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CBS's *Cosby*



NBC's *Suddenly Susan*

Primetime Falls Into Place



Fox's *Party Girl*



UPN's *Malcolm & Eddie*



ABC's *Spin City*

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Push Comes to Shove on Children's TV

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Appraising the Third Revenue Stream

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Fast Track

Must Reading from

**Broadcasting
& Cable**

May 27, 1996

TOP OF THE WEEK / 4

Quello advances kid's plan FCC Commissioner James Quello is pushing to settle the long-standing children's TV dispute that threatens to block action on TV stations' license-renewal applications. Quello's proffered compromise would not specify how many hours per week broadcasters should air to insure compliance with the 1990 Children's Television Act, but would suggest—at least implicitly—that the industry "norm" be followed. / 4

NBC buying two New World TVs New World says plans to sell KNSD(TV) San Diego and WVTM-TV Birmingham, Ala., to NBC for \$425 million don't mean it's on the block. / 9

ABC, CBS meet the troops As general managers prepared for this week's CBS affiliates meeting, they heaped praise on the network's new leaders and its new parent company, Westinghouse Electric Co. Meanwhile, ABC's disappointing season will top the agendas of its affiliates. / 10

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HBO Downtown Productions will produce a weekly first-run comedy series, *Comedy Showcase*. The deal, which is HBO's first step into first-run syndication, also broadens the ties between HBO and distributor Rysher Entertainment. / 21

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TCI challenges San Jose test TCI says outdated federal rules give Pacific Bell an unfair advantage in expanding cable service in San Jose, Calif., and that the telco is expanding its full-service hybrid fiber/coax network under the guise of conducting a video dialtone test. / 29

Request adds 30 channels

Request Television later this year will start offering 30 near-video-on-demand channels. The plans come as TCI prepares to buy Request. / 30

TV's multifaceted future

With many more TV program choices by 2000, as well as other programming sources such as the Internet, cable will have to change the way it does business, CTAM panelists said last week. That means offering different material and packaging services in a more interesting way. / 37



Prime Sports was pleased with the buy rates for its first foray into the hockey PPV arena. / 32

COVER STORY

Fall's prime time lineup: Back to basics

Except for NBC, the major networks plan to remain truer to their core audiences than they did this season. But that will take wholesale changes to accomplish. All four of the networks are re-vamping 40%-50% of their schedules, though none has the confidence to mount a full-scale assault on NBC's Thursday night schedule. On other nights, CBS is bringing Bill Cosby and Phylicia Rashad (above) back to TV, while ABC is betting on Michael J. Fox and Fox launches a comedy companion to *Married...With Children* called *Come Fly with Me*. / 17



Telemedia Week

Modems: The great cable hope Cable operators see fast money in speedy cable modems. They expect to be rewarded for offering high-speed access to the Internet and other online services. But some outsiders are skeptical that cable can deliver. / 38

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NBC O&O wins HDTV grant NBC station WRC-TV Washington has been awarded \$6 million to create a fully operational HDTV station. Area stations that also bid for the grant included WETA-TV, the PBS affiliate that already plans to build an HDTV station. / 47

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Quello seeks kids TV deal

Commissioner calls for children's programing guidelines based on 'industry norm'; Hundt, Ness await specifics

By Chris McConnell

As scores of TV stations prepared license renewal applications, FCC Commissioner James Quello last week pushed to settle the long-standing children's TV dispute at the FCC that threatened to block action on the applications.

In a plan released on Friday, Quello proposed setting guidelines on the amount of programing broadcasters must air to comply with the 1990 Children's Television Act. The law requires stations to serve the educational and informational needs of children.

The Quello compromise would not specify how many hours per week broadcasters would have to air to insure compliance, but would suggest—at least implicitly—the industry average as a safety zone, a Quello aide said.

Quello says he wants to point broadcasters toward the "industry norm" as the standard for kids TV. An NAB survey last year pegged the industry average at more than four hours per week.

But Quello also says he will eschew language that would assign a number to the programing standard: "It gives broadcasters an opportunity to volunteer what they will do."

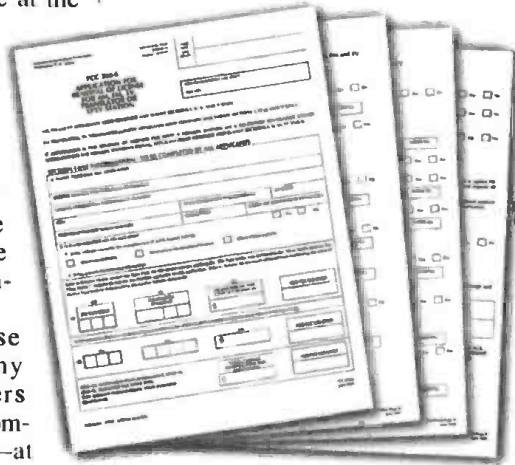
Quello hopes his proposal will stave off a protracted fight over the TV renewal applications, which will begin arriving next Monday: "I hope this gets us out of a big mess for June 3."

His proposal comes as the major broadcast TV networks are also eyeing optional children's TV guidelines as a way of breaking the FCC impasse on kids TV (see page 8).

It is unclear whether the Quello plan will lead to an immediate compromise. Commissioner Susan Ness praised Quello's recognition of the need for guidelines, but said she is not ready to sign off on the plan: "His proposal...still avoids the central question: What is the

minimum amount of educational and informational programing that is required? Until that question is answered, it is impossible to tell whether the ball has been advanced."

Ness and FCC Chairman Reed



First batch of TV license renewal applications is due Monday, June 3.

Hundt have pushed to place a number on the amount of programing broadcasters must air to insure compliance with the act at renewal time. Their plan also would allow broadcasters to satisfy the FCC rules through alternative efforts. Quello and FCC Commissioner Rachelle Chong have strongly opposed quantifying a children's TV standard.

An official in Hundt's office welcomed the proposal, but wanted more information about Quello's plans for providing guidelines. "It leaves open the most important question," the official said.

Quello's latest proposal also would give broadcasters the option of complying with the Children's Television Act through various non-broadcast efforts rather than relying entirely on their educational programing schedule. The 1990 act calls on all stations to serve the educational and informational needs of children.

The plan would base the FCC's review of children's TV compliance on

RENEWAL CALENDAR

Filing deadlines for TV stations

STATES	FILE DATES
Alabama	Dec. 2, 1996
Alaska	Oct. 1, 1998
Arizona	June 1, 1998
Arkansas	Feb. 3, 1997
California	Aug. 3, 1998
Colorado	Dec. 1, 1997
Connecticut	Dec. 1, 1998
Delaware	April 1, 1999
District of Columbia	June 3, 1996
Florida	Oct. 1, 1996
Georgia	Dec. 2, 1996
Guam	Oct. 1, 1998
Hawaii	Oct. 1, 1998
Idaho	June 1, 1998
Illinois	Aug. 1, 1997
Indiana	April 1, 1997
Iowa	Oct. 1, 1997
Kansas	Feb. 2, 1998
Kentucky	April 1, 1997
Louisiana	Feb. 3, 1997
Maine	Dec. 1, 1998
Maryland	June 3, 1996
Massachusetts	Dec. 1, 1998
Michigan	June 2, 1997
Minnesota	Dec. 1, 1997
Mississippi	Feb. 3, 1997
Missouri	Oct. 1, 1997
Montana	Dec. 1, 1997
Nebraska	Feb. 2, 1998
Nevada	June 1, 1998
New Hampshire	Dec. 1, 1998
New Jersey	Feb. 1, 1999
New Mexico	June 1, 1998
New York	Feb. 1, 1999
North Carolina	Aug. 1, 1996
North Dakota	Dec. 1, 1997
Ohio	June 2, 1997
Oklahoma	Feb. 2, 1998
Oregon	Oct. 1, 1998
Pennsylvania	April 1, 1999
Puerto Rico	Oct. 1, 1996
Rhode Island	Dec. 1, 1998
Saipan	Oct. 1, 1998
Samoa	Oct. 1, 1998
South Carolina	Aug. 1, 1996
South Dakota	Dec. 1, 1997
Tennessee	April 1, 1997
Texas	April 1, 1998
Utah	June 1, 1998
Vermont	Dec. 1, 1998
Virgin Islands	Oct. 1, 1996
Virginia	June 3, 1996
Washington	Oct. 1, 1998
West Virginia	June 3, 1996
Wisconsin	Aug. 1, 1997
Wyoming	June 1, 1998

Petitions to deny and competing applications are due three months after filing deadlines. Source: FCC

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future, rather than past, performance. Quello's plan would give every broadcaster a three-year license extension. Broadcasters then would have to say how they planned to comply with the act. Each station would be held accountable for its pledge when its license came up for renewal three years later.

Unless the commissioners soon reach an agreement on children's TV, FCC staff will not be able to routinely

process the renewal applications. As a result, says Hundt, the four sitting commissioners may have to evaluate each application on a case-by-case basis—a slow and possibly contentious process.

The commissioners would "look at the facts of the individual case," Hundt said. "You're going to have a very hard deliberation here."

Mass Media Bureau Chief Roy Stewart agrees, saying his staff might

not be able to approve any applications without instructions—and delegated authority—from the FCC's eighth floor.

Commissioners still have some time to sort out the squabble. Although the renewal applications from Washington, D.C., Maryland, Virginia and West Virginia are due to arrive next week, officials will not take action until after the deadline passes for filing petitions to deny them, Sept. 1. ■

NBC floats children's TV plan

Suggests broadcasters have option of airing minimum number of hours

By Chris McConnell

Networks are warming to the idea of putting a number on the FCC's children's TV policy.

In talks with industry executives and FCC officials, NBC has informally suggested a plan that would give broadcasters the option to satisfy the Children's Television Act by providing a minimum amount of children's TV programming.

Observers also say the three other big networks are not ruling out the idea as a possible resolution to the long-standing children's television dispute which FCC Commissioner James Quello was trying to solve last week (see page 4).

"Everybody's got to hold hands and jump," says one source. Others say the networks are still weighing the pros

and cons of such a plan before throwing their support behind it.

One pro is avoiding potentially more onerous children's TV programming requirements. A "processing guideline" would still allow broadcasters the option of satisfying the Children's Television Act with other efforts. Broadcasters fear that FCC Chairman Reed Hundt may push for a mandate—perhaps for five weekly hours—rather than an optional guideline once a tie-breaking commissioner is named to the vacant seat at the FCC.

Broadcasters also want to keep the issue out of the presidential campaign. They point to Vice President Gore's speech at the National Cable Television Association in which he challenged Republican presidential candidate Bob

Dole to back a three-hour minimum.

But the industry fears that embracing even a safe-harbor approach could alienate Republicans. One source voices concerns that broadcasters may be too far along in the presidential race to strike a deal and still strike a balance between the two parties.

"It's clear that the industry does not want to take sides," says another broadcaster.

And there is still the issue of recruiting a third vote at the FCC for any plan involving a quantitative standard, a concept commissioners Rachelle Chong and Quello have strongly opposed.

"We're setting a precedent," Quello says of the idea, adding that the commission has placed too much emphasis on the issue. ■

Hundt, Quello trade barbs

It's a safe bet that when FCC Chairman Reed Hundt compares Commissioner James Quello to Marie Antoinette, the tension between their two offices is flaring again.

Hundt took exception last Thursday to Quello's recent statement that Americans who want educational TV can buy VCRs. "That is a very quotable line," said Hundt, adding, "Another quotable line was Marie

Antoinette's response to the starving French peasants on the eve of the French Revolution: 'Let them eat cake.'"

After reading Hundt's speech, Quello phoned reporters with a response: "President Clinton said the era of big government is over. The White House ought to get that message to Chairman Hundt."

Quello also said that his statement about VCRs had been taken out of context and that he was just trying to point out that video tapes are one of many sources for



The soundbites are flying between Reed Hundt (l) and Jim Quello.

educational programming.

Hundt made the statement at a forum sponsored by American University in Washington on proposals to give presidential candidates free airtime. He proposed setting aside a specific amount of time for children's educational programming and free time for political candidates.

"Suppose we asked for five percent of the programming time for a dig-

ital TV license to be devoted to educational TV and political debate. This is a substantial number. With far, far less than that, we could make the biannual impossibility of campaign reform into an inevitable improvement of 21st century democracy," Hundt said.

A Hundt aide said that the suggestion that broadcasters set aside 5% of their time for public interest programming was "rhetorical" and that there are no plans to introduce it as a formal proposal. —CS

California sues TCI

Attorney general charges false advertising, unfair practices

By Price Colman

California's attorney general and district attorneys in two Bay Area counties have filed a \$27.5 million lawsuit against several Tele-Communications Inc. cable companies for alleged false advertising and unfair business practices.

The suit says the TCI companies are quoting prices that are higher than published or approved rates and are double-charging for certain services, such as trenching to install cable.

The suit also says that customers who are delinquent in paying cable bills are being hit with twice the normal charge to restart service. TCI has countered that the state and district attorneys have no jurisdiction over cable rates.

"TCI actually filed suit first...a few weeks ago under the belief that this whole dispute shouldn't fall under the arena of the local DA—that it is rate regulation, and the FCC and local franchising authorities should be looking at it," says David Liebler, a spokesman for TCI in California.

"The local franchising authorities haven't brought up any complaints."

Key elements in the conflict are the definition of "wired" and "unwired" homes, and the accompanying cost for initiating cable service. TCI's stance is



"The local franchising authorities haven't brought up any complaints."

TCI spokesman David Liebler

that a wired home is one in which a cable is attached to the TV set, while an unwired home is one that may have had cable in the past but no longer does. The cost for starting service to a wired home is \$17.98, while the cost for an unwired home is \$35.96.

"Our point of objection was that if a house had cable 10 to 15 years ago, the rate of change in the industry means it may require extra time and resources to make sure that customer has current and up-to-date cable services," says LaRae Marsik, spokeswoman at TCI's corporate headquarters in Englewood, Colo. "They may have had cable at one time, but that doesn't mean the wires are up to today's standards."

TCI had been negotiating with California and county attorneys in an effort to settle the dispute, but those talks broke down (BROADCASTING & CABLE, May 13). "Everything fell on deaf ears," Liebler says. "It boiled down to, 'What are you going to settle for?' TCI felt it never really got a fair hearing."

It's not the first time TCI has faced legal challenges over its business practices. When the nation's largest cable system launched Encore in 1991, it drew fire from legal authorities in six states for using a negative-option offering, meaning that customers automatically received the movie service, and the accompanying bill, unless they specifically declined.

TCI avoided protracted legal action by changing the Encore offering to a positive option, which required consumers to actively sign up for the popular service. ■

Consolidation = survival, says Baker

Barry Baker, chairman/founder of River City Broadcasting, told Broadcast Cable Financial Management Association conference attendees last week in Orlando, Fla., that his company's planned merger with Sinclair Broadcast Group is just the start of major consolidation in the broadcast station business. In less than five years, he predicts, "the broadcast business will look like the airline business—nine important players will be left, with another dozen trying to make noise, but no one will be listening."

Why is consolidation inevitable? It's a matter of survival, says Baker, especially now that networks and studios are free of the financial interest and syndication rules: "The only way we have a chance not to be leveraged out of business is to combine." Consolidation will happen across markets and within markets, he says, noting Sinclair's seven TV LMAs and the eight radio markets in which it owns between two and nine stations.

In radio, multiple ownership within a market means for-



Baker sees a trend toward fewer, but bigger, station groups.

mat protection, "which translates to cash-flow protection," he says. In TV, it means being able to produce more newscasts for a second outlet without incurring capital costs, and capturing an additional 10% of the available news advertising dollars overnight. It also means being able to leverage program prices down, with syndicators relying increasingly on bartered shows that demand wide coverage across the country.

The FCC will throw out the duopoly rules, predicts Baker, once the commission "realizes the new economic realities" with which broadcasters are dealing. "As cable interconnects get stronger and more sophisticated, local TV stations will compete against marketing machines that can deliver 20 stations at once against a single over-the-air competitor. I

believe the FCC will see that broadcast combinations are necessary to survive in a world where everyone else's ratings are being bundled competitively against TV operators." —SM

NBC buy TVs from New World

By Elizabeth A. Rathbun

New World Communications Group Inc. plans to sell two of its television stations to NBC, but that doesn't lend truth to reports that all of New World is on the block, a company spokesman says.

NBC last Wednesday said it will pay New World \$425 million for NBC affiliates KNSD(TV) San Diego (ch. 39) and WVTM-TV Birmingham, Ala. (ch. 13) (see "Changing Hands," page 24). New World will use the money to explore programming and distribution opportunities and for international opportunities, including joint ventures, says New World spokesman Michael Diamond. Asked what in particular New World has in mind, Diamond paused, then said the deal "gives us more flexibility."

The deal, which requires FCC approval, also will lighten New World's debt to \$600 million, Diamond says.

Selling the two stations "is not an indication of the sell-off of the group," Diamond says. "These assets don't fit with our basic strategy." New World's 10 other stations are affiliated with News Corp.'s Fox, which allows more

local programming flexibility, he says.

New World, however, recently was reported to be negotiating to sell most of its stations to 20% owner News Corp.

The sale of KNSD and WVTM-TV came up last July when NBC and New World were negotiating a 10-year affiliation contract for the stations, says John Rohrbeck, president, NBC Television Stations. The affiliation agreement includes a 10-year early fringe or access programming commitment for New World's Genesis syndication wing.

But NBC apparently wanted the stations badly enough to pay about 16 times 1995 trailing cash flow. That works out to more than 12 times 1996 pro forma cash flow, Diamond and Rohrbeck say.

That's a fair price, says analyst Rita Zanella of Gruntal & Co. Inc. However, she's puzzled by the motives behind the surprise deal.

One possible motive may be to free New World of its NBC stations so that News Corp. Chairman Rupert Murdoch doesn't have to pay a premium for them when he buys the group. The other possible motive may be that New World's largest shareholder, Ronald O. Perelman, "has something else up his

sleeve," Zanella says. She notes that New World has backed off its line that it wants to own only TV stations.

Meanwhile, "the Street is a little skeptical," she says. New World's stock price has been depressed, and with New World's high debt, Perelman's next investment should offer a higher rate of return than the NBC stations did. And "that's kind of a hard deal to find," she says.

New World stock rose only slightly from its opening price last Monday of 16 7/8 to close last Friday at 17 1/8.

Although networks might be expected to buy stations in larger markets, NBC's purchases are in the nation's 27th-largest market (San Diego) and the 51st (Birmingham). This deal looks good to NBC for reasons other than market size, Rohrbeck says.

For one, the more owned stations, the more platforms there are to launch NBC's growing syndication product, Rohrbeck says. NBC also is looking to the future. "With the clustering of cable ownership, the likelihood of the telco[s'] entry into this business.... We will be better-positioned to compete," Rohrbeck says. ■

NBC pitches MSNBC for retrans

By Steve McClellan

At its affiliate meeting in Phoenix last week, NBC strongly urged its affiliates to participate in the network's MSNBC all-news channel and to use the service in upcoming retransmission consent negotiations to gain wider cable penetration for the service.

The network also made an agreement in principle with its affiliates in which they will give the network ad inventory valued at \$275 million as their contribution toward helping pay for upcoming Olympic games (BROADCASTING & CABLE, May 20). The network also agreed to share profits from the Olympics with the affiliates, with details to be worked out later.

In a briefing after the meeting, which was closed to the press, NBC Television Network President Neil Braun said the network was still very much in a broadcast station acquisition mode (see story above).

TV stations around the country are about to embark on a new round of retransmission consent talks with cable operators. Linking MSNBC to those talks "will have a great deal of merit to a lot of affiliates," said Ken Elkins, NBC affiliate advisory board chairman and president of Pulitzer Broadcasting.



NBC's affiliate board: Frank Melton, WBT(TV) Jackson, Miss.; Doug Adams, KXAS-TV Dallas; Craig Dubow, WXIA-TV Atlanta; John Howell, WPM(TV) Pittsburgh; Bill Brooks, WPTV(TV) West Palm Beach, Fla.; Gary DeHaven, KTVN(TV) Springfield, Mo.; Ken Elkins, Pulitzer Broadcasting Co., and chairman of affiliate board; Al Buch, KSNW(TV) Wichita, Kan.; Michael Carson, WHDH-TV Boston; Richard Pearson, KTSM-TV El Paso (not in photo: John Hayes, Providence Journal Broadcasting).

The inventory swap starts Jan. 1, 1997, and runs through 2002. The network will get five weekly 30-second units in the *Today* show and *Tonight* show and one weekly spot in *Meet the Press*. In exchange, affiliates will get two spots in *Homicide*, one in *Mad About You* and one spot somewhere in Saturday prime time. ■

AFFILIATES MEET: CBS glad, ABC sad

By Cynthia Littleton

The three-day CBS affiliate conference in Los Angeles this week could turn out to be a meeting of the mutual admiration society. Meanwhile, ABC's disappointing prime time season and May sweeps performance will be atop affiliates' agendas for their annual face-to-face in Orlando starting June 4.

ABC—Among the key issues for ABC affiliates is that network's consideration of certain program deals with cable services—particularly where affiliate exclusivity to network programming is at stake. Case in point: The network had talked with Comcast about putting ABC soaps on Comcast's QVC home shopping network in exchange for the

MSO's carriage of the network's planned 24-hour news network.

That deal may be moot, given ABC's postponement of the news service. But the principle remains ripe for discussion. "Forgetting whatever financial deal they'd come up with, many affiliates oppose an agreement like this on philosophical grounds," said one member of the affiliate board of advisers.

Affiliates with equity in Newvenco will convene separately to discuss new ventures and a name change to Affiliate Enterprises Inc. Robert Wussler, who heads the affiliate joint-venture company, said it would test a new project called the Women's Health Alliance, which will offer sponsored vignettes for newscasts and other dayparts. The company also is working with New World Communica-

tion Group's Guthy-Renker, a major infomercial producer, on developing and distributing infomercials via stations in the Newvenco partnership.

CBS—"They're running the business more like a partnership than a dictatorship," says Tim Bever, vice president/general manager of CBS affiliate KBCI(TV) Boise, Idaho, suggesting a sea change in approach since Westinghouse bought the network last year.

Although CBS's prime time performance has been lackluster, Bever and others said they were encouraged by CBS's new fall schedule. Affiliates cited the network's decision to give back up to one hour for local morning news as a sign of new responsiveness. Sharing ideas for how to fill that time will be a key part of the conference.

Affiliates are also anxious to hear about progress on the sports and evening news fronts.

The thorny issues of cable retransmission consent and the digital spectrum auction are also sure to be hot topics. ■

NBC up; network share down

NBC wins extended season; first time different networks win three consecutive seasons

By Cynthia Littleton

The end of the 1995-96 season last week underscored the volatility of today's TV landscape as NBC's victory marked the first time a different Big Three network has won the prime time ratings race in each of three consecutive seasons.

Another cause for reflection on the bigger picture last week was Nielsen data showing that basic cable networks continue to siphon viewers from the four major networks in prime time. According to the Cable Bureau of Advertising, the networks' share of the prime time audience dropped nearly 6% over 1994-95, to an average 65%, while the combined average of more than 40 basic cable networks climbed 20%, to a 30 share.

Even NBC executives took a humble approach in heralding the network's impressive accomplishments during the past 35 weeks.

"These are very intricate times in the history of this business," said Don Ohlmeyer, president, NBC, West Coast. "We don't have our heads in the



NBC had the top four shows of the season, including number-one 'ER.'

sand.... It's a little unnerving to see the erosion of ABC's and CBS's audience. We mapped out a long-term strategy three years ago, and we're about 75% of the way to where we want to be."

For the season ending May 22, NBC enjoyed double-digit advantages over its competitors in households, with an 11.7/19, and the key adults 18-49 demographic, with a 7.3. NBC was home to the six highest-rated series, led by *ER* and the rest of its powerhouse Thursday lineup.

ABC, the 1994-95 season champ, came in second, with a 10.6/17 in house-

holds and 6.2 in adults 18-49. CBS ranked third in households (9.6/16) and fourth in adults 18-49 (4.6), while Fox pulled in a household average of 7.3/12 and a 5.2 in adults 18-49.

Start-up networks UPN and The WB ended the season with a 3.1/5 and a 2.4/4, respectively, in households. Both networks said they were encouraged by the growth of their top-rated shows, UPN's *Star Trek: Voyager* and The WB's *Savannah*.

The networks' collective decision earlier this year to extend the traditional 30-week season through the end of the May sweeps brought good end-of-season news to CBS and Fox. CBS pulled ahead of ABC by a nose for a second-place showing in households during the sweeps, while Fox fell short of beating ABC in adults 18-49 by three-tenths of a ratings point.

On a nightly basis in adults 18-49, NBC dominated Monday, Thursday and Sunday, ABC shined on Tuesday and Wednesday, Fox was fired up by *The X-Files* on Friday and CBS enjoyed double-digit growth with *Touched by an Angel* and *Walker, Texas Ranger* on Saturday. ■

ABC cancels news network

Cites scarcity of channels on systems; may revive plan later

By Rich Brown

The inevitable shakeout of the cable news network business has begun.

ABC News pulled the plug on its planned 24-hour cable news channel last Thursday, citing limited channel capacity and the prohibitive cost of gaining carriage. Nevertheless, ABC executives would not rule out the possibility of launching a channel in a digital future with increased channel capacity.

"We'll go forward later when we think we have a better shot," says ABC News Senior Vice President Richard Wald. One reason for throwing in the towel was word that Fox would be will-

ing to pay cable operators \$10 per subscriber to carry the planned Fox news network, says Wald. Another reason was NBC's competitive advantage in being able to convert its America's Talking retransmission consent network into the soon-to-be-launched MSNBC news network. Wald says ABC had no such interest in converting its own retransmission consent network, ESPN2.

"Our problem is the success of ESPN2," says Wald. "NBC could flip America's Talking because it wasn't that successful, but ESPN2 is a wildly successful enterprise and we couldn't flip it. We were starting from ground zero, while they were starting from a better place."

Steve Johnson of All News Channel is not surprised by ABC's exit from the race. He says All News Channel, a joint venture of Viacom and Conus, is banking on its carriage by DBS service USSB to help turn a profit. The service has not made money in more than six years of operation, and Johnson says



any newcomers face an uphill battle: "If they think they're going to make money in three or four years, they're out of their minds."

"The audience is not that large for run-of-the-mill news days," adds Ed Turner, executive vice president of CNN, which late last year launched a spin-off business news service called CNNfn and is preparing to debut a sports news network. "If you begin slicing it up, it's a good question about how many will survive."

ABC executives are giving no time frame for when they hope to resurrect their plans for a news channel. Meanwhile, the four executive producers hired to develop the shelved channel—including former *NBC Nightly News* executive producer Jeff Gralnick—are expected to remain onboard.

"Jeff Gralnick and the group he gathered around him are absolutely spectacular, and I think they are capable of doing some things for us with other cable outlets that ought to be interesting," says Wald. ■

Marcus moves Disney

Marcus Cable is the latest MSO to move The Disney Channel from premium to basic, converting the channel on its suburban Los Angeles system in Burbank/Glendale/La Crescenta on June 1. Marcus also made the switch on its Fort Worth system last month.

Two-thirds of the channel's estimated 17 million subscribers now receive it as part of expanded basic. And Cox Communications converted Disney Channel from pay to basic on all its systems (representing 3.2 million subs) in December 1994.

The conversions raise the question of whether Disney plans to convert its premium pay service entirely to a basic ad-supported network.

