnel Director, KRIV/FOX Television Stations, Inc., P.O. Box 22810, Houston, Tex-as 77227. EOE/M/F/D/V.

Writer/Producer - Research and write scripts, design and prepare graphics for on-air products, promotions and documentaries in Spanish, English and Portuguese; oversee all aspects of technical production; develop advertising/sales support materials; create effective marketing program; organize presentation for national/international cable industry trade shows. Requirements: Bachelor degree in communications, plus one year of experience in this position or as a production assistant; courses in T.V. production, covering field production and mobile production; proficiency in the use of Sony 1 Betacam SP and 3/4" VHS Vtrs.; production of at least three television shows; fluency in English, Spanish and Portuguese, and a university-level course in marketing. 40 hrs/wk. \$36,000/yr. Send resume or apply in person to: Georgia Department of Labor, Job Order #GA 594365B, 2943 North Druid Hills Road, Atlanta, GA 30329-3909 or the nearest Department of Labor Field Service Office.

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.

Studio Supervisor/Videographer-Editor/Director. Supervise and implement use and care of studio and location equipment and supplies. Design and implement lighting treatments, serve as location videographer, studio director, and editor for various production sessions. Assist with training of student production crew members Bachelor's degree and 2 years full time experience required. Computer skills a must. Multimedia and nonlinear editing experience a plus. Salary range: \$17,562-\$23,964 based upon qualifications, plus full benefit package. Send cover letter, resume with three professional references, and non-returnable VHS demo reel to: Paula Seematter, ECC, Bob Dole Hall, Kansas State University, Manhattan, Kansas 66506-6902. Review process begins March 22nd, 1996. Kansas State University is an affirmative action, equal opportunity employer. KSU encourages diversity among its employees.

Producer/Writer...Domestic and International travel. Great facility. Terrific team. Help children! International hunger and relief organization seeks producer to augment award winning staff. We air a weekly 30 minute nationally syndicated program that helps children worldwide. Must be able to take concept from field through post. Need to be: versatile producer, strong writer, organized, able to juggle projects and a team player! Magazine format experience a plus. Join a crazy crew that works hard and cares about children. 3-5 years producing experience and BA in Journalism or related required. Send resume reel to: J. Nicholson, Feed the Children, 333 North Meridian, Oklahoma City, OK 73107. No phone calls please.

Producer/Director I. Produce, direct, shoot, and edit wide range of client based educational and promotional teleproductions including collaborative multimedia and distance education projects. Bachelor's degree required. Minimum 3 years full time hands on producing experience with computer assisted editing, live directing, and location videography required. Computer skills a must. Multimedia and non-linear editing experience a plus. Salary: \$25,299-\$33,223 plus full benefit package. Send cover letter, resume with three professional references, and non-returnable VHS demo reel to: Paula Seematter, ECC, Bob Dole Hall, Kansas State University, Manhattan, Kansas 66506-6902. Review process begins March 22nd, 1996. Kansas State University is an affirmative action, equal opportunity employer. KSU encourages diversity among its employees.

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.

Production Editor WFSB, a Post-Newsweek Station, is looking for an editor who can make our state-of-the-art equipment sing. If you are proficient in the operation of computer editors, video switchers, audio, DVE, etc., and are creative and can deliver the highest quality product, send us your tape and resume. We need an editor who is a self-starter, is innovative and at the same time is a good team player. If you think you qualify, contact Jeff Jeandheur, Production Manager, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

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

Creative Services Producer (2 Openings) - Our team needs another quality conscious Producer to write, shoot, and edit commercials, short form programming, training tapes, and special projects. A college degree and experience is required, a good demo reel would be a plus. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Commercial Writer/Producer. KTVX, the Salt Lake City ABC affiliate is seeking a creative, hard working Copy Writer/Producer. Post-production experience necessary. Must have strong people skills and work well under pressure. Send reel, resume and salary requirements to Dennis Shiner, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

Are you relentless, motivated and a winner? Do your spots sizzle, your copy connect? If so, KSTP-TV, the ABC Affiliate in Mpls/St. Paul, is seeking qualified candidates to fill the positions of Writer/Producer Job #43-96 and Senior Producer Job #44-96 in our award-winning Creative Services Department. We need producers who thrive under tight deadlines, who love the news and crave competition. Send your resume and non-returnable tape to: Amy J. Steadman, KSTP TV, 3415 University Ave., St. Paul, MN 55114. Please Include Job #, No Telephone Calls Please. An Equal Opportunity Employer.

SALES TRAINING

LEARN TO SELL TV TIME

The program works. Former students now sell for NBC, ABC, New World, Katz, TeleRep, Petry, MGM and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

**ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063**

PROGRAMMING SERVICES



National Weather Network

"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash barter rates. A virtual moneymaker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.

601-352-6673

BUSINESS OPPORTUNITIES

Olympic Site. Church interested in trading space at Prime Peachtree Street locations during Atlanta Games for TV equipment. Offices, live location, mega-parking available. Contact Susan Cordell (404) 874-8664.

1993 Rolls Royce Silver Spur, mint condition, black with tan hard top, tan interior, 1200 miles. Willing to trade with station for time. Great vehicle for VIP clients, sales people, etc. Call 860-364-0050.

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.

TRADE SHOWS

NTV Presents Pro-Scan Digital Broadcast via Satellite at NAB '96

NTV (Nippon Television Network Corporation) will demonstrate its newly developed 525 line progressive scanning (Pro-Scan) digital system, the first of its kind in the world. This system is based on the SMPTE 293M and 294M standards, and is applicable to SDTV. It is one of the most promising candidates as the standard for the digital broadcasting generation.

Take a look at the superior picture quality by a live satellite transmission demo!

NTV BOOTH #KWI
Grand Lobby LVCC
Special Technological Exhibition

SITUATIONS WANTED PRODUCTION

Atlanta 1996! Veteran shooter with complete beta SP package. National credits. Great rates! George Criswell 770-734-0636.

CABLE

HELP WANTED MANAGEMENT

The Weather Channel is seeking to fill the following positions, available immediately:

MASTER CONTROL/ TECHNICAL DIRECTOR

Must be experienced; minimum 2 years. Odetics experience is required. Candidate must be familiar with master control room operations, troubleshooting and automation systems. To apply, send resume.

EDITOR

Must be experienced; with a minimum of 3 years experience in promotion and long form editing. Knowledge of GVG, ACE editing systems and ADO. Digital experience preferred. To apply, send resume and non-returnable tape.

Applications for either position will be accepted through March 18, 1996. Submit requested material to:

Technical Operations Manager
The Weather Channel
2600 Cumberland Parkway
Atlanta, GA 30339



Equal Opportunity Employer

YOUR AD COULD BE HERE!

To place an ad in Broadcasting & Cable Classified section, call Antoinette Fasulo

TEL: 212-337-7073

FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM

HELP WANTED MARKETING

DATABASE MANAGER

The TV Food Network is seeking qualified candidates for the position of Database Manager in the Affiliate Sales & Marketing Department.

Responsibilities include the collection, organization, maintenance, design and presentation of data and reports pertaining to all aspects of the department's affiliate sales and marketing activities. These activities include tracking and evaluation of subscriber performance, marketing programs, launch activities, and general departmental business planning.

Qualified candidates will possess 5 years or more of related experience, strong computer skills in database and spreadsheet applications in the Windows operating environment, good time-management skills, and well developed communication skills with both internal and external clients. Prefer experience in Lotus 123, with macro building/editing experience, and with advanced LAN database applications. Also prefer candidates with 5 or more years of related experience with mature cable networks.

As a critical part of the department's team in helping to manage and maintain the exceptional growth rate of the TV Food Network, competitive compensation will be provided to the qualified candidate.

TV Food Network is an Equal Opportunity Employer.
Please forward a cover letter and resume IMMEDIATELY to:

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HELP WANTED PROGRAMMING

Vice President Programming, International. A Colorado based premium pay-tv network, requires a highly motivated Vice President Programming for our International Department. Must have 5-10 years experience of Broadcast or Cable Programming. Executive management along with competitive positioning, program, program planning, acquisitions, scheduling, production, advertising, promotion, and audience research experience. Sales and International/Far East experience preferred. Willing to travel. For consideration please forward your resume with salary history to: Vice President Programming, International, P.O. Box 4917, Englewood, CO 80155. Drug test required for successful candidate. EOE/MF.

