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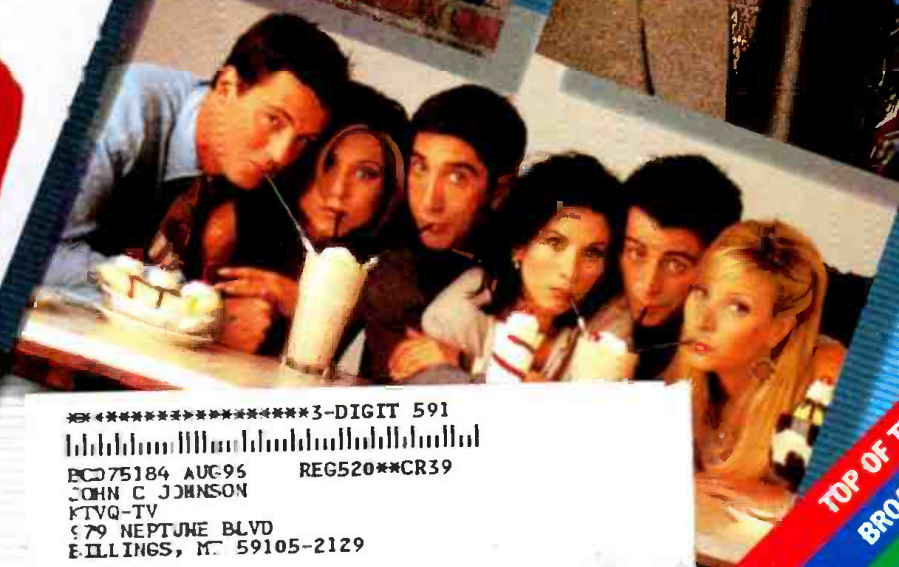
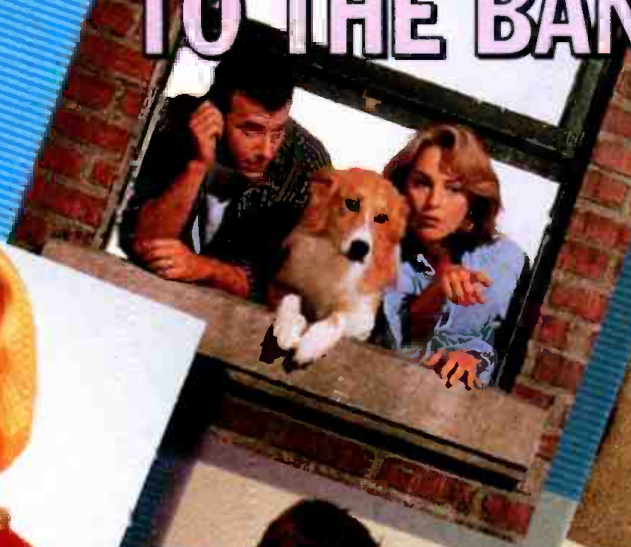
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Broadcasting & Cable

The Newsweekly of Television and Radio

VOL. 126 No. 14 65th Year 1996 A Carriers Publication

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TOP OF THE WEEK / 5
BROADCASTING / 31
CABLE / 43
TECHNOLOGY / 57

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Fast Track

Must Reading from
**Broadcasting
 & Cable**
 April 1, 1996

TOP OF THE WEEK / 5

Broadcasters spy victory in digital war The effort to auction the digital spectrum has run out of political steam. Although broadcasters now are optimistic that they will get the second channel free, they wonder how long they will be allowed to keep it. / 5

Inching toward consensus on kids TV Both sides of the contentious children's TV debate are warming to a suggestion by FCC Commissioner Rachelle Chong that broadcasters offer their own commitments on children's educational TV programming at license renewal time. / 8

TCI posts \$79 million loss Cable giant Tele-Communications Inc. posted a net loss of \$79 million in fourth quarter 1995. Blamed were cable system upgrades and investments in DBS and other emerging technologies. / 14

Fields questions FCC's new role House Telecommunications Subcommittee Chairman Jack Fields is worried that the FCC may overstep its authority in implementing the 1996 Telecommunications Act. / 18

Justice studies Jacor buys The Justice Department is asking for additional information about Jacor Communications' \$950 million purchases of Noble Broadcast Group and Citicasters. Of particular interest is Jacor's plan to own a TV station and seven radios in Cincinnati. / 20



The end of Andrew Barrett's six-year run as an FCC commissioner was uncharacteristically quiet. / 8

BROADCASTING / 31

CBS kills 'Murder' *Murder, She Wrote* will not return for a 13th season. That was among the decisions made last week by CBS, as was an early pickup of *Cybill*. / 32



Jessica Fletcher is bowing out. / 32

Infinity stations go to Paxson Paxson Communications reportedly is paying up to 30 times cash flow to relieve Infinity Broadcasting of three Orlando, Fla., radio stations. The deal is part of Paxson's plan to dominate radio in the Sunshine State. / 38

Westwood takes ratings heat Westwood One has been criticized for submitting outdated ratings for its network audience share to media buyers. / 41

CABLE / 43

Second operator enters Chicago 21st Century Cable TV will compete with TCI for a large portion of the Chicago cable market. The company says it can fight overbuild by also offering additional services. Meanwhile, in two other Illinois towns, incumbent operators are resisting telco Ameritech's entry into cable. / 44, 50

AT&T enters DBS business AT&T has kicked off its partnership with DIRECTV, selling DBS equipment and programming to its 90 million long-distance telephone customers. / 48

Telemedia

Beam me up, Sky Station

Start-up venture Sky Station International wants to create a worldwide communications system with 250 geostationary "sky stations." / 54



Sky Station plans a fleet of these platforms. / 54

TECHNOLOGY / 57

Near-VOD gets closer The Tele-TV telco partnership has placed orders for digital file servers to provide near-video-on-demand in three markets. / 58

WETA plans 'station of future' Public station WETA-TV Washington will build a complete HDTV broadcast station by mid-1998. The plant will be an HDTV beta site where members of Congress, broadcasters and others can view the "station of the future." / 60



'Frasier' (above) and 'Grace Under Fire' are expected to be top off-net draws in 1997-98. / 24

COVER STORY: SITCOMS '96

Big-buck sitcoms deliver *Seinfeld* and *Home Improvement* continue to dominate in syndication. Broadcasters who paid near-record license fees say they haven't been disappointed with their investment. That's good news for everyone in the business. Cover by Mike Hill / 22

Cable originals Avoiding the formulaic route, cable networks are offering comedy series described as "sitcoms with a twist." The pay-TV channels are among the more active networks developing such series. / 29

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No doubt about digital

Broadcasters appear to have carried the day

By Christopher Stern

The effort to auction the digital spectrum has run out of political steam—and a rival proposal to complete a forced march to digital by 2005 is running out of time.

Senator John McCain (R-Ariz.), the leading supporter of the so-called upfront digital auction, all but conceded defeat last week. "About this time next year, some court will order the FCC to begin giving free licenses to incumbent broadcasters, allowing them to use the ATV digital spectrum," McCain said.

And Senate Majority Leader Robert Dole (R-Kan.), who labeled as "corporate welfare" plans to give every TV station in the country a second channel, has been silent on the issue since earlier this year when he threatened to derail the 1996 Telecommunications Act over spectrum auctions.

Since Dole has hit the presidential campaign trail, Senate Budget Committee Chairman Pete Domenici (R-N.M.) and House Commerce Committee Chairman Thomas Bliley (R-Va.) have risen to broadcasters' defense. Both have endorsed the FCC's tentative plan to give broadcasters the second channel gratis for at least 15 years.

The spectrum clearly is valuable, with estimates of its worth ranging from \$12 billion to \$70 billion.

Domenici's endorsement was particularly welcomed by broadcasters, since congressional interest in spectrum auctions is driven largely by Republican efforts to balance the federal budget in seven years.

But the impasse between the White House and Congress over a balanced budget makes that goal seem much

more difficult to attain. Broadcast lobbyists last week said that any weakening in the resolve to balance the budget is good news for broadcasters who want to avoid bidding for the second channel at an auction.

"It looks good. Now I hope we can

National Telecommunications and Information Administration chief Larry Irving says the plan to move broadcasters off the analog channel by 2005 has little to do with budget goals. Irving argues that a speedy transition to digital will free the spectrum that broadcasters now use to be put on the auction block.

He cites the 250,000 jobs created by the cellular industry as the impetus for putting the analog spectrum up for auction. "If you hold off for 15 years, it will be five years [that] the economy will not get that boost," Irving said at a recent congressional hearing.

Forcing broadcasters to complete the digital transition between 1998 and 2005, is not unreasonable, Irving said last week.

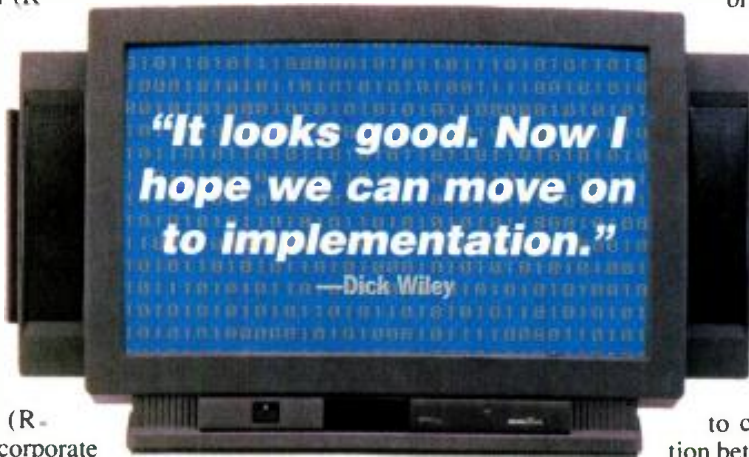
"That's a full seven years—that's a lot of time in the marketplace," said Irving.

Although National Association of Broadcasters President Eddie Fritts has not declared victory, he credits the industry rank-and-file for responding to the crisis.

"The broadcaster rose to the call to arms. One by one, they took the Congress into their stations and showed them: 'Here's what we do; this is the imprint we make on our communities,'" Fritts says.

But Fritts cautions: "As long as they need money, [members of Congress are] going to rumble around and leave no stone unturned until they find what they are looking for."

Proponents of spectrum auctions also say it's too early to count them out. "I think this is a marathon, not a sprint," says the Media Access Project's Gigi Sohn. "One way or another, there is no way broadcasters will keep the spectrum for 15 years." ■



move on to implementation," said Dick Wiley, who chaired the FCC's Advisory Committee on Advanced Television Service. The committee last November recommended a digital TV system to the FCC as the nation's next broadcasting transmission standard.

Although broadcasters now are optimistic that they will get the second channel free, they wonder how long they will be allowed to keep it.

An alternative proposal to an upfront digital auction would force broadcasters to complete the transition to digital television by 2005.

The White House originally pitched the proposal as a 10-year transition plan, but under the most optimistic scenario, the first commercial digital signal will not begin broadcasting until 1998—leaving the industry and consumers only seven years to complete the expensive migration to digital. Given the shortened time frame, several observers say, there is little chance the proposal will survive in its current form.

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AND MORE TO COME!

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ROSIE O'DONNELL



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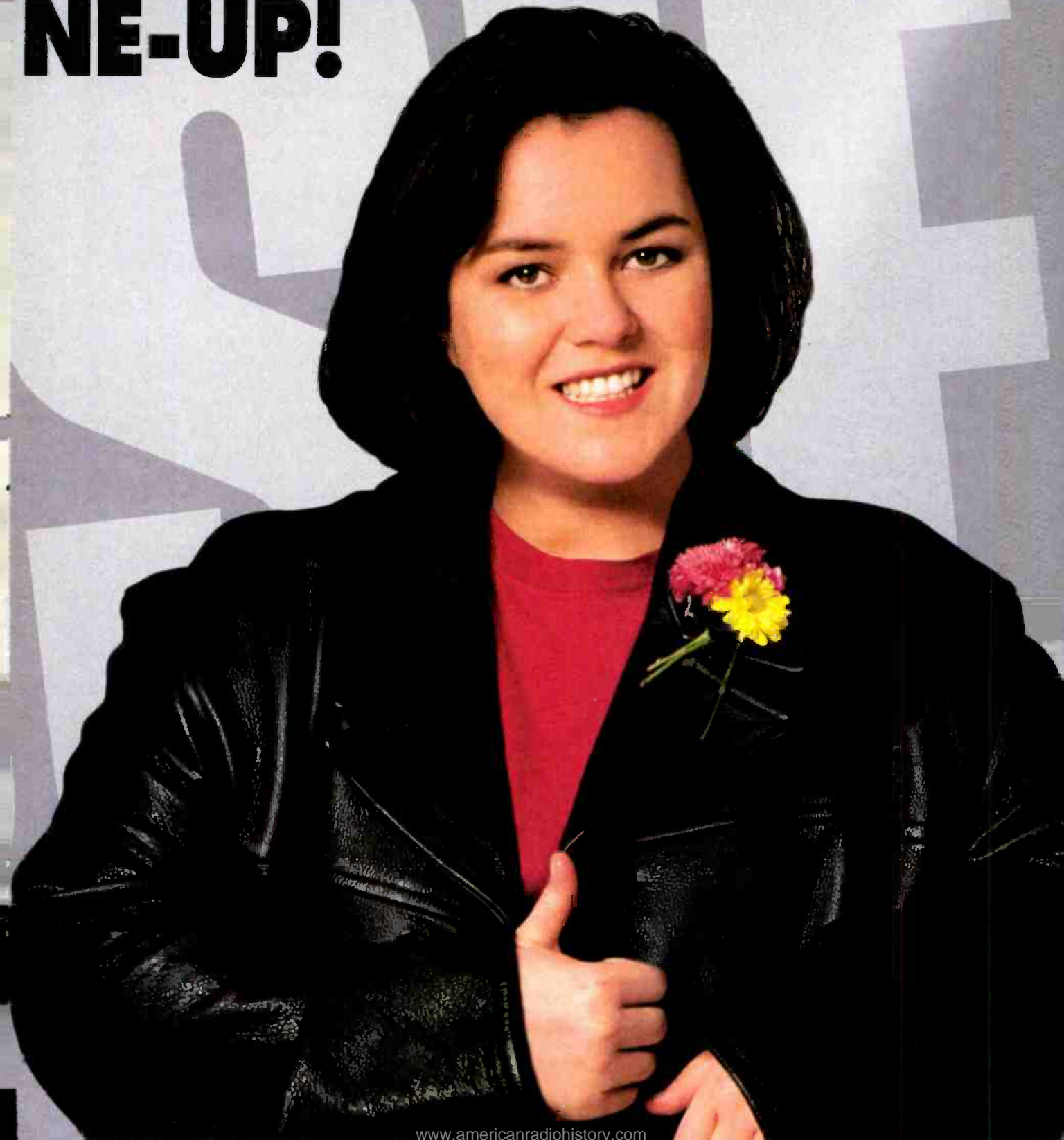


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Coming to consensus on kids TV

Chong's 'promise vs. performance' idea gains favor at FCC

By Chris McConnell

Both sides of the contentious children's TV debate are warming to a suggestion that broadcasters offer their own commitments on children's educational TV programming at license renewal time.

"I'm very encouraged about our ability to make progress," FCC Chairman Reed Hundt said of the plan, which Commissioner Rachelle Chong discussed last Friday during an address to the New York City Chapter of American Women in Radio and Television.

"If the broadcaster meets those commitments for its next license term—that's the performance part—the broadcaster would be deemed to have met its [Children's Television Act] obligation at renewal time," Chong said.

"I think Commissioner Chong is getting into the mix," said Hundt, who last year also proposed that the broadcasters in each community develop a "Contract for Kids and Community" in which they would make commitments intended to fulfill the CTA requirements.

FCC Commissioner Susan Ness added the proposal merits further discussion and refinement.

FCC Commissioner James Quello also voiced support for the plan. He said the idea goes further than he would prefer, but he wants to settle the issue.

But exactly what broadcasters would need to promise to win renewal still is

EYE TO EYE ON PROMISE VS. PERFORMANCE

"I suggest that each broadcaster tell us what it intends to do to meet its [Children's Television Act] commitment for the coming license term...."

If the broadcaster meets those commitments...[it] would be deemed to have met its CTA obligation at its next renewal time."



Rachelle Chong, March 29, 1996

"Broadcasters could tell their audience at the beginning of their licensing period what they intend to do for kids and the community they serve."

Then we at the FCC could base their license renewal on their success or failure in performing as they had promised."



Reed Hundt, July 27, 1995

unclear. Commissioners Rachelle Chong, Andrew Barrett and James Quello have opposed including any quantitative standard in a children's TV rule, while Hundt and Ness have pushed for one, if only as a processing guideline that would leave other options open for obtaining a license renewal.

"In the words of The Beatles, 'Come together, right now, over three,'" Hundt said last week, adding that he still wants a "basic floor" of three weekly hours of children's television on which the industry will stand.

Hundt also indicated a willingness to establish that floor as a de facto license renewal standard rather than as a for-

mal commission rule. "I'll win this case any which way I can," he said.

Any effort to push a three-hour standard through the renewal process will meet resistance from Quello, who last week said he will be examining any FCC action on the renewal applications that will begin arriving at the commission in June. "If [Hundt] has the time to look at it, so does my staff," Quello said.

Ness added that the promise-versus-performance idea still does not address how the commission will treat past performance or whether the commission will be able to inspect station compliance with any pledge during the course of the license term rather than only at renewal time.

Other elements of Chong's children's TV plan call for narrowing the definition of children's TV, improving the dialogue between broadcasters and communities, and requiring broadcasters to offer narrative statements about how they have complied with the act through programming and other efforts.

Others at the FCC counter that the commission already suggested such moves in its rulemaking proposal on children's TV rules last April and that the Chong proposal—absent its promise vs. performance element—represents nothing new.

Original or not, the NAB prefers such ideas to a quantitative standard and late last week offered a general endorsement of Chong's proposal. ■

Barrett leaves the FCC



The end of Andrew Barrett's seven-year run as an FCC commissioner came in an uncharacteristic way—quietly.

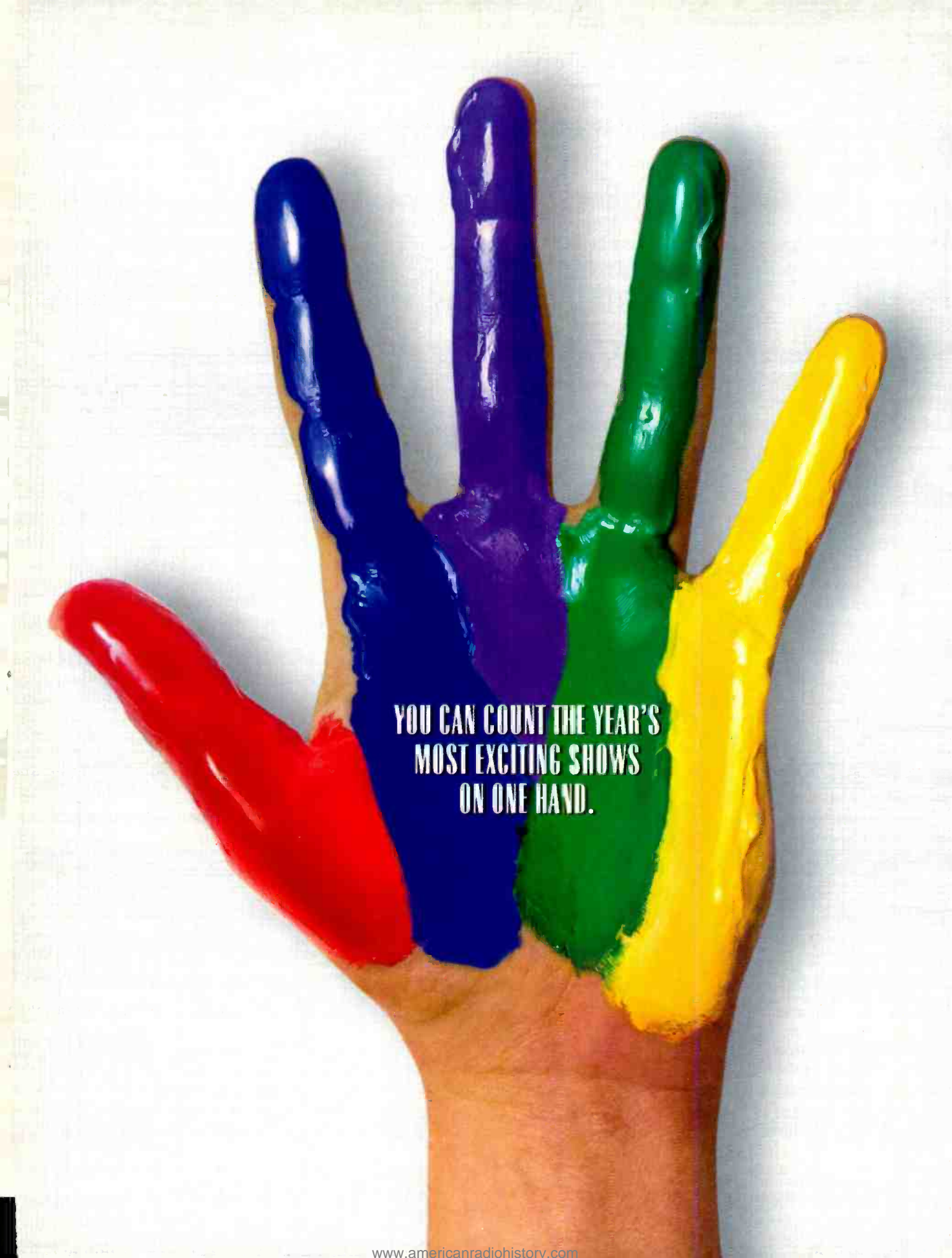
News that yesterday (March 31) would be his last at the agency came last Friday, in the form of a two-page press release from Edelman Public Relations Worldwide announcing that Barrett was joining the firm's Washington office.

"It's been a lot of fun, but it's over," Barrett said.

With ethics rules barring him from lobbying the FCC for a year, Barrett says he will help Edelman's telecommunications clients on Capitol Hill and at state public utilities commissions. Before his appointment to the FCC in 1989, he served on the Illinois PUC for nine years.

The firm's media clients include AT&T, the Newspaper Association of America, Time Warner, HBO and Microsoft.

—HAJ

A close-up photograph of a human hand with the palm facing the viewer. Each of the five fingers is painted a different, vibrant color. From left to right, the colors are red, blue, purple, green, and yellow. The paint is thick and glossy, covering the entire surface of each finger. The background is a plain, light-colored surface.

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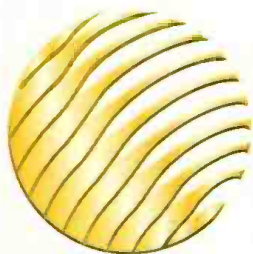
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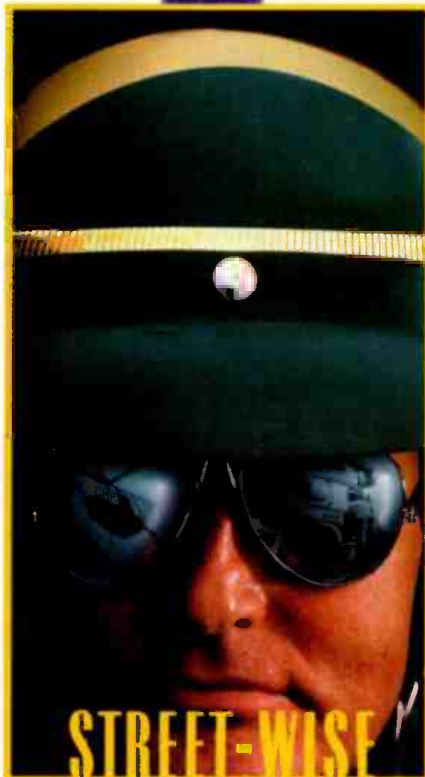
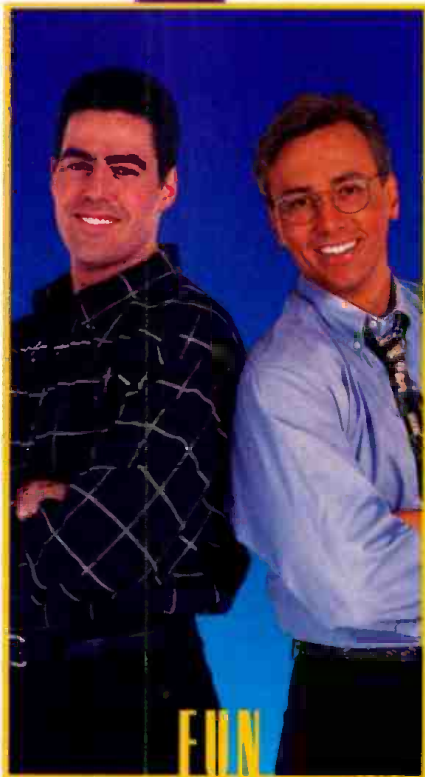
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91% / 161 Mkts

TCI posts 4Q loss of \$79 million

System upgrades, DBS investments cited; company spells out roll-out plans for rest of year

By Rich Brown

Cable giant Tele-Communications Inc. suffered a net loss of \$79 million in fourth quarter 1995, partly due to upgrades of the company's cable systems as well as investments in direct broadcast satellite TV and other emerging technologies.

The financial community should "stand by" to see how various new TCI business initiatives like digital TV and online business will perform, says Barney Schotters, TCI's senior vice president, finance. Schotters outlined roll-out plans for various new services last week, but declined to give specific company expectations for the emerging technologies: "Until people vote with their pocketbooks, I think it's dangerous to speculate."

Among the 1996 roll-out plans:

- Wireline telephony will be introduced to TCI customers in Arlington Heights, Ill., in third quarter 1996, followed shortly thereafter by rollouts in Hartford, Conn., and the Bay Area of California.

- Wireless personal communications services (PCS) carried through TCI's partnership with Sprint Spectrum are expected to be offered in 25 markets by the end of the year.

- High-speed cable modems being tested by the company in Sunnyvale, Calif., will be offered to Bay Area customers sometime during the third quarter. The company plans rollouts shortly thereafter in Connecticut and Illinois.

Schotters says the modems will allow for connection speeds 750 times that of existing 14.4 modems and will retail in the \$350 price range.

- Primestar, the medium-power DBS service owned by TCI and other MSOs, hopes to announce within two months plans regarding a possible switch to high-power service. Schotters says Primestar serves 590,000 customers and expects to grow to between 900,000 and 1 million subs by the end of 1996. Primestar was modestly profitable last year, but lost \$1 million in fourth quarter 1995, says Schotters. The company paid \$25 million in commissions during fourth quarter 1995 to cover new-subscriber acquisition.

- Digital TV offering improved picture quality and increased channel capacity will be introduced on TCI sys-

tems late in the fourth quarter, most likely starting in Connecticut and then expanding to California and Illinois. Schotters says TCI expects to begin receiving orders on the long-delayed digital cable box by late in the third quarter.

TCI spent \$980 million on system upgrades in 1995 plus \$260 million on maintenance. Schotters says the goal is to bring the "vast majority" of TCI's systems to 550 mhz within the next three to four years. Capital expenditures in 1996 are expected to be slightly lower than those of last year, says Schotters.

TCI revenue grew from \$4.9 billion to \$6.9 billion between 1994 and 1995 including results of Liberty Media. The company posted a net loss of \$171 million in 1995 versus a profit of \$62 million in 1994. Operating cash flow, the

TCI: STATEMENT OF OPERATIONS (\$ MILLIONS)

	3 months ended		12 months ended	
	12/31/95	12/31/94	12/31/95	12/31/94
REVENUE				
Basic cable	\$826	\$698	\$3,170	\$2,751
Other regulated	63	52	232	188
Regulated revenue	\$889	750	\$3,402	2,939
Premium services	213	191	852	751
Pay Per View	25	22	105	88
Advertising	84	65	263	205
Primestar by TCI	89	17	207	30
Other	77	60	289	305
Total Revenue	\$1,377	1,105	\$5,118	4,318
EXPENSES				
Programming	\$240	204	\$944	832
Other operating	173	131	624	483
S, G & A*	462	294	1,507	1,202
Total Expenses	875	629	3,075	2,517
Operating Cash Flow	\$502	476	2,043	1,801

* Sales, general & administrative Note: Figures do not include results of Liberty Media programming assets. **Graphic by Broadcasting & Cable**

Viacom waits for IRS to approve cable spin-off

It would take an accounting degree to figure out whether TCI expects to pull off its long-delayed \$2.25 billion purchase of Viacom Cable.

TCI said in a 10K filing with the Securities & Exchange Commission last week that it is not probable the company will be able to complete the agreement, leading to speculation that the deal is near collapse. However, TCI officials say they are describing the deal as "not probable" for accounting purposes only and are still awaiting the deal's completion.

By declaring the deal "not probable," TCI is not required to provide extensive pro forma financials on the planned acquisition. In fact, a TCI spokesperson says the deal has been considered "not probable" for accounting purposes since it was announced.

The final holdup now appears to be an expected ruling

by the IRS on the tax-free nature of the agreement. Because the deal is structured as a spin-off rather than a sale, Viacom will escape paying millions in capital-gains taxes. An IRS ruling is needed by July 26 to meet a drop-dead deadline set between the two companies, according to Barney Schotters, senior vice president, finance, TCI.

Viacom first revealed a tentative agreement to sell the company's cable systems to TCI in November 1994. The original plan was to sell the systems to a TCI-related partnership under the minority tax certificate program. But that deal fell through with the collapse of the controversial tax program, sending TCI and Viacom back to the drawing board. Last July, the companies reached a new deal that was expected to give TCI control of Viacom's 1.2 million subscribers by first quarter 1996.

—RB

means by which cable system operations are typically measured, grew from \$1.8 billion in 1994 to \$2.0 billion in 1995.

Looking ahead, TCI expects monthly revenue gains of \$20 million beginning in June as a result of subscriber rate hikes around the country. There could be some delays in implementing the changes because some of the rate hikes have been challenged, says Schotters.

TCI's cable subscriber base grew by 463,000 in 1995, a 4.2% boost. A bigger subscriber base and rate hikes helped the company's regulated basic cable revenue grow 15.2%, from \$2.7 billion in 1994 to \$3.2 billion last year. Nonregulated revenue, including pay per view and advertising, grew to \$1.7 billion in 1995, a 24% jump over the previous year. TCI cable systems serve 12.5 million subscribers nationally. ■

Liberty revenue up, profit down in '95

TCI programming arm Liberty Media Group saw revenue of \$1.54 billion in 1995, representing a slight increase over the \$1.48 billion a year before. Net losses for the company in 1995 were \$56 million, compared with a profit of \$135 million in 1994.

Wall Street analysts say the results came as little surprise, given the earlier announced weak fourth quarter performance of Home Shopping Network. Liberty results include consolidated subsidiaries HSN and Encore Media (which reported 1995 operating cash flow of \$10 million versus a loss of \$2.5 million in 1994); TBS distributor Southern Satellite Systems; C-Band distributor Netlink USA, and certain regional sports networks.

Liberty's financial results do not reflect the company's many nonconsolidated subsidiaries, including Turner Broadcasting System, International Family Entertainment, Silver King Communications, BET Holdings, QVC, Discovery Communications, Court TV, E! and various regional sports networks. —RB

TelQuest wants into DBS game

Canadian company seeks FCC approval to offer programming to MMDS operators

By Jim McConville

TelQuest Ventures LLC plans to become a distributor of direct broadcast satellite and wireless cable TV services to MMDS companies by early 1998.

TelQuest last week filed an application with the FCC for a satellite uplink station license to offer DBS and wireless service in the U.S. through its satellite carriage agreement with Canadian-based Telesat Canada.

TelQuest plans to provide video services using up to 22 transponders on a Telesat satellite at the full CONUS (continental U.S.) 91-degree west orbital slot that's scheduled to launch in fourth quarter 1997, followed by a second satellite in first quarter 1998.

Privately held TelQuest is principally owned by Jared E. Abbruzzese, chairman of New York-based CAI Wireless Systems.

CAI Wireless is 45% owned by Bell Atlantic and Nynex, which last year agreed jointly to invest \$100 million in CAI Wireless in exchange for rights to use its wireless systems to offer digital video programming starting later this year.

CAI Wireless last week spent \$48.8 million to acquire 32 microwave wireless licenses during the first-ever FCC auction of microwave broadcast spectrum. Market licenses bought by CAI

include New York, Boston and Atlanta.

CAI Wireless currently has no direct interest in TelQuest, but has an option to acquire up to 15% of the company.

TelQuest executives say they have no plans to join with CAI Wireless

partners Nynex and Bell Atlantic. "There's no connection between TelQuest and Bell Atlantic and Nynex; we're not in discussions with them now," says William Sprague, TelQuest's chief financial officer.

Sprague says TelQuest plans to provide digital video services to MMDS, small cable operators and telephone companies: "We'd like to provide a full package of services to help some of the smaller players in the marketplace. We're primarily focusing on MMDS providers."

Despite the projected 1998 delivery, Sprague says that TelQuest will compete with existing DBS players. "Working with MMDS providers who can provide local programming provides us with a competitive product."

Industry sources say TelQuest last year began pitching its "digital head-end in the sky" proposal of DBS and digital wireless services to telcos and wireless companies.

One wireless executive says TelQuest approached several companies, including Bell Atlantic. "We looked at that idea months ago but couldn't make that thing work," the executive says. "There [are] already too many [DBS] players. To think of someone coming in with a Canadian orbital slot who wasn't going to get to market quickly, I just couldn't picture it." ■

DBS lineup

TelQuest is the seventh company to enter the U.S. DBS business. The other six:

Alphastar—Stamford, Conn.-based Tee-Comm Electronics Inc. plans to introduce service later this month.

DIRECTV—Hughes Electronics began offering service in June 1994; claims 1.3 million subscribers.

Echostar—Owned by Denver-based backyard dish distributor of same name; service plans launch this spring.

Primestar—TCI and other top cable operators launched service in July 1994. They claim 800,000 subscribers.

USSB—Sharing satellite with DIRECTV, service counts 800,000 subs. Hubbard Broadcasting is principal.

MCI/News Corp.—Joint venture of long-distance telephone company and Fox parent is planning fall 1997 launch.

Source: *Broadcasting & Cable*

CTAM spars over combat show

Merits of 'Ultimate Fighting' disputed by panelists

By Michael Katz

At the Cable Telecommunications and Marketing Society's pay per view and interactive convention in Orlando, Fla., last week, what began as a panel discussion on the image of pay per view turned into a verbal brawl over cable operators' right not to show combat events and the public's right to watch them.

Leo Hindery Jr., managing general partner of InterMedia Partners, attacked the ethics of Bob Meyrowitz, president of Semaphore Entertainment, which produces the controversial combat event *Ultimate Fighting Championship*.

"I reacted to *Ultimate Fighting* because of my own outrage," says Hindery, who has refused to show the event on his systems. "If I will show this, why not show bullfighting, cock-fighting or even L.A. gang-fighting between the Crips and the Bloods? This is simply wrong stuff."

Meyrowitz defended the public's right to watch the event and said that Hindery's stance was tantamount to censorship. "You are entitled not to like the event," Meyrowitz told Hindery, "but just because you don't like it, it is un-



Disagreeing over carriage of 'Ultimate Fighting' were (l-r) Leo Hindery Jr., Playboy's James English, Hugh Panero and Bob Meyrowitz.

For more CTAM PPV conference coverage, see page 50

American to say no one can watch it."

Meyrowitz also said that banning the events would be inconsistent with allowing other sporting events, which he claimed were no less violent than *Ultimate Fighting*, to be shown. "What is it you find so much better about boxing that you find so much worse about *Ultimate Fighting*?" he asked. "What the critics ignore is that no one has gotten hurt in *Ultimate Fighting*."

Hugh Panero, president of Request Television, acknowledged Hindery's right not to carry the events, but supported Meyrowitz's stance refuting *Ultimate Fighting*'s over-violent reputation and warned of the dangers of banning the events.

"There [are] only five minutes of uncomfortable violence; the rest of it is

fairly boring," said Panero. "My problem is that when you start down this road of picking out this sport as a scapegoat, it may have a chilling effect on other kinds of things that we want to do."

Hindery said he has received letters of complaint about pulling the event and that he has lost

some business from the decision: "We've gotten some carry-it-or-else letters. I hope this costs us money because I think the company needs to know there's a price to be paid for taking a stance." ■

New World loses less in 1995

New World Communications Group reported a net loss of \$29 million in 1995 as operating expenses, the cost of acquisitions and debt, outpaced revenue gains.

Preferred-stock dividend payments of more than \$5 million put the total loss to common stockholders at more than \$34 million. In 1994 the comparable losses were \$47.7 million and \$50 million, respectively. The results were revealed in the company's annual report for 1995, filed with the Securities and Exchange Commission last week.

The company reported operating income of \$42.3 million in 1995, almost seven times the amount reported for 1994 (\$6.6 million), on a 52% revenue gain, to \$605 million.

It attributed the gains to TV station acquisitions during the year and a boost in TV program production and distribution sales.

New World's total television station revenue increased 24%, to \$376.7 million. Production and distribution revenue climbed dramatically during the year as well—by 140%, to \$228 million. —SM

Rysher, Scripps make distribution pact

Scripps Howard Productions has signed a two-year, worldwide distribution deal with Rysher Entertainment that could lead to a partnership in domestic first-run.

Cox Communications-owned Rysher will handle domestic and international distribution for all Scripps Howard Productions programming following the initial network broadcasts. Formed in 1993, the production arm of the Scripps Howard station group has focused on specials and made-for-TV movies, some of which may be distributed by Rysher internationally as theatrical releases.

SHP now has 50 hours of production in development at various networks, including a two-hour pilot for a potential NBC drama series, *The Prosecutors*, starring Stockard Channing. SHP's past productions include *Tycoon*, the profile of Microsoft Chairman Bill Gates that aired as an NBC News special last May, and the TV movie *Shadow of a Doubt*, also a ratings-grabber for NBC last year.

Although SHP will remain focused on network production, the distribution deal with Rysher could lead to an expanded partnership involving first-run syndication. —CL

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ON A ROLL



80% SOLD



82% SOLD



WORLDVISION

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Nielsen beefs up diary base

By Steve McClellan

In a move being heralded by some broadcasters, Nielsen Media Research is expanding its local-market diary samples by at least 15% by next fall. And, if local stations agree to finance a portion of the cost, Nielsen will expand the local-market diary base by a total 50% (or approximately 1 million diaries) during the next two years.

Company president John Dimling also reports that the diary is being redesigned in a move to make it more user-friendly. But the timetable for implementing the redesign is uncertain, Dimling says. Recruiting techniques also are being examined in an effort to boost cooperation rates, he says.

