



# These Awards Me



**76 CableACE® awards  
in 1994 and 1995**



**21 Emmy® awards  
in 1994 and 1995**



**13 Golden Globe® awards  
since 1992**

The many awards garnered by USSB® programming partners is a testament to their commitment to excellence. The ultimate winner, however, is the TV viewer. This exceptional USSB programming, along with the built-in local broadcasting compatibility of the 18" Digital



© 1996, United States Satellite Broadcasting Company, Inc. USSB and USSB ENTERTAINMENT PLUS are registered service marks of United States Satellite Broadcasting Company, Inc. U.S. Satellite Broadcasting change. HBO and Cinemax are registered service marks of Time Warner Entertainment Company, L.P. Showtime, The Movie Channel, and FLIX are service marks of Showtime Networks Inc. MTV, Music Television, Central is a registered trademark of Comedy Partners. Lifetime Television is a registered trademark of Lifetime Entertainment Services. TM Sundance Television, Ltd. Sundance Channel L.L.C. authorized user. All other

# an Everybody Wins



**24 Parents' Choice®  
awards since 1987**



**9 Oscar® awards  
since 1986**



**16 Sports Emmy®  
awards**

Satellite System (DSS®), gives TV viewers an open window to a kaleidoscope of award-winning entertainment and movies. And in the process, the entire broadcasting industry takes another innovative step forward. It's a winning combination we're proud to be a part of.



**U.S. Satellite Broadcasting  
You Can See Everything From Here.™**

[www.usbstv.com](http://www.usbstv.com)



U.S. Satellite Broadcasting and You Can See Everything From Here are service marks of United States Satellite Broadcasting Company, Inc. DSS® is a registered trademark of DIRECTV, Inc., a unit of Hughes Electronics Corporation. All information subject to copyright. Lifetime, Nickelodeon, Nick at Nite are registered trademarks of MTV Networks, a division of Viacom International Inc. All News Channel is a trademark of Conus Communications and Viacom International Inc. Comedy Central is a registered trademark of their respective owners.

# Fast Track

Must Reading from

**Broadcasting  
& Cable**

April 8, 1996



ABC's May sweeps anchor is Larry McMurtry's 'Dead Man's Walk,' a prequel to 'Lonesome Dove.' / 8

## TOP OF THE WEEK / 8

**Networks prepare for spring sweeping** The networks are gearing up for the May sweeps with plans for high-profile programming. ABC especially is going all out in an attempt not to repeat its dismal February performance. / 8

**FCC to offer digital TV standard** The FCC next month plans to propose the Grand Alliance's digital broadcasting system as the new television broadcasting standard. / 10

**Names surface for Barrett seat** Among the names of those suggested to fill Andrew Barrett's seat on the FCC are FCC Common Carrier Bureau Chief Regina Keeney and Senate aides Donald McClellan and Earl Comstock. / 14

**Valenti pledges government-free ratings** The TV ratings system is an industry effort that must be completely free of government influence, says Jack Valenti, president of the Motion Picture Association of America and chairman of the intra-industry V-chip implementation committee. / 14

**Open video systems open to debate** Cable companies are looking for regulatory safeguards in the FCC's proposed open-video-system rules, while telcos want as few rules as possible. / 18

## BROADCASTING / 27

**Syndicating home improvement** A handful of newcomers is hammering together syndicated how-to and fix-it shows for fall. They hope to build on the success of *Martha Stewart Living* and *Bob Vila's Home Again*. / 33



'Buddies' on vacation: ABC put the sitcom on hiatus after it couldn't hold on to its lead-ins. / 36

**Networks take breather from station buying** While the radio-station market is booming, TV sales are slow, even though broadcasters now can buy enough stations to cover 35% of the nation's homes. Brokers say the networks are eyeing deals, but not acting—yet. / 41

## COVER STORY: THE RATINGS DILEMMA

**Man in the middle** It's not easy for Nielsen Media Research President John Dimling. As the sole arbiter of TV audience measurement, his company oversees an industry with \$35 billion worth of advertising. All four major networks have problems with Nielsen. *Cover photo by Steve Winter/Black Star* / 20



Nielsen's Dimling talks about his company's plans. / 22

### The SMART alternative

A New Jersey firm is testing an alternative ratings system. The project, dubbed SMART, is aiming for improvement through competition. / 25

## CABLE / 45

**USA reshapes Saturday** USA has taken Brandon Tartikoff's *Weekly World News* off its Saturday night schedule, along with Jon Landis's *Campus Cops*. Despite the big names attached to the shows, they failed to catch on with viewers. / 46

**At long last set-tops?** After years of delays in the much-ballyhooed rollout of digital set-top boxes, most MSOs and vendors now are promising that the technology will be in homes before the end of this year. / 48

## Telemedia Week

**A kinder, gentler PC** Microsoft is wooing hardware makers to join its vision of simple PC devices that interact with consumer electronic equipment. / 56



The Center for Media Education objects to some Web sites geared to children. / 58

## TECHNOLOGY / 59

**Server progress: Slow but steady** The move to disk-based video servers for news production and spot playback has been more evolution than revolution. / 60

**Telcos consider server options** Telcos are in uncharted territory as they conduct trials of video services and select video file servers. Tele-TV recently selected the Silicon Graphics Challenge server for near-video-on-demand movies. / 68

Changing Hands.....43	Datebook.....84	In Brief.....88
Classified.....70	Editorials.....90	Network Ratings.....40
Closed Circuit.....89	Fates & Fortunes.....86	Washington Watch...19

**Montel's** ←

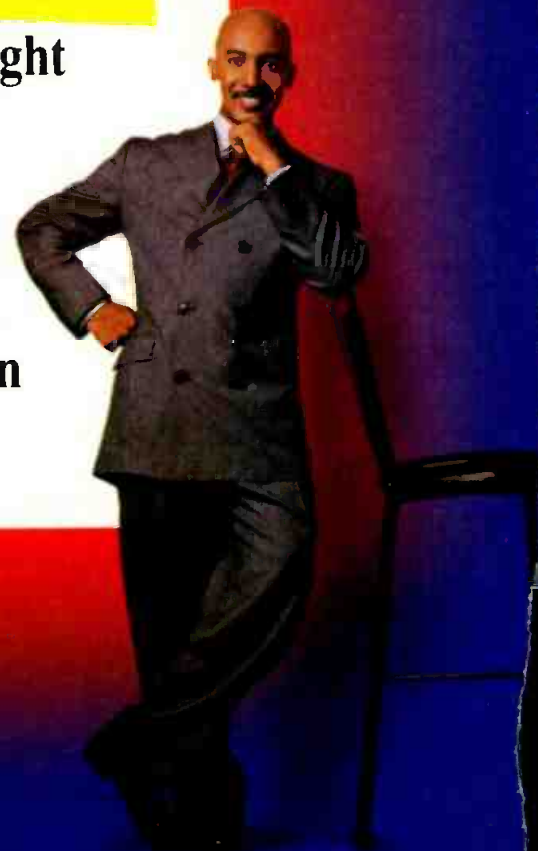
**Not Just The  
Fastest Growing  
Talk Show  
In The U.S.**



**USA TODAY** MONDAY, MARCH 18, 1996

**INSIDE TV / BY PETER JOHNSON**

**TALKED OUT:** Some daytime talk shows took it on the chin, ratings-wise, during the February ratings sweeps. *Montel Williams* posted the biggest gain over February 1995's ratings, *Oprah Winfrey* managed a slight increase, and *Maury Povich* stayed even. But other talkers were down. Remember *Ricki Lake*, once the fastest growing talk show in history? Down 22% from last year.



Source: NTD Dailies Plus 1/29-2/25/96 vs. 1/30-2/26/95. AA% Syndicated Programs.  
© 1996 Paramount Pictures. All rights reserved.

**But The Fastest  
Growing Talk Show  
In The USA Today.**

*Looking for the scoop on  
daytime's hottest talk show?  
It's MONTEL. Fact is, this February  
**THE MONTEL WILLIAMS SHOW**  
showed more growth than  
any other talk show among  
W18-49 and 25-54. More than Jenny  
Jones. More than Ricki Lake.  
Even more than Oprah!  
So if your station could use  
some good news, turn to  
MONTEL. And watch  
your ratings make  
the front page.*



## Nets in rare long-form for May

*Marks first May sweeps to fall in prime time regular season*

By Steve Coe

**T**he May sweeps could be one of the most hotly contested in some time, with all the networks rolling out high-profile, long-form programming. The Big Three networks will present four-hour, two-part miniseries with CBS scheduling two of them.

Fanning the competitive fire is the fact that this will mark the first May sweeps to fall within the prime time regular season. The four networks decided earlier this year to extend the season through the month. In years past, the network prime time winner had been declared in April.

The extended season is not expected to affect the order of finish for the networks, however, given NBC's formidable lead over second-place ABC and third-place CBS. Through April 3, NBC's season-to-date average was an 11.8 rating/19 share in Nielsen numbers, followed by ABC's 10.9/18, CBS's 9.7/16 and Fox's 7.5/12.

ABC will schedule four movie nights and, overall, is scheduling more specialty programs in May than it did in February. It will preempt its 9-11 p.m. Monday lineup to make room for movies (it already has three scheduled movie nights on Sundays, Thursdays and Saturdays).

CBS, which stunted heavily in February, will present as much and possibly "a couple half-hours more," said Kelly Kahl, vice president, scheduling, CBS Entertainment. "We'll rely on our proven series in May, and in the time slots where the series are not doing very well we'll look to specials," he said. Kahl said the series lineups on Mondays, Fridays and Saturdays will "stay pretty much intact," with the network's stunting primarily on the remaining nights, which include its three movie nights: Sundays, Tuesdays and Wednesdays. Like ABC, CBS also will look to four movie nights during May, but only for two weeks, with movies scheduled on two Thursdays and specials set for the other two.

CBS is also juggling some series and will move *Murder, She Wrote* to its tra-

ditional Sunday 8-9 slot for its four final original broadcasts. The move displaces *Cybill* and *Almost Perfect*, with the former moving to Mondays. The latter may also be put elsewhere on the schedule for a couple of airings.



**NBC is betting viewers will watch 'The Beast,' which the network has been heavily promoting since February.**



**D**ue to its series strength, NBC is expected to do the least stunting. In keeping with recent sweeps strategy, the network will heavily front-load the month with sweeps-type programming and rely on its series for the remainder of the period. "We're fortunate in that our schedule is doing well enough to rely on," said Preston Beckman, senior vice president, program planning and scheduling, NBC Entertainment.

As in February (*Gulliver's Travels*), the network kicks off the month with a heavily promoted four-hour miniseries in *The Beast*, based on the novel by Peter Benchley. Part one airs Sunday, April 28, with part two scheduled for Monday, April 29. The network has a built-in advantage, given that the first day of the sweeps is a Thursday (April 22), the network's powerhouse night.

NBC prepared early for the May sweeps by airing its first promotion for *The Beast* during *Gulliver's Travels*.

Beckman predicts that NBC will win the sweeps, "but anything can happen.... I think CBS has a shot at overtaking ABC in households and will fend off Fox among adults 18-49."

NBC has six theatricals scheduled: "The Fugitive" (Sunday, May 5, 8:30-11 p.m.); "Pretty Woman" (Saturday, May 11, 8:30-11 p.m.); "A Few Good Men" (Sunday, May 12, 8-11 p.m.); "Hard Target" (Saturday, May 11, 9-11 p.m.); "Cop and a Half" (Saturday, May 18, 8-10 p.m.), and "Undercover Blues" (Sunday, May 26, 9-11 p.m.).

Among the specials scheduled are *The All New All-Star Censored Mega-Bloopers* (Monday, April 29, 8-9 p.m.) and *Arctic Kingdom: Life at the Edge* (Wednesday, May 15, 8-9 p.m.).

**C**BS's May programming slate features two four-hour miniseries. *A Season in Purgatory*, starring Brian Dennehy, Bonnie Bedelia and Blair Brown and based on the best-selling novel by Dominick Dunne, will air Sunday, May 5, and conclude on Tuesday, May 7 (9-11 both nights). *Every Knee Shall Bow: The Siege at Ruby Ridge*, starring Randy Quaid, Laura



**CBS's two-part 'A Season in Purgatory,' based on the Dominick Dunne best-seller, will air on two nights.**



Dern and Diane Ladd, debuts Sunday, May 19, 9-11 p.m., and concludes on Tuesday, May 21, also 9-11 p.m.

Theatricals includes "Grumpy Old Men" (Sunday, April 28, 9-11 p.m.) and "Sleepless in Seattle" (Sunday, May 12, 9-11:08 p.m.).

CBS also has a heavy lineup of specials, including the *Smithsonian Fantastic Journey* (Thursday, May 2, 8-9 p.m.); *The Wizard of Oz: 40 Years on TV* (Friday, May 10, 8-11 p.m.); *The Miss Universe Pageant* (Friday, May 17, 9-11 p.m.), and *The 23rd Annual Daytime Emmy Awards* (Wednesday, May 22, 9-11 p.m.). The network has scheduled four Tuesday specials (8-9 p.m.) under the *Wild Tuesday* banner beginning with *Wild Tuesday: Forces of Nature* on April 30.



The anchor of ABC's sweeps programming is the five-hour miniseries *Dead Man's Walk* from Larry McMurtry's prequel to *Lonesome Dove*. Part one airs Sunday, May 12, 9-11 p.m., with part two scheduled for Monday, May 13, 8-11 p.m. The miniseries stars F. Murray Abraham, Keith Carradine, Brian Dennehy, Edward James Olmos and Harry Dean Stanton.

Among theatricals getting broadcast network premieres: "The Firm" (Sunday, May 5, 8-11 p.m.); "The Air Up



ABC's 'Dead Man's Walk' is the prequel to 'Lonesome Dove,' a big hit for CBS.

There" (Saturday, May 11, 8-10 p.m.), and "Scent of a Woman" (Monday, May 20, 8-11 p.m.) Other theatricals include "Lethal Weapon 3" (Thursday, April 25, 8:30-11 p.m.); "White Men Can't Jump" (Thursday, May 9, 9-11 p.m.), and "Passenger 57" (Thursday, May 16, 9-11 p.m.).

Among the ABC specials: *The Comedy Club All-Stars* (Saturday, April 27, 10-11 p.m.); *Barbara Walters 20th Anniversary Special* (Wednesday, May 1, 9:30-11 p.m.) and *Comic Relief's American Comedy Festival* (Saturday, May 4, 10-11 p.m.).



As is its tradition, Fox will rely heavily on regular series featuring guest stars and cliff-hanger, season-ending episodes. The net-

work is featuring one big-name long-form movie, *Doctor Who*, based on the long-running BBC series. The film, which will have its world premiere on Fox on Tuesday, May 14, 8-10 p.m., stars Paul McGann as the time traveler and Eric Roberts as his nemesis.

Other Fox highlights include an appearance by Priscilla Presley on *Melrose Place* (Monday, May 6, 8-9 p.m.) and a follow-up spot on the two-hour season finale (Monday, May 20, 8-10 p.m.). Gabrielle Carteris returns to *Beverly Hills, 90210* for its two-hour season finale (Wednesday, May 22, 8-10 p.m.). Among theatricals scheduled are the broadcast debuts of "What's Love Got to Do With It?" (Thursday, May 16, 8-10 p.m.) and "Addams Family Values" (Tuesday, May 21, 8-10 p.m.).



Fox, which primarily relies on series, has one big-name movie, 'Dr. Who,' based on the long-running BBC series.

## Still no contract for CBS-WGA

The threat of a Writers Guild strike at CBS network and owned-stations news operations in New York, Los Angeles, Washington and Chicago grew last week as negotiations went into overtime after the current contract expired on April 1. At press time, the two sides were still talking, and the new deadline for a resolution was 12 a.m. April 5.

WGA negotiators charge that the network is trying to get changes in the work rules to make it easier to lay off some of the more than 350 news and promotion writers, editors and graphic artists covered by the contract.

"That is presumptuous of them, to know what we intend to do, since we've made no decisions yet," says CBS Television Stations President Jonathan Klein.

But the guild cited comments from company negotiators who are trying to lift seniority layoff protections for the next contract. "They argued strenuously that the company should be free to decide which member in a shop was relatively less competent than another member," the union said, in summing up one negotiating session. The WGA also cited a comment by company negotiator Leon Schulzinger that "some areas are look-

ing hard at the possibility of layoffs."

But Klein said: "I've been in my job for about 90 days, and we are just starting the process of asking the right questions," with respect to appropriate staffing levels at the CBS-owned stations acquired by Westinghouse. Klein noted that the Group W stations' news operations were not represented by WGA. "We have no experience with them." As for the CBS Group, he said, "every station is different, and the staffing levels are dictated by what they do."

Also on the bargaining table are so-called multitasking issues. CBS wants the flexibility to assign union members multiple chores (having writers edit or desk assistants write copy). The union again says the company is positioning for a series of job cutbacks in the newsrooms.

The guild also filed a complaint last week with the National Labor Relations Board, alleging unfair labor practices on the part of CBS executives who went directly to employees (and around the union negotiating committee) to urge them to agree to the company's demands.

—SM

# HDTV advances in Washington

## FCC proposing ATV standard May 9

**T**he FCC plans to propose a new television broadcasting standard at its May 9 meeting.

Commissioners will be inviting comments on the standard recommendation made last November by the Advisory Committee on Advanced Television Service (ACATS). The committee recommended that the commission adopt the digital broadcasting system designed by the seven-company Grand Alliance consortium.

"It's an important step toward the digital television age," ACATS Chairman Richard Wiley says of the planned FCC action. "The most important thing is for equipment manufacturers to start gearing up," adds Mark Richer, executive director of the Advanced Television Systems Committee, which prepared the document that describes the Grand Alliance technology.

The document, which the FCC will use in proposing the standard, describes the Grand Alliance technology for delivering high-definition pictures, as well as how the technology can be used to deliver multiple streams of "standard-definition" pictures within a 6 mhz channel.

The FCC's decision to propose the standard follows mounting pressure to act on the advisory committee recommendation. Late last month, Representative Billy Tauzin (R-La.) asked FCC Chairman Reed Hundt when the commission would issue a proposal for the standard. Earlier in March the Grand Alliance companies and other organizations announced a "Citizens for HDTV" coalition to push for speedy implementation of high-definition TV technology. FCC officials say that Commissioner Susan Ness in recent weeks has pushed for action on the advanced-TV proceedings.

FCC officials say they have had government shut-downs, blizzards and the 1996 Telecommunications Act to contend with since receiving the ACATS recommendation last November. Saul Shapiro of the FCC's Mass Media Bureau says that the commission this summer hopes to propose a plan for allotting and assigning advanced-TV channels. —CM

## MSTV/EIA to build HDTV station

**B**roadcasters and manufacturers of broadcast equipment and consumer electronics said last week that they will spend \$6 million to equip a Washington TV station for HDTV and use it as a model for other stations.

The Association for Maximum Service Television and the Electronic Industries Association formed the Model HDTV Station Project to manage the three-year project and named former Advanced Television Systems Committee head James McKinney as its director.

The goal is to show broadcasters precisely what it will take to produce programming in the digital HDTV format and broadcast it while continuing to broadcast conventional NTSC signals, says MSTV President Margita White.

Two weeks ago, noncommercial WETA-TV Washington announced plans for a \$10 million–\$14 million upgrade for HDTV by mid-1998 (BROADCASTING & CABLE, April 1).

Several Washington stations have indicated an interest in serving as "host station," McKinney says. He and the eight other members of the Project board will decide on the host by June.

The selection of Washington as the trial site was politically calculated, McKinney says. Broadcasters have been pressuring lawmakers for free use of a second channel so that they can make a smooth transition to the new service.

MSTV and broadcast equipment manufacturers have each pledged \$1.5 million for the project, McKinney says. The EIA has promised to match those contributions, for a total \$6 million.

The manufacturers also will loan the host station "huge amounts of equipment," McKinney says. According to industry estimates, it will cost \$10 million–\$12 million to fully equip a station for HDTV production, but only about \$1 million to rebroadcast an HDTV network feed.

MSTV soon will begin raising funds by offering memberships to broadcasters, White says. —HAJ

## Ron Brown death shocks country



Ron Brown

Commerce Secretary Ron Brown's death last Wednesday shocked the telecommunications community in Washington, many of whom had worked closely with Brown, a former lawyer, lobbyist and Democratic National Committee chairman.

Brown and 32 others died in a plane crash while on a trade mission to Croatia. During his three years in office, Brown played an active role in promoting the interests of U.S. programmers overseas and the interests of minorities, women and small businesses domestically, according to National Telecommunications and Informa-

tion Agency Chief Larry Irving.

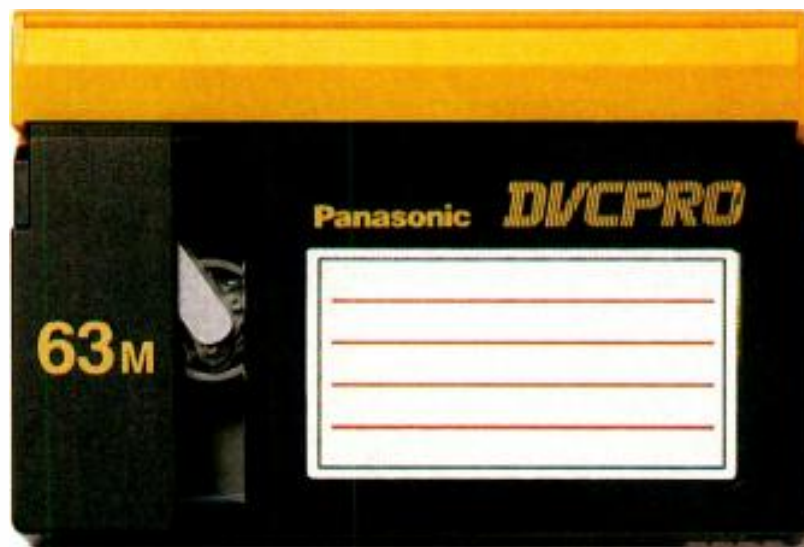
"People were shell-shocked," said FCC Wireless Bureau Chief Michele Farquhar, upon returning from small gathering held at the White House Thursday in honor of Brown. "It was good to hear [President Clinton's] words of comfort."

Brown was a particularly effective advocate on behalf of the Commerce Department, which faced attacks from some Republican members of Congress who proposed abolishing the cabinet post. "He always had a plan, always had a smile, always had a purpose," said Irving. —CS

# Shoot more Look better Spend less and Go digital

For more information call: 1-800-528-8601 (Upon request enter product code 40) One Panasonic Way, Secaucus, NJ 07094.

Actual size



Discover the Digital Solution.  
Booth 10,000 at NAB '96.



**Panasonic**  
Broadcast & Television Systems Company  
The Official Broadcast Equipment  
of the 1996 Olympic Games.

# SBC/PacTel deal could unify telco TV

Move seen as possibly leading to cooperation between Tele-TV and Americast

By Richard Tedesco

The mega-merger between SBC Communications and Pacific Telesis could quickly foster a unified front between the Tele-TV and Americast telco TV ventures.

Principals directing the respective ventures and observers see real opportunity for interaction in the merger. "There's definitely a potential for cooperation," says Patrick Campbell, Ameritech Corp.'s executive vice president, corporate strategy and business development. "We have always said that we never felt that we competed with Tele-TV."

Campbell, who chairs the management committee for the Ameritech/SBC/BellSouth venture, says joint hardware purchases, program development and cross-licensing of intellectual properties are all potential points of cooperation with Tele-TV: "I'm very hopeful that we'll see maximum cooperation, and I'll work as hard as I can to make sure that happens."

Tele-TV CEO Howard Stringer says the deal will more likely foster cooperation than splinter the Tele-TV alliance: "Everyone's being cautious, but I'm optimistic about it."

Stringer cites Tele-TV's set-top box development as a draw to keep PacTel in the venture and bond the two groups: "We are setting the global standard for set-top boxes. They can't just walk away from that." He also points to the more than \$700 million commitment PacTel has made to the Tele-TV venture.

Observers also perceive a clear logic in cooperation between the telco

camp. "The reality is that telco TV is really one movement, and they're equally inept across all of the companies. They can only succeed, even marginally, by pooling and coordinating their efforts," says Berge Ayvazian, analyst for the Boston-based Yankee Group.

Although Ayvazian says that a Tele-TV/Americast merger might be in the future, he sees hardware technology as an area for immediate collaboration.

SBC Chairman Edward Whitacre indicated a disposition to deal with the Tele-TV partners during the press conference announcing the merger, saying: "We would look forward to cooperating with each other."

Whitacre says PacTel's deployment for MMDS video services in California will continue, calling it a "strategic and economic imperative."

The difference in technical strategies—MMDS for Tele-TV versus Ameritech's hard-wired approach—militates against an outright merger, according to Campbell, who also cites Americast's association with The Disney Co. as another strategic distinction between the two camps. ■

## BUILDING A BIGGER BELL



Whitacre



Quigley



*SBC Communications and Pacific Telesis altered the landscape of the U.S. telephone business last week with their announcement of a \$16.7 billion stock-swap merger that would create the second-largest telecommunications company behind AT&T. Ed Whitacre, chairman of SBC, will retain that title as head of the combined company. Philip Quigley, chairman of PacTel, will be vice chairman. The combined company will boast \$21 billion in revenue, largely from more than 30 million local-access telephone lines, and is positioned to have a dramatic impact on the long-distance business.*

## SBC, PacTel going in different video directions

SBC and Pacific Telesis have taken distinctly different tacks in entering the telco TV business.

SBC was an early telco entrant to the video business, purchasing cable systems in Arlington, Va., and Montgomery County, Md., from Hauser Communications three years ago. SBC Media Ventures serves 240,000 subscribers in those markets.

Southwestern Bell Video Services is conducting a market trial in Richardson, Tex., offering 60 analog and 50 digital channels to 1,800 homes passed. SBVS plans to roll out video service in the market in early 1997.

Meanwhile, PacTel has moved into MMDS. It acquired three Bay Area companies—Cross County Wireless, Videotron Bay Area and Wireless Holdings Inc.—in separate transactions for approximately \$350

million. It plans to spend an additional \$40 million to convert those operations from analog to digital.

Cross County serves 44,000 subscribers in Riverside, Calif. Wireless Holdings has 6,300 subs in both the Seattle and the Tampa-St. Petersburg, Fla., markets.

PacTel originally was interested in video dialtone, and is proceeding with construction of a hybrid fiber/coax (HFC) system in San Jose, Calif., under a VDT application at the FCC. It must apply for FCC permission to operate that network when the current 600-household test is ready to segue into commercial deployment.

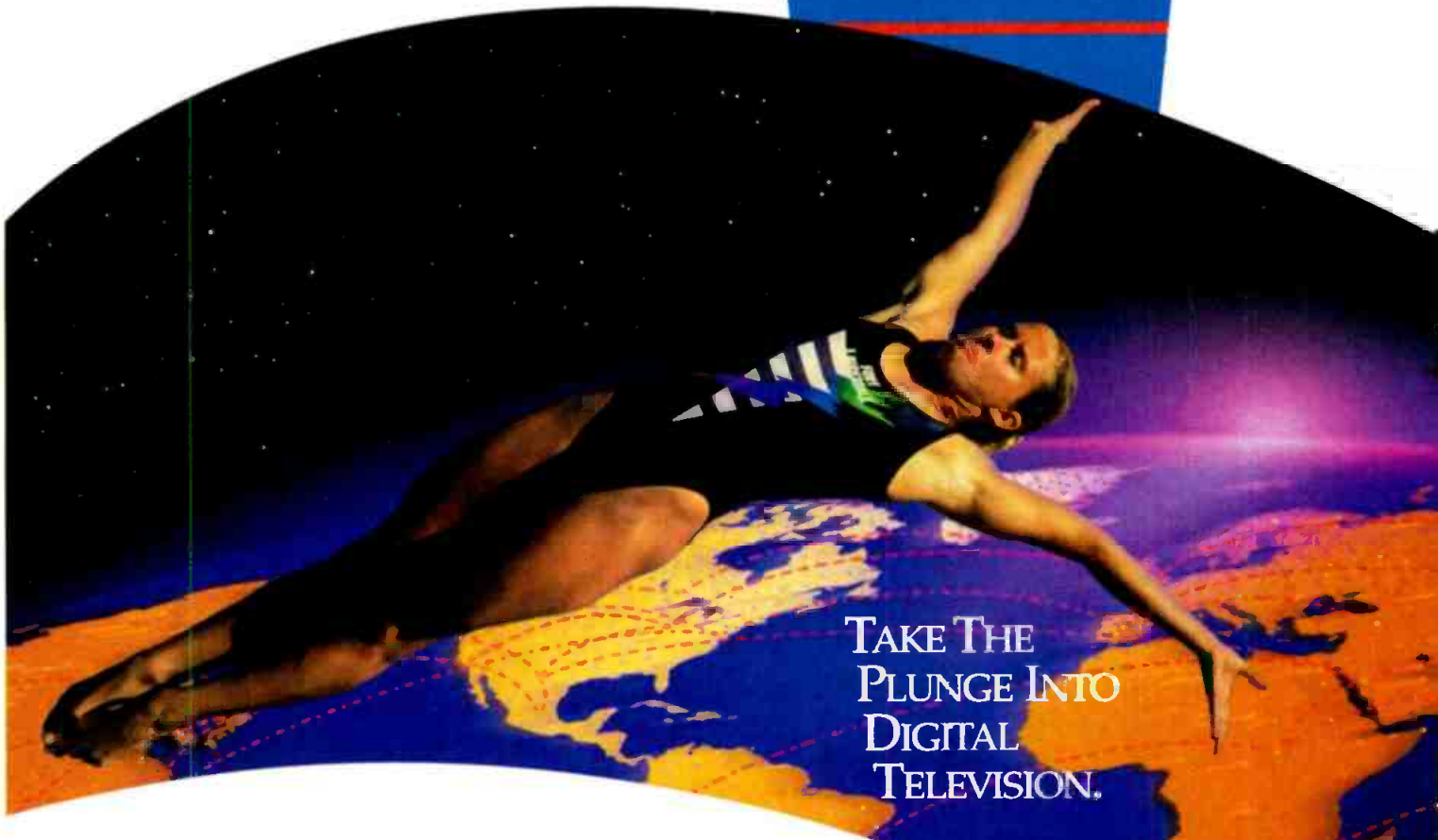
It's also building HFC networks in Orange County, Calif., and San Diego, and may initiate a technical trial in San Diego later this year for both cable and telephony services, according to a PacTel spokesperson. —RT



Atlanta 1996

# POWERVU™

LEADING THE WAY  
WITH TELEVISION FOR  
THE 21ST CENTURY



TAKE THE  
PLUNGE INTO  
DIGITAL  
TELEVISION.

CALL TODAY FOR YOUR  
INFORMATION KIT AND BE  
A WINNER IN WORLDWIDE  
COMPETITION WITH THE  
POWERVU DIGITAL VIDEO  
COMPRESSION SYSTEM.

AUSTRALIA  
TEL: 61-2-452-3388  
FAX: 61-2-451-4432

CANADA  
TEL: 416-299-6888  
FAX: 416-299-7145

ITALY  
TEL: 39-6-7984-0030  
FAX: 39-6-7984-0034

SINGAPORE  
TEL: 65-733-4314  
FAX: 65-733-2706

UNITED KINGDOM  
TEL: 44-923-266-133  
FAX: 44-923-269-018

UNITED STATES  
TEL: 770-903-6057  
FAX: 770-903-6464

**Experience Counts.** Whether you're competing in the Olympic Games, or in the business arena, the proven performer is favored to win the gold. For more than 20 years and in more than 135 countries, Scientific-Atlanta has provided innovative technology to the cable, broadcast, business, and home television markets. That's one of the many reasons our PowerVu digital video compression was selected to provide live event coverage from sporting venues at the 1996 Olympic Summer Games in Atlanta.

**MPEG 2 And DVB.** Already in our fourth year of supplying MPEG-based technology, our digital video compression systems are in operation around the world for customers like *Cancom in Canada, Spaceline in Germany, the ABC in Australia, CNN Airport Network and Fiat in Europe.* Supporting both MPEG 2 and DVB standards, the PowerVu system's money-saving compression capabilities can help control transponder costs.

**The Right Choice.** The PowerVu system includes the latest generation encoding and decoding products, and features The PowerVu Command Centre, a powerful network management, signal security, and subscriber control system. And, Scientific-Atlanta's full range of earth station antennas, controllers, RF converters, exciters and receivers provide our customers with complete, end-to-end satellite television distribution systems.



Scientific  
Atlanta

©1996 Scientific-Atlanta, Inc. The Scientific-Atlanta logo and PowerVu are trademarks of Scientific-Atlanta, Inc.

www.americanradiohistory.com

# Names surface for Barrett seat

*Chair expected to be vacant until after presidential elections*

By Chris McConnell

**S**peculating on who may fill former FCC commissioner Andrew Barrett's seat on the FCC yields a long list of candidates and scenarios.

Most in and out of the FCC predict that the seat will remain vacant until after the November presidential election. But they also list several government officials and attorneys who may contend for the job once the elections are over.

Names suggested by industry sources and FCC officials: Wisconsin Public Service Commission Chairman Cheryl Parrino; Senator Ted Stevens (R-Alaska) aide Earl Comstock; Senator Larry Pressler (R-S.D.) aide Donald McClellan; FCC Common Carrier Bureau Chief Regina Keeney; communications lawyers Diane Killory and Riley Temple, and Columbia University professor Eli Noam.

Barrett's replacement could emerge sooner than November if an interim

commissioner is chosen. Rules allow President Clinton to name a "recess appointment" to the FCC during a Senate break. Although such an appointee could serve through the end of the next congressional session without receiving Senate confirmation, few in Washington think that will happen.

Some say that Senate Republicans will not allow Clinton a sufficient break to use the recess appointment powers to name an FCC commissioner or any other government official that would otherwise require Senate confirmation.

Others speculate that race will factor into the selection of a new commissioner. Barrett's departure leaves no blacks at a commission that has long had minority representation. Although the FCC has an Asian American in Commissioner Rachelle Chong, many predict that the administration will nominate a black or Hispanic.

Washington lawyer Temple represents one potential black nominee, but

says he does not want to give up his present job.

A minority could also eventually fill the seat of Commissioner James Quello, sources say. Quello's term expires in June, although rules allow him to stay on at the FCC until the end of the 1997 congressional session unless the Senate first confirms a new commissioner. Quello has said he plans to stay.

Most FCC observers agree that both seats likely will be filled in tandem after the election. Possible candidates for Quello's seat include Senator James Exon aide Christopher McLean and Commissioner Lynn Butler of the Ohio Public Utilities Commission.

Sources say that administration officials earlier had proposed a plan to fill the Quello and Barrett seats this summer. The proposal called for Democrats and Republicans to each choose a new commissioner for the two slots. Sources say Senate Republicans rejected the idea. ■

## Valenti pledges government-free ratings

By Christopher Stern

**I**f the White House, Congress or the FCC calls Jack Valenti with a suggestion about implementing the TV ratings system, they shouldn't wait by the phone for a return call.

"I don't want anything from government; I don't want any suggestions from them," says Valenti, president of the Motion Picture Association of America and chairman of the intra-industry V-chip implementation committee.

Valenti insisted last week that if the TV ratings system is an industry effort, it must be completely free of government influence. "Once [the government] step[s] over that line, we will see them in court," said Valenti.

One proposal under consideration would give a program a general rating for a season. But the rating could be changed for a particularly controversial episode, Valenti said.

Broadcasters said last year they would fight the V-chip provision as soon as it became law. But they have since backed off the threat, and the National Association of Broadcasters is now officially participating in the industrywide effort to complete a ratings system by January. The system is being designed to work in conjunction with television sets equipped with the so-called V-chip.

The implementation committee has agreed that neither news nor sports will be rated. The committee is still struggling, however, with "a general definition of news," said Valenti. The committee has not agreed on general categories, guidelines or symbols, he said.

Valenti also said that the committee has no plans to rate unedited movies on premium cable that already have an MPAA rating. Even so, the V-chip might still allow parents to block programs based on the MPAA rating. ■

### Ex-anchors advocate free time for candidates

A campaign to convince broadcasters to give presidential candidates free airtime in the final weeks of the general election has picked up support from several former network news anchors. Last week former NBC anchor John Chancellor, ABC anchor Howard K. Smith and *MacNeil/Lehrer NewsHour* executive editor Robert MacNeil endorsed the proposal, according to the Free TV for Straight Talk Coalition.

"With the candidates appearing on alternating nights, these brief speeches could play out as a running debate. They—and not the soundbites, attack ads or photo ops—could drive campaign strategy, journalistic coverage and issue discussion," states an early version of the full-page ad the group hopes to purchase in the *New York Times*.

Also supporting the effort are former NBC and PBS president Lawrence Grossman, former FCC chairman Newton Minow and PBS President Ervin Duggan. —CS

# If you made this many improvements, you'd want to broadcast it too.

Faster processing with  
new Avid Media  
Processor and PowerPC  
601 CPU

Plays up to  
1,000 spots in a  
single playlist

Turbo uploading  
and downloading  
of spots

More efficient  
one-box design with  
broadcast  
connection panel



CCIR 601/SMPTE  
125 sampling with  
new Avid Broadcast  
Video Board

Increased storage  
capacity for larger  
spot inventories

Composite/compo-  
nent analog video or  
serial digital  
input/output

Improved reliability with  
multiple redundancy strategies  
including RAID-3

Today, hundreds of broadcasters worldwide are using the Avid AirPlay® system for news and commercial playback. That's an impressive following. Even more impressive is Avid's new AirPlay MP playback server, designed for better performance, faster operation and superb images. Learn more about AirPlay MP and the broadcasters who have already made the move to disk-based playback. To request a free Avid AirPlay Case Study Portfolio, call Avid today at 1-800-949-AVID (1-800-949-2843) PRESS 1.



# DBS at top of Murdoch wish list

News Corp./MCI looking for partner to get it into DTH before late next year

By Jim McConville

**N**ews Corp. is back in the DBS hunt. Chairman Rupert Murdoch confirmed reports that his company and partner MCI have been courting a number of DBS suitors and entertaining a scenario that would involve cable giant Tele-Communications Inc.

"We've been talking to all the players—Primestar, EchoStar, AlphaStar," said Murdoch after his keynote speech at the *Variety*/Schroder Wertheim fourth annual Big Picture media conference in New York.

Murdoch hinted that News Corp./MCI, which is not slated to roll out its

own DBS service until late 1997 at the earliest, might consider a deal with TCI (one-fifth owner of DBS operator Primestar) or another DBS company, if the move would get it into DBS sooner.

But if any deal involves an active DBS operator, that operator isn't talking.

DBS executives attending the Satellite Broadcasting and Communication Association (SBCA) SkyForum Conference last week were mum on the topic of strategic alliances, other than to say that there certainly will be more of them. "While I wouldn't say the issue of strategic investors is on the back burner, it's not the primary area of interest for us right now," says Murray Klippenstein, president of AlphaStar, which is scheduled to launch later this spring.