ALLIED FIELDS

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Visual Media Faculty, American University - tenure track position at rank of Assistant Professor in the School of Communication's Visual Media Division beginning Fall 1996, to teach undergraduate and graduate courses in full-time and weekend programs. Responsibilities: teach on average a five-course load per year, advise students; help develop multimedia curriculum; continue creative, professional or scholarly work; and participate in School and University activities and governance. Teaching primarily in computer-based multimedia production and digital imaging, but could include critical study of the media, visual literacy, scriptwriting, film, photography or production management. Qualifications: substantial media production experience desired. Teaching experience at college or university level preferred. MA in relevant discipline required, MFA or PhD preferred. Application: Review of applications begins March 15, 1996. Send CV/ resume and three letters of recommendation to: Visual Media Search Committee, School of Communication, American University, 4400 Massachusetts Avenue, NW, Washington, D.C. 20016-8017. Salary negotiable, depending on qualifications and experience. The School of Communication has 700 undergraduate majors and 350 graduate students in three divisions: Journalism, Public Communication and Visual Media. American University is an EEO/AA university committed to a diverse faculty staff and student body. Women and minorities are encouraged to apply.

Electronic Media Instructor: Non-tenure track. Multiple-year appointment possible. Required: Professional and teaching experience; TV and radio production experience; expertise in studio and field production, electronic graphics, computer applications; knowledge of media distribution systems, satellite and communications and fiber optics; teach TV and radio skills courses and coordinate telecommunications activities on campus. Willingness to support the mission of a liberal arts college of the Lutheran Church (FLCA). Master's in appropriate field preferred. Begins August 1996. Nine-month contract. Send letter addressing academic qualifications and professional media experience; statement of teaching philosophy; curriculum vitae; unofficial undergraduate and graduate transcripts; names and telephone numbers for three professional references to: Professor Grant Price, Chair, Department of Communication Arts, Wartburg College, 222 Ninth Street, NW, Waverly, Iowa 50677. Screening begins immediately; continues until position is filled. AA/EEO employer.

Communications: Instructor/Assistant Professor, tenure track. Masters required, Ph.D. desirable with teaching experience and demonstrated interest in video production. Person will teach introductory oral communications and various basic and advanced video and broadcast writing courses. Also supervises college produced in-studio cable television productions. Apply to Dr. David L. Barner, Chair, Communication Studies Department, Westminster College, New Wilmington, PA 16172. The College is an Affirmative Action/EEO Employer.

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Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, UIS, Springfield, IL 62794-9243. (217) 786-7494. EOE.

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PUBLIC NOTICE

Request for Proposals. The Purchasing Officer, County of Stafford, Virginia will accept sealed proposals (Proposal #529964) for providing Cable Television Related Services to Residents of Stafford County. Sealed proposals will be accepted until 4:00 P.M., Wednesday, May 29, 1996, at which time they will be opened in the Purchasing Department, Stafford County Administration Center, 1300 Courthouse Road, Stafford, Virginia. Proposal forms and specifications are available from the Stafford County Purchasing Department, Stafford County Administration Center, 1300 Courthouse Road, Stafford, Virginia, telephone (540)659-8614. Stafford County reserves the right to accept or reject, in whole or part, any and all proposals and to waive informalities.

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For the Record

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

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Chicago (BALH-950731HM)—Pyramid Communications—Chicago FM License Corp. for WATC(TV) ch. 57: voluntary AOL from Evergreen Media Corp. of the Windy City to WNUA License Corp. *Feb. 13*

Boston (BALH-950731GY)—Pyramid Communications—Boston FM Corp. for WJMN(FM) 94.5 mhz: voluntary transfer of control from Evergreen Media Corp. of Boston FM to WJMN License Corp. *Feb. 13*

Medford, Mass. (BALH-950731GX)—Pyramid Communications—Boston FM Corp. for WXKS-FM 107.9 mhz: voluntary AOL from Evergreen Media Corp. of Boston FM II to WXKS-FM License Corp. *Feb. 13*

Buffalo, N.Y. (BAL-950731HA)—WHTT (AM) License Corp. for WHTT(AM) 1120 khz: voluntary AOL from Evergreen Media Corp. of Buffalo AM to WHTT(AM) License Corp. *Feb. 13*

Buffalo, N.Y. (BALH-950731HD)—Pyramid Communications Buffalo FM License Corp. for WHTT-FM 104.1 mhz: voluntary transfer of control from Evergreen Media Corp. of Buffalo AM to WHTT(AM) License Corp. *Feb. 13*

Buffalo, N.Y. (BALH-950731HE)—Pyramid Communications WBUF License Corp. for WSJZ(FM) 92.9 mhz: voluntary AOL from Evergreen Media Corp. of Buffalo FM II of WSJZ License Corp. *Feb. 13*

Charlotte, N.C. (BAL-950731GT)—Evergreen Media Corp. of Carolinaland for WFNZ(AM) 610 khz: voluntary AOL from Evergreen Media Corp. of the Carolinas to Evergreen Media Corp. *Feb. 13*

Charlotte, N.C. (BALH-950731GQ)—Pyramid East Corp. for WEDJ(FM) 95.1 mhz: voluntary AOL from Evergreen Media Corp. of the Carolinas to WRFX(AM)/WEDJ(FM) License Corp. *Feb. 13*

Kannapolis, N.C. (BALH-950731HO)—Pyramid Communications—Charlotte FM License Corp. for WRFX-FM 99.7 mhz: AOL from Evergreen Media Corp. of North Carolina to WRFX-FM License Corp. *Feb. 13*

Philadelphia (BALH-950731HI)—Pyramid Communications—Philadelphia FM License Corp. for WYXR(FM) 104.5 mhz: voluntary AOL from Evergreen Media Corp. of Philadelphia FM to WYXR License Corp. *Feb. 13*

Philadelphia (BALH-950731HJ)—Pyramid Communications WJJZ License Corp. for WJJZ(FM) 106.1 mhz: voluntary AOL from Evergreen Media Corp. of Philadelphia FM II to WJJZ License Corp. *Feb. 13*

Accepted for filing

Brookfield, Conn. (BTC-960216GG and BTCH-960216GH)—Danbury Broadcasting Inc. for WINE(AM) 940 khz and WRKI(FM) 95.1 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Norwalk, Conn. (BTC-960216GN and BTCH-960216GO)—Commodore Media of Norwalk Inc. for WNLK(AM) 1350 khz and WEFX(FM) 95.9 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Wilmington, Del. (BTC-960216GE and GF)—Pourtales Radio Partnership for WJBR (AM) 1290 khz: involuntary transfer of control from Carter Burden to Susan L. Burden, S.

Carter Burden III, and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Stuart, Fla. (BTCH-960216GR)—New Wave Communications LP for WZZR(FM) 92.7 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Vero Beach, Fla. (BTCH-960216GS)—Commodore Media of Florida Inc. for WOOL(FM) 103.7 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Glasgow, Ky. (BAL-960212GT)—Ward Communications Corp. for WCDS(AM) 1440 khz: involuntary AOL to John P. Niland (receiver). *Feb. 12*

Indian Head, Md. (BAL-960209EA)—WBZE Inc. for WNTL(AM) 1030 khz: involuntary AOL to WBZE Inc., D.I.P. *Feb. 9*

Patterson, N.Y. (BTC-960216GV; BTCH-960216GW and GX)—Hudson Growth Inc. for WPUT(AM) 1510 khz, WVI8(FM) 106.3 mhz and WJUV(FM) 105.5 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

White Plains, N.Y. (BTC-960216GI and BTCH-960216GJ)—Commodore Media of Westchester Inc. for WFAS(AM) 1230 khz and WFAS-FM 103.9 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Allentown, Pa. (BTC-960216GK and BTCH-960216GM)—Commodore Media of Pennsylvania Inc. for WAEB(AM) 790 khz and WAEB(FM) 104.1 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Bethlehem, Pa. (BTCH-960216GL)—Commodore Media of Pennsylvania Inc. for WZZO (FM) 95.1: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Huntingdon, W.Va. (BTCH-960216GQ)—Commodore Media of Kentucky Inc. for WTCR(FM) 103.3 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

Kenova, W.Va. (BTC-960216GP)—Commodore Media of Kentucky Inc. for WTCR(AM) 1420 khz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 16*

NEW STATIONS

Granted

Pawhuska, Okla. (BPH-941122MV)—

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

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

*Based on TV household universe of 95.4 million.
Sources: FCC, Nielsen, Paul Kagan Associates

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Rhema Media Ltd. for FM at 103.9 mhz. ERP 3 kw, ant. 100 m. *Feb. 21*

Filed/Accepted for filing

Palmetto, Ga. (960216AC)—Jeffrey N. Eustin for AM at 830 khz. *Feb. 16*

Tupelo, Miss. (BPED-960111MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.7 mhz, ERP .345 kw, ant. 23 m., 107 Parkgate Dr., Tupelo. Family owns FMs in Tupelo, Cleveland and Forrest, all Miss., Wichita and Topeka, Kan., and AM in Forrest, Miss., and has applied for FMs in Selma, Ala., Kankakee, Ill., McComb, Miss., Ardmore, Okla., and Independence, Kan.