Under the expansion plan, revealed to reporters last week, Nielsen would

foot the cost of increasing the local-market diary base by 15%, to a total 2.3 million diaries nationwide, by next November. The expansion Nielsen says, will start in May with an initial 10% increase, followed by a 5% expansion by November.

How much expansion occurs beyond the initial 15% will depend on the level of support Nielsen receives from stations, the company says. In order for the diaries to increase 50% in any market, the unanimous consent of all the stations in that market will be required.

And the expansion to 50% will come at a cost to stations—a 3% increase for stations in diary-only markets and a 2% hike for metered markets.

Nielsen declined to say how much the expansion would cost, other than to say it would be in the millions. Dimling did say Nielsen would pick up "significantly more than half," of the cost.

Many broadcasters have been clamoring for more local-market diaries. Everybody, including Nielsen, agrees that more diaries equate to greater accuracy in ratings. Dimling says a 50% expansion in the diary base would translate to a 25% boost in the reliability of the ratings, while a 15% expansion would

make the ratings 7.5% more reliable.

In some markets, the diary base is small and results in wide swings in ratings for some shows and dayparts. That was a focus of harsh criticism directed at Nielsen by Fox Television Chairman Chase Carey last January.

And Fox wasn't giving any ground last week. "Bad data based on larger samples is still bad data," said Preston Padden, Fox's president for network distribution. "Because there is so much at stake, Fox remains committed to pressing for more meaningful remedies."

Other broadcasters reacted more favorably to Nielsen's plan last week, although some stations were guarded in their praise and wanted to hear from Nielsen directly on cost impact before making any public statements.

The plan won the support of the Television Bureau of Advertising, which has not been shy about criticizing the ratings company for inconsistencies in its numbers and for failing to be responsive to client complaints.

"By taking these steps now, Nielsen is addressing the problem," says TVB president Ave Butensky. "The ultimate win for advertisers, agencies, stations and reps is for Nielsen to get it right." ■

FIRST-QUARTER CABLE RATINGS: 1996 vs. 1995 (3/24/96-3/25/95)

	Prime Time (Mon.-Sun., 8-11 p.m.)				Full Day (Mon.-Sun. 24 Hrs.)			
	1Q 1996		1Q 1995		1Q 1996		1Q 1995	
	Rtg	HH(000)	Rtg	HH(000)	Rtg	HH(000)	Rtg	HH(000)
USA	2.2	1,468	2.6	1,622	1.1	724	1.2	746
TBS	2.1	1,434	2.0	1,260	1.3	897	1.2	793
TNT	2.0	1,317	1.6	997	1.1	726	1.0	628
NICK	1.8	1,202	1.6	968	1.6	1,063	1.4	843
LIFE	1.7	1,074	1.3	788	1.0	810	0.8	452
A&E	1.4	874	1.1	680	0.9	566	0.8	485
ESPN	1.4	920	1.4	876	0.8	523	0.7	441
WGNC	1.4	543	1.2	426	0.7	277	0.7	250
TOON	1.3	313	1.6	207	0.9	217	1.1	145
FAM	1.3	850	1.1	642	0.5	340	0.6	345
DISC	1.2	824	1.2	762	0.7	438	0.6	408
CNN	0.9	586	1.3	855	0.5	332	1.2	765
TNN	0.9	593	1.1	684	0.5	354	0.5	331
FX	0.7	173	0.7	NA	0.5	124	0.5	NA
BET	0.6	267	NA	NA	0.3	155	NA	NA
MTV	0.6	378	0.6	365	0.5	303	0.5	280
TLC	0.6	261	0.6	183	0.4	180	0.4	110
PREVU	0.5	200	0.4	144	0.3	108	0.2	76
SCI-FI	0.5	146	0.8	146	0.4	103	0.5	88
TWC	0.5	279	0.3	162	0.4	285	0.3	153
COM	0.4	93	0.3	80	0.3	80	0.2	101
E!	0.3	130	0.4	118	0.3	103	0.3	110
VH1	0.2	95	0.2	93	0.3	140	0.3	128
HLN	0.3	204	0.3	181	0.3	196	0.3	180
CMT	0.2	81	0.3	78	0.3	96	0.4	107

Source: Nielsen data supplied by networks. All ratings based on coverage homes for each network. **Graphic by Broadcasting & Cable**

Viewers flock to basic cable

Almost all the basic cable networks posted hefty ratings growth in first quarter 1996, with Magic Johnson, O.J. and original cable movies leading the way.

Black Entertainment Television scored big with its O.J. Simpson interview, while Turner-owned TNT parlayed Magic Johnson's NBA return and its original movies into strong numbers.

For top-rated USA Network, the quarter (ended March 24) was a good news/bad news scenario. USA remains the top-rated cable network for the seventh consecutive quarter, with an average prime time rating of 2.2 (1,468,000 homes), according to A.C. Nielsen data supplied by various cable networks. The bad news: Other cable networks are gaining. Each of the top 10 highest-rated cable networks posted overall audience increases, except USA, which dropped 8% from last year.

The top-rated cablecast during the quarter was *NBA on TNT's* coverage of the Feb. 2 game between the Chicago Bulls and Los Angeles Lakers (featuring a Magic Johnson vs. Michael Jordan matchup), which earned a 7.1 rating and 4,745,000 households. Close behind was BET's Jan. 24 O.J. interview (6.9 rating/3.1 million households). TNT's two-part Civil War miniseries *Andersonville* (March 3-4) was the highest-rated original cable movie in the quarter, producing a 6.7 rating the first night and a 6.4 the second. —JM

Notes: BET defines its total day as Mon.-Fri., 9 a.m.-4 a.m.; Lifetime defines total day as M-F, 7:30 a.m.-2 a.m., Sat./Sun., 10 a.m.-1 a.m.; A&E's total day is Mon.-Sun., 9 a.m.-3 a.m.; Discovery's and TNN's total day is Mon.-Sun., 9 a.m.-3 a.m.; TLC's total day is Mon.-Fri., 6 a.m.-3 a.m., Sat./Sun., 9 a.m.-3 a.m.; all other networks are 6 a.m.-6 a.m. NA—not available.

Sitcoms shine; mixed bag for talk

Most magazines struggle, with 'ET' an exception, according to Petry analysis

By Steve McClellan

In syndication, the February sweeps proved to be another boffo book for the two new off-network sitcoms, *Home Improvement* and *Seinfeld*, largely at the expense of first-run magazines—*Entertainment Tonight* being an exception—and game shows.

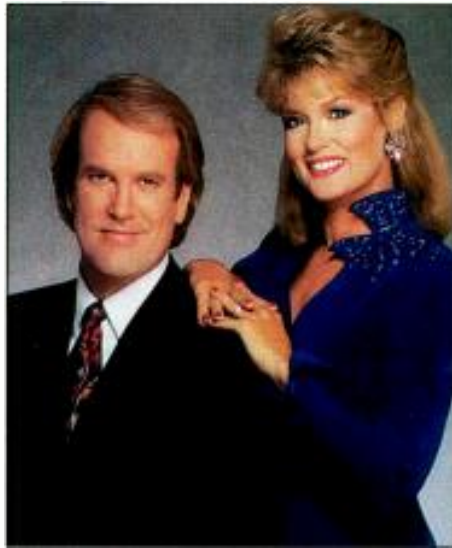
In the talk show arena, the younger-skewing newcomers suffered declines, while veterans such as *Oprah*, *Montel* and *Sally Jessy Raphael* turned in solid performances. One veteran, *Geraldo Rivera*, was down in spite of—or perhaps because of—the implementation of the show's so-called viewers' bill of rights (see commentary, page 35).

That's according to a Petry Television analysis of syndicated program performance during February, based on Nielsen's local market reports for the month. (All the ratings numbers in this report are based on the Petry rundown; not reported are shows with fewer than 20 clearances in a daypart, unless noted.)

Home Improvement did a 10 household rating/18 share in access, boosting year-ago time period ratings averages by 43%. The show posted double-digit gains in the key demographics. Among women 18-34, it scored an 8.2 rating, up almost 40% over year-ago access time periods; among men 25-54, *Improvement* did an 8 rating, a 60% improvement over a year ago.

Seinfeld finished second among sitcoms in access and first among sitcoms in late night. In access, the show averaged an 8.7/14, boosting year-ago time period ratings averages by 34%. The show also had double-digit demo gains across the board. In late night, where it was cleared in 112 markets, *Seinfeld* averaged an 8.7/14, up 34% in rating, with double-digit demo gains. Finishing second and third, respectively, in the late-night sitcom derby were *Roseanne* (4.3/13) and *Cheers* (3.9/12).

The Simpsons and *Coach* were tied for third among sitcoms in access, with a 6.9 rating, although *Coach* averaged a 12 share and *Simpsons* a 10. Rounding out the top five sitcoms in access was *The Fresh Prince of Bel-Air* (5.6/10). (For more on sitcom performance, see cover story, page 23.)



'Entertainment Tonight' was the only access magazine to gain in a key demo during the February sweeps.

Wheel and *Jeopardy!* continue to erode in access, but also continue to deliver the two highest household performances among syndicated series. *Wheel* garnered a 15.1/28 versus its 16.1/30 a year ago. Its biggest audience is 55-plus, where it did a 24/42. *Jeopardy!* did a 13.7/24 in access versus a 14.7/26 a year ago. Like *Wheel*, its biggest audience by far is with persons 55-plus, where it did a 20/34.

Most of the magazines in access struggled compared with a year ago, and all were down in the key demographics. Dick Kurlander, vice president and director of programing, Petry Television, attributes the declines to "saturation of the news and information market. People are running to sitcoms to escape."

Entertainment Tonight was first among magazines in access, with a 7.6/13. *ET* was the only access magazine to show a gain in a key demo—it was up 10% with women 18-34. *Inside Edition* was second, with a 7.1/13, down about 10% in household rating from a year ago. *Hard Copy* and *Extra* were tied for third in household rating, with a 5.7. *Copy* had a 10 share, but was down 24% in household rating. *Extra* had a 9 share and was down 6% in household rating. *Current Affair* and *America's Most Wanted: Final Justice*, rounded out the top five, but neither is returning next season.

In early fringe, *Day & Date*, already

renewed for next year, continued to struggle. It averaged a 2.9/11, down 22% in household rating.

Oprah Winfrey was first, as usual, among early fringe talk shows, posting a 4% year-to-year household rating gain in February, to a 9.4/27, with modest increases across most of the key demos.

Montel Williams had an exceptional book, according to Petry, finishing second in early fringe with a 5.2/18, up 5 household share points, and with solid demo gains among young men and women 18-34 and women 25-54.

Maury Povich and *Sally Jessy* tied for third in early fringe, with a 4.9 household rating, although *Povich* averaged a 20 household share compared with *Sally's* 16. *Maury* was down 11% in household rating in the daypart; *Sally* was up 9%.

Ricki Lake and *Jenny Jones* tied for fourth in the early fringe household ratings race, with both down year to year. Each averaged a 3.3/11, with *Ricki* down 33% in household rating versus the previous February and *Jenny* down 27%.

Geraldo was seventh in early fringe, averaging a 3.1/7, down 18% in household rating. *Ricki*, *Jenny* and *Geraldo* each suffered double-digit declines in the key demos.

In daytime, *Regis and Kathie Lee* was again the top talker, with a 5.5/25, basically flat from a year ago. *Sally* and *Maury* were tied for second, both with a 3.6 rating, versus the 3.9 rating both shows registered a year earlier. *Jerry Springer* was third, with a 3.1/12, down 26% in household rating from a year ago.

Among hour strips, *Star Trek: TNG* averaged a 3.6/11 in early fringe, down about 30% in household rating from year-ago time period averages. The trend was the same for the show in prime time.

In early fringe, *Baywatch*—the strip—posted a 2.8/9, down 20% in household rating from year-ago time period averages.

America's Funniest Home Videos averaged a 3.5/7 in early fringe, up 13% from year-ago ratings averages. In access, the show averaged a 2.9/6, down about 20% in household rating. ■

FCC grilled on new role

Telcomsubcom chairman Fields and others say commission needs restructuring in wake of new law

By Chris McConnell

House Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex) is worried that the FCC may overstep its authority in implementing the 1996 Telecommunications Act.

During a wide-ranging discussion last week of the FCC budget, functions and pending rulemaking procedures, Fields asked FCC Chairman Reed Hundt if the commission has considered a plan to provide pagers to the homeless as part of its implementation of the act's universal telecommunications service provisions. Fields said such a plan would go far beyond the intent of Congress.

"This type of consideration I would consider a distraction," he added. Fields raised the issue during a hearing on reforming the FCC at which all five commissioners testified.

Hundt denied knowledge of any pager proposal, although he said the commission should be allowed to explore methods of making telecommunications services more widely available. Fields pointed to language in an early draft of the commission's universal service plan referring to the provision of service to highly mobile groups. And commissioners James Quello and Rachele Chong said they had seen or heard of such language in earlier drafts of the proposal.

"Anything that's discussed, we know about," Fields said. Hundt did not object to that, but also pointed to the commission's tasks in interpreting the new law's provisions in a limited time period.

While Hundt pushed for more funding during the hearing, lawmakers questioned the commissioners about ways to eliminate commission functions or reallocate resources. "There can be little doubt that widespread reform of the FCC is in order," said Representative Michael Oxley (R-Ohio). Fields said he hopes Congress will consider legislation this year to reform the FCC. The commissioners replied that any radical overhaul of the FCC should await implementation of the new law. Some lawmakers voiced sympathy with the argument: "This is not the

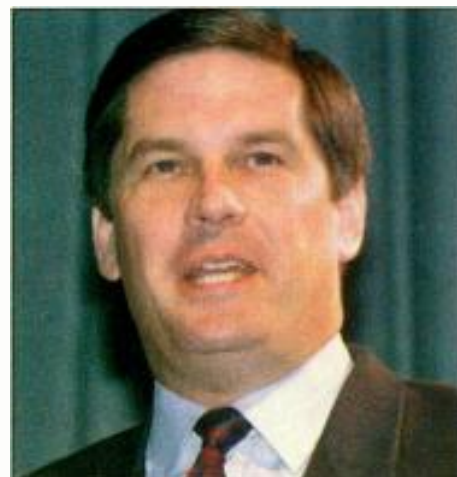
time to strangle the FCC," said Representative Bill Richardson (D-N.M.).

Other lawmakers focused on the commission's ongoing work in interpreting both the Telecommunications Act and other laws. Fields queried the commissioners about the children's TV proceeding and asked when the matter will come up for a vote.

Hundt said that he hopes the FCC will resolve the issue before the next round of TV license renewal applications hits the commission, but offered no prediction on when a vote will occur. "There's no question the commission is seriously divided on this issue," he added.

Later in the hearing, Hundt and the other commissioners engaged in a 30-minute debate of the issue after Representative Edward Markey (D-Mass.) pointed to President Clinton's endorsement of a three-hour minimum on children's educational TV.

Commissioner Andrew Barrett countered, saying that such a letter does not justify a change in commission policy and insisted there are more important



Fields cautions the FCC against going too far.

social issues than the amount of educational children's television aired by broadcasters. Quello also objected to quantifying a children's TV requirement while Commissioner Susan Ness explained her preference for a processing guideline, in which broadcasters could meet a children's TV "safe harbor" standard or satisfy the Children's Television Act through other efforts.

Chong related her proposal to resolve the issue with a narrowed definition of children's TV and an increased reporting requirement on children's TV for broadcasters. She also told lawmakers the commissioners are at an impasse in efforts to reach an agreement. ■

Fields gives ultimatum to public broadcasters

Says his funding plan is their only choice

By Elizabeth Rathbun

Representative Jack Fields (R-Tex.) has warned public broadcasters to get behind his plan for the future funding of public TV—or else.

And he seems determined to place their future squarely in their laps: "I'm not going to put my colleagues in the House—Republicans or Democrats—in the position that *we're* the ones who shut down public broadcasting," says Fields, chairman of the House Telecommunications Subcommittee.

Public broadcasters had leaped to oppose Fields's bill—offered in February after 10 months of negotiation between members of Congress and

public broadcasting leaders—to use the proceeds of an auction of vacant non-commercial broadcast channels to set up a \$1 billion trust fund. Public broadcasters said that \$1 billion isn't enough to support their system.

But if public broadcasters don't agree to his bill, Fields said he will turn over the auction idea to the House Budget Committee. "We are at the edge of not doing anything on this issue this year," Fields told public broadcasters gathered last Monday in Arlington, Va., for a meeting sponsored by public TV's lobbying arm, America's Public Television Stations. Fields spoke by satellite from Texas.

Fields said that public broadcasters have until early May to get behind

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No vacancy?

Estimates of the money that could be raised by an auction of the nation's 343 vacant, noncommercial TV channels vary from \$202 million to \$2.3 billion. That range is so wide because of the many variables, including whether each channel is "paired" with an advanced-TV channel and whether each channel's city of license (COL) is moved. Network affiliation also comes into play.

Assuming that the licenses are converted to commercial licenses, here are several fund-raising scenarios presented to Representative Jack Fields by the National Telecommunications and Information Administration:

If channels fill this bill...	...this amount will be raised
Independent, no change in COL, 36% have ATV pair	\$202 million
All V's and 20% of U's affiliate with UPN or WB, no change in COL, 36% have ATV pair	\$258 million
Independent, new COL, 36% have ATV pair	\$392 million
All V's and 20% of U's affiliate with UPN or WB, new COL, 36% have ATV pair	\$490 million
Independent, no change in COL, all have ATV pair	\$712 million
All V's and 20% of U's affiliate with UPN or WB, no change in COL, all have ATV pair	\$1.372 billion
Independent, new COL, all have ATV pair	\$1.395 billion
All V's and 20% of U's affiliate with UPN or WB, new COL, all have ATV pair	\$2.3 billion

Source: National Telecommunications & Information Administration

him. After that, "I'm not going to allow the spectrum to sit there and the federal government not get some value from it," he said. "We do have a number of commercial entities that are interested in it." He said the auction would generate more than \$2.3 billion.

There are no alternatives for the future funding of public broadcasting, Fields said. Any other proposal he has heard of would be a tax—which he would not support—or would have to go toward lowering the federal deficit.

Fields seemed to take personally public broadcasters' criticism of his bill. "We have tried to find a way to be very accommodating and come up with a solution," he said. "There are times we questioned your sensitivity toward us."

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) told the group (also by satellite, but from New York) that some proceeds from a digital-spectrum auction may come to them. "I'm willing to keep [that] in mind," Pressler said, if the controversial auction happens. ■

Justice Dept. studying Jacor buys

Antitrust division seeks more details of proposed purchases of Citicasters and Noble

By Christopher Stern

Jacor Communications' \$950 million shopping spree has caught the attention of the Justice Department, which has asked for more information about the deals, according to information filed by Jacor with the Securities and Exchange Commission.

If Jacor completes its planned acquisition of Citicasters Inc. and the Noble Broadcast Group, it will own 50 radio stations, including seven in Cincinnati and eight in Denver. It also has asked the FCC for a waiver to the rules barring a broadcaster from owning TV and radio stations in the same market in Tampa, Fla., and Cincinnati.

The Justice Department's antitrust division is particularly concerned about Jacor's plans to own a TV station in Cincinnati in addition to seven radio stations, sources say. In Tampa, Jacor has asked for permission to own a TV in addition to six radio stations.

Jacor's expansion comes in the wake of the Telecommunications Act of 1996 which eliminated the national ownership cap and greatly relaxed the local ownership rules. The act also

authorizes Justice to review deals for potentially anticompetitive effects. Jacor announced the deals shortly after President Clinton signed the act into law last February.

In a March 22 SEC filing, Jacor acknowledged that Justice had requested additional information about its recent plans to acquire Citicasters and Noble. Executives at Jacor, Noble and Citicasters had not returned calls at press time.

The Jacor deal is widely regarded as a test case for Justice and is being followed closely by the radio industry. "We don't quite have Jacor's market concentration yet, but I'm certainly not saying we wouldn't try to," said Robert Sillerman, CEO of SFX Broadcasting.

Sillerman, like other radio executives and lawyers, argued last week that it would be impossible for a radio-only company to excessively influence a market: "Even if you owned all the radio stations, there is no possibility you could come close to having the influence over advertising that video purveyors and newspapers do."

"To suggest that radio is an isolated medium just isn't a cogent argument," said Randy Mays, vice president/trea-

surer, Clear Channel Communications. "It seems to me that you define a market based on total local advertising. With newspapers controlling 50% of the market, it seems absurd to impede us, even if we control 20% of the advertising revenue."

Emmis Broadcasting Corp. Chairman Jeffrey Smulyan said he is not surprised by the Justice Department's interest in the Jacor deals, which are among the first in what is expected to be a larger trend of concentration in the radio industry. "We knew once consolidation took place, the Justice Department would take a look," he said.

Smulyan is confident Justice will approve the deal once it examines the facts. Like other executives, Smulyan was quick to point out that radio accounts for only 7% of the national advertising market.

One Washington-based antitrust lawyer said that Justice will be able to put what it learns in the Jacor investigation to use when similar deals are made. Jacor "shouldn't be surprised because this is a whole new area for the antitrust division, said Robert Burka, partner at Foley & Lardner. ■

FCC makes new migratory list

Commission chooses 87 stations to move to new frequencies

By Chris McConnell

The FCC has issued a new plan for allowing 87 AM stations to migrate to the expanded AM band.

The commission chose the stations from more than 700 applicants for the AM frequencies between 1605 and 1705 khz. Agency officials have selected stations that they think will most improve broadcasting conditions in the existing AM band by moving to the expanded band.

The list is the second attempt to select stations for the AM band migration. In 1994 the commission proposed a list of 79 stations to make the move, but it had to tear up the allotment plan after broadcasters pointed out errors in the database that the FCC

used to generate the list.

FCC officials have plugged the corrected information into their formula for calculating an "improvement factor" for each station seeking to move to the new frequencies.

The commission plans to invite comments on its new band proposal before adopting a final list. Once a final list is adopted, the FCC will allow each station making the cut 60 days to apply for a construction permit on the allotted channel.

"We're hopeful this will become the final list," AM Branch Chief Jim Burtle says of the latest allotment plan. But he adds that the commission likely will not be able to begin accepting construction permits for the new channels before this summer. Burtle points to the large num-

ber of stations not making the expanded band list and says he expects to see petitions to reconsider the list.

Burtle also speculates that the commission was able to include eight more stations on this list than were on the previous plan because of changes in a U.S.-Mexico radio treaty.

The commissioners, meanwhile, denied a group of petitions to reconsider processes the FCC used to generate its allotment plan. Commissioner Andrew Barrett issued a concurring statement voicing concerns that the FCC has ignored some arguments for equitable treatment in its expanded-band policies.

"I once again urge my colleagues to seriously consider the impact that such policies will have on small and minority-owned businesses," Barrett said. ■

Expanded AM band allotment plan

Call	Location	Channel		Call	Location	Channel		Call	Location	Channel	
		Old	New			Old	New			Old	New
KALT	Atlanta, Tex.	900	1610	WGOD	St. Thomas, V.I.	1090	1640	KKEL	Hotbs, N.M.	1480	1670
WJRZ	Toms River, N.J.	1550	1620	KOJY	Costa Mesa, Calif.	540	1650	KSOS	Brigham City, Utah	800	1670
WGYJ	Atmore, Ala.	1590	1620	WAOK	Atlanta	1380	1650	KLOQ	Merced, Calif.	1580	1680
WAMJ	South Bend, Ind.	1580	1620	WPMH	Portsmouth, Va.	1010	1650	WHWH	Princeton, N.J.	1350	1680
KRIZ	Renton, Wash.	1420	1620	KWHN	Fort Smith, Ark.	1320	1650	WKTP	Jonesborough, Tenn.	1590	1680
WTAW	College Station, Tex.	1150	1620	KSVP	Artesia, N.M.	990	1650	WXTO	Winter Garden, Fla.	1600	1680
KQKE	Soledad, Calif.	700	1620	KTMT	Phoenix, Ore.	880	1650	KSLM	Salem, Ore.	1390	1680
KHRT	Minot, N.D.	130	1620	KCFI	Cedar Falls, Iowa	1250	1650	WSFN	Muskegon, Mich.	1600	1680
KJCK	Junction City, Kan.	1420	1620	KTKK	Sandy, Utah	630	1650	KMLB	Monroe, La.	1440	1680
WKZQ	Myrtle Beach, S.C.	1520	1620	KKLS	Rapid City, S.D.	920	1650	KBNA	El Paso	920	1680
KECN	Blackfoot, Idaho	690	1620	WJDM	Elizabeth, N.J.	1530	1660	KCOL	Fort Collins, Colo.	1410	1680
WRRR	Frederiksted, V.I.	1290	1620	KRCX	Roseville, Calif.	1110	1660	KBRF	Fergus Falls, Minn.	1250	1680
KNBA	Vallejo, Calif.	1190	1630	WGIV	Charlotte, N.C.	1600	1660	WBIT	Adel, Ga.	1470	1690
WRDW	Augusta, Ga.	1480	1630	WCHQ	Camuy, P.R.	1360	1660	WDDD	Johnson City, Ill.	810	1690
KSVE	El Paso	1150	1630	WKRG	Mobile, Ala.	710	1660	WPTX	Lexington Park, Md.	920	1690
KCJJ	Iowa City	1560	1630	WQSN	Kalamazoo, Mich.	1470	1660	KRGI	Grand Island, Neb.	1430	1690
KHVN	Fort Worth	970	1630	KZOK	Seattle	1590	1660	KFVR	Crescent City, Calif.	1310	1690
KSHY	Fox Farm, Wyo.	1530	1630	KRZI	Waco, Tex.	1580	1660	KAPR	Douglas, Ariz.	930	1690
KOQO	Clovis, Calif.	790	1640	WMIB	Marco Island, Fla.	1480	1660	KSTR	Grand Junction, Colo.	620	1690
WSYD	Mount Airy, N.C.	1300	1640	WREN	Topeka, Kan.	1250	1660	KAHI	Auburn, Calif.	950	1700
WTRY	Troy, N.Y.	980	1640	KRKS	Denver	990	1660	WSVA	Harrisonburg, Va.	550	1700
WVMI	Biloxi, Miss.	570	1640	KQWB	Fargo, N.D.	1550	1660	WZNN	Rochester, N.H.	930	1700
KPHP	Lake Oswego, Ore.	1290	1640	KBLU	Yuma, Ariz.	560	1660	WCMQ	Miami Springs, Fla.	1210	1700
WKSH	Sussex, Wis.	1370	1640	KHPY	Moreno Valley, Calif.	1530	1670	WEUP	Hurtsville, Ala.	1600	1700
KURV	Edinburg, Tex.	710	1640	WRCC	Warner Robins, Ga.	1600	1670	KAST	Astoria, Ore.	1370	1700
KCRC	Enid, Okla.	1390	1640	WLWV	Salisbury, Md.	960	1670	WONX	Evanston, Ill.	1590	1700
WWHL	Cocoa, Fla.	1350	1640	KBTN	Neosho, Mo.	1420	1670	KIDR	Phoenix	740	1700
KLXX	Bismarck/Mandan, N.D.	1270	1640	WTDY	Madison, Wis.	1480	1670	KNRB	Fort Worth	1360	1700
KWFM	Tucson, Ariz.	940	1640	KHTE	Redding, Calif.	600	1670	KDDR	Oakes, N.D.	1220	1700

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The syndicated performances of 'Seinfeld' and 'Home Improvement' have not disappointed broadcasters, who paid near-record prices for the sitcoms.



Big-buck sitcoms deliver the bang

'Seinfeld,' 'Home Improvement' get good numbers; PTAR repeal opens market to affiliates

By Cynthia Littleton

February was a good month for broadcasters who started making payments on *Home Improvement* or *Seinfeld* last year. So was last November.

The demographic ratings generated by the two blockbuster sitcoms in the last two sweeps periods speak for themselves. More important, broadcasters who ponied up near-record license fees for the shows say they haven't been disappointed with their investments.

Many industry veterans say the overnight success of Buena Vista Television's *Home Improvement* and Columbia TriStar Television Distribution's *Seinfeld* in syndication this season has sent the market for off-network sitcoms soaring to a level not seen since the days of *Cosby* and *Who's the Boss?* Industry analysts say that's good news for everyone in the business, even if the sitcoms are stealing viewers from established leaders in the first-run

arena.

"Having *Home Improvement* and *Seinfeld* work as well as they have has been kind of like a sigh of relief for broadcasters," says Derek Baine, TV analyst with Paul Kagan & Associates. "Broadcasters' share of the market is deteriorating more rapidly than people thought, and this will help stave off the loss of viewers from the proliferation of channels on cable. The pricing and performance of *Home Improvement* and *Seinfeld* will affect future buying trends."

Fortuitously, the off-net sitcom boom comes at a time when deregulation has opened up the playing field in the richest segment of the market—Big Three affiliates in the top 50. Come September, those stations no longer will be barred from running off-network shows in one of the most lucrative dayparts by the soon-to-expire prime time access rule.

Another factor heating up the off-network market is the abundant supply of strong network performers set to

enter the marketplace during the next two years. This fall will mark the off-net launch of *Mad About You*, *Martin* and *Hangin' with Mr. Cooper*, followed by *Frasier*, *Grace Under Fire*, *Boy Meets World* and possibly *The Nanny* in 1997 and the phenomenal *Friends* in 1998.

But while those shows look like hot prospects on paper, there's no guarantee they'll work as well outside of the controlled environment of a network prime time schedule. That's why *Home Improvement* and *Seinfeld* have caused such a stir.

"It's just been like a one-two knockout punch for our competition," says Steve Carlston, general manager of Fox-owned KSTU(TV) Salt Lake City, which bought both sitcoms. "We're getting 9s and 10s in all key demos, and the shows have only gotten stronger since November."

As in many markets, the triple- and double-digit growth that KSTU is enjoying with the sitcoms appears to be coming at the expense of entrenched access

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leaders *Wheel of Fortune* and *Jeopardy!*, along with some of the magazine shows.

"The demos for [*Wheel* and *Jeopardy!*] and most of the magazine shows are down across the board," says Bill Carroll, director of programming for Katz Television.

"It's part of the natural cyclical downturn that takes place with any aging show, but it's been exacerbated this season by the introduction of these two sitcoms. *Home Improvement* has performed to a point where, in some cases, the least visible station in the market is becoming the dominant player in key younger demos."

According to local Nielsen Station Index weighted averages for the February sweeps, *Home Improvement* averaged a 7.3 with adults 18-34, a 7.2 with adults 18-49 and a 7.1 with adults 25-54. *Seinfeld*, which posted higher November-to-February gains than did *Home Improvement*, pulled in a 7.1 with adults 18-34, a 6.5 with adults 18-49 and a 6.3 with adults 25-54.

Dick Robertson, president of Warner Bros. Domestic Television Distribution, says those numbers have helped

win back some of the 18-to-49 business from the independents."

History almost dictated that a show with the broad appeal and network track record of *Home Improvement* would be an off-network smash. Buena Vista Television pulled out all the stops last year with a \$90 million promotional campaign and a special episode, "Thanks for the Memories," produced strictly for the series' off-network debut.

"We would have been shocked if the show did not perform," says Janice Marinelli, Buena Vista's senior vice president of sales. "We broke new ground in the market with the dollars this show generated when [off-network] license fees had been flat for years."

On the other hand, *Seinfeld*'s potential in syndication was discounted by some for a perceived lack of appeal with teens and kids. The show's better-than-expected performance has laid to rest most of those concerns and has created a new niche for adult-oriented ensemble comedies, says CTTD President Barry Thurston.

"*Seinfeld* has expanded the overall

rating garnered by Twentieth Television's *The Simpsons* is outpacing the strip's first-season household average by 17%, although its demo performance dipped last month in year-to-year comparisons. Warner Bros.' *Fresh Prince of Bel-Air*, also in its second off-net year, is holding its own this season with a 5.7 household average and a strong showing among adults



The clearance lineup for 'Mad About You' this fall is 'as good or better' than that of 'Seinfeld.'

ages 18-34.

With a 5.4 household rating in its fourth year in syndication, Carsey-Werner's *Roseanne* has earned its place alongside *Cheers*, *M*A*S*H*, *Happy Days* and other perennial off-network favorites, many observers say. This season, *Roseanne* has averaged a 3.2 or better with adults 18-34, 18-49 and 25-54, giving Carsey-Werner the confidence to seek one minute of barter time per week for the first two years of its second cycle, which begins in 1998.

Twentieth Television's *Cops* is proving that the original is still the favorite reality series with viewers, along with other long-haul performers such as CTTD's *Married...With Children* and MCA Television's *Coach*.

In what may be a sign of changing viewer tastes, the two family comedies introduced last fall—Warner Bros.' *Step by Step* and Buena Vista's *Blossom*—haven't generated much heat with adults. That may help free up early fringe slots for Warner Bros.' older-skewing *Hangin' with Mr. Cooper*, part of ABC's TGIF lineup since



With the repeal of the prime time access rule, Big-Three affiliates are now able to bid fiercely for blockbusters such as 'Friends.'

fuel WBTD's precedent-setting sales blitz with *Friends*. Big Three affiliates that passed on *Home Improvement* and *Seinfeld* because PTAR kept them from realizing the greatest return now are bidding fiercely against traditional independents to nail down the next big offerings.

"A lot of affiliates are getting killed by these sitcoms," says Robertson. "Now that they don't have to compete with one hand tied behind their back, affiliates are looking at the availability of a show like *Friends* as a chance to

market for [off-net] sitcoms," Thurston says. "Advertisers have more options with these young-adult situation comedies coming into their own. *Mad About You* [CTTD's 1996 off-network entry] will have a clearance lineup as good as or better than the lineup we delivered for *Seinfeld*."

While the industry's attention has been focused on *Seinfeld* and *Home Improvement*, last season's off-network success story has remained a consistent performer in its second year.

The 6.3 season-to-date household

1993. The show is cleared for a fall start in 69% of the country.

Although geared toward an urban, young-adult audience, Warner Bros.' off-Fox entry *Martin* could be a sleeper next season, thanks in part to the burgeoning movie career of its star, Martin Lawrence, industry forecasters say.

Lawrence's trademark ribald humor may push the envelope for airings of *Martin* outside of late night, but station reps and others say the show shouldn't have any problems running in early fringe or access on Fox, WB and

UPN affiliates. *Martin* is cleared for a fall off-network debut in 81% of the country.

CTTD's *Mad About You* probably will be the most closely watched among next season's off-network newcomers, as license fees for the NBC hit are said to have topped \$1.5 million per episode. Buyers for the show, which is cleared in more than 95% of the country, include 11 Big Three affiliates in the top 50 markets.

Another new off-network entry last fall was MTM Television's *America's Funniest Home Videos*. ABC's long-

running video clip series doesn't fit the strict definition of a situation comedy, but it does make 'em laugh. In February, the show averaged a 3.4 in households and a 2.3 with adults 18-49.

Clearances for *America's Funniest Home Videos*, sold to stations in a two-year, cash-only deal, have climbed from 79 markets in early January to 114 markets this month. MTM recently scaled a major clearance hurdle with a sale to Fox-owned WNYW(TV) New York, which runs the show at 6 p.m. as a transition from talker *Montel Williams* into a sitcom block led off by *Roseanne*. ■

Laughter rolls on in off-net

Sitcoms face a changing market, but handicappers still see plenty of funny money in genre

By Steve Coe

The off-network market for sitcoms is in for some changes, fueled by the end of the prime time access rule, the decreasing number of time periods and the anticipated greater involvement of cable networks in acquiring sitcom product.

One thing that hasn't changed is the continuing hot market for half-hour comedies. Columbia TriStar Television Distribution's *Mad About You* and Warner Bros.' *Martin* will debut this fall, although the buzz that attended the launches this season of CTTD's *Seinfeld* and Buena Vista's *Home Improvement* will be a hard act to follow. And in fall 1997, Paramount's *Frasier* and Carsey-Werner's *Grace Under Fire* are the big-ticket offerings.

Overall, the off-net sitcom marketplace shows no signs of letting up, either in demand for product from stations or in available product from studios.

"All sitcoms are working very well," says Dick Kurlander, vice president, director of programing, Petry Television. "Probably the worst performing sitcom is doing better than the best first-run shows. This genre is definitely in demand. There is a nice range of shows, from family sitcoms to adult comedies. Affiliates will most likely get adult shows, leaving the other stations in the market to fight for the family shows." He also says that with the disappointing performances this season



Of the sitcoms confirmed for launch in 1997-98, 'Frasier' and 'Grace Under Fire' are expected to be top draws.

of first-run, early fringe shows—notably talk shows—stations may look to program with sitcoms even more heavily in the next few years.

Kurlander, who predicts that the rating for sitcoms will continue to do well, credits part of their strength to the end of PTAR. "With PTAR going away, it's benefiting adult sitcoms. Certainly there have been plenty of affiliates getting comedies," he says, noting that KRON-TV San Francisco already has purchased the rights to *Frasier* and WJLA-TV Washington has picked up *Friends* for a fall 1998 launch.

Barry Thurston, president, Columbia TriStar Television Distribution, whose company distributes one of this season's two big offerings in *Seinfeld*—

Every Week,
Over 80 Million
People Watch
Our TV.

EAR



WER

3rd Rock From The Sun • Cybill • Grace Under Fire

SOURCE: NFI DAILIES PLUS 2/1-2/28/96; TOTAL VIEWERS 2+ OF CYBILL, GRACE UNDER FIRE, ROSEANNE, AND 3RD ROCK FROM THE SUN; NSI SNAP FEBRUARY 1996; TOTAL VIEWERS 2+ OF ROSEANNE (SYNDICATED), THE COSBY SHOW, AND A DIFFERENT WORLD

SEV



NER

Roseanne • A Different World • The Cosby Show



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and has cleared next season's projected top performer, *Mad About You*—also thinks the sitcom boom will continue. By fall 1997 "we'll be seeing more [off-net] sitcoms being programed against each other—not unlike the network situation."

As to the effect of PTAR, Thurston says its repeal has widened the overall market for top-dollar sitcoms, freeing up enough good time periods for the strong offerings in 1997 and beyond. As a result, he says, more affiliates will turn to sitcoms in prime access when their long-term commitments to other shows expire. "Stations that are not using situation comedies see the availability of these shows as a good opportunity to change the demographics of the station" from older-skewing games and magazines.

Some syndication executives suggest, however, that PTAR will have less of an effect, especially in light of the vertical integration occurring in the industry. In particular, Disney's acquisition of ABC and Westinghouse's purchase of CBS likely will hamper the affiliates of those networks in their pursuit of off-net sitcoms predicts Rick Jacobson, president, Twentieth Television.