But Disney executives say the company has no plans to convert the channel to basic, calling recent switches part of its five-year "hybrid" strategy: "There are no plans at this time to go to an advertising channel," says Charlie Nooney, senior vice president sales and marketing, Disney Channel. "We are a pay service in some markets and a basic service in other markets, depending upon the operator's needs." —JM

The narrowed-down news race

A status report on other planned cable channels

MSNBC—The Microsoft/NBC joint venture appears to have a head start on its rival start-ups. MSNBC says it will launch on July 15 with 20.5 million subs, accomplished for the most part by converting America's Talking to MSNBC. Cable operators have said that the switch is not a done deal.

Time Warner, with 11.7 million subs the nation's second-largest cable operator, was still negotiating with MSNBC last week, according to a Time Warner spokesperson. The channel plans to offer news reports, live remotes and analysis during the day and a more program-driven menu at night.

Fox—Plans to launch its all-news cable channel this fall. Fox shocked cable operators at the NCTA convention in April with an offer to pay them \$10 per subscriber. Former CNBC and America's Talking president Roger Ailes is heading the operation in his new role as chairman of Fox News. Fox has not revealed programing details, but Fox Chairman Rupert Murdoch has said that it will offer an alternative to "liberal" media outlets.

CBS—Is rumored to be in negotiations to purchase Reuters Television's 42% stake in Telenoticias, a 24-hour Spanish-language news channel. CBS refused to comment on the report. NBC also is reportedly interested in Telenoticias, now available through a Spanish-language broadcast network that reaches 6 million U.S. viewers. CBS could build the network's cable distribution through upcoming retransmission consent agreements. —CS



Galaxy IX achieves orbit

By Glen Dickson

Hughes's Galaxy IX satellite launched successfully last Thursday night from Cape Canaveral, Fla., bringing 24 transponders of C-band capacity into orbit for cable program distribution.

The \$150 million Hughes bird was boosted into space aboard a McDonnell

Douglas Delta II rocket at 9:15 p.m. ET after a 35-minute delay to insure a safe launch window. Spacecraft separation was achieved after 80 minutes, and signal acquisition occurred roughly two and a half hours after lift-off. The bird's final geosynchronous orbit will be 123 degrees west longitude, a spot awarded to Hughes by the FCC just two weeks ago.



Hughes's Galaxy IX is a spin-stabilized HS 376 satellite that carries 24 16-watt C-band transponders.

Customers aboard the 3,000-pound Galaxy IX include Viacom, with five transponders to deliver the West Coast feeds of Showtime, Nickelodeon, The Movie Channel and MTV, and the national feed of Sundance Channel; TVN Entertainment, with five transponders to deliver its digitally compressed NVD programming service; reseller Global Access, with five transponders; Japanese broadcaster NHK, with one transponder for delivery of U.S. programming into Japan; The Computer Television Network, with one transponder, and General Communication Inc., with six transponders for delivery of telephony and data services in Alaska.

Galaxy IX's successor at 123 degrees will be Galaxy X, a C-band/Ku-band hybrid that has been approved by the FCC and is due for launch in early 1998. ■

Closed Circuit

WASHINGTON

Rules in play

FCC commissioners this week plan to take a look at the Mass Media Bureau's proposals for revising a slew of TV network rules. The commission last summer proposed axing or modifying a series of rules concerning the relationship between affiliates and networks. Rules under review are the network/affiliate agreement filing requirement, the network advertising rules, the territorial exclusivity rule, the time option rule, the exclusive affiliation rule and the right-to-reject rule. Commissioners hope to vote on eliminating or modifying the rules at the June 12 meeting.

Hundt to hail promoters

FCC Chairman Reed Hundt will deliver a videotaped message to attendees at the Promax panel "Children and Television: Not Just a Market" on Thursday, June 20, in Los Angeles. Hundt will encourage promotion executives to use their talents through public service messages and community campaigns to help children and families.

NEW YORK

In-house search

Disney may reach in-house to fill the vacant affiliate relations post at ABC-TV. Sources say several executives from Disney's TV syndication arm have been considered, including division president Mort Marcus. Sources also say that Disney has explored combining the operations of ABC's affiliate relations unit and the Buena Vista syndication arm. "It's pretty farfetched, but it's being considered," one source said.

Dish business

Primestar Partners may expand its rental-only business model to one in which it sells its DBS satellite systems through retailers, says Gary Howard, president of Tele-Communications Inc. Satellite Group, which plans to upgrade Primestar from medium- to high-power DBS service next year. TCI co-owns Primestar along with four other MSOs. Howard

says Primestar may retail its dish in two years if the price is right.

High-speed bump

After announcing last week that it will offer high-speed Internet service, wireless cable operator CAI Wireless Systems' stock soared in heavy trading. The stock opened May 23 at 7 3/4 and hit a 52-week high of 13 1/2 by midafternoon Friday, May 24. In those two days the stock's volume was nearing 17 million, about the same number of CAI shares that had changed hands so far in 1996. "I'd like to say it was because it was undervalued, which it was, but without a doubt it went up because of the announcement," says Vince Hulbert, a spokesman for CAI Wireless.

LOS ANGELES

Marriage of convenience

CBS- and Westinghouse-owned radio stations in Los Angeles and San Francisco—direct competitors in both cases—are expected to get cozy in the interest of cost-cutting. In L.A., Westinghouse's all-news KFNB(AM), which now rents space, will move into the CBS-owned building that houses CBS's all-news KNX(AM). In San Francisco, all-news KCBS(AM) next year will stop renting its space and move into the Westinghouse-owned building that houses talk-formatted KPX-AM-FM and KPX-TV. Formats and sales staffs are not involved, and the stations still will be regarded as competitors.

Art imitating life

If next season is indeed the last for the venerable *Roseanne*, plot developments in the past few episodes suggest that the series may end on a realistic note, with the wise-cracking "domestic goddess" leaving her blue-collar fiefdom for a new life as a TV star. Earlier this year, Roseanne the TV character landed a regular gig as a news commentator when a TV crew stopped into the diner she runs in the series and were impressed by her off-the-cuff observations. And in last week's season finale, Roseanne vowed to devote her energies to her TV spots as her marriage hit the skids.

Cable, telcos battle over local phone rules

CATV prefers uniform national regulations, while LECs want states to be in charge

By Chris McConnell

Cable and telephone lawyers are launching their battle over the \$100 billion local telephone business.

Responding to a proposal that FCC Chairman Reed Hundt has said will result in the most important set of decisions in the commission's history, the two industries are clashing over how the FCC should craft rules that will allow cable and other industries to compete as local telephone companies.

Cable companies want specific national rules and say that without them, the telephone companies will never sign the "interconnection" agreements needed to allow competitors to link with the local phone network. Local exchange carriers (LECs) insist that overly explicit rules—particularly in pricing standards—would frustrate state policies and ongoing interconnection negotiations. FCC officials say some federal action is needed, but have not decided how explicit the rules should be or whether such rules would impede efforts by state regulators to encourage local telephone competition.

"Our intention is to step on toes only where we have to," says one official. Interest in the ultimate outcome, meanwhile, is so great that BellSouth last week asked for an extra three weeks to review and respond to the more than 160 comments filed in response to the FCC's April proposal.

Those comments include several calls from cable companies for national rules that they say will be necessary if cable competitors are to develop reasonable business plans. "With uniform standards, competitors will more easily construct and operate regional networks," the National Cable Telephone Association told the FCC. NCTA President Decker Anstrom says that leaving the rules entirely to state regulators will



Roy Neel and Decker Anstrom are on opposite sides of the local phone issue.

force cable companies to develop a variety of business plans.

"Competition for local service from companies with their own facilities, like cable, will be delayed," Anstrom said in a statement on the rulemaking. Cox Communications says that the FCC should set boundaries on the prices that telcos may charge for interconnection or resale of local telephone service.

Cable companies also insist that the absence of strong FCC rules will allow phone companies to delay signing interconnection agreements with the incumbent phone system. "The party that benefits from delay has an almost insurmountable advantage," said communications lawyer Laura Phillips.

"[Incumbent local exchange carriers] still have the ability and the incentive to delay the entry of competing local exchange carriers," Time Warner Communications Holdings added.

Telephone companies point to the long-distance market as their incentive, citing provisions in the new law that require them to meet a competitive checklist before competing in that business. "They have every reason to do this," United States Telephone

Association President Roy Neel said.

Neel and other telephone industry executives also maintain that many interconnection negotiations already are under way without FCC action. They point to last week's announcement by Ameritech of an interconnection deal with MFS Communications Co. The deal allows MFS to hook up with the Ameritech network in the Bell's five states. Ameritech says it also calls for each company to pay the other the same amount for delivering calls originated on the other's network.

"They were not forced to negotiate this agreement," Neel said. BellSouth's

Robert Blau also points to differing policy concerns among the states. "There's a cost to locking yourself into one size fits all [rules]," said Blau, BellSouth's vice president of executive and regulatory affairs.

Supporting the LEC's preference for state regulations are the state regulators, several of whom visited commissioners and Common Carrier Bureau officials last week. "It is not appropriate for the com-

mission to limit or control the various findings that state commissions may make in carrying out their obligations," the Massachusetts Department of Public Utilities said.

"The FCC lacks the authority to impose pricing standards binding on the states," the National Association of Regulatory Utility Commissioners added.

The Department of Justice disagrees, saying that the commission should set national pricing standards. Also calling for such standards are the Consumer Federation of America and the Consumers Union, although the groups said the commission should allow states to determine "the precise path" to local telephone competition.

"The FCC must send a strong message that further delay is unacceptable, and the states must move quickly to craft regulations that create the conditions for competitive entry," the groups said.

Commissioners have put the item on a fast-decision track in an effort to comply with the six-month deadline set by the Telecommunications Act. Although BellSouth asked for a three-week extension last week, FCC plans call for adopting a final rule in August. ■

Broadcasters praise plan for longer license terms

Citizen groups want change tied to increase in public interest requirements

By Chris McConnell

Industry watchdog groups last week were calling on the FCC to ratchet up broadcasters' public interest requirements if the commission increases license terms to eight years.

"The public interest will be harmed by an increase in license terms unless there are corresponding requirements to insure that broadcasters meet their public interest trustee obligations," the Media Access Project and Center for Media Education (CME) said in a joint filing with the commission. The groups called on the commission to adopt quantitative requirements for locally originated programming.

The comments follow the FCC's April proposal to extend broadcast license terms to eight years as part of its implementation of the 1996 Telecommunications Act (the current limits are five years for TV stations, seven for radio). The law allows the commission to grant licenses for up to eight years and to renew the licenses if the renewal would serve the public interest.

The National Association of Broadcasters supports the commission's action: "This is consistent with the commission's unbroken practice since passage of the Communications Act of ordinarily granting license renewals for the full term permitted," the association said.

NBC said the eight-year license term will "provide broadcasters with more stability and encourage greater capital investment in the industry."

Errata

Due to an editing error, the May 20 commentary on free TV time for presidential candidates by Gene Mater included a reference to Andrew Taylor of CBS. The reference should have been to Andrew Heyward, CBS News president.

The broadcasters also welcomed the commission's proposals to apply the new license-term rule to all types of stations except experimental stations. As for radio renewal applications now pending at the commission, the commission said it also would extend to eight years the terms of radio stations that are renewed before the new rule takes effect.

"It is convenient for the public, since all of the stations that serve a market will generally come up for renewal at the

same time," the NAB said of the plan.

CME and the Media Access Project charged that the longer license terms will limit public review of broadcast performance and also pointed to language in the act that allows, but does not require, the eight-year term. "Congress meant to make benefit to the public a condition for eight-year license terms," the groups said. They called for more programming addressing local issues and news and more children's educational programming. ■

Gas tax repeal may cost broadcasters

Congress may use frequency auction—perhaps of DARS—to fund reduction

By Christopher Stern

Lately, whenever Congress needs a few extra dollars (or a few billion), it turns to spectrum auctions to make up the shortfall. Last week's vote by the House to repeal the 4.3 cent gas tax was no exception.

The House decided that it would pay for part of the reduction in federal revenue by auctioning 35 ghz of prime spectrum. The legislation leaves it to the FCC to decide which frequencies will be sold to meet Congress's goal of raising \$2.9 billion. But sources familiar with airwave values say the spectrum now allocated for Digital Audio Radio Satellite services will likely be the starting point.

The FCC already has agreed on a proposal to auction the DARS spectrum and is expected to move forward with it once House Commerce Committee Chairman Thomas Bliley (R-Va.) reviews the plan.

The commission wants to sell at

least 25 mhz of nationwide spectrum now allocated for DARS. It originally had set aside 50 mhz of spectrum for DARS, but the success of recent spectrum auctions has caused the FCC to re-evaluate its plan.

Under the new proposal, 25 mhz will be sold at auction with no restrictions on its use. An additional 12.5 mhz of the DARS spectrum will be auctioned among three companies now vying for the frequencies. The remaining 12.5 mhz will be earmarked for commercial applicant CD Radio, which will have to pay 80%-100% of the spectrum's value, sources say.

The House proposal does not appear to have any direct impact on CD Radio's plans to broadcast 50 channels of music and news via satellite, according to Richard Wiley, of Wiley, Rein & Fielding. "We are not worried right now," says Wiley, CD Radio's attorney.

If an auction of the DARS spectrum fails to meet Congress's revenue target,

the commission could turn to frequencies now allocated to electronic news-gathering, sources say.

One proposal already under consideration at the FCC would require broadcasters to move their ENG operations from the 2 ghz band to the 4 ghz band. Broadcasters don't like the proposal, claiming that it would be prohib-

itively expensive to replace or retrofit their equipment for the move to the higher band. The House proposal does require the FCC to "take into account the cost to incumbent licensees of relocating existing uses to other bands of frequencies."

Although the gas tax legislation does not specify the frequencies to be auc-

tioned, it does rule out the sale of spectrum now earmarked for digital TV.

Congress first targeted the DARS and ENG spectrum last year, when it decided to raise \$15 billion through spectrum sales. The proposal was included in a budget bill vetoed by President Clinton for unrelated reasons. ■

Going public over free time

FCC Chairman Reed Hundt is taking center stage in the effort to induce broadcasters to provide free airtime to presidential candidates. He has scheduled a public hearing on June 18 to consider, among other things, whether the free time should be classified as "news" under the equal time rule. If so, TV stations offering free time could limit its use to major candidates. At the prompting of activist Paul Taylor, several broadcasters led by Fox have promised free time this fall. The FCC holds public hearings whenever it wants to draw attention to itself or a particular issue. The Hundt FCC has held hearings on kids TV (December 1994), advanced television (December 1995) and spectrum management (March 1996).

Canadian V

Canada is not having much luck in its efforts to coordinate its V-chip policies with those of the U.S. The Canadian system, scheduled for introduction this fall, will divide programming into five categories of violence, ranging from comedic to graphic. Keith Spicer, FCC Chairman Reed Hundt's Canadian counterpart, is lobbying Washington to implement a V-chip system similar to Canada's. Spicer has his work cut out for him. Washington insiders who are hard at work on the V-chip rating code are at least seven months away from putting the final touches on the U.S. V-chip system and say they want no outside suggestions.

4As for free time

The American Association of Advertising Agencies has endorsed proposals to give presidential candidates free airtime during the final weeks of the election. "We applaud the national networks for their willingness to participate in this initiative. We hope that this campaign will provide greatly increased media exposure of the many critical issues facing the country," the AAAA said last week.

New name, new look

The Association of Local Television Stations (formerly the Association of Independent Television Stations) has unveiled its new logo. It was designed pro bono by Manheim Advertising, Cleveland.



Cameras in California case-by-case

California will continue to allow cameras in courts on a case-by-case basis, a state judicial task force ruled last week. The state decided to take a second look at its camera policy in the wake of the O.J. Simpson trial. Broadcasters said the ruling inevitably will result in some judges barring cameras from the courtroom and will mean less criminal court coverage on television.

Per-program plea

Radio broadcasters are asking Congress to give stations that don't play a lot of music a break on licensing fees. The NAB claims that the current arrangement, which allows stations to pay fees on a "per program" basis, is unfair. The National Radio Broadcasters Music Licensing Committee says that Senate Majority Leader Bob Dole (R-Kan.) and Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) support its proposal to lower the fees.

PBS promotes itself

Not to be outdone by commercial broadcasters, public broadcasting is waging an ad campaign of its own. "She'll see at least 1,000 rapes, murders and assaults this year," says a PBS print ad that features a toddler staring at a television set. PBS placed the ad in *Roll Call*, a newspaper circulated on Capitol Hill. PBS apparently hopes to take advantage of Congress's preoccupation with violence on television. The ad continues: "On PBS, she'll see engaging, commercial-free programming just for kids, and she'll see responsible, nonviolent shows for her whole family."

Ness top 10

Taking a stab at stand-up comedy, FCC Commissioner Susan Ness has offered communications lawyers a forecast of how the telecommunications world might look in 10 years. Among her predictions for the top telcom stories of 2006: Cable industry announces that a \$300 digital set-top box will be available by year's end; TCI/MCI/MFS/IBM/Nordstrom announces merger with SBC/BT/Sprint/Visa/ShoeRack/PaineWebber, citing "need for greater economies of scale and scope"; [NAB President] Eddie Fritts continues to block kidvid compromise, while many broadcasters continue to operate under license last renewed in 1991-93, and although Jim Quello professes no interest in seeking a seventh term, most observers expect reappointment anyway.



Edited By Chris McConnell

Broadcasting

May 27, 1996

COVER STORY

Networks revamp for fall

Trend is toward playing to traditional strengths and courting core audiences

By Steve McClellan

For the major networks, with the exception of NBC, the common thread of their newly unveiled prime time strategies for next season is to remain truer to their core audiences than they did this season.

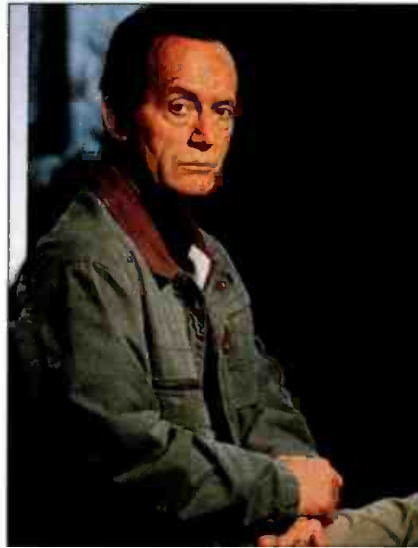
And they all are making wholesale changes to accomplish that.

NBC is changing 40% of its schedule, despite its front-runner status. CBS will revamp 45%, with five new comedies, five new dramas and four returning shows going to new time periods. ABC, changing 48% of its schedule, has six new comedies, two new dramas, a new magazine and six returning shows changing time periods. Fox will change 50%, with three new comedies, two new dramas and five shows changing time periods.

Both ABC and CBS hope that lightning will strike twice for some of NBC's Thursday night stars of the past decade-plus. CBS has Bill Cosby, Phylicia Rashad, Ted Danson and Rhea Perlman in new sitcoms—and a sitcom from Steven Bochco—while Michael J. Fox is starring in a comedy for ABC, and Malcolm-Jamal Warner in a new UPN sitcom.

ABC is rebuilding its family-programming image with an almost completely revamped "TGIF" Friday lineup. The network also picked up *Second Noah*, generally deemed a quality drama that struggled in the ratings as a midseason performer.

CBS is rebuilding its Monday night comedy block with *Cosby* and *Ink*, the new DreamWorks project with Ted Danson and Mary Steenburgen. Coupled with the returning *Murphy Brown*, *Cybill* and *Chicago Hope*, Monday is



Fox looks to capture the 'X-Files' audience with 'Millennium' (above, left); ABC hopes it has a clue to viewer tastes with 'Clueless'; CBS is reuniting Cosby with TV wife Phylicia Rashad.

"must see" TV on CBS, "even though I hate to use that term," CBS Entertainment President Leslie Moonves said.

Fox is sticking more to its traditional knitting next season, with the addition of two younger-skewing sitcoms and two gritty new dramas. But it also thinks it has the first compatible comedy companion for *Married...With Children* in *Come Fly with Me*.

Although ABC, CBS and Fox are all making aggressive, somewhat risky scheduling moves, none had the confi-

dence in this season's development to make a full-scale assault on NBC's Thursday night schedule. As one network programming executive put it, "That would be suicide."

The shrug-of-the-shoulders mentality toward Thursday was best illustrated by ABC at its upfront presentation in New York last week. ABC news executive Rick Kaplan persuaded his friend Bill Clinton to participate in a video quip in which he rejects ABC programming chief Ted Harbert's idea of "canceling Thursday nights by executive order" to help balance the budget.

Only CBS is launching a new show on Thursday nights—*Moloney*, starring popular miniseries and movie-of-the-week star Peter Strauss. Strauss plays a cop/psychologist in the drama, which will air at 9 against *Seinfeld* and the new Brooke Shields sitcom, *Suddenly Susan*.

Both CBS and ABC are programming

Broadcasting

news magazines against the entrenched *ER* at 10, while Fox is returning with *New York Undercover* at 9. At 8-10, ABC is programming two dramas with mediocre ratings performances to date: *High Incident* and *Murder One*.

"On Thursday, what's become clear," said Harbert, "is that it's just about impossible to launch new shows against NBC's lineup." Instead, the network will go with "high-quality" dramas, and probably will get creamed. "Our expectations are not unrealistic,"

said Harbert. *High Incident* had an unimpressive outing (from a ratings standpoint) this spring on Monday nights, and *Murder One* has struggled all season.

Next year, *Murder One* producer Steven Bochco is changing the lead character (still in negotiation) and the format. Instead of following one case all year, at least three different stories will unfold, reducing "a lot of that pesky in-between stuff that slowed the show down," the ABC program chief said.

It's always risky to move established hits to new time periods, but CBS, ABC and Fox are doing it next season in an effort to nurture new shows.

Fox, for example is moving its most popular series, *The X-Files*, from Fridays to Sundays. Why? The reason is twofold, says Fox programming head John Matoian. First, *X-Files* creator Chris Carter has developed *Millennium*, a new crime drama with paranormal overtones. Matoian thinks that *Millennium* can capture the Friday audience, where *X-Files*

A LOOK AHEAD: THE '96-'97 SEASON

New show	abc	CBS	NBC	FOX	U/PIN	WB
New time						
MONDAY	8:00 Dangerous Minds <i>Predawn/Simpson-Bruckheimer</i>	Cosby Carsey-Werner	Jeff Foxworthy* Brillstein-Grey	Melrose Place <i>Spelling</i>	In the House* Winitred Hervey	The Parent 'Hood Warner
	8:30	Ink DreamWorks	Mr. Rhodes NBC/Universal		Malcolm & Eddie TriStar	Steve Harvey Brillstein Grey
	9:00	Murphy Brown Warner Bros.	NBC Monday Night at the Movies	Party Girl Warner Bros.	Goode Behavior Paramount	Savannah <i>Spelling</i>
	9:30 Monday Night Football <i>ABC Sports</i>	Cybill Carsey-Werner		Lush Life Warner Bros.	Sparks, Sp and Sp MTM	
	10:00		Chicago Hope <i>Fox</i>			
10:30						
TUESDAY	8:00 Roseanne Carsey-Werner	Home of the Brave <i>CBS Productions</i>	Mad About You TriStar	Fox Night at the Movies	Moesha Big Ticket	
	8:30 Life's Work Touchstone		Something So Right Universal		Homeboys/Outer Sp Touchstone	
	9:00 Home Improvement Disney	CBS Tuesday Movie	Frasier Paramount		The Burning Zone <i>Universal</i>	
	9:30 Spin City DreamWorks/Ubv		Caroline in the City CBS			
	10:00 NYPD Blue <i>Bochco/Fox</i>		Dateline NBC <i>NBC News</i>			
10:30						
WEDNESDAY	8:00 Ellen Disney	The Nanny TriStar	Wings Paramount	Beverly Hills, 90210 <i>Spelling</i>	The Sentinel <i>Pet Fly/Paramount</i>	Sister, Sister Paramount
	8:30 Townies Carsey-Werner	Pearl Witt Thomas	J Larroquette Witt Thomas			Nick Freno Warner Bros.
	9:00 Grace Under Fire Carsey-Werner	Almost Perfect Paramount	NewsRadio Brillstein-Grey	Party of Five <i>Columbia</i>	Star Trek: Voyager <i>Paramount</i>	Wayans Bros. Warner Bros.
	9:30 Drew Carey Show Warner Bros.	Public Morals Bochco	Ben Eby Betty Carsey-Werner			Jamie Foxx Warner Bros.
	10:00 PrimeTime Live <i>ABC News</i>	EZ Streets <i>Universal</i>	Law & Order <i>Dick Wolf/Universal</i>			
10:30						
THURSDAY	8:00 High Incident <i>DreamWorks</i>	Diagnosis Murder <i>Viacom</i>	Friends Warner Bros.	Martin HBO		
	8:30		Single Guy Castle Rock/NBC	Living Single Warner Bros.		
	9:00 Murder One <i>Bochco/Fox</i>	Moloney <i>CBS/TriStar</i>	Seinfeld Castle Rock	New York Undercover <i>Dick Wolf/Universal</i>		
	9:30		Suddenly Susan Warner Bros.			
	10:00 Turning Point <i>ABC News</i>	48 Hours <i>CBS News</i>	ER <i>Warner Bros./Amblin</i>			
10:30						
FRIDAY	8:00 Family Matters Warner Bros.	Dave's World CBS Enter.	Unsolved Mysteries <i>Cosgrove-Meurer</i>	Sliders <i>SL Clare Entertainment</i>		
	8:30 Sabrina Viacom	Raymond Worldwide Pants/HBO				
	9:00 Clueless Paramount	Mr. & Mrs. Smith <i>Warner Bros.</i>	Dateline NBC <i>NBC News</i>	Millennium <i>Fox</i>		
	9:30 Boy Meets World Disney					
	10:00 20/20 <i>ABC News</i>	Nash Bridges <i>Universal</i>	Homicide: Life on the Street NBC Prods.			
10:30						
SATURDAY	8:00 Second Noah <i>New World</i>	Dr. Quinn, Medicine Woman CBS Entertainment	Dark Skies <i>Columbia</i>	Cops Barbour-Langley/Fox		
	8:30			Cops Barbour-Langley/Fox		
	9:00 Coach Universal	Early Edition <i>TriStar/CBS Entertainment</i>	The Pretender <i>MTM</i>	Married...w/Child Columbia		
	9:30 Common Law Witt Thomas			Come Fly with Me TriStar		
	10:00 Relativity <i>Twentieth TV/Bedford Falls</i>	Walker, Texas Ranger <i>Amadea</i>	Profiler <i>NBC Studios</i>			
10:30						
SUNDAY	7:00 Amer's Funniest Videos <i>ABC/D/Bona</i>	60 Minutes <i>CBS News</i>	Dateline NBC <i>Warner Bros.</i>	L.A. Firefighters <i>Fox</i>		Mork Warner Bros.
	7:30					Brotherly Love* Witt Thomas
	8:00 Lois & Clark <i>Warner Bros</i>	Touched by an Angel <i>CBS Entertainment</i>	3rd Rock/Sun Carsey-Werner	The Simpsons Gracie/Fox		7th Heaven <i>Spelling</i>
	8:30		Boston Common Castle Rock	Ned & Stacey TriStar		Life with Roger Warner Bros.
	9:00 The ABC Sunday Night Movie	CBS Sunday Movie	NBC Sunday Night at the Movies	The X-Files <i>Fox</i>		Unhapp Ever After Disney
9:30						
10:00						
10:30						

GRAPHIC BY BROADCASTING & CABLE

* Show moved from different network

has ranked number one or two all season. Second, he thinks that moving *X-Files* to Sundays will give it the chance to bag an even larger audience on a night when viewer tune-in is 25% higher.