Amid merger rumors, forecasts for the size of the overall direct-to-home industry again have been upgraded, with both SBCA and DBS operators

predicting that subscribers could reach 15 million–20 million by 2000.

DBS operators, not surprisingly, offer generous projections. Eddy W. Hartenstein, DIRECTV president, says that DBS alone could reach 13 million–15 million households if cable and telcos don't build digital infrastructure to deliver new services.

Charlie Ergen, president of EchoStar Communications Corp., says that with falling prices, investment by telcos and more DBS brands, industry estimates of DBS growth are too small: "I'm starting to feel that 20 million is a little too conservative."

Stanley E. Hubbard, president of United States Satellite Broadcasting, says that since DTH has gone from a virtually nonexistent market with little growth expectations 12 years ago to 3 million subscribers today, "all of these estimates—10, 12, 15 million homes—are reasonable." ■

## Mallardi leaving CapCities

Michael Mallardi, Capital Cities/ABC senior vice president, and president of Capital Cities/ABC Broadcast Group, is retiring on June 1 after 30 years with the company.



Michael Mallardi

There's no word on a replacement, and it's possible there may not be one, sources say. No decisions have been made, but one option being mulled is that the two senior

executives reporting to Mallardi—Jim Arcara, who heads the company's radio operations, and Larry Pollock, who heads the owned TV stations and in-house sales rep—would report directly to company president Robert Iger.

Mallardi joined the company in 1956 in the internal auditing department. He left in 1961, returning 10 years later as VP of planning and financial analysis. In 1974 he was named president, ABC Record and Tape Sales. A year later he was named executive VP/CFO of ABC Inc. He has held his current post since 1986. —SM

## 55th annual Peabody Awards

Peabody Awards honoring broadcasting and cable excellence were announced last week by the University of Georgia. They will be awarded on May 6 at a ceremony in New York.

Winners: *Blind Justice: Who Killed Janie Fray?*, WJR(AM) Detroit; *Kevin's Sentence*, CBC; *St. Paul Sunday*, Minnesota Public Radio; Oscar Brand, WNYC-TV-AM-FM, New York; Wynton Marsalis; *Making the Music/Marsalis on Music*, NPR/Sony/PBS; *The Peavy Investigation*, WFAA-TV Dallas; "Truth on Trial," ABC News, 20/20; *Target Seven: Armed and Angry*, WXYZ-TV Detroit; *New York City School Corruption*, WCBS-TV New York; *50 Years After the War*, Television Broadcasts, Kowloon, Hong Kong; *Hoop Dreams*, Kartemquin Educational Films/KTCA-TV St. Paul; *The Dying Rooms*, Cinemax Reel Life/Lauderdale Productions/Channel 4, London/Cinemax; *Road Scholar*, Public Policy Productions/WNET(TV) New York; *Rock & Roll*, WGBH-TV Boston/BBC Bristol.

*Peter Jennings Reporting*: "Hiroshima: Why the Bomb Was Dropped," ABC News; *Yugoslavia: Death of a Nation*, Discovery; *CBS Reports: "In the Killing Fields of America,"* CBS News; *Complaints of a Dutiful Daughter*, P.O.V./Deborah Hoffman; *Hank Aaron: Chasing the Dream*, Turner/Tollin/Robbins/Mundy Lane/Television Production Partners; *The Private Life of Plants*, Turner/BBC, London; *Coming Out Under Fire*, Deep Focus Productions; *Wallace & Gromit, Aardman Animations/Wallace & Gromit/BBC*; *Frontline: "Waco—The Inside Story,"* Frontline/WGBH-TV Boston; coverage of assassination of Yitzhak Rabin, CBS News; coverage of Murrah Building bombing, KFOR-TV, KOCO-TV, KWTV(TV), all Oklahoma City; *The Politician's Wife*, The Producers Films/Channel 4, London; *The Tuskegee Airmen*, HBO/Price Entertainment; *Homicide: Life on the Street*, NBC/Baltimore Pictures/Reeves/TMF Productions; *The Boys of St. Vincent*, Les Productions Tele-Action/National Film Board of Canada/CBC/Telefilm Canada; *August Wilson's "The Piano Lesson,"* Hallmark/CBS/Craig Anderson Productions; *Serving in Silence: The Margarethe Cammermeyer Story*, NBC/Barwood Films/Story Line Productions/Trillium Productions/TriStar; *The Journey of Christopher Reeve*, Barbara Walters, ABC News; Oprah Winfrey. ■



**“With  
FLINT  
there  
is**

**no retouching or replacement job that I'm afraid of anymore.”  
Bob Wiatr, Post Effects, Chicago**

 **FLINT™**

**FLINT is the industry's only  
desktop production system optimized  
for the Indigo2™ workstation.  
It's an affordable solution that offers  
post houses, broadcasters,  
games developers and multimedia  
producers all the functionality and  
non-compressed image quality of  
FLAME™, the leading on-line system  
for special effects and compositing.**

**DISCREET LOGIC**

**FLINT is format independent and can be used as  
a standalone on-line finishing tool. The system  
supports standard EDLs, importing of 3D  
models, and D1 I/O. FLINT can also function as a  
satellite workstation to traditional on-line suites  
or can be connected via high-speed networks to  
FLAME or FIRE - Discreet Logic's new on-line  
non-linear editing system.**

FLAME™, FLINT, and FIRE are trademarks of Discreet Logic Inc.  
Indigo2™ is a trademark of Silicon Graphics Inc.

**CORPORATE and SALES HEADQUARTERS**  
Discreet Logic Inc.  
5505, boul. St-Laurent  
Montréal, Québec, Canada H2T 1S6  
Tel: 514.272.0525  
Fax: 514.272.0585  
e-mail: [info@discreet.com](mailto:info@discreet.com)

# Open video systems open to debate

*Comments on FCC plans for service pit cable against telcos*

By Chris McConnell

**C**able and telephone companies are dueling over the FCC's proposal for open video system (OVS) rules.

Cable companies are looking for a series of regulatory safeguards, while telephone companies are pushing for as few rules as possible. "For open video systems to become a viable business alternative to cable systems, the commission must minimize rules and maximize business flexibility for open video system operators," a group of telcos including Bell Atlantic, BellSouth, Pacific Bell and SBC Communications told the FCC last week.

The proposal issued by the commission last month asked a series of questions regarding how the OVS rules should look. Established by the 1996 Telecommunications Act as an alternative to operating traditional cable systems, the OVS model allows telephone companies to deliver video without incurring common carrier regulations. The OVS model also allows the phone companies to avoid some cable regulation in exchange for a guarantee that they will carry unaffiliated program

providers, charge "reasonable" rates and meet other requirements.

Phone companies say the commission should do as little as possible in writing OVS rules, then take up disputes on a case-by-case basis. "The commission should not stifle this potential competition by adopting a wide variety of rules in anticipation of every conceivable harm that could befall video programming providers, users and competitors," US West said.

Cable companies counter, saying that the commission should lay down a series of ground rules, particularly in the area of cross-subsidization. "[Local exchange carriers (LEC)] have the incentive and ability to cross-subsidize their entry into the video business," Time Warner Cable said, adding that the FCC should require the telcos to offer OVS through a separate subsidiary.

"An integral part of the [OVS] framework is the development of rules and policies that prevent a local exchange carrier from constructing or operating open video systems in a manner that harms telephone ratepayers," Tele-Communications Inc. said.

The National Cable Television

Association added that the commission should adopt cost allocation rules—to prevent cross-subsidies—as well as additional rules to prevent discrimination against unaffiliated programmers, and prohibit joint marketing of OVS and telephone services. NCTA and cable operators also asked the FCC to establish rules that will allow cable operators as well as the phone companies to operate OVS systems.

"If there is something desirable about the OVS option to LECs that causes them to pursue this option, there may be some similar benefit to their non-LEC competitors," NCTA said.

Cable operators and broadcasters agreed with the commission's proposal to apply must-carry and PEG (public educational and government)-channel rules to the OVS providers. The act prevents OVS operators from selecting more than one-third of a system's channel capacity for the operator's use in cases where demand exceeds capacity. The FCC has proposed a system in which the system operator would be able to use one-third of a system's capacity that remains once any must-carry/PEG obligations are met. ■

## Constraints on digital copying proposed

*MPAA, CEMA tell Congress that copyright holders need protection from consumer copying*

By Christopher Stern

**T**wo trade groups plan to present Congress with proposed legislation that would prevent consumers from making more than one copy of a digital broadcast or digital cable signal.

The Motion Picture Association of America and the Consumer Electronics Manufacturers Association say their recommendation would allow consumers to use digital video recorders while protecting copyright holders.

Hollywood studios and other copyright holders are concerned that digital technology will allow someone to make numerous copies of near-perfect quality. Unlike analog technology, digital copies do not degrade as multiple

generations are made.

The MPAA/CEMA proposal would require manufacturers of recording devices to follow industrywide technical standards. Although CEMA and MPAA have reached an agreement in principle, they have not decided on a final standard. CEMA and MPAA said in a March 29 release that they are "aggressively seeking input from other industries" on the proposal.

Once the standard is established, the MPAA/CEMA legislative proposal would block the "importation, manufacture and distribution" of recording or playback devices that do not follow the industry specifications.

In addition to an equipment standard, the proposal would require distributors of information to transmit

encoded "copy control" information.

Although the proposal would allow viewers to make a single copy of a broadcast signal or a "basic cable" television signal, it also would allow copyright holders of pay-per-view and video-on-demand programming to block any recording of their material, according to a CEMA spokesperson. The technological standard also would block consumers from making copies of prerecorded media such as rental movies.

The proposal would allow the Librarian of Congress to amend the technological standard if a superior technology were to emerge. The librarian could adjust the standard only if it was determined to be in the public interest. ■

## Attack record

ABC's *NYPD Blue* and NBC's *Friends* made People for the American Way's annual list of artistic endeavors under attack for their controversial content. WTOK-TV Meridian, Miss., canceled *NYPD Blue* in response to complaints by Donald Wildmon's American Family Association, according to People for the American Way's fourth annual report on "Artistic Freedom Under Attack." Wildmon also conducted a national campaign against an episode of *Friends* that featured a lesbian couple.

The report notes that WAFF-TV Huntsville, Ala., edited a kiss between two women from NBC's Emmy Award-winning *Serving in Silence: The Margarethe Cammermeyer Story*. Augusta, Ga.'s WAGT received complaints about *Serving in Silence*, but aired an unedited version of it after NBC notified the station that altering the made-for-TV movie would violate the station's contract with the network. Also, according to the report, county commissioners in Keystone Heights, Fla., opposed the transfer of the local cable system to Time Warner on the grounds that TW's Interscope Records produces rap music. The commissioners argued that the Interscope label promotes music that degrades women and promotes violence against police officers, according to the report.

## South of the border football question

The North American Free Trade Agreement (NAFTA) cannot be used to justify the FCC's decision to allow Fox to deliver live programming to a Tijuana station for rebroadcast to San Diego, the U.S. Court of Appeals in Washington has determined. The commission in 1994 granted Fox permission to transmit NFL coverage to XETV Tijuana for rebroadcast into the U.S. The court said the FCC misinterpreted NAFTA, then the court invalidated Fox's permit and sent the case back to the commission for consideration.

## Minor matter

The FCC is proposing to loosen its rules on minor adjustments to broadcast facilities. Current rules set a two-step process in which broadcasters must obtain a construction permit before making modifications to their stations. The FCC's proposal would allow stations instead to file a form and make some changes without prior authorization. Changes covered by the proposal include FM stations seeking to boost their power to the maximum level for their class of stations, FM and TV stations looking to replace a directional antenna, and FM stations planning to use formerly licensed main transmission facilities as auxiliary broadcast facilities. Comments on the proposal are due May 16.

## Diversity difficulty

Outlet and source diversity in the media do not necessarily lead to diversity in programming, says FCC Chairman Reed Hundt. Speaking on March 28 to the American Bar Association, Hundt listed other forms of diversity—such as outlet and source diversity—and said that diversity in programming may be the most complicated and most important. "For example, it may well be that if a network could own two sta-

tions in a given market, it would be more inclined to program children's TV on one of them, since counterprogramming seems to work well for cable channels," Hundt said, adding that vertical integration between networks can create tremendous efficiencies between networks and program producers. "In this context, vertical integration can spread the risk of program development and reduces transaction costs," Hundt said.

Speaking at the *Variety/Schroder Wertheim Big Picture Media Conference* in New York last week, Hunt also voiced concerns about the potential impact of budget shortfalls, litigation and election-year politics on the commission's implementation of the 1996 Telecommunications Act. "It's ridiculous that I have to worry about whether I can pay for air conditioning for public servants who are putting in 15-hour days in our airless, cramped, tumbledown building."

## One meter matters

The United States Conference of Mayors does not like the FCC's preemption of local restrictions on home satellite dishes one meter or less in diameter. Representatives of the group last week assembled outside the commission building to protest the rule. "This rule vests the Federal Communications Commission...with the power to decide when, if and where it will permit traditional local powers over zoning and building in communities," said Knoxville, Tenn., Mayor Victor Ashe.

## Silence not golden

The FCC's Mass Media Bureau has ordered a group of AM radio stations not now broadcasting to show why their licenses should not be revoked. Stations covered by the "Orders to Show Cause" issued by the commission last week are KMOA(AM) Kensett, KGPL(AM) Dermott and KCCL(AM) Paris, all Arkansas; KRDG(AM) Redding, Calif., and KUHD(AM) Port Neches, Tex. The commission also said it will hold hearings on the license renewal applications of WHSK(FM) Kokomo, Ind., and KDLB(AM) Henryetta, Okla. Both stations are currently silent.

## FCC levels EEO fines

The FCC has issued a series of EEO fines. Price Broadcasting Co. was fined \$16,500 as part of a decision to renew the licenses of KUTR(AM)-KCPX(FM) Salt Lake City. The commission also renewed the licenses of WADK(AM) Newport and WOTB(FM) Middleton, both Rhode Island, but fined the owner of the two stations \$3,500. And Stephens County Broadcasting Co. received a \$6,000 fine as part of its license renewal for WNEG-TV Toccoa, Ga.

Commissioners also have decided to reduce an EEO fine assessed against Lotus Communications' KFSD-FM San Diego. The commission had fined the station \$18,750 after ruling that the station's minority recruitment efforts were deficient. After reviewing the case, the commission determined that the station had made some recruitment efforts resulting in applications from minorities, but also found that the broadcaster could not show the efforts were related to any particular job opening. The revised fine calls for a \$15,000 payment.

# Washington Watch

Edited By Chris McConnell

# Nobody loves the umpire

### The life and hard times of Nielsen Media Research

By Steve McClellan

Last month, when Nielsen Media Research President John Dimling stood at a forum to update media types on his company's Internet measurement activities, his first comment was, "It's nice to get some applause for a change."

Indeed, most of the cheers directed toward NMR in recent months have been of the Bronx variety.

It's not easy being the sole arbiter of TV audience measurement in an industry where some \$35 billion in advertising is at stake. People get mad if the numbers don't go their way, and they get really mad if they think it's because the ratings aren't accurate. And many executives at broadcast and cable networks, as well as syndicators and local stations, think NMR's numbers are suspect.

Advertising agency executives for the most part say they are relatively satisfied with Nielsen's service. They suggest, as do Nielsen executives, that many of the broadcast and cable complaints are tied specifically to ratings shortfalls at those networks or stations. The exhibitors deny that, insisting they are merely looking for accurate, reliable and useful data.

All four major networks have problems with Nielsen, including NBC, whose ratings have gone up—not down—this season. And recently, the volume and intensity of the complaints have increased—particularly from broadcasters, who pay the bulk of the fees that enabled NMR last year to generate about \$85 million in operating profit on revenue of more than \$250 million.

Some broadcasters, including David Poltrack, CBS executive vice president, research and marketing, wonder



Nielsen's John Dimling tells *BROADCASTING & CABLE's* Steve McClellan that the company's goal is to rebuild client confidence. An interview appears on page 22.

if the planned spin-off of NMR as a core asset of publicly traded Cognizant Corp. will put even more pressure on the ratings company to raise rates. "It's not a healthy situation," says Poltrack. "I think now more than ever there is a need for competition."

Most of the recent complaints were reported in the national press, including the *Wall Street Journal*, *New York Times* and *Business Week*. Fox Television Chairman Chase Carey has threatened legal action if Nielsen doesn't do

something about ratings inaccuracies in some markets. CBS's owned station in Pittsburgh canceled its ratings contract over a dispute concerning contests in the February sweeps.

NBC has taken the lead in getting prospective Nielsen competitor, Westfield, N.J.-based Strategic Research Inc., to draw up a business plan to move forward. NBC Television Network President Neil Braun cited a "ubiquitous sense of dissatisfaction" on the part of NMR customers as a key factor in trying to drum up an independent competitor to Nielsen.

Two weeks ago, NMR announced a major initiative, costing millions, to expand the diary base of all local markets by up to 50%, or 1 million diaries. The move was applauded by broadcasters including Pulitzer Broadcasting and WCBS-TV New York General Manager Bud Carey, who suggested that it is a step in the right direction toward getting more consistent and reliable ratings in local markets.

Wayne Godsey, executive vice president, Pulitzer Broadcasting, characterizes the diary expansion as a "small first step," but stresses that many other issues remain

to be dealt with. Among the most important is the fact that usable data (the so-called in-tab rate) within Nielsen local samples "has been declining steadily across our markets."

Godsey also says that Nielsen seems to have a particularly tough time measuring hyphenated markets. "News viewing is driven to a significant degree by geographical considerations," he says. "If the diary distribution is inconsistent with the geographic distribution of the population, the numbers bounce around from

## THE RATINGS DILEMMA

book to book to a degree that they are not credible." Godsey, calling it a longtime issue, says that Nielsen's response has "not been adequate."

Like many others in the industry, Godsey wonders "whether Nielsen's response would be more prompt and more effective" if NRM had competition. Some minor incentives Pulitzer has negotiated into its new Nielsen contracts are clauses that call for "financial penalties" if NMR's in-tab rates fall below minimum targets during the course of a year. "We'd rather pay the full freight, because the penalties are insignificant compared [with] the damage an inaccurate ratings book can do," Godsey says.

The diary expansion also is virtually dismissed by two of NMR's biggest critics: Fox and NBC. "Bad data based on larger samples is still bad data," says Fox President of Distribution Preston Padden. NBC's Braun is equally underwhelmed: "Their own commitment is 10%" by May, which Braun says is "almost statistically insignificant."

NMR says it will pay for an additional 5% of the sample expansion next fall, but will ask broadcasters to help with the balance of the expansion during the following year. "I'll do lots of things with other people's money too, but that's not showing a commitment to customers or a quality service," says Braun.

Braun has emerged as one of Nielsen's toughest critics, a job that he does not relish: "I'd rather spend my time doing other things. I have numerous meetings with John Dimling and tell him, 'I want you to be the best you can be. Make me go away,' " by providing a better service.

Syndicators and cable networks also have problems with Nielsen. "One of the biggest frustrations of my career has been that company," says one advertising executive at a major syndication company. Underreporting of children has been an issue ever since the peplemeter was introduced a decade ago. Since then, overall kids viewing has dropped by about a third, researchers say.

But Barry Cook, Nielsen's head of methodological research, says there was a big drop in kids viewing (about three percentage points) the year before the peplemeter was introduced, and that there has been a steady drop in kids

viewing during the past several years.

Cook acknowledges that the change in methodology affected the kids numbers—making them smaller, but in his view more accurate. "The decline is really more a function of the way we credit kids programs in adult-only homes," he says. "I think if you really look at that piece of it, you'll find that's where most of that one-third difference comes from."

Local ratings overstate kids viewing, he says: "If the truth be known, we need to fix the way we do the local ratings. We used to do the national ratings pretty much like that, but the local ratings overstated kids viewing."

One of the biggest complaints from cable operators has been Nielsen's foot-dragging at accounting for viewing to cable networks from alternative distribution services (ADS). Only a short time ago, says USA Network research vice president Tim Brooks, "Nielsen's total estimate for that ADS universe was about 50% less than the paid subscriptions we were getting from it." That underestimation has cost the cable industry millions in lost advertising, he says.

Recently, says Brooks, "Nielsen has finally figured out how to wire those viewing sources and is adding more of those households to the universe. If they keep it up, they should get to within shouting distance of reality in six months or so."

Brooks also says cable networks are baffled by the half a percentage point decline in basic cable homes (to 62.1 million) in 1994, when cable operators across the country were documenting subscription growth in the 3% range.

Most of those interviewed for this story say that NMR's Dimling is a smart and capable executive who has put together a competent team of managers, including Cook and Rusty Taragan, executive vice president, marketing. Taragan, in turn, has hired several former clients, including Buzz Moschetto, a former CBS research vice president, to oversee the national pe-

plemeter system, and Joanne Burns, who came on board from Disney to run the Nielsen Syndication Service.

But despite the high caliber of individuals at NMR, dealing with Nielsen as a monopoly service provider is frustrating, clients say. "They're like Sluggos," laments Nicholas Schiavone, NBC's VP, media and marketing research, and Committee on Nation-

wide Television Audience Measurement chairman. "You have to keep hitting them over the head every five minutes to keep their attention."

But as frustrating as some clients find dealing with Nielsen, executives at the company are just as frustrated dealing with their clients' myriad political agendas, which frequently conflict.

One example: Fox outlined an action plan for Nielsen to deal with

its problems that included "oversampling heavy young-adult households with kid/teen ZIP code areas." According to a Nielsen source, "when NBC heard that, Neil Braun shot us a letter basically saying NBC would nail us to a wall if we dared oversample young-adult households," which make up Fox's core audience.

"We are in a very rare business where anything that we do for a customer impacts all of our other customers directly," says Taragan. "And all of our customers don't have the same needs and desires. If we respond, one customer is happy and the rest aren't. If we don't, we're a monopolist."

Despite all the complaints, and perhaps in part because of them, Nielsen is upgrading its service and preparing for the future in a number of ways.

Two critical advancements: the development of a new generation of Windows-based software and a reporting system that make all the national ratings (network, syndication and cable) accessible from the package. Known as the Galaxy system, it's the first time Nielsen has offered a Windows program for accessing ratings and put all the national numbers on a single platform, something that its



Nielsen's Moschetto is the new head of its national service.

## THE RATINGS DILEMMA

clients have been clamoring for for some time.

Another element of that new package is what Nielsen calls its Client Server Technology, in which the data is stored in a huge server, eliminating the need for each network to create and maintain a separate database, as they do now.

The second big advancement is the

development of a new meter that Nielsen says will make its ratings-gathering system viable in the 500-channel world of video on demand and other new delivery systems. The so-called A/P meter will read program codes directly off the set instead of at the transmission source, as the current meter does.

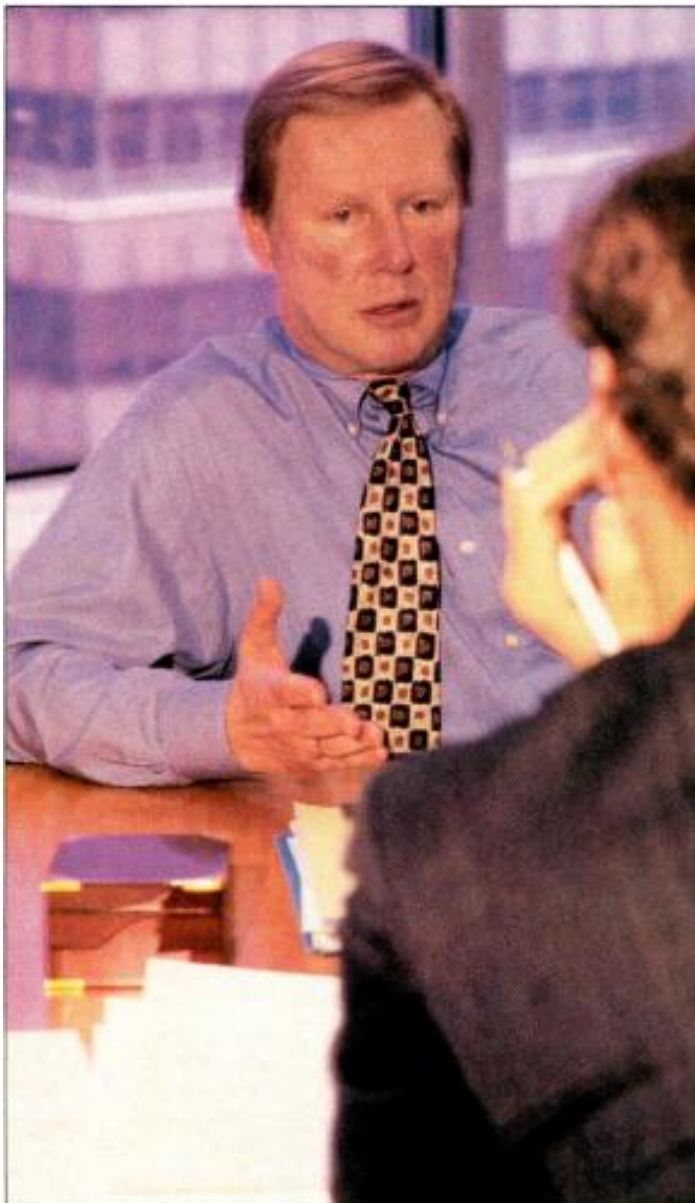
Program code technology also is being developed by SRI, which has

developed a Windows-based software program at its Philadelphia-based ratings laboratory (see page 26).

Although most clients want a competitor to give Nielsen a new challenge in the ratings business, virtually no one wants or expects Nielsen to go away. "The ball is in their court," says NBC's Braun. Adds another NMR customer: "It's their game to lose." ■

# Defender of the faith

*In the fishbowl that is the media business, Nielsen Media Research is under a microscope—and subject to constant scrutiny and criticism from clients. In the following interview with BROADCASTING & CABLE's Steve McClellan, NMR President John Dimling responds to the critics and outlines the company's strategy for positioning itself as the measurement service of record in the age of the information superhighway.*



**What is Nielsen doing, and what does it need to do, to remain an effective supplier of television audience measurements now and in the future?**

What we have to do right now is continue the things we are doing to improve the system, such as the diary-sample-size expansion we announced two weeks ago. Nationally, we are in the process of rolling out the "membership" [Nielsen family recruitment] technique that has substantially improved cooperation rates and the quality of the service we are offering. We also are improving the way we deliver data to clients with our Client Server Technology and Galaxy [Windows-based] systems. That will make the data much more accessible and useful to clients.

**How about at the local level?**

In addition to the diary-sample expansion, we are working on improving the cooperation rate for the diary-sample base by looking at possible new incentives, revised [telephone pitch] scripts and redesigning the diary itself. We are rolling out the membership technique in the local metered markets. There's also a Galaxy system for local services.

**And going forward?**

We need to be in a position of dealing with how the medium of television will change, both in its delivery systems and in its overall structure. That's why we're making a substantial investment in the A/P meter, which we think will be necessary to measure the environment in which we will be operating down the road—an environment in which where the program comes from will be of no consequence to the viewer, and where we'll have to identify the program directly from the TV screen as opposed to the transmission source.

**How big a breakthrough is the A/P meter, and is it the next generation of peoplometer?**

It is definitely the next generation of set meter, which we will combine with the peoplometer [which measures audience composition and demographics]. And it is a substantial breakthrough; it is really changing the paradigm for how to



**Instead  
of promising  
the  
moon**

**...we're  
bringing  
digital  
video  
down to  
earth.**



**SEACHANGE  
INTERNATIONAL**

At work in the real world • 508.897.0100

**D**igital video isn't tomorrow's technology. At least not for SeaChange Technology. Because right now, SeaChange digital video servers are sending digital video files to thousands of broadband television channels. In all sorts of network configurations. In hundreds of markets. Every day. For SeaChange Technology, digital video isn't about promising the moon. It's about delivering in the real world.  
<http://www.seachange-tech.com>

## THE RATINGS DILEMMA

determine what's on the set. Right now, we determine that in a two-step process: The set meter determines the local station being watched, and our AMOL [Automated Measurement of Lineup] system tells you what network or program is being carried on that station. Down the road, with things like video on demand, you won't be able to tell what's on that local channel because any one of 500 programs could be on it. By putting a code in the program we will be able to determine what's on the set with the A/P meter.

### What else sets this meter apart?

From an operating standpoint it should be a much easier installation, so we anticipate that the cost of metering a home will be less than the cost now. It will be simpler to do because you won't have to open up the set [to install the meter].

### What is the timetable for implementing the new meters?

We're doing testing right now. I can't give you a firm rollout date. The sequence is to get a good prototype working, take it to our clients and then roll it out.

### The client server technology you've developed, coupled with the Galaxy software program, is an upgraded delivery package that enables customers to access and analyze the numbers?

Right. One of the fundamental ideas is that all of the national data would be in one place. Now, we have separate systems for delivering cable, network and syndication data.

### What is the server part of this technology?

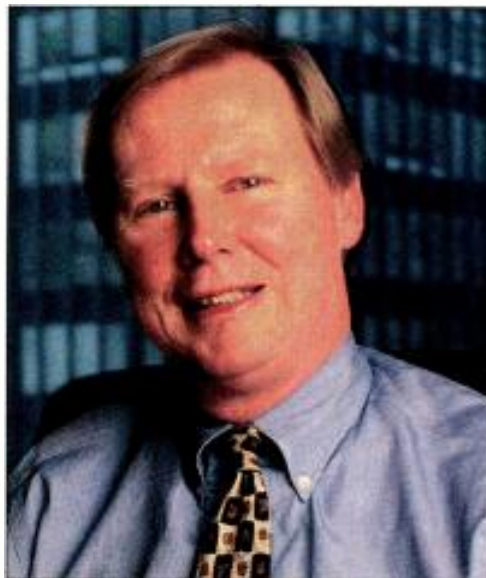
The notion of the client server is that the information is stored at our server so that clients don't have to maintain huge databases. And the ability to access our server is part of the service to the clients.

### Will the server give clients access to individual household data so they can do customized audience reports?

The first version will not, but the next step will be to allow them to do that.

### A number of your clients think that competition would make you a more responsive and innovative service supplier. They even suggest that some of the work SRI has done has spurred you to make improvements, such as the A/P meter and developing Windows-based software. Comment?

It's hard to argue against competition. We're not against it, and we recognize that some of our clients are interested in doing something to create competition. I do take exception to the notion that some of the improvements we've made are being done simply in response to competition. The A/P meter and the research that led to the membership techniques began before [the networks] announced that they were going to support the ratings laboratory in Philadelphia [known as Systems for Measuring and Reporting Television, which is being developed and managed by Westfield, N.J.-based Statistical



Research Inc.].

### Is it fair to say that SRI's work perhaps sped up some of your efforts?

Not really. With respect to SRI, we hope that everybody can learn from the things they're doing. We are prepared to work with them, and if we can learn something from them, we'll be delighted. I've been told by some members of CONTAM [Committee on Television Audience Measurement, a group formed by ABC, CBS, NBC and the NAB that is sponsoring the SMART initiative] that that's consistent with their goals for the SRI work.

### To what extent are you involved in SRI's work?

We get the same information everyone else does that SRI is sending out.

We had an early meeting with SRI in which I thought we might work a little more closely in terms of issues to be examined, but Gale [Metzger, SRI's president] said that as far as he was concerned they were going to pursue their own vision of what a ratings service should be. So to the extent that they come up with better ways of doing things, if we can learn, we have no shame. We're prepared to improve in whatever way we can.

### You've taken your lumps in the press lately. When I asked NBC's Neil Braun why he was seeking a business plan from SRI, he cited a ubiquitous sense of dissatisfaction on the part of clients toward Nielsen. Comments like that must drive you up the wall. How do you respond?

Obviously they concern me. I think there are several things going on here. Nielsen is not perfect. We clearly need to do a better job. One of our goals this year is to rebuild client confidence in what we're doing. But some of the dynamics really are not within Nielsen's control. The stakes are getting higher for customers. The competition is getting fiercer. Individual ratings are getting smaller as audiences fragment, which means the numbers for a given sample size are that much less reliable. With the target audiences getting smaller, we have a situation where the numbers being looked at are getting smaller. Clients have different interests.

### Such as contests?

Right. Some stations want us to delist stations that conduct contests during the sweeps; other stations are adamant that it is none of Nielsen's business to do anything more than make a simple notation in the ratings book about a contest.

### Many broadcasters say that the sweeps process is antiquated, and everybody seems to agree that measuring audiences throughout the year—or more frequently than four times a year, anyway—would better reflect who's watching what. And while some might argue against that, many others think it's part of your job to set the rules and say, in effect: "We're going to do it differently because it will make for better ratings." Comment?

Not everyone agrees. You can make a very good case for why that ought to be done, and we're fully prepared to do that. I don't think it's quite as clear in terms of what our cus-



## THE RATINGS DILEMMA

tomers want. But it does make a lot of sense to measure more than four times a year, and we are going to be talking to our clients about that.

### If it makes for better ratings, why not just do it?

I think Nielsen has an absolutely firm obligation to produce the most accurate numbers we can. If a client came to us and said: "We want you to do something" and we thought that would bias the numbers, we wouldn't do it. Clients make decisions about how much they will pay us to do research, and I suppose at the end of the day the more money we have, the higher the quality of numbers we can produce. That doesn't have much to do with what clients want or don't want. The numbers are what they are.

### When is client input useful?

There is a whole range of other issues where it is critical that we listen to our clients because we want to make the data not only accurate but useful. The concept of sweeps has been useful to broadcasters and agencies for a while. I don't think it would be appropriate or even fair to our customers to say unilaterally that we're going to measure year-round.

**Going forward, the industry will be developing new distribution vehicles, such as video on demand—via cable or telco or some combination—to complement the existing media, including broadcast TV, cable, wireless cable, DBS, home video and backyard satellite. And they may all be linked to computers. Will the A/P technology enable you to measure all those accurately?**

That technology is definitely part of the way we're looking at the future, to the extent that programing is coming into the television set—to the extent that we can have people put codes on that programing. Presumably, people will be motivated to do that if they want to know who is using the programing. Whether the program comes from cable, wireless cable, over-the-air broadcast, DBS, whatever, the code allows us to identify the program.

### And the link to computers?

The other part of what we're doing has to do with measuring the Internet. I'm not sure whether or when the television set will converge with the PC. You get varying opinions about that. But we think it is important to be measuring what's going on at the PC so that if a convergence does take place we'll be able to deal with it. Our venture with I/Pro, for example, enables us to measure what's going on at Web sites, looking toward a convergence. That's already an active commercial service for which we have 100 or more customers.

### Where do you stand on the passive meter, which eliminates the need for Nielsen sample viewers to log in and out every time they watch television?

The passive meter is still a research-and-development project. We have a ways to go to make it work in a natural setting and have a system that is affordable. We are learning, but I can't give a timetable for implementing it.

### You've spent almost \$100 million during the past six years to upgrade the Nielsen system. Will spending continue at that rate?

The major expenditures are for things like the client server system, the A/P meter. I really can't predict what the capital expenditures will be going forward. I think we have support from [parent company] Dun & Bradstreet to do whatever we need to do.

### What impact does the planned D&B spin-off have on Nielsen Media Research, which will go from kind of a small cog in a conglomerate to a core asset in a smaller company?

We think it will be positive because we will be part of a smaller company where the emphasis will be on growth and new-product development. We're happy to be a part of Cognizant [one of the three spin-off companies].

### But will your clients be?

I think they should be. ■

# Broadcasters hope they're SMART

*Advertisers, stations eagerly await test results of commissioned alternative ratings system*

By Cynthia Littleton

**W**hat began as an industry-backed experiment to improve the accuracy and accessibility of TV ratings has evolved into an insurgent force that likely will significantly affect the way Nielsen Media Research does business.

Westfield, N.J.-based Statistical Research Inc. has been testing the framework of an alternative ratings system in hundreds of Philadelphia homes for more than six months. The \$30 million experiment was commissioned in early 1994 by the Committee on Nationwide Television Audience Measure-

ment, a group comprising ABC, CBS, NBC and the National Association of Broadcasters.

Interest in the project, dubbed SMART (Systems for Measuring and Reporting Television), grew as frustration with Nielsen mounted on several fronts. When the SMART concept made the leap from SRI's research laboratory to Philadelphia homes last summer, more than one of TV's major players quietly asked SRI President Gale Metzger when the project would be ready to serve as a full-fledged national competitor to Nielsen.

But as far as Metzger is concerned, SRI already is competing with Nielsen:

"We are competing with Nielsen in the market for better ideas," Metzger says. "The concept [behind SMART] has been improvement through competition. Without competition, there's a tendency to stay with the old methods. The question now is whether we can really energize Nielsen to move toward improvements and whether they can be moved—short of having real competition."

Metzger and the network executives working closely with SRI on the project have kept a tight lid on the specifics of their plans for SMART. "We're now focused on making the Philadelphia laboratory a state-of-the-

## THE RATINGS DILEMMA

art ratings system," says Neil Braun, president of NBC Television Network. "When that's achieved, it won't be hard to attract subscribers and then financing."

Veteran observers speculate that the networks are using the SMART threat as a bargaining chip to force Nielsen to upgrade its services, much like the short-lived threat from AGB Television Research in the mid-1980s spurred Nielsen's introduction of the peplemeter. Cable industry researchers also note that the recent spate of Nielsen-bashing comes at a time when the networks' share of the national TV audience has dropped to historic lows.

But sources close to the project say there have been serious discussions about unveiling a plan for an alternative national service by the end of this year. SRI officials have made presentations to ABC, CBS

and NBC during the past month, and momentum for rolling out the Philadelphia model nationally appears to be building. Although funding and other issues still are being debated, sources say key players estimate that it would take about three years and \$50 million-\$100 million to create a national service based on the Philadelphia model, which is expected to reach SRI's target of 500 homes by the end of this month.

Although SRI could emerge as a direct competitor to Nielsen, some observers say it is more likely that the company will license its technology to a third party that would take on



SRI President Gale Metzger holds SMART's set-top ratings device.

Nielsen. "That could well be," says NBC Television Network President Neil Braun. "SRI doesn't have the funding right now," although that could change when the bugs are worked out of the Philadelphia test.

But Braun also says he has had extensive conversations with a handful of "top ratings companies very adept at measuring various industries," with pockets deep enough to launch a competing ratings service with the SRI technology. He declined to identify the companies.

In Philadelphia, SRI has all the pieces of SMART in place except for the one vital element required to gener-

ate program ratings: the Universal Television Program Guide.

The SMART revolution hinges on the industry's cooperation in developing a universal coding system for all programming, to be installed at the point of transmission. Set-top boxes in the sample homes track the codes to monitor viewing habits. NBC's Philadelphia WCAU-TV, began running tests of the UTPC last month, and SRI hopes to have the decoder boxes in place to generate program ratings by the end of the year.