"In the top 50 markets, especially those markets where there are network O&Os owned by studios, it's unlikely that they will get out of first-run to buy off-net product," he says. "If those O&Os start getting into off-net, it will be tougher for the studio [which owns the affiliate] to sell its first-run product to others. As a studio it can sell its off-net to other stations and continue its first-run business with its own stations, especially since O&Os usually have a first-run programming tradition. For example, if Disney produces its own first-run project, it can use that on ABC stations and there will be plenty of buyers for *Home Improvement*." If Disney buys off-net sitcoms for its stations, then tries to sell its first-run product to other stations in the market, "those stations may look at the first-run project and ask Disney: 'Why aren't you using it on your own stations?'"

Jacobson also notes that network affiliates, especially those in the top 50 markets, traditionally have less scheduling flexibility than do independents or stations not affiliated with any of the Big Three networks. "If one of the top 50 market affiliates buys an expensive off-net sitcom for 7 p.m. and it doesn't



'Boy Meets World,' debuting in syndication in 1997-98, may see clearances in 5-5:30 p.m. slots.

work, where will they put it? They can't go to 6 or 6:30 p.m. But smaller stations can use it all over their schedule."

Another possible change in the off-net sitcom landscape is the type of deal made for future offerings. CTTD's Thurston suggests that the rash of mergers and alliances may result in an array of creative dealmaking. "All of the alliances and mega-mergers have the potential to generate very creative deals in off-net programming. We'll probably see a number of different marketing plans coming out in the future—some traditional, some nontraditional—with shorter terms and combination windows with cable."

On cable's entrance into the mix, he predicts greater involvement from that part of the business. "Somewhere down the line the cable market will stand up and take a major position in the off-net comedy field, as it has with [off-network] dramas."

One reason syndicators increasingly are turning to cable is the lack of available quality broadcast time periods, which is putting the squeeze on all types of syndicated programming. Most observers think, however, that no matter how tight schedules become, A-level sitcoms will always get clearances. "Things haven't changed that much," says Jacobson. "Good shows like *Friends* will always have time periods available to them. The biggest issue is that the marketplace is defined by A-level programming. Mediocre

shows will have trouble getting on."

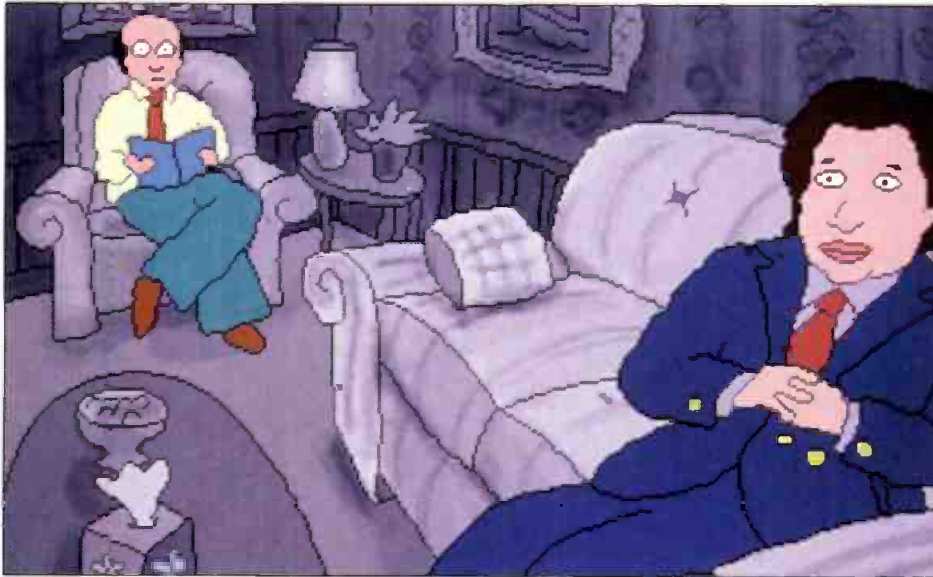
With the number of possible changes facing the off-network business, one constant is the nonstop march of available programming.

For the 1997-98 season four sitcoms are confirmed for launch: Buena Vista's *Boy Meets World*, Paramount's *Frasier*, Carsey-Werner's *Grace Under Fire* and Warner Bros.' *Living Single*. Other possibilities include *The John Larroquette Show*, *Dave's World*, *The Nanny* and *The Larry Sanders Show*. Of the confirmed group, Kurlander calls *Frasier* the cream of the crop.

"In 1997, *Frasier* is the top prediction to be the hit of that group," he says. "It's an access show in most cases, and it's getting interest not only from traditional buyers of sitcoms but also from affiliates in the top 50 markets. It should do similar numbers to what *Seinfeld* is doing." As for *Grace Under Fire*, Kurlander says the show should perform similarly to *Roseanne*. "Look at how well *Roseanne* has held up; that bodes well for *Grace*," he says, predicting that *Grace Under Fire*'s ratings will probably do about 10% less than *Roseanne*'s.

Kurlander thinks that most of the clearances for *Boy Meets World* will be in 5-5:30 p.m. slots "coming out of kids animation on Fox, WB or UPN stations," and that most of *Living Single*'s will be for "6 or 6:30 p.m., with some 7 p.m. slots on Fox, WB or UPN stations. There's a big question about what Warner Bros. will do with *Larroquette*," he says. "Its numbers are up, and what was once thought to be a late fringe vehicle is now more broad. *Dave's World* is also a question mark. I think it will probably need protection, like in a 6:30 hammock position."

The only confirmed launch for the 1998-99 season is Warner Bros.' *Friends*, but companion offerings could be Buena Vista's *Ellen* and CTTD's *The Nanny* and *The Larry Sanders Show* if the company decides against a fall 1997 launch. A possible turn-of-the-century launch is CTTD's *NewsRadio*. Prospects for the 1998-99 crop are good to moderate says Kurlander, who predicts that *Friends* will be a hit in syndication if the show's popularity is not seen as too trendy. *The Nanny* will do well "either in early fringe as a news lead-in or in access," he says. He calls *Ellen* a question mark at this time "because it has only now reached a consistent level of performance." ■



Comedy Central uses the animated 'Dr. Katz' in its quest for the 'new and unique.'

Cable tries its hand at originals

Eschewing traditional approach, cable programmers experiment with 'sitcoms with a twist'

By Rich Brown

Historically, cable programming executives tend to shy from original sitcoms, citing the genre's costly development process and high-risk nature. Nevertheless, cable networks are offering a growing number of comedy series that one programming executive refers to as "sitcoms with a twist."

"Cable doesn't want to follow the formulaic route because the broadcast networks can pay more for [them] and attract the big talent," says Cyma Zarghami, senior vice president, programming, Nickelodeon and Nick at Nite. "Cable fancies itself as being more original and moving in a slightly different direction."

Zarghami describes popular live-action Nickelodeon originals such as *Clarissa Explains It All* and *The Secret World of Alex Mack* as "sitcoms with a twist." The network most recently added to its schedule *Space Cases*, a weekly live-action/comedy adventure series from *Lost in Space* star Bill Mumy and comic-book

writer Peter David.

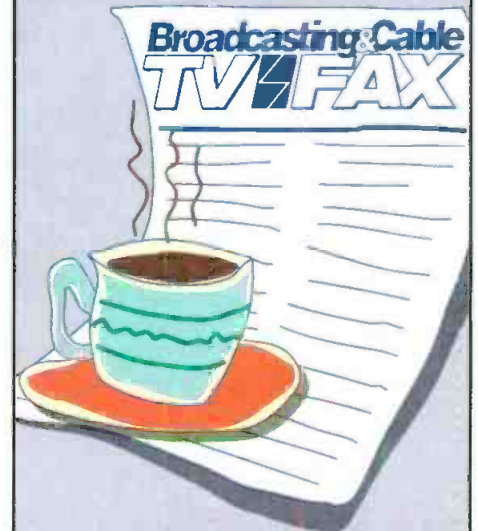
Many widely distributed cable networks—A&E, TNT, WTBS, Lifetime and others—steer clear of sitcoms. But other cable networks are taking a stab at the genre by producing scripted comedy series with a quirky edge.

Comedy Central, ironically, does not produce any original sitcoms but instead offers critically acclaimed cartoon series *Dr. Katz: Professional Therapist*. Comedy Central programming chief Eileen Katz says she enjoys watching traditional sitcoms on broadcast TV but that cable's charge "is to find the new and unique. A sitcom by nature is a very cost-intensive format." "The broadcast networks are better set up to do that and do [it] well."

Among the more active cable networks in original comedy development have been the pay-TV channels, which operate under a different economic model than do ad-supported channels and are able to spice up their plots with adult language and nudity.

HBO's *Dream On*, which has no laugh track and uses black-and-white clips of old movies and TV shows as

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HBO's 'Dream On,' which contains no laugh track, has become a fixture for the cable network.

part of the plot, has aired more than 100 episodes since its debut in 1990. The network has since added such comedy series as *The Larry Sanders Show* and *Tracey Takes On...*, which also feature scripted comedy without a laugh track.

HBO's original comedy series development continues. The network has just finished five pilots for new comedy series, the most pilots ever produced for the network at one time and the first HBO pilots ordered since *Dream On*. The network is expected to choose two for airing later this year.

Pay-TV rival Showtime features *Sherman Oaks*, a half-hour original comedy series about a filmmaker who invades the home of a middle-class family. The network is planning two as-yet-unnamed half-hour comedy series that it will pair with *Sherman Oaks* and *Full Frontal Comedy*.

Among ad-supported networks, USA is toying with more traditional sitcoms in its original comedy development. In January it debuted *Campus Cops*, a sitcom designed to build on a Saturday night comedy franchise that features the science-fiction/comedy series *Weird Science*, animated series *Duckman* and quirky reality series *Weekly World News*.

USA sitcoms now in development include *The Rudy Show*, a puppet-based comedy series from David Steinberg, Quincy Jones and David Saltzman. The network also has in development a possible half-hour comedy series starring African-American comedian Claude Brooks. ■

Cable eyes newer sitcoms

After nearly cornering the market on off-network dramas, cable is becoming an increasingly visible contender for hot new off-net sitcoms (it has long been a repository for often creatively promoted evergreens).

In the near term, analysts say, broadcasters likely will retain exclusivity for the first few years of a show's off-network run, so long as license fees for A-list product stay in the five- to six-figure range in major markets.

But in the long run, revenue from off-network sales may become less important to the overall health of such media giants as Viacom, News Corp. and Time Warner, says Derek Baine, TV analyst with Paul Kagan & Associates. In striving to achieve vertical integration, corporate giants may find it more efficient to use their network hits to attract viewers to their cable networks or other distribution outlets, Baine says.

Some say this trend is evident in recent sales of network dramas. The studios behind the hit dramas *The X-Files* and *ER* have licensed the rerun rights to cable networks in the same corporate family, although distributors of both shows maintain that they were sold to the highest bidder.

With sitcoms, industry veterans say, the laws of supply and demand dictate that more mid-range network performers will follow the lead of

Paramount's *Wings* by heading straight to cable.

"With six networks now in the sitcom business, there's going to be more product than the station community can comfortably absorb," says Dick Robertson, president of Warner Bros. Domestic Television Distribution.

And basic cable networks are already making inroads with the most in-demand titles.

Turner's TBS will pick up Warner Bros.' *Fresh Prince of Bel-Air* during the series' fifth year in syndication in 1999. Warner Bros.'



Cable is becoming a contender for hit off-net sitcoms such as 'Friends,' which will go to TBS.

red-hot *Friends* will go to TBS during its fourth year.

Robertson says the TBS deal has not cut into the demand for *Friends* among broadcasters. In fact, Warner Bros. will collect license fees for *Friends* from two stations in the San Francisco market starting in 2001 as a result of the Chris Craft/United Television group's opposition to sharing programming with cable. *Friends* has been sold to Chris Craft's KVVU-TV San Francisco, but the show will move to Cox-owned KTVU when TBS picks it up in 2001.

Generally speaking, broadcasters seem to be growing accustomed to sharing programming with cable.

Fox's Twentieth Television has found plenty of takers for its weekend off-network offerings of *The X-Files* and *NYPD Blue* in fall 1997, when reruns of both series also will premiere as strips on Fox's basic cable network, fX. Warner Bros. is working on a similar weekend off-network broadcast window for *ER*, which will bow as a strip on one of Turner's cable networks in 1998.

—CL

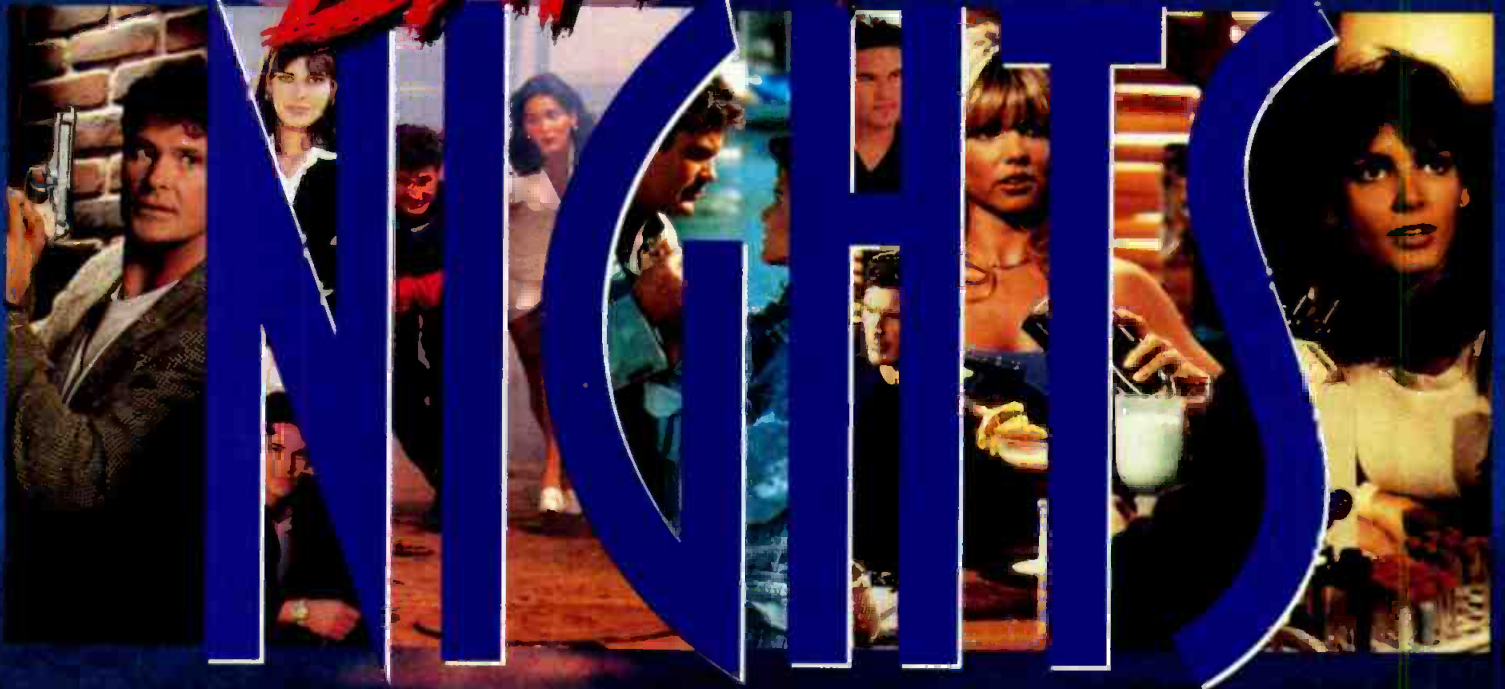
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CBS kills 'Murder,' re-ups Saturday

Longest-running detective series bows out May 19; 'Cybill' and Saturday dramas return

By Steve Coe

CBS last week made several moves that shed light on what its schedule will look like next season. Among them was the decision not to return *Murder, She Wrote* for a 13th season.

The network also announced early pickups for the three hour-long series that make up its Saturday night lineup, and an early pickup for *Cybill*, which recently has beaten NBC's *Mad About You* in the Sunday 8-8:30 time period.

Murder, She Wrote, which debuted in September 1984, making it the longest-running detective drama in TV history, will air its final original episode on Sunday, May 19. As a send-off, the network will air *Murder She Wrote*'s final four original episodes in the show's old time slot of Sunday 8-9 p.m. during the May sweeps. The network has a production deal with series star Angela Lansbury so that the series may return to CBS in the form of made-for-television movies.

According to CBS research, *Murder, She Wrote* was the highest-rated drama from 1985 to 1994, a record nine seasons. Despite its sterling household numbers, the show was plagued by an inability to draw younger viewers, making it significantly less desirable to advertisers. Although its competitors in the Sunday night time period drew smaller household numbers, ABC and NBC were able to sell the time for more money than CBS, based on more attractive demos.

While it was shedding one drama, CBS was giving early pickups to its Saturday night lineup of *Dr. Quinn, Medicine Woman*; *Touched by an Angel* and *Walker, Texas Ranger*. On a night when ABC and NBC have failed to gain a foothold, CBS has established something of a franchise night for family viewing.

Each of the series builds from the next, with *Dr. Quinn* averaging a 9.7 rating/17 share in Nielsen numbers season to date, followed by *Touched by an Angel*'s 11.1/19 and *Walker*'s 12.3/22. On the night as a whole, CBS has won



'Murder, She Wrote' is gone, 'Cybill' is back for next season.

23 of the 26 Saturdays so far this season. According to sources, the wholesale early pickup suggests that the network will leave the lineup untouched for next

season, although one executive says there have been some conversations about moving *Walker* to a 10 p.m. slot on another night.

Also getting an early pickup was *Cybill*, which will return for its third season. The series, which was moved to Sunday night from Monday night at the start of the season, lately has experienced a ratings surge after struggling for much of the season against *Mad About You*. The comedy has won its time slot six of the past seven weeks and recently beat an original episode of the NBC comedy with a repeat. ■

Syndication market tight despite fallen talkers

Flood of off-net, local news, infomercials among culprits

By Cynthia Littleton

At least eight talk shows will be history by the end of this season, yet syndicators say the market for new first-run product is still tight as a drum.

So what gives?

Industry observers say there are a number of reasons that some shows are having trouble getting past the 75% clearance mark, ranging from an abundant supply of relatively fresh off-network product to the boom in morning

and midday newscasts.

Programming alliances between syndicators and station groups, such as New World Entertainment's pacts with the Fox and NBC O&Os, have laid claim to valuable real estate in key markets.

Fox's upcoming morning show, *Breakfast Time*, also has taken an hour away from syndicators, while more than two-thirds of NBC's affiliates have cleared the network's new daytime news magazine, *Real Life*. Even infomercials have gained ground with some stations that were suddenly left with holes to fill

Lack of daytime slots gets 'J&I' pulled

In another sign of syndicators' selectivity about time periods for new first-run shows, CBS-Group W-Maxam last week decided not to launch its new talk show strip *J&I* in the fall. CBS-Group W-Maxam had offers for the show in more than 50% of the country, "but the continuing shortage of daytime hours, for which the show was designed, simply didn't offer *J&I* the launch time periods it deserves to be the most effective," said Bob Cook, executive vice president of CBS-Group W-Maxam. Cook added that CBS-Group W-Maxam will continue to pursue other outlets for the show and that its partnership with advertising agency Foote, Cone & Belding, which had an equity stake in the show, was still active.

—CL

when freshman talk shows were canceled in December and January, according to Janeen Bjork, vice president and director of programming for station rep Seltel.

"If the 'Hair Guy' infomercial or an old sitcom is doing better numbers than the talk show did, it's hard to convince stations to gamble again on a new show," Bjork says.

Broadcasters also say that syndicators are being far more selective this year about the time periods they'll take.

Citing a dearth of access and early fringe clearances, MCA decided not to go forward with its courtroom strip *Justice* last month, even though the half-hour was sold in nearly 70% of the country.

MCA's decision provoked some grumbling among programers that planned on pairing the show with other reality half-hours, but MCA officials said it "does not make good economic sense" for the studio to proceed with *Justice*. New first-run shows typically start out in daytime, forcing syndicators to endure production deficits until

UK leaning away from V-chip

The UK government is still debating whether to include V-chip technology in upcoming UK broadcast legislation, but "the impracticalities of its implementation may far outweigh any benefits," says National Heritage Secretary Virginia Bottomley (cultural minister post). According to joint research by the Independent Television Commission and the BBC, violence accounts for just 1% of total television output. Even so, the BBC is looking to get tougher on sex, violence, bad language and blasphemy by insisting on stricter adherence to the UK's rule that the more racy programming must air after 9 p.m. That insistence will come in guidelines to be published this summer. In a related move, the UK government will extend the Independent Television Commission's regulatory and licensing power. At present, anyone can broadcast from the UK without a license to countries beyond Europe. In the future, all broadcasters will be obliged to comply with the UK's rules on taste and decency. —DJ

stations decide the show deserves a better time slot.

The time period crunch also convinced the Partner Stations Network and Telepictures Distribution to give up trying to launch *Lifeguard* as a half-hour strip this fall. *Lifeguard* had been cleared in less than 40% of the country.

Worldvision Enterprises' upcoming reality strip *Hot Bench with Judge Judy*

Sheindlin could benefit from the demise of *Justice* by getting more double runs right from the start. *Hot Bench*, cleared in 82% of the country, is set for double runs in at least 10 markets.

Although targeted for late night, Rysher Entertainment's *Strange Universe Tonight* may fill holes left by *Justice* and *Lifeguard*. The news-of-the-weird magazine strip is cleared for a fall start in nearly 70% of the country. ■

Advertisers hail network investment

Give high marks for networks' spending big bucks to improve their programming fortunes

By Steve Coe

Advertisers are giving the networks generally high marks for their development slates and for spending the money to put quality product on the screen. With most shows still in the conceptual stage, however, many say it is too early to determine which networks have the edge in development.

Buyers, who were shown the slates two weeks ago, were in agreement that the networks appear to be aggressively looking for strong product for the fall schedules. "One of the things we look for is: Are the networks spending the bucks to improve their position?" says Paul Schulman, president, The Paul Schulman Co. "We can't really determine what's going to work [based only on the series concepts]. We can only judge the auspices, the cast and producers. This year we're coming away with the feeling that the networks are spending big bucks."

ABC

Of ABC, which is coming off its first

development season since its acquisition by Disney, Schulman says the network "is going to be very aggressive," noting projects starring Annie Potts (*Dangerous Minds*), Bebe Neuwirth (*Dear Diary*) and "Spin with Michael J. Fox, who is

a major television star. Certainly Disney is coming up with the big bucks, and ABC is coming up with a schedule we feel will be very aggressive."

Betsy Frank of Zenith Media says ABC seems to be continuing its tradition of developing family comedies, although "the reality is that families don't watch television that way any more, with each person having their own set." Another aspect of the network's development slate, she points out, is ABC's use of big-name stars, something of a departure from its previous philosophy. "ABC has always liked to grow its own stars, like Roseanne and Tim Allen. [This year]

"This year we're coming away with the feeling that the networks are spending big bucks."

—Paul Schulman

they seem to acknowledge that you sometimes need a star or a brand name."

CBS

Of CBS's comedy development, Frank says the network has "fewer this year than last," with the total number of sitcom

projects standing at 12 this season. However, two of CBS's comedy projects (the Bill Cosby and Ted Danson shows) are guaranteed spots on the fall schedule, with the Cosby series getting a two-year, 44-episode order. Frank says the CBS slate indicates that the network is returning to its core audience of 25-54-year-olds after spending this season "trying to be something they weren't," referring to its pursuit of younger demographics.

"I'm very impressed [with CBS's development]," says Schulman. "They've got big stars with Cosby, Danson, Peter Strauss and Scott Bakula, and Leslie Moonves [president,

CBS Entertainment] is a fierce competitor. I haven't seen any footage, but the names are there."

First-place NBC "doesn't have the Ted Dansons or Bebe Neuwirths or Eric Roberts, but they may be right in their belief that television builds stars, not the other way around," says Schulman. "When you have the time periods available to debut new shows, unknowns can become known in a matter of a few weeks." The network didn't spend much time talking about individual development projects in its meetings with advertisers but chose to discuss its strategy for remaining on top and the advantage of not having time periods promised to certain producers or studios.

"Both Don [Ohlmeyer, president, West Coast, NBC] and Warren [Littlefield, president, NBC Entertainment] don't feel they're where they want to be," says Frank. "Their goal seems to be seven Thursday nights. Their strategy is to remain aggressive and not become complacent with their success."

Fox's development slate is comedy-heavy, and Frank says the timing is right "especially since some of theirs are getting old. I think they feel they've proven that they do dramas well, with their youthful dramas and science fic-

Marquee, Telescene link

Telescene Communications has launched a joint venture with the Marquee Group to produce TV movies and specials for the worldwide market. The partnership aims to develop TV programming tied to sporting events and clients handled by the Marquee Group's two main subsidiaries, Sports Marketing & Television International and the talent agency Athletes & Artists. The two companies were brought together as the Marquee Group late last year by Bob Gutkowski, former president and CEO of Madison Square Garden. "Being in business with Telescene gives [Marquee] a global dimension for the first time and the ability to reach film and television consumers with a first-class partner," said Gutkowski, now president and CEO of Marquee.

Athletes & Artists represents about 200 clients ranging from CNN's Christiane Amanpour to the New York Mets' Rico Brogna. Montreal-based Telescene Communications' TV credits include the acclaimed Showtime miniseries *Hiroshima* and the first-run drama *Sirens*. The partners say they will be targeting properties to develop at this month's MIP-TV convention in Cannes. —CL

tion, so now they're addressing comedies. They need to broaden their core demographic of 18- to 34-year-olds," she says. "They were able to do a little last year, but [John] Matoian [president, Fox Entertainment] suggested they continue that broadening."

Of the two new networks, advertisers say both have been aggressive not only in their development but in garnering the buyers' attention and time.

"The new networks now want full status, so the meetings with all networks have become more numerous," says Frank. Schulman points to two UPN projects, the sci-fi *Them* and *Hoops*, "which could be interesting." And of The WB, he cites the Steve Harvey project. "They've taken a star who should have been a star on ABC," he says, referring to the comedian's brief run on that network. ■

TVB charts destiny in Las Vegas

Riding wave of \$500 million infusion of ad dollars

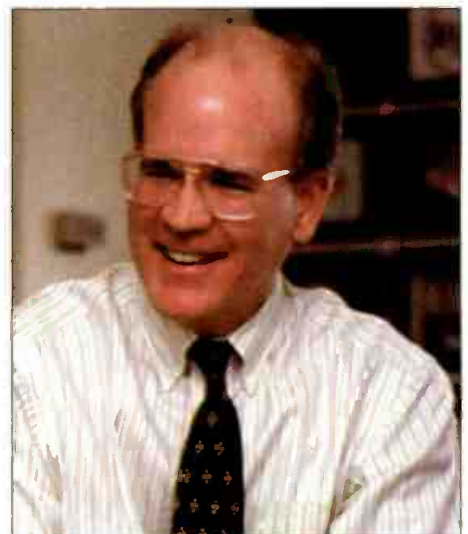
By Steve McClellan

Controlling Our Own Destiny" is the theme of this year's Television Advertising Bureau conference in Las Vegas, set for April 15-16 during the NAB convention.

And the TVB has dramatically affected the near-term destiny of its members by helping to persuade advertisers to divert more than \$500 million in advertising to the national spot market.

The most recent convert is McDonald's, which has agreed, sources confirm, to spend \$150 million during the coming year in the spot TV market.

McDonald's made a corporate decision a year ago to spend the bulk of its TV money on network at the expense of spot, thinking it to be a more efficient buy. But the TVB put together a campaign, which it showed to McDonald's franchisees around the



Vice President Al Gore (l) and NBC's Bob Wright are on TVB's convention agenda.

country, emphasizing the value-added benefits of the local/spot buy, such as merchandising tie-ins and local-station on-air talent involvement in

events sponsored by the franchisees. The McDonald's victory is the high point of a three-year strategy by the TVB, under president Ave Butensky,

to reach out directly to advertisers and show them the effectiveness of using television (particularly the \$17 billion spot market) to move product off their shelves.

And the McDonald's turnaround is just one of a handful of "spectacular victories" that the TVB has helped win for the spot business this year alone, says Barry Baker, president,

River City Broadcasting, and current TVB chairman.

Butensky won't discuss specific advertisers or their buying strategies, "or they'd break my arm," he says. All he would confirm is that in the past year, four or five other major advertisers have been persuaded to divert "big money" (which others put at about \$100 million each) into the

spot market. Other advertisers have committed smaller amounts.

"The mission of the new TVB is to get the top 200 advertisers" to spend money in spot, says Baker. "That's what we are supposed to do, and more and more stations are believers, as evidenced by the TVB's growing membership."

According to Joe Tirinato, TVB's

New take on talk

A commentary on talk shows by Geraldo Rivera

"We're going straight to hell," said my stage manager Mike Jacobs late last April as he crossed off number 448 on a list taped to my backstage mirror. Like short-timers in the penitentiary, Mike and I had been keeping a running tally of shows remaining on my contract. "Just 447 more," I sighed, remembering the moment the arrogant young guest, allegedly unfaithful and abusive to the teenage mother of his two babies, was informed by her that she was leaving him and that at least one of the children probably wasn't his anyway. "Hell can't be worse than this."

The show, "Terrible Family Secret," never aired—deemed too shabby and out of sync with the new image I was earning with the CNBC program *Rivera Live*. The CNBC experience had also rubbed off on the talk show, encouraging us to bring it to Bosnia and Oklahoma City. Both efforts garnered high praise and low ratings. Sandbagging cuckolded abusers was more what daytime audiences expected but, as I discovered in the wake of 448, I no longer had the stomach to deliver.

Daytime wasn't always as exploitive. Even the outrageous topics, let's say "Older Women Getting Breast Implants," tended to be presented with a sense of humor and an irreverent title like "You Want to Slow Dance, Grandma?" Part of the problem recently has been the proliferation of shows. When mine went on the air, it was the fourth after *Donahue*, *Oprah* and *Sally Jessy Raphael*. Although a half-dozen have already been canceled, at the beginning of the current season there were more than 20.

One ticket to at least short-term success has been a topic selection heavy on sex, physical conflict, emotional confrontation and aggravated dysfunction. All of us went there and did those hot-button topics, mixing them, especially in non-sweeps periods, with others less sensational, some even noble. But I got sick of the compromises and decided at the end of the contract to take the money and run to some cleaner forum from which I could work to make people forget the broken nose and classics like "Men in Lace Panties and



Women Who Love Them."

Then Bill Bennett made me mad. Last fall, the former secretary of education and drug czar began a campaign to blow up the talk show industry, criticizing it for destroying the morals of a generation of viewers. Bennett attracted enormous attention by highlighting the most outrageous examples: A husband seeing a prostitute is confronted by his wife (*Jenny Jones*); a husband tells his humiliated wife he is having an affair, and the mistress is brought out on stage (*Jerry Springer*); a 17-year-old boasts of sleeping with more than 100 men (*Montel Williams*); mothers try to save their teenage daughters from prostitution (me, and not bad).

I accused Bennett of "malignant generalization," of putting all the shows in the same basket and condemning everything. Why didn't he mention Bosnia or Oklahoma City? It would have been more accurate to suggest that half the shows have some socially redeeming quality about half the time—about the average performance of congressional committees. That point made, it was clear Bennett had struck a raw nerve and that station managers and advertisers were reacting. Our business needed to clean up before it was regulated or slandered out of existence. Borrowing a page from the Republicans, I drew up a contract with America. This one is a bill of rights and responsibilities for talk shows. It promises minimum standards of civility, good sense and taste, in an attempt to remove those aspects that tend to degrade, humiliate or exploit our guests.

I've since decided to stick around. Despite the cleaner content, the ratings have been surprisingly stable. These days we are doing more news-related topics and producing tough, decent shows on domestic violence, teen pregnancy, racism and drug abuse. About as naughty as we get is our celebrity news show. I do admit to interviewing two of the authors of the salacious tell-all "You'll Never Make Love in This Town Again," but I emphasized the high cost of the fast life the women described, and I wore my CNBC glasses. ■

senior vice president, strategic planning, the association has added 40 members since last fall, with membership now totaling 325. Recent converts: Lee Enterprises, LIN Television, Benedek Broadcasting and the Argyle stations now owned by New World Communications Group (the

other NWCG stations signed on earlier). Tirinato predicts that another 25 stations will sign before the end of the year. Member stations now represent 85% of the country, he says.

Vice President Gore, NBC President Bob Wright and News Corp. Chairman Rupert Murdoch will speak at the

upcoming TVB. In addition, Jeff Greenfield will moderate a session on the future of advertising.

Other sessions will include one on new alliances that stations are, or ought to be, pursuing on the national, regional and local levels. That session will feature Neil Braun, president,

S Y N D I C A T I O N M A R K E T P L A C E

'Seinfeld' upgrades

Columbia TriStar Television Distribution's off-network hit *Seinfeld* has been upgraded from late night to access in 10 markets, pushing the show's access-clearance tally past the 75% mark. Major markets giving upgrades to *Seinfeld* include WUAB(TV) Cleveland; WJZY(TV) Charlotte, N.C., and WVUE(TV) New Orleans.

Seven more for 'Blue'

Fox's Twentieth Television has cleared seven more markets for weekend off-network runs of *NYPD Blue*, now booked for a fall 1997 start in 41% of the country. New stations on board for Steven Bochco's Emmy-winning police drama, already sold to the CBS O&Os, include WJLA(TV) Washington, KPRC(TV) Houston, WKRC(TV) Cincinnati and KETV(TV) Omaha. Twentieth is offering stations a two-year license term for two weekend runs of the show on a barter basis of 7 1/2 minutes national/6 1/2 local. In a sign of the evolving market for hot network dramas, *NYPD Blue's* debut in broadcast syndication will coincide with its debut as a strip on Fox's basic cable network, FX.

'Baywatch Nights' pickups

All American Television has renewed its action hour *Baywatch Nights* for a second season in 89% of the country, including 46 of the top 50 markets. The *Baywatch* spin-off has averaged a 3.6 national Nielsen household rating in its first season.

Dow Jones is up

Dow Jones Television reports that clearances for its weekly half-hour *Wall Street Journal Report* have reached an all-time high of 160 stations covering 83% of the country. The business and consumer news roundup has been renewed in 19 of

the top 20 markets, including WCBS(TV) New York, KABC(TV) Los Angeles and WMAQ(TV) Chicago. *Wall Street Journal Report*, anchored since 1987 by Consuelo Mack, is heading into its 15th year in syndication.

Flipper re-ups

Flipper will stay afloat for a second season, even though the action hour



is recording an average 2.3 national Nielsen household rating season-to-date. Tribune Entertainment, which

recently took over station sales of the show from its co-producer, the Samuel Goldwyn Co., says the show has been renewed on 93 stations covering 70% of the country, including 28 of the top 30 markets. *Flipper*, loosely based on the 1960s series of the same name, has gotten off to a slow start, but Tribune says the series posted time period wins during the February sweeps in Dallas, Miami, Indianapolis and Charlotte, N.C.

Building clearances

Home improvement is a hot topic for syndicated weekend half-hours. *Your New House*, produced and distributed by Dallas-based home builder Holigan Homes, has nailed down clearances in the top three markets for its second season. The fix-it show, now cleared in about 70% of the country, has been picked up for fall by the NBC O&Os in New York and Chicago. In Los Angeles, *Your New House* will air at 7 a.m. on the ABC O&O as lead-in for off-PBS episodes of *This Old House*, the long-running home restoration series to be offered in syndication for the first time this year by Telepictures Distribution.

'Bounty,' the station picker-upper

TradeWinds Television reports that *Bounty Hunters* has captured nearly 63% of the country for a fall debut. New stations on board for the weekly hour include KDNL(TV) St. Louis, KOVR(TV) Sacramento, Calif., and KABB(TV) San Antonio, Tex. TradeWinds also says its Live Entertainment Premiere One movie package has been sold in more than 65% of the country. The 12 titles include early glimpses of big-screen comers Hugh Grant, in *Night Train to Venice*, and Sandra Bullock, in *When the Party's Over*.—CL

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 17. Numbers represent average audience stations/% coverage.)

1. Wheel of Fortune	12.3/206/95
2. Jeopardy!	10.3/211/96
3. Home Improvement	9.4/213/97
4. Seinfeld	7.5/211/97
5. Oprah Winfrey Show	7.2/226/98
6. Star Trek: Deep Space Nine	6.5/234/99
7. Entertainment Tonight	6.4/168/93
8. Simpsons	6.1/184/95
9. Home Improvement-wknd	6.0/195/92
10. Inside Edition	5.8/156/90
11. Hercules, Journeys of	5.7/224/97
12. Wheel of Fortune-wknd	5.3/142/70
13. Xena: Warrior Princess	5.2/200/96
14. Imagination II	5.1/159/95
14. Roseanne	5.1/172/91

Broadcasting

NBC Television Network; Joe Berwanger, president, sales, CBS Television Station Group, and Arnie Semsky, executive vice president, BBDO.

will feature Lucie Salhany, president, UPN; Thomas Burchill, chairman, Petry Media, and Phil Guarascio, vice president, advertising and marketing, General Motors.

cerns that stations have with Nielsen Media Research; another will provide an update on the work that Statistical Research Inc. is doing in Philadelphia to develop SMART, a new ratings system.