Fox also is moving longtime staple *Married...With Children* to Saturdays, where it will be paired with *Come Fly with Me*, a new domestic sitcom about another offbeat working-class family. Matoian says it's the first time that Fox has been able to develop a sitcom that is compatible with *Married*.

Among CBS's riskier moves is the shift of the Monday night hit *The Nanny* to the leadoff position on Wednesday, where it will be used to launch the new Rhea Perlman sitcom *Pearl* at 8:30. "It's a bold move, but we think it can hold its own against *Ellen* [ABC] and *Wings* [NBC]." And *Pearl*, he said, was one of the network's two highest-testing shows this development season, along with *Cosby*. Indeed, Moonves says, the hour that follows, Wednesday 9-10, is probably much riskier—with the critically well-received *Almost Perfect* leading into the new Bochco sitcom *Public Morals*, billed as a *Barney Miller* for the '90s. The big risk: *Almost Perfect* has yet to break out and find an audience of hit proportions, which could leave sure-to-be-controversial *Public Morals* twisting in the wind.

Morals will push the envelope in terms of content acceptability for television. Moonves says that whatever ratings system is developed for TV shows, *Morals* will be "at the extreme end.... It's not a show that I would want to see on at 8 o'clock, nor would you or anyone in

past decade ABC has been the leader of urban, upscale comedies, but recently our dominance has faded," Harbert acknowledged. "All by itself, *Spin City* will do a lot to reverse this trend."

Picking up shows canceled by other networks has become trendy this season. CBS picked up *JAG*, canceled by NBC, for midseason. NBC picked up *The Jeff Foxworthy Show*, canceled by ABC. UPN picked up *In the House* and WB *Brotherly Love*, both also canceled by NBC.

Midseason backups at ABC include the sitcom *It's Good to Be King*, with Jim Belushi, and *The Practice*, a law drama from David E. Kelley. Also on tap for midseason: new episodes of *Hangin' with Mr. Cooper* and *Muppets Tonight*. The network will air "Forrest Gump" next season and has signed Meryl Streep for docudrama *First Do No Harm*, her first TV production since 1978's *Holocaust*. Miniseries on tap for next season: Stephen King's *The Shining* and Robert J. Waller's *Border Music*, both based on best-selling books.

ABC has signed best-selling author Tom Clancy ("Hunt for Red October," among others) to a five-year deal to develop a drama series and three four-hour miniseries. The programs, not yet identified, may be based on original material or on previous works.

Roone Arledge gets the award for bawdiest quip during the new-schedule presentations. Discussing ABC magazine series *Turning Point*, he told advertising executives Monday in New York that the series "is where Princess Di revealed for the first time that she and the prince were doing to almost everybody else...what *ER* has been doing to us" on Thursday at 10 p.m.

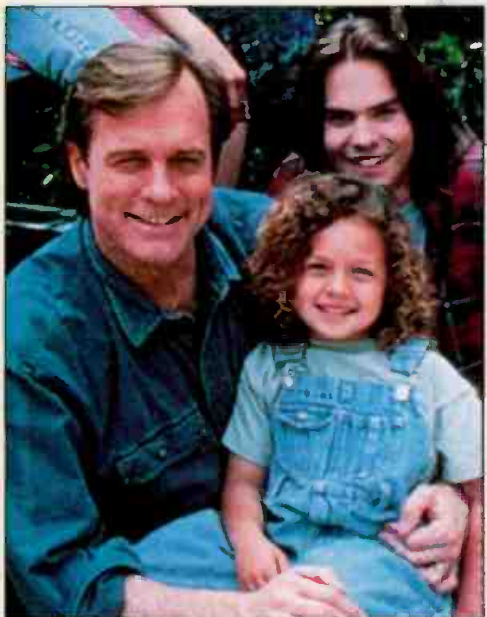
Canceled shows at Fox include the eight-year-old *America's Most Wanted*; *Kindred*; *Profit*; *Space: Above and Beyond*; *Partners*; *Too Something*, and *Preston Episodes*. Matoian said a decision on whether *AMW* will return in midseason, as either a series or a series of specials, will be made later. The only midseason commitment so far is for the animated half-hour *King of the Hill*.

Canceled shows at CBS include *The Client*; *Picket Fences*; *American Gothic*; *Courthouse*; *Central Park West*; *Bonnie*; *Dweebs*; *Murder, She Wrote*; *If Not for You*, and *Can't Hurry Love*.

Canceled shows at ABC include *Step by Step*, *Wilde Again*, *Charlie Grace*, *The Monroes*, *Maybe This Time* and *Somewhere in America*. ■



Brooke Shields joins NBC's powerhouse Thursday; UPN adds 'Malcolm & Eddie' (right); WB targets families with '7th Heaven.'



Congress," he told reporters last week. ABC also is shifting a couple of established comedies to make room for others, including *Boy Meets World*, which goes to 9:30 to make room for the new *Sabrina: The Teenage Witch* at 8:30 p.m. The move of *Boy Meets World* is not as drastic as CBS's *Nanny* switch, but a lot is at stake because the ABC comedy is the highest-rated kids show on television—and one of the highest-rated teen shows, according to Harbert.

ABC is moving the long-running *Coach* to Saturdays to make way for the new Tuesday comedy *Spin City* with Michael J. Fox, on which the network is pinning high hopes. "For most of the

MCA buys into Brillstein-Grey

Pays \$90 million for half interest in producer

By Cynthia Littleton

MCA finalized a deal last week to purchase half of Brillstein-Grey Entertainment for an estimated \$90 million (BROADCASTING & CABLE, March 11).

BGE is a leading producer of network fare, with seven new and returning series headed for prime time slots this fall. MCA's investment in the movie and TV production company comes at a time when the studio's new owner, beverage giant Seagram Co., has said it is determined to make MCA a major player in the worldwide TV market.

"This strategic relationship presents a tremendous growth opportunity for our television and motion picture businesses," says Ron Meyer, MCA's president.

BGE's TV credits have included *Alf*, *The Days and Nights of Molly Dodd* and *The Larry Sanders Show*. Its 1996-97 pickups include NBC's *Just Shoot Me*, ABC's *It's Good to Be King* and the WB Network's *The Steve Harvey Show*.

MCA's purchase does not affect Brillstein-Grey's production venture with ABC or its talent management unit, but BGE Chairman Brad Grey has signed a long-term pact with the studio. After turning over management duties to Grey last October, BGE co-founder Bernie Brillstein sold his interests in BGE and related Brillstein-Grey ventures to Grey.

Those ventures include Brillstein-Grey Communications, a production company the partners formed in 1994 with Capital Cities/ABC. To date, BGC has produced NBC's *NewsRadio*, ABC's *The Naked Truth* and *The Jeff*

Foxworthy Show, which will move from ABC to NBC in the fall. On the management side, Brillstein-Grey Enterprises represents such talents as actor Brad Pitt and producer Lorne Michaels.

In spite of its partnerships with MCA and ABC, off-network distribution rights to much of Brillstein-Grey's TV product is still up for grabs. Brillstein-Grey's prior distribution deal with Columbia TriStar Television Dis-

tribution, covering *NewsRadio* and *The Larry Sanders Show*, expired in March. Nonetheless, MCA's equity stake in BGE means it will share in any back-end profits from BGE shows.

Brillstein-Grey's alliance with MCA creates "a potent combination for the growth" of BGE, particularly in the feature film area, Grey says. BGE's latest theatrical, the Jim Carrey comedy "The Cable Guy," is due out next month. ■

'Walker,' 'Sister, Sister' head for off-net runs

Family comedy, rising tide for off-net dramas could put distributors in driver's seat

By Cynthia Littleton

The off-network market heated up last week as programmers took a look at a fresh family sitcom and a Texas Ranger with a black belt.

Paramount Domestic Television began pitching broadcasters on the WB Network's *Sister, Sister*, while Columbia TriStar Television Distribution tested the waters for a dual cable/broadcast off-network launch of *Walker, Texas Ranger*.

In both cases, industry observers say, the laws of supply and demand are working in the distributor's favor.

Sister, Sister may be one of the last



Paramount is pitching 'Sister, Sister'

off-network family comedies available to broadcasters for some time as the networks lean toward more adult fare in the 8 p.m. hour.

The urban-oriented comedy, revolving around the antics of teenage twins played by Tia and Tamera Mowrey, moved around ABC's schedule between April 1994 and June 1995 before settling down at WB last fall. *Sister, Sister* averaged a 3.0 Nielsen household rating and 5 share this season.

Paramount officials declined comment, but station sources say the distributor is offering 97 episodes of the family comedy on a cash-plus-barter basis for a 3 1/4-year license term beginning in fall 1998. Although double runs weren't mentioned in last week's pitch to major station-group buyers, Paramount probably will give stations the option of buying a sixth run for half of the cash license fee.

Paramount is expected to seek hefty license fees for the sitcom in top mar-



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kets. Some broadcasters scoffed at the notion, but others expect a competitive round of bidding in some markets.

"Independent stations need something to transition from animation into adult sitcoms, so [Paramount] could see some bullish prices for the show," says Seltel's Janeen Bjork. "There is precedent for shows of its ilk doing very well."

On the barter side, Paramount is seeking six minutes of national time per week, which works out to 1.5 minutes in two of the five runs permitted each week and one minute in the remaining three runs.

CTTD, meanwhile, has charged into the cable market with hopes to fetch \$750,000 per episode for reruns of CBS's *Walker, Texas Ranger*, available in fall 1997. Sources say CTTD is offering at least 100 episodes of the hit Chuck Norris action western for a four-year license term, a deal that would give CTTD the option to sell weekend runs of the drama to broadcasters.

CTTD's expectations for *Walker, Texas Ranger* undoubtedly were bolstered by the record prices cable networks have paid for *ER* and other top-rated network dramas during the past few months. Likely contenders for the show include TBS, TNT, USA Network and the Family Channel. ■

ABC folds in-house arm

By Cynthia Littleton

ABC Productions, the first in-house production unit created by a network after the easing of fin-syn rules, will close down early next month.

ABC officials say they no longer need an in-house prime time series production unit in light of Capital Cities/ABC's merger with the Walt Disney Co. ABC also has struck programing pacts in recent years with such top producers as Brillstein-Grey, DreamWorks SKG and Jim Henson Productions. ABC says it will try to find new jobs within the company for the division's 13 employees.

ABC will maintain its boutique production companies—Victor Television, ABC/Kane Productions, DIC Entertainment and Greengrass Productions.

Created in 1989, ABC Productions was the first network-owned outfit to sell original programing to other networks. ■

HBO enters first-run

Plans weekly series to be distributed by Rysher

By Cynthia Littleton

HBO Downtown Productions is expanding into first-run syndication with plans to produce a weekly comedy series to be distributed by Rysher Entertainment.

Hosted by comedian Louie Anderson, *Comedy Showcase* will feature a mix of rising and established stand-up stars. The first-run hour, set for a fall 1997 debut, is an outgrowth of the pay cable network's *HBO Comedy Showcase*.

Rysher has distributed reruns of *HBO Comedy Showcase*, among other HBO originals, to broadcasters for the past three years. The new deal calls for HBO



Downtown Productions to produce 16 original *Comedy Showcase* hours exclusively for syndication. The 22-episode offering will be filled out with six *HBO Comedy Showcase* installments that have not aired in syndication.

This year, Rysher has cleared *HBO*

They still don't love Lucci



The National Academy of Television Arts & Sciences gave out its daytime Emmy awards last week and, for a 16th time, soap star Susan Lucci failed to take home the best actress prize (which went to Erica Slezak of 'One Life to Live' [l] amid a chorus of incredulous gasps from long-time Lucci fans). Phil Donahue (r) did not leave empty handed, however, taking home a lifetime achievement award. Other winners included 'General Hospital,'

outstanding drama series; 'The Price is Right,' best game show; 'Sesame Street,' best pre-school series show; WB's 'Animaniacs,' animated children's program; 'Oprah Winfrey Show,' talk show; Montel Williams, outstanding talk show host; Agnes Nixon and company from 'All My Children,' outstanding drama series writing. Top winners were CBS with 17 statues; ABC and PBS with 10 apiece, syndication with nine, NBC with 4 and The WB with 3.

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Comedy Showcase in about 85% of the country, mostly in weekend late-night time periods. The package is a favorite with NBC affiliates for the post-*Saturday Night Live* slot, according to Ira Bernstein, Rysher's president of domestic distribution.

The new series pact also broadens Rysher's growing ties to HBO. Last year, Rysher swapped domestic pay-TV and home video rights on some of its movie and TV projects for international rights to selected HBO original productions. ■

'Off the Hook' on hold

King World Productions has put *Off the Hook* on hold. King World had planned to launch the magazine show this fall, but the idea for a music-driven hour strip aimed at teens and young adults drew a mixed reaction from broadcasters. King World officials say they are committed to developing the concept for next year and blame the delay on the "cost and complexity of this massive project." The show originally was envisioned as a modern-day *American Bandstand* spiced up with entertainment and lifestyle reports, but the format was revamped a few months ago to appeal to a wider audience. In a tight marketplace for new first-run strips, sources say, King World hit a sales slump after clearing the show in nearly 70% of the country. —CL

SYNDICATION MARKETPLACE

Goen succeeds Tesh

As expected, Bob Goen has been crowned the new co-anchor of Paramount Domestic Television's *Entertainment Tonight*. Goen will replace John Tesh, who is leaving the show after a decade as Mary Hart's co-anchor to concentrate on his music career. Before joining *ET* as a weekend anchor/correspondent in 1993, Goen hosted the daytime version of *Wheel of Fortune*, in addition to earlier stints as host of the game shows *Perfect Match* and *The Home Shopping Game*.

'Access' anchor

Elsewhere on the entertainment magazine co-anchor front (see above), after many months of searching, sources say New World Entertainment has picked Larry Mendte, anchor/reporter for WBBM(TV), CBS's Chicago O&O, as co-host of its upcoming first-run entertainment magazine *Access Hollywood*. New World tapped NBC News's Giselle Fernandez as co-host of the half-hour strip earlier this year. *Access Hollywood*, produced in a joint venture with NBC, is set for a fall debut in more than 80% of the country.

'Hard Copy' addition

Sources say Paramount Domestic Television is close to naming Lisa Gregorisch the new executive producer of *Hard Copy*. Gregorisch, formerly vice president/news director for Fox-owned WNYW(TV) New York, will replace Ron Vandor, who is leaving the magazine strip to head Paramount's new reality strip *Real TV*.

Promark offerings

Promark Syndication has signed a U.S. distribution deal with Austr-

NSS POCKETPIECE

(Nielsen's top-ranked syndicated shows for the week ending May 12. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.3/227/99
2. Jeopardy!	9.6/222/99
3. Oprah Winfrey Show	8.1/235/99
4. Home Improvement	7.8/225/98
5. Seinfeld	7.1/223/98
6. Entertainment Tonight	5.8/178/95
7. Simpsons	5.4/193/97
8. Inside Edition	5.3/167/94
8. Star Trek: Deep Space Nine	5.3/236/99
10. Wheel of Fortune-wknd	5.2/173/76
11. Fresh Prince of Bel-Air	5.0 171/94
11. Journeys of Hercules	5.0 234/98
13. Home Improvement-wknd	4.9/212/95
14. Xena: Warrior Princess	4.7/210/97
15. Jenny Jones	4.5/214 97

lia's Sportsworld Network for two weekly half-hour series aimed at weekend time periods. *Sportsworld* highlights major sporting events taking place around the world; *PC 4U* is a computer-oriented series targeted at older kids and teens. Both will be offered on an even 3 1/2-minute local/national barter basis.

Athletically inclined

CF Entertainment has cleared its upcoming special, *The American Athlete*, on 137 stations covering 92% of the country. The hour special, hosted by Byron Allen, features one-on-one interviews with NBA stars Michael Jordan, Charles Barkley and other athletes. Stations on board for the special, set to air between June 3 and July 7, include ABC O&Os in New York and Chicago and KCAL(TV) Los Angeles.

Drive-in movies

C/F International (no relation to CF Entertainment, above) has an ideal movie package for programers who get a kick out of biker flicks and B-

movies strewn with familiar faces. The assortment of 25 films includes such classics as 1975's *Death Race 2000*, starring a pre-*Rocky* Sylvester Stallone; 1967's *Hell's Angels on Wheels*, with Jack Nicholson, and 1984's *Crazy Streets*, with Alec Baldwin. C/F International, based in Thousand Oaks, Calif., is selling the *Drive-In Action Classics* package for cash, giving broadcasters unlimited runs of each title over a five-year license term.

Promax expansion

Promax is expanding its reach with plans to hold its first European conference next year in Barcelona, Spain. Promax officials say the new conference reflects the growing diversity of the European TV market, where the issues have moved beyond the scope of the annual Promax UK conference in London. Officials project that 250 people will attend Promax Europe on May 6-7 of 1997. Separately, Promax said last week that it has shifted the dates for this year's third annual Promax Asia conference in Singapore from September to Nov. 28-29 to coincide with a major Asian TV awards show. Back home, Promax officials are gearing up for next month's conference in Los Angeles, where advance registration is running 20% above last year, thanks largely to increased participation by new media companies.

'Rosie' gets band leader

Things are humming on the set of *The Rosie O'Donnell Show* now that Broadway veteran John McDaniel has been tapped to lead the show's five-piece band. Producers say music will be an integral part of Warner Bros.' new daytime talk/variety strip premiering June 10. —CL

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen May 13-19

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

Week 35	abc	CBS	NBC	FOX	UPN
	10.1/16	11.4/19	11.4/18	8.4/13	3.5/5
MONDAY	8:00 38. ABC Monday Night Movie—Dead Man's Walk, Part 2 10.1/16	18. The Nanny 12.2/21 23. Dave's World 11.5/19 23. Murphy Brown 11.5/18 25. Cybill 11.4/17 27. Chicago Hope 11.1/18	49. Fresh Prince 8.4/14 52. In the House 8.1/13 10. NBC Monday Night Movie—Twisted Desire 12.9/21	49. Fox Movie Special—Addams Family Values 8.4/13	80. Star Trek: Voyager 4.5/7 88. Nowhere Man 2.5/4
TUESDAY	13.6/22 8. Roseanne 14.7/26 29. Ellen 10.8/18 8. Home Imprvmt 15.0/24 10. Coach 12.9/20 9. NYPD Blue 14.1/24	7.1/12 67. Totally Animals 6.5/11 60. CBS Tuesday Movie—The Stepford Husbands 7.5/12	10.4/17 42. 3rd Rock fr/Sun 8.8/15 28. Wings 10.9/18 15. Frasier 12.4/19 40. J Larroquette 9.5/15 30. Dateline NBC 10.5/18	5.5/9 75. Fox Tuesday Night Movie—Doctor Who 5.5/9	2.3/4 86. Moesha 2.7/5 90. Minor Adjustments 2.3/4 93. Paranormal Borderline 2.1/3
WEDNESDAY	11.3/20 36. Ellen 10.2/19 39. Drew Carey 9.9/17 18. Grace Under Fire 12.2/21 35. Jeff Foxworthy 10.3/17 14. Primetime Live 12.5/22	4.2/7 79. Siskel & Ebert Interviews 4.8/9 83. CBS Wednesday Movie—Princess in Love 4.0/7	11.6/20 33. National Geographic Special 10.4/19 22. Dateline NBC 11.8/20 12. Law & Order 12.7/23	8.7/15 48. Beverly Hills, 90210 8.6/15 42. Melrose Place 8.8/15	2.3/3 90. The Sentinel 2.3/4 92. Swift Justice 2.2/3 87. Sister, Sis 2.6/5 85. Pt 'Hood 2.8/5 84. Wayans 2.9/5 88. Unhap Ev 2.5/4
THURSDAY	6.7/11 71. Wld's Funniest Vid 5.8/10 71. Before They/Stars 5.8/10 63. ABC Thursday Night Movie—Passenger 57 7.2/11	7.2/12 64. Grand Ole Opry All-Star Tribute to Minnie Pearl 7.0/12 60. 48 Hours 7.5/12	20.9/34 4. Friends 19.1/34 5. The Single Guy 16.6/28 2. Seinfeld 22.3/35 3. Caroline in/City 19.9/31 1. ER 23.9/39	7.3/12 62. Fox Movie Special—What's Love Got to Do with It? 7.3/12	
FRIDAY	8.8/17 52. Family Matters 8.1/18 56. Boy Meets World 7.9/16 52. Step by Step 8.1/15 55. Family Matters 8.0/14 30. 20/20 10.5/19	7.7/15 66. Nash Bridges 6.6/14 51. 45th Annual Miss Universe Pageant 8.3/15	8.6/17 59. Unsolved Mysteries 7.7/16 42. Dateline NBC 8.8/16 41. Homicide: Life on the Street 9.2/17	8.5/17 71. Goosebumps 5.8/12 26. The X-Files 11.2/21	
SATURDAY	5.7/11 82. TV's Greatest Performances 4.3/9 69. Saturday Night at the Movies—Love Potion #9 6.4/12	11.5/23 33. Dr. Quinn, Medicine Woman 10.4/22 18. Touched by an Angel 12.2/23 21. Walker, Texas Ranger 11.9/23	6.1/12 77. Hidden Secrets of Magic 5.0/11 65. NBC Saturday Night Movie—Hard Target 6.7/13	5.4/11 77. Cops 5.0/11 75. Cops 5.5/11 74. America's Most Wanted 5.6/11	
SUNDAY	11.3/20 70. Am Fun Hm Vid 6.3/13 57. Am Fun Hm Vid 7.8/16 13. ABC Sunday Night Movie—The Firm 12.6/21	11.2/20 16. 60 Minutes 12.3/25 16. Murder, She Wrote 12.3/21 36. CBS Sunday Movie—Ruby Ridge: An American Tragedy, Part 1 10.2/17	10.6/19 67. Dateline NBC 6.5/13 6. Mad About You 15.0/26 30. NBC Sunday Night Movie—A Friend's Betrayal 10.5/18	7.1/13 81. World's Funniest Outtakes 4.4/9 57. The Simpsons 7.8/14 42. The Simpsons 8.8/14 42. Married w/Chld 8.8/14 42. Married w/Chld 8.8/14	1.6/3 97. Pinky & The Brain 1.5/3 96. The Parent 'Hood 1.6/3 94. Sister, Sister 1.8/3 94. Kirk 1.8/3 97. Savannah 1.5/2
WEEK AVG	9.7/17	8.8/15	11.4/20	7.3/13	UPN: 2.7/4; WB: 2.0/4
STD AVG	10.5/18	9.6/16	11.7/19	7.3/12	UPN: 3.1/5; WB: 2.4/4

National Media buys infomercial producer for \$18 million

Closes deal for Positive Response TV; Levey to remain

By Michael Katz

National Media Corp. last week completed its purchase of infomercial company Positive Response Television for \$18.05 million in stock.

"It's part of our global strategy to consolidate the industry as fast and as economically feasibly as possible," says Brian McAdams, chairman of National Media, which delivers infomercials to 61 countries. "We are aggressive in expansion and [are] talking to people about acquisitions all over the world."

The addition of PRTV "could add \$30 million to revenue" in fiscal 1997, says analyst Terrence McEvoy. Mc-

Evoy estimates that National Media will purchase \$80 million of airtime by the end of this year and another \$99 million in 1997.

"Now reaching over 275 million television homes out of 700 million worldwide, we predict [National Media's] penetration [will] reach 500 million homes by the end of the decade," says a report by Taglich Brothers, D'Amadeo, Wagner & Co. "National Media is changing the face of the industry as it establishes itself as a global distribution and media company."

McAdams also says that as National Media continues to grow, so will its use of cable delivery, both domestically and abroad. "We look at cable not only as a viable alternative [to broadcast]

but as an up-and-coming part of our home delivery system through television."

Under the deal, Positive Response shareholders will exchange each share of their stock for .4512 share of Philadelphia-based National Media's stock. PRTV shareholders may receive up to an additional .0586 share of National Media stock, depending on the sale of certain accounts receivable and PRTV programs.

When the acquisition was first announced last October, the transaction was valued at approximately \$26 million, and the companies announced that Positive Response would receive .524 share of National Media stock for each PRTV share. But "in any acquisition we always create a reserve against the price that was initially discussed," says McAdams, adding that there were no second thoughts about the purchase and that Personal Response was not overvalued.

PRTV is best known for creating the talk show-style format for infomercials with *Amazing Discoveries*, hosted by PRTV CEO Michael Levey. Levey will remain as head of PRTV and will assume the title of executive vice president of NMC.

"[Levey] has more TV exposure than probably Walter Cronkite did. To us that is an extremely valuable asset—and that's just his on-air personality," says McAdams. He also says that there are no plans to make any major alterations to PRTV, particularly to Levey's trademark outrageous sweaters: "I wouldn't touch the sweaters for a million dollars." ■

Crescent Communications of CA, L.P.

has agreed to sell the assets of

KRST-FM/KRZY-AM
Albuquerque, NM

and

KRZY-FM
Santa Fe, NM

for

\$23,000,000

to

Citadel Communications Corp.

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Changing Hands

The week's tabulation of station sales

TV

KNSD(TV) San Diego and WVTM-TV Birmingham, Ala.

Price: \$425 million plus working capital

Buyer: NBC Inc., New York (Bob Wright, president; John Rohrbeck, president, NBC Television Stations); owns KNBC-TV Los Angeles; 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, and CNBC and America's Talk-

ing; is part owner of 17 other cable channels

Seller: New World Communications Group Inc., Atlanta (William C. Bevins, CEO; Fox, 20% owner); owns KSAZ-TV Phoenix; WTVT(TV) Tampa, Fla.; WAGA-TV Atlanta; WJBK-TV Detroit; KTVI(TV) St. Louis and WDAF-TV Kansas City, Mo.; WJW-TV Cleveland; KDFW-TV Dallas and KTBC-TV Austin, Tex., and WITI-TV Milwaukee

Facilities: KNSD: ch. 39, 5,000 kw visual, 500 kw aural, ant. 1,910 ft.; WVTM-TV: ch. 13, 316 kw visual, 47.4 kw aural, ant. 1,340 ft.

Affiliations: Both NBC

WFVT(TV) Rock Hill/Charlotte, S.C.

Price: \$4 million

Buyer: TV 55 LLC, Charlotte, N.C. (H. Wharton Winstead Jr., president/99% owner). Winstead is chairman, Roxboro Broadcasting Co.; owns WRXO(AM)-WKRX(FM) Roxboro, N.C.

Seller: Family Fifty-Five Inc., Greenwood, Ind. (Paul E. Hood, 20% owner). Hood owns WXLW(AM) Indianapolis.

Facilities: Ch. 55

Affiliation: Not available

COMBOS

WTAR(AM)-WLTY-FM Norfolk and WKOC(FM) Chesapeake/Norfolk, Va.