By contrast, Nielsen's peplemeters monitor the channels tuned in TVs, VCRs and cable boxes. Researchers later match the channel data with specific programs to determine ratings, although Nielsen is at work on a similar encoding technology.

To determine who's watching what in SMART homes, each family member is assigned a symbol that is registered in the set-top box via remote control. Metzger says the SMART hardware will

make recruiting easier because it does not require special wiring in the home or the dismantling of TVs and other delivery devices to install meters.

All told, broadcasters and cable industry leaders say they welcome the idea of new competition on the information-gathering side of the ratings game. But that support is contingent on the advertising community's accepting SMART ratings as a viable Nielsen alternative. ■

**Next week: Working out problems in radio ratings.**

# Broadcasting

April 8, 1996



“Broadcasting & Cable does a superb job of covering the important breaking news in Washington. Its coverage of the broadcasting business is so important I have it delivered at home over the weekend.”

Eddie Fritts  
President/CEO  
National Association  
of Broadcasters (NAB)



**Broadcasting**  
& Cable

*76 markets  
are getting serious  
about talk.*

*They're getting Bradshaw.*

- 76 markets cleared*
- Entertainment with substance*
- Supported by advertisers and agencies alike*
- Emmy nominated host*
- Millions of loyal followers*



© 1996 MGM Inc.

*Cleared in 8 of the Top 10 markets.*

THE  
**BRADSHAW**  
D i f f e r e n c e



# Defenders Of Justice



Metro Goldwyn Mayer



© 1996 MGM Inc.

# Fastest Growing Reality Show!

Women	Women	Men	Men
18-49	25-54	18-49	25-54
<b>+25%</b>	<b>+67%</b>	<b>+40%</b>	<b>+40%</b>

---

**Renewed In 127 Markets.  
19 Of The Top 20!**

**Firm Go For Fall 1996  
1/2 Hour First-Run Strip  
Advertiser Supported  
From MGM Television**

**LAPD**

Source: NS (SNAP) Share, Feb. 96 vs. Nov. 95, all 7 am to midnight original clearances,  
with a least 15 telecasts in the time period, weight averaged.

What's New  
at

# NAB '96 & NAB MultiMedia World?

COME TO THE SANDS EXPO CENTER AND FIND OUT!

SANDS EXPO  
CENTER

LVCC

## Convenient Shuttle Service

Express buses will run between the Las Vegas Convention Center and the Sands Expo Center every 10 minutes. Complete hotel shuttle service will also be available from the Sands Expo Center. Check your program for a complete schedule.

## Free Exhibits Registration for NAB '97

Pre-register for the NAB '97 and NAB MultiMedia World exhibits at the NAB '97 Registration Kiosks located at Attendee Registration in Hall A of the Sands Expo Center.

See you  
at the  
Sands!

## HERE ARE MORE THAN 400 GREAT REASONS TO VISIT THE SANDS!

### I▶ 400+ of the hottest exhibitors including:

250 NAB '96 exhibitors showcasing the latest products for broadcasting, audio and video production, telecommunications, satellite communications and much more!

150 NAB MultiMedia World exhibitors demonstrating the tools, technologies and services you need to be successful in the interactive age!

### II▶ NEW! internet@NAB.96

See the products and services of exhibitors that can help you make a splash on the Internet as you uncover new business opportunities and applications.

### III▶ NEW! What's New! What's Cool! Internet Education and Demonstration Theater — Sponsored by Silicon Graphics & Sprint

In this real-time on-line classroom, you can benefit from free seminars given by industry experts who will show you how to take advantage of the opportunities the Internet offers. These FREE sessions will run every hour during the open exhibit hours at the Sands.

### IV▶ Plus, if you're a full convention registrant, you have access to any of the sessions at the NAB MultiMedia World Conference and the new Data Networking & Telecommunications Conference—both held at the Sands.

### V▶ If you want to see, learn and experience it all —

more technology, more new products and more excitement—visit the exhibits at the Sands Expo Center! Plus, the Sands Expo Center exhibit halls open one hour earlier than the Las Vegas Convention Center!

Exhibits at the Sands  
open at 8:00 am —  
one hour earlier!



# Boomers offered new weekend homes

*Syndicated lifestyle shows on everything from grout to gardens are heating up on weekend mornings*

By Cynthia Littleton

Judging by the syndicated offerings headed for weekend morning slots this fall, early-rising baby boomers around the country are yearning for practical advice on everything from plumbing snafus to place settings.

Borrowing a phrase from lifestyle doyenne Martha Stewart, broadcasters say that's a good thing, because advertisers are anxious to spend money on narrowly targeted shows that command an upscale mix of homeowners and parents.

"Advertisers like the environment," says Bud Carey, vice president and general manager of WCBS(TV) New York, where *Martha Stewart Living* averaged a 5 Nielsen household rating and 16 share in its 8:30 a.m. Sunday slot in the February sweeps. "They



Craft maven Martha Stewart



Renovator extraordinaire Bob Vila

know they're going to get a very specific audience with a show that also has a lot of broad-based appeal."

This fall, a handful of newcomers are hoping to snare a piece of the audience for weekly how-to and fix-it half-hours from Stewart, now in her third season, and the other established leader, *Bob Vila's Home Again*.

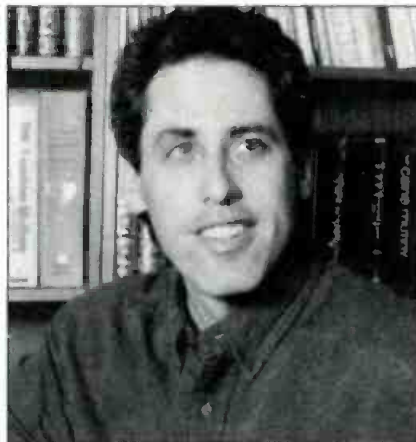
The Holigan Group's *Your New House* began as an infomercial for Dallas-based Holigan Homes. But after receiving an unexpectedly strong response from broadcasters at last year's NATPE convention, the Holigan Group formed a TV division and launched the home improvement show as an advertiser-supported first-

## Semel heads East Coast programs for CBS

CBS has hired former Comedy Central senior vice president of programing Mitchell Semel to head its East Coast programing operation, which oversees production of the new Bill Cosby series. He will also have some involvement in *Late Show with David Letterman*. Semel will report directly to Leslie Moonves, president, CBS Entertainment.

This marks the second former cable executive to be appointed to such a position in the past two months—NBC hired former HBO executive Bridget Potter as senior vice president, programing, to oversee its East Coast programing activities.

CBS will have at least two East Coast-based series on the schedule next year. The network has given the Cosby project a 44-episode order and has ordered six episodes of *Firehouse*, an hour series from Rysher Entertainment starring Richard Dean Anderson. The number of CBS shows produced back East may grow once the network announces its fall schedule next month.



Mitchell Semel also will have an involvement with 'Late Show with David Letterman.'

CBS has not decided how much involvement Semel will have with Letterman's show. There has not been a network executive assigned to oversee the show since John Pike, senior vice president, late-night and non-network programing, CBS Entertainment, resigned in late January.

But Semel brings late-night credentials to the post. Most recently, he worked under a production deal at NBC Productions, where he served as executive producer of *Later with Greg Kinnear* and consulting producer on *Late Night with Conan O'Brien*. Prior to that assignment, Semel was senior vice president, programing, for Comedy Central,

where his credits included developing *Politically Incorrect* and *Dr. Katz: Professional Therapist* and acquiring *Absolutely Fabulous*.

Semel's other credits include executive in charge of production for *Family Ties* while at UBU Productions and, as director of comedy programs at NBC, overseeing *Cheers* and *Golden Girls*, among others. —SC

run entry last fall.

As of last month, *Your New House* was cleared in 123 markets covering about 70% of the country. The show has already won major upgrades for its second season, when it will move from weak independents in the top three markets to the NBC O&Os in New York and Chicago and the ABC-owned station in Los Angeles.

*Your New House* aims to serve as a troubleshooter's guide for first-time homeowners, with hosts Michael Holigan and Al "Super Handyman" Carrell

walking and talking viewers through simple renovation and repair projects.

In many markets, programers intend to pair *Your New House* with reruns of

**Between February 1986 and February 1996,  
PUT levels at 7-9 a.m. soared 72% for  
women 18-54 on Saturday and 81% on Sunday.  
PUT levels for men 18-54 climbed 61%  
on Saturday and 75% on Sunday.**

*This Old House*, the long-running PBS series offered in syndication for the first time this year by Telepictures Distribution. *This Old House*, which focuses on renovating classic homes, has been cleared as a weekly entry in more than 77% of the country.

"It's a sure winner for stations looking to attract blue-chip advertisers," says Damian Riordan, senior vice president of Telepictures Distribution.

Moving to the outdoors, Hearst Broadcasting Productions' *Rebecca's Garden* is targeting the nation's estimated 72 million home-gardening enthusiasts. The show, distributed by Kelly News & Entertainment, is hosted by Rebecca Kolls, meteorologist for WCCO-TV Minneapolis.

Taking another cue from Stewart's success in many media, franchise-building is a key goal for producers of the niche-oriented shows. Hearst intends to tap its magazine, newspaper and publishing resources to cross-promote *Rebecca's Garden*. News inserts also will be offered to stations carrying the show, now cleared in about 55% of the country.

*Your New House* provides stations with a daily *About the House* news insert and launched a monthly newsletter last year. *This Old House's* off-network debut via Warner Bros.' Telepictures Distribution coincided with a deal on the Time Inc. side of the Time Warner empire to launch the bimonthly *This Old House* magazine.

Industry veterans note that the nature of the shows competing for viewers on weekend mornings underscores how much lifestyles have changed for the targeted baby boomer audience during the past decade. And that audience is watching more TV on weekend mornings than ever before. Between February 1986 and February 1996, PUT (people using television) levels for the 7-9 a.m. period soared 72% for women 18-54 on Saturday and 81% on Sunday. In the same time frame, PUT levels for men 18-54 climbed 61% on Saturday and 75% on Sunday.

**Take Charge of Your Weather™ with  
A SYSTEM  
for Every Budget!**

**Demo it at  
NAB Booth  
#8563**

**The UltraGraphix System™**

Complete graphics system starting at \$14,800.  
Access thousands of high resolution graphics every day!

**The UltraGraphix-Plus™**

Adds looping and paint/production, plus optional InfoNavigation™

**The UltraGraphix Animator™**

Adds dazzling animation-capability with optional InfoNavigation™

**The UltraGraphix-32™**

Get VirtualWeather™ Flythrus™, full resolution, 32-bit graphics and much more

**The UltraGraphix ULTRA™**  
**ULTRA—the world's premier weather  
workstation—unveiled at NAB  
Booth #8563. You have to see it  
to believe it.**

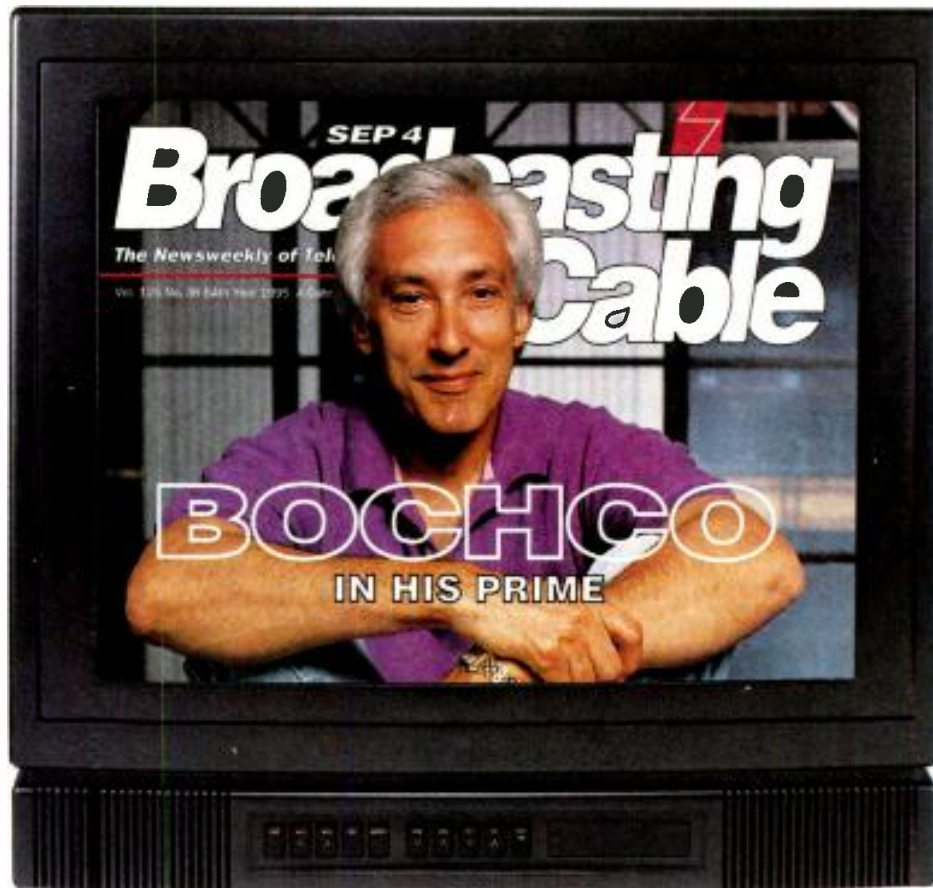
**ACCU WEATHER**  
The World's Weather Leader™

619 W. College Avenue, State College, PA 16801  
Call 814-234-9601 x400 • Fax 814-231-0453 • E-mail info@accuwx.com  
Internet http://www.accuwx.com

4 © 1996 AccuWeather, Inc.



# When It Comes To Television...



## Cable Executives Know Where To Get The Whole Picture.

Total coverage of broadcasting and television news is why cable executives rate *Broadcasting & Cable* the “#1 Television Industry Information Authority.”

That's important considering nearly 8 out of 10 say they need news on government regulations, technology, and general issues that also affect the broadcast industry. With *Broadcasting & Cable*, they get all that, plus the weekly editorial “Cable” section

devoted to timely cable news and in-depth special features.

So if you want to reach cable executives in *their* magazine of choice, advertise in *Broadcasting & Cable*. *The industry authority.* For more information on advertising please call 212-337-6943.

**Broadcasting**  
The Newsweekly of Television and Radio  
& **Cable**

Source: 1995 Cable Systems General Managers Readership Study

# ABC pulls 'Buddies,' for now

Disney show—from *Wind Dancer*—failed to hold lead-in audience

By Steve Coe

**A**BC continues to struggle with its midseason efforts, announcing last week that *Buddies* has been put on hiatus. That word comes a week after the network announced that *Aliens in the Family* was being jettisoned, at least for now.

*Buddies*, produced by Wind Dancer Productions in association with Disney Television, averaged a 9.1 rating/15 share in Nielsen household numbers for its three telecasts in the Wednesday 9:30-10 p.m. slot following *Grace Under Fire*.

The show had a special debut, airing in the Tuesday 9:30 time period following *Home Improvement*—which is produced under the same auspices—before moving to Wednesday night. An obvious weakness of *Buddies* was its inability to hold its *Ellen* lead-in. On Wednesday, March 20, for example, the comedy dropped a full 3 ratings



'Buddies' couldn't hold its lead-in.

points and 4 share points from its lead-in audience. Although the show has been dropped from its current time slot, the network says it will bring it back somewhere else on the schedule.

For the short term, ABC will air a repeat episode of *Ellen* in the Wednes-

day time slot until it decides on a permanent replacement.

Two weeks ago, ABC put *Aliens in the Family* on hiatus after two low-rated telecasts. The network aired a repeat episode of *Hangin' with Mr. Cooper* in the 9 p.m. slot on Friday, March 29, and was scheduled to air a special one-hour telecast of *America's Funniest Home Videos: Kids and Animals* from 9-10 on April 5. As with the Wednesday 9:30 slot, ABC has yet to decide what will replace *Aliens*, which is produced by Jim Henson Productions, on a permanent basis.

ABC may need to make further moves on Friday night, since the *Muppets Tonight!* series also is pulling less than satisfactory numbers at 8:30 on an evening that has been an uncontested powerhouse for the network in years past. *Muppets* is averaging less than an 8 rating since its debut a month ago and is dropping significantly from its *Full House* lead-in. ■

Congratulations to

## The Mondosphere Broadcasting Group

Clifford N. Burnstein and Peter D. Mensch, *Owners*  
Jon E. Horton, *Vice President and Chief Operating Officer*

On the acquisition of FM broadcast station **KXFM, Santa Maria, California**

February 29, 1996

Arter & Hadden and its Communications Law Practice Group are proud to have served as corporate and FCC counsel for this acquisition and for all of the Mondosphere Group's acquisitions:

SAN LUIS OBISPO MARKET	KSTT	Los Osos-Baywood Park	September 1989
	KSLY	San Luis Obispo	February 1994
FRESNO MARKET	KFRR	Woodlake	November 1992
	KJFX	Fresno	November 1995
	KYNO	Fresno	November 1995
BAKERSFIELD MARKET	KRAB	Greenacres	February 1990
	KKXX	Delano	April 1994
STOCKTON-MODESTO MARKET	KDJK	Oakdale	March 1995

ARTER  
HADDEEN

1801 K STREET, N.W.  
WASHINGTON, D.C. 20006  
202/775-7100

During the NAB Convention, contact Howard M. Liberman at the Las Vegas Hilton

## Bertelsmann ups CLT stake

Two of Europe's major publishing and broadcast monoliths, Germany's Bertelsmann and Luxembourg's CLT, strengthened their ties April 2 when Bertelsmann substantially increased its stake in Luxembourg-based media combine CLT. Bertelsmann now shares a 97% controlling interest in CLT with Audiofina, an investment holding group in which Bertelsmann had had only a token 4% interest. The move will consolidate CLT's position as Europe's leading audiovisual group and undoubtedly will strengthen the development of digital TV in Europe in light of the digital alliance formed last month between News Corp., Bertelsmann, French pay-TV provider Canal+ and France's Havas. CLT has shares in more than 13 broadcast channels in northern and central Europe, including the RTL channel chain. —DJ

## Homeric portions

Twentieth Television is offering stations a second run of *The Simpsons* starting April 15. The terms for the second run will be cash plus one minute of barter, the same as Twentieth's original deal with stations that signed on last season for the off-network launch of Fox's enduring animated hit. Among those already committed to a second run between 5 and 8 p.m. are KBHK(TV) San Francisco, WATL(TV) Atlanta, KQCA(TV) Sacramento and WFTC(TV) Minneapolis.

## In line for 'Love'

New World/Genesis Distribution has 110 stations waiting by the phone for *Loveline*, the late-night call-in show that features a physician and a comic dispensing advice to the lovelorn. New stations on board for the hour strip include WDZL(TV) Miami, WBFF(TV) Baltimore, KPDX(TV) Portland, Ore., and WCCB(TV) Charlotte, N.C. New World says *Loveline*, patterned after a long-running Los Angeles radio show of the same name, is cleared for a fall start in 81% of the country, including 29 of the top 30 markets.

## First Lady boosts Litton

First Lady Hillary Rodham Clinton is indirectly helping Litton/Syndications sign new stations for its weekly half-hour magazine *Working Woman*. As an incentive, Litton is offering new sign-ons a barter-free airing of a one-on-one interview that *Working Woman* host Kathleen Mathews conducted with the First Lady in February. The half-hour special drew a 6.5 Nielsen rating and 10 share in its original telecast on WJLA(TV) Washington earlier this year. Stations taking Litton up on the offer include KTUL(TV) Tulsa, Okla.; WGNM(TV) Macon, Ga., and KROZ(TV) Eugene, Ore.

## 'Kwik' clears

*Kwik Witz*, a weekly comedy/game show from Cleveland-based start-up Beau & Arrow Productions, has been cleared for a fall start in nearly 25% of the country, including the NBC O&Os in the top three markets. *Kwik Witz*, described as a "comedy Rorschach test," had an 18-week late night run on ABC affiliate WISN(TV) Milwaukee last year. Recent stations on board for the show, targeted for weekend late night, include KDFI(TV) Dallas, KPRC

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 24. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.4/210/96
2. Jeopardy!	10.3/207/96
3. Home Improvement	9.6/214/97
4. Oprah Winfrey Show	7.7/232/99
4. Seinfeld	7.7/215/97
6. Simpsons	6.3/187/96
7. Entertainment Tonight	6.2/168/93
8. Inside Edition	6.0/159/91
8. Star Trek: Deep Space Nine	6.0/232/98
10. Home Improvement-wknd	5.8/201/92
11. Hercules, Journeys of	5.5/215/97
12. Xena: Warrior Princess	5.4/201/96
13. Warner Bros. Volume 31	5.3/155/88
14. Fresh Prince of Bel-Air	5.2/162/90
15. Baywatch	5.1/217/96

(TV) Houston, KSTP(TV) Minneapolis and WTVJ(TV) Miami. The show, which bears some resemblance to the British hit *Whose Line Is It Anyway?*, features a revolving lineup of comedians competing for the biggest laughs while acting out a wide-ranging series of impromptu situations and setups. The audience scores each performance at the end of each round.

## Slow-speed 'Crook & Chase'

Multimedia Entertainment is moving ahead with its slow national rollout of *Crook & Chase*, the Nashville-based talk/variety strip hosted by TNN veterans Lorianne Crook and Charlie Chase. The show, now airing in more than 60 markets, recently landed its first top 10 berth on WJBK (TV) Detroit.

## Wolf in wolf's clothing

The controversy surrounding the re-introduction of wolves in Yellowstone National Park will be the focus of the November installment of Turner Program Services' upcoming monthly *Wild! Life Adventures* series. Actor Matthew Fox, one of the stars of Fox's acclaimed drama *Party of Five*, will host the episode, *Survival of Yellowstone Wolves*, scheduled to run between Nov. 3 and Dec. 1. *Wild! Life Adventures*, which also has a concurrent cable window on TBS, bows this fall with actress Bridget Fonda leading an expedition from Alaska to the Amazon to document man-made hazards to the natural world. —CL

## Join us

for the third annual

## CEA

## Financial Breakfast

at the

## NAB '96

7:45 a.m. - 9:00 a.m.

Wednesday, April 17, 1996

Las Vegas Convention Center

Room N250

Don't miss the opportunity to hear a panel of experts discuss the consolidation of broadcasting and its effect on current owners.

Featuring...

Lowell "Bud" Paxson, *Paxson Communications*  
Franklin D. Schurz, Jr., *Schurz Communications*  
Jamie Kellner, *The WB Television Network*



COMMUNICATIONS  
EQUITY  
ASSOCIATES

CEA is a member of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.

# Some changes made at 'Extra'

Stolley returns to Time; New York bureau chief named

By Cynthia Littleton

**W**arner Bros.' *Extra* underwent some staffing changes last week as part of the news magazine's ongoing effort to broaden its coverage of pop culture beyond Hollywood and celebrities.

Executive producer Richard Stolley is leaving his post with the Burbank-based show to resume his editorial duties with the Time Inc. magazine group in New York, a decision that had been expected after *Extra* veteran David Friend was named co-executive producer in February.

Stolley will continue to act as liaison between *Extra* and Time Inc.'s magazine group. The show's close working relationship with the print arm of the Time Warner empire is frequently cited as an example of corporate synergy within the media giant.

"By expanding its coverage to include stories outside Hollywood, *Extra* will be



'Extra' is moving its focus outside Hollywood.

able to tap into more of the resources of the Time Inc. magazines and become even more compelling," says Stolley.

Also last week, *Extra* moved to beef up its New York newsgathering operations, naming Jerry Schmetterer to the newly created position of New York bureau chief. Formerly deputy metropolitan editor for the *New York Daily News*, Schmetterer's background in TV news includes stints with WPIX(TV) and two years as managing editor of CNN's Northeast bureau.

In Los Angeles, supervising producer Gloria McDonogh-Taub was named senior supervising producer, news and features, while supervising producer Eugene Young was upped to senior supervising producer, broadcasts.

Warner Bros.' push to broaden the scope of the show comes as *Extra* prepares to pair in key markets this fall with the new entertainment magazine

*Access Hollywood*, a joint venture of NBC and New World Entertainment.

In order to hold on to its prime access berths this fall on the NBC-owned stations, Warner Bros. struck a deal last year with NBC that called for *Extra* to evolve from entertainment into a news magazine more compatible with *Access Hollywood*. NBC also took an equity stake in *Extra*.

Outside of the NBC markets, many programers say the shift in focus was a wise move for *Extra*, launched in 1994 as a challenger to Paramount's venerable *Entertainment Tonight*. *Extra*'s household numbers have remained flat in its second year, with a 3.7 national Nielsen rating for the season to date. In the February sweeps, *Extra*'s national household average climbed 5%, to a 3.9. ■

## NCAA proves big bounce for CBS

By Steve Coe

**I**t was no April Fool's joke: CBS won Monday, April 1, with its coverage of the NCAA basketball championship game between the University of Kentucky and Syracuse University. The game, at 9:15-11:33 p.m.,

### The Easter Bun-ana

B1 and B2, the mischievous twins from the children's show *Bananas in Pajamas*, are among the entertainers set to perform Monday during the annual White House Easter Egg Roll. The banana-suited stars of *Bananas in Pajamas*, an Australian import distributed by Sachs Family Entertainment, recently drew capacity crowds on a 15-city mall tour. The live-action series is carried on 119 stations covering 89% of the country. —CL



**BROADCASTING**

**A NEW SLANT TO HELP YOU AND YOUR ADVERTISERS IDENTIFY & TARGET LOYAL CONSUMERS**

...with interactive voice response systems using local phone lines

25 markets including L.A., Chicago S.F. and Tampa

**w**  
wolfe communications

LOYALTY MARKETING FOR MEDIA  
(619) 530-9800  
<http://www.wolfecom.com>

To arrange a meeting, call or e-mail us at [dw@wolfecom.com](mailto:dw@wolfecom.com)  
TVB Conference April 15-16, Las Vegas

# WHO

Broadcasting is such a dynamic industry that it's tough to know who's doing what.

# WHAT

Companies change, people move, whole networks change hands. It's tough to know

# WHERE

where your contacts are. But there's one way to stay in touch with it all.

# HOW



## **Broadcasting® & Cable Yearbook 1996**

### **It's how to stay on top and in touch.**

Everything you need to know about radio, TV, and cable is right here in this comprehensive directory. You want in-depth details on all U.S. and Canadian stations, newer industry services, satellite owners and operators? How about regional cable networks... wireless cable companies... station and cable TV brokers... Multichannel Multipoint Distribution Services... and the names, addresses, and telephone and fax numbers of all the people that move the industry? Then pick up **Broadcasting & Cable Yearbook 1996**. This two-volume resource, featuring the *Yellow Pages* volume, brings it all to you.

**Save 10%**  
by placing a Standing Order.  
Future editions will be shipped to  
you automatically upon publication  
at a continuing 10% discount.

March 1996 • 0-8352-3725-7 • 2-vol. set • softbound • c. 2,100 pp. • \$179.95 • Standing Order Price: \$161.95

**Broadcasting & Cable Yearbook. The authoritative industry resource for over 60 years.**

To order, call **1-800-521-8110**.

Press "1" for Customer Service and ask for Operator "BF66".

Fax: 1-908-665-2898



**R.R. BOWKER**

A Reed Reference Publishing Company  
121 Charlton Road, New Providence, NJ 07974

E-mail: [mlevenson@reedref.com](mailto:mlevenson@reedref.com)  
<http://www.reedref.com>

pulled in an 18.3 rating/29 share in Nielsen national numbers, winning every half-hour in which it aired.

In getting its highest-rated Monday of the season, CBS finished number one in households and among men and women 25-54. CBS research

estimates that nearly 55 million viewers watched all or part of the championship game, which was won by Kentucky. The game ranks as the second-highest-rated CBS telecast of the season, behind only the network's airing of the Fiesta Bowl, which

pulled in an 18.8/31.

For CBS's entire tournament coverage, this year's numbers topped last year's—households were up 3%, and men 18-34 and 25-54 also posted gains. The numbers for men 18-49 were even with last year's.

## PEOPLE'S CHOICE: Ratings according to Nielsen, March 25-31

Week 28	abc	CBS	NBC	FOX	U/PN
	26.9/41	3.6/5	9.4/14	7.4/11	2.8/4
MONDAY	8:00 <b>6. Barbara Walters Special</b> 18.1/29	89. College Basketball Road to Glory 4.1/6	27. Fresh Prince 10.3/16 47. Brotherly Love 8.7/13	68. Cops 7.1/11 54. Cops 8.2/12 71. Cops 7.0/10 63. Cops 7.2/10	90. Star Trek: Voyager 4.0/6 106. Nowhere Man 1.7/2
	9:30 <b>1. Academy Awards</b> 30.3/50	92. CBS Special Movie—Special Report: Journey to Mars 3.3/5	42. NBC Monday Night Movie—Out for Justice 9.3/14		
TUESDAY	8:00 <b>12. Roseanne</b> 14.5/24	62. John Grisham's The Client 7.4/12	30. Wings 10.1/17 17. 3rd Rock fr/Sun 12.6/20	86. Fox Tuesday Night Movie—Weekend at Bernie's 2 4.8/8	91. Moesha 3.8/6 99. Minor Adjustm'ts 3.0/5 104. Paranormal Borderline 2.2/4
	8:30 <b>18. Coach</b> 12.1/19		11. Frasier 14.8/23 19. J Larroquette 12.0/19		
	9:00 <b>10. Home Imprvmt</b> 15.0/23	37. CBS Tuesday Movie—The Wrong Woman 9.8/16	20. Dateline NBC 11.9/21		
	9:30 <b>21. Dana Carvey</b> 11.6/19				
	10:00 <b>16. NYPD Blue</b> 12.9/23				
WEDNESDAY	8:00 <b>10.4/17</b>	63. Dave's World 7.2/12	35. JAG 10.0/17	57. Party of Five 8.0/13	99. The Sentinel 3.0/5 94. Sister, Sis 3.2/5 92. Pmt 'Hood 3.3/5 101. Swift Justice 2.7/4 94. Wayans Br 3.2/5 102. Unhap Ev 2.5/4
	8:30 <b>44. The Faculty</b> 9.2/15	44. The Nanny 9.2/15	15. Dateline NBC 13.0/21		
	9:00 <b>24. Grace Under Fire</b> 11.4/18	30. CBS Tuesday Movie—My Very Best Friend 10.1/17	23. Law & Order 11.5/20		
	9:30 <b>50. Buddies</b> 8.5/14				
	10:00 <b>21. PrimeTime Live</b> 11.6/20				
THURSDAY	8:00 <b>6.4/10</b>	40. Murder, She Wrote 9.5/15	4. Friends 20.0/32 7. Boston Common 17.6/28	77. Living Single 6.1/10 63. Martin 7.2/11	
	8:30 <b>77. ABC Thursday Night Movie—Taking Care of Business</b> 6.1/10	60. Rescue: 911 7.6/12	3. Seinfeld 21.2/32 5. Caroline in/City 18.8/29	72. New York Undercover 6.8/11	
	9:00	53. 48 Hours 8.3/14	2. ER 25.0/41		
	10:00				
	10:30				
FRIDAY	8:00 <b>10.4/18</b>	63. Due South 7.2/13	41. Unsolved Mysteries 9.4/17	81. Sliders 5.6/10	
	8:30 <b>61. Muppets Tonight</b> 7.5/13	46. Diagnosis Murder 8.9/15	25. Dateline NBC 11.1/19	36. The X-Files 9.9/17	
	9:00 <b>59. Family Matters</b> 7.8/13	37. Nash Bridges 9.8/18	52. Homicide: Life on the Street 8.4/15		
	9:30 <b>55. Step by Step</b> 8.1/14				
	10:00 <b>12. 20/20</b> 14.5/26				
SATURDAY	8:00 <b>8.1/15</b>	9. NCAA Basketball Championship 15.1/28	82. Malibu Shores 5.4/10	79. Cops 6.0/11 72. Cops 6.8/12	
	8:30 <b>47. Saturday Night at the Movies—The Sandlot</b> 8.7/16	30. Nash Bridges 10.1/21	87. Hope & Gloria 4.6/8 85. Home Court 5.0/9	75. America's Most Wanted 6.7/12	
	9:00		76. Sisters 6.6/12		
	9:30				
	10:00 <b>72. Turning Point</b> 6.8/13				
SUNDAY	7:00 <b>8.5/14</b>	8. 60 Minutes 16.1/28	80. Dateline NBC 5.8/10	88. Miracle & Vision: Fact or Fiction? 4.3/7	105. Pinky & The Brain 2.1/4 103. The Parent 'Hood 2.4/4
	7:30 <b>29. Am Fun Hm Vid</b> 10.2/17	26. Cybill 10.6/17	42. Mad About You 9.3/15	63. The Simpsons 7.2/12	94. Sister, Sister 3.2/5 98. Kirk 3.1/5
	8:00 <b>49. Lois &amp; Clark</b> 8.6/14	50. Bonnie 8.5/14	27. NewsRadio 10.3/16	82. The Show 5.4/9	94. Savannah 3.2/5
	8:30				
	9:00 <b>57. ABC Sunday Night Movie—Radiant City</b> 8.0/13	30. CBS Sunday Movie—Tango and Cash 10.1/17	14. NBC Sunday Night Movie—Abducted: A Father's Love 13.7/23	68. Married w/Child 7.1/11 84. Local Heroes 5.2/8	
10:00					
10:30					
WEEK AVG	11.8/20	9.4/16	11.5/19	6.6/11	UPN: 2.8/4; WB: 2.9/5
STD AVG	10.9/18	9.7/16	11.8/19	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



# Networks take station-buying breather

By Elizabeth A. Rathbun

The networks may be eying the new, looser cap on the percentage of television households they can reach, but they're not buying stations to hit that limit.

Brokers say that although the networks are well aware that the Telecommunications Act of 1996 raises their coverage limit from 25% of the nation's TV homes to 35%, they are not acting—yet.

"I promise you it will happen," says Steven Pruett of Communications Equity Associates, New York. "If you're in the network business, there's no better investment for you than a station. It's a producing asset that can produce for you forever."

The Big Three networks are particularly interested in buying up to 35%, Pruett says, but both ABC and CBS are immersed in their mergers with Walt Disney Co. and Westinghouse Broadcasting Co., respectively. "NBC has been looking at things," he says. Fox, meanwhile, recently denied rumors that it was negotiating to increase its 20% stake in New World Communications Group.

UPN and the WB Network each have substantial corporate backing to buy more stations. WB-backer Tribune Co., for example, last summer decided that the network needed a beachhead in San Diego and paid \$70.5 million for KTTY(TV) there, outbidding UPN co-parent United Television.

Some brokers say it doesn't make sense for a network to own a station with which it already is strongly affiliated, such as Fox buying the New World stations. But, Pruett says, "the station business is very profitable, and it's considered better to own [stations] than to affiliate with them."

It's because the station business is so good that the TV-station-sale market has slowed during the past six to seven weeks, says broker Brian Cobb of Media Venture Partners, McLean, Va.: "Not a lot of stations are for sale right now."

"It's a great year to be a television station owner," says Elliot B. Evers of Media Venture Partners' San Francisco office. "They're not particularly inclined to sell."

There are several other reasons for the slowdown, Cobb says. "The market's catching its breath to see if multiples will

go higher," he says. And broadcasters are waiting to see if Congress reduces capital gains taxes. But President Clinton last month issued a budget plan that would raise taxes on capital gains.

The market is taking a breather from recent year-end activity, Pruett says. Companies are restructuring and seeking new financing to get ready to buy more TV stations, he says.

When the market "lull" ends, broadcasters will start buying. It's in a network's best interest to own stations in all the major markets it can, Cobb says: "The more they own, the less they have to be vulnerable."

Evers disagrees: "[Networks] don't need to buy a lot of hardware to get a good distribution of their software."

In the case of a Big Three affiliate that was for sale in a market ranked in the mid-60s, "we didn't hear from the network as a prospective buyer," Evers says.

No one but a network knows a network's distribution plan, Pruett says. But it's safe to say that "all three of the networks want to own as many top 10

or top 15 markets as they can" (see chart, page 42). Pruett figures that under the new coverage rule, each network could own a station in each of the top 13 markets. Under the former 20% limit, a network could own only four or five stations in those markets.

Pruett predicts that there will be three network approaches to consolidation in the future:

- Buying stations outright, as NBC did last August when it paid \$402.5 million for WNCN-TV Raleigh-Durham, N.C.; WCMH-TV Columbus, Ohio, and WJAR-TV Providence, R.I.

- Creating joint ventures with other group owners, such as Group W's with CBS, which blossomed into ownership.

- Investing in groups, such as ABC's \$25 million investment in Young Broadcasting Inc., and Fox in New World and Blackstar Communications.

The current activity in the TV market pales in comparison with the frenzy in radio, says Larry Wood of Wood & Co., Cincinnati. The TV market is "fairly busy, but compared to radio, nothing's busy," he says. Or, as Evers puts

*Your Strategic Edge*


The leading provider of strategic and financial solutions for the communications industries.

RADIO • TELEVISION *Edge* CABLE • TELCOM

- Strategic Consulting
- Business Plans and Financial Modeling
- Appraisals and Valuations
- Investment Banking
- Information and Research

*BIA's Tom Buono, Gregg Johnson, Pete Bowman, Bill Redpath, Mark O'Brien, Mark Giannini, Debbie Metcalf, Jean Giles, Erica Garman and Georgina Santilli will be attending NAB '96 in Las Vegas, April 15-18.*

Suite 1310 • Las Vegas Hilton  
Exhibit Booth #7 • Lobby of Las Vegas Convention Center

 Telephone: (703) 818-2425  
Internet: <http://www.biacompanies.com/biahome>

BIA Consulting, Inc. • BIA Capital Corp. • BIA Publications, Inc.