A session on new revenue streams

One session will deal with con-

PEOPLE'S CHOICE: Ratings according to Nielsen, March 18-24

Week 27						
	8.2/13	10.5/17	12.2/19	7.7/12	4.1/6	
MONDAY	8:00	55. Second Noah 8.7/13	15. The Nanny 11.8/18	41. Fresh Prince 9.6/15	48. Melrose Place 9.2/14	89. Star Trek: Voyager 5.8/9
	8:30		40. Almost Perfect 9.7/15	70. Brotherly Love 7.6/12		
	9:00	50. High Incident 8.9/14	41. Murphy Brown 9.6/15	7. NBC Monday Night Movie—The Ultimate Lie 14.0/23	78. Ned and Stacey 6.9/11	108. Nowhere Man 2.4/4
	9:30		59. Good Company 8.6/13		91. Partners 5.5/9	
10:00	74. Murder One 7.2/12	21. Chicago Hope 11.5/20				
10:30						
TUESDAY	8:00	30. Roseanne 10.3/17	75. John Grisham's The Client 7.1/12	32. Wings 10.1/17	75. Fox Tuesday Night Movie—Another Stakeout 7.1/11	97. Moesha 3.8/6
	8:30	24. Coach 10.9/17		18. 3rd Rock fr/Sun 11.7/19		102. Minor Adjustm'ts 3.1/5
	9:00	6. Home Imprvmt 14.2/22	32. CBS Tuesday Movie—Die Hard 2 10.1/17	15. Frasier 11.8/18		107. Paranormal Borderline 2.6/4
	9:30	37. Dana Carvey 9.9/16		18. Mad About You 11.7/19		
10:00	10. NYPD Blue 12.8/22		11. Dateline NBC 12.5/21			
10:30						
WEDNESDAY	8:00	10.3/17	8.9/15	10.0/17	8.2/13	4.0/6
	8:30	28. Ellen 10.4/17	71. Dave's World 7.5/12	52. JAG 8.8/14	41. Beverly Hills, 90210 9.6/15	96. The Sentinel 4.4/7
	9:00	55. The Faculty 8.7/14	52. The Nanny 8.8/14			101. Sister, Sis 3.2/5
	9:30	20. Grace Under Fire 11.6/18		22. Dateline NBC 11.4/18	78. Party of Five 6.9/11	100. Pmt 'Hood 3.3/5
10:00	59. Buddies 8.6/14	46. CBS Tuesday Movie—Home Song 9.3/15	35. Law & Order 10.0/17		98. Swift Justice 3.7/6	
10:30	24. PrimeTime Live 11.3/20				104. Wayans Br 3.0/5	
THURSDAY	8:00	10.1/16	8.8/14	17.3/27	6.5/10	
	8:30		64. NCAA Basketball Championship 8.4/14	1. Friends 19.9/31	82. Living Single 6.5/10	
	9:00	32. World Figure Skating 10.1/16		3. Boston Common 17.6/27	80. Martin 6.8/11	
	9:30		84. NCAA Basketball Championship 6.4/14	2. Seinfeld 19.3/29	85. New York Undercover 6.3/10	
10:00			4. Caroline in/City 16.6/25			
10:30			5. ER 15.1/25			
FRIDAY	8:00	10.1/18	7.8/14	10.5/19	7.4/13	
	8:30	27. Family Matters 10.6/19	73. NCAA Basketball Championship 7.4/14	28. Unsolved Mysteries 10.4/19	86. Sliders 6.2/11	
	9:00	59. Muppets Tonight 8.6/15		13. Dateline NBC 12.0/20	59. The X-Files 8.6/15	
	9:30	68. Aliens in/Family 7.7/13	81. NCAA B'ball Ch 6.7/15	48. Homicide: Life on the Street 9.2/17		
10:00	66. Step by Step 7.8/13					
10:30	9. 20/20 12.9/24					
SATURDAY	8:00	10.9/19	9.9/18	5.3/9	7.9/14	
	8:30		(nr) NCAA B'ball 8.9/17	88. Malibu Shores 5.9/11	71. Cops 7.5/14	
	9:00	25. World Figure Skating 10.9/19	82. Dave's World 6.5/12	94. Hope & Gloria 4.7/8	59. Cops 8.6/15	
	9:30		41. Dr. Quinn, Medicine Woman 9.6/17	94. Home Court 4.7/8	68. America's Most Wanted 7.7/13	
10:00		11. Walker, Texas Ranger 12.5/23	92. Sisters 5.3/10			
10:30						
SUNDAY	7:00	11.1/18	11.6/19	9.0/15	6.3/10	2.9/5
	7:30	55. Am Fun Hm Vid 8.7/15	8. 60 Minutes 13.7/23	50. Dateline NBC 8.9/15	93. Space: Above and Beyond 4.9/8	110. Pinky & The Brain 1.8/3
	8:00	22. Am Fun Hm Vid 11.4/19		38. Mad About You 9.8/16	66. The Simpsons 7.8/12	108. The Parent 'Hood 2.4/4
	8:30	31. Lois & Clark 10.2/16	38. Cybill 10.0/16	41. NewsRadio 9.6/15	86. The Show 6.2/10	102. Sister, Sister 3.1/5
9:00		55. Bonnie 8.7/14		65. Married w/Chld 8.1/13	105. Kirk 2.9/5	
9:30	13. ABC Sunday Night Movie—In the Blink of an Eye 12.0/20	15. CBS Sunday Movie—A Stranger to Love 11.8/19	52. NBC Sunday Night Movie—Batman Returns 8.8/14	90. Local Heroes 5.7/9	99. Savannah 3.6/6	
10:00						
10:30						
WEEK AVG	10.4/17	9.6/16	10.8/18	7.2/12	UPN: 3.7/6; WB: 3.0/5	
STD AVG	10.9/18	9.7/16	11.9/19	7.5/12	UPN: 3.2/5; WB: 2.5/4	

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

Paxson on Florida acquisition spree

By Elizabeth A. Rathbun

Paxson Communications Corp. is paying up to 30 times cash flow to relieve Infinity Broadcasting Corp. of three Orlando, Fla., radio stations.

Company chairman Lowell W. "Bud" Paxson apparently is willing to pay just about anything to own half the stations in his home state's major markets, one of those sources adds.

Infinity recently agreed to buy the stations—WHOO(AM)-WHTQ(FM) and WMMO(FM)—from Granum Holdings LP. That 12-station superdeal set a radio-only record of \$410 million (BROADCASTING & CABLE, March 11). Paxson is said to be paying \$50 million, or up to 30 times cash flow, for what would have been Infinity's only holdings in Orlando. Granum paid \$11.5 million last year for WHOO-WHTQ and \$8.2 million in 1992 for WMMO. The combined revenue of the stations in 1994 was \$6.1 million, according to *Duncan's Radio Group Directory*.

Paxson was not available last week to discuss the anticipated deal, and several other company officials declined comment. Infinity officials were not available.

If approved by the FCC, the deal would give Paxson four FMs and three AMs in Orlando, the nation's 24th-largest market, according to Arbitron. Paxson also owns radio stations in Jacksonville, Miami/Fort Lauderdale and Tampa/St. Petersburg, the nation's 55th, 15th and 16th markets, respectively (see box, above).

West Palm Beach-based Paxson was formed in Florida and intends to keep expanding there, according to a prospectus filed in January with the Securities and Exchange Commission. The prospectus offers background on the company for prospective buyers of 10 million shares of Class A common stock.

Paxson's Florida markets are the largest cities in the state and among the fastest-growing markets in the nation's top 100 markets, the prospectus says, adding that "the company plans to opportunistically pursue in-market acquisitions. The company [thinks] that the geographic proximity of its FM and AM duopolies throughout Florida give it the ability to realize synergistic revenue and promotional opportunities

At a glance

Paxson Communications Corp. claims to have more radio stations in Florida than does any other broadcaster: 16. With recent purchases (marked by *) and the expected buy of Infinity's three Orlando stations (marked by **), Paxson would own 21.

Jacksonville—WNZS(AM), WPLA(FM) [formerly WAIA(FM)] Callahan, WROO(FM), WZNZ(AM)

Miami/Fort Lauderdale—WFTL(AM) and WRMA-FM* Fort Lauderdale, WINZ(AM)-WLVE(FM) and WZTA(FM) Miami Beach, WXDJ-FM* Homestead

Orlando—WHOO(AM)-WHTQ(FM)**, WJRR(FM) Cocoa Beach, WMGF(FM) Mount Dora, WMMO(FM)**, WWNZ(AM), WWZN(AM) Pine Hills/Winter Park

Tampa/St. Petersburg—WHNZ(AM) Pinellas Park, WHPT(FM) Sarasota, WNZE(AM) Largo, WSJT(FM) Lakeland

as well as significant cost efficiencies." Advertisers can cover an entire region with a Paxson radio buy, it says.

"The company [also thinks] that its established position among the leading radio broadcast groups in each of its Florida markets differentiates it from its competitors and makes the company attractive to regional and national advertisers," the prospectus says.

Besides the radio stations, Paxson's Florida holdings include WPBF-TV Tequesta/Palm Beach, 67 billboard locations (most in Tampa) and the Florida Radio Network, which was

bought in 1992 to build statewide advertising sales.

Although the company has operated at a loss since its founding, it intends to increase revenue and cash flow partly by "applying its multiple-station operating strategy" to its radio stations and acquiring more radio stations in Florida as permitted by law, the prospectus says.

"The company is highly leveraged," the prospectus adds.

"The company's primary capital requirements are interest and principal payments on indebtedness." Even accounting for the current offering, it will be \$230.3 million in debt. That could limit the company's ability to expand in the future, the prospectus says. And the company is so dependent on the "efforts, abilities and expertise" of founder Paxson that it has insured his life for \$5 million. Paxson, who has put more than \$33 million into the company, will have 90% of the voting power of the company's common stock after the offering, down from 98%. ■

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 □ \$26,600,000 □ 2
Combos □ \$133,059,500 □ 9
FMs □ \$23,680,520 □ 9
AMs □ \$7,250,000 □ 1
Total □ \$190,590,020 □ 21

So far in 1996:

TVs □ \$452,725,510 □ 25
Combos □ \$1,531,179,734 □ 90
FMs □ \$505,513,150 □ 91
AMs □ \$37,326,129 □ 59
Total □ \$2,526,744,523 □ 265

TV

WMSN-TV Madison, Wis.

Price: \$26.5 million cash

Buyer: Sullivan Broadcasting Co. Inc. (formerly Act III Broadcasting Inc.), Boston (J. Daniel Sullivan, president); owns WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.; WXLV-TV Winston-Salem, N.C.; WRGT(TV) Dayton, Ohio; WTAT(TV) Charleston, S.C.; WZTV(TV) Nashville; WRLH(TV) Richmond, Va., and WVAH(TV) Charleston, W.Va.; is buying WFXV(TV) (and low-power WUPN) Utica, N.Y.; has options to buy WGGT(TV) Greensboro, N.C., and WXMT(TV) Nashville

Seller: Channel 47 LP c/o Madison GP, Oconomowoc, Wis. (Ronald J. Koeppler, president); no other broadcast interests

Facilities: Ch. 47, 1,000 kw visual, 100 kw aural, ant. 1,170 ft.

Affiliation: Fox

KHFT(TV) Hobbs/Albuquerque/Santa Fe, N.M.

Price: \$100,000

Buyer: Broadcast Services of the Southwest Inc., Woodville, Tex. (Gerald R. Proctor, owner). Proctor owns KVCT-TV Victoria, Tex.

Seller: Hobbs Family Television Partnership, Hobbs (Alex Blomerth, general partner); no other broadcast interests

Facilities: Ch. 29, 7.94 kw visual, 794 w aural, ant. 522 ft.

Affiliation: Independent

COMBOS

KMJ(AM)-KSKS(FM) and KKDJ(FM) Fresno and KCTC(AM)-KYM(AM) Sacramento, Calif.; KFAB(AM)-KGOR(FM) Omaha and KBBT(AM)-KUFO(FM) Portland, Ore.

Price: \$115 million (merger; includes \$64 million of buyer's stock plus assumption of debt)

Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns WZMX(FM), WRCH-FM and WNEZ(AM) Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT-AM West Palm Beach, Fla.; WQSR-FM and WBMD-AM Baltimore; WRKO(AM)-WBMX(FM), WEEI(AM)-WEGQ-FM Boston; WYRK-FM, WJYE-

FM and WECK(AM) Buffalo and WCMF-FM and WRMM-AM-FM Rochester, N.Y., and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; is buying KSTE-AM Rancho Cordova, Calif. (see item, below); WTIC-AM-FM Hartford; WORS-FM Detroit; KXNO(AM) North Las Vegas-KLUC-FM Las Vegas; WHAM(AM)-WVOR-FM, WPXY-FM and WHTK(AM) Rochester and WBLK-FM Buffalo, N.Y., and WFLN-FM Philadelphia; has option to buy KKMJ(FM)-KJCE(AM) Austin and KPTY(FM) Luling/Austin, Tex.

Seller: Henry Broadcasting Co., San Francisco (Charlton Buckley, chairman)

Facilities: KMJ: 580 khz, 5 kw; KSKS: 93.7 mhz, 68 kw, ant. 1,912 ft.; KKDJ: 105.9 mhz, 2.4 kw, ant. 1,960 ft.; KCTC: 1320 khz, 5 kw; KYM: 96.1 mhz, 50 kw, ant. 476 ft.; KFAB: 1110 khz, 50 kw; KGOR: 99.9 mhz, 115 kw, ant. 1,230 ft.; KBBT: 970 khz, 5 kw; KUFO: 101.1 mhz, 100 kw, ant. 1,640 ft.

Format: KMJ: news/talk; ksks: modern country; KKDJ: '70s gold; KCTC: nostalgia, sports; KYM: soft adult contemporary; KFAB: news/talk; KGOR: oldies; KBBT: alternative rock; KUFO: AOR

Broker: Media Venture Partners
WPOR-AM-FM Portland, Me.
Price: \$10 million

Buyer: Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward K. Christian, president/58% owner); owns WGAN(AM)-WMGX(FM) and WZAN(AM) Portland and WYNZ(FM) Westbrook, all Me.; WIXY(FM) and WLRW(FM) Champaign, WYMG(FM) Jacksonville/Springfield and WQQL(FM) Springfield, all Ill.; KIOA-AM-FM and KRNT(AM)-KSTZ(FM) Des Moines, Iowa; KOAM-TV Pittsburg, Kan.; 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; is buying WNAX-AM-FM Yankton, S.D./Sioux City, Iowa

Seller: Ocean Coast Properties, Portland (Phil Corper, president); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 101.9 mhz, 32.5 kw, ant. 606 ft.

Format: Both country
Broker: Gary Stevens & Co. Inc. (Gary Stevens also is a director of Saga)

KHFN (formerly KMBA)(AM) Los Ranchos de Albuquerque, N.M.-KHFM(FM) Albuquerque

Price: \$5.725 million (includes \$225,000 for noncompete agreements)



You can tell people how to survive a tornado with a FREE, non-commercial 11-minute video that teaches through real-life examples.

"Tornado: Plan to Survive!" is jointly sponsored by the National Coordinating Council on Emergency Management and State Farm Fire and Casualty Company.

A brochure containing the same type of information also is available. We'll send you brochures to distribute or you may ask people to write directly to State Farm.

Contact us with this form, or e-mail us at: info@statefarm.com

Please send the following:

- 11-minute safety program
 - 3/4-inch tape
 - 1-inch tape
- 30-second TV PSAs
 - 3/4-inch tape
 - 1-inch tape
- 30-second radio PSAs (cassette)
- Brochures (quantity: _____)

Name: _____

Title: _____

Station: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Mail to: TORNADO / Public Affairs Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710-0001

Fax: (309) 766-2670

Phone: (309) 766-2625

Buyer: Citadel Broadcasting Co., Bigfork, Mont. (Lawrence R. Wilson, president); owns KKOZ-AM-FM, KMGA-FM and KHTL-AM, Albuquerque, N.M.; KATM-FM, KHOP-FM and KBEE-AM Modesto, Calif.; KKMGM-FM and KKFM-FM Colorado Springs; KBUL-FM, KNEV-FM and KKOZ-AM Reno; KAPN(AM)-KUBL-FM Salt Lake City, and KDRK-FM, KAEP-FM, KJRB-FM and KGA(AM) Spokane, Wash.; is buying KDJK(FM) Modesto/Oakdale, Calif., and KASY(FM) Albuquerque; has option to buy KBER-FM Ogden/Salt Lake City, Utah; is time broker for KCNR(AM)-KBEE(FM) Salt Lake City
Seller: Peter Besheer and F. Michael Langner, Corrales and Albuquerque, N.M.; no other broadcast interests
Facilities: AM: 1050 khz, 1 kw; FM: 96.3 mhz, 20 kw, ant. 4,110 ft.
Format: AM: all news; FM: classical

KTJS(AM)-KQTX(FM) Hobart, Okla.

Price: \$600,000
Buyer: Altus Radio Inc., Altus, Okla. (Galen O. Gilbert, president/51.66% owner); owns KWHW(AM)-KRKZ(FM) Altus. Gilbert also owns KSWM(AM) Aurora, Mo.; KWON(AM)-KYFM(FM) Bartlesville, Okla., and KIOL(FM) Lamesa and KDXE(FM) Sulphur Springs, Tex.
Seller: Fuchs Broadcasting Co., Hobart (Alfred R. Fuchs, owner). Alfred Fuchs also is selling KSIW(AM)-KWFX(FM) Woodward, Okla.
Facilities: AM: 1420 khz, 1 kw day, 360 w night; FM: 105.9 mhz, 100 kw, ant. 1,020 ft.
Format: AM: country; FM: adult contemporary, top-40

KULY(AM) Ulysses-KFXX-FM Hugoton, Kan.

Price: \$500,000
Buyer: KBUF Partnership, Garden City, Kan. (Robert E. Ingstad, general partner/80% owner). Ingstad owns KASM-AM-FM Albany, KOPR(FM) Albert Lea, KNFX(AM) Austin (with wife Janice M.), KDHL(AM)-KOCL(FM) Faribault, KMFX-FM Lake City, KWEB(AM)-KRCH(FM) Rochester, KNFX-FM Spring Valley and KMFX(AM) Wabasha, all Minn.; KOVC-AM-FM Valley City and KDDR(AM) Oakes, N.D.; KGFX-AM-FM Pierre and KOKD-AM-FM Redfield, S.D.; 90% of KFLA(AM)-KSKL(FM) Scott City, Kan., and 80% of KBUF(AM) Holcomb, KKJQ(FM) Garden City and KYBD(FM) Copeland, all Kan.; is buying KBWS-FM Sisseton, S.D.; is selling KXSS(AM)-KLZZ(FM) Waite Park, Minn.; is building FMs in Larned, Kan., and Lowry, S.D.; has time brokerage agreement with KPLO(FM) Reliance, S.D.
Seller: A&B Broadcasting Inc., Lamar, Colo. (Monte Spearman,

president); owns KLMR(AM)-KSEC(FM) Lamar; is buying KPAG(AM)-KRQS(FM) Pagosa Springs, Colo.
Facilities: AM: 1420 khz, 1 kw day, 500 w night; FM: 106.7 mhz, 35 kw, ant. 259 ft.
Format: AM: C&W; FM: country, news/talk

KKID-AM-KKUZ-FM Sallisaw, Okla.

Price: \$375,000
Buyer: Teddy Bear Communications Inc., Wauchula, Fla. (co-owners Michael F. Dallett V and Ted L. Hite Sr., president). Hite owns wzzs(FM) Zolfo Springs, Fla.
Seller: Hendren-McChristian Communications, Gravette, Ark. (Kim D. Hendren, president); owns KOLX-FM Barling, Ark.
Facilities: AM: 1560 khz, 250 w day; FM: 95.9 mhz, 30 kw, ant. 600 ft.
Format: Both C&W

WARU-AM-FM Peru, Ind.

Price: \$360,000
Buyer: Miami County Broadcasting Inc., Martinsville, Ind. (David C. Keister, president/owner). Keister owns WAIY(FM) Fairbury, Ill., and WIUO(AM)-WZWZ(FM) Kokomo, WBAT(AM) Marion, WVNI(FM) Nashville, WKBV(AM)-WFMG(FM) Richmond, WHZR(FM) Royal Center and WCJC(FM) Van Buren, all Ind.; is selling WBWN(FM) Le Roy/Bloomington, Ill.
Seller: WCDB Inc., Peru (C. Don Bakehorn, principal); no other broadcast interests
Facilities: AM: 1600 khz, 1 kw day; FM: 98.3 mhz, 3 kw, ant. 43 ft.
Format: AM: oldies; FM: classic rock

KNCO-AM-FM Grass Valley, Calif.

Price: \$274,500 for shares
Buyer: Nevada County Broadcasters Inc., Grass Valley (Steven E. Brock, president); is selling KAHU(AM) Auburn, Calif.
Seller: Carroll E. Brock, Auburn; is buying KAHU
Facilities: AM: 830 khz, 5 kw; FM: 94.3 mhz, 290 w, ant. 980 ft.
Formats: AM: news/talk; FM: country

60.4% of WTZE-AM-FM Tazewell, Va.

Price: \$225,000
Buyer: Ora Robert Smallwood, Cedar Bluff, Va.; owns WCRB(AM) Rural Retreat, Va.
Seller: Fred W. Cox Sr., Wytheville, Va.
Facilities: AM: 1470 khz, 5 kw day; FM: 100.1 mhz, 4.2 kw, ant. 395 ft.
Formats: Both C&W

RADIO: FM

WKIX-FM Raleigh-Durham, N.C.

Price: \$16 million

Buyer: Curtis Media Group, Raleigh (Donald W. Curtis, owner); owns WPTF(AM)-WQDR(FM) Raleigh, WBWB(AM)-WPCM(FM) Burlington, WFLB(AM) Fayetteville, WGBR(AM)-WKTC(FM) and WPMC(AM) Goldsboro, WEWO(AM)-WAZZ(FM) Laurinburg and WCPS(AM) Tarboro, all N.C.; is buying WEQR(FM) Goldsboro
Seller: Alchemy Communications LP 1, Teaneck, N.J. (Howard and Miriam Warshaw, owners); owns WRBZ(AM) Raleigh-Durham
Facilities: 96.1 mhz, 100 kw, ant. 985 ft.
Format: New country
Broker: Media Services Group Inc.

WIZF(FM) Erlanger, Ky./Cincinnati

Price: \$4 million
Buyer: Blue Chip Broadcasting, Cincinnati (Ross Love, president); is buying WZB-FM Corydon, Ind., and WLSY-FM Jeffersonton/Louisville, Ky.
Seller: Inter-Urban Broadcasting of Cincinnati Inc. through U.S. Bankruptcy Court, Eastern District of Louisiana
Facilities: 100.9 mhz, 1.25 kw, ant. 508 ft.
Format: Urban contemporary
Broker: Richard A. Foreman Associates (seller); Chrysler Capital Co. (buyer)

KLTQ(FM) Sparta, Mo.

Price: \$1,063,020 (includes \$100,020 for noncompetition agreement)
Buyer: Great Empire Broadcasting Inc., Wichita, Kan. (Michael C. Oatman, principal); owns KFDI-AM-FM and KICT-FM Wichita; KTTS-AM-FM Springfield, Mo.; WOW-AM-FM Omaha and KVOO-AM-FM Tulsa and KCKI(FM) Henryetta, Okla.; is selling KWKH-AM-FM Shreveport, La.
Seller: Champion Broadcasting Inc., Springfield, Mo. (Michael Crowder, Jeffery L. LaRocca, principals); no other broadcast interests
Facilities: 96.5 mhz, 3.2 kw, ant. 453 ft.
Format: Soft rock

WQRA(FM) Warrenton, Va.

Price: \$800,000
Buyer: Radio Broadcast Communications Inc., Reisterstown, Md. (William Parris, owner); owns WINX(AM) Rockville, Md.
Seller: Dettra Broadcasting Inc., McLean, Va. (Mary S. Dettra, president); no other broadcast interests
Facilities: 94.3 mhz, 3 kw, ant. 397 ft.
Format: Oldies
Broker: Blackburn & Co. Inc.

Continues on page 76

Westwood One gets heat for citing Arbitron

Radio leaders, advertisers claim network is trying to skirt poor RADAR ratings by relying on Arbitron survey

Radio

Network radio officials and media buyers criticized Westwood One last week for allegedly submitting ratings for its network audience share to media buyers based on Arbitron's fall 1995 survey rather than the latest RADAR report of network radio listenership.

RADAR reports, distributed bi-annually by Statistical Research Inc. of Westfield, N.J., are generally regarded as the benchmark in determining audience share for programming and cleared commercials on full-service radio networks.

Radio's leading networks—ABC, CBS, Westwood One and American Urban—each contribute to the annual fee SRI charges to survey radio listeners and tabulate the RADAR reports. The networks use the reports to represent listenership for their programming and network commercials to media buyers and radio advertisers. Buyers

also use RADAR to estimate audience size for commercials to potential radio advertisers. RADAR 52, which surveyed 12,000 radio listeners over a 48-week period, was disseminated in early March.

According to RADAR 52, audience share among listeners ages 12 and older dropped an average 10.2% for Westwood One's six full-service networks. For those same networks, audience share dropped an average 11.5% among listeners ages 25-54 and an average 12.2% among adults 18-49.

ABC and CBS radio officials, along with several New York-based media buyers, say that because Westwood One had a bad book, its sales teams may be trying to dissuade buyers from using the RADAR report as an indication of audience share and are urging them to consider Arbitron ratings instead.

However, because Arbitron measures only local radio market listening, not network radio listening, and does not include data on listenership

for cleared commercials, industry officials say Arbitron ratings cannot give firm ratings for Westwood One networks.

"Our concern is that it is going to make it confusing and difficult for the buying community [to understand]," said ABC Radio Networks Executive Vice President David Kantor. Kantor and others charged that it is "unfair" for Westwood One to allegedly submit Arbitron ratings to media buyers to represent their audience share, since all the networks agreed to use the RADAR report.

Westwood One Radio Networks President Jeff Lawenda said simply that the network "is using all reliable and credible research at our disposal to effectively sell our networks." To counter charges that Westwood One may be ignoring its RADAR performance in its presentations to buyers, one Westwood One spokesperson said the network "is not not using RADAR."

"In terms of what we all use as a measurement of our product, we have to be unified," Kantor said. "When you are selling to a buying community that is buying multiple players, you have to present it as apples to apples. The industry has to agree on research. Otherwise you're going to have chaos out there, and that hurts the industry—and that's our greatest concern."

"We promise clients a weekly come

Infinity to lace up New York football

In a deal that would net Infinity Broadcasting advertising revenue from radio broadcasts of New York Giants football, Infinity last week was expected to reach an agreement in which it would handle sales and marketing of Giants games but would not air the games on its sports talk WFAN(AM) New York.

Under the proposed agreement, Buckley Broadcasting's WOR(AM) New York would continue airing Giants games for the 1996 and '97 seasons, but would turn over sales and marketing to WFAN.

While the agreement may sound odd, it would benefit WOR and Infinity. Infinity would gain control of radio ad revenue for the Giants without having to air the games on WFAN, which would interfere with WFAN's broadcasts of New York Jets games, since the teams often play on the same day. Also, WFAN would create package deals for the Giants and Jets that may attract more advertising.

WOR would turn over to WFAN the \$3 million broadcast rights payment for the Giants that reportedly drained WOR coffers. The station lost approximately \$1 million each year on that investment. Apparently, Infinity is betting that it develop ways to make money from the

Giants that WOR could not.

The proposed deal would put Infinity closer to locking in the right to sell advertising time on all major New York sports teams. In addition to the Jets, WFAN holds the broadcast rights to Mets baseball, Rangers hockey, Knicks basketball, St. John's University basketball and CBS Radio Networks sports events, including NCAA coverage and Monday night NFL games.

Some sources say Infinity also is vying for rights to bring Yankees baseball to WFAN. The Yankees are carried by WABC(AM) in a reported \$5 million contract that expires at the end of this year.

Other sources suspect that Infinity's play for the Giants fits the company's recent pattern of buying the rights for local football coverage at several of its owned stations in other markets. For the 1995 season, Infinity held the rights to broadcast the Dallas Cowboys on KVIL-FM Dallas, the Philadelphia Eagles on WYSP(FM) Philadelphia, the Atlanta Falcons on WZGC(FM) Atlanta, the Washington Redskins on WJFK-AM-FM Washington and the Tampa Bay Buccaneers on WOYK(AM) Tampa.

—DP

audience based on RADAR numbers and based on what networks guaranteed their audience size to be based on RADAR numbers," said media buyer Leslie Sturm, director of network radio for The Media Edge. "You need to have one uniform ratings service source."

CBS Radio Networks Vice President of Research Paul Bronstein said Westwood One can petition SRI to do a "special tab" survey to update its affiliate lists and listenership to its full-service networks as an addition to RADAR 52 if it feels its audience share was misrepresented. Bronstein said that if Westwood One is submitting ratings numbers based on Arbi-

tron rather than RADAR, "it is a disservice to the network business."

In a memo to client networks last week, SRI President Gale Metzger said that "using an audience source other than RADAR to buy or sell networks measured by RADAR may lead to uncertainty with respect to audiences for cleared commercials."

Meanwhile, Sturm contends that based on its RADAR performance, Westwood One may have trouble raising its network advertising rates. "Now that their audience is down, is someone going to want to pay the same amount that they paid last year for a different audience? Probably not," Sturm said.

But she pointed out that the demand for network radio spots often exceeds the supply. This should work in Westwood One's favor.

"People are still going to need inventory on the networks, so Westwood One might luck out and the market might get busy and they will be able to charge high prices for the inventory that is still available," Sturm said.

And Sturm contends that the buyers' faith in Westwood One to deliver its network audience should not be shaken by Westwood's relatively poor performance in RADAR 52. "Westwood One is still a stable company. They just had a bad book." ■

R I D I N G G A I N

February ad revenue ahead 3%

Radio advertising revenue from combined local and national sources paced an average 3% ahead in February 1996 over February 1995 totals, but national revenue alone dropped 4% on average, according to the Radio Advertising Bureau.

Local revenue in February grew an average 5%, and most regional markets reported only slight increases, RAB reported. The exception was stations in the Southeast, which reported an average 11% increase in local revenue for the month.

While national revenue was down an average 4% in most markets, stations in the Southeast and Southwest reported modest increases of 4% and 3%, respectively. In the Midwest, however, stations reported national revenue down by an average 12% for the month. The RAB report is based on station revenue data calculated from 100 markets and compiled by independent accounting firms.

KNX(AM) aircheck for '60 Minutes'

CBS Radio's all-news KNX(AM) Los Angeles simulcast the audio portion of CBS-TV's *60 Minutes* news program March 24 and March 31 between 7 and 8 p.m. PT to seemingly rave reviews.

KNX General Manager George Nicholaw says he has wanted to bring *60 Minutes* to radio for 25 years and was finally given the



Members of The Crickets, who recently released a Buddy Holly tribute album, performed in Westwood One's suite at the Country Radio Seminar in Nashville in March: Crickets Sonny Curtis and Glen Hardin; Westwood One Radio Networks President Jeff Lawenda; Robert Reynolds (who contributed to the album) of the Mavericks, and Jerry Allison and Joe Mauldin.

approval by CBS News President Andrew Heyward and CBS Radio President Dan Mason to test the broadcast over the past two Sundays.

Nicholaw said consistently high ratings for *60 Minutes* in Los Angeles helped convince him that the radio version could net a solid audience. Nicholaw also figures he can attract some of the estimated 2 million drivers on Los Angeles freeways between 7 and 8 p.m. on Sundays who are not able to watch the show.

KNX Program Director Bill Sims said dozens of listeners sent letters to the station praising its March 24 broadcast of *60 Minutes*. The program preempted KNX's standard CBS Radio Network news broadcast. Nicholaw said KNX would "love to add" the show permanently if it is offered by CBS-TV.

Bonaduce doubles up

WLUP-FM Chicago afternoon talk show host Danny Bonaduce, of *Partridge Family* sitcom fame, was added to host morning drive at WKQI(FM) Detroit on March 25. Evergreen Media Corp. owns both WLUP-FM and WKQI.

The move requires Chicago-based Bonaduce to fly to Detroit to host morning drive, then jet back to Chicago for his 3-7 p.m. shift each weekday. ABC Radio Networks' syndicated talker Tom Joyner was the first to earn a reputation as a "fly jock" when he hosted mornings at KKDA-FM Dallas and afternoons at WGCI-FM Chicago in the 1980s.

Infinity sets up trustee for KLUV

Infinity Broadcasting has named William Clark as trustee for its KLUV(FM) Dallas as the group waits to close on its 12-station acquisition from Granum Holdings LP. When the Granum deal closes, Infinity will hold six FMs in Dallas, one above FCC ownership limits.

According to Clark, if Infinity is unable to sell one of its Dallas FMs or gain a waiver to operate all six before the Granum deal closes, the KLUV license could be transferred to Clark. Clark would then take over operational responsibilities at KLUV from Infinity. However, Clark was quick to note that Infinity may decide not to divest KLUV and said the trustee agreement may never be enforced.—DP

AVAILABLE

FALL '98!

ENDS



WHO SAYS YOU CAN'T BUY FRIENDS?

<u>CITY</u>	<u>STATION</u>	<u>AFFILIATION</u>	<u>CITY</u>	<u>STATION</u>	<u>AFFILIATION</u>
NEW YORK	WPIX	WB	SEATTLE	KCPQ	FOX
LOS ANGELES	KTLA	WB	MIAMI	WDZL	WB
CHICAGO	WGN	WB	PHOENIX	KUTP	UPN
PHILADELPHIA	WPHL	WB	DENVER	KWGN	WB
SAN FRANCISCO	KBHK	UPN	ST. LOUIS	KPLR	WB
	KTVU	FOX	SACRAMENTO	KCRA	NBC
BOSTON	WLVI	WB	ORLANDO	WCPX	CBS
WASHINGTON, DC	WJLA	ABC	PORTLAND	KPDX	FOX
DALLAS	KDAF	WB	INDIANAPOLIS	WXIN	FOX
DETROIT	WKBD	UPN	SAN DIEGO	KTTY	WB
ATLANTA	WATL	WB	GREENVILLE	WHNS	FOX
HOUSTON	KHTV	WB	W. PALM BEACH	WPEC	CBS

AVAILABLE FALL '98

Bright Kaufman Crane
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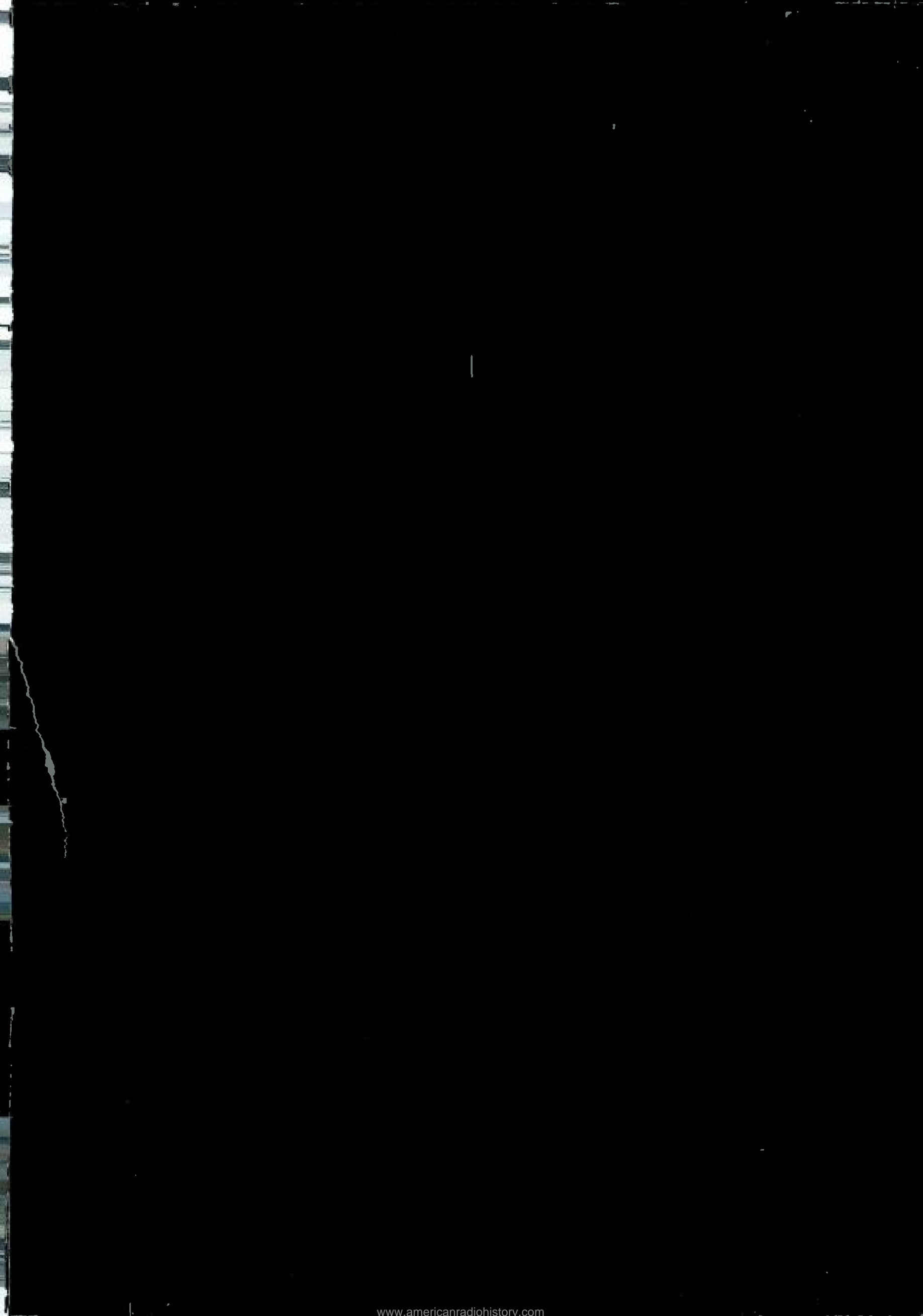


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MON

THRU

FRI



Cable

April 1, 1996



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

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

**Broadcasting
& Cable**

21st Century comes to Chicago

Granted franchise serving large part of city; will compete with TCI

By Harry A. Jessell

Can you make money as the second cable operator in a large urban market?

Glenn Milligan thinks so and says he will soon put his belief to the test. Last week, the Chicago City Council awarded Milligan's 21st Century Cable TV a franchise to build a cable system and compete with Tele-Communications Inc. in a large portion of the city.

The 15-year franchise encompasses 270,000 homes in what the city calls Area One—a broad strip that runs along Lake Michigan from Evanston to Hyde Park and includes downtown. TCI says it has 95,000 subscribers in the area, about 35% penetration. It also holds franchises for Areas 4 and 5. All told, it counts 210,000 subs in the city.

Milligan, a onetime Disney Channel marketer who has built and operated small private (non-franchised) cable systems for the past 10 years, says it will cost at least \$80 million to build his planned fully digital, state-of-the-art cable system, although the final price tag could go as high as \$100 million.

TCI was downplaying news of the potential competitor. "It's business as usual for TCI in Chicago," said TCI spokeswoman Terry Pfister. TCI is prepared for competition, having near-

ly completed a two-year, \$30 million upgrade of its Chicago system that will put 80 channels in every home, she said. The system also will provide a platform for telephone and Internet access services.

Yet, Pfister admits, TCI opposes the the grant of the franchise to 21st Century. She says the city granted the franchise without requiring concrete construction and financial plans. "Would you give a building permit to a contractor without any architectural drawings, arrangement with the utilities or proof of financial viability?"

TCI simply wants to make sure that if it is exposed to competition, it will be "fair competition," Pfister says.

Milligan has hired Nesbitt Burns, the investment banking arm of the Bank of Montreal, to help raise money by selling off equity and taking on debt. Milligan says the company now has 35 investors.