Price: \$14.6 million tax-free (\$8.1 million for WTAR and WKOC; \$6.5 million for WLTY-FM)

Buyers: ■ WTAR and WKOC: Sinclair Communications Inc., Plainfield, Ind. (John Sinclair, president); owns WROX-FM Cape Charles/Norfolk and WNIS(AM) Norfolk; KGSR(FM) Bastrop and KROX-FM Giddings, Tex., and WCDX(FM) Mechanicsville and WGCV(AM)-WPLZ-FM Petersburg, Va. ■ WLTY-FM: Susquehanna Radio Corp., York, Pa. (Louis J. Appel Jr., chairman); owns WGH-AM-FM Norfolk (for other holdings see "Changing Hands," May 13)

Seller: Benchmark Radio Acquisition Fund VIII LP, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); for holdings see "Changing Hands," May 6

Facilities: WTAR: 790 khz, 5 kw; WLTY-FM: 95.7 mhz, 40 kw, ant. 881 ft.; WKOC: 93.7 mhz, 100 kw, ant. 997 ft. **Formats:** WTAR-WLTY-FM: news/talk; WKOC: adult rock

WIOT(AM) (formerly WCWA)-WIOT(FM) Toledo, Ohio

Price: \$13 million plus assumption of liabilities

Buyer: Jacor Communications Inc., Cincinnati (Benjamin L. Homel, president; Zell/Chilmark Fund LP, 70%

Proposed station trades

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

THIS WEEK:

TVs □ \$429,000,000 □ 2
 Combos □ \$30,766,556 □ 3
 FMs □ \$5,444,500 □ 10
 AMs □ \$13,000,000 □ 1
 Total □ \$478,211,056 □ 16

SO FAR IN 1996:

TVs □ \$1,834,280,510 □ 40
 Combos □ \$2,642,591,290 □ 147
 FMs □ \$890,719,619 □ 157
 AMs □ \$76,005,504 □ 71
 Total □ \$5,443,597,923 □ 415

SAME PERIOD IN 1995:

TVs □ \$1,561,502,000 □ 47
 Combos □ \$703,460,300 □ 91
 FMs □ \$307,881,721 □ 147
 AMs □ \$53,133,119 □ 75
 Total □ \$2,625,877,140 □ 360

Source: BROADCASTING & CABLE

owner) owns KHTS-FM San Diego; KBPI (FM) and KOA(AM)-KRFX(FM), all Denver, and KTLK(AM) Thornton/Denver; WGST (AM)-WPCH(FM) Atlanta; WCKY(AM), WOFX (FM) and WLW(AM)-WEBN(FM), all Cincinnati; WWST-FM and WMYU-FM Knoxville, Tenn., and

the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville; WJBT(FM) Green Cove Springs/Jacksonville; wsol-FM Brunswick, Ga./Jacksonville; WBRD(AM) Palmetto-WDUV(FM) Bradenton/Tampa, and WFLA(AM)-WFLZ(FM) Tampa; is buying WAMR(AM)-WCTQ(FM) Venice, Fla.; has LMA with WGST-FM Atlanta ■ Jacor is buying Noble Broadcast Group Inc., which owns WSPD(AM) Toledo, WRVF-FM Beavercreek/Toledo and WVKs(FM) Toledo, all Ohio; XTRA-AM-FM Tijuana, Mexico/San Diego; KBCO-AM-FM Boulder/Denver and KHOW(AM)-KHII(FM) Denver, and KATZ(AM)-KMJM (FM) St. Louis and KNJZ-FM Alton, Ill./ St. Louis. ■ Jacor also is buying Citicasters Inc., which owns KOPA(AM)-KSLX(FM) Scottsdale/Phoenix; KSEG (FM) Sacramento and KRXQ(FM) Roseville/Sacramento, Calif.; WXTB (FM) Clearwater/Tampa, WTBT(FM) New Port Richey/Tampa and WTSP-TV St. Petersburg/Tampa, Fla.; WKLS-FM Atlanta; WDAF(AM)-KYYS(FM) Kansas City, Mo.; WKRC-TV, WKRQ(FM) and WWNK(FM) Cincinnati and WTVN (AM)-WLVQ(FM) Columbus, Ohio, and KEX(AM)-KKRZ (FM) Portland and KKCW (FM) Beaverton/Portland, Ore.

April 1, 1996



has sold

WIBX (AM)/WLZW (FM) - Utica, New York
WTNY (AM) & WTNY-FM - Watertown, New York
WMSA (AM) - Massena, New York

to

FOREVER BROADCASTING, INC.
 and
WFRG, INC.

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



Richard A. Foreman Associates
 Incorporated

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

Seller: Enterprise Media Partners, Toledo (Edward Rogoff, president); owns WMXW-FM, WMRV-FM and WENE (AM) Binghamton and WBNR (AM)-WSPK-FM Poughkeepsie, N.Y., and WHIT (AM)-WWQM-FM Madison, Wis.
Facilities: AM: 1230 khz, 1 kw; FM: 104.7 mhz, 50 kw, ant. 541 ft.
Formats: AM: stardust; FM: rock/AOR
Brokers: Jorgenson Broadcast Brokerage (buyer); Blackburn & Co. (seller)

KFON (AM) Austin-KEYI (FM) San Marcos/Austin, Tex.

Price: \$3,166,556 (includes noncomplete agreement)
Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president/22% owner); owns or is buying KPEZ (FM) Austin; KMJX (FM) Conway/Little Rock and KDDK (FM) Jacksonville/Little Rock, Ark.; WAVZ (AM)-WXCI (FM) and WELI (AM) New Haven, Conn.; WHYI-FM and WBGG-FM Fort Lauderdale/Miami and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; WHAS-WAMZ (FM) and WWKY (AM)-WTFX (FM) Louisville, Ky.; WQUE-AM-FM and WYLD-AM-FM New Orleans; WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.; WERE (AM)-WNCX (FM) and WENZ-FM Cleveland; KOAS-FM, KAKC (AM)-KMOD-

FM and KQLL (AM) Tulsa, KQLL-FM Owasso/Tulsa, and KTOK (AM)-KJYO (FM) and KEBC (FM) Oklahoma City, all Okla.; WRAW (AM)-WRFY-FM Reading, Pa.; KWAM (AM)-KJMS (FM) and WDIA (AM)-WHRK-FM, all Memphis; KHEY-AM-FM and KPRR (FM) El Paso, KMJQ (FM), KBXX (FM) and KPRC (AM) Houston, KSEV (AM) Tomball/Houston and WOAI (AM)-KAJA (FM), KTKR (AM) and KOXT (FM) San Antonio, all Tex., and WTJR-AM-FM, WRVA (AM)-WRVQ (FM) and WRVH (AM)-WRXL (FM), all Richmond, Va.; owns 10 TV stations; has LMAs with options to buy WQCK (FM) S. Boston, Va./Raleigh, WNND-FM Fuquay-Varina/Raleigh, N.C., and KJOJ-AM-FM Freeport/Houston, Tex.; has joint sales agreements with WOWI-FM and WJCD (FM) Norfolk and WSVY-AM-FM Portsmouth, Va.
Seller: Mercury Broadcasting Co. Inc., San Antonio (Van Henry Archer III, president); owns KASN (TV) Pine Bluff, Ark., and WJTC-TV Pensacola, Fla.
Facilities: AM: 1490 khz, 1 kw; FM: 103.5 mhz, 95.5 kw, ant. 1,256 ft.
Formats: AM: talk; FM: oldies

RADIO: FM

KCFM (FM) (formerly KTHK) Okmulgee,

Okla.

Price: \$1.8 million
Buyer: Shamrock Communications Inc., Scranton, Pa. (William R. Lynett, president/25% owner); owns WDIZ (FM) Orlando, Fla.; WTTR (AM)-WGRX (FM) Westminster, Md.; KMYZ-FM Pryor, Okla.; KUTZ (FM) Lampasas, Tex., and WQFM (FM) Milwaukee; is selling KMYZ (AM) Pryor
Seller: Integrated Broadcasting Co. Inc., Beechwood, Ohio (Benjamin F. Davis Jr., owner); no other broadcast interests
Facilities: 94.1 mhz, 3 kw, ant. 300 ft.
Format: Country

KQXX (FM) McAllen, Tex.

Price: \$1.3 million
Buyer: Tichenor Media System Inc., Dallas (McHenry T. Tichenor Sr., vice chairman/36.3% owner; McHenry T. Tichenor Jr., president/10.1% owner); for holdings see "Changing Hands," May 20
Seller: Bravo Broadcasting Co. Inc., McAllen (Edward L. Gomez, president); is buying KIRT (AM) Mission, Tex., and KABQ (AM) Albuquerque, N.M.
Facilities: 98.5 mhz, 100 kw, ant. 1,400 ft.
Format: Spanish

KISX (FM) Whitehouse/Tyler, Tex.

Price: \$500,000
Buyer: Gulfstar Communications (John Cullen, president); owns KNUE (FM) Tyler; WJBO (AM)-WFMF (FM) and WYNK-AM-FM Baton Rouge; KLVI (AM)-KYKR (FM) Beaumont, KKMY (FM) Orange, KKYR (AM)-FM Texarkana, WACO-AM-FM Waco and KIXS (FM) Victoria, all Tex.; is buying KAFX-FM Diboll, KTYL-FM Tyler, KLBV (FM) Bloomington/Victoria, and KRYS-AM-FM Corpus Christi, all Tex. ■ Gulfstar is merging with Sonance Communications, which owns KBRQ (FM) Hillsboro/Waco, KIIZ-FM Killeen and KFMX-FM/KRLB-FM Lubbock, and is selling KNVR (FM) Harker Heights/Killeen (to Stellar Communications) and KCHX (FM) Midland, all Tex.
Seller: Stellar Communications (Don Chaney, president); owns KZMZ (FM) Alexandria, La., and KKIK (FM) Temple, Tex., is buying KNVR (FM) Harker Heights/Killeen, Tex.; is selling KCKR (FM) Waco
Facilities: 107.3 mhz, ERP 50 kw day, ant. 486 ft.
Format: Religious, educational
Broker: Whitley Media

WKFM (FM) Huron, Ohio

Price: \$450,000



\$175,250,000

BCI GROWTH IV, L.P.

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 (201) 836-3900

Buyer: Elyria-Lorain Broadcasting Co., Elyria, Ohio (Gary L. Kneisley, president/.3% owner; Lorain County Printing & Publishing Co., 73.2% owner, of which Arthur D. Hudnutt is president/49.7% owner); owns WEOL (AM)-WNWV(FM) Elyria. Lorain County Printing publishes daily *Elyria Chronicle-Telegram*.

Seller: Luipold Broadcasting Inc., Sandusky, Ohio (Shelly M. Luipold, president); no other broadcast interests

Facilities: 96.1 mhz, 3 kw, ant. 328 ft.

Format: Not on air

WSHG(FM) Ridgeland/Hilton Head Island, S.C.

Price: \$335,000 (includes \$10,000 noncompete agreement)

Buyer: New Adventure Communications Inc., Bluefield, W.Va. (52% owned by Adventure Communications Inc., Bluefield [Michael Shott, president/85% owner]); owns WFXH-AM-FM and WIJY(FM) Hilton Head Island and WLOW(FM) Bluffton, S.C.

Adventure Communications owns WHIS (AM)-WHAJ(FM) Bluefield; is selling WSIC(AM)-WFMX(FM) Statesville, N.C.; WBVB-FM Coal Grove and WIRO-AM Ironton, Ohio, and WKEE-AM-FM Huntington and WZZW-AM Milton, W.Va.

Seller: Mattox-Guest Broadcasting of South Carolina, Blackshear, Ga. (G. Troy Mattox, president/50% owner); owns WKUB(FM) Blackshear. Mattox is 47.5% owner of WDEC(AM) Americus, Ga.

Facilities: 104.9 mhz, 3 kw, ant. 300 ft.

Format: Hot country

KCLI(FM) Clinton, Okla.

Price: \$300,000 (includes \$50,000 noncompete agreement)

Buyer: Wright Broadcasting Systems Inc., Weatherford, Okla. (G. Harold Wright Jr., president/78% owner); owns KWEY-AM-FM Weatherford. Harold Wright owns 80% of KRPT-AM-FM Anadarko, Okla.

Seller: Clinton Broadcasting Co., Dickinson, N.D. (Ray David, president/40% owner). David owns 24.8% of KLTC(AM)-KRRB-FM Dickinson.

Facilities: 95.5 mhz, 50 kw, ant. 492 ft.

Format: CHR, progressive

Broker: R.E. Meador & Associates

KMMX(FM) Lamesa, Tex.

Price: \$250,000

Buyer: Noalmark Broadcasting Corp., El Dorado, Ark. (William C. Nolan, Jr., president/92% owner); owns KELD(AM), KIXB(FM) and

KAGL(FM) El Dorado, KXOW(AM)-KLAZ(FM) Hot Springs, KKIX(FM) Fayetteville and KKZQ(FM) Lowell, all Ark.; KYKK(AM), KIXN(FM) and KZOR(FM) Hobbs, N.M., and KKT-AM-FM Kilgore, Tex.

Seller: 100.3 Radio Inc., Sulphur Springs, Tex. (Galen O. Gilbert, president/84% owner); owns KIOL-FM Lamesa. Gilbert owns KSWM(AM) Aurora, Mo.; KYFM(FM) and KWON(AM) Battlesville, Okla.; 75% of KDXE(FM) Sulphur Springs, Tex., and 51.66% of KWHW(AM) and KRKZ(FM) Altus, Okla.

Facilities: 104.7 mhz, ERP 100 kw, ant. 920 ft.

Format: Adult contemporary

WJRQ(FM) Saluda, S.C.

Price: \$199,500

Buyer: Edgefield-Saluda Radio Co. Inc., Johnston, S.C. (Michael C. Casey, president/owner); owns WJES(AM)-WKSX-FM Johnston

Seller: Durst Broadcasting Co. Inc., Saluda (William K. Durst, principal); owns WBLR(AM) Batesburg and WKMG(AM) Newberry, S.C.

Facilities: 92.1 mhz, 3 kw, ant. 328 ft.

Format: Oldies

WCFE(FM) Plattsburgh, N.Y.

Price: \$160,000

Buyer: WAMC, Albany, N.Y. (Alan Chartock, chairman, board of trustees); owns WAMQ(FM) Great Barrington, Mass.

Seller: Mountain Lake Public Telecommunications Council, Plattsburgh, N.Y. (John Flanzer, principal); no other broadcast interests

Facilities: 91.9 mhz, 380 w, ant. 852 ft.

Format: Jazz, news/talk

WQQB(FM) (formerly WLTM) Rantou/Urbana, Ill.

Price: \$150,000

Buyer: Liberty Radio II Inc., Peoria, Ill. (James D. Glassman, president/85.1% owner); owns W2NF-FM Rantou. Glassman owns 95% of WIRL(AM)-WSWT-FM Peoria; 92.4% of WTAO-FM Murphysboro, Ill., and 50% of WKWK-AM-FM Wheeling, W.Va.

Seller: WLTM Inc., Sullivan, Ill. (James N. Martin Jr. and Eleanor L. Martin, principals). Principals jointly own 51% of WKJR(FM) Arcola/Mattoon, Ill.

Facilities: 96.1 mhz, 3.8 kw, ant. 403 ft.

Format: CHR

RADIO: AM

WIOD(AM) Miami

Price: \$13 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns WFTL(AM) Fort Lauderdale/Miami, WINZ(AM)-WLVE-FM and WZTA (FM) Miami Beach/Miami; is buying WSRF-AM-WSHE-FM Fort Lauderdale/Miami (for other holdings see "Changing Hands," May 13). Paxson also is buying WGNE(AM)-WFSY(FM) Panama City and WEBZ(FM) Mexico Beach/Panama City, Fla.

Seller: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, executive VP-radio); owns WFLL-FM and WHQT-FM Miami; KFI(AM)-KOST-FM Los Angeles and KACE-FM

Inglewood/Los Angeles; WFTV (TV) Orlando, WSUN(AM)-WCOF-FM St.

Petersburg and WWRM-FM Tampa, all Fla.; WSB-TV-AM-FM Atlanta;

wCKG-FM Elmoor Park/Chicago and WYSY-FM Aurora/Chicago; WRVI(FM)

(formerly WAJE-FM) New Albany, Ind./Louisville and WRKA(FM) St.

Matthews/Louisville, Ky., and WHIO-TV-AM-WHKO (FM) Dayton, Ohio; is

buying WZZK-AM-FM and WODL-FM Birmingham, Ala.; WEZN-FM Bridge-

port, Conn.; WCFB(FM) Daytona Beach and WDBO (AM)-WWKA-FM and

WZKD(AM) Orlando, Fla.; WJZF-FM La Grange/Atlanta; WBBS(FM)

Fulton/Syracuse and WSyr (AM)-WYYY(FM) and WHEN-AM-FM Syra-

cuse, N.Y.; KRMG (AM)-KWEN(FM) and KJSR(FM) Tulsa, Okla., and KCJZ(FM)

Terrell Hills/San Antonio, KKyx(AM)-KCYy(FM) San Antonio and KFOX(TV)

El Paso, all Tex.; has LMA with WCNN-AM Atlanta. Cox also owns

Rysher Entertainment.

Facilities: 610 khz, 10 kw

Format: News/talk

Broker: Media Venture Partners

—Compiled by Elizabeth Rathbun

Errata

■ The broker for WAAP(TV) ("Changing Hands," May 20) was The Connelly Co. Inc.

■ The holdings of Point Communications Inc. were misstated in the May 13 "Changing Hands." Point is helping form the general partnership Point Madison GP, but is contributing only WMAD-AM-FM Sun Prairie and WIBA-AM-FM Madison, both Wisconsin. Midcontinent Broadcasting Co. is contributing WTSO(AM)-WZEE-FM Madison and WMLI-FM Sauk City/Madison.

Online service targets radio listeners

Netcast offers music formats, sports coverage, talk shows and news

Radio

By Donna Petrozzello

A former investment banker has created an online network of live audio and multimedia entertainment designed to attract radio listeners at work.

Netcast, scheduled to roll out nationwide this fall over the Internet and commercial online services, offers 12 "channels," seven of which contain music formats, and five with live sports coverage, talk shows and news. Through Netcast, online browsers can access music channels featuring live broadcasts of songs in various formats as well as tour information for bands featured on the channel. They also can order concert tickets and compact discs.

Through an agreement with the One-on-One Sports Radio Network, the network will provide 24-hour, live sports-talk programming to Netcast. Browsers also may tune in to live interviews with athletes featured on One-on-One radio talk shows as well as access chat rooms, information about sports teams and athletes.

Netcast Communications Corp. founder James Butterworth, president and chief executive of the venture, says

his long-term objective for the service is "to create communities that users return to again and again." Butterworth served in the investment banking division of Lehman Bros. in New York before developing Netcast.

"Just as television and radio programs have loyal followers, Netcast

broadcast high-quality music and other audio through Internet access methods including analog modems, high-speed phone lines and Ethernet.

Butterworth has proposed funding Netcast's broadcasting functions with sponsors. Unlike other online services, which charge user fees, Netcast will link browsers to World Wide Web sites maintained by advertisers and online content providers that will contain messages on sponsors and their merchandise, Butterworth says.

Netcast plans to provide verified delivery of advertisements on its service through a tracking system developed by the accounting firm KPMG Peat Marwick. The system will provide "real-time market feedback on audience statistics, the number of commercials delivered, and who responded to those ads for more information," Butterworth says.

Now being tested at colleges, Netcast is scheduled to roll out this fall. In its national debut, Netcast will be launched on major Internet service providers and through commercial online services aimed at small office and home office computer users and home PC users in the evenings. Butterworth plans to expand Netcast's offerings to 30 channels by the end of the year. ■



The service offers music, sports, news and talk shows.

attracts users with compelling programming," Butterworth says. "But unlike television and radio, Netcast allows users to participate in the entertainment experience."

Earlier this month, Netcast announced a strategic partnership with AT&T to license "The Sound of AT&T" audio compression technology. The technology allows Netcast to

R I D I N G G A I N

Three-way swap worth \$105 million

In a three-way transaction, Entercom will acquire album rock KISW(FM) Seattle from Nationwide Communications, then spin off its WDSY-FM and WNRQ(FM), both Pittsburgh, to Secret Communications. In turn, Secret has agreed to swap its KTBZ(FM) Houston to Nationwide Communications.

Broker Gary Stevens estimates the value of the three-way swap at \$105 million. The deal provides Philadelphia-based Entercom with two rock outlets in Seattle. Entercom recently acquired modern rock KNDD(FM) Seattle and WBSG-AM-FM Tacoma, Wash.,

from Viacom. With the acquisitions, Entercom will own a total 15 radio properties in eight markets.

Kid talk

Children's radio broadcaster Radio Aahs last week debuted a topical talk show hosted by 12-year-old Evan Roberts. Dubbed *What's Up with Evan Roberts*, the show airs Thursdays, 7-8 p.m. CT on Radio Aahs' two dozen affiliate stations.

Roberts's show segments will include "Guess What I'm Eating" and "Sing for Stuff." Since age six, Roberts has hosted talk shows aimed at children on WGBB(AM) New York and has guest-hosted on WFAN(AM) New York. Roberts also has

appeared on *Sally Jessy Raphael Show*, *Live with Regis & Kathie Lee* and *Crook & Chase*.

Commodore files IPO

New York-based Commodore Media has filed an initial public offering of 4.3 million shares of its Class A common stock. Of the shares, 2.9 million will be sold by the company, 1.2 million will be sold by the estate of Commodore President Carter Burden and 200,000 will be sold by the account of William A.M. Burden & Co. LP DLJ Securities Corp., CS First Boston and CIBC Wood Gundy Securities will serve as underwriters.—DP

TCI challenges San Jose test

In letter to FCC, company charges that Pacific Bell is extending cable service under cover of test

By Price Colman

Tele-Communications Inc. has asked the FCC to plug a legal loophole that TCI says gives Pacific Bell an unfair advantage in expanding cable service in San Jose, Calif.

In a strongly worded May 17 letter to FCC Chairman Reed Hundt's top legal adviser, TCI complained that Pacific Bell is exploiting outdated federal rules to operate an unfranchised cable service in San Jose.

TCI argued that Pacific Bell is expanding its full-service hybrid fiber/coax network and adding subscribers—under the guise of conducting a video dialtone test.

Pacific Bell Video Services must either obtain a cable franchise from San Jose or operate under new requirements for open video systems. "A level playing field, that's our primary concern," said Valerie Castellana, spokeswoman for TCI operations in Northern California. "We've gone to the FCC to determine whether [Pacific Bell parent] PacTel should receive permission from the commission or from the city for expanding efforts in San Jose, which they call a technical test."

Pacific Bell is offering a 50-channel cable service to about 1,000 homes and plans to introduce movies on demand and Internet access via the network later this year.

"We [think] that this is a loophole, or at least something in the FCC rules that needs clarifying as a result of passage of the Telecommunications Act of this year," Castellana said. Pacific Bell countered bluntly that TCI's objection is bunk. "TCI is blowing smoke, and they know it," said Pacific Bell spokesman Craig Watts. "We have full and complete permission from the FCC to expand our technology test to as many as 5,000 homes. There is no

Pacific Bell is offering a 50-channel cable service to about 1,000 homes and plans to introduce movies on demand and Internet access via the network later this year.

question in the minds of the people in San Jose who run the government, or the FCC, on our authority to do this."

TCI's complaint is simply a sign that the cable operator is running scared, said Steve Harris, external affairs vice president for Pacific Bell Video Services, in a statement.

"Before this year is done, Pacific Bell Video Services expects to be offering commercial video to residents in San Jose," said Harris. "So you can see why TCI would be scared. TCI just raised its cable TV rates in San Jose by 14%, and more than half of its customers want to jump ship for service

from any sort of competitor."

TCI is by far the dominant cable operator in San Jose, with about 120,000 customers.

Pacific Bell said it obtained permission from the FCC on July 19, 1995, to build and test the video network in San Jose and three other areas of California under what were then called video dialtone rules. Passage of the Telecommunications Act of 1996 has extended the video dialtone regulations until the FCC enacts new rules governing open video systems, the telephone company said.

Under the open video systems portion of the act, an open video systems provider could be required to offer access to its network to competitive services. It is comparable in the traditional telephone world to a local exchange carrier—one of the Baby Bells—being required to offer access to the local network to a variety of long-distance carriers.

It's unclear, however, how the open video systems rules will play out because the FCC has not yet finished drawing up its regulations. TCI's Castellana acknowledged that Pacific Bell's cable service—which is now free—directly competes with TCI's San Jose franchise.

"We look forward to competition,"

Basic cable up

Basic cable viewership was up 6.4% for the May sweeps, compared with last year. Basic cable scored a 16.7 rating/29 share and 16 million—household delivery for the first 25 days of the 28-day May sweeps, according to Nielsen Media Research figures released by the Cable Advertising Bureau (CAB) last week. That compares with 15.7 rating/26 share and 14.9 million—household audience for the 1995 May sweeps. In contrast CAB reports that the four major broadcast networks in May dropped to their lowest May sweeps viewing levels, scoring a combined 38.1 rating/66 share and 36.5 million households, compared with the 40.2 rating/67 share and 38.3 million households for May 1995.

Castellana said. "That's not the issue. We would like to have a level playing field.... It's not clear what regulatory authority they're acting under for the video test in San Jose. We're not aware [that] they've received any approval from the FCC."

Pacific Bell said it welcomes TCI's push for approval of Pacific Bell's cable franchise and a new open video systems plan from the FCC. "Each will speed the benefits of effective cable competition to long-suffering cable TV customers," Harris said.

"We would be happy to sign—today—a duplicate of TCI's cable franchise [agreement] with San Jose, applying all the same terms to cable services offered by Pacific Bell Video Services. What could be more level than that?" ■

Request to add 30 channels

TCI's digital delivery will make possible near-video-on-demand

By Rich Brown

Cable system operators beginning in third quarter 1996 will have access to 30 additional pay-per-view channels courtesy of Request Television. Now all they need are the digital boxes that will deliver those channels to the home.

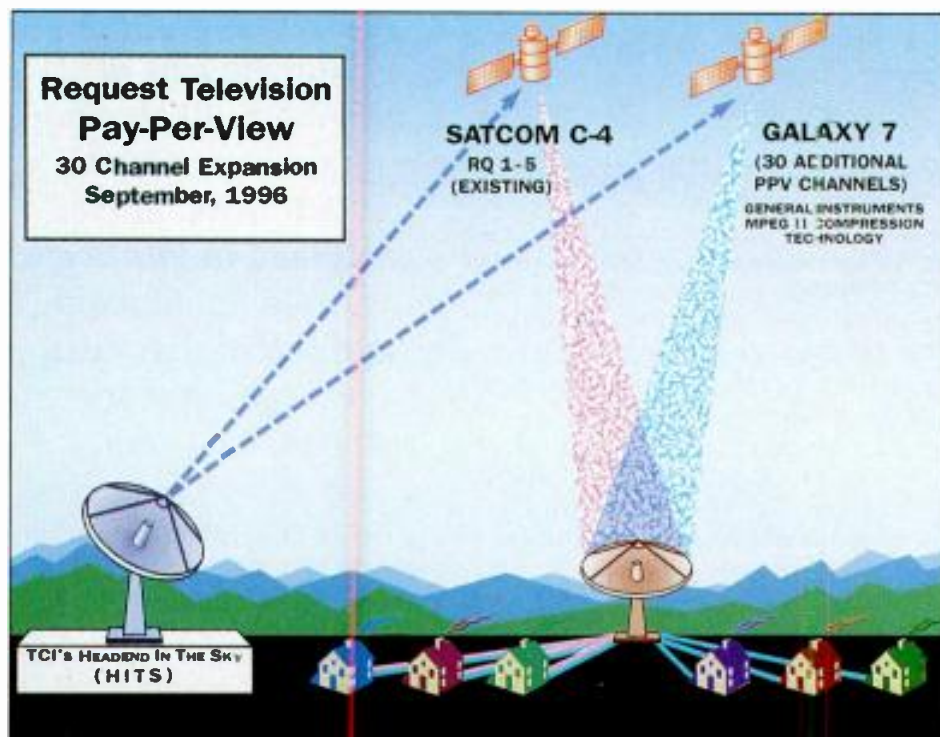
Request has struck a deal with TCI Communications that will enable the PPV distributor to launch near-video-on-demand service via TCI's so-called Headend in the Sky digital-transmission facility. By running the same title on multiple channels with staggered start times, near-video-on-demand makes it more convenient to watch a movie.

The deal comes as top multiple system cable operator TCI prepares to buy Request from its current owners, which include majority shareholders 20th Century Fox and Liberty Media (a unit of TCI). Sources say the sale of Request to TCI should be completed by next month.