Bozeman, Mont. (941121MR)—Frank K. Spain for FM at 103.7 mhz, ERP 100 kw, ant. 180.8 m. *Nov. 21 1994*

Ennis, Mont. (BPH-950417ML)—Frank K. Spain (409 S. Beach Rd., Hobe Sound, FL 33455) for FM at 98.7 mhz, ERP 50 kw, ant. 61.75, 2.1 km N of Ennis on Hwy 287. Spain owns WMDN(TV) Meridian; 60% of WTVA(TV) Tupelo, Miss., and CP for KZUC(TV) Flagstaff, Ariz., and has applied to build FMs in Bozeman and Cascade, Mont. *Apr. 17*

Batavia, N.Y. (960216AB)—Bro-Ben Communications Inc. for AM at 1490 khz. *Feb. 16*

Bells, Tex. (950808MA)—Lake Broadcasting Inc. for FM at 92.9 mhz, ERP 5 kw, ant. 100 m. *Aug. 8*

Pasco, Wash. (BPH-960111MU)—Gospel Music Broadcasting Corporation (Martin L. Gibbs, president, 1708 Rd. 52, Pasco, WA 99301) for FM at 93.7 mhz, ERP .600 kw, ant. 292 m., 6 mi. S of Kennewick, Wash., .3 mi. W of Owens Rd. *Jan. 11*

FACILITIES CHANGES

Granted

Phoenix (BPH-951020IB)—MAC America Communications Inc. for KESZ(FM) 99.9 mhz: change ant. to 519 m., add electric beam tilt. *Feb. 21*

Carmichael, Calif. (BMP-950814AA)—Vista Broadcasting Inc. for KFIA(AM) 710 khz: increase night power to 1 kw; modify nighttime DA ant. pattern. *Feb. 21*

Holly Hill, Fla. (BMPH-950921IC)—Michelle N. Terzynski for WAHJ(FM) 103.3 mhz: change ant. to 96 m., TL to LPGA Blvd., Daytona Beach, Fla. *Feb. 20*

Nampa, Idaho (BP-950302AC)—Diamond Broadcasting LC for KTIK(AM) 1340 khz: change frequency to 1350 khz; increase day power to 5 kw; reduce night power to .600 kw, make changes in ant. system. *Feb. 21*

Nashville, Ind. (BPH-960130IA)—Brown Country Broadcasters Inc. for WVNI(FM) 95.1 mhz: change ant. supporting-structure height, ant., ERP. *Jan. 30*

Blair, Neb. (BPH-960129ID)—Sunrise Broadcasting of Nebraska Inc. for KISP(FM) 101.5 mhz: change ant., ERP, structure height. *Feb. 20*

Massena, N.Y. (1340 Communications Inc. for WMSA(AM) 1340 khz: make changes in ant. system. *Feb. 21*

Vestal, N.Y. (BPH-951019IC)—Enterprise Media Inc. for WMXW(FM) 103.3 mhz: change ant. to 309 m., ERP to .592 kw, class from B1 to A. *Feb. 21*

Cleveland (BP-950428AD)—Independent Group Limited Partnership for WRMR(AM) 850 khz: increase day power to 50 kw, make changes in ant. system. *Feb. 21*

Pawhuska, Okla. (BTC-960216GK)—KRIG Inc. for KRIG(AM) 1500 khz: change TL, power, ant. system. *Feb. 20*

Burlington, Vt. (BMPCT-960111LH)—Champlain Valley Telecasting Inc. for WFFF-TV ch. 44: change ERP to 1700 kw, ant. to 397 m., TL to 38.3 km W of Burlington on Terry Mtn., N.Y. *Feb. 15*

Accepted for filing

Fairbanks, Alaska (BMPH-960125IB)—Comco Broadcasting Inc. for KIAK-FM 102.3 mhz: change class from C1 to C. *Jan. 25*

Bakersfield, Calif. (BPH-951128IC)—KMAP Inc. for KIWI(FM) 92.1 mhz: change ERP to 2.5 kw, ant. to 155 m., TL. *Nov. 28*

Oakland, Calif. (960213AB)—Pacific FM for KDIA(AM) 1310 khz: change power, ant. system. *Feb. 13*

Thousand Oaks, Calif. (BMP-960213AA)—Buena Ventura Communications Inc. for KAHS(AM) 850 khz: change TL. *Feb. 13*

Ventura, Calif. (BPH-960111IV)—KVEN Broadcasting Corp. for KHAY(FM) 100.7 mhz: change structure height. *Jan. 11*

Chattahoochee, Fla. (BPH-960111IW)—Chattahoochee Broadcast Associates: change ERP, ant., TL, studio, class, structure height. *Jan. 11*

Jupiter, Fla. (BMPH-960111IN)—Jupiter Radio Partners for WTPX(FM) 105.5 mhz: change ERP to 14.5 kw, ant. to 120 m., structure height, TL. *Jan. 11*

Trenton, Fla. (BPH-960122IA)—Florida Radio Partners Inc. for WDJY(FM) 101.7 mhz: change ERP, TL, class. *Feb. 13*

Blakely, Ga. (BP-960122AA)—Merchant's Broadcasting Systems for WBBK(AM) 1260 khz: change TL, ant. system. *Jan. 22*

Neoga, Ill. (BMPH-960124IC)—WSHY Inc. for FM at 98.9 mhz: change ERP, ant., TL, ant. supporting-structure. *Feb. 13*

Sycamore, Ill. (BP-960130AB)—DeKalb County Broadcasters Inc. for WSQR(AM) 1560 khz: add night service, specified hours. *Jan. 30*

Brownsburg, Ind. (BPH-960111LE)—Quinn Broadcasting Inc. for WQFE(FM) 101.9 mhz: change ERP. *Jan. 11*

Jeffersonville, Ind. (BPH-960111LJ)—Otting Broadcasting Inc. for WQMF(FM) at 95.7 mhz: change ERP, ant., TL. *Jan. 11*

Santa Claus, Ind. (BMPH-960122IC)—T.C. Monte Inc. for WAZU(FM) 103.3 mhz: change ERP, ant., TL, ant. supporting structure. *Feb. 13*

Hugotom, Kan. (BPH-960126IA)—A&B Broadcasting Inc. for KFXX-FM 106.7 mhz: change ant. *Jan. 26*

Prestonburg, Ky. (BPH-951129IB)—Ed

Walters Broadcasting Inc. for wxxz-FM 105.5 mhz: change main studio location. *Nov. 29*

Battle Creek, Mich. (BPCT-960112KF)—Ch. 41 Inc. for WOTV(TV) ch. 41: change ERP to 5,000 kw visual. *Feb. 13*

Benton Harbor-St. Joe, Mich. (BP-960130AA)—WHFB Broadcast Associates Limited Partnership for WHFB(AM) 1060 khz: add night service. *Jan. 30*

L'Anse, Mich. (BMPH-960206IA)—L'Anse Broadcasting Inc. for WCUP(FM) 106.1 mhz: change ch. to 105.7. *Feb. 6*

Vanderbilt, Mich. (BPCT-960130KE)—GRK Productions Joint Venture for WKGU(TV) ch. 45: change ERP to 155.2 kw, ant. 324 m. *Jan. 30*

Lakeville, Minn. (BPH-960111LH)—105 Inc. for KREV(FM) 105.1 mhz: change omnidirectional ant. operation. *Jan. 11*