Conventional wisdom says that an overbuild is a tough business anywhere, and near impossible in urban markets, where cost of construction is high and subscribership is low.

But Milligan says he can defy such wisdom by using his two-way hybrid fiber/coax cable systems to deliver innovative video services, telephone services, high-speed Internet access and security services.

According to Milligan, the system will offer 116 channels of conventional cable programming, 150 of "interactive virtual data channels" and 30 audio channels. The data channels will provide news, sports, weather and other local information.

In the upcoming months, Milligan says, 21st Century will be announcing "strategic partnerships" with security companies and more than likely a telephone company.

If all goes well, Milligan says, 21st Century will turn on its first subscriber this September. The goal is to have 22,000 cable subs by the end of the first year and 100,000 when it is fully mature after four years. At that point, says CFO Daniel Day, annual revenue should be around \$55 million, not counting revenue from Internet access, security and other ancillary businesses.

A spokesman for the Office of Cable Communications says 21st Century must soon prove its financial viability. The franchise requires the company to put up \$1.5 million in good-faith money within 90 days and another \$1.5 million 30 days after that. ■



Glenn Milligan, head of 21st Century

TCI restructures national ad sales

Cable system giant Tele-Communications Inc. is reorganizing its national advertising operations in an effort to grab a bigger piece of the national spot pie.

TCI advertising division TCI Media Services is naming three national advertising managers—Marc Favaro (Chicago); Sheri Wish (Los Angeles), and Bruce Thomas (New York)—to help carry out its plan. The three will work with TCI's existing network of 25 national sales managers to establish pricing and improve national spot sales.

"The cable national spot business grew 9% as an industry last year," says Peter Heisinger, director of national advertising. "We were slightly over that, and that was not acceptable to us."

Although the three new national advertising managers will work on some accounts directly, Heisinger says the restructuring does not represent the creation

of an in-house rep firm and that TCI will continue to work with outside national rep firms for its systems around the country. Accounts handled directly by the TCI managers primarily will be companies such as Sprint that have existing partnerships with the cable operator.

Although many of TCI's cable system operations are decentralized, the TCI Media Services reorganization, ironically, represents a more centralized business approach.

"We've put a structure in place that makes us more centralized than ever before," says Heisinger. "We think we can be more proactive."

National spot cable is particularly attractive to cable system operators as they seek to build their nonregulated revenue streams. TCI cable systems serve more than 12.5 million customers nationally. —RB

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Good Medicine For Your Bottom Line

AT&T is in the DBS business

Announces deal to market DIRECTV and USSB to customers

By Jim McConville

AT&T last week began selling DIRECTV direct broadcast satellite equipment and programming to consumers, including its own 90 million long-distance telephone customers.

The exclusive deal, announced by AT&T Chairman Robert E. Allen at a press conference atop the Empire State Building in New York is the first concrete step in AT&T's partnership with DIRECTV.

The partnership, disclosed last January and finalized last week, has AT&T investing \$137.5 million in DIRECTV in exchange for 2.5% of the company and an option to buy another 30% during the next five years tied to the number of DBS subscribers AT&T signs during given time periods.

AT&T also has signed a marketing agreement with DBS provider United States Satellite Broadcasting (USSB) and will offer one of its programming packages along with DIRECTV.

Allen calls the DIRECTV deal part of AT&T's new future. For one thing, it allows AT&T immediately to get into the DBS business. "There are no networks to build, no spectrum to buy," he says.

For DIRECTV, the distribution partnership augments the 20,000 retail outlets now selling DIRECTV hardware and programming.

AT&T's distribution program, being offered three months earlier than originally announced, includes special discount incentives for AT&T long-distance and Universal credit card customers.

AT&T will first market DIRECTV to consumers in Hartford, Conn.; Tampa/St. Petersburg, Fla.; Dallas, and Los Angeles. Although AT&T will concentrate on those markets, it will



take orders from customers anywhere in the country.

Under the program, consumers order DBS hardware, programming and installation by calling an AT&T 800-number. "Equipment is shipped to your house, installation is arranged and the service turned on that day," says Joseph P. Nacchio, executive vice president of AT&T's consumer/small-business division.

AT&T, which started taking DBS orders March 25, will schedule installations beginning May 1 on a first-come, first-served basis.

AT&T's rollout, which kicked off with a national TV ad campaign during last week's Academy Awards, will spread to 14 other major markets by July and the rest of the country by fall, says Nacchio.

DBS hardware being offered consists of a "Generation Two" RCA 18-inch DBS dish, a set-top box and remote. The equipment, priced at \$800 installed (\$599 without installation), will be adjusted to "the going market price" as DBS prices decline, Nacchio says.

Programming packages offered by AT&T will be DIRECTV's "Total Choice" package of 65 channels (including ESPN and ESPN2, The Disney Channel, Discovery Channel and Music Choice, 29 audio channels) for \$29.95 a month and USSB's "Entertainment Plus" package featuring more than a dozen movie channels (including multichannel HBO and multichannel Showtime) for \$34.95.

AT&T purchase incentives include offering long-distance subscribers zero percent financing for one year on DBS



AT&T



equipment purchased with an AT&T Universal credit card. Other incentives include one free month of DIRECTV programming after 12 months as an AT&T long-distance and DIRECTV service customer; one free month of USSB programming upon sign-up; redemption of AT&T "True Rewards" points toward the purchase of DBS hardware, and a free pay-per-view movie each week for a year from AT&T and DIRECTV.

Eddie Hartenstein, president of DIRECTV, says AT&T's distribution program will help DIRECTV increase its current 1.5 million DBS subscriber base to 2.5 million by the end of 1996. Long term, Nacchio says, AT&T/DIRECTV conceivably could reach a subscriber base of 10 million households by 2000. ■

Errata

In the March 25 "Headending" on new CATA board members, Frank K. Intiso's title was incorrect and one new board member was omitted. Intiso is president and COO of Falcon Cable TV, Los Angeles. Jeffrey A. Marcus, chairman and CEO, Marcus Cable, Dallas, was also elected to the board.

CAB: The sky is no limit

Annual conference emphasizes ad growth, channel expansion and new technologies

By Jim McConville

The outlook remains bright for cable operators and advertisers, who expect to reap ad revenue rewards as cable systems upgrade delivery systems and draw more viewers.

But participants at the Cable Advertising Bureau (CAB) annual conference in New York City last week said that despite that growth potential, the industry faces several obstacles as it moves into the new digital world.

The good news for cable was that the industry had picked up some ground versus the competition in ad sales. Last month, CAB reported \$3.7 billion in basic cable network ad sales for 1995, a 19.3% increase over 1994's \$3.1 billion.

CAB President Joe Ostrow said rising cable ad numbers and increases in cable Nielsen ratings are not a short-term aberration but a continuing trend. CAB predicts that cable ad revenue will increase another 11%, to \$4.1 billion, in 1996. And Don Mitzner, president, Group W Satellite Communications, and chairman of CAB, predicts it will grow to \$10 billion by 2000.

CAB participants said upcoming technological advances—namely digital set-top boxes and high-speed modems—should help cable find additional revenue. “The intermingling of cable programming and superfast online communications will open a whole new world of opportunity for our advertisers,” said Mitzner.

Keynote speaker Jim Robbins, president of Cox Communications, said new technology and industry upgrades should also help bolster local or “spot” cable advertising.

Until now, Robbins said, spot has been only a small factor in the cable ad sales equation—2% of an estimated \$9 billion spot TV ad market—with advertisers reluctant to advertise on cable systems because of difficulties placing and verifying ads.

Robbins said that since cable has spent millions on new technology to automate placement and billing, systems should start to see larger market shares. “Cable has become the first medium to have electronic data processing

industrywide,” he said. “Automation should make advertisers more confident about spending money on cable.”

In a panel titled “Where Do We Go from Here?” cable executives pointed upward and suggested that the sky was the limit. Cable executives listed international expansion, imprinting their cable brands on other media—such as the Internet—and forming strategic partnerships as top priorities through 2000.

John Hendricks, chairman of Discovery Networks, pointed out that several cable networks (including Discovery) have placed Web sites on the Internet to establish brand presence in anticipation of viewers migrating from TVs to PCs. Although some predict that 20% of viewing time will migrate from the TV set to the PC, Kay Koplovitz, chairman and founder of USA Networks, said that PC use is replacing other activities, such as using a library or shopping, more than TV.



“Where Do We Go from Here?” panelists John Hendricks, chairman, Discovery Networks; Michael Eckert, president, Landmark Video Networks (Weather Channel parent); Kay Koplovitz, chairman, USA Networks; Don Mitzner, president, Group W Satellite Communications; Bob Wright, president, NBC

Group W's Mitzner said one of cable's challenges is to try and reach even smaller pockets of viewing audiences. “How do you reach an ever increasingly fragmented audience? How do you get the a new niche network in front of the viewer and identify with the advertiser?”

Providing a broadcaster perspective on the panel was Bob Wright, president and CEO of NBC, which also has CNBC and the upcoming CNBC/Microsoft business network. Wright said companies will have to make savvy development and partnership decisions. “Networks must ask: Are we getting the right ones; do we have the right resources?” ■

WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE

CNBC, which has just launched its European edition, is planning to establish a Brazilian service midsummer 1996 with local partner Tevecap, part of Grupo Abril-owned TVA television group. Broadcasting in both Portuguese and English, CNBC Brasil will incorporate the combined productions of NBC's U.S., Asian and European business news networks with local coverage of Brazil and Latin America.

Viacom wants to sell its 50% stake in VH1 in Germany and a 45% stake in Nickelodeon Germany to U.S. investment banker Bear Sterns, as part of what it is describing as “risk management policy.” Viacom insists that it is a long-term investment for the bank.

News Corp.'s Asian satellite broadcaster Star TV is making tentative steps to enter the Chinese market. Star TV has taken a 45% stake in Phoenix Satellite Television. Hong Kong-based Today's Asia will hold a 45% share, and China Wise International, an international sales and ad agent for TV stations in China, holds the remaining 10% stake. Phoenix plans to launch three channels on March 31.

Travel Channel Latin America has signed with Brazil's largest MSO, Net Brasil, giving the channel distribution there. Net Brasil experienced a 185% growth during 1995, increasing subs to 670,000. Net Brasil represents 49 cable operators.

—By Debra Johnson

Ameritech hits potholes on road to cable entry

Preferential treatment charged in franchises for two Illinois towns; Ameritech denied popular programs elsewhere

By Michael Katz

Ameritech's entry into the TV business was supposed to be simple: Go to city hall, obtain a franchise and build a plain old cable system.

But it has proved a bit more complicated than that because of resistance from incumbent cable operators not pleased with the prospect of losing their monopoly.

In two Illinois towns, the cable operators have protested that Ameritech received a better franchise deal than did the incumbents. And in other communities, Ameritech has been denied popular cable programming because the incumbent has asserted exclusive rights to it.

Charging discrimination, the Cable Television and Communications Association of Illinois last September sued Glendale Heights, Ill. (population 30,000), and Ameritech after the telco won a franchise there. CTCA also alleges that Ameritech will subsidize the cable system with monopoly telephone revenue.

The trade association is merely fronting for Time Warner, the incum-

"Time Warner is just crying over spilled milk."

Village trustee Charles Wheeler

bent operator, says village trustee Charles Wheeler. The citizens overwhelmingly desire another cable operator in town, he says, adding, "Time Warner is just crying over spilled milk. They say they want free and open competition, but they have filed a lawsuit to prevent free and open competition."

After Naperville, Ill., awarded a second franchise to Ameritech last month, the incumbent, Jones Intercable, sued the city of 105,000 people and Ameritech. "It's clear Jones is trying to use the courts as a last-ditch effort to preserve its monopoly and hold its cable customers captive," says Greg

Brown, president of Ameritech New Media.

In towns where it is going head-to-head with Continental Cablevision, Ameritech has been frustrated by Continental's exclusive local agreements to carry Home Box Office and Cinemax. Ameritech sees its ability to offer such big-name services as vital. "Since we are starting with zero subscribers, we prefer not to start that challenge with a program package that wouldn't match theirs," says Ameritech spokesman David Onak.

Citing its frustration over exclusivity, Ameritech two weeks ago chose not to bid for a franchise to serve a consortium of suburban Chicago towns. Instead, it asked the consortium for an extension of the application deadline.

Ameritech's decision to postpone its franchise bid is a "disingenuous public relations ploy," says Robert Sachs, senior vice president of corporate and legal affairs for Continental. Ameritech knew of Continental HBO and Cinemax exclusivity six months ago, he says, adding that in any event, the exclusivity expires at the end of 1997.

Despite its troubles, Ameritech continues to pick up franchises. Last Monday (March 25), Glen Ellyn, Ill., said it would begin negotiating with the telco, and Upper Arlington, Ohio, a Columbus suburb of 36,000, awarded it a franchise.

Ameritech has now secured 12 franchises in all, including two in the Columbus, Ohio, suburbs; seven in the Detroit suburbs; two in the Chicago suburbs, and one in a Milwaukee suburb. ■

Digital cable modems in spotlight

CTAM PPV conference in Orlando gets look at high-speed modems

By Michael Katz

Although digital set-top boxes are often touted as the next big step for the cable industry, cable modems were stealing the spotlight at the opening of CTAM's pay-per-view and interactive conference in Orlando.

Steve Craddock, vice president, new media development, for Comcast Cable, showed industry reps what interactive technology via cable modem will be able to bring to sub-

scribers as soon as late spring or early summer.

Cable operators are not necessarily putting the digital boxes on the back burner but, the modems will be ready sooner and are seen as a technology that consumers will more easily adapt to. That's because the subscriber getting a cable modem will already have the main piece of hardware (the computer) and won't experience as radical a change as with the digital set-top boxes, says Craddock. Between the

two services, the one that subscribers will warm up to first is "a no-brainer," he says.

"The public is still getting used to paying for television after getting it free for so many years," says one PPV operator. "But paying for Internet service is something they have always had to do." Cable operators are looking to capitalize on the booming number of Internet users, practically non-existent just a few years ago when set-top boxes were seen as the number-one priority.

The cable modems will work several hundred times faster than the typical phone modems used today. That will greatly reduce the time spent online, Craddock says, saving the user time and, more important, money.

But cable modems will be able to offer more than just high-speed service, Craddock says. What they will bring, just as the set-top boxes are expected to, is what cable operators hope will keep DBS from stealing their premium customers: video on demand.

"With the cable modem you will be

able to do things you just can't do today," says Craddock. Trying to play video with audio on a personal computer is "agony," he says. As an example, a 10 megabyte video clip takes 93 minutes to download on most PC modems. That same clip can be downloaded in a mere 20 seconds with the cable modem, Craddock says.

In addition to video on demand, the cable modem will offer other interactive services that will allow the user to purchase items from concert tickets to computer software, making a process that can take hours take only

minutes. "Instead of going out to a computer store," says Craddock, "you can buy the software through your modem—and we will install it for you too."

When Comcast begins offering the service, the modems will be outboard devices that will be leased to the subscriber. They will eventually become a card that can be purchased in a store and installed in the computer. But that will not happen until the equipment becomes standardized, which Craddock expects will not happen for another three to four years. ■

WWF shticks it to Turner again

'Billionaire Ted' parody encourages viewers to write to FTC to express concern over Time Warner merger

By Rich Brown

Veteran wrestling promoter Vince McMahon is showing no signs of letting up in his battle with rival Ted Turner.

With Turner Broadcasting and Time Warner seeking regulatory approval of their proposed mega-merger, McMahon is orchestrating a letter-writing campaign designed to sour the Federal Trade Commission on the idea.

McMahon's World Wrestling Federation telecasts on USA Network and TV stations around the country last week provided the name and address of FTC Chairman Robert Pitofsky and encouraged viewers to write letters of protest to the commission.

The WWF telecast told viewers: "If the merger is approved as proposed, Ted Turner [will] be in a position to exercise significant control over 50% of the cable outlets in this country. If you share our concerns, you can make a difference."

Preceding the plea was the WWF's latest skit featuring "Billionaire Ted," an unflattering Turner caricature. The skit portrayed Billionaire Ted becoming increasingly belligerent while being questioned before the "Federal Turner Commission."

"We live in a capitalist society run by a handful of billionaires," says Billionaire Ted in the skit. "I am one of those billionaires. I determine who works and who doesn't. I determine what you watch and what you don't watch."

The WWF itself filed a formal complaint with the FTC last month voicing its concern over the proposed Time Warner/Turner merger. The complaint alleges that Turner has been "engaged in a systematic plan...to destroy the WWF in order that TBS might achieve a monopoly over the professional wrestling business." Calls made to Turner executives for comment last week were not returned by press time.

Things have become particularly heated since September, when Turner decided to go head-to-head with the WWF on USA, placing his World



Ted Turner is reportedly scheduled to testify before the Federal Trade Commission this month concerning the merger of Turner Broadcasting with Time-Warner. If the merger is approved as proposed, Ted Turner would be in a position to exercise significant control over 50% of the cable outlets in this country. If you share our concerns, you can make a difference.

Write to:

**MR. ROBERT PITOFSKY, CHAIRMAN
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580**

In the above spot, an actor playing 'Billionaire Ted' is grilled by the 'Federal Turner Commission' about monopolistic practices.

Championship Wrestling on TNT in the same Monday night slot.

"Billionaire Ted" was scheduled to appear last night as referee of a billed "geriatric match" between The Hulkster and The Nacho Man (parodies of Turner wrestling stars The Hulkster and The Macho Man). The event was scheduled to air as a free promotional lead-in for Wrestlemania, the WWF's biggest pay-per-view event of the year.

"We're trying to entertain our audience at the same time we're trying to tell a story," says McMahon. ■

TNT's new sign of the times

Cable channel is remaking its image with TNT logo 'signposts' customized for various genres

By John Eggerton

With an eye toward branding and navigation, TNT is creating a new look that extends from on-air IDs to envelopes. It is the first overall redesign in the cable channel's history.

"TNT has evolved to the point that its current programming is very different from [that of] its early days," says Andrea Taylor, TNT vice president, creative services, who has overseen the redesign from its inception a year ago. "It's giving everyone here a new visual vocabulary."

Not surprisingly, the key to that vocabulary is the TNT logo.

Five "top of the hour" generic identity packages—in place since last month—feature the logo as a sign in settings customized to reflect several movie genres: "the Hero" (described as "big, American-type movies"), westerns, action, sci-fi and pop.

"The on-air design...functions as a system to help direct viewers through the vast TNT programming landscape," says Patrick McDonough, creative director at PMcD Design, New York,



which created the ID packages (with an original score by Elias Associates, New York). "The design solution took signage as its cue, using the TNT logo as a navigational tool."

But the logo will apply not only to movies, since the network covers a lot of programming territory—from "Rain Man" to *Charlie's Angels* to the NBA. The next phase of the image campaign, due to launch April 20, will feature eight more logos tied to specific genres: cartoons, football, basketball, the "Hero" logo in a nighttime sky for special nighttime event programming, Operation TNT (war movies), a "patriotic American" treatment, TNT original movies, and Classics.

Rather than using computer animation, the logos were models shot in

35mm. The explanation: "I am not a major computer-animation fan," says Taylor. "They are amazing tools, but movies are about real things, except for 'Toy Story.' Since movies are 'our thing' at TNT, we felt the logo should have more of the look and feel of a movie."

In addition to the IDs, the new palette that TNT producers will have to work with includes endpages (tag lines with day and time information), menus (lineup spots), backgrounds and a reel of 20-30 minutes' worth of logo shots and other material from which producers can pick and choose. The redesign also extends to stationery, envelopes, business cards, notes, posters, billboards and print ads. ■

Wireless looks to digital edge

Industry perception is that it can capitalize more swiftly on digital revolution

By Jim McConville

After several false starts, wireless cable this year finally starts the changeover from analog to digital, a move industry analysts say could double wireless's subscriber base and give it a digital headstart on wired cable.

Wireless's 850,000 subscriber base could grow 50% in 1996, to 1.25 million, then double in 1997, says John Mansell, senior analyst for Paul Kagan & Associates, depending on how many companies start converting from analog to digital.

Those and other statistics were offered up at Paul Kagan's annual "Wireless Cable Values and Finance Conference" March 21 in New York.

After a two-year delay, digital set-top

boxes finally arrive at the end of this year, when Tele-TV Systems, a joint venture of Nynex, PacTel and Bell Atlantic, starts rolling out its MMDS system in Norfolk, Va., and Boston and Los Angeles in the fourth quarter.

Tele-TV will draw from the 3 million digital set-top boxes it is paying Thomson Consumer Electronics \$1 billion to produce.

Edward Grebow, president of Tele-TV, says wireless has a two-three year "window of opportunity" to grab subscribers from cable's still-analog systems. "Taking these customers will blunt cable's ability to compete with telcos and allow us to provide bundled services."

Grebow says Tele-TV's digital boxes will also let it offer niche services, including possibly specialized sports

packages not available on cable or via direct broadcast satellite.

Wireless executives are skeptical that cable will be able to make the same digital jump so fast. "Cable won't be able to upgrade their infrastructure as quickly," says Alan Sonnenberg, president and CEO of CS Wireless Systems.

Long term, Kagan estimates that analog wireless subs will grow from 1.2 million to 1.8 million between 1996 and 2000. Meanwhile, digital wireless households, expected to start appearing in early 1997, will reach 4.1 million subs by 2000 and 4.4 million by 2004.

Kagan estimates that average wireless monthly revenue will increase from \$33.66 to \$42.99 per sub, with total industry revenues rising from \$302.6 million to \$1.97 billion by 1999.

However, estimating the break-even point for wireless is a more complicated calculation.

While Kagan forecasts that wireless cable cash-flow margins will move from a negative (\$3.88) million to a positive \$43.1 million this year, Mansell says mitigating factors make that estimate less than a sure thing.

"It might not happen for two to four more years if wireless [operators] are pouring a lot of money into deployment and there's a lag in getting subscribers," says Mansell. Wireless companies, which use their capital to buy rather than build systems, likely will reach break-even sooner, he says.

Wireless enjoyed a banner year for raising cash in 1995, pulling in over \$1 billion from public offerings, more than double the \$430 million it raised in 1993-94.

Wireless companies now will double go the private-debt route to help bankroll capital expenditures, which Kagan predicts will climb from \$290 million to \$440 million in 1996, finally peaking at \$2.16 billion in 1998.

Kagan estimates that wireless will need to raise another \$2.63 billion to reach its projected 8.5% average penetration rate by 1999. ■

E! ratings record

E! Entertainment Television's "Live Academy Awards Pre-Show" became the cable network's highest-rated show, registering an average household rating of 1.9 and generating a viewing audience of more than 1 million households. The show, hosted by Joan and Melissa Rivers, aired March 25 from 7-9 p.m. as a lead-in to the Academy Awards telecast on ABC.

Prepayers

Time Warner Cable of New York City says that more than 50,000 of its 1 million customers have responded to the company's offer to freeze rates at 1995 prices with advance payment for 12 months. Customers had until Jan. 15 to respond to the offer, which also gave participants their 13th month of service free. Time Warner's New York City customers beginning in February saw the cost of their standard monthly cable service rise from \$12.10 to \$15.32.

TVFN gets 'Yan'

Repeat episodes of the public TV series *Yan Can Cook* join Television Food

Network's weeknight schedule beginning tonight (April 1) at 8 p.m. ET. TVFN will air more than 90 episodes originally produced by KQED-TV San Francisco. The PBS show has been hosted by Chef Martin Yan since 1978.

MTV campaign kickoff

MTV this week debuts a 10-week national TV advertising campaign featuring the talents of *TV Nation* host Michael Moore, REM lead singer Michael Stipe and others. The ads will run in national syndication and spot broadcast television as well as national and local cable. A companion national print campaign kicks off this week and runs through the end of the year.

Talent search

Black Entertainment Television and Motown Records are rolling out a Motown Talent Search Tour designed to reach 19 markets by June 19. Finalists in each of the markets will receive a trip to the BET Studios in Washington to appear on BET's *Video Soul* for the Grand Prize judging.

ESPN has most nominations

ESPN heads the list of nominees for the 17th Annual Sports Emmy Awards, with 31 nominations. Others nominated are NBC (24), Fox (17), ABC (13), HBO (12), syndicated (7), CBS and ESPN2 (four each) and CNN, MTV, Prime and TNT (one each). The awards will be presented in New York on April 22.

Sneak peek

Playboy TV is encouraging TV viewers to "chase away tax-day stress" with a free day of service on April 15. Participating cable systems and DBS operators will make the offer to any adult subscribers who call and request the free preview.

Big man on campus

The Popcorn Channel, the 24-hour cable movie guide channel, has signed a distribution agreement with Campus TeleVideo (CTV), a provider of satellite services to colleges and universities with a national viewer base of approximately 80,000 students. The agreement complements Popcorn Channel's existing agreement with UCLA, signed last January, to provide the network to its 50,000-student population.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of March 18-24, 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>NASCAR</i>	ESPN	Sun 1:00p	3,414	5.0 3.6
2. <i>Rugrats</i>	NICK	Sun 10:00a	2,658	4.0 2.8
3. <i>Rugrats</i>	NICK	Tue 6:30p	2,524	3.8 2.6
4. <i>Movie: 'Top Gun'</i>	TBS	Thu 8:05p	2,468	3.6 2.6
5. <i>Doug</i>	NICK	Thu 7:00p	2,408	3.7 2.5
6. <i>Doug</i>	NICK	Wed 7:00p	2,403	3.7 2.5
7. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	2,391	3.6 2.5
8. <i>World Championship Wrestling</i>	TNT	Mon 8:58p	2,372	3.6 2.5
9. <i>Rugrats</i>	NICK	Thu 6:30p	2,365	3.6 2.5
10. <i>Rugrats</i>	NICK	Fri 6:30p	2,332	3.5 2.4
11. <i>Rugrats</i>	NICK	Mon 6:30p	2,288	3.5 2.4
12. <i>Rugrats</i>	NICK	Wed 6:30p	2,276	3.5 2.4
13. <i>Rugrats</i>	NICK	Sat 7:30p	2,250	3.4 2.3
14. <i>Doug</i>	NICK	Tue 7:00p	2,209	3.4 2.3
15. <i>Movie: 'An Officer and a Gentleman'</i>	USA	Sat 5:30p	2,184	3.2 2.3

Following are the top five pay cable programs for the week of March 18-24, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Just Cause'</i>	HBO	Sun 10:00p	2,267	9.3 2.4
2. <i>Movie: 'I Like It Like That'</i>	HBO	Sun 8:00p	2,061	8.4 2.1
3. <i>Movie: 'Outbreak'</i>	HBO	Mon 8:00p	1,948	8.0 2.0
4. <i>Movie: 'Blackout'</i>	HBO	Fri 9:45p	1,748	7.2 1.8
5. <i>Movie: 'Just Cause'</i>	HBO	Tue 8:00p	1,631	6.7 1.7

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THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week[®]

The Internet

Internet access from outer space

Sky Station seeks FCC approval to launch geostationary platforms

By Richard Tedesco

It's a concept with the ring of "Star Wars" and the promise of global Internet access via personal communicators for 10 cents a minute.

A start-up venture, dubbed Sky Station International, has filed an application with the FCC for permission to deploy 250 geostationary stratospheric platforms for \$4.2 billion, creating a new worldwide communications system. Each stratospheric platform would be equipped with a 47 ghz beam-forming phased array antenna and would transmit signals to personal communicator units, enabling Internet access at a 64 kbps data rate.

Hand-held Stratus Commu-



It's a bird, it's a plane? No, it's a geostationary platform.

nicators, with one-inch antennas, or stationary units similar to Oracle Corp.'s Internet-access box, equipped with powered infrared remote antennas, would receive and

send signals to the sky stations.

"'Star Wars' was interesting," says Paul Mahon, a principal of SSI and a partner in the Washington law firm Mahon & Patusky. "We're

doing the same thing, only for universal broadband."

As far out as the concept sounds, SSI claims substantial backing, including that of retired general Alexander Haig, chairman of Worldwide Associates, whose son is SSI president.

If it receives FCC clearance by 1998, SSI hopes to launch its first solar-powered Sky Station, equipped with a Corona Ion Engine, later that year at a cost of \$35 million.

The objective is to surpass the limitations of terrestrial satellite transmission. Each sky station would be capable of conducting 600,000 "conversations" simultaneously, according to Mahon, who estimates usage costs at 10 cents per minute. **TIM**

The Internet



Gates hopes his new server will start an Internet gold rush.

Gates unveils Merchant Server

Hopes new Microsoft introduction will boost retail sales on Internet

By Richard Tedesco

Microsoft CEO Bill Gates has given the first public demo of his company's Merchant Server, which he expects to significantly transform transaction activity on the Internet.

Although he termed the acceleration of activity on the Internet a "gold rush" for companies such as his own, he also decried the state of commerce on the Internet. "You can almost think of it as nothing," he told an audience attending an Internet commerce conference in New York last week. But he followed that observation with a prediction of "dramatic

change" in the state of Internet commerce in the year ahead, although he doesn't expect "massive amounts of merchandise" to be moved that way.

As proof of that point, Gates demonstrated a sophisticated incarnation of the Merchant Server that Microsoft will introduce later this year, enabling retailers to create virtual stores for Web surfers to stroll through. In Gates's demo, he manipulated ski equipment that he was examining online. The demo on the conference floor was less dramatic but equally effective.

Using Microsoft's Internet Information Server and running on Windows NT, retailers

can use the new server to re-create a store environment online. Wal-Mart is the first retailer onboard, and Microsoft's demo featured an animated man, complete with blue Wal-Mart vest, as an active controller.

A Java applet produces the controller, acting as store guide. Consumers equipped with Microsoft Explorer 3.0 will be able to indicate product types, brand and price range and check available inventory. Microsoft conducted an internal demo for 50 retailers last month and plans another next month, with trials

expected to start this summer.

Microsoft is working on a secure payment system with Visa and American Express; MasterCard also is expected to participate. An encrypted version of a consumer's credit card would "live" on his or her PC, according to Michele Bourdon, Merchant Server product manager.

By year's end, Bourdon says, retailers will be able to begin the process by purchasing Merchant Server software for \$6,000-\$12,000. TMA

Online Services



The Hub hopes to hatch TV series

New concepts aimed at young adults seen as spawning ground for shows

By Richard Tedesco

New Line Television is taking a novel tack online, presenting its Hub site as a cyber-hangout and positioning it to incubate TV concepts.

That's The Hub on America Online in a nutshell, according to Bob Friedman, president of New Line, who wanted to do something different online, not promote existing New Line shows. "Basically, what we've done here is to create original content," Friedman says.

The overall concept runs contrary to the relationship that online has played to on-air until now. Friedman expects at least one of the areas in The Hub (keyword: Hub) to produce a series pilot this summer. Candidates likely will emerge from Channel Zero, an online channel programmed like an on-air counterpart.

It's a natural daypart sequence, including morning segments *Dream Analysis*,

where users share dreams for scrutiny online, and the *What Should I Wear?* forum. Later in the day there's *Goof Off Hour* and *Exercise Breaks* and even *Hangover Cure*, harrowing morning-after tales. Other Hub zones include *Monolith*, an imaginary look at Bill Gates's private life, and *Get a Life with John the Hitchhiker*, who wanders cross-country and talks about it.

"We know what they're doing. We know what they like," says Hub Executive Producer Billy Kimball of the young audience he's trying to attract. He promises a constant change in content to attract users not "rigid in their thinking about what should or shouldn't be on."

Friedman figures the prime demographic at 16-34, with heavy users in the 18-24 group. He's also figuring on three revenue streams: sharing AOL's online fees for Hub visitors, transactional buys and advertising he expects to integrate. TMA

Digital does deals with Netscape, CyberCash

Digital Equipment Corp. struck two deals in cyberspace commerce last week, acquiring rights to use products from Netscape Communications Corp. and CyberCash Inc. with its Alpha Internet product.

Digital plans to port Netscape Commercial Applications, including Netscape Publishing System, Netscape Merchant System and Netscape Community System, to its Unix platform. The three systems represent the first commercial applications to combine high-volume transaction processing, real-time data management and encrypted communications to create sophisticated online services and large-scale businesses on the Internet.

Digital also intends to use the CyberCash CashRegister Merchant and CyberCash Wallet in creating Internet commerce solutions using its Alpha platform. The CyberCash products offer their own encryption security to enable online transactions.

That platform uses Digital's proprietary 64-bit Alpha chip in a system of integrated software and hardware designed specifically for Internet applications. Digital will use the CyberCash products to structure transactional models and the Netscape products to enable creation of virtual storefronts and virtual shopping malls in cyberspace.—RT

The Internet

WEBster: Latest word in Internet access

Interface box hopes to offer low-cost link via TV sets

By Richard Tedesco

ViewCall America is planning a commercial launch of a low-cost solution to Internet access via television.

National rollout of the service is slated for August, according to Alan

McKeon, president of Colorocs Information Technologies, ViewCall's parent company. "Our audience is the mass-market consumer who's intimidated by the PC," says McKeon.

A consumer test of ViewCall's \$300 WEBster Internet interface box, which features a built-in browser to enable downloading of Web pages, is running in 250 households in



ViewCall's WEBster TV Internet access system

the Atlanta metropolitan area. Plans call for the test to be ramped up to 1,000 households as the test continues later this summer.

A regional commercial rollout in the Southeast will precede the national rollout, according to McKeon, who's lining up strategic and content partners. Thus far, those include Northern Telecom, *USA Today* and TV Data.

WEBster works over standard telephone lines, providing a connection of 28.8 kbps, enabling connection to printers and other devices. The technology incorporates sophisticated proprietary algorithms to provide a clear, large-text display that can be viewed several feet away from a TV screen. **TMI**

The Internet

Tele-TV hopes less is more

By Richard Tedesco

From Tele-TV's point of view, smaller is better, at least in terms of channel-space allotments.

The telco TV venture plans to offer viewers several hundred "channelettes," single-megabit configurations offering local information, commercials and other material, when it launches its interactive MMDS service later this year.

That's the word from Edward Grebow, president of Tele-TV, the Bell Atlantic/Nynex/PacTel joint venture. The 120-channel MMDS service in Norfolk, Va., Boston and Los Angeles will be

rolled out gradually this fall, with an aggressive marketing campaign planned for the first quarter of next year. "No one has ever deployed digital MMDS," Grebow says, explaining the strategy.

Interactive elements also will enable consumers to purchase products by telephone while viewing entertainment channels. An MTV viewer could buy a CD, for example, while watching a music video.

Tele-TV plans to offer MMDS in four other urban markets in 1997. It will emphasize service value without seriously undercutting local cable rates. "No one wants a price war with cable," Grebow says. **TMI**

Nynex debuts Big Yellow

A new concept in yellow pages appeared last week, with Nynex's introduction of a national online business directory.

Big Yellow (www.bigyellow.com) features more than 16 million businesses, 4,000 of them advertisers. Advertising costs range from \$300 for a one-page text ad over one year to \$2,400 for a three-month banner ad in a particular category; a link to the advertiser's Web site goes for \$111 annually.

The online directory enables users to search by locale, business name and product categories. Links to shopping directories in other countries also are provided, and the directory offers access for the visually impaired. "It's the yellow pages made better," says Mat Stover, Nynex president.

The directory will appear on InfoSeek Guide's main navigation bar. Nynex is using the Nielsen/I-Pro technology to track usage.—RT

Surfing the 'Net

Cyberspace Seder

America Online's Jewish Community Forum will conduct a Passover Seder in cyberspace on April 8 at 10 p.m. (keyword: Jewish). Rabbi Arnold Samlan of the Jewish National Fund will preside over the short version of this traditional observance of the exodus of the Jewish people from Egypt. Several Haggadahs, Passover prayerbooks, are available to AOL users in the Jewish Community's download library, along with recipes and articles about Passover.

At bat online

Major League Baseball's Web site, MLB@Bat, debuted on Opening Day, March 31 (www.majorleaguebaseball.com). A live chat session with New York Mets pitching phenom Jason Isringhausen will be featured tomorrow (April 2) at 5:30 p.m. ET. Other baseball celebrities will be online to chat that evening. Regular features at the site will include videogame sampling, team schedules and player bios and links to the Web sites of all MLB teams, along with online shopping and All-Star team voting.

NHL online

An official NHL online area was launched last week as part of the ABC Sports Online site on America Online (keyword: ABC Sports). The site, which will appear through the Stanley Cup Playoffs, features news, scores, standings, stats, boxscores and recaps. It also includes live NHL Trivia and live Center Ice Chat areas and provides a link to the NHL Open Net Internet site. The area was produced by ABC Sports for the second consecutive year.

Universal launches PPV site

Universal Pay-Per-View Entertainment's Web site (www.mca.com/ppv) is designed as a multiplex cinema in the user's living room. "Screening rooms" in the online environment feature QuickTime video clips from the month's pay-per-view selections and behind-the-scenes information about cast and crew. Details about upcoming Universal PPV features and current promotions also are featured. Visitors to the site this month are greeted by a marquee advertising the best and the worst of Universal's year: "Apollo 13" and "Waterworld."



MSN hits million mark

The Microsoft Network signed its 1 millionth subscriber after seven months of operation, making it the fastest-growing Internet online service in the brief history of cyberspace. MSN has members in more than 190 countries, with access points in 50 of those countries.

Spring Street Brewing bock online

New York-based Spring Street Brewing Co. expects to be trading its stock online again shortly, in the wake of suspending activity after the Securities and Exchange Commission raised questions about the practice. Wit-Trade, a bulletin board stock-trading system taking its name from Spring Street's Wit brand beer, will return with modifications intended to satisfy the SEC's concerns, a company spokesperson said last week. The SEC had indicated that Spring Street should not be handling funds for its stock trades directly, as had been its practice, and should warn prospective buyers that the stock, not sold on any exchange, could be difficult to resell.

Technology

April 1, 1996



“ I turn to
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President and CEO
Orion Network Systems, Inc.

**Broadcasting
& Cable**

Tele-TV taps SGI for NVOOD

Telco venture makes \$1 million server purchase

By Glen Dickson

Tele-TV Systems, the technology arm of the programming partnership of Bell Atlantic, Nynex and Pacific Telesis, has placed a \$1 million order with Silicon Graphics Inc. for three digital file servers. The SGI servers will be used to provide 40 simultaneous compressed channels of near-video-on-demand (NVOOD) programming to Norfolk, Va., Boston and Los Angeles when Tele-TV launches its digital MMDS service there this fall.