**To own or not to own...**

That is the question for the networks, which now can buy as many stations as they want—as long as they don't cover more than 35% of the nation's homes. By the estimate of broker Steven Pruett, under the new law, each network could own a station in every major market from 1-13. Listed below are the networks, their O&O stations (networks in parentheses indicate a second network affiliation), and (in italics) the Top 13 market where that network has no O&O (market rank):

**ABC/Disney**—KFSN-TV Fresno, KABC-TV and KCAL-TV (being sold) L.A. and KGO-TV San Francisco, all Calif., WLS-TV Chicago, WJRT-TV Flint, Mich., WABC-TV New York, WTVJ-TV Raleigh-Durham, N.C., WPVI-TV Philadelphia, KTRK-TV Houston. *Boston (6), Washington (7), Dallas (8), Detroit (9), Atlanta (10), Seattle (12), Cleveland (13)*

**CBS/Group W**—KCBS-TV L.A. and KPX-TV San Francisco, KCNC-TV Denver, WCIX-TV Miami, WBBM-TV Chicago, WJZ-TV Baltimore, WBZ-TV Boston, WGPR-TV Detroit, WCOO-TV Minneapolis, WCBS-TV N.Y., KYW-TV Philadelphia and KDKA-TV Pittsburgh, WPRI-TV Providence, R.I., KUTZ-TV Salt Lake City, WRPV-TV Green Bay, Wis. *Washington, Dallas, Atlanta, Houston (11), Seattle, Cleveland*

**Fox**—WBRC-TV Birmingham, Ala., KTTV-TV L.A., KDVR-TV Denver, WFLD-TV Chicago, WFTX-TV Boston, WNYW-TV New York, WGHP-TV Greensboro, N.C., WTFX-TV Philadelphia, WHBO-TV Memphis, KRIV-TV Houston, KSTU-TV Salt Lake City, WTTG-TV Washington. *San Francisco (5), Dallas, Detroit, Atlanta, Seattle, Cleveland*

**NBC**—KNBC-TV L.A., WTVJ-TV Miami, WMAQ-TV Chicago, WNBC-TV New York, WNCN-TV Raleigh-Durham, N.C., WCMH-TV Columbus, Ohio, WCAU-TV Philadelphia, WJAR-TV Providence, R.I., WRC-TV Washington. *San Francisco, Boston, Dallas, Detroit, Atlanta, Houston, Seattle, Cleveland*

**UPN** (co-parents United Television/Chris Craft, Viacom has option to acquire up to 50%)—KUTP-TV Phoenix, KCOP-TV L.A. and KBHK-TV San Francisco, KMSP-TV Minneapolis, WWOR-TV Secaucus, N.J./New York, KPTV-TV Portland, KMOL-TV San Antonio (NBC), KTVX-TV Salt Lake City (ABC). *Chicago (3), Philadelphia (4), Boston, Washington, Dallas, Detroit, Atlanta, Houston, Seattle, Cleveland*

**WB Network** (Time Warner, Tribune Co. owns 12.5%, may acquire up to 20%) KTTY-TV San Diego and KTLA-TV L.A., KWGN-TV Denver, WGNX-TV Atlanta (CBS), WGN-TV Chicago, WGNO-TV New Orleans, WLVI-TV Cambridge/Boston, Mass., WPIX-TV New York, WPHL-TV Philadelphia. *San Francisco, Washington, Dallas, Detroit, Houston, Seattle, Cleveland*

Source: Communications Equity Associates

it, "From a broker's perspective, we're just totally preoccupied with radio."

The only major TV group known to be considering selling is Ellis Communications Inc., which owns 15 TV stations (three of them satellites). None of Ellis's stations is in a top 20 market.

For now, the greatest action seems to be among broadcasters with stations in midsize markets who are taking advantage of a companion element of the new law that lifts the 12-station ownership cap.

Sinclair Broadcast Group recently

followed Benedek Broadcasting Corp. in owning more than 12 stations (BROADCASTING & CABLE, March 18). With 13 stations, Sinclair covers about 9 1/2% of the nation's homes; Benedek's 22 stations give it coverage of just 3.4% of the U.S.

The law allows such midsize groups to "grow faster," Wood says. "Any group that has three, or five, or seven or nine stations...is a candidate to explore some sort of merger."

FCC approval of TV duopolies would jump-start the market, brokers say. "I do think we will see [duopolies OK'd], but I'm not sure quite when," Evers says. When it happens, expect "an avalanche of television deals," he says.

**Malrite enters Toledo**

Cleveland-based Malrite Communications Group Inc. reportedly will pay \$40 million for WNWO-TV Toledo, Ohio. The ABC affiliate on ch. 24 is being sold by a limited partnership that includes Ralph E. Becker, says WNWO-TV General Manager Brett D. Comwell. "The time had come to liquidate the assets," Comwell said last week, declining to confirm the name of the buyer. "The station is doing very well."

The partnership bought WNWO-TV for \$19.3 million. Becker also works with I. Martin Pompadur's Television Station Partners. Malrite, meanwhile, owns WFLX-TV West Palm Beach, Fla.; WXIX-TV Newport, Ky./Cincinnati; WOIO-TV Shaker Heights/Cleveland, Ohio, and WLIH-TV Caguas and WSUR-TV Ponce, P.R. ■

**Kelly Callan, Fred Kalil, Frank Higney**

**Dick Beesemyer, Tom Zlaket  
and Frank Kalil**

will be at the

**LAS VEGAS HILTON**

for the

**N.A.B.**

Please phone for a confidential appointment

**Radio, TV and CATV Brokers**

Appraisals, Media Investments, Consulting



**Kalil & Co., Inc.**

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

## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

**THIS WEEK:**

TVs  $\square$  \$9,500,000  $\square$  1  
Compos  $\square$  \$18,600,000  $\square$  2  
FMs  $\square$  \$123,200,000  $\square$  3  
AMs  $\square$  \$0  $\square$  0  
Total  $\square$  \$151,300,000  $\square$  6

**SO FAR IN 1996:**

TVs  $\square$  \$462,225,510  $\square$  26  
Compos  $\square$  \$1,549,779,734  $\square$  92  
FMs  $\square$  \$628,713,150  $\square$  94  
AMs  $\square$  \$37,326,129  $\square$  59  
Total  $\square$  \$2,678,044,523  $\square$  271

**SAME PERIOD IN 1995:**

TVs  $\square$  \$1,092,312,000  $\square$  29  
Compos  $\square$  \$472,690,800  $\square$  62  
FMs  $\square$  \$246,426,221  $\square$  91  
AMs  $\square$  \$34,930,500  $\square$  44  
Total  $\square$  \$1,846,359,521  $\square$  226

### TV

**KTVE(TV) El Dorado, Ark./Monroe, La.**

Price: \$9.5 million

Buyer: GOCOM Television, Charlotte, N.C. (Ric Gorman, CEO); owns WGXA-TV Macon, Ga., and WFXI-TV Greenville/New Bern, N.C.

Seller: Gray Communications Systems Inc., Albany, Ga. (Ralph W. Gabbard, president); owns WJHG-TV Panama City, Fla.; WALB-TV Albany and WRDW-TV Augusta, Ga., and WKYT-TV Lexington and WYMT-TV Hazard, Ky.; and daily newspapers Albany (Ga.) *Herald*, *Rockdale Citizen* (Conyers, Ga.) and *Gwinnett Daily Post* (Lawrenceville, Ga.); is buying WCTV(TV) Thomasville, Ga./Tallahassee, Fla., and WKXT-TV Knoxville, Tenn.

Facilities: Ch. 10, 316 kw visual, 63.1 kw aural, ant. 2,027 ft.

Affiliation: NBC

### COMBOS

**KWLO(AM)-KFMW-FM Waterloo/Cedar Rapids, Iowa, and WDEF-AM-FM Chattanooga, Tenn.**

Price: \$11.2 million (\$7.7 million for Chattanooga stations; \$3.5 million for Iowa stations)

Buyer: Bahakel Communications Ltd., Charlotte, N.C. (Cy N. Bahakel, CEO); owns KXEL(AM)-KOKZ(FM) Waterloo/Cedar Rapids; WDOD-AM-FM Chattanooga; WCCB(TV) Charlotte and WPET(AM)-WKS(FM) Greensboro, N.C.;

WAKA(TV) Selma/Montgomery, Ala.; KILO(FM) Colorado Springs; WRSP-TV Springfield and WCCU(TV) Urbana, Ill.; WBAK-TV Terre Haute, Ind.; WLBJ(AM) Bowling Green, Ky.; WABG-TV-AM Greenwood, Miss.; WOLO-TV Columbia, S.C.; WBBJ(TV) Jackson, Tenn., and WWOD(AM) Lynchburg, Va.

Seller: Park Communications Inc. Lexington, Ky. (Wright M. Thomas, president); is selling WNLS(AM)-WTNT-FM Tallahassee, Fla.; KSGS(AM) (formerly KJJO)-KMJZ-FM St. Louis Park/Minneapolis/St. Paul; WPAT-AM-FM Paterson, N.J./New York; WHEN-AM-FM Syracuse, N.Y.; WNCT-AM-FM Greenville, N.C.; KWJJ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D./Sioux City, Iowa; KEZX(AM)-KWJZ (FM) Seattle, and WTVR-AM-FM Richmond, Va.

Facilities: KWLO: 1330 khz, 5 kw; KFMW-FM: 107.9 mhz, 100 kw, ant. 1,805 ft.; WDEF(AM): 1370 khz, 5 kw; WDEF-FM: 92.3 mhz, 97 kw, ant. 1,181 ft.

Format: KWLO: oldies; KFMW-FM: adult rock; WDEF(AM): news/talk/sports; WDEF-FM: soft AC

Broker: Media Venture Partners

**KDZZ(AM)-KTEG(FM) and KHTZ(FM)**

Albuquerque, N.M.

Price: \$7.4 million

Buyer: Trumper Communications II

## Big deal

This station-sale application was made public last week by the FCC: \$91.2 million (total value of deal) for **WAXQ(FM)** New York. Buyer: Entertainment Communications Inc. Seller: GAF Properties Inc. Entercom simultaneously will assign waxq license to Viacom International Inc., and pay Viacom \$1.2 million, while Viacom will assign KNDD(FM) Seattle and KBSG-AM Auburn/Federal Way-KBSG-FM Tacoma, Wash., to Entercom's ECI License Co. —EAR

LP, Westmont, Ill. (Jeffrey E. Trumper, president/CEO); owns WLAP(AM), WMXL(FM) and WWYC-FM Lexington, Ky., and KISN-AM-FM Ogden/Salt Lake City and KUMT-FM Centerville, Utah  
Seller: Bengal Communications of N.M. Ltd., Fort Washington, Pa. (Eric Seltzer, principal); no other broadcast interests  
Facilities: AM: 1520 khz, 1 kw day; FM: 107.9 mhz, 22.5 kw, ant. 4,130 ft.; KHTZ: 100.3 mhz, 22.5 kw, ant. 4,110 ft.

Continues on page 81

# Turn BIA's Contacts Into Your Clients!

## MasterAccess™ Radio or Television Contacts\*

(\*Ratings, Revenues, Coverage Maps and In-depth Market Data also available)

The industry's most powerful database software program for station, market and ownership data—accurate, comprehensive and fast.



- Over 10,000 radio or 1,600 television stations profiled
- Six different points of contact at each station
- All data fully exportable to popular software programs
- Updated several times throughout the year



Call 703-818-2425

Internet: <http://www.biacompanies.com/biahome>

See a demo at NAB '96 Apr 15-18  
Suite 1310 • Las Vegas Hilton  
Lobby of the Las Vegas  
Convention Center

# Radio on the Internet: Study pinpoints heavy users

*Noncommercial and educational formats, followed by AOR, have most home pages*

By Donna Petrozzello

**E**ducational and noncommercial radio stations constitute the largest single program format to establish home pages on the Internet's World Wide Web, say Eastman Radio Representatives.

In a recent survey of radio's use of the Web, Eastman reported that 25% of an estimated 900 stations with home page sites have an educational or noncommercial format. College radio stations were among the first to go on the Web, say Eastman researchers. The market with the most local stations to establish Web sites is Detroit.

The second-largest format represented on the Web is album-oriented rock

stations. Eastman reported, which account for nearly 11% of radio Web sites. Country, news/talk and alternative rock-formatted stations also have a strong showing, Eastman found.

Among those stations with Web sites, Eastman found that most noncommercial stations use the site to inform listeners about the station and community or campus events.

Others, particularly commercial stations, use the site to sell merchandise with the station logo or announce programming lineups and features. Stations also use sites to promote concerts and other community events, Eastman found. Many stations have built an interactive component into their sites by taking song requests, comments or

questions to talk show hosts from Web browsers.

"Virtually any radio station can benefit from having a site on the Web," said Eastman market research specialist Risa Weledniger. "Web sites give stations the opportunity to communicate directly with listeners and allow the listener to interact with the station."

Weledniger points out the selling points for stations to establish home pages. The majority of the country's estimated 9 million Web browsers are ages 25-34—a key segment for advertisers—with slightly heavier use by men than women, according to Eastman research. Also, Web users are fairly affluent. Eastman found that 65% of Internet users report an annual household income above \$50,000.

At the moment, most radio Web sites incorporate only visual components, but an increasing number are expected to take advantage of Real Audio technology that melds sound and image for audio-equipped personal computers as innovations continue in home and office computers. ■

## R I D I N G   G A I N

### More air in New England for Stern

Infinity Broadcasting has moved Howard Stern from nights to mornings on its rock WBCN(FM) Boston, replacing Charles Laquidara, who held the morning drive slot there for 25 years. Laquidara moves to mornings at Infinity's WZLX(FM) there. Stern will be up against Westwood One's Don Imus, carried in morning drive on WEEI(AM).

Meanwhile, Stern returns in syndication to morning drive at WCCC-AM-FM Hartford, Conn., starting May 6. Stern held the morning slot at WCCC in 1978-80 before moving to larger markets. Stern is expected to battle leading Hartford morning man "Sebastian" on WZMX(FM).

### More credit for Heftel, Commodore

Spanish-language broadcaster Heftel Broadcasting Corp. has increased its credit facility from \$100 million to \$175 million with backing from several banks (Chase Manhattan is the

lead agent). According to Heftel Chief Financial Officer John Kendrick, the company has a total \$50 million in unused credit.

Likewise, Commodore Media Inc. announced that it has secured a \$35 million credit facility agreement with AT&T Capital Corp. Commodore President Bruce Friedman anticipates that the group will "continue our consolidation in existing markets and new markets."

### KING BISCUIT FLOWER HOUR



### King Biscuit on disc

Vintage live concerts by The Who, Eric Clapton, The Clash and others, which aired only on radio's legendary live concert series *The King Biscuit Flower Hour*, soon will be available on compact disc. King Biscuit Flower Hour Records Inc. has purchased 16,000 reels of tape capturing live rock performances spanning two decades and plans to release 24 remastered ver-

sions of the shows on CD each year.

### Radio revenue profiles

The bulk of radio advertising revenue in the nation's top 10 markets was earned by publicly held radio stations, say researchers with BIA Publications. According to a recent survey, stations owned by publicly traded radio companies garnered more revenue than privately held stations in their respective markets. BIA President Tom Buono expects publicly owned stations to "account for over 70% of listening in most of the top 50 markets by the end of the decade," given the trend toward industry consolidation.—DP

### Errata

William Clark, named as a trustee to Infinity Broadcasting's KLUV(FM) Dallas, did not say that the company was seeking a waiver to operate six FM stations in the market as implied in an April 1 "Riding Gain" item.

# Cable

April 8, 1996

## Power Book



WHEN INDUSTRY LEADERS NEED TO KEY INTO  
THE INFORMATION THAT AFFECTS THEIR BUSINESS,  
THEY SIMPLY OPEN UP THEIR POWER BOOK—  
**BROADCASTING & CABLE.**

It's the one source they know they can depend on, week after week, for complete, accurate coverage and in-depth analysis of the latest news in the communications industry. And Telemedia Week — a special section in every issue — keeps them up-to-date on techno-trends in video, voice and data.

Reach these decision makers by logging into the power of Broadcasting & Cable. Call 212-337-6940 *today!*

**Broadcasting  
& Cable**  
The Newsweekly of Television and Radio

# USA cuts and reshapes Saturday

Adds 'Renegade,' cuts 'Campus Cops,' ponders fate of Tartikoff's 'Weekly World News'

By Rich Brown

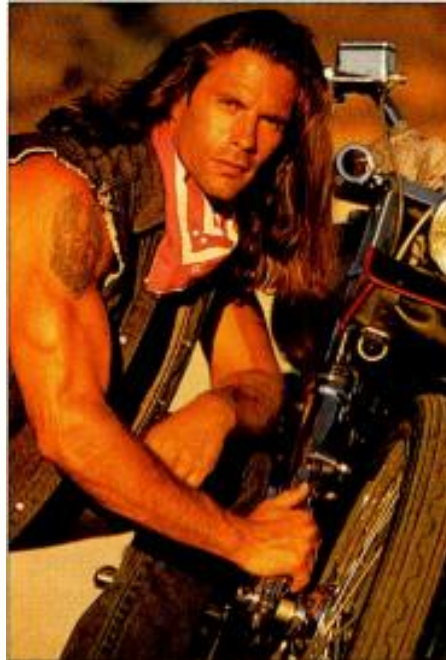
**U**SA Network is retooling its schedule to include exclusive new episodes of action-hour *Renegade*, the cancellation of rookie sitcom *Campus Cops* and a possible reworking of its campy *Weekly World News* series.

*Renegade*, the Stephen J. Cannell action hour airing in first-run syndication and on USA, will air exclusively on the cable network beginning this fall. As part of the deal, USA will telecast 22 original episodes on Sunday nights during 1996-97.

USA is said to be paying New World Entertainment \$100,000 per episode for the four seasons of existing *Renegade* reruns plus licensing fees of \$350,000 apiece for the new episodes. The arrangement is comparable to the *Sightings* deal struck last month by USA's Sci-Fi Channel. USA Networks programming chief Rod Perth says that whether there will be similar future deals will be handled on a case-by-case basis.

"There's no strategy for us to target syndicated shows and bring them to USA necessarily," says Perth.

*Renegade*, a police drama starring Lorenzo Lamas, is averaging a 2.0 rating in its Sunday night slot on USA, according to A.C. Nielsen data supplied by the cable network. The show also is averaging a 1.3 rating in a 6-7 p.m. NYT weeknight strip on USA, which began carrying *Renegade* last fall.



New 'Renegade' hours set for Sunday

Meanwhile, the network has reworked its Saturday night lineup to adjust to the removal of Jon Landis's *Campus Cops* and Brandon Tartikoff's *Weekly World News* from the schedule. *Campus Cops* has been canceled; *Weekly World News* is under consideration for a possible reworking.

USA had added *Campus Cops* and *Weekly World News* to the Saturday night schedule in January under the banner "Saturday Night Is Something Else." The series were designed to build on a Saturday night comedy franchise that included existing USA origi-

nals *Weird Science* and *Duckman*. But despite the big names attached to the series, the two new shows failed to catch on with viewers.

"We knew going in that there was a high degree of difficulty and there was inevitably going to be failure," says Perth. "Part of the schedule is back in the garage a little at this point. We hope to have a restored comedy block by January."

USA's new Saturday prime time schedule, which went into effect last weekend, continues to kick off at 8 with *Pacific Blue*, an original action drama that joined the schedule in March. *Weird Science* stays in the 9 p.m. slot, while *Duckman* moves up a half-hour to the 9:30 slot.

The major change in USA's Saturday night lineup is the addition of USA Network Pictures Original movies beginning at 10 (technically 9:59). USA is scheduling encore movies that previously have run in its premiere original movie slot on Wednesday nights. Perth says the network expects to keep its "Saturday Night Is Something Special" banner with the new lineup of original programming.

In other original programming developments at USA, the network has cast Tony Crane, Susan Walters and Barry Corbin to star in a series based on the 1987 movie "The Big Easy." USA has placed an initial 13-episode order for the weekly hour drama, which begins production in New Orleans this month and debuts on the network in August 1996. ■

## Ovation prepares for unveiling

Arts channel will have one in-house production at launch later this month

By Rich Brown

**A**lthough Ovation expects to produce about 10% of its programming within the first year of operation, only one show will be produced in-house by the arts network when it debuts full-time on April 21.

In-house production will grow as the subscriber and advertiser bases build, says Patricia MacEwan, vice president of marketing. At launch, however, vir-

tually all of the programming on the network will be acquired or co-produced, with many of the shows making their U.S. debut on Ovation.

The network's first in-house production, a special on opera called *Modern Painters*, will air as part of the network's opening-night schedule at 11:30. Other opening-night programs will include a documentary, *Yo-Yo Ma and the Kalahari Bushmen*; a special on Irish music called *A River of Sound*,

and a profile of painter James Whistler.

In other Ovation developments, the network is closing in on a deal to subcontract its "dark" hours (3-7 a.m. ET) to paid programmers.

Ovation officials are planning a press briefing at New York's Museum of Modern Art during the week of April 15 to reveal further launch plans. No word yet on whether Ovation part-owner Time Warner plans to roll out the network on any of its cable systems at launch. ■

# C-SPAN's nerdy look hides raw, journalistic horsepower

BY TIM GOODMAN  
Knight-Ridder Newspapers

Nobody wants to hang out with C-SPAN. It's the cable network with the geeky glasses, plaid pants and runny nose.

For cable operators across the country, it's the blind date from hell that you're stuck with for life. Behind C-SPAN's back, mean things are said. Little or no effort is put into its appearance. It has few true friends willing to stand up for it. And it hangs out in all the really uncool places.

Of course, the more enlightened among us see the beauty in C-SPAN. This is no ugly duckling network. What C-SPAN represents is power and truth. But know what Jack Nicholson said about the truth in "A Few Good Men" — that "you can't handle the truth." You want to see what's going on in this country? Do you really want to see the people you elected?

## Unedited, unbiased

C-SPAN is our window on our own little world. C-SPAN is power because it's one of the last bastions of completely unedited, unbiased news. So many people complain about the news media distorting reality to the left or the right, relying on sound bites and mangling quotes and content. You want purity? Then stop channel surfing over to E! Entertainment Television and settle in with stodgy C-SPAN.

The beauty of C-SPAN is that it's the only place you can

see someone turn on a camera, focus and go home. The C-SPAN camera does not blink. It does not get talked over. It simply watches: Whether it's President Bill Clinton talking about Cuba or health care, Louis Farrakhan talking about black power, or some policy wonk in Washington talking about the long-term effects of the Fed tinkering with interest rates.

C-SPAN is the oddity channel. How else can you explain excursions to the Kentucky Derby museum to talk about historic black jockeys and then, without a commercial interruption or a nice segue from a blow-dried anchor, it's on to the Barrister's Ball, featuring keynote speaker Clarence Thomas. Or, hey, from Clinton to the Rock and Roll Hall of Fame. Seamless transition? What's that?

## Addictive channel

Nevertheless, C-SPAN, because it's the ultimate in public service television, can get you hooked.

That's right. Hooked on C-SPAN. You have to be brave to admit your increasing addiction. From long moments with the White House Leadership Council to a sprightly session with the Senate Commerce, Science and Technology Committee, what you're doing is gaining knowledge. All together now — knowledge is power.

## COMMENTARY

But it doesn't end there. C-SPAN's "America in the Courts" is surprisingly palatable. "Booknotes" is fascinating. And the various lectures across the country, while not MTV-like eye candy, are nonetheless fulfilling.

Pretty soon you'll find yourself thinking, "I wonder where those two C-SPAN school buses are going today?" Maybe, as you take in the House of Representatives talking about the Debt Ceiling Extension Act, you begin to make a mental note: "I better tape 'Seinfeld.' This is too good." See, C-SPAN flies by the seat of its starched pants. It goes everywhere. Face it: C-SPAN is unstoppable.

## Valuable in election year

There's a real genius to the network. And now, in an election year, it's more valuable than ever. You need spend only 20 minutes watching representatives from across the country waddle up to the microphone and debate before you know it's time to clean house. When C-SPAN follows a presidential candidate, you don't get Dan Rather or some campaign manager giving you a spin. You get that quiet camera, focused, unrelenting, critically objective. That's your eye. And the microphone, that's your ear.

What you see and hear may surprise you.

© 1996, Knight-Ridder/Tribune Newspapers. Distributed by Knight-Ridder/Tribune Information Services. Reprinted with permission.

# C-SPAN

For more information call 202.737.3220 or visit our web site at <http://www.c-span.org>  
A PUBLIC SERVICE CREATED BY AMERICA'S CABLE TELEVISION COMPANIES

# AlphaStar is ready to roll out

*Will begin selling its DBS hardware this month*

By Jim McConville

**D**irect broadcast satellite company AlphaStar Digital Television says it is quietly moving forward with rollout plans that will have it selling consumers its DBS hardware and programming by the end of April.

AlphaStar, owned by Canadian telecommunication giant Tele-Communications, last week started DBS hardware shipments to satellite vendors in anticipation of starting to sell its DBS service this month.

"We will be feeding our key distribution channels first; in fact we've got more orders than we can fill right now," notes AlphaStar President Murray Klippenstein.

AlphaStar has 40,000 units per month coming from an IBM subsidiary. This summer, Samsung Electronics is to start manufacturing AlphaStar set-top receivers and 24-inch satellite dishes to be distributed through consumer electronics retailers this fall.

Until then, AlphaStar will rely on TVRO, satellite and Amway distributors to sell both hardware and programming.

AlphaStar at launch will be delivering 52 digital channels, with plans to expand to 100 by summer. Klippenstein says AlphaStar hardware will have a \$699 suggested retail price, "but we are leaving ultimate retail pricing up to the marketplace."

Klippenstein says AlphaStar is still talking with telcos and wireless cable companies about investing in the service, but hasn't signed any deals. The CEO says that while talks continue, the company's main focus is getting hardware shipped and its DBS service up and running.

"While I wouldn't say the issue of strategic investors is on the back burner, it's not the primary area of interest right now," he says. "Our first objective is to get the system up and configured as quickly as possible. There's no sense parceling off a piece of the company before you've got some real subscribers."

But Klippenstein would still welcome a deep-pocketed partner. "The whole issue of DBS delivery has gotten an awful lot of credibility since MCI's involvement and the huge investment they've made in a [DBS] parking



*Murray Klippenstein (above) says AlphaStar is still talking with telcos and wireless cable companies about investing in the service, but hasn't signed any deals.*

space, and AT&T's involvement with DIRECTV at a very large number as well," he says. ■

## Set-top boxes ready to roll, almost

*GI says October; others say by late 1996*

By Michael Katz

**A**fter years of disappointing delays in the much-ballyhooed rollout of digital set-top boxes, most MSOs and vendors are promising that the technology will be in homes before the end of the year.

General Instrument is making the most ambitious projection: October 1996. Although that may sound like the proverbial check in the mail, GI is confident this time. "The pieces are finally coming together," says Geoff Roman, senior vice president. "Our confidence is based on the fact that we have real boxes in our test labs that you can touch and watch display real video."

Tele-Communications had placed

an order with General Instrument for 1 million set-top boxes back in 1992, to be delivered in 1993. The reason for the delays was fundamental changes in the design of the boxes, according to GI.

"It was a very complicated project when it was conceived, and it has gotten even more complicated," says Jeffrey Hamilton, GI's director of technology and new business.

With the rollout plans finally stabilized, GI has several hundred finished boxes undergoing lab tests. The company plans to conduct beta tests in the second quarter of this year and to begin shipping them in the third. The boxes are expected to cost \$350-\$400.

If GI does its part, TCI expects to begin putting the boxes in homes in the

fourth quarter, says TCI spokeswoman LaRae Marsik. But TCI is in no rush, she says. "We are focused on doing it right."

The first units probably will go into homes in TCI's system in Hartford, Conn., Marsik says. Systems in the Bay Area and the Chicago suburb of Arlington Heights also may get some early boxes.

Aside from TCI, General Instrument has letters of intent to supply the digital set-tops to Cox Communications, Comcast, Adelphia, Century Communications and Jones Intercable. GI says delivery to those MSOs will follow the delivery to TCI.

The boxes are eagerly anticipated because they will greatly increase channel capacity, giving operators hun-



dreds of new channels. Pay-per-view services will be able to deliver movies frequently enough to create near-video-on-demand services. Some of the more advanced boxes will allow actual video on demand.

The activity in the set-top market is exemplified by Time Warner, which put out a request for proposal for an order of 500,000 digital set-top boxes. On March 21, Time Warner hosted a meeting of potential bidders on the contract. Some 200 representatives of 50-60 vendors attended, according to the cable operator. The deadline for the proposals is April 25.

Time Warner says the boxes it is requesting are more advanced than the boxes other MSOs have ordered, and it

expects to start installing them in subscribers' homes not much later than the other MSOs do.

"[They are] distinguished from other boxes by the fact that [they] will have real-time, high-speed, two-way capabilities," making them video-on-demand-capable, says Jim Chiddix, senior vice president, engineer of technology for Time Warner. "We think the life of the other boxes will be substantially less than the boxes we are asking for."

Time Warner expects the boxes to be in homes in early 1997 and the price to be "significantly less" than \$400, which will be amortized in monthly service fees.

Scientific-Atlanta, another major

manufacturer of the digital set-tops, won't have its units ready until mid-1997, according to company spokesman Bill Brobst. The boxes are still too expensive, costing in the four-figure range, he says.

Until then, S-A is promoting its advanced analog boxes, which can deliver roughly 100 video channels and another 100 "virtual" channels (for nonvideo text services). More important, advanced analog boxes are already in existence and cost \$150-\$200 per unit. Scientific-Atlanta has delivered more than 900,000 of these boxes since late 1994. "For a lot of people, 500 channels is overkill," says Brobst, "and 100 video and 100 virtual channels are enough." ■

# NCTA outlines L.A. meeting

*Turner will become first chairman from programming side*

By Michael Katz

**T**he National Cable Television Association's 45th annual convention in Los Angeles, April 28-May 1, will focus on "advancing our goal of superior customer service, continu[ing] to build on our long-standing support of Cable in the Classroom, and work[ing] with over-air broadcasters concerning the V-chip," says Ted Turner, CEO of Turner Broadcasting and convention chairman.

The NCTA is expecting its largest convention to date, with approximately 26,000 attendees and 316,000 square feet of exhibition space, up from last year's 25,227 attendees and 301,000 square feet.

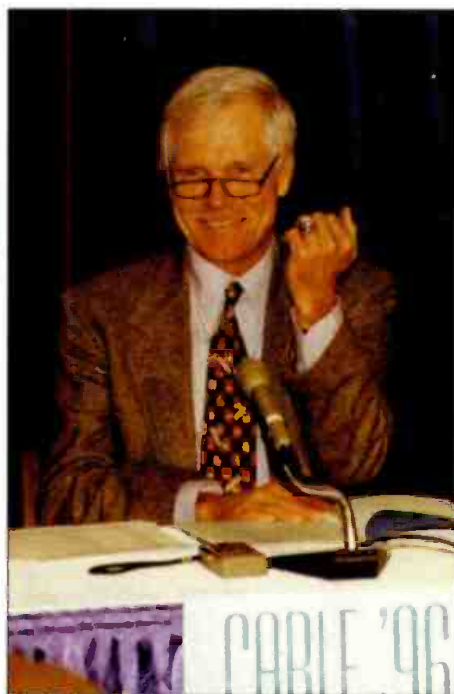
Of the four general sessions and 47 others, the largest number of sessions will be devoted to public policy and technical sessions. Some of the sessions featured:

- "The Family and Community Critical Viewing Project," which will address violence on television.

- A public policy breakfast with FCC Commissioner Reed Hundt, who will talk about implementation of the Telecommunications Act.

- "To Catch a Cable Thief," a panel of security experts revealing their secrets on combating cable piracy.

- "Creating a Hit Show," which will



*Ted Turner, who is taking over as NCTA chairman, takes opportunity to flash World Series ring, which he received as owner of Atlanta Braves.*

address how to sell a show and get it aired, as well as the future of original cable programming.

The Internet also will be a hot topic at the convention. One session, "The Internet for Dummies," is a primer that will demonstrate cable modems.

"There will be a heavy presence of the Internet at the convention," says

Barbara York, NCTA's vice president of industry affairs, and executive director of the National Academy of Cable Programmers. "A lot of exhibitions will have the Internet hooked up to the booths."

The convention will mark the beginning of Turner's tenure as chairman of the NCTA. He is the association's first chairman from the programming side of the industry.

"It shows how far the NCTA has come," says Turner. "I remember when cable programmers could not become full members; it's like women getting into the service academy."

NCTA has announced the 1996 winners of the Vanguard Awards, which will be presented at a special ceremony May 1 at the convention. CTAM President Char Beales and Cox Communications President James Robbins are among the winners; both will receive the distinguished leadership award.

The NCTA's Office of Cable Security has tapped Time Warner Cable of New York City and Jones Intercable as the winners of its ninth annual Signal Security Ideas Competition. Each winner will discuss its program in a session at the conference.

Comedian Rita Rudner will host the 18th annual CableACE Awards, which will be held April 30 during the convention. ■

# SportsChannel plans play for Lightning

*Florida sports network will offer team an interest in channel in hopes of wresting it from rightsholder Sunshine*

By Michael Katz

**S**portsChannel Florida has the Storm; now they want the Lightning too.

The Rainbow Programming- and Front Row-owned sports channel hopes to wrest the rights to NHL franchise Tampa Bay Lightning from rival Florida sports channel Sunshine Network. SportsChannel Florida holds the rights to University of Miami sports, arena football's Tampa Bay Storm and Major League Baseball expansion team Tampa Bay Devil Rays, which begins play in 1998. Although SportsChannel recently lost the rights to the University of Florida to Sunshine, the channel denies that it badly needs a pro sports franchise to be competitive.

"For the past three years SportsChannel has not had professional products, and we've been able to keep our head above water," says Richard Bradley, general manager of SportsChannel Florida, adding that "we had the rights to the University of Florida for eight years and it did not push our distribution, so the loss does not have much of an impact."

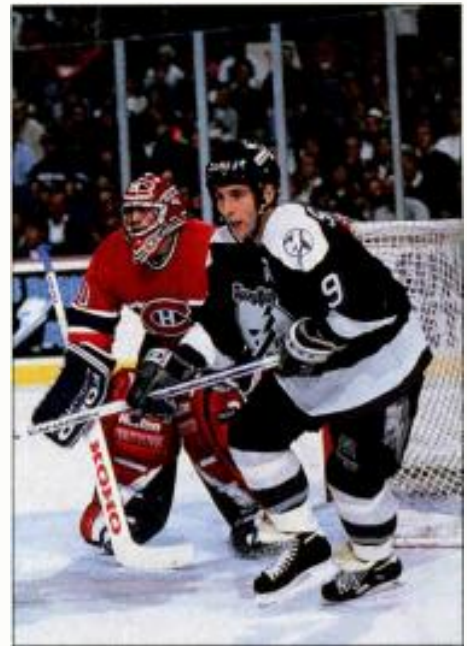
Nevertheless, SportsChannel Florida wants the Lightning. So much so that it will offer the team a stake in the chan-

nel. "It would give them better control over their destiny," says Bradley, "and it would give us a certain understanding of what the needs of a team are."

The Lightning still have a year left on their contract with Sunshine and under their agreement can't negotiate with anyone else until the contract expires. However, while the Lightning can't talk to SportsChannel Florida, the team can listen to its offers.

Sunshine has been with the hockey team since its birth, but SportsChannel may be able to capitalize on the fact that the Lightning are looking to break with the status quo. "The Lightning want some different things than four years ago," says Jim Liberatore, general manager for Sunshine, which sells the merchandise for the team. "They are looking to take representation of their own inventory, and they want to revert some of the control back to the team."

Stealing the Lightning will be a formidable task for SportsChannel, considering the strength of the competition. The Sunshine Network dominates sports coverage in Florida with the rights to NBA franchises Orlando Magic and Miami Heat, MLB franchise Florida Marlins and NHL franchise Florida Panthers. SportsChannel,



*SportsChannel is looking to steal the puck from Sunshine.*

however, has an advantage with Wayne Huizenga, who started Front Row and owns the Marlins, Panthers and the NFL's Miami Dolphins.

"It's a sign of credibility and clout that we have a major backer," says Bradley. Bradley hopes that in future contracts Huizenga will use SportsChannel for his teams, but is careful to say that Huizenga's stake in the channel is no guarantee.

Liberatore says he is not concerned about SportsChannel or its desire to win the rights to the Lightning. "We grew up with the Lightning, and we've had our ups and downs," says Liberatore. "We have solidified our relationship over the past several months, and I am confident we are going to get something done." ■

## Everybody wants to get into game

*Sports-rights appetite will grow, particularly with addition of international markets*

By Jim McConville

**T**he feeding frenzy for sports broadcast rights will continue through the '90s, fueled in part by the increasing global demand for sports programming.

That was the word from a panel of TV sports experts on "The Business of Sports: The Real Game" at the fourth annual Schroder Wertheim & Co./Variety Big Picture Conference

last week in New York.

Sports TV rights remain at a premium. The Major League Baseball (MLB) rights package last year, for example, topped the \$1.5 billion mark in a multinetwork deal that includes NBC, Fox Sports and cable networks ESPN and fX.

Last summer, NBC nearly broke the bank when it agreed to pay \$1.27 billion for an Olympics TV rights package that gives it six of the next seven

Olympics through 2008.

The thirst for TV sports rights remains unsatiated, says James A. Harmon, chairman, Schroder Wertheim, adding that bidding on sports broadcast rights has increased 10%-20% in only the past two years.

Sports executives say that thirst will continue to grow during the next few years as satellite technology opens more international markets.

"As long as there are new technolo-

gies, new teams, new stadiums, new platforms, new networks, there will always be a demand for the supply," says Seth G. Abraham, president and CEO, Time Warner Sports. "Rights continue to go up for the foreseeable future, and I'm not even sure that they'll reach a ceiling."

David Kenin, president, CBS Sports, says TV buy rates will stay at a premium. "As long as the number of TV rights buyers exceeds the supply, prices will go up. The question is how fast and how far."

National Basketball Association

Commissioner David J. Stern says prices on local TV rights fees will vary by market. "In particular markets there will be spreadsheet analyses that will determine that prices will not go up."

Steven M. Bornstein, president, ESPN, predicts that increases on domestic TV sports rights will start to level off, but international rights fees, if anything, will accelerate further. "The global market will place the greatest pressure on increasing the cost of rights."

Stern says TV networks soon will be judged on their ability to distribute

sports product outside the U.S.

But National Football League Commissioner Paul Tagliabue says that "how quickly the globalization of sports becomes a revenue generator is still open to question."

Based on News Corp. Chairman Rupert Murdoch's avowed faith in the international drawing power of soccer the sport eventually could wind up on Fox's domestic cable network, fX. "There's a great audience in this country for soccer," said Murdoch during his keynote speech. "Soccer will be a big cable property." ■

## Liberty Cable gets full-service boost

*New York wireless company is bought by RCN Corp., which says it will make it centerpiece of video, telephone, Internet network*

By Jim McConville

**N**ew York-based wireless cable company Liberty Cable will serve as the flagship for Midwestern construction company Peter Kiewit & Sons' plans to build a national full-service network offering video, telephone and Internet services.

RCN Corp., a telephone service provider and subsidiary of Omaha-based Kiewit & Sons, last week acquired an 80% interest in Liberty, an MMDS company that serves 40,000 subscribers in New York City.

Industry sources say Kiewit & Sons reportedly will pay an initial \$60 million for Liberty, as well as additional considerations that could bring the total to \$100 million.

Liberty, started in 1991, broadcasts programming to New York buildings equipped with MMDS antennas. It has been in an ongoing "David and Goliath" battle with Time Warner Cable of New York for Manhattan's cable subscribers.

Liberty will serve as the nucleus for Kiewit's proposed nationwide telecommunications system, which the company says will provide enhanced video, voice and data services. "The object is to give RCN Corp. a keystone for a national deployment plan of a full-service fiber-optic network," says Peter O. Price, president of Liberty Media.