New Albany, Miss. (BPH-951212IF)—Broadcasters & Publishers Inc. for WWKZ(FM) 103.5 mhz: change ant., TL, class, main studio location, city of license. *Dec. 12*

Water Valley, Miss. (BPED-960116IK)—Tri County Inc. for WYCG(FM) 105.5 mhz: change ant., TL, main studio location, structure height. *Jan. 16*

Kansas City, Mo. (960215AB)—Beal Broadcasting Co. Inc. for KFEZ(AM) 1190 khz: change power. *Feb. 15*

Lutesville, Mo. (BPH-960122IF)—Harold L. Lawder for KQUA(FM) 104.1 mhz: change ERP. *Feb. 13*

Aurora, Neb. (BMPH-960122II)—Prairie States Broadcasting Inc. for KLRB(FM) 97.3 mhz: change ant., TL, structure height. *Jan. 22*

Elko, Nev. (BPH-960117IA)—Elko Broadcasting Co. for KLKO(FM) 93.5 mhz: change ERP, ant., TL, structure height. *Feb. 13*

Reno (BPCT-960111LK)—Sierra Broadcasting Co. for KRNVT(TV) ch. 4: change ant. to 133 m., ERP to 100 kw visual. *Feb. 13*

Zarepath, N.J. (BPH-960111IM)—Pillar of Fire Inc. for WAWZ(FM) 99.3 mhz: change ERP to 18.5 mhz, ant. to 240.1 m., TL, structure height. *Jan. 11*

Albuquerque, N.M. (BP-960123AA)—Continental Broadcasting Corp. of New Mexico for KXKS(AM) 1190 khz: add night service. *Jan. 23*

Ithaca, N.Y. (BPH-960111IO)—JSG 3 Co. for WONY(FM) 103.7 mhz: change ERP to 15.6 kw, ant. to 268 m., structure height. *Jan. 11*

Minetto, N.Y. (BMPH-960124IB)—Robert J. Raide for FM at 106.5 mhz: change ERP, TL, ant. supporting structure. *Feb. 13*

Canton, Ohio (BPCT-960112KE)—Whitehead Media Inc. for WOAC(TV) ch. 67: change ERP to 5000 kw, ant. to 149 m., TL. *Jan. 12*

Bixby, Okla. (BPH-960125IA)—KJMM Inc. for KJMM(FM) 105.3 mhz: change ERP, class. *Feb. 13*

Lawton, Okla. (BPH-960111LG)—Broadco of Texas Inc. for KMGZ(FM) 95.3 mhz: change ERP, ant., class, structure height. *Feb. 13*

McAlester, Okla. (BPCT-960118IB)—

Trayne Communications Inc. for KTMC-FM 105.1 mhz: change TL. *Jan. 18*

Oklahoma City (BPCT-960116KJ)—KOKH Inc. for KOKH-TV ch. 25: change ERP to 3,250 kw visual, ant. to 469 m. *Feb. 13*

Bend, Ore. (BP-951211AB)—Combined Communications Inc. for KBND(AM) 1110 khz: change power. *Dec. 11*

Salem, Ore. (BPH-951215ID)—KKSJ Inc. for KKRH(FM) 105.1 mhz: change ERP, ant., TL, class, structure height. *Dec. 15*

Johnstown, Pa. (BMPCT-960119KF)—Venture Technologies Group Inc. for WTWB-TV ch. 19: change ERP to 3,020 kw visual, ant. to 325 m., TL to AT&T tower site, Rte. 30, RR2, Boswell, Pa. *Feb. 13*

Mercersburg, Pa. (BPH-951213IB)—M. Belmont VerStandig Inc. for WSRT(FM) 92.1 mhz: change ERP. *Dec. 13*

Mexico, Pa. (BMPH-960111IL)—Starview Media Inc. for WJUN-FM 92.5 mhz: change ERP to .44 kw, ant. to 360 m., structure height. *Jan. 11*

Bucksport, S.C. (BPH-960122IB)—Atlantic Broadcasting Co. Inc. for WGTR(FM) 107.9 mhz: change ERP, ant., TL, ant. supporting structure. *Feb. 13*

Goose Creek, S.C. (BPH-951214IB)—Ebe

Broadcasting LP for WSSP(FM) 94.3 mhz: change class from A to C3. *Dec. 14*

Hilton Head Island, S.C. (BPH-951212)—New Adventure Communications Inc. for WFXH-FM 106.1 mhz: to change ERP, ant., TL, structure height. *Dec. 12*

Hilton Head Island, S.C. (BPH-951212IC)—WIJY Inc. for WIJY(FM) 107.9 mhz: change ERP, ant., TL, structure height. *Dec. 12*

Sumter, S.C. (BMPCT-960125KE)—McLaughlin Broadcasting Inc. for WQWB(TV) ch. 63: change ERP to 17.4 kw, ant. to 136 m., TL to 4.5 mi. E of Sumter on Boulevard Rd. *Jan. 25*

Benton, Tenn. (BMPH-960119IB)—Stonewood Communications Corp. for WBIN-FM 93.1 mhz: change ERP, ant., TL, ant. supporting-structure. *Feb. 13*

Nashville (960214AA)—WNQM Inc. for WNQM(AM) 1300 khz: change power. *Feb. 14*

Tazewell, Tenn. (BP-960215AA)—WNTT Inc. for WNTT(AM) 1250 khz: change TL. *Feb. 15*

Breckenridge, Tex. (BPH-960111LA)—Buckaroo Broadcasting Inc. for KR00(FM) 93.5 mhz: change ERP, class. *Jan. 11*

Bryan, Tex. (BMPCT-960212KE)—Silent Minority Group Inc. for KYLE(TV) ch. 28:

change ant. to 177.1 m., ERP to 4000 kw., ant. *Feb. 12*

Dallas (BPCT-960118KI)—KXTX Inc. for KXTX-TV ch. 39: to change ERP to 5000 kw, ant. to 512 m., TL to 3900 Harry Hines Blvd., Cedar Hill, Tex. *Jan. 18*

Del Rio, Tex. (BPH-960118ID)—Grande Broadcasting Inc. for KTDR(FM) 96.3 mhz: change class. *Feb. 13*

Huntington, Tex. (BPH-951212ID)—KAQU-FM Radio station for KAQU-FM 101.9 mhz: change ERP, ant., class, structure height. *Dec. 12*

Lamesa, Tex. (BPH-951017IE)—100.3 Radio Inc. for KIOL(FM) 100.3 mhz: change ERP ant., TL, frequency, principal community. *Jan. 17*

San Antonio, Tex. (BPCT-960130KF)—KWEX LP GP for KWEX-TV ch. 41: change ERP to 5,000 kw visual, ant. to 432 m., TL to 12325 Jolly Rd., Elmendorf, Tex. *Feb. 13*

Sherman, Tex. (BPH-960111IR)—Harmon G. Husbands, receiver, for KWSM(FM) 104.1 mhz: change structure height, ant., TL, main studio, TL, ERP, class, city of license. *Jan. 11*

Winnie, Tex. (BMPH-960111LF)—Roy E. Henderson for KMIA(FM) 100.7 mhz: change ant. *Jan. 11*

OpenMike

Managing radio after the telcom bill

EDITOR: The changes going on in the radio industry are positively astounding. It's hard to find anywhere or anytime in history where such a large business change took place so quickly. Literally overnight, many of us are switching from one or two stations in a building to hundreds of employees running eight stations in an unwieldy communications complex.

No one in the maze of hallways seems to know anyone else. Organizational systems that got us by just a month ago are now struggling to remain effective. Scores of salespeople write and send hundreds of pieces of commercial copy to one of 12 studios hoping one of the 85 jocks will produce it.

This isn't radio. It's IBM.

Suddenly we don't recognize the same industry we've worked in for most of our adult lives. What used to feel like an intimate team of entertainers and salespeople now looks like Grand Central Station. The small-town store we knew as radio has become a Wal-Mart.

Radio today is a very different world. But it is not a world unknown.

In fact, just about any other industry that has experienced big growth has been through the same things, if not nearly as suddenly. We can learn from their experiences.

The reengineering craze rampant in big business in the 1990s has wisely taught managers to create teams and combine specialties into a single person. Think of it as mistake insurance. In the case of radio, a salesperson would form with a traffic director, a production director and a jock. Instead of tracking down one of 75 jocks, the others would look for their specific team member.