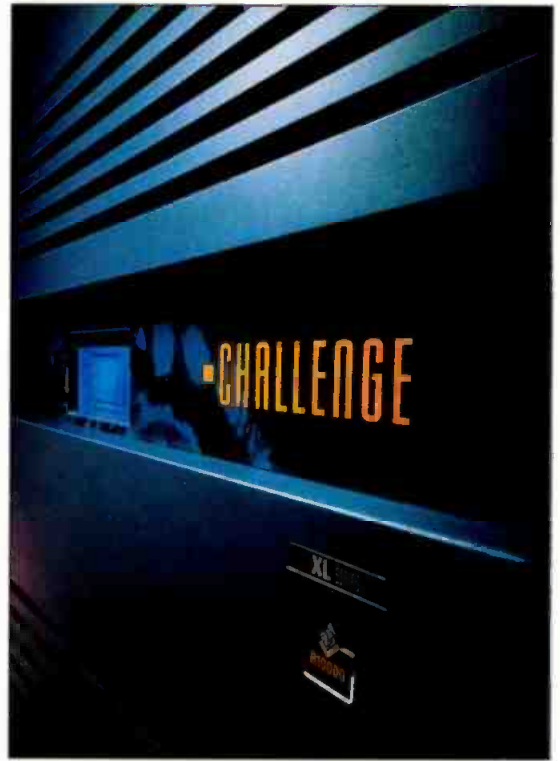
Tele-TV will use the SGI Challenge server with Interactive Community system software from Interactive Digital Solutions, a joint venture of AT&T Network systems and SGI. The NVOOD programming, which will represent one-third of Tele-TV's proposed 120 channels, will offer viewers closely staggered start times (as close as 15 minutes) for pay-per-view movies.

The Tele-TV contract represents the

first NVOOD deployment for the Challenge unit, which has found its way into broadcast TV and cable plants during the past year as part of Avid digital newsroom systems. According to SGI, Cablevision Systems bought multiple Challenge systems and is conducting NVOOD trials in New York, but hasn't yet committed to a full-scale deployment.

Ed Grebow, Tele-TV president, says a number of server manufacturers—including Hewlett-Packard, DEC, IBM and BTS—replied to Tele-TV's request for proposals for the server.

"SGI has really come a long way in this business," says Grebow, noting the company's expansion from the graphics side of television into live production and program playout. "They have the best technology. We looked at everybody, and SGI seemed



Challenge servers pump out NVOOD for Tele-TV.

to be the furthest along [for NVOOD]."

Tele-TV is buying Mediastream servers from Hewlett-Packard for its hybrid fiber/coax (HFC) application in California, says Grebow.

The initial three Challenge servers will be deployed in Norfolk, Boston and Los Angeles in the fourth quarter of this year, with four more markets following in 1997, he says.

The servers will be configured with 70 hours of MPEG-2 compressed video storage for NVOOD, with a variable encoding rate that will range from 1.5 to 9 megabits per second, says Grebow. "Most movie content will be stored at the low end [of that range]," he adds. "We've had luck with 1.5 megabits per second in our northern Virginia trial with Bell Atlantic, and that was MPEG-1."

Although Tele-TV's inventory and billing software will be proprietary, Interactive Digital Systems' software will provide the playout control for the Challenges.

Grebow says that SGI was responsive to Tele-TV's specifications and its pricing desires. "Server prices have come down dramatically in the past couple of years," he says. "That's driving the economics down, so it makes [NVOOD] a viable business."

Brian Hanley, SGI marketing manager for broadcast, film/video and cable, says that his company will be showing on-air playback server solu-

CBS News campaign coverage is Discreet



around and "interact" with 3-D graphics displays such as exit poll returns, voting statistics and other election information.

The Discreet Logic software is used to develop on-air graphics during production planning in advance of the live broadcast. Then during the broadcast, data can be rendered in real time to give the graphic displays up-to-date information.

FROST is part of Discreet's VAPOUR virtual-set product, which CBS doesn't now use. Frank Governale, CBS News general manager of operations, says that the network "may experiment with virtual sets for election night" and is considering VAPOUR as a possible system. CBS News first used SGI visualization supercomputers for its general election coverage in 1995.

—GD

MOST SERVER TECHNOLOGIES CREATE ONE ISLAND AFTER ANOTHER.

MAY WE SUGGEST A BOAT?

Getting there, and getting back in one piece. That's the first issue you should settle if you're planning to visit the digital islands. But today's hot new server technologies have created a different reality. Beautiful Islands, that prove to be difficult to access and integrate.

The issue here is networking. How to find a reliable and affordable solution that carries high-quality digital video, audio, and data from island to island. The solution lies close at hand – because of our knowledge of video and audio networks for the broadcast and production environments.

We led the way with Serial Digital Interface, or SDI. The pipeline that became the SMPTE 259M standard, serving as the backbone of many of today's TV stations and production facilities. SDI handles studio 4:2:2 component digital video signals, composite video, even digital audio. SDI is a standard with proven success. To reach the new digital islands, we propose to build a boat that builds on that success.

It's called Serial Digital Data Interface, or SDDI.

SDDI can carry multiple channels of compressed video

signals, audio, and routing information. Best of all, you won't need to change your routing switcher and cabling – because SDDI uses your existing SDI infrastructure of digital routers and BNC coaxial cable.

The SDDI network maintains the full integrity of video and audio compressed bitstreams required for demanding operations such as real-time editing, special effects, and all other necessary steps in production and post-production.

Other networking solutions have been proposed for broadcast and production applications. But SDDI is the only SDI-compatible

route to link digital servers and non-linear editing systems with speeds faster than real time.

So to route your signal safely throughout the digital islands, we propose a smooth, comfortable voyage in the good ship SDDI.

Welcome aboard.

Sony explores digital issues in depth with a new series of technical papers. If you'd like a complete set, call 1-800-635-SONY, ext. 44.



SONY

tions for cable, MMDS, DBS and broadcast TV at the upcoming NAB convention. Hanley says that the scalable architecture of the Challenge product line is a key to handling the storage requirements of NVOD.

"We can store 4,000 hours of video at respectable MPEG-2 quality and

play out hundreds of streams out of the server," he says.

Lenny Rosenthal, marketing manager for SGI's media server group, says that SGI sees NVOD as a "huge market area for us," particularly with digital MMDS operations such as Tele-TV starting up.

"The economics of true video on demand are so expensive that people have backed away from it," Rosenthal says, alluding to the costs of upgrading the terrestrial cable infrastructure for full two-way communications. "Now we're seeing a tremendous shift over to NVOD." ■

WETA-TV to build HDTV station

New facility for Washington noncommercial to go on air in '98

By Glen Dickson

WETA-TV Washington has announced plans to build a complete HDTV broadcast station by the middle of 1998. The facility would replace the PBS station's analog plant while continuing to broadcast an analog signal. Joe Widoff, WETA-TV senior vice president for operations, estimates that the new plant will cost \$10 million-\$14 million.

In 1992, WETA-TV participated in the U.S.'s first digital HDTV broadcast, transmitting from its studios outside the city to Capitol Hill and the FCC as part of a Grand Alliance test. Widoff says that WETA-TV's current effort will be its own, although the station will seek outside funding and hopes to coordinate its activities with efforts by

other industry groups.

Two other experimental HDTV stations have been proposed in the past year: one by a joint venture of manufacturers led by the David Sarnoff Center and subsidized by the National Institute of Standards and Technology (NIST); the other by the Association for Maximum Service Television (MSTV) and the Electronic Industries Association.

The Sarnoff plan calls for the establishment of a complete working HDTV station in Princeton, N.J., in 1998. As for the MSTV/EIA initiative, which wants to upgrade an existing station to HDTV, MSTV President Margita White says that the group hopes to disclose plans for its station by this year's NAB convention. White adds that WETA-TV is one of several stations being considered.

WETA-TV already owns 80,000 square

feet of office space for its new station in suburban Arlington, Va.—50,000 square feet of that would be dedicated to the broadcast plant itself. Widoff says that some pre-construction work already has been completed and construction will begin this summer. Communications Engineering Inc. will handle the systems integration.

"We want to build a facility that's going to be HDTV-capable," says Widoff. "We'll still simulcast NTSC—the signal will just be downconverted to analog at the transmitter. Our plan at this point is to build two 4,000-square-foot studios. One will be an HDTV studio; the other will be digital, but we're not sure what format it will support."

Widoff says that the new plant will be serve as a beta site for HDTV where members of Congress, broadcasters and other interested parties can view a model of the station of the future. Since it's unlikely that there will be many (if any) HDTV-capable TV sets in the market by 1998, WETA-TV probably will broadcast its HDTV signals to public viewing sites such as the station's lobby, local museums and airports, says Widoff.

"Frankly, 1998 may be stretching it," he says. "Our hope is that we can get equipment manufacturers to build set receivers and put them in public venues, where both the general public and policymakers can experience HDTV."

Widoff says that the big challenge to the station won't be in transmitting HDTV, but in finding digital production equipment that can process the format's bit rate. He'll be trying to find out what manufacturers' HDTV production equipment plans are at NAB '96.

"We're looking at the production end and the studio end," says Widoff. "So far, all of the work has been done in transmission. None of the other parts have been fully tested out in a whole-system configuration."

Jerry Butler, WETA-TV vice president of engineering, operations, production and computer services, says that 90% of the station's equipment will have to be replaced in the project. The station's digital production gear now includes

Shooting hoops with Hitachi



Communications Concepts Inc. of Cape Canaveral, Fla., has purchased five Hitachi Z-2000 digital cameras for field production applications. The cameras are being used primarily in CCI's multi-camera remote truck,

feeding Sony analog Betacam VTRs. The three-chip Z-2000 units already have been used to shoot two NCAA basketball games hosted by Florida Tech, an AT&T teleconference and a rocket launch from Cape Canaveral.

CCI General Manager Jim Lewis says that his clients have been happy with the picture quality of the digital cameras, which feature skin-tone detail and six-vector color correction. "The athletic director at Florida Tech commented that the pictures looked brighter," Lewis says. "I was quite pleased by that because the lighting in that gym often makes shooting clear pictures difficult."

—GD

Betacam VTRs and Avid Media Composer nonlinear editors, but neither of those will support HDTV, he says.

On the transmission side, the station soon will be installing DigiCipher II MPEG-2 satellite transmission equipment for its station-to-station program

feeds as part of an overall PBS upgrade. Butler says the DigiCipher II equipment probably could also transmit HDTV feeds.

Widoff thinks the huge investment in a new HDTV facility will pay off: "Our main point is that this is an opportunity

for us to move into new headquarters, and we need to plan for the future. We believe that HDTV ultimately will come, and it's prudent on our part to build a facility that's capable of handling that. It sure beats having to tear up the sidewalk and reconfigure the studio." ■

Daniels moves to digital ad insertion

MSO buys Channelmatic's Digital Lite server

By Glen Dickson

Daniels Cablevision has made a \$250,000 investment in Channelmatic's new Digital Lite ad insertion systems. The Southern California cable operator will install the Digital Lite "single channel integrity" servers in its headend operations in Carlsbad (55,000 subscribers) and Desert Hot Springs (10,000 subscribers), replacing analog VTRs in those sites.

Daniels also will use the Channelmatic servers to play back five-minute CNN Headline News segments.

Daniels's technical operations manager, Don Williams, says that the company looked at digital ad insertion systems from a number of manufacturers, including Texscan and SeaChange, but settled on the Channelmatic server because of its modular architecture and low price.

The Digital Lite "servers" use a peer-to-peer architecture, with one 486 PC-based playback module dedicated to each channel, as opposed to a central server that plays out numerous channels.

"There's no single point of failure that would take down all the networks," says Williams. "If you have a server failure, you lose one channel of spots."

One Optivision MPEG-2 encoder in Daniels's Carlsbad headquarters will support the servers in Carlsbad and Desert Hot Springs, which will play out 16 and five channels, respectively. Once encoded, the spots will be distributed to the headend systems, which can store up to 350 30-second spots each. The MPEG-2 files then are decoded to analog by the Channelmatic units for payout.

For the Carlsbad headend, Daniels will use Zenith modems and an Ether-

net connection to transfer the MPEG-2 files (at four megabits per second) from the encoder to the server. For Desert Hot Springs, the company initially will ship spots back and forth on a removable hard drive.

"They don't get that many spots, so that makes economic sense [compared

with paying for a fiber link]," says Williams. In the future, he would like to use some form of compact optical storage for the Desert Hot Springs spots to cut down on shipping costs.

Daniels advertising sales manager, Mike Canizaro, says the digital ad insertion systems will be a "huge" improvement over Daniels's existing method, which is to dub spots onto a master tape and then load them into VTRs.

"Right now we have a three-day turnaround on spots," Canizaro says. "This will allow us to turn around a spot on the same day. That gives us the opportunity to go after supermarkets and movie theaters because they need constant updates on their spots." ■

Digital DJ to test in Bay Area

Subcarrier proponent teams with KPIX-FM

By Glen Dickson

FM subcarrier developer Digital DJ of San Jose, Calif., has allied with CBS-owned KPIX-FM San Francisco to test high-speed FM subcarrier information services. The Digital DJ technology will be used to transmit text and graphic information in the form of traffic reports, financial data, weather updates, business and sports news to high-speed data receivers.

The Digital DJ/NHK FM Subcarrier Information Service (FMSS) is one of three FM subcarrier systems being tested by the Electronic Industries Association and the NAB at the NASA Lewis Research Center in Cleveland. The others are Seiko's High Speed Data System (HSDS) and Mitre's Subcarrier Traffic Information Channel (STIC). The tests are sponsored by the National Radio Systems Committee, a joint venture of the EIA and NAB.



A pop-off receiver cover will display Digital DJ information.

According to KPIX-FM General Manager Blaise Howard, the Digital DJ field tests probably will start in May, after the station's new Harris transmitter is delivered and installed. KPIX-FM will put several hundred test receivers into the market to see how they work and how listeners react to the new service.

"This would be a way to continue to tie people into our radio station," says Howard. "If they want traffic, it's instantaneous, and we get the credit for it. It's another way for the end user of your radio station to establish a bond with you."

Howard thinks KPIX-FM listeners will enjoy the FM subcarrier information,

and that it may become a future revenue stream by offering services such as e-mail or real-time sports scores: "San Francisco is the land of who gets the coolest toys."

He also points out that subcarrier transmissions travel through buildings with relatively little interference and that a user doesn't have to tune in the radio station to get the information. For example, subcarrier information could be transmitted to a car radio even if the user were playing a CD or cassette tape on the same unit.

"What I envision music stations doing is selling you what's coming up next—telling you what the next song is, or when they're holding call-in contests." Howard says.

The Digital DJ high-speed data receiver is a stereo radio with a display screen capable of receiving data at 12 kilobits per second after error correction. The receivers display alphanumeric information and graphics without interrupting the audio, and each receiver has a unique identification number so listeners can receive customized information. In addition to hand-held, car and home stereo units, the company hopes eventually to offer the service to computer users through a PCMCIA card with a radio tuner.

On the station end, Digital DJ will provide KPIX-FM with its Workbench unit, a Pentium-based computer with Windows software, a frequency modulator and a data encoder. The Workbench database automatically handles information updates and transmission, says Joel Schwartz, Digital DJ director of sales and marketing. "The Workbench filters the information that the users want," says Schwartz. The company manages the master database from its headquarters in San Jose.

According to Schwartz, both WKLS-FM and WPCB(FM) in Atlanta have agreed to beta test the Digital DJ service during the 1996 Atlanta Olympics. WKLS-FM Program Director Michael Hughes confirms that his station will be testing the system this summer. Eric Seidel, who is station manager for WGST(AM) and WPCB under an LMA, says that he is eager to conduct the tests but is still analyzing how the subcarrier service will affect WPCB's signal strength.

"We're the official Olympic station in Atlanta, and we're interested in getting digital info out about weather, traffic, ticket availability and changes in event times," says Seidel. ■

Cutting Edge

By Glen Dickson

Cycle Sat, the satellite distribution provider for commercials and short-form video, and **Pacific Bell** have formed an alliance to offer long-distance video connections. Cycle Sat will make its fiber optic digital video circuits in New York City and Burbank, Calif., available as local video loops to which Pacific Bell Advanced Broadcast Video Service (ABVS) customers may connect; similar video customers in other locations outside California also will have access to the service.

Intelsat has terminated its contracts with China Great Wall Industry to launch its 804 and 805 satellites, scheduled for 1997 and 1998. The satellite consortium is currently negotiating with Lockheed Martin Commercial Launch Services for the launch of the two VIII/VIII-A satellites using two Atlas IIAS launch vehicles. The last Intelsat bird China Great Wall attempted to launch in February was destroyed after a massive rocket failure.

Graham-Patten Systems has delivered three digital audio mixers to Fox TV Stations Corp. for

use at Fox's KTTV(TV) Los Angeles. Two D/ESAM 200 digital edit suite audio mixers will be used in a pair of post-production/edit

suites, while a D/ESAM 400 will be installed in a new audio production suite. The all-digital edit suites will help produce promos and IDs for KTTV; one features a Grass Valley VPE-331 edit controller linked to a Model 4000ME video switcher and a Crystal DVE. Mastering-replay is from a Tektronix PDR-100 digital disk recorder. The second edit suite, now in the final planning stage, will have a Quantel Edit Box 4000 nonlinear editing system.

Hyundai Digital Media has introduced a DVB-compliant decoder chip set designed for the DBS

set-top market. It consists of the HDM8511P CWeST single-chip QSPK demodulator with embedded error correction and the HDM821P single-chip MPEG-2 SAVI (Systems, Audio, Video) decoder. "We had a choice to make



Hyundai's new DBS chip set at work

of which demodulator [to] do first [cable, MMDS or DBS]," says Vahe Akay, HDM's vice president of worldwide marketing and sales. "The DBS market seems to have taken off faster than the cable market worldwide."

The Canadian Broadcasting Corp. has selected Quantegy Inc.'s Ampex 208 Betacam videotape for use by its camera operators in the 1996

summer Olympics. According to Quantegy, the CBC will use as many as 2,000 Ampex 208 videocassettes during the Atlanta Games.



A digitally-done Fox promo

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Northeast area radio stations, planning for rapid expansion in mid-sized markets, seeks tireless, creative, take-charge people to join our company for positions in:

Station and Sales Management

We offer major-market earning opportunities through generous salary/bonus structure. Experience in value-added selling, sales promotion, and carrying own list is a must. A great opportunity to join a young, energized company on the move.

Program Director and Announcer

Seek on-air announcers with the ability to execute compelling programs and do creative radio production, as well as skilled Program Directors to manage all phases of a radio stations programming.

Please specify position. Send resume and references to Box 00748.

We are an Equal Opportunity Employer.

Sales Manager/GM combo opportunity in Northern Michigan. Traverse City, Charlevoix, Petoskey. Must lead by example in the street. Group operator with over 10 years of successful track record in northwest Michigan. Reply to Box 00703 EOE.

Group Sales Manager: Eight station small market group needs a seasoned, dynamic, take-charge VP Sales. Hands on management and training in competitive, very upscale markets in Rocky Mountain Region. Must have minimum three years experience as GSM and have ability to handle multiple operations. Fax resume to Radio, (303) 526-1558. EOE.

Chattanooga's "Hot Country Favorite" US-101 is looking for the best candidates to fill the position of Local Sales Manager. You need to have a minimum of five years sales/sales management experience. You need to be proficient with the latest sales computer tools. Most importantly you must be "client focused" in your approach to marketing. If you love selling and have the experience to help the #1 sales staff in Chattanooga to achieve even greater success then send your resume to: Charles Sells, General Sales Manager, WUSY Radio, P.O. Box 8799, Chattanooga, TN 37414. Colonial Broadcasting is an Equal Opportunity Employer.

General Manager: Group operator looking for hands-on manager with strong background in sales, programming and computers to run our midsize market Rock Station. If you have a strong desire to win and are ready to take on the challenge, then you may be the person we are seeking. Send your resume, philosophy, accomplishments, and salary history to Box 00732 EOE.

HELP WANTED SALES

Westwood One Radio Networks has an outstanding opportunity for a unique broadcasting professional. Wanted: Radio Station Manager of Sales and Programming. Experience with superior communication and people management skills. Needed: VP Affiliate Sales and Service for Network and Format products and services. If interested, please send resume and previous 5 years of income history to: Bob Dunn, Sr. VP Affiliate Relations, Westwood One Radio Networks, 1675 Broadway, 17th Floor, New York, NY 10019.

Western Colorado Salesperson. New FM/FM/AM regional duopoly. Golf, skiing and more! Resume to: KISS Country, P.O. Box 60040, Grand Junction, CO 81506. EOE.

Established Chicago Suburban Communications Company offers opportunity for the right person in Sales Management. Positive attitude and good people skills a must. Send resume to Box 00750 EOE.

103.9FM WDRE, Philly's Modern Rock, seeks qualified Account Executives for growing staff. If you have sales experience and get the music send resume to Sales Manager, WDRE, 100 Old York Road, A1, Jenkintown, PA 19046. No calls. EOE.

HELP WANTED TECHNICAL

Consulting engineering firm in Washington, D.C. area is looking for an engineer to help primarily with the firm's radio and television related work, with some exposure to other communications technologies. Applicants should be familiar with the preparation of broadcast engineering exhibits in support of FCC applications and filings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

HELP WANTED NEWS

Newstalk Radio Station needs experienced hardworking News Reporter. If you have strong writing and reporting skills and are a committed journalist apply now. Send air-check tape and resume to: Mark Swartzell, News Director, WDAY-AM, P.O. Box 2466, Fargo, N.D. 58108. EOE.

HELP WANTED HOST

Daily Talk Show on Newstalk Radio Station, WDAY-AM, needs a knowledgeable and articulate Host. Ability to schedule and work with guests a must. This position may include additional on-air shifts. Send air-check and resume to: Dave Edwards, Operations Manager, WDAY-TV6, P.O. Box 2466, Fargo, ND 58108. EOE.

SITUATIONS WANTED MANAGEMENT

World Class CEO/GM available to lead group or megopolis to next level. Success in all size markets. Just completed contract with foreign government restructuring entire industry. Can bring full management team if required. Consider long or short term projects.

Mediacom International, Inc.
(619)431-9658. FAX (619)431-9640.
E-Mail
102134,3071@compuserve.com

Try me on approval! Bring me aboard as self-employed consultant. If you like my work...and I like your operation, I'll be happy to be your GM! Small markets. 316-343-9896. (Fax 316-342-1175).

SITUATIONS WANTED ANNOUNCER

Yes, I have a grrreat voice. Give me a chance and I will write for you great commercial copy. Quick study, female voice, college grad, who wants a chance to do as much as she can in radio this summer. Contact me if you are interested. Available in New York Metro area, New Jersey, Pennsylvania. Reply to Box 00739.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager. RadiOhio, Inc. is looking for someone who likes the challenge presented by a diverse and growing company. In this position you will have the opportunity to deal with an AM station with a Sports Talk format, an FM station with an Oldies format, a satellite distribution network, an all state news service, production and network distribution of Ohio State sports programming, and help in the organization and implementation of a sports marketing group. You will need a solid accounting background to help you with the analysis and budgeting necessary to propel this company forward in these areas while continuing to maintain the financial reporting and compliance necessary in a major radio station. WBNS AM-FM is an Equal Opportunity Employer. Women and minorities are encouraged to apply. Pre-employment drug testing is required. Please send resume and cover letter to RadiOhio, Inc., Treasurer's Office, 770 Twin Rivers Drive, Columbus, Ohio 43216.

TELEVISION

HELP WANTED SALES

ODETICS BROADCAST

Join one of the 100 best work environments in the U.S.

CONTRACTS ADMINISTRATOR

Seeking individual with 3+ years experience working in a technical sales department preparing proposals for computer based process control systems or similar products our Anaheim, CA location. Experience in the television broadcast industry either as user or as a supplier of broadcast equipment is desirable.

Position requires working with field sales team, customers and design engineers to prepare proposals and supporting documentation for tape and digital disk on-air presentation systems. Good communication and writing skills and working knowledge of computer software for letter writing and proposal spreadsheet organization and presentation are essential.

BROADCAST EQUIPMENT SALES MANAGER, ASIA REGION

Minimum 5 years experience in television broadcast equipment sales with 3 years selling in Asia. Experience should include management of a distributor/agent/representative network and residency, past or present in the Asia Pacific region.

Position is based in our Singapore office and will require extensive travel within the Asia Pacific Region working with a network of reps to promote and sell Television On-Air Presentation Equipment to broadcast facilities.

Odetics' Broadcast Division is the leader in broadcast television On-Air Presentation Systems. Odetics, Inc., a public company listed on the Nasdaq stock exchange has been listed twice as "One of the 100 Best Companies in America to Work For."

If your skills and experience meet the requirements above, please forward your resume to:

E-Mail address: IKK@odetics.com, Fax# (714) 780-7999 or mail to:
Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802.

EOE

M/F/H/V

COMMERCIAL COPY COORDINATOR

A successful cable network headquartered in Manhattan is offering an exciting and rewarding opportunity to an experienced hands-on, detail-oriented Traffic Coordinator to handle commercial copy.

The candidate must be well-organized, able to work under pressure and possess excellent communication skills for heavy interaction between the Sales Department and Advertising Agencies.

Position requires 2-3 years experience in a cable broadcast or agency environment. Knowledge of Traffic systems and experience in a Windows environment essential. College degree preferred.

Please send resume to:

AG 60, 71 Fifth Avenue, 5th Floor, New York, New York 10003

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

Traffic Manager. WRLH FOX 35 in Richmond, VA seeks an experienced Traffic professional to lead our department. Knowledge of JDS system is helpful. People and Inventory management skills are a must. Send resume to General Manager, WRLH TV, 1925 Westmoreland Street, Richmond, VA 23230. EOE.

Local Sales Manager: WJXT-TV, a Post-Newsweek Station, seeks an individual to direct the local sales effort of the station to achieve specific revenue and share goals, and to coordinate the activities of the Account Executives in their day to day sales efforts. Minimum 3-5 years TV sales experience required. Minimum 2 years prior management experience preferred. Knowledge of local sales, vendor development, retail development and sales promotions. Must have strong leadership, interpersonal, organizational and computer skills. Degree in marketing or related field preferred. Send resume to: Jack Potter, General Sales Manager, WJXT-TV, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

General Sales Manager. Outstanding opportunity with ABC affiliate in Portland, Maine. This sales team leader will apply creative management and marketing techniques to build business relationships and develop new revenue opportunities. Special organizational ability to manage multi-location sales operation required. GSM will direct local sales effort while overseeing Regional and National Sales, Traffic and Continuity departments. Must possess strong abilities in sales and rate strategies, inventory control, budget and forecasting. Should be a strong leader to train and motivate staff. Proven record of achievement in broadcast sales management delivering expense and revenue budgets. B.A. in Communications, Broadcast or related field with five years plus, sales management experience. Letter and resume to: Vice-President/General Manager, WMTW, P.O. Box 8, Auburn, ME 04210. No phone calls. EOE.

Advertising Sales Manager. Dallas based America One Television is seeking an aggressive Sales Manager for a rapidly growing advertising department. Responsibilities include the supervision of national sales representation and traffic department, the setting of rate cards and sales budgets. The ideal candidate will have at least three years of television sales experience and understand the "relationship" rather than the "ratings" sale. Experience with direct response and infomercial advertisers is a plus. Please fax resume to Michelle Kyle at 214-868-1662. EOE.

Account Executive-TV. New business development in Fairfield County for Connecticut's ABC affiliate. College graduate with 1-2 years broadcast sales experience. Salary plus commission. Send resume to: Harvey Adelberg, LSM, WTNH-8, 8 Elm Street, New Haven, CT 06510. EOE.

Account Executive wanted for Western Arizona Warner affiliate. Draw/Commissions, Medical and Dental plans available. Fax resume to Stan (520) 526-8110. G.C.T.V. Inc. EOE.

Local Account Executive. WHNS-TV FOX 21, First Media Television, FOX affiliate in the 35th market, is expanding its sales staff with the addition of a broadcast media sales person. Broadcast sales experience is not required; however it is preferred. Some outside sales experience is required with focus on developing new business. Applicant should have more than working knowledge of computers and will be expected to develop complete sales knowledge of sales tools available. Applicants should be energetic with a positive attitude, strong work ethic and desire to succeed in a competitive, growing market. Send resume to: WHNS-TV, Attn: Personnel-Sales, 21 Interstate Court, Greenville, S.C. 29615. EOE. M/F/H.

Local Sales Manager. Sinclair Broadcast Group and FOX affiliate, is seeking an individual capable of positively motivating and challenging the local sales staff and building relationships with local clients and agencies. Applicants must have 3-5 years in broadcast sales, preferably in sales management. Must be proficient in computer skills and written/oral communications. College degree preferred. Send resumes to: WSMH-TV, Attention: Aaron Olander, Station Manager, Box 310669, Flint, MI 48531. The deadline for resumes is April 19, 1996. EOE.

HELP WANTED MANAGEMENT

General Manager: Federal Broadcasting Company, seeks News/Programming oriented General Manager for WSTM, Syracuse, NY. Ideal candidate will have proven success building successful news programming in very competitive market. Previous GM experience preferred. Please send resume to: Jim Kizer, Federal Broadcasting Company, 1030 James Street, Syracuse, NY 13203. EOE.

Fox Affiliate, Austin, Texas, seeking Local Sales Manager to successfully lead our sales team. Candidate should have strong work ethic, proven ability in TV sales, new business development and agency/client relations. Strong leadership skills a must. At least 5 years experience in TV sales required. Management experience preferred. Send resume and cover letter to: Human Resources: Attention Local Sales Manager, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. No phone calls, please. EEO Employer.

General Manager: Federal Broadcasting Company, seeks Sales/Marketing oriented General Manager for KNDO/KNDU-TV in Yakima/Tri-Cities, WA. Must have strong sales management background with ability to balance needs and priorities of all station departments. Previous GM experience preferred. Please send resume to Jim Kizer, Federal Broadcasting Company, 1030 James Street, Syracuse, NY 13203. No phone calls. EOE.

HELP WANTED MARKETING

Marketing/Research Manager. Top 30 Southeast Market WRAL/WRAZ-TV. Strong sales orientation to work with sales, programming, and promotions with qualitative research and specialized analysis. Design selling pieces and work daily with sales personnel to develop new business and increase market share. Knowledge of Scarborough, TVScan, NSI, CMR, Qualitap, Microsoft Excel, Microsoft Word, and PowerPoint preferred. Resume and work samples to Quinn Koontz, GSM, WRAL-TV, 2619 Western Boulevard, Raleigh, NC 27605.

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



KEYSTONE INT'L, INC.
16 Laffin Road, Suite 900
Pittston, PA 18640

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

TELEVISION

CHIEF BROADCAST ENGINEER

Work with the largest ITFS holder in Chicago integrating 8 microwave channels with satellite uplink/downlink and video/PC conferencing.

Responsible for tech ops, technology, maintenance, and production/post-production. Qualifications: BS in Broadcasting or equivalent, FCC gen or SBE certificate, 3-5 years supervisory experience.

Illinois Institute of Technology is a doctoral-degree-granting university for science, engineering and the professions. Benefits include tuition for employee/ family. Reply to:



Human Resources-24A
ILLINOIS INSTITUTE OF TECHNOLOGY
3300 S. Federal
Chicago, IL 60616
EOE

MANAGER, TECHNOLOGY PLANNING

Capital Cities/ABC, Inc. is seeking a highly motivated individual to play a key role in the concept planning and development of a variety of projects for digital and advanced television and multimedia.

To qualify, you must have five years of experience in broadcast and computer technologies along with a degree in Engineering, Computer Science or a related field. The ability to lead hardware and software development teams, integrate new technologies, and design new methods of operation for broadcast and non-broadcast facilities is also required.

For consideration, send resume and salary history to:



Capital Cities/ABC, Inc.,
Employee Relations Dept., JK/TP
77 West 66th Street
New York, NY 10023.

Capital Cities/ABC, Inc., is an Equal Opportunity Employer.

Maintenance Technician: KBAK TV is seeking an experienced Engineer to install, maintain, and repair broadcast systems. Must have the ability to troubleshoot and repair electronic equipment to the component level including UHF transmitting apparatus, microwave systems, and studio equipment. Emphasis in this position is on transmitter maintenance; FCC General Class License or SBE certification required. KBAK is located in California's southern San Joaquin Valley 1.5 hours north of Los Angeles and 2 hours from the Pacific coast. Come live in a great town with Southern California's lowest cost of living. Send your resume to: KBAK TV, Attn: Phil Dunton, P.O. Box 2929, Bakersfield, CA 93303. EOE/M/F/D/V.

TV-Technical Director. Computer Editor (#5110). Requires: Degree in Engineering, Radio/TV production, related field or equivalent experience, 5 years experience computer editing with 3 years as editor, minimum 3 years supervisory experience, production engineering and editing, 1 year as Technical Director, operating switcher, audio production, post production audio and field audio. Will supervise technical/operational aspects, assemble/edit station productions, supervise studio crews, provide technical guidance, equipment installation/maintenance. Long periods sitting/standing, changing work schedule. Ability to lift 5-lbs; read/write, add/subtract times correctly, move quickly about facility. Apply in writing to: Executive Secretary, WKNO-TV, Position #5110, Box 214880, Memphis, TN 38124. No phone calls please. Open until filled. EOE.

Maintenance Technician: KSDK, St. Louis #1 NBC affiliate. Work on broadcast Beta, D3 tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: KSDK-TV5. Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

Staff Level Position: with strong background in broadcast video, audio and facility construction. A national radio and TV network is expanding its technical staff. Travel required. Fax resume and salary history to Jack Valinski, National Operations Manager, Metro Networks at 713-840-7039. Equal Opportunity Employer.

Maintenance Engineers. NBC-6 is looking for highly qualified television Maintenance Engineers. Positions are available with emphasis on high power UHF transmitters, microwave and satellite systems; as well as studio equipment maintenance such as switchers, video recorders and computerized television equipment. 3-5 years of television maintenance experience and FCC General Class license required. Candidates must have at least 2 years of technical school or military training in Electrical Engineering. NBC-6, home of the NBC news channel, located in Charlotte, North Carolina, is a leader in television technological advancements in support of its news operations. We have a congenial working environment with excellent benefits. If qualified, please forward your resume to: Zina Jemison, Human Resources, NBC-6, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE/M/F/V/H.

KTVI - FOX 2 St. Louis, Missouri. FOX 2, a New World station, is looking for a Director of Engineering and Operations. This Department Head position is responsible for directing and managing all engineering, maintenance and technical operations of KTVI. Qualifications require a minimum of 7-8 years experience in all facets of technical operations of a television station. Specialized training and experience in meeting FCC rules and regulations and in negotiating union contracts are desirable. Send resume to: Spencer Koch, President and General Manager, KTVI-TV, 5915 Berthold Avenue, St. Louis, Missouri 63110. Fax #314-647-0130. We are an Equal Opportunity Employer.

Immediate opening for Full-Time Engineer in Washington, D.C. metro area. Primary responsibilities are operating Ku-band uplink trucks. Must be able to read schematics, perform light maintenance and in-house teleport duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Nelson Crumling, Vice-President 202-

Engineer: Progressive group owned the Southeast is in search of Engineering/Operations Manager to join team of professional. We are looking for a "can-do" person who is at home in a fast paced news oriented atmosphere. The ideal candidate will have at least 3 years experience in broadcasting as a technical manager. SBE certified and will possess an FCC General Class license. Demonstrable competence in personnel, budgeting, strategic planning and performance standards are essential along with a solid understanding of computer, studio and RF transmission systems. Send resume to Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29692. EOE.

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 3 years experience is required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them 708-299-4206, to the attention of V. Schwantje.

Chief Engineer: Hands on Chief Engineer with excellent communications skills for South East ABC affiliate. Previous management experience recommended. Send cover letter, resume, references and salary history to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. WRIC-TV is an Equal Opportunity Employer. Minorities encouraged to apply.

Chief Engineer: First Class License. Thorough knowledge of UHF/RF operation and maintenance, as well as production and post-production systems. Must be hands on, organized and able to communicate. Computer experience a must. Not a desk job. Good opportunity for an assistant chief to become chief. Great Florida market. Family environment. An Equal Opportunity Employer. Send cover letter and resume to Box 00742.

HELP WANTED NEWS

**WFLA-TV
Tampa, Florida**

Are you ready to be part of the best news department in Florida? Do you have what it takes to make good newscasts even better? If your strengths are writing and executing newscasts with strong visual, production, and stylistic elements, then we want to meet with you. We are looking for a super producer that is ready to lead a talented group of producers. Preferred minimum requirements are a Bachelor's Degree with 5 years experience producing a primary newscast. Contact Carol Thornton, 1-800-824-1695, ext. 5319, Monday through Friday, 8:30 am-5:30pm, EST. EEO. M/F. Pre-employment drug test required.

EXECUTIVE PRODUCER

BROADCAST JOURNALIST

A leading California energy company needs a seasoned broadcast journalist with on-camera savvy to join a fast-paced corporate communications unit. The successful candidate must be able to develop and implement communications strategies and programs for a rapidly changing industry and advise senior management on short and long-term media relations plans. We offer a competitive compensation and benefits program and an opportunity for professional growth. Please send your resume to BHA/LA, 530 Bush Street, Suite 600, San Francisco, Ca 94108.

ENTERTAINMENT REPORTER

KABC-TV Eyewitness News seeks a creative & energetic reporter to cover all aspects of the entertainment industry. Previous TV Entertainment reporting experience is highly preferred. Please send resume and videotape to: C. Fair, News Director, KABC-TV, Dept. ER-BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. We are an equal opportunity employer.



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.

Staff Meteorologist: Weekends with weekday community service duties. Broadcast position in state-of-art operation with Nexrad, Earthstation and Earthwatch. Meteorology degree required. Entry level applicants considered. EOE. Tape and resume to Paul Hagar, Chief Meteorologist, KMEG-TV, Box 657, Sioux City, IA 51102.

Senior Producer. Fast-growing health and medical unit looking for experienced News Producer to supervise team of writers, producers and graphic artists. Strong people skills, visual sense and copy editing skills a must, plus minimum 5 years major market experience. Rush your resume and non-returnable reel to Carla Jackson, Reuters Health Information Services Inc., Worldwide Plaza, 825 Eighth Avenue, 31st Floor, New York, NY 10019. EOE.

Reporter/Photographer. West Texas, CBS affiliate, seeks a Reporter/Photographer. Must be able to gather, write, shoot, and edit three-quarter inch video for broadcast. Must have journalism background and able to work flexible hours. Degree and/or prior experience required. Send resumes and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Reporter/Photographer: Reporter with anchor potential needed for NBC affiliate in Fort Wayne. Must be able to develop contacts, dig out stories and tell them in a compelling way. Not a beginners market. Send resume and non-returnable VHS tape to Jim Bailey, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. No phone calls. EOE.