Also in negotiation are Request's contracts with the movie studios, which currently do not allow for the expansion to 30 additional channels.

Distribution of the additional channels, at least at launch, is likely to be limited by ongoing capacity problems at systems around the country. The digital promise has yet to become the widespread reality for cable systems that TCI President John Malone predicted at the 1991 Western Cable Show. Nevertheless, Malone and other operators say digital technology is on its way.

TCI executives plan to begin rolling out the long-awaited digital set-top boxes this fall, with initial orders of 150,000 units per month from General Instrument. TCI will offer its first digital-service package in Hartford, Conn., beginning Oct. 20, and company executives say the additional Request PPV



Request will offer near-video-on-demand via TCI's "Headend in the Sky".

channels will be an "integral" part of the package.

Many cable system operators hope to mirror the success of PPV via direct broadcast satellite, which is reporting strong early buy rates with near-video-on-demand service. A study released by Nielsen Media Research earlier this year showed that almost 68% of the users of the Digital Satellite System bought a PPV movie during a three-month period, compared with only 9.9% for cable households. And within the DSS PPV buying group, nearly 61% of those households ordered a movie every two weeks.

"The competition has raised the awareness of pay per view to a certain extent," says Request President Hugh Panero.

While Request waits for digital boxes to roll out to cable systems in significant numbers, the PPV service

plans to offer the additional channels to analog cable systems that have increased their capacity via system upgrades. Approximately 32% of the nation's cable systems have been upgraded to 750 mhz/550 mhz, permitting transmission of up to 83 channels and 116 channels, respectively, according to UBS Securities. The average number of PPV channels per cable system is expected to grow from 4.5 to 5.2 in 1996, according to Request projections released late last year.

Request plans to promote the 30 additional channels as part of a multi-million-dollar company makeover campaign set to debut in 1997. Panero says the campaign will include consumer ads promoting a new look for Request and possibly even a new name for the company.

Request will offer the expanded PPV service using five transponders on

Galaxy 7 in addition to its five existing PPV channels delivered on Satcom C4. The additional PPV channels will be compressed using General Instrument's MPEG 2 compression technology.

Competing PPV distributor Viewer's Choice plans to expand to 11 channels this fall. The channels will be delivered analog to set-top boxes using MPEG 2 compression technology so that digital boxes can also receive the channels.

The company also has plans to expand beyond 11 channels, but has not given a specific timetable for doing so. Viewer's Choice is now testing compression ratios that could lead to an expansion to 35, 40 or 55 channels. ■

Nostalgia numbers

The Nostalgia Network reported a first quarter loss of \$2.17 million, 9.6% more than the \$1.98 million it lost in first-quarter 1995. Company officials cited increases in original program production expenses. Overall, network operating expenses increased 1.9%, from \$4.85 million to \$4.94 million, primarily the result of a 24% increase in program production and transmission costs. The network's cash-flow loss was up 12.7%, from \$1.89 million to \$2.13 million, while overall network operating revenue declined 4.4%, from \$2.94 million to \$2.81 million. Network officials cite ending Nostalgia's contract for interactive home shopping services for the revenue decline. The network also reports that it has begun production on *Issues and Answers*, a political panel show hosted by Ron Nessen, and that it will premiere two original programs—*America with Dennis Wholey* and *Health and Wellness*—later this month. —JM

Cable museum heads to Denver

Web page gives voice to hush-hush move

By Price Colman

Shhh. Don't tell anybody, but the National Cable Television Center and Museum is moving to Denver.

The honchos behind the center, now located at Pennsylvania State University, apparently are trying to keep news of the move low-key in an effort to rev up private fund-raising in advance of the announcement.

They've done a good job. The National Cable Television Association says it's heard rumblings, but nothing substantive.

There's just one small problem with the hush-hush approach: The announcement's right there on the museum's World Wide Web site (www.dworld.com/cable).

The lead item on the center's home page confirms that the center is moving and will be opening in 1998.

Of course you can't necessarily believe everything you see on the Web. But the center's spring 1996 newsletter piles on the evidence. It details, for instance, how planning for the new center will continue with a meeting of the architectural and strategic planning committee of the board in Denver on May 29 and 30.

Moreover, the newsletter points out that in addition to White Oak Associates Inc., a museum planning service in Marblehead, Mass., the prominent Denver architectural firm RNL Design has

been enlisted. In addition, two high-profile Denver law firms—Holme Roberts & Owen and Sherman & Howard—are part of the team.

The obvious question: With the planning group packed with Denver names, where else would the museum go?

"It's coming to Denver, they just don't know in what form," says a source close to the issue. "The board felt it was premature to announce anything because nothing has been decided."

The trick, according to the source, is going to be to figure out how elaborate the new museum is. The source described three scenarios: a \$5 million version, a \$15 million version and a \$50 million version.

"They don't know which one is going to fly yet because they don't know how much money they've got," says the source. "They're after Bob Magness, [John] Malone, all the big guys. They've all pretty much said this is a good idea and they're behind it. They're now in the process of putting a

fund-raising campaign together to determine which option they're going to do. It's going to be an impressive museum."

The board—which includes such cable TV industry luminaries as NCTA head Decker Anstrom, Julian Brodsky,

Bill Daniels, Amos Hostetter Jr., Gerald Levin, Trygve Myhren, Bill Bresnan and Ted Turner—recently picked ex-Cable in the Classroom executive director Bobbi Kamil as president of the center and museum.

The underwraps approach apparently was a result of the center's spring board meeting. "They were working toward announc-

ing something right after the meeting, but during the meeting the strategy was changed," the source says. "They wanted a little bit more time for private fund-raising to gauge the level of interest among the real heavyweights in the industry."

Guess somebody should have told the computer jocks putting together the Web page. ■

"They wanted a little bit more time for private fund-raising to gauge the level of interest among the real heavyweights in the industry."

losses associated with two affiliates in which it has equity interest.

Heartland also increased its subscriber base 357%, to 142,190, from the 31,130 it had at the end of first quarter 1995, and up 67% from the 85,160 at the end of 1995. In the FCC auction that ended in March, Heartland, with a bid of \$14.5 million, secured the rights to 81 Basic Trading Areas, representing 1.5 million new line-of-sight homes not served by Heartland markets.

The fourth-largest wireless cable operator, People's Choice TV Corp., reported a 58% increase in revenue, to more than \$8.5 million, for first quarter

1996, from \$5.4 million for the same period the year before.

People's Choice also saw a significantly larger loss of \$17.2 million, compared with \$7.6 million for first quarter 1995. The loss was partially due to an extraordinary gain of nearly \$1.2 million in first quarter 1995.

People's Choice also increased its customers to 81,300, up 50% from 54,100 customers at the end of the first quarter of last year.

Revenue and subscriber increases are attributed to the acquisition of systems in Chicago and Detroit in late 1992, and to the addition of customers in its Houston and Phoenix systems.

The acquisitions also contributed to the larger net losses.

Also showing growth was smaller wireless cable operator Daytona Beach, Fla.-based Tel-Com Wireless Cable Corp.

Tel-Com, which serves areas in Wisconsin, Minnesota and Costa Rica, reported a 314% increase in revenue, to \$83,213 from \$20,115 in first quarter 1995. Net loss was also up 30%, to \$190,517 from \$146,881 for the same period last year. Tel-Com purchased the leading wireless cable system in Costa Rica during the quarter, giving the company 750,000 of the 1.1 million households in the country. ■

BSkyBarclays?

UK telco British Telecom (BT) and Barclays Bank reportedly are talking with BSkyB about cooperating in digital TV and interactive services. Sky plans to launch a digital DTH service in fall 1997. BT is now banned from broadcasting over its network until 2002, although point-to-point VOD is permitted. Shared development of digital decoder boxes is also a possibility. Barclays wants to bring exclusive online banking and possibly a version of its Web teleshopping services to the package.

MMDS buys

Vancouver-listed Multivision Communications Corp. has completed its purchase of Multivision SA, Bolivia's largest MMDS pay operator. Multivision Communications is funding the deal through a private placement of stock of C\$1.54 million (\$1.13 million) to institutional investors. Multivision SA claims 10,000 subscribers out of 780,000 franchise homes.

Hughes in China

Hughes Network Systems will supply cable TV and voice and data communications to 60,000 homes in the central city of Wuhan, China. The deal is worth more than \$12 million.

QVC to break even in UK

Home shopping group QVC's UK operation, which is available to 6 million cable homes, is set to break even this year and turn a profit the year after, according to company president Douglas Briggs. QVC UK is quoting figures of between \$90 million and \$95 million for 1996 revenue, and more than \$120 million for 1997. With break-even on the horizon, QVC is looking at launching similar services in Germany and Japan.

Canal subs

Canal+'s new French digital DTH service, Canalsatellite Numerique, has signed 25,000 subs in two weeks since



launching April 27, according to Canalsatellite shareholder Chargeurs. That number was the group's target figure after the first two months of operation.

Pearson pay TV

UK publishing and media group Pearson is understood to be in preliminary talks to supply programming for a new UK pay-TV channel. The UK's Mirror Group Newspapers and Carlton Communications are thought to be planning a channel, although its launch will depend on whether Carlton and Mirror win the live-TV rights to UK Premier League football. BSkyB has the rights until the end of the 1996-97 season.

SEPN encrypts in India

Capital Cities/ABC-backed sports channel ESPN has started encrypting its Indian signal, despite Indian viewers resistance to pay TV. With TV rights to some key cricket events, including India's tour of the UK and tours in Australia and South Africa, up its sleeve, however, ESPN may have the needed programming leverage to win viewers over.

Weather Channel, ComTel deal

Landmark Communications' The Weather Channel has signed its first cable distribution deal—with UK MSO, Com-Tel, owned by Dutch telco KPN. Landmark will launch a pilot UK service on June 1 and a full service Sept. 1. Com-Tel's franchises cover central and southern England.

Spanish cable buy

Spanish group Union Fenosa has acquired a 7.5% stake in cable operator Cableeuropa for Ptas209 million (\$1.6 million). Fenosa acquired the stake from commercial bank Banco Santander, which now holds a 32.5% stake in the cable operator. Commercial broadcaster Antena 3 is likely to be the prime candidate to buy the rest of Banco Santander's shares. —By Debra Johnson

Buys for the Blues' first-round home games against the Toronto Maple Leafs increased steadily, from 7,600 for game one to 11,400 for the final. The big bump came in the second round against the Detroit Red Wings, with the first of three home

games netting 8,000 buys and the final generating a whopping 24,000.

Prime Sports's Kuhl ranked the Blues' buy rate an A, compared with the Avalanche's B. But he acknowledged that it will take some doing before they can match the numbers

posted by the Denver Nuggets, also owned by Ascent, in their 1994 game-six playoff contest against the Utah Jazz.

That game set a PPV record with 34,000 homes within a 35-mile radius of Denver buying the game. ■

Sports Channel revamp

New York cable sports network retools some daily program elements

By Jim McConville

Sports Channel New York will revamp some of its daily program schedule starting next month.

Programming additions include *Sports Channel Light*, a half-hour highlights show from the network's daily sports coverage. The show airs at 11 p.m. and is repeated at 6:30 and 9 a.m. the following day.

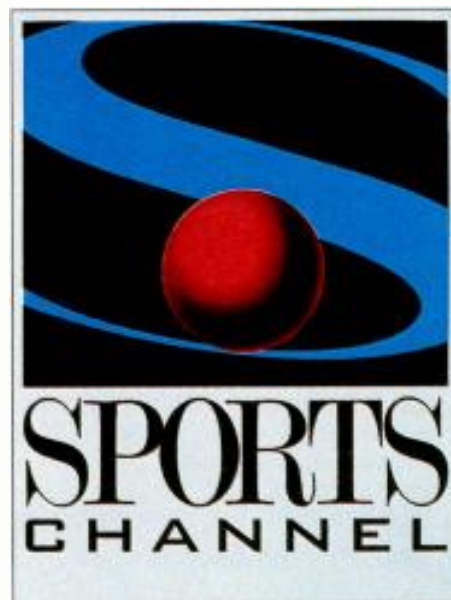
"It's a 30-minute, condensed version of that day's pro events" combined with extended highlights, says Mark Shuken, vice president and general manager, Sports Channel New York. Shuken introduced the show at Sports Channel San Francisco last season.

Sports Channel also will move its pregame show *Sports Authority Game*

Time from the studio to the playing field beginning June 3 with its New York Mets vs. Atlanta Braves telecast. The on-site format will be used for home and away games for each of the four professional teams Sports Channel covers.

Shuken says that game-site coverage will give the show more immediacy and will allow the network to cover breaking news: "It's certainly a less sterile feel than in a studio; you're live and next to the action."

The network also will add three themed-programming blocks, which will air June through August: Thunder Road, a Thursday night auto-racing block; SPF '96, a Sunday beach and watersports program block, and Cool Runnings, a Sunday night replay of local NHL games from Sports Channel's archives.



The blocks will give the network's weekly programming grid more consistency, Shuken says. "Where it has been a little checkerboard in the past, now it's going to be consistent; racing, for instance, will always be Thursday nights at 7 to 11." ■

Cable upfront off and running

Ad sales with USA, Turner said to be active; last year's performance will be tough act to follow

By Jim McConville

Cable upfront shifted into second gear last week with two major networks making a handful of deals in an otherwise quiet market.

Many executives say it's too early to tell whether 1996 will be a repeat performance of last year's record \$2 billion upfront season.

Don Stump, vice president of network sales for the Cable Advertising Bureau, says that some cable networks could parlay gains in network viewer share into respectable CPM (cost per thousand) increases. "Every spot that you sold last year that had a four [Nielsen] rating, you're now selling [on] a six rating," says Stump.

USA and Turner Networks are

reportedly the most active network sellers. "Turner and USA are writing a lot of business right now," say several media buyers.

Turner Networks already has closed a handful of deals, says Turner spokesman Mark Harrad: "The dollars are up over last year, but it's a little too early to predict the full outcome of the whole buying season."

MTV Networks, on the other hand, is sitting quietly on the sidelines this year, having signed a heavy slate of multiple-year deals in 1995.

"We're in a different position than anyone else; we got most of our clients on a two-year program," says John Popkowski, executive vice president, advertising sales, MTV Networks.

Stump says some cable networks

this year will opt for conceptual deals. "A conceptual deal is where the networks say, 'Let's not worry about the program; let's just get our terms and conditions straightened out. I'll continue to do \$50 million of business with you if you continue to give me X amount of rating points at this CPM without increasing your prices.'" ■

Other network executives insist that cable inventory is still undervalued, compared with broadcast networks.

"As a rule, cable is certainly undervalued vis-à-vis over-the-air broadcasting," says Popkowski. "And until marketers and clients decide to shift dollars out of network and into cable or syndication, they will not be able to get a handle on their advertising costs in terms of CPM increases." ■

Malone cashes out personal holdings in TCI International

Tele-Communications Inc. chief John Malone cashed out his \$9.78 million in personal holdings in Tele-Communications International April 1, according to documents filed with the Securities and Exchange Commission. Malone sold his 450,000 shares in the overseas operations for \$21.75 each, according to the filing. A TCI spokesperson declined to comment on Malone's reason for selling when he did, but said that Malone retains a substantial interest in the unit through his holdings in parent TCI. His 2.2 million Class A common shares and 25.3 million Class B shares of TCI mean that he controls 17.8% of the voting power of the parent company.

Way cleared for SpectraVision purchase by Ascent

Ascent Entertainment Group has overcome a key hurdle in its effort to purchase SpectraVision, the bankrupt supplier of in-room, pay-per-view entertainment and information services to the lodging industry. The waiting period required by the Hart-Scott-Rodino Act expired last Monday (May 20), meaning that Ascent's previously announced plans to buy SpectraVision remain subject to approval from bankruptcy court. Ascent hopes to consummate the deal by the end of the third quarter. It intends to combine its 85%-owned subsidiary, On Command Video Corp., with SpectraVision to form a new company that will be 72.5%-owned by Ascent and minority shareholders in On Command Video. Ascent plans to name the new company On Command Video and expects to reach 1 million hotel rooms worldwide.

TCI ups two

TCI Communications Inc. has named Tom Beaudreau to the newly created position of vice president, TCI Digital TV Inc., and Doug Seserman to the new position of vice president of long-term product development for TCI's Digital TV business. Beaudreau, who joined TCI in 1985, previously was director of TCI's Digital

TV unit. He will be responsible for taking TCI Digital TV into the operational phase. Seserman, who joins TCI from Quaker Oats Co., will be responsible for long-term strategic development of Digital Video products and service, including consumer concept testing and business plan development. Both will report to Camille Jayne, TCI's senior vice president of Digital TV.

All in the family

Turner Broadcasting shareholders Tele-Communications Inc., Time Warner, Continental and Comcast accounted for about 44% of the total subscription fees paid to the programmer in 1995, according to a proxy statement issued for Turner's upcoming annual shareholder meeting on June 7 in Atlanta. Before deductions for advertising allowances, amounts paid by the cable operators to the various Turner networks (CNN, TNT, Headline News, Cartoon Network, Turner Classic Movies and certain international services) were as follows: TCI, \$165.3 million; Time Warner, \$96.2 million; Continental, \$34.4 million, and Comcast, \$30 million. Subscribers to those systems constitute approximately 52% each of the U.S. cable audience coverage for WTBS, TNT and CNN, 55% for Headline News and 50% for Cartoon Network.

Cartoon countdown

Cartoon Network on June 2 will debut a two-hour Sunday morning preschool block (8-10 ET) featuring an hour of international animation followed by *Big Bag*, a previously announced co-production with Children's Television Workshop. International animation presented under the "Small World" banner will include British cartoons *Christopher Crocodile* and *Old Bear Stories* plus *Pingu* a claymation penguin from Sweden. In other dayparts, Cartoon Network will add four cartoons to its lineup: *Super Friends*, *Rocky and Bullwinkle*, *Roger Ramjet* and *The Addams Family*.

CCN lawsuit

Children's Cable Network, a service that provides kids programming to

cable via leased-access channels, has filed a lawsuit against Colorado-based affiliate Capital Funding and Financial Group and company president Scott Severson. CCN parent company Olympic Entertainment filed the suit in Superior Court of the State of California in Los Angeles, citing breach of contract in failing to pay license fees, disparagement and other charges. Capital Funding and other CCN affiliates in April filed a lawsuit in federal court in Denver charging the network with failure to acquire or pay for programming.

Outdoor Life

Nine months after its August 1995 launch, the Outdoor Life network now claims 3.85 million subscribers. The outdoor sports and recreation channel, jointly owned by Cox, Continental, Comcast and Times Mirror, plans to add four original programs to its schedule within the next three or four weeks. The shows are *Outdoor Survival*, *Man's Best Friend*, *Sporting Gun Dogs* and *Surfer's Journal*. The network also will air specials *Adventure Week* and *National Trails Day* in June.

Primestar

DBS programmer Primestar Partners is adding two DBS programming packages—PrimeEntertainment and PrimeFamily—this month. PrimeEntertainment (\$41.99) includes the basic cable package along with Encore Plex, a two-channel movie package, and Encore STARZ! PrimeFamily (\$54.99) comprises basic cable channels plus HBO and Cinemax multiplex movie packages.

ESPN has college world series

ESPN will carry the 50th annual NCAA College World Series beginning May 31. The series, to be aired on ESPN and ESPN2, comprises 11 live games (May 31-June 7) and two special features, including a live tournament-selection special from NCAA headquarters on May 20 at 3 p.m. On the hockey front, ESPN International will distribute NHL Stanley Cup finals games to more than 140 countries worldwide. — RB, JM

The search for DBS homes

Some cable networks argue that DBS and wireless subs are being undercounted

By Jim McConville

Determining an accurate count of the households that get TV by means other than cable has become a bone of contention among cable operators, some of whom say that Nielsen underestimates the burgeoning non-cable market.

Some cable networks argue that Nielsen's alternative distribution services (ADS) sampling group is too small and doesn't accurately represent the subscriber increases cable networks have gained from direct broadcast satellite (DBS) and wireless cable services. They also contend that DBS has become large enough for Nielsen to separate it from ADS.

At stake for cable networks: an additional piece of the total U.S. household count that Nielsen uses to assign network viewership ratings. The networks then use those ratings to calculate the fees they charge advertisers for commercials.

Last year Nielsen reported the ADS market as approximately 4.4%, or some 4,210,000 households, of the 95.9 million U.S. television household universe. Nielsen's ADS umbrella includes 1.8 million C-band; 800,000 DBS; 800,000 SMATV, and 900,000 MMDS homes.

The Satellite Broadcasting and Communications Association estimates that the total direct-to-home (DTH) satellite universe (including DBS) is 5.01 million households as of April 1996. That figure does not include MMDS or SMATV homes.

Tim Brooks, vice president of research, USA Networks, says that up to 1995, Nielsen's ADS universe had been about 50% less than the number of paid subscriptions USA Network pulled in from its satellite-based households.

Responding to client requests, Nielsen last fall revised its ADS count to 5.2%, or 4,986,800, of all U.S. TV households. "There certainly hasn't been a big growth, and any differences between Nielsen numbers and outside sources that our clients may be pointing to certainly is decreasing," says Sara Erichson, vice president and national marketing manager, Nielsen Media Research.

But Erichson wouldn't rule out that the Nielsen number underreports the total ADS universe. "It's possible; but it's probably not very great at this point."

Cable networks say that although Nielsen's revisions are welcome, more changes are needed.

"There have been some improvements, but not enough," says Bob Sieber, vice president of audience development for Turner Networks.

Brooks says that Nielsen still underrepresents the number of satellite and wireless households now in the country, and he contends that Nielsen bypasses ADS sample households it finds too hard to wire.

"Nielsen is not up to speed on measuring satellite homes or what we call 'complex' homes," Brooks says.

With satellite and wireless growth expected to accelerate in the next five years, cable network executives say, getting an accurate ADS count takes on added importance.

"Projections are going out that this household sector could easily be 14 to 15 percent of the total TV homes within the next three years," says Brooks. "That's a pretty substantial part of anybody's distribution, so it needs to be

measured accurately and needs to be broken down."

Nielsen's ADS sampling method is especially critical for newly launched networks, which stand to have a larger percentage of subscribers from DBS households. "[Nielsen] will be understating the coverage of some of these newer services that have penetration in satellite but don't have that much cable coverage," says Sieber.

Case in point: Turner's Cartoon Network. Launched in 1992, approximately 95% of its ADS subscribers are DBS, Sieber says.

Another cable network complaint: Nielsen's sampling method allows it to substitute a cable household in areas where it is unable to find a satellite-served home.

"[Nielsen] did the easy thing to allow cable homes to act as surrogates for the satellite homes in the cases where they could not commission them," Sieber says.

Nielsen Media Research Director of Communications Ann Elliot concedes that Nielsen doesn't use the same controls for replacing sample satellite households that it does for replacing cable. "We have not yet instituted those types of controls for satellite," she says. ■

Wireless revenue, loss both up

Subs are up too, but cost of acquiring them hurts

By Michael Katz

Two of the five largest wireless cable groups reported both increased revenue and loss as well as larger subscriber rolls for first quarter 1996.

Dallas-based Heartland Wireless Cable Communications, the nation's second-largest wireless operator, reported revenue of \$9.5 million for

the quarter ended March 31. That is up a whopping 352% from \$2.1 million for the first quarter of 1995, and up 58% from \$6 million for fourth quarter 1995.

Net loss also increased, however, to \$8.2 million, compared with a \$1.5 million loss for the same period last year. The loss was attributed to increases in depreciation, amortization and expense, interest expenses and

The puck starts here for Prime

Launches PPV hockey effort in St. Louis and Denver

By Price Colman

P rime Sports's inaugural foray into the hockey pay-per-view arena was a tale of two cities.

In St. Louis, where Prime distributed the first two Stanley Cup playoff rounds of Blues home games—a total six games—to Charter Communications and a host of other cable operators, the average buy rate was a solid 6%.

In Denver, with the newcomer Avalanche on a tear, the combined average buy rate for Tele-Communications Inc., the dominant MSO, and Jones Intercable was a more modest 1.4%. But the Prime Sports folks were hardly disappointed by the results. "The St. Louis Blues have been in the NHL for something like 30 years," said Prime spokesman Craig Kuhl. "The Avalanche have been in Denver

for what, nine months? Given the circumstances, we're happy with it. Eventually, these numbers will be like St. Louis's numbers, should the Avalanche be successful and move through the playoffs again."

One factor working in the Blues' favor was that the universe of potential PPV customers there is substantially smaller than in Denver—200,000 versus 340,000.

Nonetheless, Avalanche owner Ascent Entertainment Group of Denver was encouraged by the showing. "We were satisfied with the numbers," said Paul Jacobson, spokesman for Ascent. "They were not overwhelming, but they were strong—particularly for a first-year team. One of the things we found encouraging was that they reflected the normal trend you see over playoff series."

The buys for the Avalanche home



In Denver, Prime Sports was pleased with the 1.4% buy rate for the Avalanche.

games rose steadily, from 1,900 for the first PPV offering to 9,600 for the final, round-two home playoff game against the Chicago Blackhawks.

The Denver numbers were skewed by a minor glitch early on, when TCI encountered problems getting its PPV machinery up and running. TCI eventually resolved the problem, but by then Ascent and Prime already had made the decision to broadcast the game on the regular Prime channel.

That was a minor bonus for Avalanche fans—a small but growing and vocal contingent. "We had a moderate amount of calls, most opposed to PPV," said Jacobson. "They reflected a level of frustration—also a level of misunderstanding of what was the driving issue. We pointed out that the price for rights to broadcast goes up, just as the price for seats goes up, going into playoffs. For us, it comes down to a choice of no television or PPV."

For Charter Communications, which handled roughly 60% of the PPV distribution in St. Louis, fan interest ranked in the windfall category. "We were very pleased even with the first lower numbers," said Charter spokeswoman Anita Lamont. "The Blues were not burning up the ice. I don't know that anybody in St. Louis would ever have anticipated that the Blues would [go] that far."

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of May 13-19, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

Program	Network	Time (ET)	HHS. (000)	Rating Cable	U.S.
1. NBA Playoffs	TNT	Tue 7:58p	4,593	6.9	4.8
2. NBA Playoffs	TNT	Wed 7:58p	2,681	4.0	2.8
3. NBA Playoffs	TNT	Mon 7:58p	2,504	3.7	2.6
4. Rugrats	NICK	Sun 10:00a	2,415	3.6	2.5
5. NBA Playoffs	TNT	Thu 8:58p	2,410	3.6	2.5
6. WWF Monday Night Raw	USA	Mon 8:57p	2,363	3.5	2.5
7. Winston Select/Charlotte	TNN	Sat 7:30p	2,269	3.5	2.4
8. Tiny Toons Adventures	NICK	Sat 9:30a	1,978	3.0	2.1
9. Movie: 'Bird on a Wire'	USA	Sun 4:30p	1,973	2.9	2.1
10. Rugrats	NICK	Thu 6:30p	1,908	2.9	2.0
11. Doug	NICK	Thu 7:00p	1,906	2.9	2.0
12. Rugrats	NICK	Tue 6:30p	1,892	2.9	2.0
13. Aaahh!!! Real Monsters	NICK	Sun 10:30a	1,871	2.8	2.0
14. Rugrats	NICK	Sat 8:30a	1,854	2.8	1.9
15. Tiny Toons Adventures	NICK	Sat 9:00a	1,844	2.8	1.9

Following are the top five pay cable programs for the week of May 13-19, ranked by households tuning in.