Small, tight-knit teams give a much less confusing feel to the organization. When one member of the team learns to do several of the others' jobs, there is less chance of screwups as the work is handed from one to another.

It's time for radio managers to go to school. We need to cast our information net wide. Whether it's picking up a few books on contemporary management at the library or inviting a big-business manager to lunch for a brain-picking session, radio pros must keep their eyes open for new ways to solve massive opportunities and problems. We will surely see

plenty of both in post-telcom bill radio.—Kevin Nunley, broadcast research/management specialist, Utah

Confused

EDITOR: Preston Padden of News Corp. spoke of "the Washington Post's monopoly in Washington" (BROADCASTING & CABLE, Feb. 19).

I don't understand what he meant by that!

The perceived liberal Washington Post Co. (perhaps held in some measure of disdain by perceived conservative News Corp. patriarch Rupert Murdoch) voluntarily sold its radio and television stations in Washington—even as the perceived liberal McClatchy Newspapers sold its stations in Sacramento and Fresno, while the perceived conservative Tribune and Belo took advantage of grandfather rights to retain their stations in Chicago and Dallas, respectively.

Shouldn't Padden have spoken rather of the *Chicago Tribune's* monopoly in Chicago (clear channel radio, VHF TV and a regional cable news channel) or the *Dallas Morning News's* in Dallas?—Thomas D. Bratter, Los Angeles

Datebook

THIS WEEK

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 5-6—*Association of National Advertisers* Television Advertising Forum. Plaza Hotel, New York City. Contact: (212) 697-5950.

March 6-7—*European Broadcasting Union* conference. Conrad International Hotel, Brussels. Contact: +32-2-542 42 42.

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—12th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: Fred Brown, (202) 463-8970.

MARCH

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) 289-6462.

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—"Career Development and Mentoring," career conference presented by the New York chapter of *Women in Cable & Telecommunications*. McGraw-Hill Bldg., New York City. Contact: (212) 642-6333.

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.

March 28-30—*Louisiana Association of Broadcasters* annual convention. Hilton Hotel, Baton Rouge. Contact: Louise Lowman, (504) 295-1110.

March 29-31—*National Association of College Broadcasters* western regional conference. Western Washington University, Bellingham, Wash. Contact: (360) 650-6110.

March 30—"Investigating the Possibilities," spring training conference presented by the *Radio-Television News Directors Association*. Grand Hyatt on Union Square, San Francisco. Contact: (202) 467-5200.

APRIL

April 1—*American Women in Radio and Television* 21st annual Commendation Awards presentation and gala. Waldorf-Astoria, New York City. Contact: Kris Weiland, (703) 506-3290.

April 2—"The Business of Entertainment: The Big Picture," sixth annual conference on media and entertainment sponsored by *Variety* and *Schroder Wertheim & Co.* Pierre Hotel, New York City. Contact: (212) 492-6082.

April 2—*Radio and Television News Directors Foundation* annual banquet and First Amendment celebration. Renaissance Mayflower Hotel, Washington. Contact: Frances Datillo, (202) 467-5215.

April 3—SkyFORUM V. conference sponsored by the *Satellite Broadcasting and Communications Association*. Marriott Marquis, New York City. Contact: (800) 541-5981.

April 10—*Broadcasters' Foundation* annual Golden Mike Award dinner. Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

April 12-14—"Economic Issues in the 1996 Elections," conference for journalists presented by the *Foundation for American Communications*. The Greenbrier, White Sulphur Springs, W.Va. Contact: Christina Gardner, (213) 851-7372.

April 12-15—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

April 13—"Investigating the Possibilities," spring training conference presented by the *Radio-Television News Directors Association*. St. Louis/Frontenac Hilton, St. Louis. Contact: (202) 467-5200.

April 15-16—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-17—*Kentucky Cable Telecommunications Association* spring convention. Marriott Resort, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

April 18-19—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 16—"Cheap Tricks," conference presented by the *Cable Television Administration and Marketing Society* and *PROMAX*. Marriott Marquis, Atlanta. Contact: Bonnie Boyle, (703) 549-4200.

April 18-19—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Viacom, San Francisco. Con-

tact: Molly Coyle, (312) 634-2353.

April 20—*Federal Communications Bar Association* 60th anniversary dinner/dance. The National Building Museum, Washington. Contact: Paula Friedman, (202) 736-8640.

April 20—*AP-RTNDA-Emerson College* regional convention. Boston Marriott Long Wharf Hotel, Boston. Contact: Bob Salsberg, (617) 357-8100.

April 21-23—*Midcom/Midcab/Midsat '96* Middle East international communications exhibition and conference. Abu Dhabi International Exhibition Centre, Abu Dhabi, U.A.E. Contact: (+9714) 310551.

April 22-26—"Imaging the Future II: Storytelling for the New Millennium" technical and hands-on training workshops and international conference, presented by *Kauai Institute for Communications Media*. Kauai Marriott Resort and Beach Club, Kauai, Hawaii. Contact: (800) 999-4234.

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.

JULY

July 10-12—WCA '96, *Wireless Cable Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

July 14-17—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

SEPTEMBER

Sept. 24—BROADCASTING & CABLE Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

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 Osmani, [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.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Curtis Symonds BETs on affiliates

Curtis Symonds didn't expect to make a career of cable television. But once he got started, it quickly worked out that way.

Symonds, Black Entertainment Television's executive vice president, affiliate marketing and sales, graduated from Central State University in Ohio with plans to teach and coach and took several career detours—selling sporting goods and insurance policies—before jumping into cable.

A summer stint laying underground coaxial cable in 1980 sparked Symonds's now 16-year tenure in cable. Fieldwork led to a job as assistant to the regional director of Continental Cablevision. Just six months later he jumped to general manager of a cable system in Xenia, Ohio, where he stayed for three years.

As an assistant, Symonds worked closely with cable system general managers in the region: "It familiarized me with budgeting, customer service and the political roles of a manager." As a GM he learned the importance of customer service and helped his Continental system develop a strong service reputation.

"In the early stages cable was so caught up in building plant and getting money that customer service wasn't a priority," he says. "But today customer service has become an integral part of the business."

Increased competition (telephone companies poised to jump into cable) makes customer service an even higher priority these days, Symonds says. "Today the majority of operators are taking the AT&T attitude: The customer comes first; how do we satisfy them?"

Symonds says the early days of cable also offered a personal opportunity: "I saw that there weren't many minorities in cable. And I thought it was a great opportunity for me to make a career statement for myself."

He quickly realized that building long-term relationships was critical to getting ahead. Opportunities, he says, opened up with new contacts. "As I got to know more people, I felt that I could move ahead in this business. That's what drove me more than anything."

In 1981 Symonds joined Group W in Chicago as affiliate manager. His tenure there proved short-lived, however, when the company was bought by Turner Broadcasting System just three months later.

Undaunted, Symonds rebounded, landing a job as local ad sales consultant at



"It's all about relationships on the affiliate side."

Curtis Norman Symonds

Executive VP, affiliate marketing and sales, Black Entertainment Television; president, BET International and BET Pay-Per-View, Washington; b. Somerset, Bermuda, 1955; BA, education, Central (Ohio) State University, 1978; sales executive, State Farm Insurance, Xenia, Ohio, 1979; Continental Cablevision, Xenia: assistant to regional director, 1980; general manager, 1981-83; affiliate manager, Group W, Chicago, 1984; ESPN, Chicago: local ad sales consultant, 1983-84; director of ad sales, Midwest region, 1984-88; VP, affiliate sales and marketing, BET, Washington, 1988-92; current position since August 1992; m. Pat Cummings, 1983; children: Demetrius, 13; Carrington, 10; Curtis-Kalin, 5.

ESPN. Within a year he moved to ESPN's Chicago office, as local ad sales consultant for the Midwest region. A year later he became director of affiliate marketing, Midwest region.

ESPN wasn't exactly a stable enterprise, Symonds says. "At that time ESPN was on a bubble of 20 million subscribers and had been losing a lot of money." Things changed dramatically, however, when CapCities/ABC purchased the sports network. "It really changed life around. It put cash flow into the business, and [CapCities/ABC] looked to improve product and move forward."

In 1988 Symonds moved to Black Entertainment Television as vice president of affiliate marketing and sales just as BET was about to start a major subscriber expansion. In the eight years since, BET has grown from 18.7 million subs to 45 million.