Reporter. Enterprising pro to cover hard news and politics on Saipan. Very aggressive news department on booming tropical paradise. This promises to be an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

Producer: Looking for creative, innovative Producer who can produce a newscast that looks and feels different from the rest of the pack. No show stackers. Need 2 years experience in news show producing. Excellent writing skills a must. Resume/non-returnable tape to Kay Ashley, KFOR-TV, Box 14068, Oklahoma City, 73113. Equal Opportunity Employer.

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

Producers. Fast-growing health and medical unit looking for experienced News Producers. Strong writing and production skills a must, plus minimum 3-5 years major market experience. Rush your resume and non-returnable reel to Carla Jackson, Reuters Health Information Services Inc., Worldwide Plaza, 825 Eighth Avenue, 31st Floor, New York, NY 10019. EOE.

Pollack/Beiz Broadcasting is accepting applications for News Director at our soon-to-be acquired KIEM-TV (NBC), Eureka, California. This position requires an individual who can wear many hats with experience in reporting, editing, training and anchoring. Our small market, beautiful coastal area provides a great opportunity for a motivated, hands-on type of leader. Send resume and non-returnable tape to: Hank Ingham, KIEM-TV, P.O. Box 5115, Eureka, California 95502. EOE.

News Photographer/Editor wanted by Mid-Atlantic ABC affiliate using Hi-8, 3/4" and Betacam. One year experience required--live unit experience a plus. Resume and non-returnable tape to Chris Cifatte, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Minorities and women encouraged to apply. EOE/M-F.

News Reporters: Full and Part Time Reporters sought for aggressive California station KFTY, 50 miles north of San Francisco. We've got all the tools in a very competitive news market. You should have one to three years experience in a shop where you are a live shot master, edit and write everything from packages to VO's. If you're a team player with a "can do" attitude send a non-returnable tape, cover letter and resume to John Burgess, General Manager, KFTY-TV, P.O. Box 1150, Santa Rosa, CA 95402. No phone calls please. Applications accepted until 4/17/96. EOE/MF.

News Producer: Need sharp, creative pro who can take charge of newscast from story development to control room. Ideal candidate will have at least one year experience producing television newscasts. Send resume, statement of news philosophy, and non-returnable VHS tape to Jim Bailey, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. No phone calls. EOE.

News Director-WSEE-Erie, PA. Miami hired our N.D. now we need strong, dynamic leadership. We have all the tools and an experienced, seasoned staff. You must have news room management experience, lots of energy, and want to win. Send resumes in confidence to: Jim Wareham, WSEE-TV, 1220 Peach Street, Erie, PA 16501. Fax: 814-454-5541. EOE.

News Director: Are you a manager of paperwork as well as a motivator of news hounds? Do you read the paper or lead the paper? If you're ready to lead a strong #2 to domination, I want to talk to you. Prior news directing experience required. We're 100+ market. On the coast. Reply to Box 00749 EOE.

News Photographer/Editor: Primarily an editing position, with some videography required. This person will edit news videotape for newscasts from various sources, and will record feeds from various microwave and satellite sources. Position requires ability to playback edited tapes on air during shows. Minimum of two years experience editing and videography with commercial TV station. Person should have news background or strong interest in news events and/or journalism. College degree with emphasis in TV desired, but not required. Experience with Betacam, U-MATIC and S-VHS formats is desired. Send resume and tape: Dave Mathews, ENG Supervisor, 3801 Carlisle Boulevard NE, Albuquerque, NM 87101. Drug free workplace. Equal Opportunity Employer.

News Director: Are you an experienced news professional with the drive to aggressively lead our news department to the next level? If so, then you're ready to be the next great news director at KFTY-TV in California's beautiful wine country. You'll join a growing company doing battle 50 miles north of San Francisco in a very competitive news market. If you're second in command or a producer in a major to medium market shop, this may be the opportunity you've been looking for. Rush news philosophy, resume and a non-returnable tape of your current newscast to John Burgess, General Manager, KFTY-TV, P.O. Box 1150, Santa Rosa, CA 95402. Applications will be accepted until 4/25/96. No phone calls please. EOE/MF.

News Director: KFOR-TV, Oklahoma's NewsChannel, is looking for a person with a strong news producing background that can originate strong, informative and innovative newscasts. You will be directing an already successful and cohesive news staff who refuse to be beaten on spot news, weather, investigative reports or creative series. Resumes to KFOR-TV, Box 14068, Oklahoma City, OK 73113, Attn: Ann Evick. We are an Equal Opportunity Employer.

Managing Editor: Hot FOX O&O looking for aggressive, planning-oriented M.E. to lead reporters and assignment editors. Applicant must have experience as a news reporter and ready to critique the work of our talented staff. If you know how to teach, write, recruit and lead, we want to talk to you. Resumes to: Tom Loebig, VP/News, WGHP-TV, HP-8, High Point, NC 27261. E-mail: loebig@wghe.com. EOE/MF.

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

Help Wanted: Reporter. Nashville's top network affiliate is looking for a top notch General Assignment Reporter. If you are a storyteller and a team player, send us a tape. Tape and live reports that win viewers are musts. Minimum three years reporting experience. Send non-returnable tape, resume and letter of interest to Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

General Assignment Reporter. KPLR-TV, St. Louis 11, #3 station in the 20th market, needs an aggressive General Assignment Reporter with at least 2 years TV news experience. Bring your ability to dig out facts, ask incisive questions and write well to our growing news operation. Good atmosphere, pay and benefits. Send tape and resume to KPLR-TV, Attn: Dept. 114D, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

Full-Time Position Open/Sports Department. Television Sports Weekend Anchor and Reporter position open to someone with experience that is willing to be part of an aggressive sports team on the news leader WDAY-TV6. Must have proven previous experience. Send videotape and resume to: Dana Mogck, Sports Director, WDAY-TV6, P.O. Box 2466, Fargo, N.D. 58108. EOE.

Full-Time Position Open/Sports Department. Needed: Energetic radio and television Sports Broadcaster. Responsibilities include radio play-by-play for college and high school football and basketball. Reporting responsibilities in both radio and television. If interested in joining the sports leader, WDAY-TV-AM send resume tape and air-check to: Dana Mogck, Sports Director, WDAY-TV6, P.O. Box 2466, Fargo, ND 58108. EOE.

Assistant News Director: Looking for the best. Must be great with day-to-day coverage, series, production. People skills a must. Are you a strong journalist and a leader in your newsroom? Send news philosophy and resume to: Steven D. Hammel, News Director, KMOV-TV, 1 Memorial Drive, St. Louis, MO 63102. Equal Opportunity Employer.

Field Producer. Do you have the aggressive reporting skills to cut it as a major market Field Producer? If you can personalize a hard-news story, sell it with pictures and support it with graphics we want to see your tape. Primary coordinator for lead stories, long format pieces and live breaking news coverage. Reporting and newscast producing experience helpful. Joel Bernell, Executive Producer, KSTP TV, Job #22-96, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

Director for All News Channel. A 24 hour national news channel reaching more than 30 million homes. At least 2 years previous experience directing live news broadcasts. Must be able to call and switch news programs. Ability to work evenings, weekends, and overnights. Experience with Grass Valley switchers, Ampex ESS-5, Chyron Max character generators, Video Toaster a plus. Good typing and spelling skills. Geography and current events knowledge helpful. Work with producers, writers, graphics, editors, on story and broadcast pre-production. Amy J. Stedman, Conus Job #57-96, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. EOE.

Bureau Chief/Reporter: News leader on California's Central and South Coast needs a Bureau Chief/Reporter for the Santa Barbara newsroom. The ideal candidate is a self-starter who can generate story ideas daily. Strong on-air and writing skills are a must. Live-shot experience is helpful. Familiarity with Santa Barbara is a plus. Send resume and non-returnable 3/4" tape to News Director/M, KSBY-6, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

Bureau Chief. We need a seasoned Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

Assignment Manager. Responsible for story assignments. Prepares the morning run downs of story possibilities and presenting them to the Managing Editor, Executive Producer and Show Producers. Assigns reporters and photographers based on the morning planning meeting. Responsible for making beat calls, answering calls to the desk, checking faxes and monitoring police/fire scanners, planning the next days story coverage in consultation with the Managing Editor. The Assignment Manager must have sound journalistic skills and be able to meet strict deadlines and work flexible hours. College degree preferred in related field. May require working in the field and flying in a helicopter. No phone calls! Send resume to: Russ Kilgore, WESH-TV, 1021 North Wymore Road, Winter Park, FL 32789.

Anchor/Reporter: NBC affiliate in 35th market is searching for an accomplished Anchor/Reporter. We need a storyteller who is equally talented on the anchor desk or in the field producing compelling packages and live shots. Need two years experience. Tapes/resumes to Human Resources Manager, WYFF-TV, P.O. Box 788, 505 Rutherford Street, Greenville, SC 29602. WYFF-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Assistant News Director. Strong news station looking for a strong leader to run day-to-day newsroom operations. We have more news, more often and we want someone to take a greater news product and make it greater. Four live trucks, live helicopter, full computerized newsroom...we have it all! And you can have it all by sending a resume and non-returnable tape to: Bob Smith, News Director, KCRG-TV, Box 816, Cedar Rapids, Iowa 52406. EOE.

HELP WANTED PROMOTION

Promotion Producer: KOIN-TV in beautiful Portland, OR is looking for a creative thinker with a great reel and a lot of energy. We need a producer with a minimum of 3 years experience, non-linear editing proficient, who can make spots that make the audience sit up and take notice. If you love news promotion, if you're proud of your topical writing and your image spots, please send your resume, tape and application to KOIN-TV, Promotion Producer Search II, 222 S.W. Columbia, Portland, OR 97201. Call (503)464-0600 for an application. KOIN-TV is an Equal Opportunity Employer. Deadline 4/19/96.

WRDW-TV seeks On-Air Promotion Producer. Creativity, writing and 3/4" editing skills a must. Should have one year experience in television promotion. Resumes/tapes to: Human Resources Officer, WRDW-TV, Box 1212, Augusta, GA 30903-1212. EEO.

**Promotion
Writer/Producer**

KPIX Television in San Francisco is searching for a creative, motivated pro to join our expanding creative team as a Promotion Writer/Producer.

You'll join a creative department of producers, designers and editors working in a collaborative, marketing-driven environment. You'll craft retail and image spots for news, pro-sports, owned-radio stations, large local events and original programming.

You'll need 3-5 years of writing and producing on-air promotion in television. Hands-on editing, AVID, and audio production skills are a must.

We are a CBS owned station and offer competitive salary, benefits, great people and one of the best places on Earth to live...not to mention an office with a killer view.

If you're got a solid reel, good writing skills and are ready for some professional fun, rush your resume and non-returnable Beta reel to:

**KPIX Human Resources
855 Battery Street
San Francisco, CA 94111-1597**



CBS Inc. is an Equal Opportunity Employer.
Please, no phone calls.

HELP WANTED RESEARCH



**RESEARCH DIRECTOR
(Seattle Sales Office)**

Seeking a hands-on RD to oversee day-to-day operations of department goals to provide research that helps this aggressive FOX station grow and maximize revenues. Responsibilities include, but are not limited to, provide up-to-date program information and ratings estimates, custom tailored presentations, maintenance of software database programs including TV CONQUEST, Audience Analyst, Media Watch and NAR; oversee avail system by working with our national rep, train and supervise analyst and intern; analyze rating book; deal with vendors, etc. College degree in communications/broadcasting, 3-4 years research/marketing experience. Able to work well and communicate with station departments and outside clients/services. Possess management skills. Submit resume and desired salary to:

KCPO-TV, ATTN: RD-130,
P.O. Box 98828,
Tacoma, WA 98498.

PLEASE, NO PHONE INQUIRIES. NOTE: Position will be filled at earliest possible date, but not earlier than Wednesday, 4/10/96.

KCPO-TV is an Equal Opportunity Employer.

**HELP WANTED
FINANCIAL & ACCOUNTING**

WBNS TV Inc. Business Office. Duties: Full charge accountant responsible for all financial reporting for WBNS TV Inc. and other divisions. Train and supervise staff in all related accounting and personnel functions. Supply information and analysis regarding financial and personnel matters to management for decision making. Assist in other areas as assigned by management. Qualifications: College degree with emphasis in accounting and financial statements. Experience in both accounting and broadcasting. Strong communications and leadership skills. Ability to function efficiently and accurately under pressure. Ability to plan and implement new systems to work more efficiently. Strong management skills. Send cover letter and resume to: WBNS TV Inc., Business Office #120, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified women and minorities are encouraged to apply. WBNS TV Inc. is an Equal Opportunity Employer. WBNS TV Inc. is a smoke free and drug free workplace.

Business Manager: Top 50 market television station seeks Business Manager. Position will be responsible for all financial functions at the station. Responsibilities include management of all accounting personnel including accounts payable, payroll, credit and collections; financial reporting; monthly g/l close and annual budgeting process. Must have a degree in accounting of finance. CPA or MBA a plus or comparable business experience. 3 - 5 years minimum accounting experience in broadcasting or related field. Proficient use of spreadsheet software (preferably Lotus), knowledge of broadcast industry, TV operations and prior department head experience preferred. EOE. Reply to Box 00746.

HELP WANTED PRODUCTION

Design Director

KPIX Television in San Francisco seeks a highly creative, organized and motivated pro to join our creative team as Design Director.

You'll be responsible for total station design: from a new on-air look and logo to print, sets and news. You'll work with a talented group of designers and producers to create breakthrough advertising, innovative newscasts, and a unique menu of special events.

You'll need 3-5 years of design management experience in television, hands-on experience with Hal/Harriet, Macintosh animation and design, Infnit, Picturebox, and a wide range of post-production techniques including AVID. Basys and Internet experience is helpful.

We are a CBS owned station and offer competitive salary, benefits, great people and one of the best places on Earth to live.

If you're ready for creative challenge and reward, rush your resume, reel and non-returnable print sampler to:

KPIX Human Resources
855 Battery Street
San Francisco, CA 94111-1597



CBS Inc. is an Equal Opportunity Employer.
Please, no phone calls

Production. KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots, and long format. We're well equipped w/GVG 141, GVG 200, GVG Kaleidoscope, and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept. KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F; an A.H. Belo Broadcasting Company.

Producer/Director: Immediate opening for team leader with management potential. Require 5-10 years of experience as a director. Must be able to handle fast paced shows with lots of live shots. Send non-returnable tape, resume, and salary history to: Personnel Director, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116. EOE.

Photojournalist positions with Oregon Public Broadcasting national/international unit. Work on prestigious projects involving frequent travel. Salary plus benefits. Requires at least five years broadcast videographer experience, strong visual sense, sequencing skills, people skills, editing talent, ability to meet deadlines, flexible schedule. Ikegami 55 betacams. To apply, send cover letter, salary history, resume and resume tape (specify what is on tape) to: OPB Personnel, Mail Stop BRD, 7140 SW Macadam Avenue, Portland, OR 97219. Applications must be received by April 22, 1996.

Graphic Designer. KOTV in Tulsa is looking for a creative designer to join our award-winning team in creating graphics for news, promotion and special projects. Must be able to meet deadlines and work well with others in a demanding, productive environment. Minimum one year's experience in a broadcast facility with emphasis on news graphic production. Quantel Paintbox experience a plus. Mac experience and solid print background a must. Degree preferred. Rush resume and non-returnable beta or VHS demo reel to: Human Resources, KOTV, P.O. Box 6, Tulsa, OK 74101. An A.H. Belo subsidiary. EOE.

Graphic Designer. There's a Quantel Harriet Paintbox with your name on it waiting for you in the Valley of the Sun. Come join the promotion team in Phoenix, today! CBS affiliate seeks Broadcast Graphics Designer with Quantel Harriet and MAC skills. (Photoshop, Quark Xpress, Illustrator) Chyron Max experience helpful. Resume and non-returnable tape to Personnel Department, Arizona 5/KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. EOE.

Graphic Artist: KTVA-TV (CBS). We need imagination and working knowledge of computer graphics to create production, news and promotion graphics. Knowledge of Pinnacle Flash Graphics, Avid Video Composer and Macintosh 3/D PC Graphics a plus. Minimum of 1 year experience required. Salary DOE. Send non-returnable tape and resume to K. Ferrell, 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 4/12/96. EOE.

Full-Time CG Operator: KOTV seeks a full-time CG Operator with 1 year of experience in a similar position. We need 60WPM typing speed, good layout skills, system management skills, and the ability to thrive under pressure. We do 4 1/2 hours of graphic intensive, pre-production heavy news per day, plus a late-night call-in show. We offer top ten market equipment, a great company, and the friendliest city to live in. If you're into CG, ready for a challenge, and like being a team player, rush letter of application, resume, and non-returnable resume tape to: Senior Director, KOTV Inc., 302 South Frankfort Avenue, Tulsa, Ok 74120. EOE. M/F; an A.H. Belo Broadcasting Company.

Broadcast Design Director: KOIN-TV in beautiful Portland, Oregon is seeking a highly motivated, creative individual to oversee the production, implementation and maintenance of all aspects of our on-air look. The successful candidate must have 2-3 years of experience in graphic design at a television station. They must be able to translate the requests of promotion and news producers into compelling television art. Experience with motion graphics and electronic artwork a must. It's a great opportunity with a great company in a great place to live. Send application, resume, samples and tape to KOIN-TV, Design Director Search, 222 SW Columbia, Portland, OR 97201. Call (503) 464-0600 for application. KOIN-TV is an Equal Opportunity Employer. Deadline 4/12/96.

HELP WANTED PROGRAMMING

PROGRAMMING PRODUCER

America Online is delivering a dazzling array of entertainment, education and interactive options at the touch of a fingertip. To offer the most original and alluring programming in cyberspace, we need new producers on our entertainment team at our headquarters in Vienna, Virginia — a suburb of Washington, D.C.

We're looking for entertainment-savvy and computer-proficient people who are familiar with our service and eager to create, build, manage and enhance interactive programming and online content areas for our entertainment channel. To qualify, you need a BS/BA and 2-3 years' experience in a creative field such as entertainment, television or journalism. Excellent communications and interpersonal skills a must.

For immediate consideration, send your resume to: America Online, Inc., ATTN: Pauline Cooper, Dept. TH-PP, 8619 Westwood Center Drive, Vienna, VA 22182; FAX: (703) 918-2210; e-mail: pacooper@aol.com

For additional information on opportunities at AOL, call our Job Hotline at 1-800-392-8200. We are an equal opportunity employer. Principals only.



Executive Producer of Local Programming.

Award-winning local program department seeking a leader to continue our tradition of quality local programming. We seek an exceptional Writer/Producer who can produce programming that will make our viewers laugh, cry, think, respond and enjoy!!! Outstanding management/people skills, budget preparation, and cost consciousness are integral parts of this position. We produce everything from Pittsburgh Steelers Football pre-game shows, 60-minute medical specials, live marathons and bicycle races, telethons, parades, Pittsburgh Pirates Baseball games to public service announcement campaigns and accompanying programming. If you thrive on the satisfaction of putting major local shows on the air, then this could be the opportunity for you. Send your resume and tapes to the number one station in one of America's most liveable cities. Mark Barash, Director of Programming/Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Director of Programming/Station Management. Low power TV station and Warner Brothers affiliate in Pennsylvania, is seeking a highly motivated organized leader to transform a compelling embryonic program concepts into dynamic TV and to supervise programming, production, and studio staffs. Must be entrepreneurial, willing to take risks, work within tight budgets, and have a high energy level. Must have significant production and programming experience and a track record as effective and inspiring manager. Send resume and references to Box 00747 EOE.

HELP WANTED HOST

Kids Club Host: FOX 28 and 40, a Second Generation television property, is looking for an on-air Kids Club Host that is also experienced in writing, shooting and editing. Full-time position. Send resume and tape of both on-air and production work to: Cindy Fenton, Promotion Manager, FOX 28 and 40, 605 Boyson Road NE, Cedar Rapids, IA 52402. EOE.

SITUATIONS WANTED SALES

New Business Development. Are you trying to staff a new business development position at your station, but can't find the right person for the job? Call Al at (317) 299-5479 to talk to a new business pro who knows how to make it happen. Whether you hire me or not, your call won't be a waste of time.

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

ATLANTA

Olympic Time Period
TV Production - Post - Crews
P.A.L. - N.T.S.C. - Equipment - Studios
Production Offices and Support Services
Fax: 404-350-0302 <http://www.avpc.com/>

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 847-272-2917.

SITUATIONS WANTED PRODUCTION

Atlanta 1996! Veteran shooter with complete beta SP package. National credits. Great rates! George Criswell 770-734-0636.

VIDEO SERVICES

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

CABLE

HELP WANTED TECHNICAL

OUT OF THIS WORLD OPPORTUNITY

DIRECTOR OF ENGINEERING
at USA'S JERSEY CITY
NETWORK OPERATIONS CENTER

Designed with State-of-the-art equipment that feeds the USA and SCI-FI Networks, this new facility requires a Director with strong educational and experience credentials in production and transmission technology.

The Director of Engineering will be responsible for implementing automation system enhancements, assisting with Networks Operations facility design, working with vendors to debug software, establishing technical operating procedures, writing manuals and assisting with ongoing training. Global knowledge of industry developments in compression, encryption, conditional access systems and ATV/HDTV is required as well as good system management skills for SCO UNIX and TCP/IP.

USA NETWORKS offers a comprehensive benefits package, including health coverage, 401(k) savings, pension and profit sharing plans. For confidential consideration, please forward a cover letter, resume and salary history/requirements (only resumes with salary requirements will be considered) to:

USA | NETWORKS
Human Resources Department DE
1230 Ave. of the Americas, New York, NY 10020
FAX: (212) 262-5343

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073

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HELP WANTED MANAGEMENT

DIRECTOR OF CORPORATE COMMUNICATIONS

Assist Vice President of Corporate Communications. Manage administrative, developmental & product promotion and day-to-day direction between PR staff & internal departments; expand corporate involvement in the community & industry through strategic partnerships; enhance awareness of company's diverse brands; develop & maintain relationships with media to ensure maximum consideration of PR campaigns and news. Must have minimum 5 years experience, good contacts with entertainment industry press, strong writing skills & strong interpersonal skills. Must work well under pressure & handle several projects at once. Knowledge of cable television industry a plus. Please send resume and salary history to

The Family Channel
 ATTN: HUMAN RESOURCES DEPT., Ref. LA-034
 PO Box 2050
 Virginia Beach, VA 23450-2050.



EOE
 No phone calls please.

HELP WANTED MARKETING

CABLE MARKETING MANAGER



TV GUIDE is seeking a Cable Marketing Account Manager with strong sales, analytical and interpersonal skills to support the efforts of the Cable Marketing Sales team. Candidate will be based in New York City and report to the National Cable Account Manager.

Successful candidate must have the creative spark and analytical skills to develop and implement affiliations with cable companies offering TV GUIDE to their customers as part of cable service. Individual must have a solid understanding of the system-side of the cable business and the training skills needed to work closely with customer contact personnel. Candidate will interface closely with the Subscription Department's marketing team.

TV GUIDE offers a comprehensive compensation and benefits package, including 401k. Please submit resume, cover letter, and salary requirements to:

TV GUIDE Magazine
 #4 Radnor Corporate Center
 Code #1133
 Human Resources Department
 Radnor, PA 19088
 An Equal Opportunity Employer

HELP WANTED RESEARCH

OUT OF THIS WORLD OPPORTUNITY

SR. ANALYST
 AUDIENCE ANALYSIS

USA NETWORKS, America's #1 entertainment cable channel, has an immediate, career-enhancing opportunity for the individual with the right combination of education, knowledge and skills.

These requirements include a college degree-BA/BS preferred and 3 to 4 years experience involving Nielsen, from television programmer, supplier or agency. Cable experience preferred. You must have heavy spreadsheet, word processing, database retrieval and a knowledge of Nielsen data collection and national reporting systems. Strong research, writing and analysis skills are essential.

The successful candidate will create and/or update pre-existing charts and reports about USA's and competitor's ratings, using secondary resources. You will oversee creation and maintenance of USA's syndicated ratings book and deal with press department on information for releases. Assisting the Director with research on acquisition and scheduling of programming, providing Ad Sales support and writing competitive rating analysis reports are also among your diverse responsibilities

USA NETWORKS offers a competitive salary and comprehensive benefits package, including 401(k), pension and profit sharing plans. For confidential consideration, send or fax resume, cover letter and salary history/requirements (only resumes with requirements will be considered) to:

USA | NETWORKS
 Human Resources Department SA
 1230 Ave. of the Americas, New York, NY 10020
 FAX: (212) 262-5343
 NO PHONE CALLS PLEASE
 USA Networks is an Equal Opportunity Employer.

HELP WANTED SALES

VICE PRESIDENT, NETWORK DISTRIBUTION

Cable start-up seeks qualified affiliate sales executives to join an exciting new international cable television network. Must have proven track record in cable affiliate sales. This new service is set to launch first in America/South America, with planned expansions to Europe, Africa and worldwide. This exciting new cable network is headquartered in the US, and sales people are needed for US domestic cable affiliate sales as well as for regions located around the world.

FAX RESUME: 305-358-5684
 Miami, Florida

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,
 245 West 17th St.,
 New York, New York 10011

HELP WANTED PROGRAMMING

MANAGER, DOCUMENTARY PROGRAMMING

You know production. You have integrity. You are resourceful. And you work well with people. A&E Television Networks has an opportunity for an experienced manager to support its growing commitment to popular documentaries. The individual will be responsible for coordinating the production of many different documentary programs, working closely with producers, seeking out and evaluating programs, and contributing to the organization and growth of the department.

Requirements include 2-4 years TV or program production experience and working knowledge of news, magazine or documentary programs. Video post-production, editing and writing experience, as well as knowledge of suppliers and program sources desired. Strong communication and organizational skills are a must. The individual must be flexible with regards to hours/schedule and be able to work under pressure and strict deadlines. College degree required.

For immediate consideration, please forward your resume with salary requirements to:



A&E Television Networks
235 East 45th Street
New York, NY 10017
Attn: Human Resources - MDP.

No phone calls please.
Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass Media: Coordinate and teach in an undergraduate major in Mass Media. Applicant should be willing to advise students and to participate in campus life and should have interpersonal skills and an ability to build the Mass Media program. To begin August 1996. Qualifications: practical experience; Ph.D. is required. Send letter of application, curriculum vitae, and three letters of recommendation to: Dr. James Southerland, Chair, Dept. of Humanities and Communication Arts, Brenau University, One Centennial Circle, Gainesville, GA 30501.

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TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at *NEWSDirections* (423) 843-0547 or leave toll-free voice mail at (800) 639-7347.

National Sports Jobs Weekly, PO Box 5725 Glendale AZ 85312, <http://www.sportsjobs.com> (602) 933-4345, 4 issues for \$39, 13 for \$89.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE STATIONS

6 KW FM CP on Florida Gulf Coast C-1 100,000 watt FM w/positive cash flow just minutes from Houston, Texas on Gulf Coast. Can be upgraded further. Will sell as package or separate. Call The Connelly Company (813) 823-7771 or fax (813) 823-7772.

Southern California AM/FM Combo, Class A, ideal for owner-operator, desert location with potential for a second Class A purchase. Cash flow positive, currently absentee-owned, \$600,000. Fax reply of interest with details on financial qualifications to Patrick Communications at 410-740-7222.

FOR SALE EQUIPMENT

SMART TAPES.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 CARPEL VIDEO

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Antennas. Bogner Antenna - #BUI-32N, top mount, 5000 kilowatt \$10,000 or best offer. Hughey and Phillips tower beacons - #kg-114, 2 available. 6 obstructions - #OB-21, Control Box - Whole Set \$2,800. Call Willis (414)764-4953.

PUBLIC NOTICE

The Public Broadcasting Service National Program Policy Committee will meet at 9:00 a.m. on April 18, 1996 and at 9:00 a.m. on April 19, 1996 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service evaluation and other business. Portions of the meeting will be in executive session.

WANTED TO BUY STATIONS

We are seeking to acquire a Broadcast Station for a small to medium size market in the Massachusetts, Connecticut or New Hampshire area; also, a business opportunity in related field. Please contact:

Maurice B. Polayes
Tel: 617-444-4754
Fax: 617-455-8274

FCC/EEO COMPLIANCE

Take a proactive approach to EEO Compliance. Compliance Surety Inc. can help you cut costs while improving and simplifying your EEO compliance efforts. Fax your request for free information to CSI at 719-592-9673. Include your station/company name, contact, address and phone number, or through internet: www.erols.com/csinc

For the Record

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

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

Returned

Corpus Christi, Tex. (BPED-940815MA)—World Radio Network Inc. for FM at 91.1 mhz, ERP 3 kw, ant. 91 m. *Mar. 18*

NEW STATIONS

Filed/Accepted for filing

Mammoth, Ariz. (BPED-960229MA)—Mammoth Educational Foundation Inc. (Janice Sturkie, president, P.O. Box 187, Humble, TX 77347) for noncommercial educational FM at 88.1 mhz, ERP 1.1 kw, ant. 1088 m., summit of Mt. Bigelow, Ariz. *Feb. 29*

Newberry, Calif. (BPH-960305MA)—Laurence E. Nightingale (5989 Guthrie Ave., Los Angeles, CA 90034) for FM at 103.7 mhz, ERP 6 kw, ant. 75 m., atop Elephant Mtn., Daggett, Calif. *Mar. 5*

Burnsville, Miss. (BPED-960227MA)—Southern Cultural Foundation (Richard W. Dabney, trustee, 101 McDade Circle, Toney, AL 35773) for noncommercial educational FM at 91.9 mhz, ERP 18 kw, ant. 206 m., 5.5 mi. E of Corinth, Miss. *Mar. 27*

Natchez, Miss. (BPED-960304MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.1 mhz, ERP .100 kw, ant. 50 m., 102 Gayosa Ave., Natchez. Family owns FMs in Tupelo, Cleveland and Forrest, 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. *Mar. 4*

Salem, W.Va. (BPED-960229MC)—Salem-Teikyo Communications Inc. (Roland E. Ohl, president, P.O. Box 500, Salem, WV 26426) for FM at 103.3 mhz, ERP 3.9 kw, ant. 124 m., campus of Salem-Teikyo University. *Feb. 29*

FACILITIES CHANGES

Dismissed

Petal, Miss. (BPH-910403ID)—Thomas William Hickman III for WMFM(FM) 106.3 mhz: change ERP to 4.2 kw. *Mar. 22*

Washington, N.C. (BPH-900817IC)—New East Communications Inc. for WCZI(FM) 98.3 mhz: to change ERP to 2.5 kw, ant. to 152 m. *Mar. 18*

Delhi Hills, Ohio (BMPED-941110IB)—Lou Smith Ministries Inc. for WJYC(FM) 90.1

mhz: change ant. to 111 m., TL to Fox Run Hill, 2 km SSW of Harrison, Ohio. *Mar. 22*

Returned

Jackson, Ala. (BP-951017AE)—Capital Assets Inc. for WHOD(AM) 1230 khz: change frequency to 1190 khz, TL day site to 5.9 km NNW of Gainestown, Ala., increase day power to 10 kw, add night service with 300 watts, make changes in ant. system. *Mar. 21*

Lebanon, Tenn. (BMP-951023AC)—Wilson County Broadcasting Services Inc. for WQDQ(AM) 1600 khz: change city of license to Nashville, decrease night power to 249 watts, make changes in ant. system, change TL to 4470 Ashland City Hwy, Nashville. *Mar. 21*

Granted

Parker, Ariz. (BPED-950324IA)—Dester View Baptist Church for KWFB(FM) 90.1 mhz: change ERP to .46 kw, ant. to -56 kw, TL to 401 15th St., Parker. *Oct. 18*

Lake Arrowhead, Calif. (BPH-950905IF)—AP Broadcasting of California Inc. for KCXX(FM) 103.9 mhz: change ERP to .177 kw, ant. to 553 m., TL. *Mar. 20*

Palm Beach, Fla. (BPH-951122IA)—Fairbanks Communications Inc. for WRMF(FM) 97.9 mhz: relocate aux. ant. system, change ERP to 100 kw, ant. to 127 m. *Mar. 20*

Fort Scott, Kan. (BPED-951106IA)—VCY America Inc. for KVCY(FM) 104.7 mhz: change class from A to C3, ERP to 16 kw, ant. to 125 m. *Mar. 21*

Bosque Farms, N.M. (BMPH-950227IB)—Continental Broadcasting Corp. for KWXT(FM) 104.7 mhz: change ant. to 262 m. *June 5*

New York (BPH-960228IA)—Gaf Properties Inc. for WAXQ(FM) 104.3 mhz: change ERP to 6 kw, ant. to 415 m. *Mar. 22*

Columbus-Worthington, Ohio (BP-950803AB)—Salem Media of Ohio Inc. for WRFD(AM) 880 khz: increase day power 23 kw, make changes in ant. system, change TL to Greenfield Dr., Columbus. *Mar. 19*

Block Island, R.I. (BPCT-960116KF)—Off-shore Broadcasting Corp. for WOST-TV ch. 69: change ant. to 213 m., TL to Champlin Hill, Hopkinton, R.I., ant. to dielectric. *Mar. 18*

Del Rio, Tex. (BMPCT-950807KM)—Republic Broadcasting Co. for KTRG(TV) ch. 10: change TL to .52 km W of Hwy 277, .76 km SE of Del Rio city limits, ant. to 92 m. *Mar. 18*

Houston (BPCT-950725KE)—Urban Broadcasting System Inc., A Texas Corp. for KZJL(TV) ch. 61: change ERP to 4,680 kw visual, ant. to 429 m., TL to 3101 Senior Rd., Missouri City, Tex. *Mar. 18*

Danville, Vt. (BMPH-951013IB)—Barry W. Sims (receiver) for WSHX(FM) 95.7 mhz: change ant. to 52 m., ERP to 3 kw. *Mar. 19*

Accepted for filing

Hoxie, Ark. (BPH-960111LS)—Mitchell Broadcasting Co. Inc. for KHGX(FM) 105.3 mhz: one-step upgrade. *Jan. 11*

Wickenburg, Ariz. (BPH-960222IZ)—Circle Broadcasting Co. Inc. for KBSZ(FM) 94.1 mhz: change class to C3. *Feb. 22*

Avalon, Calif. (BPH-960205IC)—Amaturo Group of L.A. Ltd. for KRCI(FM) 92.7 mhz: change ERP. *Feb. 5*

Bakersfield, Calif. (BMPED-960213IC)—Family Stations Inc. for KFRB(FM) 91.3 mhz: change ant. system. *Feb. 13*

East Porterville, Calif. (BMPH-960220ID)—Azia's Entertainment Inc. for KOJJ(FM) 100.5 mhz: change structure height, ant., TL, ERP. *Feb. 20*

San Mateo, Calif. (BMPED-960118ML)—San Mateo County Community College for KCSM(FM) 91.1 mhz: change ERP, ant. *Jan. 18*

San Rafael, Calif. (BMPH-960311IB)—Marin Broadcasting Co. for KKHI-FM 100.7 mhz: change ERP, ant., TL, ant. height. *Mar. 11*

Twentynine Palms, Calif. (BPH-960304IA)—Morongo Basin Broadcasting

BY THE NUMBERS

BROADCAST STATIONS		CABLE	
Service	Total	Service	Total
Commercial AM	4,906	Commercial VHF TV	559
Commercial FM	5,285	Commercial UHF TV	622
Educational FM	1,810	Educational VHF TV	123
Total Radio	12,001	Educational UHF TV	240
VHF LPTV	561	Total TV	1,544
UHF LPTV	1,211	CABLE	
Total LPTV	1,772	Total systems	11,660
FM translators & boosters	2,453	Total subscribers	62,231,730
VHF translators	2,263	Homes passed	91,750,000
UHF translators	2,562	Cable penetration*	65.3%
Total Translators	7,278		

*Based on TV household universe of 95.4 million. Sources: FCC, Nielsen, Paul Kagan Associates

Corp. for KCDZ(FM) 107.7 mhz: change class from A to B1. *Mar. 4*

Grand Junction, Colo. (BPH-960223IE)—Mustang Broadcasting Co. for KOIX(FM) 93.1 mhz: change ant., TL. *Feb. 23*

Grand Junction, Colo. (BP-960311AC)—Mustang Broadcasting Co. for KEXO(AM) 1230 khz: change ant. system. *Mar. 11*

Grand Junction, Colo. (BP-960311AD)—Mustang Broadcasting Co. for KQIL(AM) 1340 khz: change TL. *Mar. 11*

Dade City, Fla. (BMPH-960221IA)—Dade City Broadcasting Inc. for WGUL-FM 96.1 mhz: change ant., TL, ERP, structure height. *Feb. 21*

Holiday, Fla. (BPH-960308ID)—Times Publishing Co. for WLUV-FM 106.3 mhz: change frequency from 106.3 mhz to 97.1 mhz, class from A to C2. *Mar. 8*

Jacksonville, Fla. (BPCT-960313KG)—Jacksonville Television Inc. for WJKS(TV) ch. 17: change TL to 2.9 mi. E of Kingsland, Ga., ant. to 600 m., ERP to 5,000 kw visual (horizontal), 2,500 kw visual (vertical). *Mar. 13*

Lakeland, Fla. (BPCT-960313KF)—Public Interest Corp. for WTMV(TV) ch. 32: change ERP to 5,000 kw visual. *Mar. 13*

Naples, Fla. (9600227IH)—Shadowland Association Inc. for WSRX(FM) 89.5 mhz: change structure height, ant, TL. *Feb. 27*

Tallahassee, Fla. (BPH-960202ID)—HVS Partners for WBZE(FM) 98.9 mhz: change ant. *Feb. 2*

Columbus, Ga. (BPED-960209MD)—Troy State University for WTJB(FM) 91.7 mhz: change ERP, ant., TL. *Feb. 9*

Statesboro, Ga. (BMPH-960124IG)—Pamela H. Hodges for WPMX(FM) 102.9 mhz: change TL. *Jan. 24*

Thomasville, Ga. (BP-960312AB)—John H. Pembroke for WSTT(AM) 730 khz: change TL, ant. system. *Mar. 12*

Orofino, Idaho (960304IB)—Central Idaho Broadcasting for KLER-FM 95.3 mhz: change ERP, ant. system. *Mar. 4*

Clinton, Ill. (BPH-960223IB)—Cornbelt Broadcasting Co. for WHOW-FM 95.9 mhz: change ERP. *Feb. 23*

Indianapolis (BPH-960202IB)—Shirk Inc. for WHHH(FM) 96.3 mhz: change structure height, ant., TL, ERP. *Feb. 2*

Edmonton, Ky. (BPH-960111LT)—Metcalfe Communications Inc. for WKNK(FM) 99.1 mhz: change ERP. *Jan. 11*

Louisville, Ky. (BPET-960305KE)—Kentucky Authority for Educational TV for WKMU-TV ch. 68: change ERP to 1,585 kw visual, ant. to 249 m. *Mar. 5*