1. Movie: 'Norma Jean and Marilyn'	HBO	Sat 9:00p	2,359	9.8	2.5
2. Movie: 'Bad Boys'	HBO	Sun 10:00p	2,356	9.8	2.5
3. Movie: 'Bad Boys'	HBO	Tue 8:00p	2,170	9.0	2.3
4. Movie: 'Naked Souls'	HBO	Sat 11:15p	2,059	8.6	2.1
5. Sex Bytes	HBO	Fri 11:00p	1,920	8.0	2.0

Sources: Nielsen Media Research, HBO

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

Media's many-faceted future

CTAM panelists pull out their crystal balls

By Jim McConville

Television programming in 2000 will give viewers infinitely more program choices. The key, TV industry experts say, will be to make sure those choices aren't too hard to find. Those were the predictions of a panel of television industry executives at CTAM's Blue Ribbon breakfast in New York last week.

Josh Sapan, president of Rainbow Programming, said that consumers by 2000 will choose from a menu of more than a half-dozen types of program providers. "You probably will have a choice among [as many as] five satellite companies and one, two or three different cable wires," although they will deliver "mostly the same stuff," he said.

Thayer Bigelow, president, Time Warner Cable Programming, said that, in addition to conventional TV networks, consumers will have other programming sources at their fingertips. "Yes, there will be television like we know it, but there will be a lot more," he said. "It could come in the form of another news channel or a computer or digital service."

And that information will be presented in a number of different formats, said Bob Leverone, news director at Bloomberg LP New Media, pointing to Bloomberg's news services, which use a multiscreen format. "They can watch TV," Leverone said. "They can listen to it without watching it or they can do some combination of the two—working on one screen while looking at the other."

Experts say that some forms of TV programming will be menu-driven, like accessing an Internet Web site. "That's really the future—getting the information when you want it," Leverone said.

But Ed Horowitz, chairman, Viacom Interactive Media, cautioned that moving consumers into a new-media world of online and interactive services will take a certain amount of hand-holding. "You'll have to make them feel comfortable, to wean consumers from the current linear television model over to alternative media products," he said.

Offering online and Internet services also will force TV networks to rethink



Sander Vanocur, Thayer Bigelow, Ed Horowitz, Josh Sapan and Bob Leverone.

the way they deliver product.

"We'll have to change the way we do business," Horowitz said. "There will be no such thing as a program season; no such thing as 13 episodes. We'll have to adapt and make ourselves look as interesting—and have the same quality level—as today with linear television."

For program companies, Rainbow's Sapan said, the challenge will be to distinguish their programming packages other than by price and customer service. "The big difference will be the kinds of content found on all the different [TV] distribution vehicles. There's going to have to be different material on different outlets.

"There's going to be this huge technological opportunity that makes different the way that people use this stuff," Sapan said. "On-demand and cable modems are going to be part of it."

TV programming in 2000 will be packaged somewhat differently, he said, with some distributors offering customized "metropolitan" package of services tailored for specific geographic markets: "It might be a collection of channels that are akin to the *New York Times* in New York or the *Boston Globe* in Boston."

Future TV programming also may be regionally based, Sapan said, pointing to the popularity of regional sports networks. He predicts that cable programming by 2000 will evolve into a package of 10-15 regionally based channels "added to what television offers, which will give the consumer qualitatively the effect and experience of a newspaper."

Existing networks have the best shot at launching network services online, Horowitz said. "Companies that start with a brand in one medium can affect how a person finds you in another medium."

But expanding such new program services internationally will require more than just transmitting program signals overseas. "Once you've gone global you had better start thinking local," Horowitz said. "The products and services that you offer in one country may not play across the board."

Panel moderator and History Channel host Sander Vanocur questioned whether such new TV formats will be able to cover catastrophic news events, such as the JFK assassination or the space shuttle explosion, and whether viewers will tune in.

The issue is not one of "too many news outlets, too many channels, or people not wanting to watch," Leverone said. "The problem is being creative and creating a choice." ■

Errata

In BROADCASTING & CABLE's April 29 rundown of new cable networks, Liberty Sports was incorrectly listed as one of the owners of Classic Sports Network. The listing should have read: **Owners:** AT&T Ventures, Allen & Co., Huizenga Holdings and other investors.

Special Report on Modems

need to lock down as many subscribers as they can with the least obstacles." It should be a business for some cable operators by the end of this year, he says.

It's already a business for Rogers Cablesystems in suburban Toronto. In six months, Rogers has enrolled 550 subscribers at \$39.95 per month for 500 kbps service, says Frank Cotter, vice president of operations and general manager of the Rogers Wave modem service.

Rogers is planning limited deployments in urban areas this year, more modem availability in 1997, and complete coverage in its major markets by the end of 1998.

Rogers includes Zenith modems in its monthly subscribers fee. But like other operators, it would prefer that consumers buy them as they now buy telephone modems. "We want to sell them as soon as possible," Cotter says.

The key to selling modems is an industry standard, which Cable Labs, a research and development facility in Denver, is trying to come up with by the end of the year. A standard will lead to mass production and lower prices. In addition, it will give consumers

How fast is it?						
Millions of U.S. homes with modems (by speed)						
	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Annual % growth rate</u>
Conventional telephone						
1.2 kbps	1.2	0.9	0.8	0.4	0.2	-36.1
2.4 kbps	9.5	9.0	5.0	4.0	1.1	-41.7
4.8/9.6 kbps	8.5	7.5	5.9	4.0	3.3	-21.1
14.4 kbps	3.6	7.5	12.9	13.6	13.8	39.9
28.8 kbps	1.3	3.9	9.2	12.9	15.5	85.8
>28.8 kbps	0.0	0.3	1.1	2.0	3.0	115.4
ISDN						
(64 or 128 kbps)	0.1	0.4	1.0	3.5	6.9	188.2
Cable modems						
(all speeds)	0.2	0.8	1.2	2.0	3.4	103.1

Source: IDC/LINK Graphic by BROADCASTING & CABLE

confidence that a modem they buy in New York will work when they move to Los Angeles.

Time Warner is the other MSO with a well-established modem beachhead, in its 40,000-subscriber Elmira, N.Y., system. It plans deployments in its Akron/Canton (Ohio) system, serving 180,000 subs, later this year. Time Warner will use Motorola's CyberSurfr there. Deployment in its San Diego system is planned later, using Toshiba modems, according

to Tim Evard, president of TW's Excalibur unit.

Time Warner intends to be more than simply an access provider. "We're basically building a content service that integrates local and national content," Evard says.

That's the tack Cablevision Systems is taking as it plans introduction of modem service. The monthly fee it charges will include an interactive online version of its News 12 services. "Our goal is to position ourselves as more than a high-speed Inter-

net provider," says Joseph Cece, president of Cablevision Lightpath.

Cablevision has been testing Zenith modems in 500 households in its Long Island and Yonkers systems as it continues to put the supporting infrastructure in place. It plans an aggressive rollout of service starting in late summer, says Cece.

Cablevision also will use modems made by LANcity, which has deployments in various locales with Continental Cablevision, Jones

Cable and online services look for synergy

Commercial online services are searching for ways to fit into the marketing plans that cable operators are making for modem service.

The primary issues are whether MSOs will charge a higher fee for access to commercial services than subscribers would pay for regular dial-up access, and what financial relationship they will have with the content providers.

CompuServe may be the closest to establishing some parameters because of its participation in tests with Time Warner. The online service is involved in Time Warner's Elmira, N.Y., test, where it is part of a premium Internet-access package and will be included in future TW modem rollouts, according to Wayne Howe, CompuServe senior manager of broadband business development. And Time Warner recently struck a deal to incorporate content from its Pathfinder online service on CompuServe.

CompuServe also is part of the Rogers Cablesystems test in Newmarket, Ontario, where it's available for \$9.95 for five hours per month and \$2.95 per hour after that. Howe would like to see operators include CompuServe as part of a basic package, but he realizes that there's a problem in trying to formulate anything now: "There aren't any models

yet to make money on broadband on the Internet."

That theme is sounded by the other major commercial online players as well. America Online is involved in tests with Time Warner, Continental Cablevision, Comcast, Cablevision Systems and Rogers, but there are no extended marketing trials to effectively gauge any business models. "We haven't had a lot of opportunity to test different pricing schemes," says Rachel Thompson, AOL director of new technical services.

Prodigy is participating in five modem trials with Time Warner, Rogers, Comcast and Media General in Fairfax, Va. And marketing talks with operators still present an "open chalkboard," according to Chip Austin, Prodigy vice president and general manager for Internet access.

Austin thinks that positioning online services as premiums "would make some sense," but he says Prodigy would offer a premium version of its service under that scenario. "We're holding a lot of content in our vault that is for a mid-band environment," he says.

Highly localized content could be added to supplement a premium Prodigy product, as could video and audio streaming that would add another dimension to chat rooms.—RT

nology issue completely," says Mary Doyle, a senior analyst for Link Resources. "[Cable operators] still don't have a plan, they don't have the billing in place and they don't have the people," Doyle says.

In a test Comcast Cable is winding down in Lower Merion, Pa., outside Philadelphia, RF interference disrupted the service. "You'd be standing there wondering why this thing was working yesterday and not today," says Steven Craddock, Comcast vice president of new-media development.

Despite the obstacles and skepticism, most cable operators remain bullish on cable modems. Comcast is looking to launch commercial service in Baltimore using Motorola's CyberSurfr modem. Research from Hewlett-Packard, which is handling headend integration, indicates that there are

TCI keeping quiet on @Home

Tele-Communications Inc. executives haven't had much to say about @Home, probably because the project has so badly missed its April national rollout target.

The 200 or so @Home participants in the Sunnyvale, Calif., alpha site may be joined by more test subjects when @Home hits the beta stage in a month or so. But the delay has cast shadows on perceived prospects for cable modem introductions across the industry. "Just given the @Home troubles, it's going to be slower going," says Mary Doyle at Link Resources.

The big debut, including commercial deployments in TCI's Hartford, Conn., and Arlington Heights, Ill., systems now is slated for the third quarter.

For all its rollout problems, the content of the @Home service—at least as it's being served up in Sunnyvale—should help drive sales when subs in the rest of the country finally see it.—RT



"hot core" users who will buy virtually any new electronic media technology. "It looks like a pretty nice business," Craddock says. As for prices, he says, Lower Merion focus groups suggest a "sweet spot" between \$20 and \$50 per month.

Chris Dixon, media analyst for PaineWebber, says operators can borrow money for the necessary upgrades and still realize a 30% profit margin. "There is no question that the economics work."

And if cable picks up the cost of the modems, it will

find quick acceptance of the service. "[Internet access] has to be more than click and wait," says Tom Pincince, senior analyst of Cambridge, Mass.-based Forrester Research. "People are just blown away by cable modems. They [operators]

Cable datacom trials and commercial services

CABLE MSO/TELCO	TRIAL LOCATION	SERVICE SPECIFICS	VENDORS	NOTES
BellSouth	Atlanta	Network technical trial with 100 participants	LANcity	Plan to roll out service in 2Q '96
Cablevision	Long Island, N.Y.	AOL, Prodigy and Internet access	Intel, Zenith, LANcity	500 homes in Yonkers and Long Island
Cogeco Cable	Montreal	AOL, Internet access	Zenith	600 participants in Central Quebec trial
Comcast	Lower Merion, Pa.	Trial of Internet access, local content, AOL with 50 participants	Intel, Hybrid Networks	Plan to roll out commercial service 3Q '96 in Baltimore
Continental Cablevision	Boston	Internet-access trial with BBN Planet, 200 participants	LANcity	Trial will run for six months
Continental Cablevision	Chestnut Hills, Mass.	Commercial deployment of HFC video and data network at Boston College serving 6,000 dorm rooms, 2,500 classrooms and 400 administrative offices	LANcity	Provides connection to Boston College LAN plus Internet access
Cox Communications	San Diego	Prodigy	Zenith	125 trial participants
Media General Cable	Fairfax, Va.	Internet-access trial with schools and employees	Zenith	12 trial sites
TCI @Home	Sunnyvale, Calif.	Internet-access, local and national content	Motorola	Plan to launch commercial service by 2Q '96
Time Warner Cable	Elmira, N.Y.	200 homes in test of LineRunner service, includes Pathfinder and local content, Internet access, plus AOL and CompuServe available a la carte	Zenith, Hewlett-Packard	\$14.95/month for basic content, \$9.95/month for Internet access
Time Warner Cable	Akron and Canton, Ohio	Network technical trial. Plan to launch LineRunner service commercially in August 1996	Motorola	Service to include Pathfinder and local content, Internet access, plus AOL and CompuServe a la carte
Viacom Cable	Castro Valley, Calif.	Internet access, AOL, Prodigy, Quicken	Intel, Hybrid Networks	250 customers online

Source: IDC/LINK Graphic by BROADCASTING & CABLE

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Special Report

THE GREAT



MODEMS



CABLE HOPE

Industry's high-speed Internet access could yield \$1 billion-plus by 2000

By Richard Tedoro

Cable operators see fast money in speedy cable modems.

The operators believe they can offer high-speed access to the Internet and online services through upgraded cable systems and a new breed of modems.

And they expect they will be amply rewarded by PC owners intrigued by the 'Net, but frustrated by the slow pace of conventional telephone modems.

Turning sometimes creaky cable systems into the on and off ramps of the information superhighway, however, will not be easy or cheap.

Cable companies point to ongoing trials as evidence of their commitment to the busi-

ness. But some outsiders are skeptical that cable can deliver the service, particularly as quickly as some operators claim.

Cable's magic lies in its bandwidth. By dedicating an entire TV channel to the service, they can pump data at a rate of 30 megabits (30,000 kilobits) per second, although the industry seems to be heading toward a standardized speed of 10 mbps. At that rate, computer graphics and other multimedia information pops, rather than crawls, onto a computer screen. Quality video becomes a real possibility.

Most home PC owners are accessing the Internet over telephone lines using modems operating at 14.4 or 28.8 kbps, just a fraction of the rate cable is promising.

Yet the disparity between telephone and cable access is not as great as simple numbers make it appear. All modem users on a cable system will share a common cable channel. That means the more users who log on, the slower the effective speed. In the real world, cable may deliver no more than 200 or 300 kbps at peak times.

What's more, the telephone industry is now offering ISDN connections rated at 64 or 128 kbps. And it is experimenting with ADSL technology that may be able to deliver 1.5 mbps.

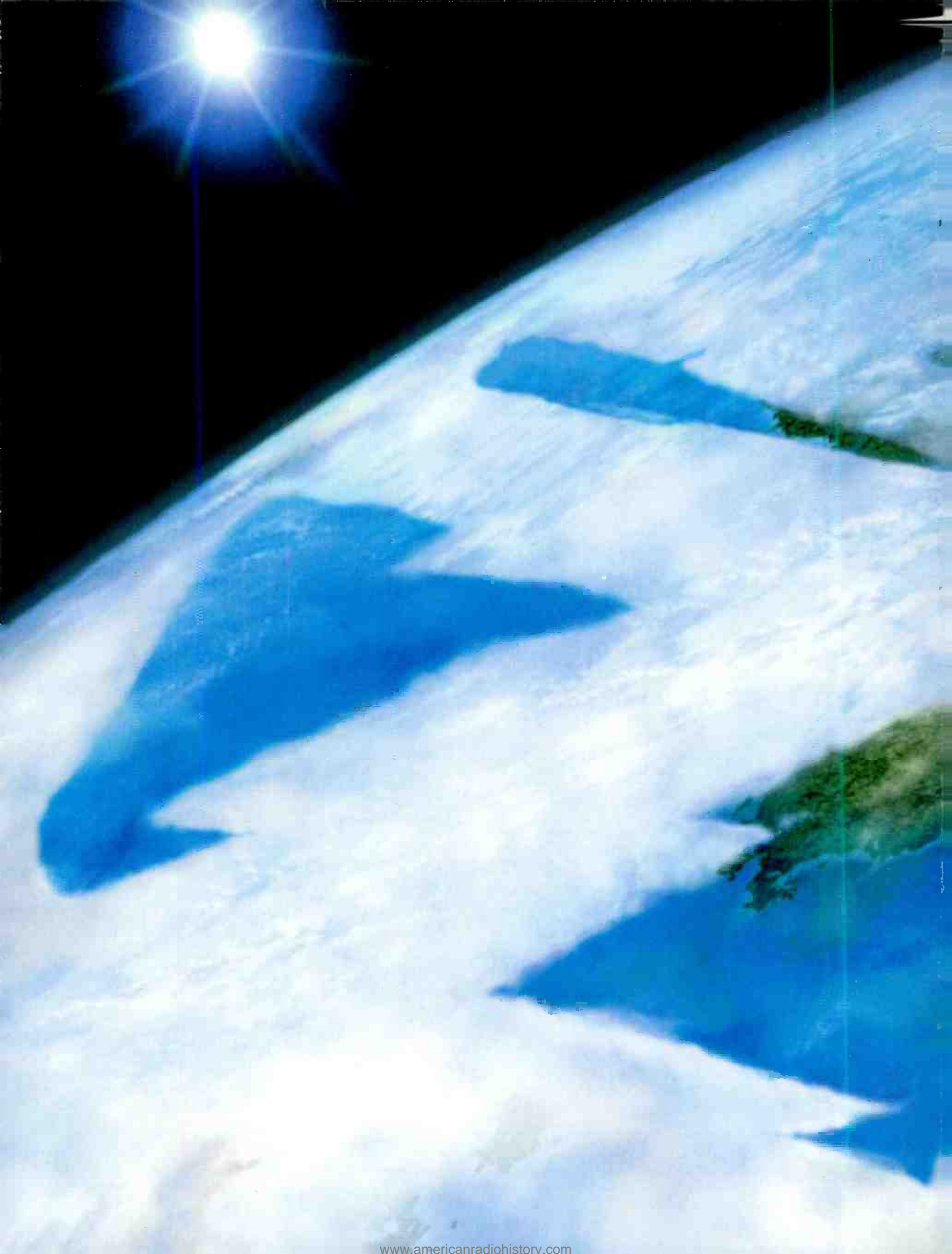
Some observers think signal quality could further diminish cable's technical edge. If the quality of a cable system is not good, if it's not "locked down tight" in cable

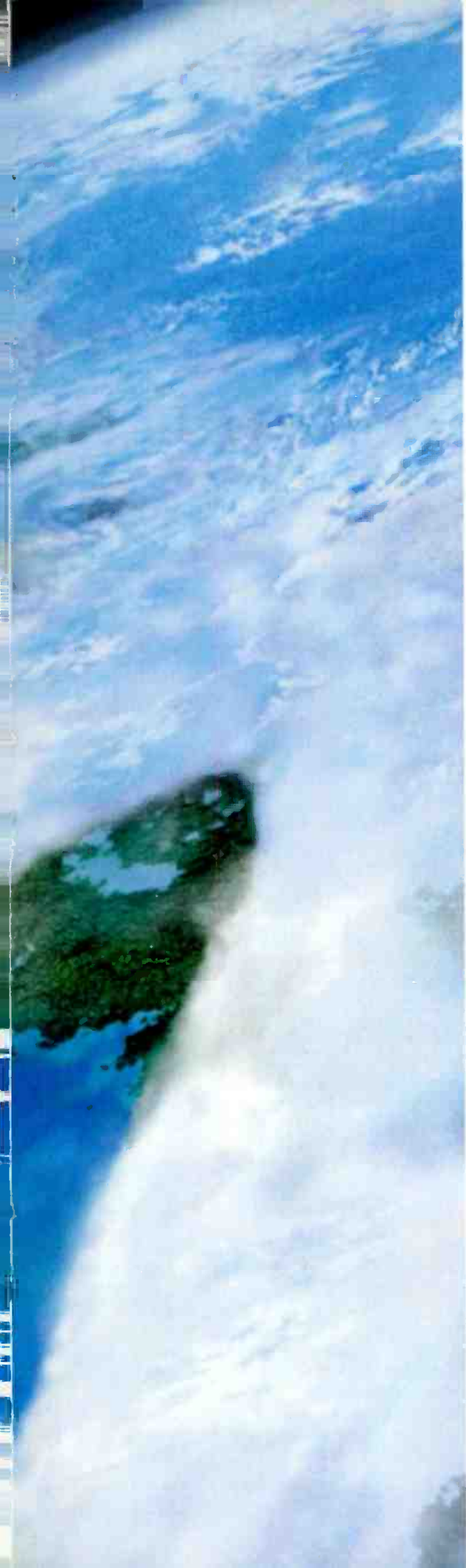
engineering parlance, the cable modem slows down, they say.

"The cable operators have to get their systems in order and go from there. I think we'll know by the end of the year if it's real or not," says Tom Wolzien, research analyst for Sanford C. Bernstein & Co. in New York.

For optimum performance, high-speed services should be offered over state-of-the-art fiber/coax systems with full two-way capability. Only around 15% of cable subscribers are now serviced by such systems. Cable can upgrade the rest, but only at a cost of more than \$11,000 per mile, according to the National Cable Television Association.

"And it's not really a tech-





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Special Report on Modems

Intercable, Tele-Communications Inc. and Cox Communications. "This is a process of evolution," Rouzbeh Yassini, LANcity president/CEO, says of the business. "It's just a matter of time."

Jones Intercable launched modem service with LANcity units in its Alexandria, Va., system through its Jones Internet Channel unit. Jones also acts as content provider, offering a representation of Alexandria with icons for access to entertainment, shopping and other interests. Jones is talking with six games developers about bringing on their content.

While it is a commercial deployment, JIC sees Alexandria as a testbed for later offerings. "We're going to make sure of everything so everything will be seam-

less the next place we go," says Bill Nestel, JIC president.

Continental is on the verge of taking its modem services commercial, beyond the continuing beta test it has been conducting for several months in five suburban Boston communities. "This is kind of a dress rehearsal for an actual market rollout later this year," Steven Hill, senior VP of Continental, says of Boston.

Continental also recently deployed LANcity modems in Jacksonville, Fla., and Stockton, Calif., with a rollout to follow shortly in all of its regions.

As the number of system deployments is rising, so are the number of vendors entering the modem fray. Hewlett-Packard will soon

began shipping the first of 150,000 QuickBurst units to Comcast. But H-P isn't expecting the market for its \$400 modems to heat up before next year. "We're thinking that significant ramp-ups happen with our customers in 1997," says Casey Sheldon, brand manager of H-P's home products division. "Each operator is going to have a certain portion of their business committed to modems."

Pioneer has been touting its SpeedStation product, but it isn't ready to announce any takers. And it seems inclined to take a conservative course at the moment, ostensibly in anticipation of a modem standard to be introduced by CableLabs later this year. "We're going to be closely watching the standards activi-

ties before we put out the product," says Paul Dempsey, Pioneer senior vice president of marketing.

Motorola, the most aggressive of the modem players, is in the process of turning letters of intent into contracts for several hundred thousand of its Cybersurfrs. It claims to be cranking out thousands per day. "It already is a business," says Jim Philips, Motorola corporate vice president.

But Philips acknowledges that operators still have a distance to go to in putting the infrastructure in place for modems like the Cybersurfr. The next moves in the modem game depend on operators, he says, and the response they can elicit once they get past "hot core" enthusiasts to a critical mass including mainstream "newbies." TMW

Telcos to compete with high-speed links

Phone companies advance ISDN and ADSL as their answer to cable modems

By Richard Tehera

As cable moves into the modem business, telcos expect to keep pace with high-speed Internet-access solutions of their own.

"We [think] we can more than compete with [cable] modems with ADSL and ISDN," says Bob Beran, president of Bell Atlantic Internet Solutions.

ISDN (integrated services digital network) and ADSL (asymmetrical digital subscriber line) deliver high-speed data over conventional telephone lines.

ISDN, already available in many parts of the country, pumps the data at a rate of 64 or 128 kilobits, two or four times faster than today's stan-

"Cable modem service and ADSL are comparable in terms of the data rate."

—GTE's Robert Olshansky

dard 28.8 kbps telephone modem. ADSL, more an experiment than a practical product, promises around 1.5 megabits per second.

Although the best of the telcos' bit rates fall far short of those promised by the cable modems, they are more or less guaranteed. The cable technology is based on shared use of cable channels. If a lot of users sign on at the same time, the bit rate slows considerably.

Bell Atlantic is offering Internet-access service,

including ISDN interconnection, in Washington and will follow up with rollouts in Baltimore and Philadelphia this summer.

Bell Atlantic has an ADSL test under way in northern Virginia next month, and if all goes well, it will grow into a commercial deployment, Beran says.

GTE also is testing the ADSL waters. It has had trials running in Irving and Plano, both Texas, since February, with 30 participants, includ-

ing the Irving Public Library, small businesses, GTE employes and private residents.

Supplying the ADSL modems are Westell Technologies of Oswego, Ill.; Bedford, Mass.-based Aware Inc., and Amati Communications Corp., San Jose, Calif.

From a technical standpoint, GTE has no doubt that ADSL can compete with cable modems. Over twisted pair, ADSL operates at a rate of 6.144 mbps downstream and up to 6.4 kbps upstream. In the test being conducted in the Dallas metroplex, GTE is providing service at 4 mbps downstream and 500 kbps upstream.

"Cable modem service and ADSL are comparable in terms of the data rate," says Robert Olshansky, GTE manager of advanced-service platforms.

Technical performance isn't the only reason GTE figures it can compete effectively with cable operators in offering Internet access. Olshansky points to the need for upgrad-

ing existing cable plant, a problem telcos don't have.

"The big advantage the telcos have is [their] ubiquitous network," Olshansky says, adding that the quality of customer service in the cable industry is still "fairly primitive." What's more, he says, telcos don't have to make any major upgrades to their plants as cable operators do.

US West, which has indirect experience in modem trials through Time Warner's trial in Elmira, N.Y., and its own test in Omaha, plans to play all sides of the technology by offering a "full portfolio" of options to its customers, according to Greg Gum, US West executive director of solutions development.

US West recently completed alpha tests of ADSL and the related HDSL technologies in Denver and Minneapolis. HDSL provides frame-relay service to work-at-home users and enabling links to local-area networks.

US West is now expanding the testbeds to beta trials involving hundreds of customers to evaluate various applications. A limited single-market trial is slated to begin in the third quarter. Full availability of ISDN and HDSL services will begin in the third quarter throughout the RBOC's 14-state operating region.

"Both ISDN and DSL technologies, depending on the applications, will compete with cable modems," says Gum. "How effectively they will compete will be one of the things we'll get out of the trial."

Gum is hopeful that US West can offer its services at \$35 per month, a price rivaling what cable is offering. At the same time, he reports receiving overtures from cable modem makers, including Motorola and Zenith, looking to test their equipment in US West's region. **TM**

Modem alternatives emerge

As cable modems are being deployed, other options, both low- and high-ticket, are beginning to proliferate.

Atlanta-based ViewCall America will put its \$300 WEBster box on the market in late June. The unit will provide Internet access via TV sets. WEBster will be sold through retail outlets yet to be announced. E-mail functions also are accommodated, and consumers can buy a remote infrared keyboard with which to write e-mail messages.

A test audience of 250 users has been trying out WEBster in the Atlanta area, and ViewCall plans to ramp up to 1,000 users during the trial. Mobius Research, retained to monitor the test, reports that using their TVs rather than a PC helped the WEBster families overcome their reluctance to surf the 'Net.

Those families would have to get over sticker shock to contemplate some of the options, however. Although the cable industry is waiting for two-way, high-speed cable modems, National Digital Network is looking to get into the market first by offering high-speed asymmetrical wireless cable modems.

NDN's Powernet modem already is in place in the Wireless Cable Association's Washington headquarters, where it comes through one phone line and is utilized by 10 PCs (with

capacity for more). NDN's edge is its ability to demonstrate the working modems in the WCA offices to potential buyers. "It's not a myth, it's real," says NDN Vice President Richard J. Amons. "When they see it, they want to know when they can get it."