Price says that, for Liberty, the deal means financial clout and technical expertise. "We can introduce a full-ser-

vice network rather than just cable service—a full-fiber, interactive, full-service network."

"Our purpose is to make this work in New York in the short term," says Price. "The plan is to take the base Liberty has established in New York and make it grow regionally, then nationally."

Richard Jaros, executive vice president, Peter Kiewit & Sons, says RCN's rollout plans will be "to make sure that we have the approach right and are successful in one or two markets. If that goes fine, we'll see what goes from there."

Price and other Liberty staff will continue to manage Liberty. "Liberty will continue to do its thing with bigger and better resources," says Price.

Liberty had been the center of industry takeover rumors, including reports last month that it would be taken over by C-TEC Corp., the Princeton, N.J.-

based telecommunications company.

Two weeks ago, RCN acquired a piece of C-TEC for approximately \$123 million. Assets include C-TEC International, which holds a 40% interest in Mexican MSO Megacable; Commonwealth Long Distance, and Residential Communications Network. C-TEC's domestic cable holdings were not part of the deal.

Although Price says there will be "zero" connection between Liberty and C-TEC, Jaros says that C-TEC owns a small cable operation in New York, "Urban Net," that will be "a component [of] what we're doing with Liberty."

Liberty subscribers will start to see service upgrades beginning next year, says Price. "We've informed all Liberty buildings that over the course of the next year their service will be substantially upgraded, in both the number of video channels and the choice of telecommunication services." ■

### Faith & Values adds two series

Emmy Award-winning actors Mariette Hartley and Michael Moriarty will host two new weekly documentary series on the Faith & Values Channel beginning this spring. Hartley's show, *Heroes of the Heart*, will profile terminally ill patients and others coping with obstacles. Moriarty's show, *Crisis Points*, will address major social and spiritual dilemmas such as homelessness and war crimes. *Heroes of the Heart* will air Sunday, 8-9 p.m. ET, with repeats Wednesday at 10 p.m.; *Crisis Points* will air Thursday, 10-11 p.m., with repeats Sunday at 1 a.m. F&V, which is owned by the National Interfaith Cable Coalition and Tele-Communications Inc. programming arm Liberty Media Corp., reaches more than 25 million households nationally.

—RB

# Robbins asks Hollywood for break

*Says PPV industry needs to get closer to home video window, pricing*

By Michael Katz

**C**ox Communications President Jim Robbins, in his keynote address at CTAM's pay-per-view and interactive conference, called on Hollywood to help a PPV industry that cable operators and Hollywood have "not been really satisfied with to date."

Robbins said Hollywood has benefited from the cable industry and now needs to return the favor.

"The studios receive nearly \$500 million in programming revenue from the cable industry, and that's all incremental revenue on a stale product that Hollywood is not spending many dollars to promote," said Robbins. "Cable operators have stepped up to the plate to hit a

home run for Hollywood, and now it's time for the studios to do their part."

What the studios need to do, he said, is give the PPV industry a level playing field with video stores, which are taking away industry business. "Right now, we get movies 45 to 60 days after the video release," said Robbins. "We need a window that is at least simultaneous to video."

PPV needs a more competitive pricing structure to compete with the video stores. The PPV industry now must charge at least \$3.95 to generate a sufficient return, which is about 75 cents more per title than the leading video chain in a major market, Robbins said. "We need the wholesale price lowered so we can drive the volume even fur-

ther, and if we increase volume, the studios increase their return on investment with no incremental costs."

The cable industry, for its part, needs to give Hollywood the increased shelf space Hollywood has been asking for, said Robbins. This should entice Hollywood to give PPV a higher priority. Robbins said the problem will be resolved with digital technology. "Digital compression will give us a huge leap in shelf space, creating a near-video-on-demand environment that will give consumers the convenience and control they want," said Robbins. "This will open up more revenue for us and the studios. It's time to make this little business grow up: the technology is here, the time is now." ■

## The computer that ate television

*Microsoft executive says PC will be linchpin in entertainment future*

By Michael Katz

**C**raig Mundie, Microsoft's senior vice president, consumer platform division, told a CTAM pay-per-view crowd in Orlando that personal computers will be the centerpiece of the evolution of interactive communication as it makes the transition from telephone lines to fully interactive broadband communications.

"The personal computer has achieved such a high penetration level in U.S. homes that the combination of that plus the Internet phenomenon will be the vehicle by which content emerges," said Mundie. "And as the networks become more capable, we will be able to add more classes of devices like set-top boxes for televisions."

Microsoft already has turned on its first interactive television system—March 21 outside Tokyo—and is conducting tests in Richardson, Tex., and Seattle.

The problem with interactive media, Mundie said, is that for it to be a compelling business there must be a lot of content—and until recently, no one knew where that content would come

from. The answer, he said, is the Internet. Although set-top boxes for televisions eventually may be used for Internet service, "the problem now is that the content on the Internet is designed for the high-resolution, non-interlaced display of the computer," said Mundie. "When you try to put that up on a low-resolution interlaced display like a television, it basically becomes unusable."

Mundie predicts that the PC will

begin to displace the television as the center for family entertainment. He pointed to computer company Gateway's multimedia PC, which has a 31-inch display, a wireless keyboard and a TV-like remote control. "This presumes that this is more a family room-type setting than a desktop-type setting," said Mundie. "There is a real blurring of the distinction between these two environments." ■



### Cohen moves to CNBC

Bruno Cohen is leaving his post as vice president and news director of NBC flagship WNBC-TV New York to become senior vice president of programming for co-owned CNBC. Cohen takes on CNBC programming responsibilities previously held by Chet Collier, who resigned as senior vice presi-

dent of the network. Collier was named to the post less than three months ago by former CNBC chief Roger Ailes, who now heads Fox Broadcasting's news operations. Cohen's background includes a five-year stint as vice president of programming and executive director of programming for Buena Vista Productions/The Walt Disney Company. Replacing Cohen at WNBC-TV is Paula Walker, who has been assistant news director at the station since 1989.

—RB



By Rich Brown

**E**SPN has lined up more than a dozen sponsors for its upcoming 1996 X Games, a seven-day daredevil competition featuring skysurfing, street luge racing and other "extreme" sports.

ESPN executives say they have sold out sponsorship positions for the second annual competition, despite less

# X marks the spot for ESPN

*Extreme sports competition has lined up over a dozen sponsors*

than Olympic-size ratings for the games last summer. Advertiser-ratings guarantees for the games this year will be a 1 on ESPN and a .5 on ESPN2, based on 1995 X Games Nielsen ratings supplied by the sports network. ESPN says last year's games performed well among males 12-34.

Primary sponsors on board for the games are Coors, AT&T, Mountain Dew, Taco Bell, Nike, Chevy Trucks and Pontiac. Additional sponsors include 20th Century Fox, Fruit a Burst, Bell Helmets, Snickers, Advil and Sam Goody. For primary sponsors, X Games packages this year include positioning within ESPN's online and

radio programming.

Also new to the X Games advertising package is participation in a 12-market road show leading up to the competition. The tour, which includes one-day stops in key markets, kicks off March 30 in Miami. "We weren't in the event-staging business until we got into it last year," says Tom Hagel, vice president, integrated sales and marketing. "We saw an opportunity to integrate the package further this year."

More than 400 athletes are expected to participate at this year's competition in Rhode Island (June 24-30). ESPN will air 21 original hours and ESPN2 16.5. ■

## HEADLINES

### Charter buy

St. Louis-based multiple system operator Charter Communications has acquired additional systems serving about 100,000 customers in eight states for \$211 million. The systems were purchased from Cencom Cable Income Partners, a Charter affiliate whose properties already are managed by the MSO.

### American Airlines, ABC deal bumps CNN

ABC has signed a long-term agreement with American Airlines to provide in-flight news, sports and entertainment programming on American flights. That means the air carrier will be jettisoning Turner's Cable News Network (CNN) to make room. ABC's two-year deal, signed last week and effective May 1, calls for the network to provide 1.5 hours of programming to air on American planes before or in lieu of in-flight movies.

### Wireless growth

Baton Rouge-based wireless cable company Wireless One says its subscriber base grew 63% in first quarter

1996, increasing from 7,525 to 12,289 as of March 31. The company launched three wireless systems during the quarter—in Brenham, Tex.; Gainesville, Fla., and Macon/Jefferson, Ga.—giving it a total 14 systems. On April 1, the company launched a 20-channel system in Bucks, Ala., which passes approximately 113,000 line-of-sight households. Wireless One plans to launch three systems during the second quarter: Fort Walton Beach, Fla.; Houma, La., and Chattanooga, Tenn.

### Outdoor campaign

Outdoor Life Network will be the presenting sponsor of the American Oceans Campaign (AOC) 1996 Partners Award Dinner, which is slated to honor actor Christopher Reeve for his past efforts to help protect the world's oceans. The AOC, a non-profit group founded in 1987 by actor Ted Danson, will honor Reeve at its annual dinner April 30. Outdoor Life also plans to schedule a week of environmental programming starting Earth Day, April 22. Programming will include *Good Green Earth*, *Environmental Forum* and *Fighting Extinction*.

### PrimeSports

Regional sports cable network PrimeSports and several St. Louis-area cable operators have agreed to distribute pay-per-view first- and second-round St. Louis Blues National Hockey League playoff games.

### SportsChannel reaches 3 million mark

SportsChannel New York passed the 3 million-subscriber mark after Adelphia Cable repositioned the sports network to basic carriage on its Toms River, N.J., system. Adelphia made SportsChannel available to 101,000 households effective April 1, to coincide with coverage of the opening-day game of the New York Mets.

### Stage to screen

On April 5, American Movie Classics was scheduled to add to its lineup *Stage to Screen with Rita Moreno*, a new weekly series that highlights movies that have been adapted from Broadway shows. Best known for her role in "West Side Story," a high-profile example of that adaptation, Moreno will introduce films each Friday at 8 p.m.

—RB, JM

## Graf cites write-down for loss

Troubled adult programmer Graff Pay-Per-View says a previously announced \$10.5 million write-down is largely responsible for the company's just-reported net loss of \$15.1 million in 1995.

Company executives say they are feeling the sting of lower than expected revenue from the C-band backyard-dish market; the costs tied to closing its CPV adult-programming production facility, and the loss of contracts with Time Warner New York City Cable systems representing more than 1.1 million subscribers (which now carry Playboy-owned AdultTVision). Graff's stock price dropped to \$3.50 on Tuesday from a high of \$12 last April.

Graff's 1995 earnings were considerably lower than in 1994, when the company posted net income of \$3.2 million. Revenue was essentially flat, climbing from

\$50.7 million in 1994 to \$51.1 million last year.

The onetime, post-tax \$10.5 million write-down includes the costs of its library of movies, TV programs, CD-ROMs and various charges tied to company staff reductions. Graff reported a 1995 operating loss of about \$2.7 million before the charge, versus a \$5.5 million profit in 1994.

Graff expects the streamlining of its business to reduce operating costs by approximately \$6 million in 1996, according to chairman and CEO J. Roger Faherty.

Graff also reported fourth quarter 1995 revenue of \$11.9 million compared with revenue of \$14.0 million for the same period in 1994. The company had fourth quarter 1995 operating losses of \$3.9 million before the charge versus a \$2.5 million profit in 1994. —RB

### WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE

**The Kirch Group** joined the competition for multichannel dominance in Germany April 2 when the German media concern launched a trial package of 12 digital channels called DF 1 (Digital Television 1), which it is delivering to 100 TV households. In May, another 50 channels will be added to the trial. The package will consist of nine thematic film channels sourced largely from the library of Kirch subsidiary Taurus Film. Channels include Starkino, Filmpalast, Cine Royal, Cine Thriller, Cine Action, Cine Comedy, Romantic Movie and Western Movie. Other channels to be offered in the package will be kids, sports, documentary, classical music and three sports channels—DSF Plus, DSF Golf and DSF Action—in conjunction with German sports channel DSF. The quick market entry could give Kirch the upper hand over the much-heralded News Corp./Bertelsmann/Canal+ rival alliance, announced last month.

**Sci-Fi Channel** this month expands its international reach through a deal with Southern Africa's MultiChoice DStv. The direct-to-home satellite company provides service to South Africa, Swaziland, Lesotho, Namibia, Botswana, Zimbabwe and Mozambique. Sci-Fi already has deals in place in Latin America and Europe. Germany will have its own dedicated weather service, Der Wet-

terkanal, beginning April 15. The channel has an annual budget of DM37 million (\$25 million) and is backed 45% by U.S.-owned **Weather Channel**.

Revenue was up 85%, to \$98.9 million, in 1995 for U.S.-backed broadcast investor **Central European Media Enterprises (CME)**, despite its launching two services in Slovenia and Romania. Cash flow jumped 266% at CME's successful flagship channel Nova TV in the Czech Republic, which helped reduce CME's net loss to \$6.8 million. Nova TV declared a dividend of \$12,406,000, and CME will receive \$8.7 million in 1996.

**AB Sat**, the broadcasting division of French producer AB Productions, launched six digital channels, including existing analog family entertainment service AB1, off Eutelsat II-F1 April 2. The other five channels will focus on classical music, pets and wildlife, "edutainment," police/detective series and cartoons. A comedy service and an adult channel are expected to bow mid-April; by mid-May, between 17-19 digital channels should be broadcasting. AB Sat also signed a decoder agreement with France Telecom and will deliver some of the channels to its 150,000 cable subscribers.

—By Debra Johnson

## Sales, losses up for People's Choice

Continuing to spend capital to roll out wireless cable systems, People's Choice TV, the nation's third-largest MMDS operator, with 81,300 subscribers, saw its cash flow continue to drop in 1995. For the fourth quarter, ended Dec. 31, the company reported negative cash flow (earnings before interest, taxes, depreciation and amortization) of \$5.75 million, a 25% greater loss than its \$4.26 million negative cash flow for fourth quarter 1994. The wireless company also saw its net loss for the quarter increase 159%, from \$8.4 million to \$21.0 million. Sales, meanwhile, increased 83%, from \$4.47 million to \$8.18 million. For fiscal year 1995, People's Choice TV reported negative cash flow of \$17.6 million, compared with a negative \$13.9 million for 1994. The company's net loss increased 173%, from \$19.5 million to \$53.2 million, while 1996 sales increased 107%, from \$12.6 million to \$26 million. Company officials attribute the net loss to costs connected with adding new MMDS systems and the additional interest expense incurred on the company's senior discount notes issued in 1995.

—JM

# JOIN US IN HONORING THESE AMERICAN BROADCAST PIONEERS



**Clint Formby**  
President  
KTEM, Temple, Texas  
KPAN-AM-FM, Hereford, Texas  
KSAM-KHUN, Huntsville, Texas

**Timothy Robertson**  
President & CEO  
International Family Entertainment

**James A. Schulke**  
Founder  
Schulke Radio Productions

**Joseph Sitrick**  
Blackburn & Company

**Mickey Luckoff**  
President & General Manager  
KGO-KSFO, San Francisco

**Mick Schafbuch**  
President, Television Alliance  
KOA-AM-FM-TV, KOIN-TV

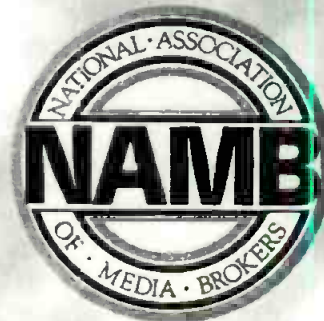
**Cary Simpson**  
President, Allegheny Mountain  
Radio Network; Chairman, RAB  
Small Market Radio Committee

*Admission FREE,  
Seating limited to the first 350.  
Arrive Early!*

**THE BROADCASTERS' FOUNDATION  
PIONEERS' BREAKFAST**

CO-SPONSORED BY  
**THE NATIONAL ASSOCIATION  
OF MEDIA BROKERS**

APRIL 17, 1996, AT 7:30 A.M.,  
PAVILION 10 OF THE LAS VEGAS HILTON.



# Broadcasting & Cable's Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week®

PC/TV

## Microsoft pushes simple PCs

By Richard Tedesco

**M**icrosoft Corp. is putting its considerable presence behind its vision of simple PC devices for interaction with consumer electronics devices.

At a West Coast Windows conference last week, Microsoft Chairman Bill Gates demonstrated several different applications of low-function PC boxes, including enhanced audio driven by PC, audio/video DVD playback, and functions between TV and PC. But the company is positioning its Simply Interactive PC (SIPC) technology as a "framework" of hardware technologies for machines that would utilize its Windows operating system.

# Microsoft

Compaq Computer Corp., Hewlett-Packard Co., Intel Corp. and Toshiba America Information Systems are endorsing the hardware framework, indicating the prospect of a development alliance with the software giant.

Statements of support for technological innovations aren't necessarily an indication of anything concrete these days, but the momentum the low-function PC strategy has been generating is a clear indicator that computer people think there's money in the

concept.

"[Although] the PC is easier to use today, we should not be satisfied," Gates told the Windows hardware engineering meeting. Emphasizing how PCs would become "more interactive and fun," he evoked a picture of PCs paired with consumer electronics units in American living rooms.

It's all part of a larger initiative to make PCs more user-friendly and more like readily functional consumer electronics components. So last week, also in the context

of Gates's simple-PC vision, Microsoft, Compaq, HP, Intel and Toshiba joined in supporting OnNow, a computer industry effort to create PCs that turn on instantly like TVs or VCRs, without the interval required for booting up. "Anything that will make the PC simpler and more engaging is something we're interested in," an Intel spokesperson said.

Another aspect of recasting PC technology is the Advanced Configuration and Power Initiative (ACPI). The abstract hardware interface, also endorsed last week by Microsoft, Intel and Toshiba, would enable PCs to turn peripheral devices (such as CD-ROMs or TVs) on and off automatically.

It's aimed at sparking interest among PC makers to produce lower-cost machines that can accommodate video from TV or enable Web surfing via TV. Microsoft hasn't supported the impetus toward so-called Internet-access PCs, stripped-down devices that would support that function alone. Microsoft's SIPC concept calls for something more sophisticated, with technologies that enable easier functionality and are built for a higher-speed data connection.

Microsoft doesn't intend to build the device; it wants the software end. Both Apple Computer and Sony are working on designs that are similar in concept.

### Tele-TV, Tribune get Dodgers

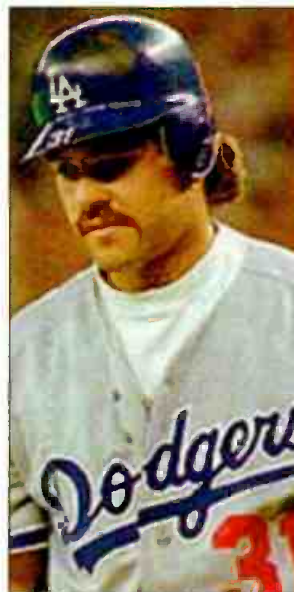
In its first strategic maneuver, Tele-TV has scored local non-broadcast rights to Dodgers baseball games and has helped Tribune Broadcasting keep Dodgers baseball rights for KTLA-TV Los Angeles through the 2001 season.

In a separate but related pact, Tele-TV also has secured retransmission rights for Tribune station programming in its nine markets, including New York, Boston, Washington, Philadelphia, San Diego and Los Angeles.

It was the joint pitch that enabled Tribune to keep 52 Los Angeles Dodgers games each season on KTLA, with Tele-TV getting a 42-game-per-season package of mostly home games. The Dodgers had been one of only six big-league ball clubs without non-broadcasting TV deals. With WPIX New York programming in the mix, Tele-TV also will carry Yankees games.

"We have to be creative and opportunistic. We saw this as a real opportunity to act on very swiftly," says David Grant, Tele-TV Media COO, who declined to discuss the dollars involved. The retransmission deal lasts a minimum six years. "Unlike DBS, a critical component of our service is local programming," Grant says.

So when Tele-TV launches MMDS service in Southern California late this year, KTLA will be part of its 120-channel menu.—RT







*From Sea  
To Shining  
Sea...*

## COMPLETE ACCESS TO CAMPAIGN '96 FROM LEXIS-NEXIS®

From the New Hampshire primaries... to the Republican and Democratic National Conventions... all the way through election day, you'll get complete access to every word on Campaign '96 with the LEXIS-NEXIS® service.

And, with our new Election '96 Easy product, it's even easier to keep up with fast-breaking stories, find candidate background information, review voting records, PAC receipts, honoraria, quotes on issues and follow-up campaign news and polls.

For an information kit on accessing Campaign '96 with the LEXIS-NEXIS® service, call 1-800-426-7675.



LEXIS-NEXIS®

**To subscribe, or speak to a representative immediately, call 1-800-227-4908**

LEXIS and NEXIS are registered trademarks of Reed Elsevier Inc., used under license. © 1996 LEXIS-NEXIS, a division of Reed Elsevier Inc. All rights reserved.

The Internet

# CME says Web promos for kids don't play fair

Will ask FTC to move against companies soliciting information on the Internet

By Richard Tedesco

The Center for Media Education thinks that many Web site promotions aimed at young Internet surfers aren't child's play, and it's taking its case to the FTC.

The CME plans to ask the Federal Trade Commission to act on the findings in the report the CME recently issued, alleging unfair and deceptive marketing practices aimed at children as well as violations of their privacy. It points to online environments where children are invited to play with product cartoon characters such as Tony the Tiger and sites where prizes are offered if children fill out survey forms about themselves.

The CME wants to nip this activity in the bud, according to executive director Jeffrey Chester. "It's going to get much worse on the Internet. This is an early warning," he says of the report. "It's the tip of the iceberg."

Chester is particularly concerned about the promotional ploys that casting and cable networks may, in turn, adopt to address younger viewers when interactivity becomes a staple in those media.

Among the worst offenders, the CME cites the Splash Kids area on Microsoft Network ([www.splash.com](http://www.splash.com)), where children are offered a



Sony Discman as a prize for giving information about themselves, and Batman Forever ([www.batmanforever.com](http://www.batmanforever.com)), where kids are urged to indicate their purchasing habits and video preferences as "good citizens of the Web." After filing the information, they become objects of "micro-targeting."

In the Nabisco Neighborhood ([www.nabisco.com](http://www.nabisco.com)), kids can play a game in which they search for "The Nabisco Thing." On the Kellogg's Web home page ([www.kelloggs.com](http://www.kelloggs.com)), hosted by the Rice Krispies elves, Snap, Crackle and Pop, all kinds of merchandise sporting product characters is sold in the Kellogg's General Store.

The CME says that no personal information should be collected from children or sold to third parties. It also inveighs against direct links between children's areas and advertising sites and direct interaction with product "spokescharacters." Finally, it says that no micro-targeting of children should be permitted online.

## Turner, PBS hold class in Cyberspace

Students across the country will spend two days in the Costa Rican rain forest this month on an electronic field trip, courtesy of Turner Education Services and PBS.



*Science in the Rain Forest*, on April 16 and 17, will transport students by TV and the Internet to the La Selva Biological Station in Costa Rica to examine the ecosystem there. The experience will include two hours of live TV coverage supplemented by online interaction during and after the telecasts with scientists on location.

More than 100 cable operators are providing the programming to schools, and PBS is distributing the content to 345 member stations. Online forums will be held on the World Wide Web ([www.turner.com/tes/i](http://www.turner.com/tes/i)) and America Online (keyword: CNN), and PBS maintains a Turner Adventure Learning area on its Web site ([www.pbs.org](http://www.pbs.org)).

"It gives teachers an opportunity to teach a different way, using a variety of media," says Lucy Levy, director of education for Turner Educational Services. "We pull together an integrated learning unit."

This is the eighth adventure Turner has conducted this way, at a cost of \$295 per school per event. On May 16 and 17, the scene will be the Charlotte (N.C.) Motor Speedway for *Rockets on Wheels*, a live experience about the science and math of auto racing. Other upcoming events include a behind-the-scenes look at the presidential election in October, an examination of creativity in animation at the Hanna-Barbera studios in November and the science and math of baseball next February.

## AOL moves into mutuals

America Online last week became the first commercial online service to conduct mutual fund trading in cyberspace, but it won't be alone for long.

CompuServe plans to launch a mutual fund service by late spring, and Prodigy also is contemplating entrance into the latest online marketplace.

But they will play follow the leader to AOL, which lined up several major players to take part in its new Mutual Fund Center (key words: mutual funds, MFC or AOLMFC). The Berger Funds, Founders Funds and The Royce Funds are offering a range of functions on a 24-hour basis via AOL, including sales and redemptions, and T. Rowe Price soon will follow suit. Prospectus, investment and product information is available from several other mutual fund firms, including The Dreyfus Corp., Fidelity Investments, The Kaufmann Fund, Twentieth Century Funds and The Vanguard Group.

Apart from trading and accessing information about specific funds, AOL users can get reference and background information about mutual funds. AOL plans to conduct live events featuring mutual fund managers in chat sessions.

AOL is working with Kansas City, Mo.-based DST Systems Inc. to provide the transactional services its mutual fund center offers. Online trading will be protected by a password security system.



## PBS Web site tied to Internet series

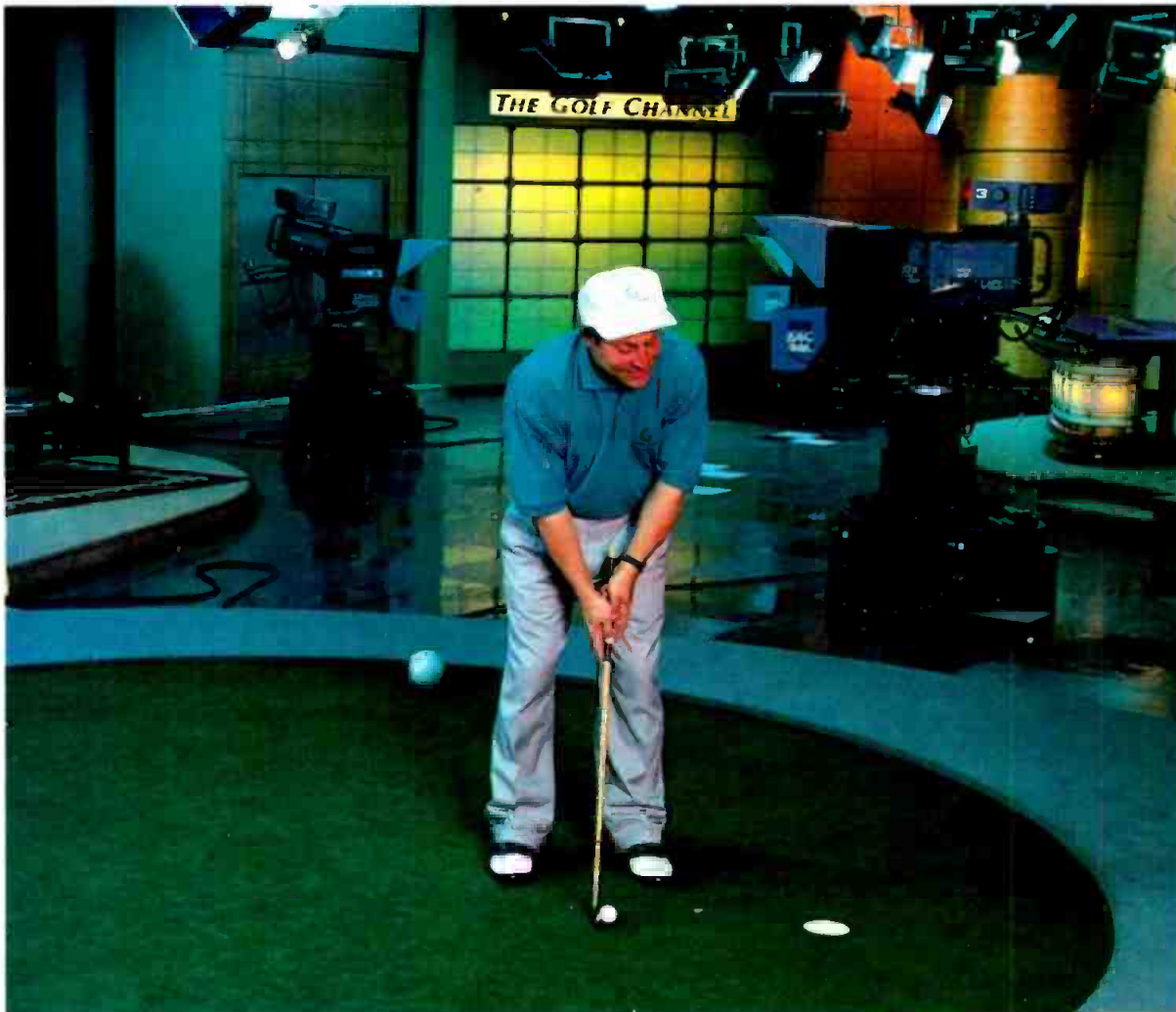
The Public Broadcasting Service launched an interactive Web site last week to support its 13-part *Life on the Internet* series, which debuts this month.

Through the use of VDOnet's VDOLive technology, each half-hour segment of the series will be available for users to view on the site ([www.pbs.org/internet](http://www.pbs.org/internet)). Background information about the Internet is available on the site, along with hyperlinks to sites discussed during the series. —RT

# Technology

April 8, 1996

## DIGITAL STUDIO SYSTEMS



The Golf Channel wanted the world's best all-digital television network facility to be designed and built in perfect form.

**At Harris, that's par for the course.**

When The Golf Channel asked Harris to create an all-digital television network facility, we responded with a turnkey solution that included design, construction and unique system integration.

Our solution used the latest serial-digital and fiber optic technologies, and integrated one of the most advanced automation and machine control systems of any broadcast facility in the world. Here's what The Golf Channel

VP of Operations, Matt Scalici, had to say:

*"Harris provided a complete and thorough solution to a complex challenge . . . the innovation of our plant's design lies more in the system integration than in the individual components. And innovative thinking is what the Systems Group of Harris is known for."*

Harris also integrated a digital-ready C- and Ku-band teleport facility for The Golf Channel. Whatever

your facility requirements, from a re-build to the design and implementation of a complex network, you'll love our follow through.

### HARRIS CORPORATION BROADCAST DIVISION

7920 Kentucky Drive  
Florence, KY 41042 USA  
TEL: 606 282-4800  
FAX: 606 283-2818



# Broadcast servers: Slow but steady progress

*Avid and HP systems are up and running; Sony enters market*

By Glen Dickson

**F**or all the buzz about video servers in the broadcast marketplace, one would think that hundreds of stations are snatching up disk-based systems and converting to tapeless operation overnight.

In fact, the movement to servers for news production and spot playback has been more an evolution than a revolution, as broadcasters cautiously beta-test systems and manufacturers fine-tune control software.

Hewlett-Packard has several of its first-generation HP Broadcast Video Servers up and running in the field, including at KOLD-TV Tucson, Ariz.; KOLN(TV) Lincoln and KPTM(TV) Omaha, Neb.; and KMPH(TV) Fresno, Calif. (see page 61).

HP just released a second generation of the server that uses MPEG-2 compression, which HP product manager Chris Bennett views as a big selling point: "One of the key things that we're targeting with cable networks and stations broadcasting multiple channels is the high quality. Most of our customers are running at 10 mbps, MPEG-2, and they've been very happy with that quality. Our servers actually run up to 15 mbps. It's different than the cable market, which is interested at running down at 4 mbps."

Sony also is trumpeting MPEG-2 quality with its new Broadcast VideoStore, which NBC affiliate KCBD-TV Lubbock, Tex., and PBS station WGBH-TV Boston have purchased. As opposed to Sony's production servers, which are sold as part of systems with Sony software, VideoStore is a stand-alone product with an open architecture for use with "a multitude of automation vendors," says Sony's Jerry Berger, manager of video server technology.



Quantel's Clipbox offers uncompressed digital video storage.

The VideoStore uses a 10 mbps encoding rate with Sony's "interpretation" of the MPEG-2 main level, main profile compression algorithm. "We've raised the bar in terms of picture quality," says Berger. The VideoStore also has an advanced motion estimation option board that "makes compression more dynamic" by expanding the motion vector range in the picture's horizontal and vertical pixels, he says.

The VideoStore system includes a Sony bitstream encoder, a Media Control Unit and a Media Unit, which stores the video in six RAID-3 drives. Each Media Unit can be scaled to provide up to four hours and 20 minutes of storage (equal to 500 30-second commercials).

Avid has had success selling its server-based DNG (digital newsgathering) systems to start-up news operations like Northwest Cable News, KHNL(TV) Honolulu and CNNfn. Its first DNG deal for an existing facility came last month, when CNN Headline News decided to replace tape systems in Atlanta with Avid nonlinear editors and servers.

The company also has sold close to 300 of its JPEG-compressed Airplay playback systems worldwide for both spot and news playback, according to Roland Boucher, senior product marketing manager for Avid Broadcast.

Most of those systems are stand-alone units for spot insertion, like the one used by Fox affiliate WACH(TV) Columbia, S.C., for the past year and a half.

WACH Chief Engineer Rick Sprott says that his station uses the Airplay instead of a cart machine for fully tapeless commercial insertion. According to Sprott, Avid's software upgrade for the Power Macintosh platform has vastly improved the Airplay's performance. "Between the system with the Quadra platform and the older software, versus the new software and the Power Mac, there is no comparison," he says.

Another JPEG-based system is the BTS Media Pool, which is being used successfully for spot playback by Home & Garden Television in Knoxville, Tenn. BTS's progress on the broadcast side has been slowed by some incompatibility issues with Louth automation software, but BTS's Michael Wolschon, marketing manager for storage and retrieval products, says

that new version 2.0 software has solved the problem and that the Media Pool now fully complies with the Louth automation protocol.

Wolschon says that BTS is committed to JPEG compression because of its compatibility with nonlinear editors. "JPEG streams can get as low [in bit rate] as MPEG streams, but MPEG files can't be edited," he says. "The problem is still out there even with MPEG 4:2:2—it still requires going to baseband analog video before it can be redigitized and fed into an editing system."

BTS plans this year to release NewsWave, a news editing interface for the Media Pool that will support A/B roll and simple cuts editing, says Wolschon.

Quantel's Clipbox (which offers both uncompressed 60i or compressed video storage) will be simultaneously interfacing with three different software providers at the NAB convention: Louth in a transmission demonstration; the Newswire-2000 newsroom system in an editing application, and the Ibis Landscape Automation System in a spot playback demonstration.

"The functionality is there to do cuts editing," says Mifflin. "Our philosophy is to make that functionality available to news automation software as well as for transmission and spot playback." ■

# HP pumps out spots for Pappas

*KPTM and KMPH begin broadcasting from new digital servers*

By Glen Dickson

**K**PTM(TV), the Fox affiliate in Omaha, went on-air with its Hewlett-Packard Broadcast Server last Monday. The Pappas Telecasting station is using the unit to play multiple channels of spots for KPTM and KXVO, the Warner Bros. station it runs under an LMA, as well as to store all of its commercials and promotional material.

The server is HP's first-generation system and is configured with a main storage server and an on-air buffer. According to KPTM Chief Engineer Dale Scherbring, at an encoding rate of 8

automation software—the TurboMedia upgrade allows the Louth software to talk to the disk-based unit. Compressed files are transferred via fiber from the main server to the playback buffer according to the Louth playlist's instructions.

"Moving from the Louth into the HP, the learning curve was about 10

minutes for my [master control] operators because they were already familiar with Louth," says Scherbring. "It took my prep people 45 minutes to get used to it, then they were on their own inputting spots."

Scherbring is content with the picture quality of the HP's video output, which is MPEG compressed and then



*KPTM and KMPH plan to upgrade to HP's second-generation server later this year.*

megabits per second there are 35 hours of storage on the main server and 12 hours on the buffer. KPTM plans to upgrade to HP's second-generation server when it becomes available later this year.

Since signing the LMA last June, KPTM had been compiling spot reels for the two stations and playing them off its Betacart. Now, tapes simply are encoded into the server and then thrown on the backup shelf, says Scherbring. "The backup will be saved, but the actual copy will always be in the HP," he says.

The HP server runs under the station's existing Louth ADC 100

## Where will telecommunications take us next?

Get a glimpse of the future by understanding the present and the past with the *Jones Telecommunications and Multimedia Encyclopedia*. This comprehensive CD-ROM covers nearly 2500 years of technological innovations and insights, presenting them in exciting 3-D animations, historical film footage, detailed articles, charts, colorful photographs, and computer illustrations. It's ideal for new employee training or simply as a refresher reference to have on hand.

Helpful for research. Perfect for training. Handy for quick reference at the office or at home. The Jones Encyclopedia is the ultimate guide to the increasingly complex world of telecommunications and multimedia.

- More than 1000 entries
- 3000-term technology dictionary
- Complete text of the 1996 *Telecommunications Act*
- Weekly updates via the Internet
- And more



Only **\$39.95**

Call **1-800-750-JONES** and order now.

Visit our Web site at <http://www.digitalcentury.com>



© 1996 Jones Digital Century Inc. All rights reserved. All trademarks and registered trademarks are the properties of their respective holders.

ON



ON

From the very beginning, our broadcast video servers have enjoyed a unique reputation.

They're the only servers reliable enough to be called Hewlett-Packard.

Our video servers have been on-air from stations in Arizona to South Africa without missing a beat. Which should come as no surprise, considering our bullet-proof system architecture, our engineering track record and HP's 24-hour worldwide service and support.

HP servers are also designed to work for you well into the future. They provide up to 6 channels and 50 hours of storage – and since they can be easily networked, you can add even more channels and storage as you grow. And our open systems approach ensures compatibility with a wide variety of third-party hardware

## Our position in the video server industry since 1994.

and software vendors. That way you don't have to try to predict the future. You can simply adopt it when it arrives.

Maybe the most surprising piece of engineering is the price tag. HP's newest servers start at \$100,000. Which makes the HP Broadcast Video Server one of the few that truly serve your bottom line.

As broadcasting turns to digital, more and more broadcasters are looking to Hewlett-Packard. After all, who knows more about computing and networking solutions than we do?

For more information and free product literature about HP Broadcast Video Servers, stop by booth #9177 at NAB. Or call us at 1-800-FOR-HPTV, Ext. 1447. We'll show you how easy it is to get your server on-air and stay on. And on. And on. And on...

There is a better way.



*Award-winning video quality in one powerful package. Starting at \$100,000.*

transcoded back to analog composite for air. "I don't see any difference [in] what was playing out of the Betacart compared with the HP," he says. "It's seamless—minus the tape problems that occur as the tape gets old. What you see the first time, you'll see the 100th time."

Pappas sister station KMPH, the Fox affiliate in Fresno, Calif., went online with a third channel of spots off its HP server last Monday (April 1). KMPH

started playing its spots off the HP on March 22, then launched spots for LMA station KGMC-TV (Warner Bros.) on March 28, followed by low-power KMPH-LP on April 1.