Baton Rouge (960226MP)—Jimmy Swagart Ministries for WJFM(FM) 88.5 mhz: change ERP, class. *Feb. 26*

Washington, La. (BPH-960311IA)—Dee Broadcasting for KNEK-FM 104.7 mhz: change ant. structure. *Mar. 11*

Garapan (Saipan), M.P. (BMPH-960227IF)—Saipan Cable Telecommunications Inc. for KPXH(FM) 100.3 mhz: change ERP, ant., TL, class. *Feb. 27*

Frostburg, Md. (960228MB)—Frostburg State University for WFWM(FM) 91.7 mhz: change ERP, frequency, class. *Feb. 28*

Flint, Mich. (960229MB)—National Inspirational Broadcasting Inc. for FM at 88.9 mhz: change ERP, ant., TL. *Feb. 29*

Ortonville, Minn. (BP-960318AA)—Tri-State Broadcasting Co. Inc. for KDIO(AM) 1350 khz: change power, ant. system. *Mar. 18*

Carthage, Miss. (BPH-960126IF)—Michael D. and Linda D. Goodwin for WSSI-FM 98.3 mhz: change ERP, ant., class. *Jan. 26*

Gulfport, Miss. (BPH-960223IF)—JMD Inc. for WGCN-FM 102.3 mhz: change ERP, ant., TL. *Feb. 23*

Sumrall, Miss. (BMPH-951229IA)—Lima Broadcasting Co. for WJSJ(FM) 97.3 mhz: change ERP, ant., TL. *Dec. 29*

Waynesville, Mo. (BPH-960306IA)—Pulaski County Broadcasters Inc. for KJPW-FM 102.3 mhz: change ant., ERP. *Mar. 6*

Belgrade, Mont. (BMPH-960305IA)—Gilbert Broadcasting Corp. of Montana for KSCY(FM) 96.7 mhz: change class from C2 to C3. *Mar. 5*

Las Vegas (BMPH-960126ID)—Lotus Broadcasting Corp. for KOMP(FM) 92.3 mhz: change ERP, ant., TL. *Jan. 26*

Las Vegas (BMPH-960126IE)—Lotus Broadcasting Corp. for KXPT(FM) 97.1 mhz: change ERP, ant. *Jan. 26*

East Orange, N.J. (BMPED-960213ID)—Auricle Communications for WFMU(FM) 91.1 mhz: change ant., TL, ERP. *Feb. 13*

Bosque Farms, N.M. (BPH-960122IM)—Continental Broadcasting Corp. New Mexico Inc. for KEXT(FM) 104.7 mhz: change ant., TL. *Jan. 22*

Grants, N.M. (BMPH-960226IB)—Don R. Davis for KZNM(FM) 97.9 mhz: change ant., ERP, class. *Feb. 26*

Wethersfield Township, N.Y. (BPH-960111LC)—Casciani Communications Inc. for WNUC(FM) 107.7 mhz: change ERP. *Jan. 11*

Charlotte, N.C. (BMPEX-960209IB)—Columbine Investments Inc. for WHYC(FM) 92.7 mhz: change class, make changes to transmitter locations. *Feb. 9*

Semora, N.C. (BMPH-960307IC)—Southern Entertainment Corp. for WPXX(FM) 106.7 mhz: change class from A to C2. *Mar. 7*

Waxham, N.C. (BPH-960221IF)—GHB fo Waxham Inc. for WIST-FM 106.1 mhz: change ERP, ant., TL. *Feb. 21*

Canton, Ohio (BPCT-960229KJ)—Trinity Broadcasting Network Inc. for WDLI(TV) ch. 17: change TL to SR 261, 1.1 km W of Romig Rd., Norton, Ohio, ERP to 5000 kw, ant. to 292 m. *Feb. 29*

Tishomingo, Okla. (BMPH-960228IC)—South Central Oklahoma Christian Broadcasting Inc. for KTSH(FM) 99.7 mhz: change structure height, TL. *Feb. 28*

Dallas (BP-960314AA)—Inspiration Media Texas Inc. for KDFX(AM) 1190 khz: augment pattern. *Mar. 14*

Houston (BPED-960206IF)—Pacific Foundation for KPFT(FM) 90.1 mhz: change ERP,

ant., TL. *Feb. 6*

Point Comfort, Tex. (BMPH-960306IC)—BMW Broadcasting of Texas for KAJI(FM) 94.1 mhz: change structure height, ant., TL. *Mar. 6*

Provo, Utah (BMPCT-960313KE)—Royal Television fo Utah Inc. for KZAR-TV ch. 16: change TL to 3.6 km W of Hwy 68 in the Lake Mountains, 14.5 km E of Fairfield, Utah, ant. to 859 m., ERP to 2000 kw visual. *Mar. 13*

Charlottesville, Va. (BMPED-960227IB)—Capra Inc. for WANJ(FM) 91.9 mhz: change TL, ERP, ant., structure height. *Feb. 27*

Mount Jackson, Va. (BPH-960205IE)—Shenandoah County Broadcasting Corp. for WSIG-FM 96.9 mhz: change class from A to B2. *Feb. 5*

Richmond, Va. (BPH-960227IC)—Barbara B. Bennis for FM at 101.1 mhz: change TL. *Feb. 27*

Aberdeen, Wash. (BP-960228AC)—Kayo Broadcasting for KBKW(AM) 1450 khz: change TL. *Feb. 28*

Bellingham, Wash. (BMPCT-960308KE)—World Television of Washington LLC for KBCB(TV) ch. 64: change TL to Mt. Constitution, Wash., ERP to 302 kw visual, ant. to 745 m. *Mar. 8*

Kennewick, Wash. (951215MG)—Calvary Chapel of Tri-Cities Inc. for KBLD(FM) 91.7 mhz: change ERP, ant., TL. *Dec. 15*

Longview, Wash. (BPH-960129IC)—Rodney J. Etherton for KLYK(FM) 105.5 mhz: change ant., TL, ERP. *Jan. 29*

Pasco, Wash. (BPH-960308IA)—United Broadcasting Inc. for KEYW(FM) 98.3 mhz: change class from A to C2. *Mar. 8*

Spokane, Wash. (BPCT-960229KH)—KSKN Inc. for KSKN(TV) ch. 22: change ant. to 581.3 m., ERP to 5000 kw visual. *Feb. 29*

Lewisburg, W.Va. (BMPCT-960111LI)—WVGV Television Corp. for wvgv-TV ch. 59: change ERP to 1923 kw, ant. to 568 m., TL to atop Keeny Knob, Summers Co., W.Va. *Jan. 11*

Green Bay, Wis. (BPCT-960213KE)—Aries Telecommunications Corp. for WGBA(TV) ch. 26: change ERP to 5,000 kw, ant. to 356 m. *Feb. 13*

Kenosha, Wis. (BPCT-960105KE)—Lesea Broadcasting Corp. for WHKE(TV) ch. 55: change ERP to 5000 kw, ant. to 144 m., TL to N Two Mile Rd., W of IS 94 in Frankville, Wis. *Jan. 5*

Madison, Wis. (960111IE)—Back Porch Broadcasting Inc. for WORT(FM) 89.9 mhz: change ant., TL, structure height. *Feb. 13*

Mayville, Wis. (BMPCT-960229KI)—TV-52 Inc. for WWRN-TV ch. 52: change ERP to 5,000 kw visual, ant. to 314 m., TL to NW quarter of SW quarter of section 5, town 9 N, range 18 E, Township of Erin, Wis., ant. to dielectric. *Feb. 29*

Portage, Wis. (BMPH-960119ID)—Magnum Communications Inc. for WUSX(FM) 95.9 mhz: change TL, ant. supporting structure. *Feb. 13*

—Compiled by Jessica Sandlin

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Changing Hands

continued from page 40

KATP(FM) Amarillo, Tex.

Price: \$500,000

Buyer: Cropper-McGuire Broadcasting, Nashville (co-owners/ general partners Keith D. McGuire, Stephen L. Cropper); no other broadcast interests
Seller: Meyer-Baldrige Radio Inc., Springfield, Mo. (Kenneth E. Meyer, president); owns KBOA (FM) Piggott, Ark., and KFAL(AM)-KKCA(FM) Fulton, KBOA(AM)-KTMO (FM) Kennett, KISF(FM) Lexington and KWTO-AM-FM and KTXR(FM) Springfield, all Mo.

Facilities: 101.9 mhz, 100 kw, ant. 935 ft.

Format: AOR

Broker: Connelly Co. Inc.; Proctor Group

WTPS(FM) Midway, Fla.

Price: \$450,000

Buyer: Charles E. Giddens, McLean, Va.; owns 50% of WPAP (FM) Panama City and WPBH(FM) Port St. Joe, Fla., and WGMG(FM) Crawford, WTSH(AM) Rome-WTSH-FM Rockmart, WZOT(AM) Rockmart and WSNi(FM) Thomasville, all Ga.; 33.3% of WTKX-FM Pensacola, Fla.; 24.5% of WTLX-TV Tallahassee, Fla., and 5% of WMOQ(FM) Bostwick, Ga. Giddens also owns 33.3% of company buying WOWW(FM) Pensacola and 50% of company applying to build FM in LaCrosse, Fla. Giddens also is court-appointed

receiver of WSUB(AM)-WQGN(FM) Groton, Conn.; WKRS(AM)-WXLC (FM) Waukegan, Ill.; WBSM(AM) New Bedford and WFHN(FM) Fairhaven, Mass., and WFPG-AM-FM Atlantic City
Seller: Leah R. and John L. James, Havana, Fla.; no other broadcast interests

Facilities: 100.7 mhz, 25 kw, ant. 400 ft.

Format: Hot AC

KLMP(FM) Rapid City, S.D.

Price: \$350,000

Buyer: Bethesda Christian Broadcasting Inc., Colorado Springs (Mark Pluimer, president). Bethesda is sole member of Word in Music Inc., which owns KSLT(FM) Spearfish, S.D., and is one of two members of Bethesda Associates, which owns KRSQ(FM) Laurel, Mont.

Seller: Fischer Broadcasting Inc., Rapid City (Robert K. Fischer, principal); no other broadcast interests

Facilities: 97.9 mhz, 100 kw, ant. 390 ft.

Format: Gospel

KLUE-FM Soledad, Calif.

Price: \$337,500

Buyer: Alta Broadcasting Co., San Jose, Calif. (co-owners James E. and John F. Levitt, president); no other broadcast interests

Seller: Ralin Broadcasting Corp., King City, Calif. (Reinaldo Rodriguez, president); no other broadcast interests

Facilities: 106.3 mhz, 6 kw, ant.

1,720 ft.

Format: Hot country

KDSS(FM) Ely, Nev.

Price: \$180,000

Buyer: Coates Broadcasting Inc., Las Vegas (co-owners Samantha J. and Patrick D. Coates, president); no other broadcast interests

Seller: Stubbs Broadcasting Co. Inc., Ely (Donald S. Stubbs, president); no other broadcast interests

Facilities: 92.7 mhz, 3 kw, ant. 941 ft.

Format: C&W

RADIO: AM

KSTE(AM) Rancho Cordova, Calif.

Price: \$7.25 million

Buyer: American Radio Systems Corp. (see \$115 million "Combo" item, above)

Seller: Fuller-Jeffrey Broadcasting Cos. Inc., Granite Bay, Calif. (Robert F. Fuller, president/50% owner); owns KVVV(FM) and KLCO(FM) Healdsburg/Santa Rosa, KSRO(AM) Santa Rosa and KSTE(AM) Rancho Cordova/Sacramento, all Calif.; KKSD(AM)-KJYY(FM) Des Moines; WCY(FM) and WCYI(FM) Biddeford/Portland, WBLM (FM) Portland and WXBB(FM) Kittery, all Maine, and WOKQ(FM) Dover, N.H.; is buying WZPK-FM Berlin, N.H.

Facilities: 650 khz, 25 kw day, 1 kw night

Format: Talk

Broker: Media Venture Partners

—Compiled by Elizabeth A. Rathbun

THIS WEEK

April 1—*American Women in Radio and Television* 21st annual Commendation Awards presentation and gala. Waldorf-Astoria, New York City. Contact: Kris Wieland, (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. Inc.* 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 Dattilo, (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

April 10—*Broadcasters' Foundation* annual Golden Mike Award dinner. Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

April 11—*Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Beverly Hills. Contact: David Levy, (818) 843-7572.

April 12-15—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

April 15-16—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212)

Datebook

486-1111.

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 28-May 1—Cable '96, *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

MAY

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

May 23-25—CES Orlando '96/CES Habitech '96, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics Show*. 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 Associ-*

ation 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, cosponsored 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

The FCC's active auctioneer

With three ongoing spectrum auctions, more on the way and a series of rulemakings to implement the 1996 Telecommunications Act, Michele Farquhar has a busy schedule these days.

But that's nothing new to the FCC Wireless Telecommunications Bureau's acting chief. Farquhar has packed a lot of projects into the 17 years since she came to Washington, working at the White House, Commerce Department, FCC, Gannett Co., a law firm and an industry trade group. She's also found time to get a law degree, parent three children, perform volunteer community work and study tae kwon do.

"She's happiest when she's juggling a zillion balls in the air," says Diane Killory, who worked with Farquhar in the FCC's Office of General Counsel. "At any given moment, there are several important things we're trying to do at the same time," Farquhar says of her current job.

Some of those things include auctioning spectrum for personal communications services (PCS) and writing rules aimed at helping the wireless services compete with local telephone companies. Farquhar cites the local-competition issue as one of the bureau's top priorities. "I think wireless is ready to become a competitor," says Farquhar, whose bureau is working with the Common Carrier Bureau to implement the wireless/wireline interconnection provisions of the 1996 Telecommunications Act. The FCC has issued a proposal for interconnection rules and last week was accepting reply comments on the plan.

Farquhar predicts the new PCS providers will need more spectrum to become effective competitors. To that end, the bureau last week was still taking bids in the PCS "C-block" auction and this summer hopes to start the bidding on more PCS spectrum.

Farquhar also predicts that her bureau's interconnection and auction work will continue in tandem for some time: "First you auction, then make sure the policy is right to enable those services."

Those auctions this week are expected to pass the \$20 billion mark. The PCS C-block alone last week had topped \$9 billion. Farquhar, however, says such numbers are not pressuring her bureau to keep generating money at what FCC Chairman Reed Hundt has dubbed the "federal cash cow." She says the auction revenue has no relation to the commission's budget, although she wishes it did. "It would be



"I think wireless is ready to become a competitor."

Michele Clause Farquhar

Acting chief, FCC Wireless Telecommunications Bureau, Washington; b. May 29, 1957, Fort Polk, La.; AB, public policy studies, Duke University, 1979; JD, University of Virginia, 1984; press assistant, White House Press Office, 1979; assistant press secretary, Carter/Mondale campaign, 1979-80; press assistant, White House Press Office, 1980-81; research assistant, USA Today, 1981; clerk, U.S. District Court Judge John Shaw, Lafayette, La., 1984-85; associate attorney, Steptoe & Johnson, Washington, 1985-88; FCC: adviser, Mass Media Bureau, 1988-89; assistant, Office of General Counsel, 1989-90; senior policy adviser to Commissioner Ervin Duggan, 1990-92; VP, Cellular Telecommunications Industry Association, Washington, 1992-93; chief of staff, NTIA, Washington, 1993-95; current position since November 1995; m. William Farquhar, Aug. 24, 1985; children: Douglas, 8; Jamie, 5; Charlotte, 20 months.

great if they were tied together, frankly."

Farquhar's work on the agency streamlining, auctioning and local telephone competition projects are the latest efforts in a career that has taken her to several corners of not only the FCC but Washington in general. All of her former jobs, however, contain a common theme in their connection to the communications industry. It is an area where Farquhar claims a long-standing interest that continues today.

"I think it has such a great impact on our lives. There's a lot of talk about this being the Information Age, and I think we're really seeing that happen."

Farquhar began her communications career in 1979 as an assistant in the Carter administration White House press office. Following work on the Carter re-election campaign and the transition to the Reagan administration, she found herself deciding between careers in law and journalism.

The former school-paper editor chose journalism for the short term, going to work on the prototype issue of *USA Today*. "A lot of research and data collection went into those early issues, especially on the sports side," says Farquhar, who also worked on the paper's market-by-market rollout.

After the newspaper's launch, Farquhar shifted to law. She received a law degree from the University of Virginia, then went to work for Steptoe & Johnson in Washington. Three years at the firm led to a job at the FCC, where Farquhar has worked in the Mass Media Bureau, the General Counsel's Office and the office of former commissioner Ervin Duggan in addition to her current job. Farquhar left the FCC in 1992 to go to the Cellular Telecommunications Industry Association. A year later she left CTIA for the National Telecommunications and Information Administration.

"I remember thinking I'd missed my opportunity to be part of this administration," says Farquhar, who had worked for three Democratic campaigns before Bill Clinton won in 1992.

Farquhar returned to the FCC last November to fill the vacancy left by former bureau chief Regina Keeney's move to the Common Carrier Bureau.

On any given day now, she can be found juggling the bureau's auctioning and policy tasks during the day and venturing from her home to study tae kwon do at night. "Then I have to go home and start working again."

—CM

Fates & Fortunes

BROADCAST TV

Richard Appleton, president/CEO, Northstar Television Group Inc., joins WWMT(TV) Kalamazoo/Grand Rapids, Mich., as president/GM.

Amanda Whitfield, producer, WECT(TV) Wilmington, N.C., named nightside reporter.

Keith King, nightside reporter, WCIV(TV) Charleston, S.C., joins KSHB-TV Kansas City, Mo., as reporter.

Jack Doles, sports anchor, WOOD-TV Grand Rapids, Mich., named sports director.



Swanson

Richard Swanson, director, marketing and programming, KRON-TV San Francisco, named VP, Chronicle Broadcasting Co. Appointments at Katz Communications Inc., New York: **Peggy O'Neill**, sales manager, West and West Central sales team, Katz Continental Television, named VP/national sales manager; **Richard Yelner**, sales executive, Katz Continental Television, named sales manager; **Mary Neubrand**, sales executive, Katz American Television, Dallas, named manager.

Appointments at KMOV(TV) St. Louis: **Jerry Brehm**, LSM, WNYT(TV) Albany, N.Y., joins as GSM; **Margaret Caputo**, LSM, named NSM; **Bob Totsch**, NSM, named LSM.

Appointments at KRON-TV San Francisco, named VP, Chronicle Broadcasting Co. Appointments at Katz Communications Inc., New York: **Peggy O'Neill**, sales manager, West and West Central sales team, Katz Continental Television, named VP/national sales manager; **Richard Yelner**, sales executive, Katz Continental Television, named sales manager; **Mary Neubrand**, sales executive, Katz American Television, Dallas, named manager.

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Appointments at Fox Broadcasting Co.

Ron Scalera and **Robert Bouknight**, VPs, on-air promotions, named senior VPs; **Mark Stroman**, VP, national promotion, named senior VP; **Hank Close**, VP, Eastern sales, named senior VP; **Debbie Myers**, VP, Western sales, named senior VP, Western and special program sales; **Bill Wanger**, director, special projects, research and marketing, named VP, operations, research and marketing; **Ray Borelli**, director, sales research and marketing, named VP, sports research and marketing; **Matthew Cherniss**, senior research analyst, named manager, audience research; **Patrick Crakes**, research analyst, named manager, sports research and marketing; **Cindy Hauser**, VP, print advertising and special projects, named senior VP, print advertising special projects and online entertainment; **Neil Baker**, account executive, **Neil Mulcahy**, VP, sales development, **Laura Nathanson**, VP, interactive sales, and **Dennis Ray**, account executive, named VPs/group sales executives.

Honolulu, named VP/GM.

Dennis Farrell, VP/controller, Group W Television, New York, moves to CBS Television Stations there in same capacity.

Rob Martin, assistant news director, KTBC-TV Austin, Tex., named news director.

Robert French, GSM, WBAK-TV Terre Haute, Ind., named GM.

Appointments at KMOV(TV) St. Louis: **Jerry Brehm**, LSM, WNYT(TV) Albany, N.Y., joins as GSM; **Margaret Caputo**, LSM, named NSM; **Bob Totsch**, NSM, named LSM.

Donna Vogt, director, advertising and promotion, KPNX(TV) Mesa, Ariz., named VP, marketing.

Julie Nelson, weekend anchor/reporter/editor, WLEX-TV Lexington, Ky., joins WAVE(TV) Louisville, Ky., as co-anchor, morning and midday newscasts.

Christopher Rovtar, senior VP, sales, TradeWinds Television, Los Angeles, named senior VP/GSM.



Politi

Elen Politi, VP, marketing, All American Fremantle International Inc., joins King World International, New York, as VP, international sales.

Mary Hicks, senior

writer/producer, HBO, New York, joins National Geographic Television, Washington, as associate director, on-air promotion and advertising.

David Spiegelman, senior VP, domestic television distribution, New Line Television, New York, named executive VP.

Appointments at Saban Entertainment, Los Angeles: **Dan Zornizer**,



Spiegelman

president, Zornizer and Associates, joins as VP, operations; **Amy Goldberg**, director, development, Cornelius Productions, joins in same capacity.

Joseph Passarella, VP, creative services, Twentieth Television, New York, joins UPN, Los Angeles, as senior VP, marketing and advertising.

Appointments at LIN Productions, Arlington, Tex.: **Dave Burchett**, freelance director, joins as senior director,

PROGRAMING



Mudd

Timothy Mudd, VP, cable sales, Rysher Entertainment, Los Angeles, named senior VP, pay TV, basic and network features.

Ed Johnson, programming research manager, Blair Television, New York, named

associate programming director.

Heidi Ueberroth, director, international media programs, NBA Entertainment, Secaucus, N.J., named director/group manager.

Texas Rangers telecasts; **Wayne Cook**, systems engineer, E-Systems, joins as remote unit engineer-in-charge; **Sterling Johnson**, cinematographer/editor, KXAS-TV Fort Worth, joins in same capacity; **Paul McConnell**, producer/director, KTVT(TV) Fort Worth, joins as Texas Rangers telecast producer; **Steve Morgan**, field service engineer, Abekas Corp., joins as chief engineer; **Keith O'Neal**, editor, KXAS-TV joins as technical director/on-line editor; **Guy Taffinger**, designer, EGAD, joins as art director; **Lisa Walsh**, accountant, named business manager; **Robert Wise**, producer/director, KXAS-TV joins in same capacity.

RADIO

Appointments at Gulfstar Communications Inc., Austin, Tex.: **John Cullen**, regional VP, SFX Broadcasting, joins as president/COO; **Paul Stone**, VP/chief accounting officer, Hicks, Muse, Tate & Furst Inc., Dallas, joins as executive VP/CFO.

Mark Perzel, afternoon drive announcer, WGUC(FM) Cincinnati, joins WVAE(FM) there as evening announcer.

David Ocar, account executive, WCCO(AM) Minneapolis, named farm marketing manager.

Kathy Millar, traffic and news anchor, Shadow Broadcast Services, Rutherford, N.J., joins WLTW(FM) New York, as morning news anchor.

Duncan Payton, music director/marketing and promotions director, KOST(FM) Los Angeles, joins KRUZ(FM) Santa Barbara, Calif., as program director/music director.

Bryce Dustman, VP, Fleishman-Hillard International Communications, joins Brownfield Network, Jefferson City, Mo., as farm director.

Appointments at KTMS(AM)/KHTY(FM) Santa Barbara, Calif.: **Steven Engles**, president, KBSI(TV) Cape Girardeau, Mo., joins as president/GM; **Traci Clauseen**, GSM, KCQR(FM) Ellwood, Calif., joins in same capacity; **Andrew Vierra**, program director, KHJ(AM) Lancaster, Calif., joins KTMS in same capacity.

CABLE

Appointments at Turner: **Chris Cramer**, producer/anchor, BBC, London, joins CNN, Atlanta, as VP/managing editor, CNN International; **Lori Daniel** and **Amy Lovett**, producers, named senior producers, *Feed Your Mind*; **Alyssa Donelan**,

publicist, Turner Network Sales and Turner Home Satellite, Atlanta, named manager, public relations; **Jeffrey Bewkes**, chairman/president/CEO, Home Box Office, New York, named to the board of directors for Turner Broadcasting System; **Arthur Kent**, independent producer and journalist, joins CNN, London, as correspondent and anchor; **Andrea Carter**, publicist, Dennis Davidson Associates, joins TNT non-original programing and Turner Classic Movies as public relations coordinator.

Appointments at Lifetime Television, New York: **Colleen Klein**, special lines market coordinator, JCPenney, Houston, joins as director, special markets, affiliate relations; **Cam Reed**, account executive, Cable Networks Inc., Dallas, joins as account manager, central region, affiliate relations; **Dawn Smith**, executive producer, *Talk It Over*, named executive producer, *Handmade by Design*.

Appointments at The Weather Channel, Atlanta: **Tamra Cantore**, director, Eastern division, affiliate sales and marketing, named VP; **Mary Hogan**, director, Western division, affiliate sales and marketing, named VP.

MULTIMEDIA

Appointments at WETA-FM-TV Washington: **Laura Reimers**, publicity coordinator, named publicist, news and public affairs programing; **Jerry Butler**, VP, engineering and computer services, named VP, engineering, operations, production and computer services.

Appointments at WKBN-AM-FM-TV Youngstown, Ohio: **Michael Seachman**, director, television operations, named director, television news and operations; **David Coy**, assistant TV sales manager, named director, marketing and local TV sales.

Ed Trimble, VP, Gaylord Television Station Group, Dallas, joins KFMB-AM-FM-TV San Diego as president/GM.

Richard Nanula, president, The Disney Store Worldwide, named senior executive VP/CFO, The Walt Disney Co., Burbank, Calif.

Patrick McClenahan, VP, programing and production and assistant GM, Prime Sports-West, Los Angeles, named senior executive producer, Fox Sports/Liberty Sports television partnership.

ADVERTISING/MARKETING

Appointments at Harmelin & Associ-

ates, Bala Cynwyd, Pa.: **John Camilleri**, media supervisor, LevLane Advertising, Bala Cynwyd, Pa., joins as broadcast supervisor; **Linda Brown DeSanto**, senior buyer, Earle Palmer Brown Advertising, Philadelphia, joins as senior buyer/planner.

Adam Levy, sales and marketing executive, New World Sales and Marketing, Atlanta, named manager, Movers team, New York.

Opal Singleton, director, international sales, Matrixx Marketing, Ogden, Calif., joins Williams Television Time, Santa Monica, Calif., as VP, international product distribution.

DEATHS

Harold Soldinger, 78, retired VP, WAVY-TV Portsmouth, Va., died March 24 in Norfolk, Va. Trained in art and business, Soldinger began his career at Warner Bros. Animation with Leon Schlesinger, bringing to life such cartoon characters as Bugs Bunny, Daffy Duck and Porky Pig. After a stint in the military, he joined RKO Studios as a film editor. In 1951 Soldinger joined WTAR(TV) Norfolk, later becoming VP. Seventeen years later he joined WAVY-TV. He is survived by his wife, Annette; three children, and seven grandchildren.

Ronald S. Korda, 47, former programing executive, NBC Television Network, died March 21. Korda worked at NBC for 22 years, beginning as supervisor, marketing services. He was director, program scheduling and theatrical acquisitions, when he left in 1995. Before joining NBC, Korda worked at ABC Television Network as a senior account representative, affiliate relations, and senior analyst, network research. He is survived by his wife, an ABC programing executive; his mother, and a brother.

Larry Proffitt, 53, VP, programing and advertising sales, Multimedia Cablevision Inc., Wichita, Kan., died March 25 of a heart attack in Wichita. During his eleven-year tenure with Multimedia, Proffitt first served in advertising sales and eventually expanded into programing and marketing. He is survived by his wife, Carolina; three children, and his mother.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

TCI late Friday announced completion of its earlier announced deal to buy Chronicle Publishing Co.'s cable systems for an estimated \$580 million in stock. Chronicle serves 330,000 subscribers in California, Hawaii and New Mexico.

King World said last week that Oprah Winfrey has exercised options to acquire 405,000 shares of KWP stock that she then intends to sell. The option price is \$25.50 per share. At the current market price (about \$41.35), Winfrey stands to earn a \$6.5 million pre-tax profit. Jeffrey Jacobs, president of Harpo Inc., will exercise options on 45,000 shares, which at the current rate would earn him about \$750,000 in pre-tax profit. Winfrey's stake in the company will fall from about 5% to 3.5%. Winfrey's talk show generates about \$200 million, or about a third of KWP's annual revenue.

ITC Entertainment Group has named Matt Cooperstein to direct its domestic syndication operations following the resignation of veteran company executive Michael Russo. Cooperstein, who joined ITC in 1993 as VP, Western region and program development, was named executive VP, domestic television. Russo, who has held the post since 1993, says his new job with a pay-per-view company will be announced shortly. Cooperstein, who began his career in 1979 as director of programming and promotion for four independent TV stations owned by New Television Corp., says ITC is considering its options for launching an action-hour and a strip, possibly a reality series or game show.

The FCC's proposal to implement cable-reform provisions of the 1996 Telecommunications Act will be out this week, FCC Chairman Reed Hundt told the House Telecommunications and Finance Subcommittee last week. The act calls for deregulating the extended basic tier (MTV, Lifetime, ESPN, etc.) rates of large systems in three years and also deregulates rates of systems subject to effective competition from telcos offering comparable service except DBS.

The Senate Commerce Committee has two new members. The

CableTel buys UK sticks

Control of half of the UK's terrestrial broadcasting network is about to fall into the hands of U.S.-owned International CableTel Inc., founder of cellular telephone company Cellular Communications Inc. and Britain's third-largest cable communications operator. The company will acquire the UK's dominant broadcast and communications group, National Transcommunications Ltd. (NTL), for £235 million (\$352 million).

The new company will create a national full-service telecommunications network, thought to be the first of its kind. NTL is one of the world's leaders in the development of digital terrestrial and digital audio; its core asset is its network of more than 600 terrestrial transmission towers, which it uses to broadcast national commercial services Channel 3 (ITV), Channel 4 and most of the independent radio stations.

The BBC, which controls the balance of the terrestrial transmission system, is not allowed to offer transmission services to outside customers, giving NTL a monopoly. NTL has created a national telecom network by installing microwave links between its transmission towers and supplementing those with fiber-optic transmission capacity. —DJ

appointments of Ron Wyden (D-Ore.) and Spencer Abraham (D-Mich.) increase the committee to 21 members. Wyden served on the House Commerce Committee before winning a special election for the seat vacated by Bob Packwood (R-Ore.).

Adelphia Communications Corp. hopes to raise at least \$200 million by issuing shares of stock and other offerings, the cable company said last Thursday. Adelphi, based in Coudersport, Pa., owns or manages cable systems serving some 1.8 million subs in 15 states. The transactions reportedly will be used to reduce Adelphia's \$1.9 billion debt.

Cox Communications Inc. and Time Warner Cable have advanced the cause of clustering, trading systems in South Carolina, Virginia and Texas. Last Thursday, Cox agreed to trade its 37,600-sub system in Myrtle Beach, S.C., for TW's 45,300-sub system in Hampton/Williamsburg, Va. As soon as Cox acquires a 7,000-sub system near Waco, Tex., it will turn the system over to TW, which has another system nearby. Terms of the deal were not disclosed, but the companies say clustering is their intent: Myrtle Beach is near TW's Wilmington, N.C., system; the Virginia systems are in Cox's Hampton Roads market.

Paxson Communications Corp. has upped its first public offering of Class A common stock

from 10 million to 13.5 million shares. The company will raise \$165 million instead of the \$124.3 million expected in January when the offering was filed with the Securities & Exchange Commission, says Seth A. Grossman, director of finance (see story, page 38). Proceeds will be used to complete the acquisitions of—or set up time brokerage agreements with—four radio stations and eight TV stations, a company prospectus says. The TV stations, three of which will be held by Paxson-backed The Christian Network, will be part of the company's Infomall TV Network, Grossman says.

The FCC last week wrapped up its auction of wireless cable frequencies after 181 rounds of bidding. The auction raised \$216 million, with 67 companies bidding for wireless cable spectrum in 493 markets.

WQHT(FM) New York, WGCI-FM Chicago and KPWR(FM) Los Angeles rated first in their markets with listeners 12-plus, according to Accuratings' winter 1996 survey.

Fox News hired two key managers last week, including John Woody, VP, editorial, who will work with Fox News President Roger Ailes to design the editorial content for the network's planned all-news channel. Jack Abernathy was named VP, business affairs, and co-launch manager, Fox News Channel. Moody comes from *Time* magazine and Abernathy from CNBC.

NEW YORK

New World for sale?

News Corp. sources strongly downplayed rumors last week that company chairman Rupert Murdoch was negotiating to buy New World Communications Group from Ronald Perelman. But sources also said that Perelman is in a selling frame of mind—the result of a slower than expected turnaround at the Fox-affiliated NWCG station group, as well as slower than expected returns from program production and distribution. Despite revenue growth at the company, NWCG lost about \$30 million in 1995 (see page 14). Analysts say Murdoch has to be considered a candidate to buy out Perelman, given News Corp.'s 20% stake in NWCG. But they also note that with 10-year affiliation agreements at most of the NWCG stations, there is probably no urgency to buy on Murdoch's part.

WASHINGTON

Subtleties of semantics

The congressional heat may have gotten a little too hot for the National Association of Broadcasters. Last week NAB redubbed its two 30-second TV spots that claimed "some in Congress" were contemplating a tax on over-the-air television. The ads were revised to say that "some in Washington" are considering such a tax. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) was especially irked by the ads, which he warned might backfire on the industry. "We are sensitive to the notion that it is not just some people in Congress who have this plan but that the administration has a plan too," said an NAB spokesperson.

Looking for space

Satellite and wireless cable proponents have been fighting over spectrum in the 28 ghz band. Now, the FCC hopes it can keep both sides happy by getting more spectrum. FCC Chairman Reed Hundt said the commission is working

Snow may host new Fox news show

Within two weeks, Fox is expected to announce details of its new Sunday morning, hour-long political talk show that will compete with the established roundtable political-discussion shows on the other networks. Although network executives have been unwilling to discuss plans for the project, sources suggest that the leading candidate to host the new show is *USA Today* political columnist Tony Snow.

Snow, 40, who writes a Monday column with a conservative viewpoint, has worked on Fox's political coverage during the Republican primaries. Most recently he was seen on-camera, providing analysis during the New Hampshire and Iowa contests. Snow, who has substituted for Rush Limbaugh on his syndicated radio show, would provide a conservative voice in the midst of what News Corp. Chairman Rupert Murdoch calls a liberal bias in network news. Snow declined to comment last week on whether he had been offered the host seat, saying only that he would be interested. Marty Ryan, executive producer of the project, also declined comment.

Fox is expected to debut the new show at the end of April or the beginning of May on its O&Os, with plans to slowly roll it out to its affiliates.

Plans for the project began during Joe Peyronnin's tenure as president of Fox News that ended in February when he left the network. Peyronnin nearly signed NBC News reporter John Hockenberry after his contract expired at ABC. According to sources, Peyronnin also was interested in hiring Mario Cuomo and commentator William Kristel to join Hockenberry on the show, but those plans fell through shortly before Peyronnin left the network. —SC

on getting some spectrum currently assigned to the federal government to satisfy the needs of satellite and local multipoint distribution services (LMDS). He added that if the commission does not get the extra spectrum, the commissioners will have to make a tough call.

LOS ANGELES

To tell the truth

Well-placed sources say there have been discussions between New World and All American about New World's joining in All American's venture with Tribune Entertainment to launch a first-run game show block. Sources say Tribune and All American are close to a decision on the two titles to be revived from All American's recently acquired Mark Goodson Productions library but that New World is far from ready to join in the game. The combined reach of the Tribune and

New World station groups would provide a powerful springboard for a national launch, but some doubt whether two game shows could generate enough revenue to make it worth the while of three partners.



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Incorporating TheFifthEstate TELEVISION Broadcasting

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Pro-choice

Here's a quick and easy way out of the children's TV dilemma.

FCC Commissioner Rachele Chong has proposed a solution that, among other things, would have broadcasters write a narrative describing their children's efforts and present it for FCC approval. That initiative has been endorsed by the National Association of Broadcasters. Chairman Reed Hundt, who has a promise-against-performance plan of his own, has long plugged for a three-hour quantitative standard.

Why not take both? Give the broadcaster the option of checking the three-hours-or-more box if that's appropriate to the circumstances, or the narrative box if that's the better way. Neither solution imposed, both approaches validated.

The end/The beginning

We're declaring victory on the digital spectrum. There is no longer reasonable doubt that broadcasters will be awarded a second, transitional channel to move from analog toward the digital medium. We can't wait. It will be a brave and exciting new world, thanks principally to a handful of visionaries, public servants and broadcasters—in that order—who've been swimming against the technological tide for 20 years.

Credit for an 11th hour legislative save on this issue goes to the National Association of Broadcasters, which isn't yet ready to wear the laurels this page is extending. NAB President Eddie Fritts, speaking with a caution born of experience, is right in emphasizing that this is going to be a recurring issue on Capitol Hill and that broadcasters can't count their digital chickens until the FCC hatches them.

But broadcasters haven't won this spectrum—if won is the word to use—just because they are effective grass-roots lobbyists. They won it because the Grand Alliance system

is the right instrument by which to take over-the-air television into the next century, and incumbent broadcasters are the right guardians to nurture this new capacity.

Now the focus is on the FCC. It was handed the digital answer on Nov. 28, 1995, by its own Advisory Committee on Advanced Television Service, orchestrated triumphantly over eight years by Richard E. Wiley. From our perspective, the commission endorsement of the standard should have come that afternoon; the FCC should now expedite the comments process and whatever else is necessary to make the digital vision a reality.

But the larger challenge is to broadcasters, who are now in the classic position of having gotten what they wished. This gift comes with a large price tag and no immediate revenue potential. If our wish comes true, the FCC will empower broadcasters to transmit in both high-definition and, optionally, digital NTSC. We think the future belongs to the former, and we hope the industry will move with dispatch to bring it about. The sooner that transition is accomplished, the easier it will be for broadcasters at the end of the analog era.

Somebody should throw a party.

Majority of one

This is too small a space to contain all that might be said about Andrew Barrett, who left the FCC last Friday to join the private sector. He is best known to this page for his outspokenness and an independent streak that kept most guessing about how he would vote. If it was against you, he would say it was always "because there was a good public interest reason." Among his other expert assets was a knowledge of the common carrier world that will be sorely missed by his colleagues and the industry, not to mention the nation.

"My heart tells me to stay, but my head tells me it's time to go," he told us last Friday. Actually, we concur in that judgment, from both heart and head.

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