According to Amons, Powernet is faster and less expensive than what's on the market today. The modems offer speeds of 1.54 mbps to 10 mbps. The current fastest business modem, T1, also has a speed of 1.54 mbps, but costs an average \$3,500 to install, with a \$1,200 monthly fee and a \$675 fee per mile of cable. NDN says Powernet will cost \$1,200 for the modem and installation and \$200 per month.

The Powernet is not yet capable of offering two-way high-speed service, but NDN wants to use its existing technology to attract customers and then upgrade.

Amons thinks NDN can beat cable to the punch, since cable is waiting for two-way technology before offering the service. This will allow the wireless cable industry to be the first to deliver cable modems; Amons says the industry won't have a problem upgrading to two-way because the adjustments to the antenna are minor compared with those necessary for a cable plant.—RT,MK

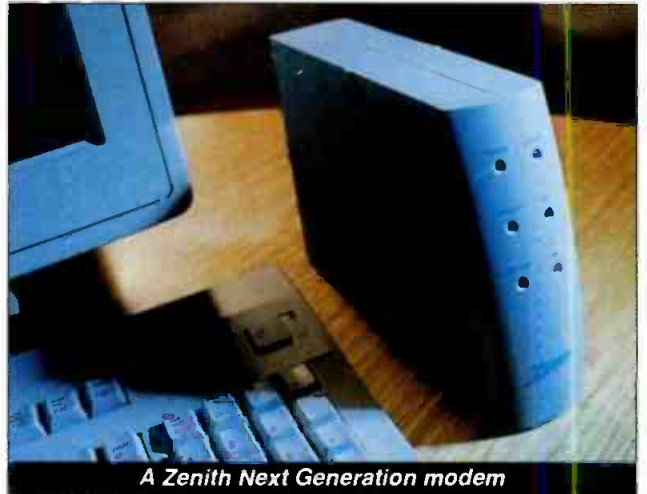
Hybrid modems may move market

Cable modem makers hope to boost their business with hybrid models that offer a slower return path via telephone.

The less expensive return helps eliminate a costly barrier for smaller cable operators that can't afford to upgrade. They can afford the hybrid method, which runs on one-way cable, and some are going that route. "Now they're realizing this is a business for them to get into. They're finding they don't have to wait for a two-way plant," says Tim Frahm, product manager for Zenith Electronics.

Zenith anticipates some deployments in the next three months of its hybrid modems developed with US Robotics. Scientific-Atlanta estimates that hybrids could become a hit beginning in first quarter 1997 and is gearing up for production of its unnamed product by year's end. At prices as low as \$250 per box—approximately half that of current cable modems—S-A foresees fast market growth.

S-A also expects that this ostensibly interim solution should have a "reasonably long life span"



A Zenith Next Generation modem

of up to 15 years, as the industry gradually upgrades systems, according to Tom Robey, S-A director of marketing for cable data networks, who also points to a basic technical plus: "It's a simpler technology."

General Instrument already has under its belt a trial of its Surfboard hybrid with Comcast. And GI reports embarking on multiple trials with other operators that it declines to identify. GI expects to start production on the Surfboard hybrid in June, says Ed Zilka, GI director of marketing.—RT



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Calendar

May 29-31—InterShop '96, conference on Internet shopping, retailing and commerce presented by BRP Publications Inc. Sheraton Palace Hotel, San Francisco. Contact: (202) 842-3022.

June 2-3—"DVD Briefing—Implications and Applications," conference produced by Knowledge Industry Productions. Red Lion Hotel, San Jose, Calif. Contact: (914) 328-9157.

June 7—Internet & World Wide Web business conference, presented by CompuServe. Sheraton City Center, Washington. Contact: (800) 682-5078.

June 13-14—Strategic Research Institute's Cable/Telco video franchising forum. Washington Hilton and Towers, Washington. Contact: (800) 599-4950.

June 17-19—Select Media Inc. sponsors i•MAGIC (innovative multimedia achievement in the global interactive community) awards festival. New York Information Technology Center, New York City. Contact: Erin Fitzgerald, (212) 732-4437.

June 23-27—SUPERCOMM '96 communications industry exhibition and forum. Dallas Convention Center. Contact: (800) 278-7372.

July 21-24—11th annual Interactive Services Association conference and alliance exposition. Sheraton San Diego Hotel & Marina, San Diego. Contact: (301) 495-4955.

Sept. 9-12—Internet Commerce Expo, trade show presented by International Data Group. Anaheim Convention Center, Anaheim, Calif. Contact: Ronald Milton, (508) 820-8661.

Sept. 17-19—IMA EXPO, global interactive trade show sponsored by Interactive Multimedia Association and International Data Group. Jacob Javits Convention Center, New York City. Contact: Ken Christy, (317) 823-5073.

Sept. 19-21—Personal Communications Industry Association presents Personal Communications Showcase '96. Moscone Center, San Francisco. Contact: Christina Tendero, (202) 467-4770.

Video on PCs

WavePhore to expand Intericast content

By Richard Tedesco

WavePhore, the technology company supporting the Intericast project, is on the verge of adding another broadcast network as a content provider.

NBC is the exclusive content provider for the remainder of this year. It is sending video content to PCs via TV's vertical blanking interval. WavePhore executives say they have been approached by other national broadcast networks interested in joining as Intericast nears its scheduled July debut. Word on a new partner or partners, who would begin contributing material next year, may come in 30-60 days.

The Internet

Oracle introduces NC unit, partners

By Richard Tedesco

Oracle Corp. kept its concept for low-function Internet-access devices in high profile last week with a development announcement that excluded few computer-related companies.

The initiative to produce a \$500 device that could provide limited Internet access via TV sets took a serious turn as Oracle announced the formation of a new subsidiary, Network Computer Inc., that would market its NC System Software Suit along with NC applications and server software.

Oracle's technology partners, who will contribute microprocessors and related equipment, include Digital

Equipment Corp., Cirrus Logic and Motorola. In addition, Fujitsu Ltd., NEC Corp. and Toshiba have declared their intentions to market NC devices directly to corporations.

That's where the market is

ORACLE

now from the perspective of most companies, including IBM, which is developing an NC line that eventually will include a consumer device. "That potential is ultimately going to arise," says John Newman, vice president of business development for the IBM software group. "And as there are more commerce applications on the 'Net and as households acquire the

WavePhore has licensed its technology to Intel Corp., which has begun offering the VBI option for incorporation in high-end PCs (Gateway 2000 has a machine on the market with the new feature).

Meanwhile, WavePhore has relaunched Newscast, a news service transmitted to PCs via FM sideband. Newscast's content partners include Knight Ridder/Tribune Business News, Reuters, the Associated Press and Dow Vision, which comprises multiple news wires and full text versions of the *Wall Street Journal* and the *New York Times*.

WavePhore acquired Data Broadcasting Services, the company that originated Newscast, late last year. Aimed at business users, it now reaches 43,000 desktop PCs.

sort of bandwidth for applications useful in the home, I think this will emerge."

IBM figures to have an NC consumer prototype this year, but doesn't see much market potential for it before next year. It will have a line of devices for business environments, ranging from \$500 to \$1,000 apiece, later this year.

Last week's announcement was intended to trumpet standards for the NC devices developed by Oracle, IBM, Apple Computer, Netscape Communications Corp. and Sun Microsystems. But the standards basically

described a generalized list of common component features and endorsed use of all major languages now used for development of Internet content.

The market for consumer NC devices is perceived to be people who either have resisted purchasing a PC or can't afford one, but are intrigued by the prospect of surfing the Internet.

Technology

May 27, 1996

WRC-TV wins \$6 million HDTV grant

NBC O&O to build model station in Washington

By Glen Dickson

WRC-TV, the NBC O&O in Washington, last week was chosen to create a fully operational HDTV station by the Model HDTV Station Project Inc., a \$6 million grant sponsored by the Association for Maximum Service Television (MSTV) and the Electronic Industries Association.

The model station will test a full range of HDTV equipment—from production to transmission gear—in a working broadcast environment. It also will provide public demonstrations of HDTV in the Washington area and will train broadcast station personnel in the new technology.

"We're excited about taking it out of a lab and into the real world," says Michael Sherlock, NBC executive vice president of technology.

The three-year project is being funded equally by the Consumer Electronics Manufacturers Association (CEMA), a sector of the EIA, and MSTV. MSTV's \$3 million contribution is being split between major broadcast manufacturers, such as Sony, Matsushita, and Toshiba, and broadcasters themselves. "The money is

flowing in, with checks arriving already," says Model Station project director James McKinney.

The David Sarnoff Research Laboratory of Princeton, N.J., has been contracted to provide systems design and integration for the new station, which will be co-located at WRC-TV's existing site.

"It will be a living, breathing systems-integration job," says Glenn Reitmeier, senior director of Sarnoff's HDTV and multimedia research lab. "As we integrate the transmitter and the [8-VSB] exciter, we will use our RF expertise; as we work with the encoders, we'll use our knowledge of MPEG compression."

Other Washington-area stations that bid for the MSTV/CEMA grant included WETA-TV, the PBS station that already plans to build an HDTV station and has filed for an experimental FCC license; WJLA-TV, the Allbritton Communications-owned ABC affiliate, and WNVC and WTVT, two public stations in suburban Virginia. Gannett-owned CBS affiliate WUSA didn't bid.

"This is a wonderful opportunity," says Allan Horlick, WRC-TV president/GM. "We knew it would be a

WRC-TV's HDTV antenna will be attached to the outer tower. The top of the antenna will be at 442 feet.



tough competition."

MSTV/EIA made their selection of WRC-TV based on technical criteria such as available space and the breadth and location of transmission equipment. As the largest NBC news bureau, with both

FCC sets three-step process for ATV

Advanced television (ATV) licenses will be on the way next year, according to the FCC's current plan.

The commission means to set ATV rules through a three-step process. The first part calls for establishing general service rules for using the advanced TV channel that broadcasters will receive to deliver the service. The FCC issued a proposal last summer and since has accepted comments on a range of issues, including what public interest obligations the ATV channels should carry, whether there should be a minimum requirement to deliver HDTV, and the status of must-carry rules in the digital age. But the commission has held off on setting final rules to give Congress a

chance to consider whether it wants to auction the ATV channels.

The second rulemaking concerns the transmission standard that broadcasters will use to deliver the service. The FCC this month proposed establishing the Grand Alliance ATV system as the mandatory standard. Comments on the proposal are due July 11.

The third part of the plan concerns the allotment and assignment of ATV channels. Commission officials this summer hope to propose a plan for assigning each broadcaster a new digital channel. The FCC hopes to have all three of the rulemakings wrapped up in time to start assigning licenses in 1997.

—CM

fiber and satellite links to NBC headquarters in New York, WRC-TV will be able to easily receive pass-throughs of HDTV signals for internal network tests, says McKinney, adding that the central location of its microwave antennas and satellite dishes on top of the station's roof is also important.

"Everything's on their property—the tower, dishes and the fiber connect to New York," says McKinney. "We can run tests without splitting manpower between the control room and the tower."

Joe Widoff, WETA-TV senior vice president for operations, says the selection of WRC-TV won't affect his station's plans to build a complete HDTV broadcast station by 1998. "Needless to say, we're a little disappointed—we hoped to be picked," Widoff says. "But we're pleased that the industry is moving forward. As far as our plans, this doesn't change anything."

According to McKinney, the MSTV/EIA project already is under way. NBC is filing for an experimental HDTV license with the FCC, and Mc-



Kinney will be moving into WRC-TV this week. He says that the station should be transmitting Grand Alliance encoded signals this fall, even if it's sending only data and not HDTV video.

"It's important to get started because manufacturers are three-fourths of our support, and they're dying to get a Grand Alliance encoded signal to test," he says. "We plan to start feeding that

signal locally and by satellite as quickly as possible."

Comark confirms that it is interested in providing a prototype HDTV transmitter to the project, and Harris also has been mentioned as a possible transmitter supplier (WETA-TV is in discussions with Harris to provide its HDTV transmitter, says Widoff). McKinney says that the Model Station project also is counting on encoder manufacturers to build a new HDTV encoder to replace the Grand Alliance prototype used in previous HDTV tests: "We're anxious to lay our hands on a commercial encoder."

As for HDTV production gear and consumer television sets, McKinney says that manufacturers are waiting for the FCC to officially adopt the Grand Alliance standard before making their R&D efforts public. CEMA spokeswoman Cynthia Upson says that if the FCC adopts the standard by the end of 1996, consumers could see HDTV equipment on store shelves by late '98. When receiver prototypes will be available for use in the Model Station project is less clear, she says. ■

Panasonic finds bridge over DV divide

Sleight-of-hand at NAB convention leads to discovery

By Glen Dickson

In a move that may ease the controversy over Panasonic's and Sony's competing professional versions of the DV consumer video format, Panasonic has announced that its DVCPRO VTRs are capable of playing back

Sony's DVCAM cassettes by adjusting the decks' playback speed.

The differences between Panasonic's DVCPRO and Sony's DVCAM are in two areas: track pitch and tape material. Panasonic uses an 18 micron track pitch and metal particle tape, while Sony uses a 15 micron track

pitch and metal evaporated tape. These two relatively minor differences have rendered the formats incompatible and have started a so-called format war.

Now Panasonic says that the two formats are compatible in one direction, which would allow a news organization that uses DVCPRO to play back DVCAM tapes shot by freelancers or stringers. Both DVCPRO and DVCAM VTRs also can play back consumer DV tapes.

According to Phil Livingston, Panasonic director of project management and engineering, Panasonic knew that its VTRs could deal with both MP and ME tape (because of built-in RF equalization), but only theorized as to whether they could deal with the different track pitch of DVCAM by adjusting the servo speed. Then at NAB, a theoretically unavailable DVCAM cassette wound up in its booth.

"Some customer walked into our booth with a DVCAM tape and said, 'I want to see you play this,'" says Livingston. "We put it in a deck and did variable speed and slowed the deck down, and it played."

WFXT buying \$1.5 million of DVCPRO gear



WFXT(TV), the Fox O&O in Boston, has decided to adopt component digital for its fledgling news operation. The station, which is launching its first prime time newscast late this year, has closed a deal with Panasonic for a full complement of DVCPRO equipment (at left) from Panasonic (BROADCASTING & CABLE, May 20).

In a deal worth \$1.5 million, WFXT is buying 46 AJ-D700 camcorders, six AJ-D73 professional VTRs, two AJ-LT75 laptop editing systems and 12 AG-EZ1U DV-format minicams.

—GD

D750 DVCPRO studio VTRs, 12 AJ-D700 camcorders, six AJ-D73 professional VTRs, two AJ-LT75 laptop editing systems and 12 AG-EZ1U DV-format minicams.

Livingston says the only modification required to play back DVCAM is to make a software change in the DVCPRO VTR's capstan servo, which Panasonic now plans to do. He compares the new capability to the functionality of consumer VHS decks, which adjust the capstan for different tape lengths.

Livingston acknowledges that DVCPRO tapes won't play in a DVCAM deck. "[Sony] would have to learn the tape speed and deal with metal particle tape," he says. "Their decks are equipped only for metal evaporated tape and would have a problem reading DVCPRO. But those issues could be resolved if they wanted to."

Larry Thorpe, Sony vice president of acquisition and storage systems, isn't

particularly surprised by Panasonic's news—including the fact that a DVCAM cassette might have walked the floor in the frenzy of NAB.

"We suspect that [playing back DVCAM] is possible with a little maneuvering," says Thorpe. "All of these formats are based on the DV consumer format, and our extensions of that moved us away from each other. But we suspect that movement is not so far away."

Thorpe says that Sony doesn't plan to make DVCAM VTRs capable of playing back DVCPRO tapes, as Livingston suggests is possible: "We would not guarantee the integrity of that signal without a lot of testing, because our system is configured for ME."

Thorpe says that Sony went with a

slower track pitch for DVCAM to give it compatibility with consumer DV decks (which haven't come to market yet), since it was targeted at the business and "prosumer" market.

"We had the luxury to take that approach because we had separately developed Betacam SX for broadcast news," Thorpe says. "But we can't lock out the fact that DVCAM will be attractive to broadcasters."

Thorpe maintains that the DVCPRO/DVCAM controversy has been a matter of perception. "The big problem is this whole thing has been seen as a VTR format issue," he says. "But it's about tape-to-disk systems. Our focus was optimizing two systems [DVCAM and Betacam SX] for different market applications." ■

Unmanned blimps go commercial

Bosch brings military technology to sports coverage

By Glen Dickson

Un manned airships designed for military use are about to become available to broadcasters, says defense contractor Bosch Aerospace of Huntsville, Ala.

Bosch will unveil its high-tech blimp, SASS LITE (the Army's small airship surveillance system, low-intensity target exploitation), to the commercial market on June 24 in Tillamook, Ore. According to Jim Miller, Bosch marketing director, the SASS LITE was created for surveillance work and has been used by the Army for peacekeeping missions.

Through coordination with the FAA's Flight Standards Group, Bosch has won approval to operate the unmanned blimp in some portions of the national airspace and plans to start leasing it commercially at rates lower than those for manned airships. The SASS LITE's television potential has drawn the interest of major broadcast and cable networks (including CBS, ESPN and Discovery Channel), advertisers and the International Olympic Committee, Miller says.

The SASS LITE (which comes in 60, 82- and 92-foot models) is ideal for sports broadcasts, Miller says, because of its remote-controlled range of 100 km and its ability to be collapsed and transported by commercial airliners. In



An 82-foot SASS LITE at its moorings

the Oregon demonstration, Bosch will fly an 82-foot model equipped with a 20:1 zoom Wescam gyro stabilized camera unit. A microwave transmitter mounted on the blimp provides both a

live video link and remote control of the airship.

Wescam, which has outfitted larger manned airships for Goodyear, Budweiser, Fuji and Blockbuster, also has dealt with unmanned military blimps, says Ed Silva, Wescam's executive vice president. Silva thinks the SASS LITE could see extensive use by broadcasters and promoters because of its portability and mobility.

"The big ships are very weather-sensitive, and they require a lot of manpower to set up and operate," Silva says. "They tend to be expensive organizations in themselves." ■

Canon in the ballpark

LIN Productions of Arlington, Tex., is using six Canon Digi-Super 70 lenses along with its Sony 700 and 750 digital cameras for its production of Texas Rangers baseball games. "The 70X lenses look beautiful," says LIN President Lee Spieckerman. "They allow us to shoot the action very tight.... We have one camera with a 70X lens dedicated just to shots of the batter or tight shots of the pitcher gripping the ball—that's a situation where the 70X is unmatched." LIN also uses six Canon J55X Super lenses with its general game cameras. The company is due to receive a 51-foot expandable remote truck with 12 Sony cameras in June. The truck, along with an all-digital studio and post-production facility, is being outfitted by Sony's Systems Integrations Group.



—GD

Intelsat hopes to ease digital transmission

Organizes manufacturers to make systems more compatible

By Michael Katz

News agencies may no longer experience some of the technical difficulties they encountered with satellite transmission when covering the South African elections, the atrocities in Rwanda or the devastating earthquake in Kobe, Japan.

Intelsat's Inter-Union Satellite Operations Group next month hopes to release the list of interoperability parameters of major manufacturers' MPEG-2 and DVB-compliant equipment for the global satellite community.

A test held two weeks ago to create those parameters brought together 12 manufacturers to demonstrate their equipment in Intelsat's labs. The companies are not creating a standard, which already has been set. Because of the standard's flexibility, however,

there often are inconsistencies that hamper interoperability. The test was to determine how well each manufacturer's gear works with the others'.

News services are not the only ones to benefit from the testing. The improvement of global satellite services affects many areas, including desktop videoconferencing, says Vince Walisko, Intelsat's group director of global broadcast and special services.

From the first round of tests, Walisko says, it apparently is necessary to iron out kinks rather than overhaul the equipment: "We thought we would see more diversity and less interoperability, but we were pleasantly surprised at the uniformity."

Of the 12 manufacturers, only three—Scientific-Atlanta, Tiernan, and TV Comm.—were completely compatible, "but that is not indicative of the equip-

ment, because we did not have the time to test it all," Walisko says. "We expect to see universal interoperability and hope to have time to test them all in August," when the manufacturers tentatively are scheduled to return to Intelsat and retest their equipment for a progress report.

The impetus behind the testing was international uncertainty over how well, or poorly, different manufacturers' equipment would operate together. "Over the past two or three years we would be talking about the issue of interoperability and one would say there was a lot of interoperability and another would say there was not," says Jeff Kimble, Intelsat's special broadcast services manager. "But no one really knew."

Getting the manufacturers together—and then getting them to cooperate for the benefit of the digital industry—was no easy task. Scientific-Atlanta tried unsuccessfully to organize a similar test and demonstration.

"It was a big job, but they all laid down their differences and were very professional, with no bickering or hollering," Kimble says. What made the cooperation possible, Walisko says, is Intelsat's neutrality regarding manufacturers. ■

Cutting Edge

By Glen Dickson

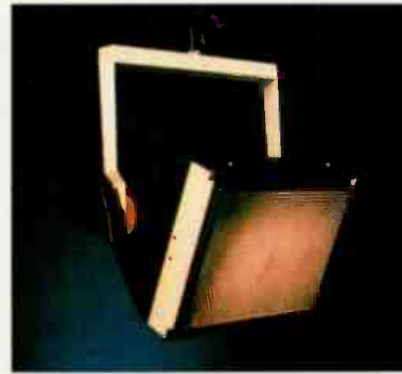
PanAmSat is conducting compressed video transmission tests for the Latin American DTH venture of Globo, Televisa, News Corp. and TCI on behalf of NetSat, Globo's satellite transmissions provider. PanAmSat has installed Digi-Media Vision MPEG-2/DVB encoders in its Atlanta operations center and is uplinking eight digital channels to a single transponder on the PAS-3 satellite; successful downlinks have been received by two-foot dishes in São Paulo, Brazil. According to Rob Bednarek, PanAmSat senior VP of engineering and operations, PanAmSat

also is downlinking to Atlanta to test different integrated receiver/decoders (IRDs) for signal compatibility. "All [DVB] things should be interoperable," says Bednarek. "But practically, there's still some work to be done in that area—there's enough ambiguity in the DVB specs to require tweaking."

Pacific Bell has selected **Artel Video Systems** as the primary provider of video transport equipment for the Republican National Convention in San Diego this August. PacBell, the RNC's local fiber provider, will use Artel multi- and single-channel transport sys-

tems housed in custom tractor-trailers to provide video feeds to broadcasters. Most of the video feeds from the convention center will pass through Artel equipment in the trailers and be sent through a PacBell video operations center to local TV and cable distributors and to the RNC's long-distance provider, AT&T, for national and international distribution.

Netter Digital Entertainment, a Los Angeles-based production company, has reached a definitive merger agreement with lighting manufacturer **Videssence** of Burlingame, Calif., under which Videssence will become a wholly owned subsidiary of



Videssence's SoftSpot 200

Netter Digital. The combined companies' revenue exceeds \$30 million; terms of the merger include acquisition of 522,000 Netter shares by Videssence at \$9 per share. Netter hopes to combine its experience with blue-screen and virtual-set technology with Videssence's fluorescent-type light fixtures, which are gaining favor with virtual-set adopters such as Bloomberg Business News.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

WILS/WHZZ, Lansing, looking for immediate placement for GM/Sales Manager combo. Group owner with over 30 years in radio ownership committed to winning. Send resume to: Ken MacDonald, Jr., P.O. Box 25008, Lansing, MI 48909. EOE.

If you have the right stuff to be COO. Redwood Broadcasting, Inc., an aggressively growing group of small market radio stations in the Western United States, is interviewing for a senior executive with proven "hands on" experience overseeing and managing both developed and underdeveloped stations in markets 150 and above. Qualified applicant would have "can do attitude" with 5 to 10 years experience hiring/managing station staff and would have proven sales and budget success history. Outstanding incentive package tied to success with equity opportunity through stock options in this soon-to-be publicly held broadcasting company. EOE. Mail resume in confidence to: Redwood Broadcasting, Inc., P.O. Box 3463, Carefree, AZ 85377.

Growing middle market radio group looking for General Manager candidates to fill anticipated openings. Our emphasis is on sales so candidate must have a suitable background of proven sales success. We offer above average compensation and an autonomous environment that will allow you to be in charge. You're success will be determined by your ability. EOE. Reply immediately in confidence to Box 00804 EOE.

100,000FM/5,000AM in beautiful Northern Michigan. Solid facilities with performance driven ownership. Committed to radio with aggressive future plans. Send letter of introduction, resume and salary requirements to Box 00704 EOE.

HELP WANTED SALES

General Sales Manager and Salesperson, AM-FM combo, St. Augustine, Florida, America's oldest city. Draw and generous commission. EOE. Fax resume (904) 797-3446.

HELP WANTED TECHNICAL

Engineering help critically needed in Northern Michigan, full or part-time. Group owner. New equipment in many areas. 100,000 watt FM and AM facilities. Would be one of three person engineering staff. Reply to Box 00776 EOE.

Consulting engineering firm in Washington, D.C. area is looking for an engineer to help primarily with the firm's radio and television related work, with some exposure to other communications technologies. Applicants should be familiar with the preparation of broadcast engineering exhibits in support of FCC applications and filings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

HELP WANTED NEWS

News Director N.E. California's news leader, KSUE and 93-JDX has an opening for a full time news director to take our highly respected news organization to the next level with their innovative ideas. Send resume and air check to: KSUE/93-JDX, 3015 Johnstonville Road, Susanville, California 96130. EOE.

HELP WANTED PROMOTION

We are searching for a dedicated multi-tasked individual with a strong work ethic, endless energy to head the Promotions/Production Operations Department. Ability to help with news, weather or sports. Send resume and photo to KGRO-AM/KOMX-FM, General Manager, P.O. Box 1779, Pampa, Texas 79065. Entry level considered. EOE.

HELP WANTED PROGRAMMING

Executive Producer of Radio Programming Based in Burundi. Search for Common Ground, a non-profit organization promoting peaceful resolution of conflict through television/radio, seeks Executive Producer who is committed to the concept of media as an agent for positive social change. This is an integral part of USAID funded conflict prevention project. Requirements/Job Description: 1) Radio news/feature production, 2) Supervise/train local staff, including journalists, 3) Produce 12 hours of weekly programming, 4) USAID liaison in field, 5) Cultural sensitivity, 6) Knowledge/interest in peace radio/media as mediator, 7) Working knowledge of French. Fax resume to Susan Koscis (202) 232-6718.

HELP WANTED ANNOUNCERS

WLFJ, a non-commercial Contemporary Christian Music FM, is accepting applications for two experienced air personalities. Send air-check and resume to: WLFJ, 2420 Wade Hampton Boulevard, Greenville, SC 29615. WLFJ is an EOE.

TELEVISION

HELP WANTED MANAGEMENT

IF YOU UNDERSTAND TELEVISION RATINGS,
TV SYNDICATION, PRINT ADVERTISING,
AND EFFECTIVE, CREATIVE COPYWRITING,
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Warner Bros., the recognized leader in the entertainment industry, currently seeks a Director of Trade and Print Advertising to conceive, write, and develop compelling and unique print advertising that sells.

This is not a print ad production position, not a print production manager position, and not an art director position. This is a creative marketing management position working in tandem with our creative team to turn out the most effective marketing print ads in the business. You need to be a self-starter and a wiz at creative conception, copywriting, and development of print ads. Your quality work will be used by Warner Bros. Television Distribution's huge collection of TV shows and other divisions. Knowledge of television ratings is essential, including station pitches and the ability to convert rough ratings and marketing concepts into compelling ads with powerful copy. Interested in a high-visibility position where your creative abilities will be seen by consumers and trade across multiple industries? Then, mail your resume to us today.