KMPH's server system, which is configured with 36 hours of total storage, replaced an aging Panasonic MVPI00 16-deck cart machine. When the HP unit arrived, the cart machine had only seven decks operational and KMPH

couldn't find parts to fix it, says chief engineer Steve Dresser.

"The other machine was dying, and we had to do something," he says. So KMPH rushed to get the new server on air, which Dresser says took about two days from the time it left the crate.

"When it arrived, we had four HP people here," says Dresser. "They took half a day to get it ready, and that night we started loading spots into it." ■

# Cable ad servers move to central architecture

*New systems offer more storage, greater PPV capability*

By Glen Dickson

**M**anufacturers of cable ad insertion equipment are moving away from "single-channel integrity" architecture, with dedicated PCs for each insertion channel, to large mainframe servers with robust storage and multiple channel outputs. The new systems not only facilitate the quick delivery of spots to targeted geographic zones but also provide the capability to play back longer-form material such as news inserts, infomercials and even pay-per-view movies.

Texscan MSI's new 3200DS digital ad insertion system is an example of the new thinking in cable server architecture. The system, which in its smallest configuration can store up to 250 minutes of video at 8.3 mbps, consists of a 3200DS server, an intelligent PRIZM matrix switch controller and a system control computer. Central control software updates schedules, retrieves logs and monitors the entire system's status on a zone- and channel-specific basis. The 3200DS's ability to play back spots of unlimited length makes it suitable for near-video-on-demand applications, says John Boland, Texscan general manager.

"Our old system had a PC-per-channel architecture," says Boland. "It would pull down 30-second spots into a break buffer in the order they were to play, downloading three or four commercials at a time by cue tone signals. But there were inherent limitations in that kind of architecture—you had to prestage everything for the break



**The Texscan MSI 3200DS system embraces the shift to central server architecture.**

buffer, and each PC could hold only 12 30-second spots. With the new system, you can scale it to play entire movies."

Boland says the 3200DS can store up to 50 hours (252 gigabytes) of MPEG-2 compressed video. Texscan uses Vela Research encoders to digitize material and also is testing encoders from Optivision for future use. Spot transfer is accomplished under the TCP/IP protocol using frame relay, dedicated T1 or FDDI networking.

Although he admits that there is "some comfort factor" with single-chan-

nel-integrity systems—if one PC goes down, you lose only one channel of ad insertion—Boland says that sentiment "is more of a holdover from the analog days [of dedicated VTRs]. There's no single point of failure on our decoder card."

Cable Advertising of San Antonio has installed the 3200DS to provide 36 channels of insertion from a single headend, while Oceanic Cablevision in Hawaii is using the system for pay per view, says Boland. He adds that Continental Cablevision in Chicago just ordered the new system "for the sole purpose of infomercials and feature-length playback."

Texscan will be showing a server at this year's NAB convention for the first time. "We're definitely looking at the broadcast market," says Boland. "When you're used to doing automation systems for 10 or 12 insertion channels, putting in a system for one or two channels is going to be much easier."

Channelmatic still is committed to single-channel-integrity systems for smaller operators with its new Digital LITE MPEG-2 system (BROADCASTING & CABLE, April 1). But president Tom Walsh says that central servers are the future for large interconnect operations, which is why Channelmatic has paired with Sony to market its MVP (Managed Video Playback) software with Sony's VideoStore file server. Channelmatic and Sony are competing with SeaChange International on a system bid for the Chicago Cable Interconnect, which plans to deliver targeted ads to five zones.

"MVP essentially is a Windows NT database approach," says Walsh. "It's a network server manager, with a central database and file manager, that talks to other servers. It talks to insertion control units [ICUs], which directly communicate with the VideoStore."

Since Sony's VideoStore is a 12-channel device, Walsh says, the MVP



# WE'RE PUTTING IT ALL TOGETHER FOR YOU

...bringing together  
the finest minds in the  
industry...

Grass Valley  
**LIGHTWORKS**  
Profile

TV/COMMUNICATION  
TEST PRODUCTS

...building on  
proven excellence,  
outstanding customer support,  
and innovative products...

...committing  
to open standards and fully  
integrated digital systems...

To bring you the best in test and  
measurement, on air, news, and  
on-the-go production systems.

SEE US AT NAB  
BOOTH #9313

Call us at 1-800-395-9478 ext. 601

**Tektronix**

<http://www.tek.com/VND>

software allows a system to be grown in 12-channel chunks. The software works in conjunction with Channelmatic's Netmate, a "smart switching" product that handles audio and video switching by cue-tone decoding.

"Store and forward is the general application in an interconnect," says Walsh. "In our system, all video would be stored in a main file server, which connects over a WAN with VideoStores at the headends. The remote site would include an ICU, a VideoStore and Netmate switching."

Walsh says that while all video for interconnect spots would be played initially from the central server, the headends would keep their existing ad insertion equipment to play local spots. Netmate would provide remote switching between interconnect and local spots.

Channelmatic also is pushing into the broadcast ad insertion market, both on its own and with its parent company IndeNet, which is seeking to replace the "dub and ship" method of spot delivery

with a digital satellite network (BROADCASTING & CABLE, March 25). Channelmatic is supplying IndeNet with Digital SpotServers, PC-based units derived from Channelmatic's single-channel-integrity products for cable ad insertion. Walsh says that Channelmatic also is developing a broadcast version of its MVP software to work with Sony's new Broadcast VideoStore.

SeaChange International (formerly SeaChange Technology) is taking the central server approach a step further with its new MediaCluster networking software, which it will show at NAB. According to Ed McGrath, SeaChange vice president of engineering, MediaCluster allows five SeaChange Video Server 100 units to act as a common storage unit via Fast Ethernet connections, providing extensive distributed storage capacity (up to 50 movies or 6,000 spots).

"Anyone can put together a network like that and use it to transfer files in a store-and-forward way," says

McGrath. "What's particularly challenging is being able to move video at committed bit rates without gaps in the delivery of video streams. We're running a proprietary protocol over those internal networks, and then we have standard TCPIP networking to get in and out of the system."

SeaChange will demonstrate MediaCluster in both spot- and movie-playback applications at NAB. One NVOD demonstration of MediaCluster will show a movie stored on one server playing out of another server's decoder.

"If somebody wanted to do 40 channels of PPV movies, they could just spread those movies across four servers, spread the decoders across four servers, and any decoder could play any movie," says McGrath. "With most other systems, you would have to move the movies around to make sure they were on the right server for playback. As you move into video on demand, that's not practical anymore." ■

## ASC serves it up in Miami

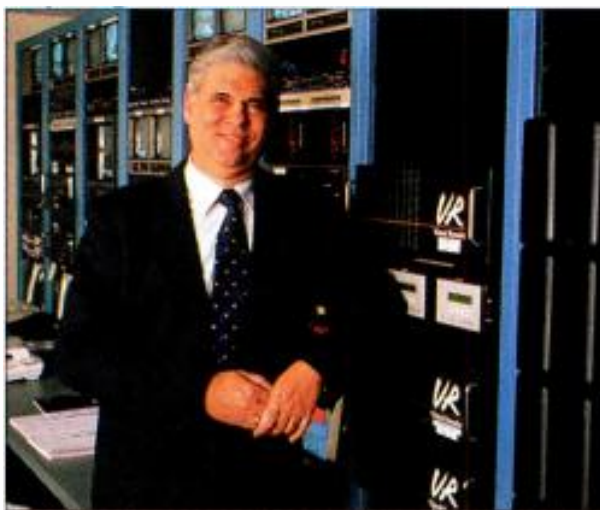
*Hero Productions uses 14 Virtual Recorders for playback*

By Glen Dickson

**H**ero Productions, a Miami-based teleport and production facility, is using a server system based on ASC Audio Video's digital disk recorder to perform spot playback, program playback and time-shifting for the cable networks it originates, including Travel Channel Latin America, HTV and GEMS Television.

"We originate 16 different network feeds, so we decided to go with server technology," says Hero President Robert Behar. "It's easier to play spots out of the server [than off tape machines]."

Hero's server configuration consists of 14 ASC Virtual Recorder units with accompanying RAID disk arrays. Three of the VR systems have extended RAID storage capacities—48 hours, 24 hours and 20 hours—while the rest are six-hour systems, says Behar. Hero



Robert Behar's Hero Productions uses ASC servers to originate 16 feeds

uses an average JPEG compression ratio of 7:1.

Behar says that Hero "investigated the marketplace thoroughly" before picking the VR at last year's NAB convention. After looking at servers and disk recorders from BTS, Tektronix, Sony and ASC, he says, Hero picked the VR system for the flexibility of its software and its price. Behar estimates that Hero spent slightly more than \$1

million on its ASC units, including \$250,000 on the 48-hour system that provides both program and spot playback for HTV, a 24-hour music channel.

"The first system came in a month after NAB, and it went on air two weeks later as a spot player," says Behar. "They've been very reliable.... We've lost only two disk drives, and with the RAID system, we haven't lost any airtime."

Hero's 24-hour system handles both spot playback and time delay for GEMS, which has 7 million subscribers in the U.S. and Latin America. Three GEMS feeds run off VRs—Latin America, U.S./Mexico and Argentina—with three different packages of targeted commercials.

"Before, we couldn't [target ads]," says Phil Dubs, GEMS director of operations and engineering. "We used to build one-hour integrated air reels, which come out to one-and-a-half times the air time. Twenty-four hours of air-time equals a 36-hour block, so we'd be building more than 100 hours of programming a day to run three networks. Beyond the one network, integrated tapes became an enormous administrative challenge. We didn't want to spend the money for a Sony LMS, then we found [that] the server had gotten to an economic and reliability point where we could do it." ■



# Allow us to clarify.

Utah Scientific, known briefly as Dynatech, re-asserts itself as the top name in routing technology.

Please make a note of it.



UTAH SCIENTIFIC

Routing Systems • Master Control • Delta Character Generators • Converters

Americas 1-801-575-8801 • Europe/Africa/Middle East 44-1635-521939 • Asia/Pacific 852-2868-1993 • [info@utsci.com](mailto:info@utsci.com) • <http://www.utsci.com>

© 1996 Utah Scientific, Inc.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# Telcos searching for *the server*

As phone companies move into video, they need file servers for VOD, other demands

By Richard Tedesco

**T**elcos are still in uncharted territory as they conduct trials of video services, and they're still in the process of selecting video file servers best suited to that purpose.

The most recent development was Tele-TV's selection of the Silicon Graphics Challenge server for the near-video-on-demand movies it plans to deliver in its launch of MMDS service this fall. Tele-TV had been using nCube machines in the trial Bell Atlantic has been conducting in Fairfax County, Va. With a limited field of players to choose from, it really wasn't a difficult choice.

"The technology isn't quite there yet," says Ed Grebow, Tele-TV president. "They each have their problems. Some companies are better at the hardware; some are better at the software."

And some major technology companies that promised to come to market with products never delivered, including Sony, AT&T and IBM.

One prominent entrant in the market last year is now being put through its paces in suburban Atlanta, where BellSouth has begun a technical trial in what will be a 12,000-household test in Chamblee, Ga. The Hewlett-Packard MediaStream Server is the unit BellSouth selected, largely for its versatile functionality, according to Tom Danner, director of architecture for Bell-



Among the servers employed by telcos are the H-P MediaStream (l) and Alphaserver 8400.



MediaStream unit—one at the moment—to deliver VOD to one household in a 600-household test in San Jose, Calif. It's also being "tweaked" in lab tests by PacTel before using it more widely as the San Jose test proceeds,

South Interactive Media.

The HP MediaStream Server can be used for near-VOD or VOD, according to Danner, who says it will be operating in a SONET video interface environment in Chamblee.

At this point, the MediaStream is being used for a production environment where it supports 300 video streams and handles 200 hours of online storage. The other distribution system, for transmitting video, is much less demanding, Danner says. Several other entertainment-related applications, including other interactive services, are contemplated.

BellSouth has its own estimates on the support capacity of the MediaStream units, but declines to discuss just what sort of configuration it will employ in delivering video streams to Chamblee subscribers.

Pacific Telesis also is using the

according to a PacTel spokesman.

A prime asset the telcos seek in servers is scalability. That's a principal quality of the AlphaServer units Digital Equipment Corp. is supplying to Ameritech, Nynex and US West. The DEC AlphaServer 8400, powered by a 64-bit 21164 Alpha chip, can be configured for a memory capacity of 14 GB.

"The name of the game in ITV is cost per stream," says Stephen George, DEC marketing manager. And ultimately, one might add, the revenue return on each of those streams. At this stage, those numbers remain largely undetermined, since there is no business for the telco TV ventures. And the respective players still are waiting for the ideal video file server to arrive on the scene.

"There is still room for someone to dominate," says Ed Grebow. "There will be someone who will come up with *the machine*." ■

## CityCable launches new SeaChange server



Warner Cable sends out 18 hours of spots each day over SeaChange 100s.

SeaChange International's new Video Server 100 is up and running at Time Warner CityCable in New York, allowing the Manhattan operator to expand its digital ad insertion channels by working in conjunction with an existing SeaChange system.

CityCable has been using SeaChange's first-generation "single-channel integrity" system to distribute 18 hours of spots daily on 16 channels over a fiber ring through Manhattan, Brooklyn and Queens (BROADCASTING & CABLE, NOV. 13, 1995). Last Monday (April 1), the system's VideoServer

100 went online in its Manhattan headend, expanding the hours of insertion to 21.

"We added CNNfn, which we're running in conjunction with MSG, and we switched a couple of networks in zone 5 [lower Manhattan]," says Tom Walsh, CityCable vice president of finance and operations. Walsh says that CityCable now is able to run 21 channels of spots in both Queens and Manhattan, and eight in Brooklyn. The Video Server eventually will add 24 digital ad channels, allowing CityCable to achieve distribution parity in its three zones.

Walsh says that the final configuration will have to wait until demodulators for CityCable's fiber nodes are installed. But Time Warner is committed to geographically targeted advertising and has been steadily upgrading its fiber infrastructure in Manhattan.

—GD

**RIDE THE WAVE . . . OR BE LEFT IN ITS WAKE**



## **WAVEPHORE NETWORKS**

*WavePhore Networks deliver information to PCs for pennies via small dish satellite receiver, VBI, FM subcarrier or TV in-band.*



## **WAVEPHORE NEWSCAST**

*We bring the world to your desktop.  
The right news, the right time, the right platform and the right price.*



## **MULTIMEDIA DATACASTING**

*Wireless data applications,  
Internet broadcasting and TV on your desktop, distance learning/Videconferencing, Inter/Intranet enabled.*

**Catch the wave at NAB booth I-3367**

(Inside Multimedia World at the Sands ExpoCenter). Visit our website at <http://wavephore.com>



WavePhore Inc. • 2601 W. Broadway • Tempe, AZ 85282

Phone (602)438-8700 • Fax (602)438-8890

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

Tremendous opportunity to be the next Program Director! Looking for an innovative, proven winner who's a great coach and leader. If you're interested in this excellent opportunity, please send resume and references to: Jim McLendon, Oldies 99Ways, P.O. Box 5008, Macon, GA 31213. WAYS is an Equal Opportunity Employer.

**Sales Manager** Chicago/Western Suburbs is looking for a proven leader with dynamic sales and communication abilities. General knowledge in radio/media industry, minimum of five years major market experience. This is a great opportunity for an experienced sales manager who wants to be a part of a great team. Send detailed resume and cover letter. Reply to Box 00754 EOE.

**General Manager.** Group owner in Texas looking for GM who knows how to put an aggressive sales team together. Must be hands-on. Attractive bonus for performance. Send resume and salary history to Box 00752 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.

**Top Rated,** resort market radio station needs a top rated account executive. If you are looking for above average compensation and an opportunity to grow with a growing group, this position might be your ticket to success. If you have what it takes, this position comes complete with a significant active list. Send resume to Don Bailey, WQHQ, P.O. Box U, Salisbury, Md. 21802. E.O.E.

### 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.

**Chief Engineer** WMAZ/WAYS, Macon, Georgia. 50KW, 5 tower DA; Class C FM. We are looking for an experienced RF and studio engineer who is a motivated self starter with a proven track record to maintain and fine tune our 1st class technical plant and our #1 stations. General Class FCC License. Prefer SBE certification. Resume and references to Jim McLendon, General Manager, P.O. Box 5008, Macon, GA 31213. WMAZ/WAYS is an Equal Opportunity Employer.

### HELP WANTED NEWS

**Sports Director:** KDLR/KDVL, Devils Lake, ND interviewing for a sports/news person. Requires play by play in football, basketball, hockey. Resume and tape to: General Manager, Box 190, Devils Lake, ND 58301. EOE.

**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 PRODUCTION

#### Help Lead America's #1 Ranked Sports Station



**WKNR, Flagship of the American League Champion Cleveland Indians, is looking for an Executive Producer to lead America's top ranked All Sports Radio Station.** If you are an experienced radio Sports or Talk producer with strong management skills, who knows how to book great guests and build winning shows, send your resume to: Debbie Williams, Human Resources, WKNR SportsRADIO, 9446 Broadview Rd., Cleveland OH 44147. No phone calls.

An Equal Opportunity Employer, MF

### HELP WANTED PROGRAMMING

**Director of Programming and Operations.** WKSU Radio, Ohio's leading public radio service, is seeking a talented person to work closely with management in the development of short and long-range programming and operations objectives for the station. Responsibilities include program acquisition and scheduling; the development, implementation, and supervision of all programming and operation staff; insuring compliance with all rules, regulations, and contracts related to programming and operations; assisting with fund raising and promotion initiatives. Other duties as required. The successful candidate will have an excellent working knowledge and/or appreciation of classical music as well as news and public affairs, and at least three years experience in public or commercial radio management or supervision. Must be knowledgeable in audience building techniques, audience research, promotion, operations, and national audio production/distribution. TQM experience helpful. Applications accepted until April 26, 1996 or until the position is filled. Submit resume and three letters of reference to: PD Search Committee, WKSU Radio, Kent State University, P.O. Box 5190, Kent, OH 44242-0001. Equal Opportunity/Affirmative Action Employer.

### 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 megapoly 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

**Problems with ASCAP, BMI, SESAC?** Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

**General Manager-** Exceptional credentials, outstanding performance record in small/mid size market development. Have led two operations to record revenues and audience levels. Seeking new challenge with stable, successful committed ownership. 603-239-7247.

### SITUATIONS WANTED SALES

**Sales Manager.** Team-builder who produces winning results! 15 years of radio and cable sales/management experience. Specifically Colorado or South/Southwest. Call 815-229-5228.

**Experienced Salesman seeks small market opportunity!** Sales promotions, local news and sports, packages, production my forte. Southwest or South preferred! Dick 1-817-692-4116.

### SITUATIONS WANTED ANNOUNCER

**Southeastern radio stations:** Benefit from my 30 plus years of announcing, production and engineering experience! Last 7 years with the VOA. Call Alex 513-777-8423.

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

## TELEVISION

## HELP WANTED MANAGEMENT

# Vice President - Operations

Tele-TV Systems, an industry-leading provider of linear and interactive digital entertainment systems, is seeking a VP of Operations to manage our operations nationwide. The incumbent will be responsible for building, operating and maintaining the national operations center for centralized operation and control of linear and interactive television systems in the northeast, mid-Atlantic and western states, with expansion likely over time.

Headquartered in Northern Virginia, the incumbent will report to the Senior Vice President of Operations, with an initial staff of 15 and responsibility for recruiting a large number of additional staff to meet the rapid expansion of the business.

To qualify, you must have strong television and computer technical operations experience to include managing large systems, administering technical support functions, recruiting and managing technical staff, and all the traditional day-to-day operational functions of television and computer network systems. A BA degree in a technical discipline is preferred and a Masters is a decided plus.

Tele-TV offers an attractive salary and benefits package and an opportunity to make your mark with a pioneering enterprise. For consideration, forward your resume to: Jeff Bryan, Director of Human Resources, Tele-TV, 1880 Campus Commons Drive, Reston, VA 22091; FAX: 703-810-1748; e-mail: jrbryan@tele-tv.com. Equal Opportunity Employer.



TELE-TV.

The world's leading interactive TV company.

Tele-TV is a new media joint venture of Bell Atlantic, NYNEX, and Pacific Telesis Group.

## PAXSON COMMUNICATIONS CORP.

We are expanding our television group and are in search of several experienced, sales oriented General Managers. We are an entrepreneurial, rapidly expanding company. You know how to produce results, are presently employed, but crave a new challenge as well as career growth. We can talk with you at NAB. Call or fax:

**Jim Bocock, President-Paxson Communication Corporation**  
 601 Clearwater Park Road  
 West Palm Beach, Florida 33401.  
 407-659-4122. Fax 407-659-4252

*An Equal Opportunity Employer.*

**Television Traffic Management position:** Hispanic Television Network seeks experienced TV/Radio Traffic management for Asst. Manager position. Columbine preferred. Must be organized, detail oriented, aggressive, self-motivated, team player, and career minded. Bilingual a plus. Competitive salary, excellent benefits pkg, and Sunny South Florida weather, year round. Fax resume to 305-884-3542. No phone calls.

**General Sales Manager** Group owned NBC station in the 60th market is looking for a GSM with a proven track record of success. You will need a minimum of 3 years experience as an LSM or NSM. prior GSM experience is preferred. Skills needed are: aggressive pricing, inventory control, excellent people skills, a positive motivating style and development of sales promotions. Our station was CBS, now NBC and is going through the roof! FAX(810)687-8989 or send a resume to: General Manager, WEYI-TV, 2225 W. Willard Road, Clio, MI 48420. M/F EOE.

## HELP WANTED SALES

**National Sales Manager:** CBS affiliate in desirable 40th market seeks experienced individual to manage sales to national advertisers. NSM works with Katz Television, WTKR's national rep firm, advertising agencies, and the local contacts of national retailers, franchises, and distributors. Fax resumes to Anne Cordts, GSM, WTKR NewsChannel 3, 804-446-1385. No phone calls. EOE.

**Local Sales Manager:** KABB-FOX29, and our new LMA station KRRT-UPN35, have 48 hours each day of the best programs on TV to sell! If you are up to the challenge and would like to live in beautiful, sunny San Antonio (the 9th largest city in the US), fax your resume to: Don Locke, GSM, (210)442-6351. An Equal Opportunity Employer.

**Local Sales Manager.** Chicago independent TV station seeks individual who has a minimum of five years experience selling non-rated programs for cable, radio or TV. Cable or small market experience very important. Demonstrated ability to hire, manage and motivate sales people. \$80,000 plus over-ride. Send resume to P.O. Box 8559, Chicago, IL 60680-8559. Women and minorities are encouraged to apply.

**Local Account Executive.** WTTV, a River City Broadcasting station, is seeking an experienced Account Executive. WTTV, Indiana's Sports Station, is the broadcast home of Indiana, Purdue, Big Ten and Pacers basketball. TTV4 is a UPN affiliate and owns syndication rights to premier programming such as: Home Improvement, Seinfeld, Mad About You, Frasier and The X-Files. The ideal candidate will provide a proven track record with a minimum of four years successful TV sales experience. This person will have complete knowledge of the Nielsen Rating Service and possess excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing, progressive company. Pre-employment drug testing required. Women and minorities are encouraged to apply. EOE. Please send resume and cover letter to: WTTV-4, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

**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. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: lkk@odetics.com, Fax#(714)780-7999 or mail to: Linda Krummy, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802 EOE M/F/H/V.

## HELP WANTED TECHNICAL

**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.

**Account Executive-Local Sales:** CBS affiliate in desirable 40th market seeks experienced AE to sell commercial advertising time and production services to local advertisers and/or advertising agencies for station who ranks #1 in local market demos. Fax resumes to Anne Cordts, GSM, WTKR NewsChannel 3, 804-446-1385. 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  
FINANCIAL & ACCOUNTING

**Business Manager - WFXI-TV Morehead City** is looking for a Business Manager. A solid background in accounting and management is required. Flexibility, time management, strong communication skills, and an ability to interact with all levels of staff and management are necessary. Must be computer literate with Excel/Lotus spreadsheet experience. Duties include supervision of station financial and personnel functions, preparation of annual capital/operating budgets and financial analysis. Women and minorities are encouraged to apply. WFXI-TV is an Equal Opportunity Employer. Send resume and cover letter to: General Manager, WFXI-TV, P.O. Box 20669, Morehead City, NC 28557.

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

Send resume/tape to:

Box \_\_\_\_\_,

245 West 17th St.,

New York, New York 10011

**Galaxy Latin America™ (GLA™)** will deliver the first all digital direct-to-home satellite broadcast service to Latin America. This service, DIRECTV™, will provide over 200 channels of movies, sports and entertainment programming in Spanish, Portuguese and English to Mexico, Central and South America and the Caribbean. GLA currently has several openings for its Network Management Centers.

## NETWORK SUPERVISORS

Will supervise the Network Controllers, handle special network management projects and act as a primary point of contact between the regional broadcast centers in Latin America and the California Broadcast Center in Long Beach, CA. Will also assist in establishing Standard Operating Procedures for monitoring the Network. Three to five years experience in the satellite or broadcast TV industries is highly desirable. Proficiency with computers and previous supervisory experience are imperative.

**Job code: NCS**

## NETWORK CONTROLLERS

Will monitor and troubleshoot video, audio and data components as well as coordinate with the regional broadcast centers in Latin America and Long Beach, CA to ensure Network Quality. One to three years experience in the satellite or TV broadcast industries and strong computer skills are required. **Job code: NC**

A BA/BS in Telecommunications or Broadcast TV or equivalent experience is highly desired. Fluency in either Portuguese or Spanish, and a willingness to work on shift rotation, including nights, weekends and holidays required.

In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please fax your resume to: **(954) 351-7112, indicating appropriate job code. No phone calls, please.** An Equal Opportunity/Affirmative Action Employer.



**Videographer:** Full time videographer/editor in Santa Barbara news bureau. Applicant should have videography and editing experience. Send non-returnable tape and resume to Kelly Teel/Chief Photographer/M, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

**Systems Operator and Computer Service Provider** Conus Communications is looking for an applicant that has experience administrating a Novell Network with DOS, Windows, and Macintosh workstations and providing user support in a multi-platform environment. Experience with light Mac and PC maintenance as well as good working knowledge of PC and Mac hardware architecture, experience or training in the maintenance of broadcast equipment. The person who fills this position will assist all Conus departments with the use of individual computer software applications as well as maintaining the underlying network hardware and software of the Conus Information System. Submit resume and references to: Conus Communications, Amy J. Stedman, Job #63-96, 3415 University Ave., St. Paul, MN 55114. No Telephone Calls Please. EOE.

**Satellite Truck Operator:** Experienced Sat Truck Operator wanted for use with one year old state of art WolfCoach truck, dual thread, all the bells and whistles. Operator must have experience as videographer; will be required to shoot on down days, CDL preferred, with clean driving record. Minimum two (2) years as satellite truck operator required. Minimum two (2) years as news photographer desired. Only hard working pros need apply. Resume and tape: Dave Mathews, ENG Supervisor, KOAT-TV 3801 Carlisle Blvd. NE, Albuquerque, NM 87107. Drug-Free Workplace "Equal Opportunity Employer"

**Research Specialist:** New World Sales and Marketing NY offers a unique opportunity within its Research and Technology Department. Incumbent will participate in program analysis as well as the production of targeted sales and marketing materials for both national spot and syndication ad sales. This position requires a creative individual with experience in related functions and the ability to produce effective sales/marketing campaigns using both quantitative and qualitative audience/consumer measurement systems. Proficiency with PC-based software required. Mail resume to: New World Sales and Marketing, 625 Madison Avenue, NY, NY 10022, Attn: Joe Mazzo. No phone calls.

**Studio Engineer:** Gulf Coast UHF station. Immediate opening for qualified Studio Engineer. Strong studio and production equipment maintenance background required. Should be proficient with the following: PC and Newsroom computers, Betacam SP and 1", Utah Scientific Switchers. Microwave and UHF transmitter experience a plus. EOE. Send resume and salary history to: Jack Dillon, WBSV-TV, 2065 Cantu Court, Sarasota, FL 34232.

**Field Service Engineer -Broadcast Service.** Responsibilities include installation and training of Odetics Cart Machines and associated products at the customer's location. Position requires a strong background in digital and analog electronics, solid mechanical aptitude, experience with current technology PC based products and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X/4.X products and Microsoft NT are highly desirable. Requires travel both domestic and international. Position is based out of Anaheim, California. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: lkk@odetics.com, Fax#(714)780-7999 or mail to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE M/F/H/V.



**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 202-775-4363.

**Television Maintenance Engineer:** Maintenance Engineer to support broadcast-quality university TV production and conference facility producing academic, distance learning and broadcast projects. Requires Associate's degree in electronics or equivalent experience as a television technician in a broadcast or academic production facility. Studio control and MC operations experience. Emphasis on maintaining and repairing state-of-the-art cameras, switchers/routers, videotape formats (especially Betacam and D2), editors, digital effects, graphics, fiber optic transmission systems, large screen video projection, satellite downlinks and transmission procedures. Knowledge of analog and digital video standards required. Will work directly with professional staff and students. No sign language skills required at time of application, but must be willing to learn and show proficiency within a reasonable period of time. Salary range 30K to 35K, depending upon qualifications and experience. Excellent benefits. To apply, send resume or come to: Gallaudet University, Personnel Office, College Hall, Room 106, 800 Florida Avenue, NE, Washington, DC 20002-3695. EEO/Women and minorities are encouraged to apply.

**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:** Accepting applications for the position of Chief Engineer. Responsibilities will include the management of operations and maintenance technicians of an ABC affiliate. Will ensure compliance with broadcast standards, FCC, FAA and EBS regulations. The correct candidate should have 3 to 5 years experience as Chief or Assistant Chief Engineer. Strong studio maintenance and computer experience is needed. Send resume to: T.J. Vaughan, WAND-TV, 904 Southside Drive, Decatur, IL 62521. EOE.

**Chief Engineer:** Progressive group owned station in the Southeast is in search of Engineering/Operations Manager to join team of professionals. 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 29602. EOE.

**Chief Engineer KUHT Television,** an auxiliary enterprise of the University of Houston, is seeking a Chief Engineer to lead its Engineering Department through technical and operational challenges into the future. This position requires a working knowledge of VHF and UHF transmission systems, digital multi-channel automation, studio and overall technical operations. The ideal candidate will have previous supervisory experience, including: personnel, budgetary, and strategic planning. A BSEE or BSEET is required (Equivalent professional experience and education may substitute.) as well as a General Class FCC Radio Telephone Certificate and knowledge of current FCC rules and regulations applicable to a network television broadcasting environment. Also required: SBE certification or equivalent professional recognition of technical accomplishment. Technical facility design and construction experience is a plus. This is a full time position with a good benefits package which is currently open. Interested candidates should send a letter of application, including resume and three professional references to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, Texas 77004, postmarked by April 26, 1996. Minorities and women are encouraged to apply. The University of Houston is an equal opportunity employer.

HELP WANTED NEWS



Hearst Broadcasting

METEOROLOGIST

WDTN-TV, a division of the Hearst Corporation, has an opening for a full-time staff position as a Weekend Meteorologist. Degree Meteorologist preferred.

Applicant should have a minimum of two years experience in television broadcasting. He/she should have experience on weather computer graphics systems (we have the Kavoras Trion 17) and should be able to do forecasting. The position also requires the candidate to report three days a week. This reporting could include science, environmental, health or arts reporting. Candidate should also be able to do live shots.

Please send non-returnable tape, resume and references to Personnel Adm., WDTN-TV, P.O. Box 741, Dayton, OH 45401.

No phone calls please.

EOE  
M/V/H/D

SPORTS REPORTER/PRODUCER



WDTN-TV, a division of the Hearst Corporation, seeks an experienced Sports Reporter/ Producer. Person should have the ability to gather, write, produce and present stories for air. He/she should also have thorough experience with editing and shooting, and should be prepared to shoot, edit and produce every day. We need an idea person with a creative eye. Candidate should have good on-air presence. Candidate should be able to do occasional live shots and fill in anchoring. Person must have a thorough knowledge of sports and must be a quick study with the local sports scene.

We want someone who comes in every day with great local story ideas. Person should be flexible to the needs of the sports world and sports department. We need a person who is HUNGRY to work within a sports team that is committed to being the best in the state. No beginners please!

Please send non-returnable tape with shooting, editing, producing and on-air examples;



resume and references to Personnel Adm., WDTN-TV, P.O. Box 741, Dayton, OH 45401.

No phone calls please.  
EOE M/V/H/D



Hearst Broadcasting



REPORTER

Conus Communications in Washington DC is looking for a Reporter that has extensive experience in DC and with the Political scene. If you're not a beginner and you bring fire and desire to everything you do, don't hesitate to apply! Excellent writing, packaging skills and on air demeanor. Experience with live ENG or ENG reporting. Computer literacy a plus. Submit resumes and non returnable tapes to:

Conus Communications  
Amy Stedman, Job #25 - 96  
3415 University Ave.  
St. Paul, MN 55114

No phone calls please.  
Equal Opportunity Employer.

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

## 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.



PRODUCER

Conus Communications wants a Producer with a commitment to news as a profession with lots of ideas and energy. Preparation and production of TV news material, write/edit news copy for anchor voice-overs and write/produce reporter packages. Send a resume and non-returnable tape to:

Conus Communications  
Amy Stedman, Job #31-96  
3415 University Avenue  
St. Paul, MN 55114

No phone calls please.  
Equal Opportunity Employer

**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.

**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.

**Reporter:** We are searching for a digger who knows how to work a beat, develop sources, produce focused, unique packages and loves "live." College degree and two years of experience. Send 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.

**Reporter -** Richmond's #1 news organization, WWBT, is looking for an outstanding broadcast reporter. Live experience a must. 2 years experience required. Send non-returnable demo tape and resume to Ms. Nancy Kent, News Manager, WWBT, P.O. Box 12, Richmond, VA 23218. No phone calls please. EOE. MFD.

**Producer.** If you are a producer looking for a new challenge - a great Midwest television station has the opportunity of a life time for you! We're looking for an experienced producer for an award winning investigative unit. "Contact 16" takes calls from viewers and helps solve their problems. The stories range from indepth investigative pieces to emotional, light hearted packages. We need a producer who is organized, creative and self-motivated. The producer should be a great writer and have interviewing experience. This is a rare opportunity for a producer to put his/her creativity to use! Please submit resume and non-returnable tape to: The WNDU Stations, Attn: Human Resources, Position #00136, P.O. Box 1616, South Bend, IN 46637. No Calls!

**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 Photographer/Editor:** Primarily a shooting position, with some editing required. This person will videotape news and sports events using broadcast quality video and audio equipment. Candidates must have good eye for visuals and able to capture the events as they unfold. Candidates must have working knowledge of NPPA-style or equivalent shooting techniques. No beginners, please. Minimum of two(2) years experience shooting and editing with BETA.U-MATIC and/or SVHS tape formats with commercial news operations. Live microwave and/or satellite truck experience helpful. College degree in TV or Journalism a plus. Clean driving record a must. Resume and tape: Dave Mathews, ENG Supervisor, KOAT-TV 3801 Carlisle Blvd NE Albuquerque, NM 87107. Drug free workplace\*Equal Opportunity Employer\*

**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** 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 Director:** Fox affiliate in small NE market seeks News Director to oversee entire news operation. We need someone with strong journalism background and "take no prisoners" attitude. You must be creative, assertive and have a sense of vision. You must have the ability to teach an eager but young staff and to establish contacts in the market. Experience as a producer or E.P. a must. Send resume and statement of philosophy. Reply to Box 00753 EOE.

**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 anon-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.

**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@wgtp.com. EOE/M/F.

**Meteorologist.** Top southeastern station is looking for a Meteorologist for the early morning newscasts. Individual will also be responsible for handling all severe weather alerts. AMS Seal preferred but not required. Send resume and tape to Box 00751 EOE.

**Help Wanted:** WKBN TV has an immediate opening for an 11 p.m. News Producer. Applicants must have excellent news writing skills and previous news production experience. Send video tape and resume to Gary Hanson, News Director, WKBN TV, 3930 Sunset Boulevard, Youngstown, Ohio 44512. EEO. 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.

**Producer/Editor** Immediate opening for sports-oriented Producer/Editor in South Florida. International sports production group seeks a multifaceted, creative, sports Producer/Editor with a minimum of five years experience planning, writing and editing features, news packages and/or home videos. Some live production and travel required. Avid and other non-linear experience a plus. Send tapes and resume to Marty Corwin at Don King Productions, Inc. 871 W. Oakland Park Blvd., Ft. Lauderdale, FL 33311. No phone calls please.

**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.

**Editor:** Top-rated CBS affiliate has an immediate opening for a Computer Editor in Creative Services Department. Candidate should have a minimum of two years experience with DVE, Grass Valley switching and computer editing. Non-linear editing experience a plus! Technical ability with a creative flair is essential. Send resume, tape and salary requirements to Sandy Fowler-Jones, Program Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An Equal Opportunity Employer.

**Chief Photographer:** WROC-TV 8, the CBS affiliate in Rochester, New York, has an immediate opening for an experienced Chief Photographer. The successful candidate must be able to teach, inspire and lead our staff of photojournalists. Must have 2-4 years broadcast news photography experience. Management skills essential. Please send resume, references and videotape to: Holly Steuart, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

**Assistant News Director** KSTP-TV's looking for a dynamo to lead the great journalists of Eyewitness News. Must have drive, desire and vision. Tell me why you should join our killer news team. Dean Bunting, News Director. Submit resumes to: Human Resources, KSTP-TV, Job #76-96, 3415 University Ave., St. Paul, MN 55114. Equal Opportunity Employer.

**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.

**Assignment Editor** needed for KOTV, the A.H. Belo station in Tulsa. We need someone with strong editorial judgment, full knowledge of ENG and SNG, exceptional logistical skills, the ability to calmly lead under pressure, and a wealth of good story ideas. If you have at least one year's TV news desk experience, a bachelor's degree, strong people-management and time-management skills and an interest in joining an outstanding broadcast news organization, rush a list of your greatest accomplishments on the desk, resume and references to News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. EOE/AA.

**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.

HELP WANTED PROMOTION

**NBC**

**WRITER/PRODUCERS**

America's #1 Network is looking for the best promo writer/producers in the country.

If you feel you can make the cut, send tape and resume to:

**NBC, Room 235  
3000 West Alameda Avenue  
Burbank, CA 91523**

*NBC is an Equal  
Opportunity Employer  
No Phone Calls Please*



HELP WANTED ADMINISTRATION

**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 in our Anaheim, CA location. Experience in the television broadcast industry either as a 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. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: lkk@odetics.com, Fax#(714)780-7999 or mail to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE M/F/H/V.

HELP WANTED RESEARCH

**Research Analyst.** Responsible for maintenance of TVScan avail system, including program changes, estimates, rationale and loading sweep book. Input and maintain rate card system. Maintain a sports and specials track book. Maintain the Nielsen Micronode computer system for utilization by sales, research and station management. Interact with national rep. 1+ years of broadcast experience. Familiar with Nielsen ratings. Knowledge of Word for Windows, Excel, Powerpoint, Harvard Graphics and Corel helpful. Send resumes to: Human Resources/Research Analyst, WPBF/WTVX, 3970 RCA Boulevard, Suite #7007, Palm Beach Gardens, FL 33410.