"I knew stepping in the door that it was a niche service," Symonds says, "and coming from a broad-based service at ESPN, I knew I had a big challenge of trying to convince people of the value of niche services."

Another task has been to convince cable operators that BET can carry beyond its core black subscriber base. "One of the selling points that we have to talk to people about is that, really, we're offering programming just like anybody else."

Again, Symonds points to relationships as key to building BET sales and distribution. "In cable today it's all about relationships on the affiliate side. You've got to have the trust of those affiliates or you're not going to get very far."

Symonds says BET is close to reaching a goal he set in 1990 of trying to "brand the BET name. BET is now more a household name in the cable universe."

BET's next big goal, says Symonds, is to gain distribution for BET on Jazz, its music network launched in January. Symonds says the network's music programming offers unlimited distribution potential: "It has the kind of programming that is truly global. It has the opportunity to show people that we can market more than just programming targeted at the African-American community."

How far both networks can expand will hinge on getting them on other modes of distribution besides cable. "With BET it's taken a long time for the cable industry to embrace us, but we think the new technologies—the telcos, MMDS and DBS—have been slow. We need to be on PrimeStar, EchoStar and AlphaStar." —JM

Fates & Fortunes

BROADCAST TV

Appointments at KEYC-TV Mankato, Minn.: **Pam Seeber**, news reporter. WJOB(AM) Hammond, Ind., joins as anchor/producer; **Tharan Leopold**, marketing and sales development specialist, KAAL(TV) Austin, Minn., joins in same capacity; **Rick Thiesse**, bureau chief, KTTC(TV) Rochester, Minn., joins as senior news reporter.

Paul Latham, director, business affairs. KMGH-TV Denver, joins KNBC-TV Los Angeles as director, finance.

Chet Taylor, account manager, WTGI-TV Wilmington, Del., named LSM.

Lynn Heider, assistant news director, WJW-TV Cleveland, joins KSHB-TV Kansas City, Mo., as news director.

Peter Maroney, director, news and programming, KOIN(TV) Portland, Ore., named GM.

Damon Bryant, promotion manager, WTVJ(TV) Miami, joins WXYZ-TV Detroit as creative services director.

Will Davis, VP/GM, KDSM-TV Des Moines, Iowa, joins WLOS(TV)/WFBC(TV) Ashville/Greenville, N.C./Spartanburg, S.C., in same capacity.

Appointments at KARE(TV) Minneapolis: **Kerri Miller**, political reporter, KSTP-TV St. Paul, joins as news reporter; **Jeff Hagedorn** joins as sports reporter.

David Friend, senior producer, *Extra-The Entertainment Magazine*, Burbank, Calif., named executive producer.

Appointments at KXAS-TV Fort Worth: **Kaylynn Dougall**, creative services director, KUSA-TV Denver, joins as creative services director; **Tony Fetters**, topical news producer, named marketing producer/director; **Stan Melton**, marketing Avid editor, named topical news producer; **Mike Powell**, studio camera operator, named marketing Avid editor.

Angela Johnson, special projects producer, KXAS-TV Dallas/Fort Worth, joins KXTK-TV there as creative services director.

Molly Hughes, anchor, noon news, KUSI-TV San Diego, joins WDTN(TV) Dayton, Ohio, as co-anchor, 5, 6, and 11 p.m. newscasts, and reporter.

Andrea Parquet, executive producer, WXYZ-TV Detroit, named managing editor.

Appointments at WDAF-TV Kansas City Mo.: **Deborah Holmes**, reporter/producer/anchor, KCPT(TV) Kansas City, Mo., joins as reporter; **Fred deSousa**, dayside supervising producer, named executive producer, *Midday* and weeknight 5 p.m. newscasts; **Laura Oxley**, assignment editor, named executive producer, weekend morning newscasts.

Appointments at KDVR(TV) Denver: **Sandra Morrison**, assistant controller, named director, finance; **Sheryl Personett**, senior account executive, named LSM; **Catherine Andrey**, senior account executive, named NSM.

PROGRAMMING

James Kizer, executive VP, broadcast group, Federal Broadcasting, New York, named executive VP/COO.



David Mumford, senior VP, research, Columbia TriStar Television Distribution, Culver City, Calif., named executive VP, planning and operations.

Mumford Appointments at World Sports Enterprises, Harrisburg, N.C.: **Doreen Murray**, associate producer, *RaceDay*, named associate producer, live-event programming; **Steve Stum**, freelance camera operator, joins as unit technical manager; **Don Smyle**, vendor coordinator, named production assistant.

Ron Rubin, senior VP, worldwide licensing, Sony Signatures Licensing, joins 20th Century Fox International, Los Angeles, as VP, international promotions.

David Evans, creative director, Ogilvy & Mather, Caracas, Venezuela, joins National Geographic Television, Washington, as design manager, promotion and public relations.

Mark Harrad, VP, corporate relations, Viacom Inc., New York, joins Turner Broadcasting Sales Inc. there as VP, public relations.

Brian Miller, VP, animation production, DIC Enterprises, joins Hanna-Barbera Cartoons Inc., Los Angeles, as VP, production.

Parker goes gold



Columbia College of Chicago is paying tribute to radio/sound department chair **Al Parker**. He has been at the college for 50 years. Parker's former student and host of *Wheel of Fortune*, Pat Sajak, will co-emcee the tribute on March 14 at the Museum of Broadcast Communications in the Chicago Cultural Center. Parker has been newscaster/announcer on WIND(AM), WJJD(AM) and WLS-TV, all Chicago.

Roger Yeh Tzu Young, GM, distribution and marketing, Greater China, STAR TV, joins United Media and Entertainment Corp., Hong Kong, as COO.



Conkey Appointments at NATPE International, Santa Monica, Calif.: **Joan Press**, conference manager, named director, conference operations/services; **Christine LeFort**, registration coordinator, named registration/exhibit service coordinator; **Maria Moscovitz**, exhibition sales coordinator, named conference sales assistant.

RADIO

Jim Gregg, intern, WRCX(FM) Chicago, named producer, *The Lou Brutus Show*, there.

Jill Cohen, correspondent, Associated Press Radio Network, Washington, joins WTOP(AM) there as morning news anchor.

Kathy Merritt, news director, WFAE(FM) Charlotte, N.C., joins WAMU(FM) Washington in same capacity.

Bruce Smith, sales manager, WCDA(FM) Voorheesville, N.Y., named LSM.

Sean Cort, public affairs director and on-air personality, WRKS-FM New York, joins WWRL(AM) there as host, *Sounds of Glory* gospel music program.

Wesley Spencer, VP/controller, Group W Radio, New York, named VP/controller, CBS Radio.

Multi-Market Radio Inc., New York, announces that **Michael Ferrel**, president/CEO, has entered into a new five-year employment agreement with the company. Bruce Morrow, chairman of the board of directors, requested that Ferrel be designated the sole CEO of Multi-Market Radio.



Hibbard

Steve Hibbard, program director, WNWV(FM) Elyria/Cleveland, Ohio, joins Jones Satellite Networks, Englewood, Colo., as operations manager, FM Lite format.

Adelmo Dunge, instructor, media

and film, St. Louis University, joins Jesuit Productions, St. Louis, as producer, *Contact*.

CABLE

Julia Fletcher, manager, corporate communications, International Family Entertainment Inc., Virginia Beach, Va., named director, corporate events.

Michael Benson, director, advertising, promotion, graphics and marketing, KCBS-TV Los Angeles, joins VHI, New York, as VP, promotion and program planning.



English

Appointments at Discovery Communications Inc., Bethesda, Md.: **Elizabeth Timms**, manager, publicity, London; **Maria Llorca**, publicity manager, Miami; **Marc Goodman** joins as advertising sales director,

Western region: **Amy Baker**, director, advertising sales, Eastern region, Discovery Networks, named VP; **Dan**

Hodges, account executive, New York, named advertising sales director, Eastern region; **Michela English**, senior VP, National Geographic Society, Washington, joins as president, Discovery Enterprises Worldwide.

Appointments at Continental Cablevision: **Bartlett Thomas**, state regulatory counsel, Nynex-New England, joins as counsel/director, regulatory affairs, Northeast; **Timothy Collins**, lawyer, Hill Lewis, P.C., Detroit, joins as VP, regulatory affairs, Midwest; **Donald Crosby**, staff attorney, Committee on Utilities and Telecommunications, Florida House of Representatives, joins as regulatory counsel, Southeast.