FOX BROADCASTING COMPANY

**RESEARCH ANALYST**

**Fox Broadcasting Company** has an excellent opportunity available for a Research Analyst in our New York Research and Marketing Department.

In this position, you will be responsible for processing ratings data, working with both national and local rating computer databases, as well as assisting in the production of sales sports and marketing pieces.

The selected candidate will have computer proficiency and excellent written and verbal communication skills. Requires 1-2 years' research experience, and working knowledge of Nielsen MicroNode, Dailies Plus, Lotus 1-2-3 and/or Excel.

For consideration, please send resume and cover letter to: **Fox Broadcasting Company, 1211 Avenue of the Americas, 3rd Floor, Research & Marketing Dept., New York, NY 10036.**

No phone calls please. Equal Opportunity Employer.



HELP WANTED PRODUCTION

**News Producer**

WCVB-TV, New England's number one television news operation, is looking for a dynamic television journalist to take the reins of one of our main evening newscasts. This person must excel in both the areas of newscast production and newscasts. The ideal candidate must have a proven track record of producing compelling newscasts. If you're up to the challenge of working in the nation's sixth largest market, then come join our team of talented individuals.

To be considered send your resume and a brief description of your news philosophy to: Willie Chrisman, Assistant News Director, WCVB-TV, 5 TV Place, Needham, MA 02194. Fax: (617) 433-4544. No phone calls, please. WCVB is an equal opportunity employer. Minorities are encouraged to apply.



WCVB-TV  
BOSTON

**VIDEOGRAPHER**

Conus Communications in Washington DC is looking for a qualified individual with experience in shooting and editing for news programs. Experience in Washington, DC not required but a plus. Must be proficient in beta off-line editing, shooting news conferences, hearings, interviews, stakeouts, live shots and setting up IFB. Experience in working in cooperative news operations involving more than one company. Excellent communications skills. Knowledge of news gathering and processing techniques. Ability to set priorities and work well with others. Submit resumes to:

Conus Communications  
Amy Stedman, Job #52-96  
3415 University Avenue  
St. Paul, MN 55114

No phone calls please.  
Equal Opportunity Employer.

**Director, Graphics and Post Production.**

Capital Cities/ABC, Inc. is seeking a highly motivated individual with at least 5 years of experience in electronic graphics, post production and computer technology to join us on Manhattan's upper west side. As a key member of our team, you will be expected to formulate a strategy incorporating new digital and ATV standards into existing operations, develop distinctive show "locks" while working in partnership with production personnel, administer substantial capital and operating budgets, and manage a diverse workforce. To qualify, you must also be fully versed in off-line production and editing techniques, and possess a thorough knowledge of graphic design and the latest computer technologies and software development. We offer a competitive salary, comprehensive benefits and opportunity for growth. For consideration, send your resume to:



Employee Relations, Dept. JK/PP,  
Capital Cities/ABC, Inc.,  
77 West 66th Street,  
New York, NY 10023.

We are an equal opportunity employer.

**Promotion Producer** - NEWS12 has a great opportunity for a creative individual in the Westchester/Connecticut area. The successful candidate will have 2 years of TV promotion experience, excellent writing, producing and editing skills and a love for news. Experience in a start-up and re-launch operation helpful. Send non-returnable tape and resume to: PO Box 999-PM, Woodbury, NY 11797. EOE. No phone calls please.

**Production Manager:** Production Manager for All News Channel- a 24 hour national news channel distributed on Direct Broadcast Satellite. Three to five year experience directing television news programs. Previous production management experience desired. Must be able to call and switch news programs. College degree preferred. Proficient operating Grass Valley Switcher and Ampex ADO 100, Broad technical knowledge desired. Chyron and Toaster graphics experience a plus. Work well under deadline pressure. Conus Communications, Amy J. Stedman, Job #73-96, 3415 University Ave., St Paul, MN 55114. No Telephone Calls Please. EOE.

**V/R-Graphic Artist:** WABC-TV, NY seeks vacation relief (fulltime) computer graphic artist. Experience with Quantel Paintbox, Digital F/X, Macintosh, and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Video Editor.** St. Louis based post production company seeks Video Editor for commercial production work. Experience with CMX, Abekas switchers and DVE's, Chyron Infinite preferred. Camera and Avid Composer experience a plus. Good client skills and the ability to work flexible hours a requirement, 3-5 years experience necessary. Application deadline April 30. Please send resume, reel and salary history to: Video Editor, KETC, Attn: Jan Claverie, 6996 Millbrook Boulevard, St. Louis, MO 63130. EOE.

**Fox News Producer.** Experienced, creative, non-traditional thinker to produce one year old 10PM newscast. Strong writing, good news judgement, and a FOX frame of mind are what you need for this management oriented position. Previous FOX news experience is in your favor. Send resume, non-returnable tape, and salary history to Linda Gray, WSYT, 1000 James Street, Syracuse, NY 13202. EOE.

**Former Network T.V. News Producer** sought for lucrative (\$75K+) NYC, Chicago, D.C., S.F., Atlanta or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court #502, Miami, FL 33133.

**Experienced Producers and Editors** for International Christian Ministry located in America's finest city, San Diego, CA. Produce daily 30 minute program and associated segments. Degree or equivalent experience required. Must have working knowledge of Grass Valley Edit Suite (Grass VPE 151 Editor, 200 Switcher, 1" and D-3 tape machines). Send resume and tape to Morris Cerullo World Evangelism, P.O. Box 85277, San Diego, CA 92186. Attention: Glandon C. Broome. Fax (619)277-5111.

**Animator/Graphic Artist:** Multi-award winning television design department seeks animated, artistic, computer savvy Mac guru. We're looking for a wildly talented animator/graphic artist who will make our full blown 9500 sing. If you crave challenge and have a desire to create cutting edge animation and eye popping print, send us your reel today. You need 1-3 years experience in computer design with extensive knowledge of Photoshop, Adobe Illustrator and Quark and knowledge of Infini-D is a real plus. This position requires vision, commitment, adaptability and quick reflexes. Send your resume and your reel to David Welsh, Promotions Director, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

**Broadcast Designer** WCCO-TV, CBS O&O is seeking a high-end Designer with Harriet and Mac experience for News, Promotion and Programming graphic needs. Send tape and resume to Mike Radogna, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

**Attention: Cable Advertisers**

Please contact Antoinette Fasulo @ 212.337.7073  
or Fax 212.206.8327 for BROADCASTING & CABLE'S  
new, special CABLE CLASSIFIED DISPLAY AD RATES!

**HELP WANTED PROGRAMMING**

**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**

**Talk Show Host.** Pittsburgh's, NBC affiliate, WPXI-TV is seeking a dynamic interviewer, who's not afraid to share his/her opinions, to host a Prime Time nightly talk show for its local cable news channel, PCNC. Our host must be well read, quick on their feet ready to learn about the movers, shakers, and everyday people of our area. Topics will range from news of the day, to politics, to entertainment, to sports. You must be quick on your feet and dedicated to making viewers make this show the topic of their conversation the next morning. At least 3 years talk show hosting experience required. Send tape and resume to Scott Jones, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

**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

**RESUME TAPES**

**Career Videos** prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 847-272-2917.

**VIDEO SERVICES**

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

**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/>

**CABLE**

**HELP WANTED PROMOTION**

**Consumer Promotion Manager**

USA

USA Network and the Sci-Fi Channel is looking for a sharp, talented pro. We'll rely on you to perform in a pro-active manner, seeking out and executing marketing opportunities for both networks as well as value-added opportunities for Ad Sales clients. Additionally, you'll assist in client presentations, oversee the execution and implementation of promotions including on-air production, client relations, and internal administration.

**Requirements include:** a college degree and 3-5 years experience developing and executing media promotions, previous supervisory experience as well as the management of client and advertiser relations.

We offer a competitive salary and comprehensive benefits in a creative environment conducive to growth. For consideration, please mail or fax your resume with cover letter and salary history (resumes with salary history will be given first consideration) to:

**USA NETWORKS**

Human Resources Department CPM3  
 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 PROGRAMMING**

**Director Financial Program Executive**

New Financial Programming Cable Network start-up seeks highly qualified Programming Executive. Must have experience in creating programming, with a thorough knowledge of the entire production process from writing/producing to field gathering to studio to post-production. A proven history of successful programming management is essential. The successful candidate also will be fluent in financial and investment issues. You must be able to conceive of and execute programming ideas that inform and educate viewers about these topics.  
 Atlanta Base.

Fax Resume 404-364-1625.

**HELP WANTED SALES**

**Media Research Assistant:** Assist sales staff by prioritizing research and marketing projects, generating detailed data analysis and client presentations, and maintaining databases. Computer literacy and proficiency in TV media measurements required. Send resume to: CT Cable Advertising, D. Salonia. P.O. Box 4222, Kensington, CT 06037-4222. FAX: (860)505-3352. Drug Test Required. EOE M/F/D/V.

**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

**Graphics Artist:** NorthWest Cable News, a 24-hour news network in Seattle, is seeking a Graphics Artist to design and produce electronic graphics for news, marketing, and sales. Experience with Adobe Photoshop and Mac computers in a television environment preferred. Must be creative and able to work under pressure. Send 2 copies of your resume and cover letter to: NorthWest Cable News, Attn: Human Resources #96R5, 333 Dexter Ave. N., Seattle, WA 98109. EOE-M/F/D/V.

**ALLIED FIELDS**

**HELP WANTED PROMOTION**

**PROMOTION ANALYSIS MANAGER**

So you've got a good head for numbers. Good. You'll need it for this role. But more importantly, can you see beyond the numbers and delve into their deeper meaning? Can you analyze statistics to qualify and quantify exactly what makes a promotion a success? If so, this is your opportunity to take your experience to the frontier of new media — online services — with the most successful player in the industry — America Online.

We're looking for an individual to deliver insight on our promotional strategies by analyzing member statistics. The ideal candidate will be at home in the media world, with a background in TV, radio, or cable broadcasting, or experience with an advertising or media promotional agency. You'll need 3-5 years' experience analyzing audience and broadcast research and promotional campaigns. Expertise in translating statistical data into effectual, clearly written recommendations is a must. Knowledge of broadcast ratings and database systems is strongly preferred.

This position is located at our headquarters in Vienna, Va., a suburb of Washington, DC. Relocation assistance is available.

For immediate consideration, RUSH your resume via fax or e-mail to: ATTN: Pauline Cooper, Dept. S201/408; 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.



**HELP WANTED INSTRUCTION**

**Atwood Chair Of Journalism:** The University of Alaska Anchorage maintains a pool of nominees and applicants from which the Atwood Chair of Journalism is filled. New nominations and applications are sought at this time for the 1996-1997 academic year and future years. Applications will be reviewed beginning July 1, 1996. This is a distinguished visiting professorship filled annually by a nationally recognized journalist or journalism educator. Previous teaching experience is desirable but not required. Applicants should exhibit ability and desire to teach. Salary is \$65,000, plus benefits for nine months. A moving allotment is also paid. Send inquiries, nominations, and applications to Larry Campbell, Chair, Search Committee, Department of Journalism and Public Communications, University of Alaska Anchorage, 3211 Providence Drive, Anchorage, AK 99508-8240. To ensure consideration for the 96-97 academic year, applications should be received by July 1, 1996. Inquiries for future years are welcomed at any time. UAA is an Affirmative Action/Equal Opportunity educational institution and invites and encourages applications from women and minorities.

**HELP WANTED SALES**

Two positions, experienced Satellite Video and Satellite Data salespersons for Pittsburgh International Teleport expansion. With response, include work history outlining products sold with details. No phone calls. To President, PO Box 14070, Pittsburgh, PA 15239-0070. M/F. EOE.

**HELP WANTED PRODUCTION**

**Media Specialist** in film and video - provides media production services and support for all technical aspects of television, video and film productions and related classes. B.A. degree and experience in TV studio and field production in film/video is required. The University of Memphis, Department of Human Resources, Memphis, TN 38152. 901-678-2601.

**EMPLOYMENT SERVICES**

**JOBPHONE®**  
**Inside Job Openings, Nationwide**  
**PRESS** ① Radio Jobs, updated daily  
 ② Television Jobs, updated daily  
 ③ Hear "Talking Resumes"  
 ④ To record "Talking Resumes" and employers to record job openings  
 ⑤ Entry level positions  
**1-900-726-JOBS**  
 \*1\*\* per min. JOBPHONE, NEWPORT BEACH, CA

**PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES**  
 BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE  
 Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).  
 Published biweekly. For subscription information:  
**(800) 335-4335**  
 In CA, (818) 901-6330.  
 Entertainment Employment Journal™

**TV JOBS**  
 We save you time.  
 We save you money.  
**MediaLine**  
 THE BEST JOBS ARE ON THE LINE  
 for more about how you can get daily updated job information call  
**800-237-8073**  
 Since 1986 **900**

**MEDIA'S INNOVATIVE STAFFING SOLUTIONS**  
 ▲ Sales ▲ Buyers  
 ▲ Traffic ▲ Promotions  
 ▲ Assistants  
 ▲ Managers ▲ Research ▲ TEMPS, INC ▲  
**1 (800) 556-5550**

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.

**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.

National Sports Jobs Weekly, PO Box 5725 Glendale AZ 85312, <http://www.sportsjobs.com> (602) 933-4345, 4 Issues for \$39, 13 for \$89.

**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.

TO PLACE AN AD IN BROADCASTING & CABLE  
 Classified Section, Call ANTOINETTE FASULO  
 PHONE 212-337-7073 FAX 212-206-8327

**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 EQUIPMENT**

**CLEARLY PRUDENT.**

For video duplication, demos, audition reels, work tapes, our recycler tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

**(800)238-4300 CARPEL VIDEO**

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

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.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

5 ea. Sony BVW-11 Betacart decks. 3 in Betacart system now. All in running order. \$5,100 ea. Please call Bill Bristler, Director of Engineering, WRBW-TV, Orlando, FL. (407)248-6500.

**FOR SALE STATIONS**

**LET'S MAKE A DEAL!**

- Contract Negotiations
- Mergers & Acquisitions
- Financings & Workouts

**BARRY SKIDELSKY**  
Attorney-at-Law

655 Madison Ave., 19th fl.  
New York, NY 10021  
(212) 832-4800

At NAB/Las Vegas.  
Call for free consultation.

**ON AIR**

WHERE ALL THE GOOD STATIONS "FOR SALE" HAVE GONE

NAB '96 Address—  
MGM Grand Hotel, Las Vegas  
Phone 702+891-1111  
by appointment only

Chester P. Coleman  
AMERICAN RADIO BROKERS, INC/SFO

 1255 Post Street, Suite 625  
San Francisco, CA 94109  
415+441-3377

**W. John Grandy**  
BROADCASTING BROKER  
117 Country Club Drive  
San Luis Obispo, CA 93401  
Phone: (805) 541-1900  
Fax: (805) 541-1906

**FOR SALE**

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 28 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group  
Washington, DC - (202) 835-8090

**SALE-LEASE-INVEST**

Two Texas radio stations (FM) serving markets of 1 million + population seeking qualified inquiries. Expansion plans in place. Unique ownership opportunity. Brokers welcomed.

1-800-213-1785

FL-FM Class A (new) great terms	\$470K
NC-FM & 2x AM's Charlotte Mkt.	\$1.9M
GA-FL-FM, cash flow near Jax	\$750K
GA-AM full-timer, Atlanta Mkt.	\$675K
FL-AM full-timer near Tampa	\$395K
PA-AM cash flow near Philly	\$675K
FL-AM small market with cash flow	\$295K
AL-AM full-timer near Birmingham	\$295K

**HADDEN & ASSOC.**  
PH 407-365-7832 FAX 407-366-8801

Major Florida market, profitable Hispanic AM; Georgia mountain vacation area, small combo; Florida Keys, very attractive FM; Beckerman Associates, 813-971-2061.

Fort Lauderdale and Fort Myers, Florida LPTVs for sale. Rare opportunity, great values. Reply on your company letterhead to Box 00729.

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

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service: To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

# For the Record

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

### Dismissed

**Mount Vernon, Ga.** (BALH-951011G1)—John Swinson and Judi H. Baker for WAHZ (FM) 101.7 mhz; voluntary AOL to Kenneth R. Noble. *Mar. 27*

### Accepted for filing

**Honolulu** (BTC-960321GU)—Manayan Ventures Inc. for KISA(AM) 1540 khz; involuntary transfer of control from Manayan Ventures Inc. to Manayan Ventures Inc., D.I.P. *Mar. 21*

**Springfield, Mo.** (BTC-960322EE)—Don E. Burrell for KLFJ(AM) 1550 khz; involuntary transfer of control from Don E. Burrell (deceased) to Don E. Burrell Jr. (personal representative of estate of Don. E. Burrell). *Mar. 22*

## NEW STATIONS

### Dismissed

**Colfax, Ill.** (BPED-930902MA)—Cornerstone Community Radio Inc. for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 25*

**Colfax, Ill.** (BPH-930902MC)—Daniel Wayne Keister for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 25*

**Colfax, Ill.** (BPH-930901MF)—Mark L. Rollings for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 25*

**Colfax, Ill.** (BPH-930901MH)—Howard G. Bill for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 25*

**Colfax, Ill.** (BPH-930902MD)—Nancy L. Foster for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 25*

**Colfax, Ill.** (BPH-930903MB)—BNC Broadcasting Inc. for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 25*

**Larned, Kan.** (BPH-950417MN)—Western Kansas Wireless Inc. for FM at 106.9 mhz, ERP 100 kw, ant. 147 m. *Mar. 25*

**Allouez, Wis.** (BPH-930707ME)—Michael R. Walton Sr. for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. *Mar. 22*

**Allouez, Wis.** (BPH-930707MF)—Bayside Broadcasting Corp. for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. *Mar. 22*

**Allouez, Wis.** (BPH-930708MC)—Lawrence Henry Zegers for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. *Mar. 22*

**Reedsburg, Wis.** (BPH-930329MB)—F.W.K. Broadcasting Co. for FM at 102.9 mhz, ERP 3.60 kw, ant. 130 m. *Mar. 27*

**Reedsburg, Wis.** (BPH-930329ME)—Thomas W. Bychinski for FM at 102.9 mhz, ERP 6 kw, ant. 100 m. *Mar. 27*

### Returned

**Stuebenville, Ohio** (BPED-950629MD)—American Family Association for FM at 88.9 mhz, ERP .65 kw, ant. 45 m. *Mar. 27*

### Granted

**Ludlow, Calif.** (BPH-950329MA)—KHWY (California) LP for FM on frequency 100.1 mhz, ERP 25 kw, ant. -66 m. *Mar. 28*

**Carlinville, Ill.** (BPED-950314MB)—Illinois Bible Institute Inc. for noncommercial educational FM at 90.1 mhz, ERP 3 kw. *Mar. 25*

**Portageville, Mo.** (BPED-950530MB)—Word of Victory Outreach Center Inc. for educational FM at 91.5 mhz, ERP 9 kw, ant. 65 m. *Mar. 28*

**Kalispell, Mont.** (BPED-941202MA)—Moody Bible Institute of Chicago for noncommercial educational FM at 90.9 mhz, ERP .25 kw, ant. 771 m., Big Mtn. electronic site, 7 mi.

N of Whitefish, Flathead City. *Mar. 15*

**Spencerville, Ohio** (BPED-950331MA)—Taylor University Inc. for educational FM at 88.1 mhz; ERP 150 kw, ant. 2.6 m. *Mar. 15*

**Burns, Ore.** (BPH-941122MP)—Stanley M. Swol for FM at 92.7 mhz, ERP .75 kw, ant. 275.5 m, near Burns radio facility, 4.21 km W of Hines, 5.85 km WSW of Burns in Harney Co. *Mar. 25*

**North Myrtle Beach, S.C.** (BPED-950104-MH)—Covenant Educational Fellowship Inc. for noncommercial educational FM at 88.9 mhz, ERP 100 kw. *Mar. 27*

**Dickson, Tenn.** (BPED-950301MD)—Trevecca Nazarene College for noncommercial educational FM at 91.5 mhz, ERP 6 kw, ant. 64.6 m. *Mar. 27*

**Decatur, Tex.** (BPED-931221MA)—Creative Educational Media Corp. Inc. for noncommercial educational FM at 91.3 mhz, ERP 8 kw, ant. 307 m. *Mar. 26*

**St. Johnsbury, Vt.** (BPED-950424MB)—Christian Ministries Inc. for educational FM at 90.5 mhz, ERP 1 kw, ant. 225 m. *Mar. 27*

**Quincy, Wash.** (BPH-950203ME)—Quincy Community Radio for FM at 95.9 mhz, ERP 2.5 kw, ant. 319 m. *Mar. 26*

**Allouez, Wis.** (BPH-930907MD)—Jon A. Le Duc for FM at 106.7 mhz, ERP 10.5 kw, ant. 155 m. *Mar. 22*

**Reedsburg, Wis.** (BPH-930329MG)—Sauk Broadcasting Corp. for FM at 102.9 mhz, ERP 3.6 kw, ant. 129.1 m. *Mar. 22*

### Filed/Accepted for filing

**Leone, A.S.** (BPH-960313MB)—Harnack Engineering Inc. (Kirk A. Harnack, president/owner, 2561 Jenwood St., Memphis, TN 38134) for FM at 93.9 mhz, ERP 1 kw, ant. -88 m, 1.6 km ESE of Leone. Kirk Harnack has interests in WDTL-FM and WDSK(AM) Cleveland, WOHT(FM) Drew, all Miss., and in applications for FMs in Tunica, Greenville and Grenada, all Miss. *Mar. 13*

**Farmington, Calif.** (BPH-960314MB)—Hawkeye Radio Properties Inc. (Dale A. Ganske, president/owner, 5546-3 Century Ave., Middleton, WI 53562) for FM at 94.3 mhz, ERP 3 kw, ant. 55 m., N side of Milton Rd., 6.7 km NNE of Farmington. Ganske owns 45% of KIKR(FM) Ashbury, Iowa, and has interests in applications for FMs in Dick-eyville and DeForest, Wis. *Mar. 14*

**Newberry Springs, Calif.** (BPH-960312-MB)—The Meadowlark Group Inc. (Terry Moore, president/20% owner, 6829 Oaklawn Ave., Edina, MN 55435) for FM at 103.7 mhz, ERP 4.4 kw, ant. 117 m., atop Elephant Mtn., 2.7 km NNW of Daggett, Calif. *Mar. 12*

**Grand Junction, Colo.** (960319MC)—Leggett Broadcasting Inc. (Brad Leggett, president/65% owner, 660 Rood Ave., Grand Junction, CO 81501) for FM at 100.7 mhz, ERP 93 kw, ant. 310 m., Mesa Point Electronics site, 20.3 km NNW of Delta, Colo. Leggett owns KSTR(FM) Montrose and KKGM(AM) Grand Junction. *Mar. 19*

**Sebring, Fla.** (BPED-960307ME)—Radio

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

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

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE



Training Network Inc. (James L. Campbell, president, P.O. Box 7217, Lakeland, FL 33813) for noncommercial educational FM at 91.5 mhz, ERP 13.3 kw, ant. 91.6 m. RTN owns FMs in Bradenton and New Port Richey, Fla.; Greenville and Belvedere, S.C., and Springfield, Mo. *Mar. 7*

**Lihue, Hawaii** (960321MA)—Lifeline Foundation Inc. for educational FM at 88.9 mhz. *Mar. 21*

**Charleston, Ill.** (BPED-941229MA)—Wisconsin Voice/Christian Youth Inc. for educational FM at 91.3 mhz, ERP 1 kw, ant. 44 m. *Mar. 28*

**Ottumwa, Iowa** (BPED-960312MA)—Grassroots Broadcasting Co. Inc. (Gary M. McGlothlen, president, 33 1/3% owner, P.O. Box 146, Ottumwa, IA 52501) for noncommercial educational FM at 91.1 mhz, ERP 2.3 kw, ant. 23 m., 2.5 km S of Ottumwa on U.S. Rte. 63. *Mar. 12*

**Copeland, Kan.** (BPH-960311MF)—Great Palins Christian Radio Inc. (Dave Scott, president, P.O. Box 991, Meade, KS 67864) for FM at 103.9 mhz, ERP 100 kw, ant. 214 m., in Gray Co., Kan., 3.2 km E, 6.4 km S of Copeland. GPCR owns KJIL(FM) Copeland. *Mar. 11*

**Frankenmuth, Mich.** (951122MD)—Con-

noisseur Communications of Flint LP for FM at 93.7 mhz, ERP 6 kw, ant. 100 m. *Nov. 22*

**Scott City, Mo.** (BPH-960321ME)—Scott City Media Inc. (Steve Roth, president/51% owner, 522 Second St. East, Scott City, MO 63780) for FM at 93.9, ERP 6 kw, ant. 100 m., KCGQ(AM) transmitter site, N of Hwy 146, Alexander Co. *Mar. 21*

**Van Buren, Mo.** (BPED-960325MA)—New Life Evangelistic Center Inc. (Larry Rice, president, 1411 Locust St., St. Louis, MO 63103) for educational FM at 91.3 mhz, ERP 100 kw, ant. 144 m., Skyline Dr., 87 km W of Hwy 103, S of Van Buren. NLEC owns KNLC(TV) St. Louis, KNLJ(TV) Jefferson City and KMRF(FM) Marshfield, all Mo., and KTCN(FM) Eureka Springs, Ark., and has applied for FMs in Bloomfield and Marshfield, Mo., and TV on ch. 31 in Harrison, Ark. *Mar. 25*

**Hornell, N.Y.** (BPED-960306MB)—WSKG Public Telecommunications Council (Katherine Fitzgerald, chairwoman, P.O. Box 3000, Binghamton, NY 13902) for noncommercial educational FM at 88.7 mhz, ERP 4.5 kw, ant. 151 m., 2.2 km from village of Canisteo, Hinkley Hill, Hartsville, N.Y. WSKG owns WSKGTV/FM and WSOX-FM Binghamton, WSQG-FM Ithaca, WSQC-FM Oneonta

and wsQE-FM Corning-Elmira, all N.Y. *Mar. 6*

**Ponca City, Okla.** (BPED-960307MD)—The Love Station Inc. (Doyle Brewer, P.O. Box 14 Ponca City, OK 74602) for noncommercial educational FM at 89.7 mhz, ERP 100 kw ant. 307 m., 4.8 km S of Salt Fork, Okla., on Hwy 74, 1 km E, in Grant Co., Okla. *Mar. 7*

**Masontown, Pa.** (BPED-960221MD)—He's Alive Inc. (James Dewayne Johnson, president/50% owner, 203 Springs Rd., Grantsville, MD 21536) for noncommercial educational FM at 88.5 mhz, ERP 16.1 kw, ant. 100 m., corner of CRs T-690 and T-391. Dunkard Township, Pa. *Feb. 21*

**Chehalis, Wash.** (BPED-960325MD)—Washington State University (Samuel H. Smith, president, 382 Murrow Ctr., Pullman, WA 99164) for educational FM at 88.9 mhz, ERP .1 kw, ant. 303 m., atop Crego Hill, 8.5 km S of Adna. WSU owns KWSU(AM)-(TV) and KZUU(FM) Pullman, KFAE-FM and KTNW(TV) Richland, KNWR(FM) Ellensburg, KNWY(FM) Yakima and KNWV(FM) Clarkston, all Wash.; KRFA-FM Moscow and KNWO(FM) Cottonwood, Idaho; is building FM in Moses Lake, Wash., and has applied to build FMs in Walla Walla, Omak and Port Angeles, all Wash. *Mar. 25*

—Compiled by Jessica Sandin

## Changing Hands

Continued from page 43

**Format:** AM: Radio AAHS; FM: modern rock; KHTZ: '70s hits

### RADIO: FM

**WKSS(FM) Hartford, Conn.**

**Price:** \$18 million

**Buyer:** Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrell, president/2.28% owner; Robert F.X. Sillerman, 15.18% nonvoting owner); owns WHCN(FM), WMRQ(FM) and WPOP(AM) Hartford and WPLR(FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WRKR-FM Augusta, Ga.; WHMP-AM-FM and WPXK-FM Northampton/Springfield, Mass.; WMJY(FM) Biloxi and WKNN-FM Pascagoula/Biloxi, Miss.; WGNA-AM-FM, WPYX(FM) and WTRY-AM Albany, N.Y.; WSNE(FM), WHJY(FM) and WHJJ(AM) Providence, R.I.; WYAK-FM Surfside Beach/Myrtle Beach, S.C., and WMXB(FM) Richmond, Va.; is buying WZRZ(AM)-WSTZ-FM Jackson/Vicksburg, Miss., and WROQ(FM) Anderson/Greenville/Spartanburg, S.C.; is selling KOLL(FM) Mau-melle/Little Rock, Ark., WKBG(FM) Martinez/Augusta, Ga., and WRXR-FM Aiken, S.C./Augusta (see item, below) and WRSF(FM) Columbia, N.C.; has LMA with WVCO(FM) Myrtle Beach, S.C.; has joint sales agreement with WYBC-FM New Haven, WCHZ(FM) Augusta and WYSR(FM) Albany, N.Y. Sillerman is executive chairman/ 53.2% owner of SFX Broadcasting Inc.

**Seller:** Precision Media Corp., Hartford (Timothy Montgomery, VP); owns WMYF(AM)-WERZ(FM) Exeter/Portsmouth and WZNN(AM)-WWEM(FM) Rochester, N.H.

**Facilities:** 95.7 mhz, 16.5 kw, ant. 880 ft.

**Format:** Top 40

**Brokers:** Sillerman Cos. (buyer); Blackburn & Co. (seller)

**KDBX(FM) Banks/Portland, Ore.**

**Price:** \$14 million

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman); is buying KBBT(AM)-KUFO(FM) Portland; 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) and 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 WTIC-AM-FM Hartford, WQRS-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.; WFLN-FM Philadelphia; KSTE-AM Rancho Cordova, KMJ(AM)-

KSKS(FM) and KKDJ(FM) Fresno and KCTC(AM)-KYM(AM) Sacramento, all Calif., and KFAB(AM)-KGOR(FM) Omaha; has option to buy KKMJ-FM/ KJCE(AM) Austin and KPTY(FM) Luling/ Austin, Tex.

**Seller:** Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president/50% owner; owns KFIA(AM) Carmichael, KGER(AM) Long Beach, KDAR(FM) Oxnard, KPRZ(AM) Poway/San Marcos, KAVC(FM) Rosamond and KKLA(AM) San Bernardino, all Calif.; KRKS(AM) Denver-KRKS(FM) Boulder, Colo.; WYLL(FM) Des Plaines, Ill.; WEZE(AM) Boston; WWDJ(AM) Hackensack, N.J.; WMCA(AM) New York; WTJY(FM) Johnstown and WRFD(AM) Worthington/Columbus, Ohio; KPQD-AM-FM Portland; WFIL(AM) and WZZD(AM) Philadelphia; WPIT(AM)-WORD(FM) Pittsburgh; KKHT(FM) Conroe, KENR(AM) Houston and KSLR(AM) San Antonio, all Tex.; KGNW(AM) Burien, Wash./Seattle and KLFE(AM) Seattle; 15% of WAVA(FM) Arlington, Va./Washington, and syndicator Salem Radio Network, Dallas. Salem is buying KNUS(AM) Denver and KGBS(AM) Dallas. Atsinger is president/ 50% owner of Falcon Media Inc., Camarillo; 50% owner of KFAX(AM) San Francisco and KKLA(FM) Los Angeles; is buying KIKX-FM Manitou Springs, Colo., and has interest in WAVA.

**Facilities:** 107.5 mhz, 2 kw, ant. 397 ft

**Format:** Contemporary Christian music

**Brokers:** Media Venture Partners (buyer); Gary Stevens & Co. (seller)

—Compiled by Elizabeth A. Rathbun

### Errata

The power and format of WJDM(AM) Elizabeth, N.J., were incorrect in the March 11 "Changing Hands." The correct power is 10 kw day, 1 kw night. The format is children's.

# PROFESSIONAL CARDS

**du Trail, Lundin & Rackley, Inc.**  
A subsidiary of A D Ring, PA

240 North Washington Blvd.  
Suite 700  
Sarasota, Florida 34236  
(941) 366-2611

MEMBER AFCCE

**CARL T. JONES**  
CORPORATION

CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704

MEMBER AFCCE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS  
8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488



Member AFCCE

**COHEN, DIPPELL AND  
EVERIST, P.C.**  
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20005  
(202) 898-0111  
Member AFCCE

Contact  
BROADCASTING & CABLE MAGAZINE  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128

**HE** 707/996-5200  
202/396-5200

e-mail: engr@h-e.com

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM FM TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry  
for over 30 years"  
Box 807 Bath, Ohio 44210  
(216) 659-4440

**Denny & Associates, P.C.**  
Consulting Engineers

1901 Pennsylvania Ave., N.W., Suite 402  
Washington, D.C. 20006-3405

Tel: (202) 452-5630 Fax: (202) 452-5620  
e-mail: info@denny.com Member AFCCE

**E. Harold Munn, Jr.,  
& Associates, Inc.**

Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers

9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115

Member AFCCE

**HATFIELD & DAWSON**  
CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.  
SEATTLE, WASHINGTON 98107  
(206) 783-9151. Facsimile (206) 789-9834  
MEMBER AFCCE.

**F.W. HANNEL & ASSOCIATES**  
Registered Professional Engineers

911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775



COMMUNICATIONS TECHNOLOGIES INC.  
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage  
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

**C.P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS

P O BOX 180312  
DALLAS, TEXAS 75218  
TELECOMMUNICATIONS (FCC FAA)  
CHARLES PAUL CROSSNO P E  
(214) 321-9140 MEMBER AFCCE

**JOHN F X BROWNE & ASSOCIATES**  
CONSULTING ENGINEERS

BLOOMFIELD HILLS Broadcast • Cable  
810-642-6226 • Wireless •  
WASHINGTON Member AFCCE  
202-293-2020

**D.C. WILLIAMS, P.E.**  
Consulting Radio Engineer  
Member AFCCE  
Post Office Box 1888  
Carson City, Nevada 89702  
(702) 885-2400

**YOUR CARD HERE  
Call:  
(202) 659-2340**

**SPECTRUM**  
ENGINEERING COMPANY

**BILL CORDELL, P.E.**  
11111 Katy Freeway Suite 360  
Houston Texas 77079  
(800) 966-8885 Fax: (713) 984-0066  
Communications Engineering Consultants  
Member AFCCE

**Suffa & Cavell, Inc.**

Consulting Engineers  
10300 Eaton Place, Suite 450  
Fairfax, Virginia 22030  
(202) 332-0110 (703) 591-0110  
Fax (703) 591-0115  
Member AFCCE

**George Jacobs  
& Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCCE  
Suite 410 8701 Georgia Ave  
(301) 587-8800 Silver Spring, MD  
20910

## SERVICES

BROADCAST DATABASE  
**dataworld**

MAPS  
Coverage Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda MD 20814 800-368-5754

**NATIONWIDE TOWER COMPANY**

ERECTOR • DISMANTLES • ANTENNA • RELAMP  
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT  
INSPECTIONS • REQUY • ENGINEERING  
P.O. BOX 130 POOLE, KY 42444-0130  
PHONE (802) 533-8880 FAX (802) 533-8844  
24 HOUR EMERGENCY SERVICE AVAILABLE

**RF Systems, Inc.**

• Transmitter and Studio Installation  
• Rf Test and Measurement  
• Microwave and Satellite  
Engineering and Installation

WHL Sh 1-1144

24A World's Fair Drive  
Somerset, NJ 08871

**Stainless, inc.**

New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

**Shoolbred Engineers, Inc.**  
Structural Consultants

Towers and Antenna Structures  
Robert A. Shoolbred, P.E.

1049 Morrison Drive  
Charleston, SC 29403 • (803) 577-4681

**LDL**  
COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS  
LARCAN/LARCAN-TTC TRANSMITTERS  
ALAN DICK ANTENNAS & COMBINERS  
LEBLANC TOWER SYSTEMS  
14440 CHERRY LANE CT LAUREL MD 20707  
TEL: 301-498-2200 FAX: 301-498-7952

**GULFA LINK**  
1-800-344-8007  
C AND KU BAND



FIRE • FLOOD • QUAKE



**VIDEOTAPE**  
Decontamination  
Rejuvenation  
Restoration  
800-852-7732

DISASTER RECOVERY

Contact  
BROADCASTING & CABLE MAGAZINE  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

## PROFESSIONAL/SERVICES DIRECTORY

52 weeks - \$60 per insertion  
26 weeks - \$75 per insertion  
13 weeks - \$90 per insertion

# Broadcast Education Association Convention Agenda

The Broadcast Education Association's 41st Annual Convention will be held at the Las Vegas Convention Center April 12-15. BEA is the professional association for professors and industry persons who are interested in the teaching of radio, television and electronic media in colleges and universities to future broadcasters and electronic-media professionals.

FRIDAY, APRIL 12		SUNDAY, APRIL 14	
CONVENTION FEATURES	9:00-5:00 • Convention Registration Desk open 9:00-5:00 • BEA Exhibits open	8:00-10:00 • Convention Registration Desk open 8:00-12:00 • BEA Placement Center open 8:00-4:00 • NAB/BEA Job Fair	
	9:30-10:30 • <b>Opening continental breakfast reception</b> sponsored by the University of Nevada-Las Vegas	<b>SESSIONS</b>	
	10:30-11:45 • <b>Opening Plenary</b> —"Maximizing Cyberspace," with featured speaker Adam Clayton Powell III	<b>Law &amp; Policy Division</b> —"Broadcast Standards and Practices: Where Are They Now?" <b>Courses &amp; Curriculum Division</b> —"External Program Review" <b>All-Division</b> —"Roundtable Meeting with Past and Present JOB&EM Editors" <b>News Division</b> —"Sensitivity and the Americans with Disabilities Act" <b>Communication Technology Division</b> —"Competitive papers" <b>Production Division</b> —"Business meeting" <b>Student Media Advisors Division</b> —"The Media Advisor's Template: Programming the University Cable Channel" <b>Law &amp; Policy Division</b> —"Congress and Communications: Legislative Action in the Mid-1990s" <b>Management &amp; Sales Division</b> —"The Active Industry vs. the Active Audience" <b>Gender Issues Division</b> —"Competitive papers" <b>Production Division</b> —"Competitive papers" <b>Courses &amp; Curriculum Division</b> —"Business meeting" <b>Production Division</b> —"Getting (and Keeping) the Ball Rolling: Creative Methods for Funding Video Production" <b>Law &amp; Policy Division</b> —"Current Issues in Law and Policy" <b>Student Media Advisors Division</b> —"Crossing the Bridge from the Campus to the Professional World II: Internships and the Job Search" <b>Research Division</b> —"The Pathfinder Study—Consumer Receptivity to NewMedia" <b>Multicultural Studies Division</b> —"Competitive papers" <b>Communication Technology Division</b> —"Business meeting"	
	1:00-5:45 • <b>Poster Session</b> —"On-Line Audience Research"	<b>12:30-1:15 • BEA Luncheon</b> <b>1:15-2:00 • Special BEA Plenary</b> —"Diversity in the New Media Environment," with featured speaker Delano Lewis <b>2:00-3:00 • Special BEA Awards Presentations and Town Meeting</b> <b>3:00-4:00 • District Meetings for Districts 1-3</b> <b>4:00-5:00 • District Meetings for Districts 4-7</b>	
	<b>SESSIONS</b>	<b>MONDAY, APRIL 15</b>	
	<b>Multicultural, International and Communication Technology Divisions</b> —"Media Consolidation and Content: Production, Distribution and Diversity" <b>International Division</b> —"Cooperative Efforts in International Media Training" <b>News and Research Divisions</b> —"Talk Shows in America: Uniting or Dividing Us?" <b>Law &amp; Policy Division</b> —"Presentation of papers" <b>Writing Division</b> —"Presentation of papers" <b>Student Media Advisors Division</b> —"Business meeting" <b>Student Showcase</b> —"Video Production Shootout: Are Non-linear Editing Systems More Effective Teaching Devices?" <b>Management &amp; Sales Division</b> —"Broadening of Broadcasting—Adding Television Revenue Streams Through Technology" <b>Courses &amp; Curriculum and Production Divisions</b> —"Teaching Teamwork, Budgeting and Producing Skills in Production Courses" <b>News Division</b> —"Cultural Values and News Values: American and International Students Stack a Television Newscast"; presentation of papers <b>Research Division</b> —"Practicing Inclusion in Broadcast Research: Lessons from the Field" <b>History Division</b> —"Presentation of papers" <b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"	<b>SPECIAL EVENTS</b> 9:00-10:45 • <b>Post-Convention Meetings</b> —Planning for 1997 11:00-12:15 • <b>Joint NAB/BEA Research Grant Reports</b>	
	<b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"		
	<b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"		
	<b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"		
	<b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"		
<b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"			
<b>Student Showcase</b> —"Limited Resources: 'How to' and 'Can do' Student Program Productions" <b>Communication Technology, Courses &amp; Curriculum and Production Divisions</b> —"The Multimedia Curriculum: Progress Report of the BEA Multimedia Task Force" <b>Research Division</b> —"New Studies of Programs, Children and the Family" <b>Multicultural, Gender Issues, News and Research Divisions</b> —"Gaining on the Goals? Affirmative Action Policies, Practices and Outcomes in the Communications Fields" <b>Management &amp; Sales Division</b> —"Video Dialtone and Expanded Cable: Planning for Tomorrow's Broadband Residential Networks" <b>International Division</b> —"Presentation of papers" <b>History Division</b> —"Business meeting" <b>Student Showcase</b> —"Student-Produced News Programs: Organizations, Formats and Strategies That Work" <b>Production, Courses &amp; Curriculum and Writing Divisions</b> —"Integrating Production, Writing and Acting Programs via Dramatic Productions" <b>History and Multicultural Divisions</b> —"The Many Voices of Radio" <b>Communication Technology Division</b> —"Beyond Broadcasting: The Constituencies of New Communication Technology" <b>Management &amp; Sales Division</b> —"Business meeting" <b>Law &amp; Policy Division</b> —"Business meeting" <b>International Division</b> —"Business meeting"			

# Datebook

## THIS WEEK

**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 12-14**—"Economic Issues in the 1996 Elections," conference for journalists presented by the *Foundation for American Communications*. The Greenbrier, White Sulphur Springs, W. Va. Contact: Christina Gardner, (213) 851-7372.

**April 12-14**—49th annual *Associated Press TV-Radio Association of California-Nevada* convention and awards presentation. Disneyland Hotel, Anaheim. Contact: Rachel Ambrose, (213) 626-1200.

**April 12-15**—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

**April 13**—"Investigating the Possibilities," spring training conference presented by the *Radio-Television News Directors Association*. St. Louis Frontenac Hilton, St. Louis. Contact: (202) 467-5200.

## APRIL

**April 15-16**—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

**April 15-17**—*Kentucky Cable Telecommunications Association* spring convention. Marriott Resort, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**April 15-17**—Cable and Satellite '96, industry exhibition presented by *Reed Exhibition Companies*. Earl's Court 2, London. Contact: +44 (0) 1734 599595.

**April 15-18**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 16**—"Those Were the Days," *Hollywood Radio and TV Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills. Contact: Neith Stickells, (818) 789-1182.

**April 16**—"Cheap Tricks," conference presented by the *Cable Television Administration and Marketing Society* and *PROMAX*. Marriott Marquis, Atlanta. Contact: Bonnie Boyle, (703) 549-4200.

**April 17**—*Broadcasters' Foundation* Broadcast Pioneers breakfast. Las Vegas Hilton, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

**April 18**—*National Association of Broadcasters* radio license renewal seminar. Las Vegas Convention Center, Las Vegas. Contact: (800) 342-2460.

**April 18-19**—"Telco 101: Cable Meets Telephony," course presented by *Women In Cable & Telecommunications*. Viacom, San Francisco. Contact: Molly Coyle, (312) 634-2353.

**April 19-24**—MIP TV, international television program marketplace, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

**April 20**—*Federal Communications Bar Association* 60th anniversary dinner/dance. National Building Museum, Washington. Contact: Paula Friedman, (202) 736-8640.

**April 20**—*AP-RTNDA-Emerson College* regional convention and awards dinner. Boston Marriott Long Wharf Hotel, Boston. Contact: Bob Salsberg, (617) 357-8100.

**April 21-23**—*Middle East Mideast '96* Middle East international communications exhibition and conference. Abu Dhabi International Exhibition Centre, Abu Dhabi, U.A.E. Contact: (+9714) 310551.

**April 22**—17th annual Sports Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.

**April 22-28**—"Imaging the Future II: Storytelling for the New Millennium" technical and hands-on training workshops and international conference, presented by *Kaul Institute for Communications Media*. Kauai Marriott Resort and Beach Club, Kauai, Hawaii. Contact: (800) 999-4234.

**April 23**—*Federal Communications Bar Association* luncheon featuring Howard Stringer. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**April 24**—"The Changing Face of Cable and Telecommunications," career conference presented by the New York chapter of *Women In Cable & Telecommunications* and the *Financial Women's Association of New York*. HBO offices, New York City. Contact: (212) 642-6333.

**April 25-26**—"High-Speed Data Delivery Systems for the Cable Industry," conference presented by *Institute for International Research*. Sheraton Universal Hotel, Los Angeles. Contact: (212) 661-8740.

**April 26-27**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Sheraton Astrodome, Houston. Contact: Diana Jensen, (214) 991-2100.

**April 26-27**—*Women in Cable & Telecommunications* Betsy Magness Leadership Institute Meet-

ing. Biltmore, Los Angeles. Contact: Christine Kane, (312) 634-2343.

**April 26-28**—*Intercollegiate Broadcasting System* 56th annual national convention. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

**April 26-28**—Adventures in Broadcasting Promotion Director's School, presented by *CRN International*. Sheraton Stamford Hotel, Stamford, Conn. Contact: Doug Harris, (203) 288-2002.

**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 Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

**July 14-16**—35th annual *New York State Broadcasters Association* executive conference. Rye Town Hilton, Rye Brook, N.Y. Contact: Mary Anne Jacou, (518) 456-8888.

**July 14-17**—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

## SEPTEMBER

**Sept. 24**—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

## OCTOBER

**Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

## NOVEMBER

**Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

## DECEMBER

**Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Los Angeles, Calif. Contact: (510) 428-2225.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## OpenMike

### Voluntary effort

EDITOR: I read with great interest your March 9 article about the historic step taken by the television industry to create a voluntary self-rating system.

I am concerned, however, that the article did not accurately convey my position on this issue.

By coming to Washington in response to the President's invitation, the industry has moved to take on the challenge of ratings—on a voluntary basis—to give parents and guardians the information they need to be responsible for their children. Their leadership and responsiveness

make further government action unnecessary.

I believe that art is a reflection of our society. I also believe that freedom of speech in the form of artistic expression is a sacred principle that we must never abandon. What I hope is that each of us, in our own ways, can bring about a better reality for America's children.

Whether it comes to encouraging voluntary ratings, developing new technology or enforcing trade agreements, I look forward to continuing my work with the television industry.—*Barbara Boxer, United States senator (D-Calif.)*

## The mayor of 'Sesame Street'

In the early 1960s, before the decade turned turbulent, the country rode a wave of youth, vigor and optimism spurred by President Kennedy's ascent to the White House. Heeding Kennedy's famous call in his inauguration address, a young David Britt followed the President to Washington to "do useful things for society."

"Kennedy gave me a sense of wanting to make a contribution to society and do useful work," says Britt. "That's part of the reason [that the] work at CTW [Children's Television Workshop] has been satisfying for so long." Even after Kennedy's assassination, Britt refused to be discouraged, although he describes the result of the loss as an "instantaneous growing up."

During this period of instant growing up, Britt, a man who knows Big Bird, entered a career made successful thanks to a mythical urban neighborhood where children, adults and puppets lived harmoniously on a street called Sesame. "I suppose it is ironic," says Britt. "I felt that everything begins with kids and if you're going to make a change in society over the long run, you have to start with children."

But Britt says the real irony is that he started at CTW 25 years ago to help the network branch out to the relatively new method of delivering television signals via cable. "In 1971, at the dawn of the cable age, we were looking at the potential of urban cable systems, and it took 25 years to get to the point where we could get the venture off the ground."

CTW will launch a cable network devoted to children's programming by mid-1997. Britt says the new network will be a joint venture and that CTW will soon close a deal with a financial and strategic partner. "We're looking at a programming service for kids ages two to 12. We strongly support keeping first-run *Sesame Street* episodes on public broadcasting, but [the new network] [will] use CTW's enormous library."

CTW's television shows and magazines reach millions of children and their parents throughout the world. *Sesame Street* is broadcast in 80 countries and has co-production arrangements in Russia, China and Israel, where Israelis and Palestinians work together on the show. The Workshop's five magazines, which account for the biggest piece of CTW's revenue, are received by 2 million subscribers each month.



*"If you're going to make a change in society over the long run, you have to start with children."*

### David Van Buren Britt

**President, Children's Television Workshop, New York; b. July 30, 1937, Needham, Mass.; BA, political science, Wesleyan University, 1959; MPA, Harvard University, 1967; Northern Trust Company, Chicago, 1959-62; chief of legislative presentation staff, U.S. Agency for International Development, Washington, 1962-68; director of program and plans, U.S. Equal Employment Opportunity Commission, Washington, 1968-69; senior planning officer, Overseas Private Investment Corp., Washington, 1970-71; Children's Television Workshop: assistant VP, 1971; VP, 1972-75; VP, development/special assistant to Joan Ganz Cooney, 1975-79; VP, corporate affairs, 1979-82; executive VP, 1982-88; COO, 1988-90; current position since 1990; m. Sue Cushman, 1989; children: Pamela Britt Barr, 38; Barbara Britt Schaefer, 36; Paul, 33.**

In essence, CTW is a daycare center to the world—and has been for more than a quarter of a century. Britt says, however, that the secret is simply being popular with the ever-changing tastes of generations of children. "You have to constantly stay in touch with children and be aware of their changing tastes and interests," says Britt. "When we started, we single-mindedly concentrated on letters and numbers, and now the curriculum covers a wide range of developmental goals like self-confidence, diversity and cooperation, which is part of being a preschool kid today."

As an integral part of children's lives since the late 1960s, *Sesame Street* has become such an institution that many adults still mention favorite shows. And CTW does a good business selling products, including ties and polo shirts, to adults. CTW receives letters from adults asking it to bring back *The Electric Company*. Britt also says that the chat room on the *Sesame Street* Web site is dominated by college kids discussing such arcane subjects as specific *Sesame Street* episodes from the late '70s. "A lot of adults are trying to re-create what they grew up on by getting into the nostalgia; it's amazing," says Britt, who is surprised by the longevity. "I didn't have a clue it would last that long."

Britt fell into CTW "completely by mistake." He started his career working on Capitol Hill, trying to find appropriation dollars for the Agency for International Development. He then went into consulting, and in the early 1970s was recruited by CTW founder Joan Ganz Cooney to help combat President Nixon, who had "declared war on public television." From there he worked his way up to president and CEO in 1990.

But Britt isn't finished yet. A company that has been around as long as CTW risks getting stale, and he plans to expand the company to an even larger scale. CTW now has \$110 million in gross revenue annually and plans to hit \$500 million within five years. Britt wants to finish his career at CTW and says the best is yet to come, as he expects the new cable channel to be his crowning achievement. "I hope that when I'm done I can say honestly to myself that I had a real part in building an organization and a place that helps millions of kids do better with their lives." —MK

# Fates & Fortunes

## BROADCAST TV

**Lisa Cabrera**, reporter/substitute anchor, WPEC(TV) West Palm Beach, Fla., joins WTMJ-TV Milwaukee as reporter.

**Tony Terzi**, writer/producer/host, Patrick Media Productions Inc., Bristol, Conn., joins WTIC-TV Hartford, Conn., as sports anchor/reporter.

**Keith Moon**, president/GM, KSBW(TV) Salinas, Calif., joins KCCN-TV Monterey, Calif., as GSM.

**Dante Wilson**, technical director, NewsChannel 8, Springfield, Va., joins WMAR-TV Baltimore as director/producer.

**Sandy Kuerzi**, senior account executive, WHAS-TV Louisville, Ky., named LSM.

**Amy Goode**, director, sales promotion, WFXT(TV) Boston, joins WCVB-TV there as assistant marketing manager.

Appointments at WWJ-TV Detroit: **Karen Frey**, promotion writer/producer, named senior producer, advertising and promotion; **Margot Johnston**, director, design services, WTVS(TV) Detroit, joins as design director; **Steven Sellers**, photographer/editor, WJBK-TV Detroit, joins as promotion editor/videographer.

**Kathy Quattrone**, VP, programing, Public Broadcasting Service, Alexandria, Va., named senior VP.

**Margaret Young**, executive producer, KJRH(TV) Tulsa, Okla., named news director.

**Joseph Denk**, GSM, WRSP-TV Springfield, Ill., joins KFXA(TV) Cedar Rapids, Iowa, as GM.

**Kimberly Godwin Webb**, assistant news director, WCAU-TV Philadelphia, joins WUAB(TV) Lorain/WOIO(TV) Shaker Heights, Ohio, as news director.

## PROGRAMING



Collins

**Clancy Collins**, director, first-run syndication and animated programing, New World Entertainment, Los Angeles, named executive director.

**Steven Badeau**, VP, research, FX Networks, joins MGM Domestic Television Distribu-



## Making it

The fifth anniversary of Encore Media Corp. was celebrated in Denver last Tuesday (April 2) with a company-wide event featuring TCI President John Malone (standing), Encore Chairman John J. Sie (l) and Executive Vice President Mark Bauman. The premium cable service now has 10 channels and 19 million pay units.

tion, Los Angeles, in same capacity.

**Rich Vokulich**, VP, business affairs, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP.



Fahey

**John Fahey Jr.**, chairman/president/CEO, Time Life Inc., joins The National Geographic Society, Washington, as president/CEO.

**Katie Callahan**, manager, international television distribution, New

World Entertainment, Los Angeles, named director.

**Melaine Francis**, director, international sales and marketing, King World International, New York, joins Children's Television Workshop there as senior publicist, international.



Rosenquist

**Dawn Rosenquist**, executive director, marketing, Rysher Entertainment, Los Angeles, named VP, promotion.

**Kevin Trudgeon**, media relations coordinator, The Disney Channel, Burbank, Calif.,

named manager, media relations.

**Thomas Lofaro**, production executive, Paramount Network Television, Hollywood, named VP, production.

Appointments at Capitol Broadcasting Co. Inc.: **Fred Barber**, VP/GM, WRAL-TV Raleigh, N.C., named senior VP, television, Capitol Broadcasting Co. Inc., there; **Tom Allen**, station manager, WRAL-TV, named VP/GM; **Paul Pope**, GM, Capitol Satellite and Communications

Systems Inc., named station manager, WRAZ(TV) Raleigh.

## RADIO

Appointments at KTMS(AM)/KHTY(FM) Santa Barbara, Calif.: **Damion Young**, music director, KHTY, named program director; **Tom Van Sant**, program director, KCQR(FM), joins as operations/production manager; **Cindy Garcia** joins as business manager, and **Jeff Miller** joins as promotion director.

**Tom Poleman**, program director, KRBE-FM Houston, joins WHTZ(FM) Newark, N.J., in same capacity.

**Josh Rose**, media analyst, M[TECH], Los Angeles, named manager, marketing services, MediaMAPS Market Segmentation and Database Analysis.

Appointments at KPWR(FM) Los Angeles: **Bruce St. James**, music director, adds assistant program director to his responsibilities; **Pete Manriquez** joins as assistant music director; **Marie Kordus**, GSM, named general manager.

Appointments at WFAN(AM) Astoria, N.Y.: **Tony Hammel**, account executive, named national sales manager; **Madonna Degnan** named director, new business sales, WFAN(AM)/WXRK(FM) New York.

**Mary Margaret Browne**, legal assistant, business affairs, King World, New York, joins WBZ(AM) Boston as promotion coordinator.

**Sheila Richards**, morning show host, KRMD-FM Shreveport, La., joins WVEZ-FM Louisville, Ky., in same capacity.

## CABLE

Appointments at Paragon Cable, Portland, Ore.: **Sandra Moran**, director, customer operations, named VP; **Craig Helling**, director, field operations, named VP.

**David Rosenbloom**, area director, marketing, Comcast Cablevision, Santa Ana, Calif., joins Game Show Network, Culver City, Calif., as director, marketing.



Yates

**Ken Yates**, president, Z Music Television, joins MOR Music Television, Nashville, in same capacity.

Appointments at HBO, New York: **Jan Pasquale**, director, audience research, HBO

and Cinemax, named VP, HBO audience research; **Jack Bragin**, director, general accounting, named VP/assistant controller, accounting services.

**Amy Rosenstein**, affiliate marketing manager, SportsChannel New England, Boston, joins VH1, New York, in same capacity.

**Peter Gaffney**, manager, program scheduling, Showtime Networks Inc., New York, named director.

**Lisa Galeano**, account supervisor, Silverman, Warren/Kremer Inc., joins USA Networks, New York, as senior publicist.

**Edmundo Colchado Jr.**, director, systems development, Cox Cable, New Orleans, joins Comcast Cable, Baltimore, as director, technology.

**George Hulcher**, station manager, WHAS-TV Louisville, Ky., joins America's Health Network, Orlando, Fla., as VP, programming.

**Lauren Boddie**, acting GM/director, organizational consulting, Cox Communications, Saginaw, Mich., named VP/GM.



Anderson

**Gary Anderson**, VP, sales, marketing and affiliate relations, CNN Television, Atlanta, named senior VP.

Appointments at Time Warner Cable: **Thomas Rutledge**, senior VP, corporate development,

Stamford, Conn., named executive VP; **Carolyn Orlando**, finance director, Eastern Pennsylvania division, named VP, finance and administration.

**Douglas Lee**, VP, Fox International, joins Children's Television Workshop,

## Changing of the guard at McGraw-Hill

**Edward J. Quinn**, former VP/GM, KGTV(TV) San Diego, has been named president of The McGraw-Hill Companies' Broadcasting Group. Quinn replaces **Edward T. Reilly**, who has been named president/COO, Big Flower Press, New York, an advertising and information services company.

McGraw-Hill's Broadcasting Group comprises KERO-TV Bakersfield and KGTV(TV) San Diego, both California; KMGH-TV Denver, and WRTV(TV) Indianapolis.

New York, as senior VP, CTW Cable.

Appointments at Comedy Central, New York: **David Kohl**, director, ad sales, New York, named regional VP, New York and Los Angeles; **Gary Merrifield**, director, ad sales, Detroit, named regional VP, Detroit and Chicago.

## MULTIMEDIA

Appointments at Metro Networks and Metro Traffic Control: **Neal Metersky**, engineering manager, CNN America, New York, joins as VP, operations, Houston; **Steve Candullo**, president/GM, WYNY(FM) Lake Success, N.Y., joins as VP/GM, New York; **Lynn Anderson**, VP/GM, Southwest region, named VP, international development, Los Angeles; **Larry Grant**, national director, marketing, Southeast, Great Lakes and Mid-Atlantic regions, named GM, Mid-South region.

Appointments at Fox Lorber Associates, New York: **Mickie Steinmann**, director, international sales, named VP; **Michael Oliveri**, executive VP, named president, Domestic Home Video.

**Jeff Gear**, systems consultant, Tribune Interactive Network Services, Orlando, Fla., joins Tribune Broadcasting Co., Chicago, as director, advanced computer technology.

**Chris Claus**, VP/GM, KTWV(FM) Los Angeles, joins CBS Television and Radio as VP, station operations.

## ALLIED FIELDS

**Raymond Pernot**, director, engineering, Great Scott Productions, named director, operations.

**Thomas Fietemeyer**, director, Bureau for

Policy Studies and Government Relations, Wisconsin Technical College System Board, appointed executive director, Wisconsin Educational Communications Board.

**Hank Blumenthal**, producer, independent films and television, joins Arrow Productions, New York, as VP.

Appointments at EFX Systems, Burbank, Calif.: **Paul Rodriguez**, executive VP/GM, named president; **Debi Kimball**, director, sales, named VP.

**Judy Chastain**, VP, media services, Turner Broadcasting, Atlanta, named senior VP, media services, RET Media (media-buying function), there.

**Patrick Inhofer**, on-line/graphics editor, HBO Studio Productions, New York, joins Tape House Digital there as digital compositing editor.



Blum

**Jackie Blum**, VP, licensing division, Film Roman Inc., North Hollywood, Calif., named senior VP, world wide licensing.

**Peter Darrow**, partner, Cleary, Gottlieb, Steen, & Hamilton international law firm.

named chairman, board, The WNYC Foundation.

Appointments at Jones Digital Century Inc., Englewood, Colo.: **Jennifer Sieck**, animator/illustrator, Cine'-Med, joins as artist/3D-modeler; **Michael Braley**, senior software developer, Zing Systems LP, joins as multimedia software engineer.

## TECHNOLOGY

**Steve Cooper**, group manager, research and development, Eaton Corp., joins Switchcraft Inc., Chicago, as director, engineering.

**Evan Sanders**, sales manager, Lasertron, Burlington, Mass., named director, sales.

**Guy Walsingham**, marketing manager, pre-press systems, Quantel USA, Darien, Conn., named director, marketing.

**Amir Majidimehr**, engineering VP, Abekas Video Systems, joins Pinnacle Systems Inc., Sunnyvale, Calif., as VP, product engineering.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## Last week, after selling its last radio station, Park Communications Inc. made public its intention to buy its 10th TV station.

Park filed papers with the FCC to buy ABC affiliate WHOA-TV Montgomery, Ala., from WHOA-TV Inc. for \$6 million and assumption of liabilities (subject to FCC approval). Park already owns nearby WBMG-TV Birmingham. Also last week, Park sold KWLO(AM)-KFMW(FM) Waterloo/Cedar Rapids, Iowa, and WDEF-AM-FM Chattanooga to Bahakel Communications for \$11.2 million (also subject to FCC approval; see "Changing Hands," page 43). Park also owns WTVQ-TV Lexington, Ky.; KALB-TV Alexandria, La.; WUTR-TV Utica, N.Y.; WNCT-TV Greenville, N.C.; WDEF-TV Chattanooga and WJHL-TV Johnson City, Tenn.; WTVR-TV Richmond and WSLs-TV Roanoke, Va., and 106 newspapers.

## As expected, Fox News has tapped syndicated political columnist Tony Snow to host the network's new public affairs hour, *Fox News Sunday*, set to premiere April 28 at 9 a.m.

ET (BROADCASTING & CABLE, April 1). Roger Ailes, Fox News chairman, says the show aims to compete with the established political roundtable shows but also will target a younger audience. *Fox News Sunday* will make use of vintage Movietone newsreel footage owned by Fox in "then and now" segments, while Fox affiliates will contribute to a regular "electronic town hall" segment. All 12 Fox O&Os are expected to be onboard for the April 28 launch, but there's no word yet on how many affiliates have cleared the hour.

## First Amendment honorees



The Radio and Television News Directors Foundation honored ABC *World News Sunday* anchor Carole Simpson (middle) with its annual Leonard Zeidenberg First Amendment Award. Presenting the award last Tuesday at Washington's Mayflower hotel: from left, Zeidenberg's widow, Beverly; RTNDF President David Bartlett; ABC correspondent Lynn Sherr, and CBS *Evening News* anchor Dan Rather. The award is named for the late BROADCASTING & CABLE senior correspondent. Also honored was Tele-TV CEO Howard Stringer, who received the First Amendment Leadership Award.

**CBS led the pack with 69 nominations for the National Academy of Television Arts & Sciences' 23rd annual Daytime Emmy Awards.** CBS's *The Young and the Restless* garnered more nominations than did any other show, with 16; *Sesame Street* was the nearest competitor, with 12. All told, PBS earned 49 nominations, ABC got 40, NBC received 19 and Fox's children's slate won 14. And maybe the 16th time will be the charm for Susan Lucci, a perennial nominee in the best actress in drama series category for her work on ABC's *All My Children*. CBS will carry the presentation ceremonies live from Radio City Music Hall on May 22.

Former NAB Radio Board chairman **Bob Fox** of KVEN(AM)-KHAY(FM) Ventura, Calif., is this year's recipient of the association's **NAB Grover Cobb Memorial Award**. The award, to be presented at the NAB convention next week, honors broadcasters who

are particularly effective in lobbying the federal government.

**Fox has hired veteran pitcher and baseball announcer Tim McCarver as its lead game analyst for *Baseball on Fox*,** which debuts June 1. Also hired as an analyst was former MLB player and manager Jeff Torborg. And Bill Webb and Michael Weisman came onboard as producers.

**Cox Communications has launched a technical test of local and long-distance phone service** integrated with its cable service in San Diego. The test, in cooperation with Lisle, Ill.-based Tellabs, will run until June in 25 households. Cox then will conduct a test in more than 500 households, followed by a commercial rollout. A Cox spokesperson says the company will launch telephony service in other urban markets after San Diego. Tellabs' Cablespan 2300 system is being used in Time Warner Cable's test in Rochester, N.Y.

## Disney close to Angels buy

The Walt Disney Co.'s plan to buy the California Angels was back on track last week after the media giant reached an agreement with the city of Anaheim on plans for a \$100 million renovation of the team's stadium. Only two weeks ago, Disney executives said that the deal to buy the team was dead (BROADCASTING & CABLE, March 25).

Disney expects to complete its purchase of 25% of the team from owners Gene and Jackie Autry by mid-May. The agreement gives the company managing control of the Angels and an option to buy the rest of the team upon the death of Gene Autry. Although Disney

officials declined comment, sources close to the team said that the first phase of the buyout will cost roughly \$30 million.

Disney called off its deal with the Autrys last month after talks with the city broke down over revenue-sharing issues, the length of the team's lease and the city's plans to develop the area around the city-owned stadium. The new agreement calls for Disney to cover \$70 million of the \$100 million remodeling project and gives the team a new 33-year lease. Disney will take over day-to-day operations at Anaheim Stadium at the end of this baseball season.

—CL



# Closed Circuit

WASHINGTON

## Implementing telco bill

FCC commissioners late last week were expecting to see the Mass Media Bureau's draft language for implementing the 1996 Telecommunications Act's broadcast license term provisions. Plans call for issuing an order to implement language eliminating competing broadcast applications unless the commission first decides not to renew a license. The commission also will issue a rulemaking proposal to begin implementing provisions that create an eight-year broadcast license term. The license renewal language has been anxiously awaited by some at the FCC who have feared it might carry new definitions of the broadcast public interest obligations.

## Bill of goods

RTNDA reports hearing from stations that some companies offering real-time closed-captioning services have been suggesting in their sales pitches that the new telecommunications bill requires stations to do real-time closed-captioning for their newscasts. In fact, says RTNDA President David Bartlett, the bill does no such thing. What the bill does is mandate the commission to look into the matter, which it is doing. But so far, only a notice of inquiry has been issued. "It's important that stations know they don't have to buy such equipment," says Bartlett. Harvey Powers, news director, WBBT-TV Richmond, Va., received a mail pitch from one captioning company. "Unfortunately I threw it out, and I don't know that they said anything untrue. But the implication was that we were going to have to do this." Powers said the cost of implementing real-time closed-captioning would top \$50,000. "That could cost us one person or force us to give up most of our satellite remotes," he said.

## Price of progress

While UPN owner BHC Communications says it is "delighted" with the

network's progress to date, that progress did not come without cost. UPN's losses for 1985 totaled about \$80 million. Last year BHC spent almost \$130 million on the network. BHC's net income for 1995, including UPN, totaled just over \$37 million, according to its recently released annual report. Excluding UPN, BHC's net income for the year was almost \$117 million. But strong returns from BHC's station group helped offset the UPN investment. TV station earnings rose to \$151.4 million, slightly above 1994's record station earnings performance. Viacom has an option, through Jan. 15, 1997, to acquire half of UPN.

HOLLYWOOD

## Future Snipes

Actor Wesley Snipes is executive-producing a futuristic TV movie for ABC that could turn into a regular action/adventure series. Set in 2015, *Future-Sport* focuses on a world without borders, where geopolitical adversaries settle disputes by competing in a game described as a high-tech fusion of football and basketball. The project is being developed by Snipes's production company, Amen Ra Films, in association with Four Point Entertainment. Snipes, star of such films as "Passenger 57," "Jungle Fever" and "Money Train," is expected to make only a cameo appearance in the TV movie, but that appearance marks a reunion of sorts for the actor and the network. Before his movie career took off, Snipes was one of the stars of ABC's *H.E.L.P.*, a police drama that ran for six weeks in 1990.

NEW YORK

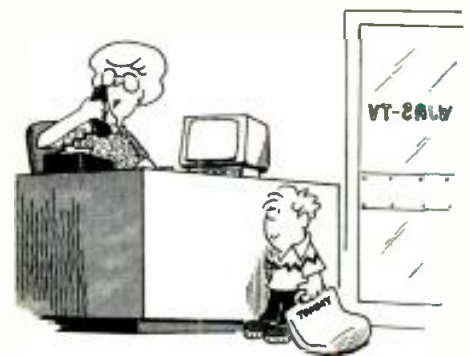
## Prodigy play

A source close to Prodigy Services confirmed reports last week that top executives at the commercial online company are attempting a leveraged buyout. The source reported that dis-

cussions about a possible LBO are being conducted with corporate parents IBM and Sears, Roebuck & Co., which had recently indicated its intention to sell its 50% stake in the troubled online service. Prodigy President Edward Bennett is reportedly leading the LBO effort.

## MSNBC readies pitch

NBC's planned MSNBC cable network is expected to reveal long-awaited programming details to cable system operators just before the National Cable Television Association meeting April 28-May 1 in Los Angeles. NBC made its first move with the new network last week, signing Jodi Applegate as co-anchor for *NBC Today* weekend editions and as an anchor for MSNBC. Meanwhile, the rival 24-hour news service being developed by ABC News has made a new hire, naming seven-year ABC veteran Mark Lukasiewicz executive producer for programming. Lukasiewicz will report to Jeff Gralnick, vice president of the planned news channel. MSNBC replaces the NBC-owned America's Talking cable network this summer; ABC's channel is scheduled to launch later this year.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"There is 'a consultant on children's programming' here to see you."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

## Incorporating The Fifth Estate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #12397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Second-class postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607509. Postmaster, please send address changes to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

## Responsible speech

We were struck by several comments made by Tele-TV Chairman Howard Stringer last week. The former CBS newsmen and top executive, who has now hitched his wagon to "telephone programming," was receiving a First Amendment award from the Radio-Television News Directors Foundation.

In his acceptance, Stringer called for industry responsibility as the best defense against government incursions into program content. (Jack Valenti was also vowing to bar the door against any influence from Washington on his ratings committee last week, but—while welcome—it seemed to this page so much rhetorical flourish upon closing the barn door after the horse has fled. It was government intrusion, after all, that led to the creation of the V-chip and the ratings system Valenti now champions.)

Stringer's call for responsibility was directed at those on both sides of the TV set. "Ratings systems are valuable to the child with responsible parents. They're not much of an obstacle to the latchkey kid with nothing but time on his hands," he said, illuminating one of the central ironies of the V-chip effort.

As for the programmers, Stringer sounded a theme worth repeating. "[T]he broadcasting or cable or telephone programming communities have a higher responsibility that the government cannot and should not enforce." That doesn't mean looking at the world through a rose-colored camera lens, but it does mean, as Stringer put it, that "Death stings, pain hurts, loss devastates, fear terrifies. If we complain that television merely mirrors reality, then let us try to reflect our reality more skillfully and honestly. *In the end industry leaders must take personal responsibility for what goes on the screen* (emphasis supplied). If we separate, like church and state, our artistic values from our personal values, then we create programs for others we would not be willing to share with our own

family and friends." Now that's a programming credo worth living by.

## Wise investment

The Association for Maximum Service Television is raising money for a good cause: the future of broadcast television.

MSTV, in concert with the Electronic Industries Association, is spearheading a three-year project to convert a Washington TV station to HDTV-readiness (see story, page 10). It will cost \$6 million to equip. The goal, says MSTV President Margita White, is to demonstrate to broadcasters just what it will take to be able to broadcast digital HDTV atop the traditional NTSC, simultaneously. The location of the model station insures that the cost and effort involved will be apparent to those on Capitol Hill as well. MSTV's share of the price tag for the test is \$1.5 million. Money well spent.

## Classy, they wrote

CBS has written the ending to *Murder, She Wrote*. It was no mystery. The show had been moved from its Sunday night home this season to try out younger-skewing sitcoms—like *Cybill*—that wound up performing well. In a move that seems classy but may simply be savvy programming, CBS is returning the show to its familiar Sunday night home for its last four episodes (not coincidentally, the move will come just in time for the May sweeps).

Angela Lansbury had tried to end the show before, only to be wooed back by CBS. This time, however, the show's failure to pull in the younger audience suggested to CBS that it was time for Jessica's final case. We will miss the class Lansbury brought to the show, and to television, but fortunately her production company has television deals that suggest we'll see more of both Angela and Jessica in the future.

### Donald V. West, editor/senior vice president

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Elizabeth A. Rathbun, Chris McConnell,

Christopher Stern, assistant editors

Michael Katz, staff writer

Doris Kelly, assistant to the editor

Rick Higgs, systems manager

Denise P. Smith, Kenneth R. Ray, graphic artists

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Rich Brown, associate editor (cable)

Richard Tedesco, assistant editor (Telemedia Week)

Donna Petrozzello (radio), James McConville,

Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Steve Coe, bureau chief

Cynthia Littleton, staff writer

London Paramount House, 162-170 Wardour St., W1V3AT;

44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

## Broadcasting & Cable

The Newsweekly of  
Television and Radio  
Founded 1931

Neal Vitale, group vice president  
Cahners Publishing Company

Robert Krakoff, chairman-CEO Reed Publishing USA

Richard Vitale, vice president, operations and planning  
Dan Hart, group controller

Michael Borchetta, circulation director  
Sharon Goodman, director of manufacturing  
and distribution

Louis Bradfield, distribution director

Charles M. Colfax, production manager

212-463-6558; Fax 212-463-6563

Eric Peterson, production assistant

Jane Rogers, vice president, research

Gillian Lewis, research director

Circulation Inquiries

Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

Sol Taishoff, Founder and Editor (1904-1982)

Lawrence B. Taishoff, Chairman Emeritus

### Peggy Conlon, publisher

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, international sales director

Millie Chlavelli, director of cable advertising

Robert Foody, director of technical advertising

Yvonne Pettus, account executive

Stacie Mindich, marketing services manager

Joan Miller, executive secretary

Sandra Frey, executive assistant

Antonette Fasulo, classified advertising manager

Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

director of syndication advertising

Rosalie Corley, account executive

Chuck Bolcom, account executive,

technology/cable sales,

Walnut Creek, CA 510-210-0814; Fax 510-210-0823

Kathleen Shuken, administrative assistant

Yukari Media (Asia): 81 6 956 1125;

Fax 81 6 956 5015

Jennifer Montefiore, BCC (United Kingdom & Europe):

44 171 437 0493; Fax 44 171 437 0495

Mike Hancock, Cahners Publishing Company

(United Kingdom & Europe) Equipment Advertising:

44 181 652 8248; Fax 44 181 652 8249

# Move a Trillion Megabytes?

## No Problem

Your customers are bored.  
They want to watch a movie.

Now.

At 7:00 p.m. 10,000 people select *Lion King* on their interactive televisions, demanding one trillion megabytes from your broadband system.

No problem. At Lockheed Martin, we'll help you build a broadband network that can handle massive amounts of data. We've done it before. We're the only company with more than 10 years of success integrating multi-terabyte interactive broadband systems, including a government network that delivers digital imagery around the world in real time.

Now we're applying this expertise to commercial markets. Our Media Systems Integration group is integrating Southwestern Bell's interactive television system.

And we're ready to answer your needs for digital spot insertion, billing systems, and interactive multimedia training and communication systems. We'll help define your requirements and design a system that works.

The first time.

Every time.

LOCKHEED MARTIN



<http://www.lmsc.lockheed.com>

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# Choosing A Networked Video Compression Solution Makes You A Hero Or A Scapegoat. Choose Wisely.

Let's face facts.

Selecting the wrong video networking solution puts you on the hot seat. Blown budgets. Missed timelines. Nasty finger pointing. And worst of all, you're supposed to be the expert.

Yet, it's all so easily avoidable by choosing DiviCom.

DiviCom is always there for you. Solving problems. Setting new performance standards. Providing industry leadership. From satellite, direct-to-home, MMDS and network transmission, DiviCom and its standards-setting family of MPEG-2, DVB and ATM digital video networking and set-top technologies is the superior choice. Hands down.

DiviCom developed the industry's most innovative, application-specific digital set-top box solutions *and* put hundreds of powerful MPEG-2 digital compression systems in place at customer facilities throughout the

world. With DiviCom's advanced digital video networking solutions, you receive the plug-and-play capabilities, interoperability and superior quality that only DiviCom can deliver. Better still, you receive a partner committed to solving your immediate and long-term challenges with speed and foresight.

So when it's your turn to make a choice, choose wisely. Call DiviCom at +1 408-944-6700 and experience a hero's welcome.



*Digital Video Networking for Today and Tomorrow*

1708 McCarthy Blvd., Milpitas, California 95035 U.S.A.

<http://www.divi.com>

See us in Booth #4836 in the Sands Expo NAB