Scott Hatfield, VP, information management, Ohmeda Company, joins Cox Communications Inc., Atlanta, as VP/chief information officer.

Appointments at Showtime Networks Inc., New York: **Patrick Burks**, GM, South Central region, Dallas, named senior VP, field operations, Showtime Networks Sales and Marketing, New York; **Ann Foley**, senior VP, programing and creative operations, named executive VP, East Coast programing; **McAdory Lipscomb Jr.**, executive VP/GM, Showtime Event Television Pay Per View, named senior VP/GM, Northeast, Showtime Networks Sales and Marketing.

ADVERTISING/MARKETING

Appointments at Temerlin McClain, Dallas: **Julie Grossbart**, account supervisor, Hader, Sullivan and Ewing, Dallas, joins in same capacity; **Nancy Baumgarten**, media supervisor, Anderson Fischel Thompson, Dallas, joins in same capacity.

Linda Warren, senior VP, product and brand management, Walt Disney World Co., Lake Buena Vista, Fla., adds senior VP, Walt Disney World Marketing, to her responsibilities.

Kelli Stich, director, national publicity, Sheila Feren Communications Ltd., New York, named VP.

Appointments at New World Sales and Marketing, Atlanta: **Tim McNamara**, sales and marketing executive, named manager; **Rich Corwin**, sales and marketing executive, named manager, Shakers team.

ALLIED FIELDS

Eric Stewart, broadcasting analyst,

Alex. Brown, New York, joins Schroder Wertheim & Co. there in same capacity.

Trish Brusati, account executive, Duke City West, Burbank, Calif., named GM.



Markman

Ken Markman, senior director, licensing and merchandising, Mattel Toys, El Segundo, Calif., joins MTM Entertainment, Studio City, Calif., as senior VP, consumer products division.

Appointments at Nielsen Media Research, New York: **Sara Erichson**, VP, local cable, named VP, national marketing manager, Nielsen Homevideo Index (cable marketing service); **Danny Miletic**, Midwest group manager, named VP, local marketing manager.

TELEMEDIA

Appointments at NewsProNet on TVNet, Atlanta: **Michael Shoer**, senior broadcast consultant, McHugh & Hoffman, joins as president/senior consultant; **Scott Tallal**, president, Advanced Research Services, Dallas, joins as audience research consultant; **Barry Rosenthal**, president, and **Dick Weisberg**, media marketing consultant/executive creative director, B/R Creative Group, Canton, Mass., named promotion and marketing consultants.

Jonathan Orlick, director, intellectual property, AST Research Inc., joins StarSight Telecast Inc., Fremont, Calif., as VP, intellectual property.

James Kinsella, editor, Time Warner's Pathfinder interactive service, has left the company, effective immediately. A company spokeswoman says his departure was due to a "personnel issue."

Appointments at Tele-TV: **Kit Laybourne**, president, Noyes & Laybourne, New York, named senior VP, creative production, Los Angeles; **Marsh Marshall**, executive producer of interactive services, Bell Atlantic Video Services, Reston, Va., named VP, technology strategy; **George Escobar**, director of digital production, Bell Atlantic Video Services, Reston, named VP, product technologies, Los Angeles.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Paxson Communications Corp. expanded its television and radio holdings last Thursday (Feb. 29). The West Palm Beach, Fla.-based company closed that day on its \$40 million cash purchase of WAKC-TV Akron/Cleveland, Ohio, and WHAI-TV Bridgeport, Conn./New York from ValueVision International Inc. Paxson Chairman Lowell W. "Bud" Paxson now owns 10 TV stations. And with the planned buy of WRMA(FM) Fort Lauderdale and WXDJ(FM) Homestead/Miami, Fla., Paxson will own 20 radio stations, including six in the Fort Lauderdale/Miami area. Paxson will pay roughly \$115 million to New Age Broadcasting Inc. and Seventies Broadcasting Corp., owners of WRMA and WXDJ, respectively. The deal is subject to FCC approval.

Comcast Corp., the third-largest MSO, **reported a 144% revenue increase**, to \$3.36 billion, for the fiscal year ended Dec. 31, 1995, from \$1.375 billion for the previous year. However, the company reported a net loss of \$43.9 million associated with depreciation and amortization, principally from acquisitions.

Once again, Twentieth Television's Cops was the top-rated reality strip in a February sweep, collaring an average 3.5 household rating/7 share, according to Nielsen's

Tele-TV issues 'Unity' RFP

Tele-TV put out a request for proposals to manufacturers last week for a universal access TV set-top box that it plans to use for cable, MMDS and DBS signal carriage.

The RFP was sent to 16 manufacturers, according to Edward Grebow, Tele-TV president, who dubbed it the "Unity" box. Tele-TV envisions an open-architecture design incorporating components for all TV transmission platforms, with an interface card to be plugged in for each mode. "Unity will be a universal box," says Grebow.

Tele-TV expects to place an order for several million Unity boxes this spring, says Grebow.

Judge gives go-ahead to suit against WB

A wrongful-death suit filed against Warner Bros. in connection with a 1995 slaying linked to the *Jenny Jones* program should encourage other talk shows to treat their guests "in a fair and honest fashion," avoiding "dishonesty and misrepresentation that may subject others to harm," a Michigan judge ruled last week. Oakland County Circuit Court Judge Gene Schnelz denied Warner Bros.' request for dismissal of the suit on First Amendment grounds.

The legal action stems from the March 1995 murder of Scott Amedure, who was shot three days after revealing during a taping of an episode about secret admirers that he had a homosexual crush on the accused killer, Jonathan Schmitz. The episode never aired. In his ruling, Schnelz compared the *Jenny Jones* case to that of a bar owner who may be held liable for serving drinks to a patron who later injures another person while driving under the influence. Warner Bros. attorneys had argued that holding the producers liable for the incident would have a "chilling" effect on free speech in the talk show industry.

"We respectfully disagree with the court and are confident that once we are allowed to present the evidence, the truth will prevail," Warner Bros. said in a statement. "We will not try this case in the press and we will not minimize the tragedy of a young man's death." —CL

weighted metered market reports. New World/Genesis Distribution's *Real Stories of the Highway Patrol* came in a close second with a 3.3/8. Twentieth's other sweeps success was the off-network performance of *The Simpsons*, which averaged a 7.5/13 in metered markets, 7% more than its year-ago showing.

Peter Tortorici, former president, CBS Entertainment, has joined the Carsey-Werner Co. in an untitled position in which he will participate in the production of the company's series. Tortorici, who left CBS last year after Leslie Moonves was brought in to run the network's programming activities.

UPN placed a full season order of 22 episodes of *Moesha* for next season in addition to two additional episodes for this season. The Tuesday, 8 p.m. series, is averaging a 4.1 rating/6 share in Nielsen household numbers. It is produced by Big Ticket Television.

CBS has ordered five more episodes of *Due South* from Alliance Communications. That brings to 18 the number ordered by the network this season. It airs on Friday at 8 p.m.

King World's *Rolonda* will keep on talking for a fourth season this fall. The strip, which garnered a 2.3 average household rating in Nielsen's metered markets during

the February sweeps, has been renewed in 60% of the country.

Freedom Communications Inc. is selling its Orange County NewsChannel to Century Communications, which owns one of the larger cable systems in Los Angeles area. Century plans to broaden the scope of the service to appeal to the entire market.

Michael Diamond has been named to newly-created position of executive VP, corporate communications, New World Communications Group. Diamond also will continue to serve as executive VP/general counsel.

Basic cable networks scored prime time gains during the February sweeps, while the four major broadcast networks lost ground compared with last February's sweeps, according to a Cabletelevision Advertising Bureau analysis of Nielsen data. Cable networks' combined prime time February ratings totaled an 18.0, an 18.4% increase over 1995's 15.2.

The new telecommunications law might mean consolidation and job losses in the near term, FCC Commissioner Andrew Barrett said last week. Addressing a symposium at the DePaul University College of Law in Chicago, Barrett said the new law might lead to an oligopoly of two or three voice, video and data providers.

Closed Circuit

WASHINGTON

Budget proposal

The White House has proposed a budget that includes a plan to raise \$17 billion through broadcast spectrum auctions in 2002. Under the Clinton administration plan, every broadcaster in the nation would be given a second channel in order to make the transition to digital service. The analog channel would be sold in 2002, although broadcasters would be allowed to use the spectrum until 2005. If the auction of analog channels did not raise the \$17 billion, broadcasters would pay a onetime spectrum fee to make up the difference. Also last week, the Senate Budget Committee scheduled a budget hearing for March 14 on broadcast spectrum auctions. The hearing jumps the gun on spectrum hearings planned by both the House and Senate Commerce committees and could set off a turf war. Commerce Committee members have been increasingly vocal in recent weeks, claiming that spectrum auctions should be a telecommunications policy issue, not a budget issue.

Floodgates

FCC officials last week were preparing to ship their order on broadcast ownership to the commissioners for a vote. As part of its implementation of the 1996 Telecommunications Act, the commission is preparing orders to eliminate the 12-station TV ownership cap and to raise local radio limits. Sources last week predicted that the orders would be ready for consideration by the commissioners within days. Broadcasters, meanwhile, are anxious to see the FCC issue the new rules so they can proceed with station transactions. "There are a lot of people who are ready to sign," says one industry source.

Minority plan

CBS Affiliates Advisory Board Chairman Ralph Gabbard made a personal pitch to FCC Chairman Reed Hundt on a new minority employe placement program that stations could implement

and possibly gain some points come renewal time. The program would set up the NAB as a clearinghouse of sorts for data on minority students serving as interns at stations across the country. Stations would monitor the progress of their interns and file reports to the clearinghouse that other stations could review when looking for candidates. Gabbard says the program would greatly help stations in mid-America, especially those outside major urban areas, that have a hard time getting response to their minority-recruitment efforts. Hundt is said to favor the idea.

HOLLYWOOD

News magazine nixed

One of Roger Ailes's first big decisions in his new job as chairman of Fox News was to give a thumbs-down to the pilot for a prime time news magazine developed by *A Current Affair* producers John Tomlin and Bob Young. Sources say the project was pitched as a revival of *The Reporters*, a news magazine that aired on the network in 1988-90. Fox had hoped to launch a *Dateline NBC*-style show in June, but sources close to the situation say it's unlikely that Tomlin and Young will have a new concept ready to roll before fall.

NEW YORK

Cablevision extension

Cablevision Systems will have another year to decide whether to put up its half of the \$1.009 billion purchase price for Madison Square Garden. There had been speculation that Cablevision might pull out of its partnership with ITT Corp. as the March 10 deadline for its decision approached, but ITT agreed to an extension until March 17, 1997. Cablevision spokesman Charlie Schueler says: "We intend and expect to become fully invested" in the partnership. The MSG assets include Madison Square Garden, the New York Knicks and Rangers sports teams and a regional sports network.

Keeshan returns

Bob Keeshan (Captain Kangaroo) is developing a show about grandparenting for Prime Life Network. The series will reunite Keeshan with Prime Life Chairman/CEO Michael Eisenberg and other CBS veterans now running the New York-based cable network. Keeshan's children's show was a fixture on CBS's morning schedule for 29 years (1955-84) before being moved, squeezed and eventually bumped to make room for *CBS Morning News*. No word on whether grandparenting tips from *Grandfather Clock* will be solicited for the new cable show.

Disney departing iGuide

Anthea Disney, editor-in-chief of the iGuide Internet service, will be leaving shortly, according to a source close to the joint venture. But word is she'll be moving to another prominent editorial post in Rupert Murdoch's publishing empire. Her departure would complete a rapid exodus of top management from iGuide, including top executive Scott Kurnit, who is headed to Egypt for a long vacation. Meanwhile, News Corp. has hold of the reins, with MCI a very silent partner since it recently allied with Microsoft. News Corp. is continuing to work on bringing another partner into the deal, with Oracle Corp. the most likely candidate.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"It's a guy from the IRS. He needs some help."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$189. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600)

Over. And out?

We prepared another fire-and-brimstone editorial this week inveighing against the V-chip and the dangers of a government takeover of television—but decided not to run it. Our say has been said on that subject, and it's time to move on.

The industry—albeit with a legislative gun to its head—has spoken. There will be a ratings system. Happily, last week's announcement was vague enough to allow room for expert refinement before it's graven into the vertical blanking interval. This week's issue presents just such an offering (on page 9, from Al Schneider, the longtime chief censor for ABC), and we commend it to the new task force. At least one element suggested here last week—self-rating or labeling of programming at the source—appears to have been incorporated into the initial formula, to our gratification.

We confess to some initial puzzlement over the choice of the MPAA's Jack Valenti as the czar of all ratings everywhere. But in this era of convergence he is a statesman above suspicion who can broker an agreement among competing media, and if he can erect a heat shield for television—as he has for the movies—then more power to him. While he's at it, if he can somehow fashion a window for even more adventurous TV, we'd be grateful. Our ambition has always been to empower broadcasting as a first-class medium in all respects, second to none in the arts.

Given the *fait accompli*, the right way for television to proceed is to hope for the best and expect the worst. There is nothing inherently wrong with the V-chip; it is essentially a dumb technology. There is nothing wrong with the industry erecting a voluntary ratings system; that falls within the orbit of its own First Amendment—even this page brushed up against that idea last year. The problem will come when the government seeks to use that ratings system to influence or control programming to suit its purposes. As sure as the sunrise, that will happen. And then we'll discover whether

there's any intestinal fortitude left in the Fifth Estate.

We think it not too soon to suggest that—once the new television ratings system is up and running—Congress consider repealing the law that volunteered it in the first place. Think how much more comfortable we and the First Amendment would feel to have that genie back in the bottle.

Unfinished business

The same broadcasters who waited until Congress passed a law before they did something about violence and sex won't want to tarry until they get hit with a club on children's TV. Time is running out on the current FCC (and with it the one-vote advantage that has encouraged broadcasters to stonewall that issue), the new renewal cycle is coming and the political temperature is heating up. As this page noted some weeks ago, it is time for the industry to come up with a voluntary children's initiative that will make a difference. As we read the temper of the FCC, it need not be a quantitative standard—just a worthwhile one.

It was FCC Chairman Reed Hundt who told broadcasters (in his maiden speech to the Association of Independent TV Stations in January 1994): "I respectfully submit that any business makes a big mistake when it ignores the views of its customers." He was speaking of violence at the time, and he struck a parallel between TV's denial on that issue and Detroit's denial on automobile safety.

This page didn't agree with Hundt at the time, and we were wrong. Television was already in more trouble than we knew. But we've since come to emphasize that responsibility is as high a priority as the First Amendment, and that broadcasters must be scrupulous in their public trusteeship. By the same token, public servants must be just and reasonable in their demands. Chairman Hundt should drop his three-hours adamancy, and the industry should make its move. Maybe Jack Valenti has a spare afternoon.

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Broadcasting & Cable

The Newsweekly of
Television and Radio
Founded 1931

Neal Vitale, group vice president

Cahners Publishing Company

Robert L. Krakoff, chairman-CEO Reed Elsevier Inc.

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Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

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Daily	5/1/96	4/19/96	4/22/96
Post-NCTA	5/6/96	4/26/96	4/29/96

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The Newsweek of Television and Radio
& Cable

A COMMITMENT ... TO LIFE

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

Friday, December 29, 1995

The chance of a Lifetime for breast-exam device

LIFETIME Television's commitment to fighting breast cancer took a giant step forward last week when the Food and Drug Administration granted approval to the Sensor Pad, a device designed 10 years ago to assist women in conducting breast self-exams.

"Thanks to Lifetime, we have the best-known product not to have been on the market," said Val Mullens, speaking for the device's manufacturer, Inventive Products.

This past year, Lifetime mounted a massive campaign to increase awareness of breast cancer and its prevention, which culminated in a two-hour celebrity-studded entertainment special, "Lifetime Applauds: The Fight Against Breast Cancer," which aired earlier this month.

Lifetime is a proud leader in the fight against breast cancer. And we're especially proud to be making a difference.

Expect even more commitment from us in the coming year ... including sponsorship of The Susan G. Komen Breast Cancer Foundation's 1996 Race for the Cure® Series.

There's one thing you can be sure of: We won't stop fighting until we've won.

Lifetime
Television for Women