We offer a competitive salary and benefits package. Interested candidates, please mail or fax your resume including salary history to: Human Resources Dept., Box 98-96, 4000 Warner Blvd., Burbank, CA 91522-1561. Fax: (818) 954-3718. Please consult our Job Hotline at (818) 954-5400 for other career opportunities available at Warner Bros. EOE.



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Want out of the rat race? Florida senior-oriented state-of-the-art television station and post-production facility seeking well-seasoned knowledgeable professional to help us develop an international satellite network. Positions will be needed within the next two years in Management, Technical Support and Production. 50+ target market demands mature staff. Want to leave the grind and still do what you do best? Join a team working with other masters of our profession during an early semi-retirement in paradise. We are an expanding facility with extremely exciting potentials in entertainment, religion, travel, financial, medical and senior lifestyle programming. Regardless of position, writing, producing and directing experience a plus as is a print background. Send resume and confidential reply to Box 00825 EOE.

HELP WANTED NEWS

**NEWSWRITER/PRODUCER
(2 Positions)**

KGO-TV/Channel 7 is seeking a Newswriter/Producer for a daily newscast. Candidates must have excellent writing skills, production skills and creative ability. Should have a minimum of 3-5 years newswriting experience in a major market with prior producer experience preferred. Application deadline is May 31, 1996. Please send resume, cover letter and videotape to:

**KGO-TV/Channel 7
Personnel Department
900 Front Street
San Francisco, CA 94111
EOE**

Weekend Weathercaster: WABC-TV seeks experienced broadcast Weathercaster. Meteorological background is a must, but an AMA seal is not. Please send resume and cover letter to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

We're going FOX and expanding in the near future! That means we need some people who are willing to work hard and grow with us. If you're doing morning cut-ins or weather and want to expand your horizons, let us see your tape. We also need reporters, producers and shooters. Send your tapes and resumes to Gene Carlson, News Director, KEVN-TV, Box 677, Rapid City, SD 57709. No phone calls please.

Wanted: Reporter/Anchor. Southern ABC affiliate has an immediate full time position available for a Reporter/Anchor. Must be able to gather, write, edit and produce video tape for broadcast. Duties will include some anchoring and possibly some shooting. Experience preferred. Rush non-returnable tape and/or resume to Bob Kennon, News Director, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. EOE.

TV News Anchor/Reporter - Solid #1. Network affiliate in the Southeast. Market leader. Top 50. Searching for experienced journalist for Anchor/Reporter job. Must be an excellent writer, storyteller and live reporter. Send non-returnable tape and resume to Box 00826. An Equal Opportunity Employer.

Wanted: Associate Producer/Fill-In Producer. Looking for a hot AP/Writer, producer for CBS station in Miami. If you can write great copy, produce exciting newscasts, and have full-throttle energy, we want you! Must have producing experience and college degree. Send resume and 5 newswriting samples to: Amy Feller, Assistant News Director, WFOR-TV, 8900 N.W. 18 Terrace, Miami, FL 33172. Do not call. Not even to see if your resume got here. Really, it did.

WTVH-5, the CBS television affiliate in Syracuse, New York, is looking for a live, local, latebreaking News Producer to continue the momentum at Syracuse's top television station. Applicants should have at least two years experience as a television daily newscast producer, have strong writing skills and lots of creativity. The ideal person for this position must have the ability to generate story ideas on a daily basis, work well under pressure and have strong people skills. Position requires an even temperament and the ability to be flexible when necessary. A college degree is preferred. Please send resume and a non-returnable tape to: Human Resources Department, WTVH-5, 980 James Street, Syracuse, New York 13203. Applications will be accepted through June 3, 1996. No phone calls please. EEOE. WTVH-5 encourages applications from qualified women and minorities under our Equal Opportunity/Affirmative Action Program.

Videotape Editor/PT. Videotape editing for various 10TV news programs. Must be willing to work evening, early morning and weekend hours. Previous experience editing videotape in news environment. Send cover letter and resume to: WBNS-TV, Inc., Business Office #130, 770 Twin Rivers Drive, Columbus, OH 43215. EEO. Qualified minorities and women are encouraged to apply. We are a smoke and drug free workplace.

Videographer: Detroit production company seeks creative, quick thinking photojournalist for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume and tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

Television News Photographer. The Charlotte CBS affiliate (WBTV) is recruiting a Photographer with 2 - 3 years experience. If you have a clean driving record, a good eye and if you can tell stories with pictures send your tape and resume to: Jim Newman, News Operations Manager, WBTV, One Julian Price Place, Charlotte, NC 28208. Competitive salary and complete benefit package. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. MFD.

Reporter/PT: Producer, report, write and present news stories for broadcast both taped and live. Anchor segments and newscasts on a fill-in or regular basis. College degree and previous on-air experience. Must be willing to work overnights, early morning and weekends. Send cover letter and resume to: WBNS TV, Inc., Business Office #131, 770 Twin Rivers Drive, Columbus, OH 43215. EEO. Qualified minorities and women are encouraged to apply. We are a smoke and drug free workplace.

Reporter: Put your excellent broadcast writing abilities, editing, and computer skills to work at one of the Southeast's top news stations. Prefer at least one year of TV news experience. Send non-returnable tape to: News Director, WTVG, 410 West 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

Reporter/Full Time. Produce, report, write and present news stories for broadcast both taped and live. Anchor segments and newscasts on a fill-in or regular basis. College degree and minimum of 3 years experience as on-air reporter/anchor. Cover letter and resume to: WBNS TV Inc., Business Office #129, 770 Twin Rivers Drive, Columbus, OH 43215. EEO. Qualified minorities and women are encouraged to apply. We are a smoke and drug free workplace.

Reporter. NBC affiliate seeks creative storyteller for possible future opening, weekends and nights. You must have one to two years of commercial television news reporting experience. Non-returnable tape and resume to News Director, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503. No phone calls. EOE.

Reporter (General Assignment/Weather). On-air weather anchor experience necessary. Meteorologist degree an excellent plus! Essential skills include excellent writing, reporting and computer experience. Must be able to work well under pressure. Valid drivers license and pre-employment drug and alcohol tests will be required. Interviews by appointment only. Minorities and women encouraged. Resumes accepted until June 21, 1996. Send resume/tape to Attn: Personnel Manager, P.O. Box 860, Erie, PA 16512. EOE.

News Director: The ABC affiliate in central Iowa is in need of a full-time News Director. Applicant must have a B.A. in journalism from an accredited university and have 5 years experience. The candidate would be responsible for overseeing four daily newscasts M-F; and two segments daily on the weekends. The successful candidate will be a dynamic leader with strong people skills. Management expertise in the budgeting process and controlling department expenditures. Send resumes to John Sloan, Vice President and General Manager, WOI-TV, 300 East Locust Street, Des Moines, IA 50309. EOE.

Nightside Producer - NBC News Channel has an opportunity for a seasoned professional to help produce NBC's overnight national newscast, *Nightside*. You will select stories, review tapes, format show segments, write stories, "line produce" taped and live segments in the control room, time/backtime shows, and oversee program content, graphics and video. A strong background as a television news producer, knowledge of current events, and good news judgement are required. The ability to work with other members of the *Nightside* staff and the rest of the News Channel, under the pressure of tight deadlines and breaking news situations, is essential. For prompt and confidential consideration, please send or fax your resume indicating salary history to: Mr. John Pryor, NBC News Channel, 925 Wood Ridge Center Drive, Charlotte, NC 28217; fax (704) 329-8710. An Equal Opportunity Employer.

News Producer: WICS-TV, the NBC affiliate in Springfield, IL is accepting applications for a News Producer. Must be able to produce a fast paced show with high story count. Ability to incorporate graphics and live shots within the show a must. Send a non-returnable tape and resume to News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities encouraged to apply. No phone calls.

Producer: New York's News Leader is looking for a great newscast producer. Must have at least 3 years major market line producing experience. Knowledge of Newstar a plus. Please send resume and tape of a recent newscast to: Bart Feder, WABC-TV, 7 Lincoln Square, 4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Producers and Managing Editor sought for major national news magazine program. Producers should be skilled at field work, writing and in-house production of top-flight magazine pieces. Managing editor will take key leadership role in story development and breaking news coverage. Extensive experience required for all positions. EOE. Fax cover letter and resume in confidence to 212-774-7981.

News Director. Come to Western Colorado and lead our news team into the future. We are looking for an experienced news manager for our CBS affiliate, familiar with AR&D and able to make big changes in our news operation. Must have vision of future, be a teacher, leader, and fully understand set and studio design as well as news production values. Send resume along with references to: Bob Ganzer, GM, KREX-TV, P.O. Box 789, Grand Junction, CO 81503. No phone calls please. Withers Broadcasting Co. of CO, an Equal Opportunity Employer.

News Director. FOX 28 and 40 Cedar Rapids, Waterloo, Dubuque is seeking a News Director to continue to build our news operation. Candidate must be experienced and innovative and able to train and lead a team of young and very talented people. If you are an assistant news director or a producer who feels ready to lead a department, we would like to see your resume and tape. Prior on air experience helpful. Send resume, statement of philosophy, and a sample newscast to Thomas Bond, KFXA/KFXB, 744 Main Street, Dubuque, IA 52001. EEOC.

Newscast Producers & Eps. Experienced, creative and dedicated professionals for client station, major western market; other locales. No show stackers! Contact Roy R. Meyer Associates, Inc., 1720 Fox Run Court, Vienna, VA 22182.

Meteorologist -- Immediate opening. Computer programming a plus, meteorology degree essential. Some on camera work preferred. Rush tapes to Bob Breck, Chief Meteorologist, WVUE-TV, 1025 South Jefferson Davis Parkway, New Orleans, LA 70125.

Main News Anchor to compliment existing anchor woman. Proven communicator to help lead aggressive midwest ABC affiliate in 81st market. Minimum 5 years experience. Tapes and resumes to Lee Williams, News Director, WAND-TV, 904 Southside Drive, Decatur, IL 62521.

KSBY has an opening for a News Producer. Responsible for producing live newscasts. Must be a good writer and communicator. Must have good news judgement and organizational skills. 2-5 years line or control-room producing experience required. No phone calls please. Send resume and non-returnable tape to: News Director, KSBY/M, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

KSBY has an immediate opening for an Anchor. You must report and perform live shots as needed. 2-5 years anchoring experience plus solid reporting experience preferred. Must have a conversational writing and delivery style. Application deadline 5/31. No phone calls please. Send resume and non-returnable tape to: News Director, KSBY/M, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

KCAL9-Los Angeles. KCAL9, a leader in local news, sports and entertainment broadcasting, currently has exciting opportunities for organized professional with excellent news judgement. Assignment Editor: Requires major market newsroom experience and a background on a fast-paced, large market assignment desk assigning reporters, dispatching crews and monitoring their progress and reacting to breaking news. Must have thorough knowledge of ENG and SNG capability, creativity in story approaches and strong communication and telephone skills. Prefer 3-5 years experience, a college degree, knowledge of Southern California and familiarity with Basys. Researcher. Requires a minimum 2+ years television news experience, background working on a fast-paced assignment desk and the ability to dispatch crews and monitor scanners. Must have experience researching and setting up long-form and day-of-air news stories. Experience with on-line research and accessing information through government agencies preferred. Multiple market experience and knowledge of Southern California helpful. Familiarity with Basys beneficial. Prefer Bachelor's degree. We offer a salary commensurate with experience and outstanding benefits. Please mail/fax your resume to: KCAL9, Attn: Human Resources, Dept. BC, 5515 Melrose Avenue, Los Angeles, CA 90038. Fax (213) 460-5019. No follow-up phone calls will be accepted. Principals only. EOE.

KBMT in Beaumont, Texas is looking for a top notch Newscast Director. If a twenty tape first segment, multiple live shots, and a sportscast that's as fast as a jet fighter interests you, send your resume and tape today. We want someone with experience, ideas and a burning desire to be the best. Send resume and tape to: EEOC Officer, P.O. Box 1550, Beaumont, TX 77704. An Equal Opportunity Employer.

Director. Aggressive FOX affiliate in sunny south Florida is looking for a Director. Must have experience directing live, fast paced newscasts. I am looking for a strong leader, as well as a strong director. Knowledge of GVG switchers, Abekas DVE and computer editing is preferred. Please send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Minorities are encouraged to apply. We are an Equal Opportunity Employer.

Chief Meteorologist needed for weeknight 6 and 10 PM newscasts. 2 years on-air and WSI knowledge essential. Live shot, graphics and Gulf Coast experience preferred. Send non-returnable VHS tape that demonstrates weather presentations and live shots along with resume and references to Personnel Department, P.O. Box 7366, Beaumont, TX 77726-7366.

Anchor 6 and 10 pm newscasts: This person will complement female co-anchor. Must be outstanding writer with at least 2 years anchoring/reporting experience. Please send non-returnable VHS tape, resume, and references to Personnel, P.O. Box 7366, Beaumont, TX 77726-7366.

Anchor/Reporter/Producer. Binghamton's number one station is looking for a newsroom leader. Expanding and need an experienced journalist. Must have anchor experience and minimum three years street reporting. Will also be called on to produce when necessary. Rush tape and resume to: Steve Koegel, News Director, WBNG-TV12, PO Box 12, Johnson City, NY 13790-0012. A service of Gateway Communications, Inc. An Equal Opportunity Employer.

AVID's on the way. Come join the digital evolution. We are searching for a Photographer to join our team immediately. We have all the toys including all Beta and SNG and we push NPPA standards. If you have at least one year of experience, have a college degree and you can demonstrate your skill and artistry on tape, send it to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. WYFF TV is an Equal Opportunity Employer.

Anchor. We're looking for an enthusiastic, talented leader to compliment our female anchor on our evening newscast. WMTW-TV in Portland is a fast-growing, aggressive ABC affiliate, awarded Best Newscast by the Maine Association of Broadcasters. Strong reporting skills required. Send non-returnable tape to: Maine Anchor, c/o Media and Marketing, 600 North Pearl Street, Suite 400, Box 200, Dallas, Texas 75201. No phone calls please. EOE.

AM Producer. An opening exists at Charlotte's CBS affiliate (WBTV) for an AM Producer who can keep pace and consistently produce 90 minutes of am news. Must possess excellent writing skills, strong leadership ability and strong news judgement. Send tape and resume to: Jim Newman, News Operations Manager, WBTV, One Julian Price Place, Charlotte, NC 28208. Competitive salary and complete benefit package. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. MFD.

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

Send resume/tape to:

Broadcasting & Cable

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED MARKETING

**UNIQUE OPPORTUNITY:
MARKETING MANAGER**

Five years experience, self starter. Understanding of broadcast stations, sales-distribution and contractual systems (prior experience with PBS preferred). Sponsor and station relations (good with people). Understanding of Nielsen ratings. Good oral and written communications skills. Ability to develop client presentations/proposals. DC television production/syndication company.

Reply to Box 00822.
EOE

Senior Producer. WBNS-TV, the CBS affiliate in Columbus, Ohio is seeking an experienced producer to join our team of killer creatives. Our station is a dominant #1, and one of the top five delivering CBS affiliates in America. As senior producer, you will lead our award-winning team of editors and producers. Minimum two years experience. We're looking for a real creative who likes taking chances. Must have excellent writing skills and a great tape. Come be a part of a great station. Send resume and tape to: Graeme Newell, Marketing Director, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. EOE.

HELP WANTED TECHNICAL

LEAD OPERATOR

Would you like to play a key role in NY 1's transition to the digital newsroom of the future? We are looking for a candidate who has strong technical skills, understands digital production systems, including servers and non-linear editing and has the ability to look to the future. As a lead operator, you will be responsible for the supervision of all master control room staff and will be responsible for their training and development. You also will play a key role in the development and implementation of all new technology. In addition to the skills described above, candidates should have a minimum of 3 years master control experience, preferably in a news environment, and have demonstrated ability on:

- Sony LMS or automated playback systems
- Master control operations including switching, routing and feed recording
- Beta, 1" and operation of most vtr's
- Satellite Downlink/Microwave Operations

Please fax, send or E-Mail your resume and salary history to:



Gina Caruso
Manager of Network Operations
NY 1 News
460 West 42nd Street
New York, NY 10036

Fax: (212) 563-7156
E-Mail: GCARUSO@NY1NEWS.COM

NY 1 is an Equal Opportunity Employer.

KPBS, public television in San Diego, has the following opportunities available in Television operations: Job #F96-126 Production Operations Supervisor - schedule personnel, facilities and equipment for Air Operations/Production Services. Minimum 3 years experience in television production and broadcast operations. BA or equivalent, leadership/creativity in scheduling personnel and projects, strong organization/communication/computer skills. Knowledge of FCC Rules and Regs. Salary \$2708 - \$3635/month and excellent benefits. Job #F96-125 Videographer - creative direction, supervision, technical operations of Location Production Electronic Field Production, camera operation and lighting direction, assist in development of production plans and budgets. Minimum 3 years experience in television location productions, with broad background in television production procedures. BA or equivalent. Excellent leadership/communication skills. Resume videotape (1/2" VHS) required-tapes not returned. Salary: \$2708 - 3635/month and excellent benefits. Job #F96-127 Videotape Librarian (half-time) all operation and maintenance of videotape library, coordination of station duplication requirements. Minimum 1 year experience in television, experience with professional broadcast videotape equipment, inventory control and record keeping. BA or equivalent. Salary: \$1136 - \$1514/month and excellent benefits. To apply send resume and completed application to SDSU Foundation, Personnel, 5250 Campanile Drive, San Diego, CA 92182-1945, or phone (619)594-5703, SDSUF website: <http://www.foundation.sdsu.edu/> Specify job number on each application submitted, recruitment closes June 7, 1996 at 3:00 pm. EEO/AA/Title IX Employer.

Chief Engineer: Trinity Broadcasting station. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA 92711; E-mail: BMILLER@TBN.ORG; Fax 714/655/2101. M/F EOE.

Technical Director: Top ten CBS affiliate. Broadcasting or related degree preferred. At least three years television production experience is preferred. Knowledge of Grass Valley switchers (GVG 300 or GVG 3000/4000) preferred. Send resumes to: Latrece Washington, Human Resources Coordinator, P.O. Box 2495, Fort Worth, TX 76113. No phone calls please. We are an Equal Opportunity Employer.

Senior Broadcast Engineer. Cutting edge educational television station is looking for a Senior Broadcast Engineer who can trouble shoot, repair, install and operate 80 kW UHF transmitter, LPTV, ITFS, satellite Ku-band uplink, analog and 3-DS3 digital microwave systems, ATM MPEG I and II transmission, data and voice transmission, video servers, CLI teleconferencing and use of all related test equipment. Studio includes digital ESS, DVEs, CGs, routers, switchers, cameras, nonlinear editing, paint box systems, Alamar automation and applicable peripherals. Tape formats include D-3, BetaSP, 1", 3/4" SP, SVHS, and ENG/SNG and remote experience a plus. Must be energetic, highly motivated, strong team player. FCC General or SBE certification, and computer experience with Macintosh and IBM. Filing deadline 6/28/96. Maximum entry level \$3911. For a job flyer and application call (805)636-4697. EOE.

Maintenance Technician. WCMH, NBC O&O. is seeking an individual capable of performing corrective and preventative maintenance on broadcast studio, Beta ENG, Microwave Relay, Live/Satellite uplink trucks and related equipment. The individual shall also be capable of operating this equipment and demonstrate ability to provide engineering coordination and assistance to other departments. The successful candidate must have a minimum of 5 years experience in the broadcast field. UHF Transmitter experience, computer literate, FCC General License and/or SBE certification required. Send resume by June 28, 1996 to: Ron Patterson, Assistant C.E., WCMH-NBC4, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

Maintenance Engineer wanted for one of the most successful CBS affiliates and the fastest growing DMA in the country located in beautiful South Carolina. You must have a minimum AA or equivalent in electronics, 2 years in broadcasting and a complete computer background. If you are a team player, a problem solver, and are ready to work on the latest in technology, please send your resume to Doug Crall, WBTW-TV13, 3430 North TV Road, Florence, SC 29501. Good driving record a must. EOE. M/F.

MIRA Mobile Maintenance Technician. MIRA Mobile, a division of KOIN-TV, CBS, in Portland, Oregon (market rank 24) is looking for an experienced Mobile Maintenance Technician to join its MIRA Mobile team. Come to beautiful Portland and lead the remote effort on board our new 48 ft. expandable side remote unit while it travels to major sporting and entertainment events. This is a fast paced position which requires extensive travel and shift flexibility. Successful candidate will have a proficient knowledge of broadcast electronics (analog and digital) broadcast systems, camera maintenance and 1" beta cam and 3/4" tape machines and experience as an EIC. Excellent customer service skills are required to develop and maintain MIRA client base. Knowledge of Digital Video systems desired. Send resume and application to MIRA Technician Search, KOIN-TV, 222 S.W. Columbia, Portland, OR 97201. Call (503)464-0600 to request application. Deadline 6/8/96. KOIN-TV and Lee Enterprises are Equal Opportunity Employer.

HELP WANTED SALES

**NATIONAL SALES
MANAGER, WNAC-TV**

NSM. Desire individual with record of developing new business, working with clients and major agencies. Strong communication skills, knowledge of inventory management, ability to present local marketing plans, sports, qualitative research. Travel required. Rep and/or FOX experience preferred.

**To: GSM, WNAC-TV, 33 Pine Street,
Rehoboth, MA 02769.**

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

**TELEVISION TALENT NEEDED FOR
TRIBUNE STATION IN SAN DIEGO**

This new and growing Tribune station seeks the following candidates:

NATIONAL SALES MANAGER: (Seeking an individual with demonstrated ability to create and position sales strategies and rate structure for national reps, manage inventory, and establish sales plans and goals to meet revenue and share objectives. The successful candidate will be a team player with proven leadership and computer skills (BIAS a plus). Experience with quantitative/qualitative research, independent TV stations, and kids business are highly desirable. Five to seven years experience in media sales and a solid understanding of the TV industry are essential. A four-year degree is highly preferred. We are looking for proven skills in negotiation, problem-solving, decision making, goal setting, and data interpretation and evaluation. Travel is required.

LOCAL SALES MANAGER: Seeking an individual with demonstrated ability to develop new business and maintain client relationships to meet revenue and share objectives. The successful candidate will be a team player with proven leadership and computer skills, great people skills, and strong time management and organizational skills. The ability to hire, train, and motivate a new sales staff is essential, as are a solid understanding of the TV industry (including independents) and proven negotiation, communication, and goal-setting skills. Three to five years of media sales experience are required; a four-year degree is highly preferred.

ACCOUNT EXECUTIVE: Seeking an individual with a superb, documented record of sales to major agency and direct accounts. The successful candidate will be proficient in servicing accounts and negotiating and knowledgeable in ratings. Experience with marketing research is a plus. Expertise in new business development and cold calling are essential. Knowledge of vendor/co-op and value-added revenue opportunities is also required. Two to four years of broadcast media sales are required; a four-year degree in a related field is preferred.

Send resumes for all the above positions to
Mr. Kelly McMackin, General Sales Manager,
KTTY-TV P.O. Box 121569,
San Diego, CA 92112.

ON-AIR MANAGER: Seeking a versatile promotion veteran with a creative and technical television background to oversee all aspects of on-air station promotion. Must be a strong producer/editor with an innovative visual sense and solid writing skills who can motivate and teach others the art of great promotion. Reporting to the creative services director, this person will supervise on-air producers and others in all aspects of daily execution of on-air promotion, including creative strategy, quality control from idea to air, writing, editing, scheduling, and more. Additionally, this person will produce and edit major promotional projects, including station image campaigns, value-added and sales presentations. A "knock-out" reel, can-do attitude, and three to five years broadcast experience are a must. A four-year degree is preferred.

Send non-returnable VHS tape, writing samples, and resume to
Mr. Will Givens, Director of Creative Services
KTTY-TV, P.O. Box 121569
San Diego, CA 92112.

Applications for all positions accepted through June 29, 1996. No phone calls please.
KTTY is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Minority Sales Trainee

Broadcast Advertising

Meredith Corporation's television station, KPHO-TV/CBS in Phoenix, AZ, is offering a one-year minority sales trainee position.

Trainee will work with experienced account executives in research, proposal development and client sales calls. As training progresses, trainee will handle own accounts.

A bachelor's or equivalent experience is required. Sales experience and formal training in advertising, broadcasting or sales preferred. Must be self-motivated, goal-oriented, and have the ability to handle multiple tasks. Computer knowledge, and strong written and verbal communication skills required.

Location: Phoenix, AZ

Please send resume and cover letter detailing your accomplishments and goals to:



Mrs. K. Bock,
Staffing Services/Dept. 161B
Meredith Corporation
1716 Locust Street,
Des Moines, IA 50309-3023

FAX: (515) 284-2958.
e-mail: kbock@dsm.mdp.com

An Equal Opportunity Employer

Traffic Manager. Miami television station has immediate opening for a seasoned individual with a minimum 5+ years experience as Traffic Manager. Primary responsibility is to effectively manage station's inventory. Must have ability to anticipate inventory problems and opportunities, make recommendations and work closely with sales management. Supervise a staff of 4 and train all new employees on the Bias System. Candidate must possess great managerial, organizational and excellent communication skills. Send resume to: General Sales Manager, WDWL, 2055 Lee Street, Hollywood, FL 33020 or fax 954-922-3965 or call Sales Department 954-925-3939. EOE.

Traffic: WPBF-TV (ABC) Palm Beach, Florida seeks Station Specialist with 2 years prior experience in log editing, inventory management, and continuity. Knowledge of Columbine System required. Please fax resume including salary history to Human Resources, 407-627-6738. All inquiries are confidential. EOE.

Web Site Sales Manager. Sinclair Broadcast Group, America's fastest growing station group, is going worldwide on the web. We are looking for a creative, dynamic computer-literate sales dynamo to head up a newly created sales team that has its primary focus on selling advertising on our very own web site. If you have sales management experience and a thorough working knowledge of the Internet (including a daily use of the worldwide web and other accessing capabilities), then this is the opportunity you've been waiting for. Our website will be at WBFF-TV in Baltimore. Send your resume to: Steve Marks, Regional Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. WBFF-TV and Sinclair Broadcast Group are Equal Opportunity Employers.

T.V. Ad Sales - National Sales Person for N.Y. market - N.Y. based for 2M sub broadcast/cable hybrid. Salary + commission. Reply to Box 00812 EOE. M/F.

National Sales Manager: Granite Broadcasting's CBS affiliate for West Michigan has an immediate opening. We want to interview the best candidates in the country. If you are a tough, business-minded competitor, with experience, send resume to: Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008, or fax (616)388-8228. EOE.

National Sales Manager. Top 50 market. Dominant affiliate seeks individual to be responsible for servicing current advertisers as well as motivating and communicating to the National Representative. Person must be self-starting, creative, proficient in research, presenting and closing. Previous media sales experience required. Some rep experience preferred. Send resume by June 7 to: General Sales Manager, WGAL 8, P.O. Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an Equal Opportunity Employer.

National Sales Manager: WTTV, a River City Broadcasting station, located in Indianapolis, the #25 market, has an immediate opening for a National Sales Manager. The successful candidate must possess a proven national sales record, strong leadership abilities and a strong desire to succeed. WTTV Indianapolis' sports station is the broadcast home of Indiana University, Purdue University, Indiana Pacers and Big Ten Conference basketball, plus Indianapolis Colts football and Big Ten football. Additionally TTV4 owns the syndication rights to premiere programming like: Home Improvement, Seinfeld, Mad About You, The X-Files and Frazier. This is a tremendous opportunity for a highly motivated individual to join a progressive company. Pre-employment drug testing. Women and minorities are encouraged to apply. EOE. Send cover letter and resume by June 14 to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

Quantel - Has an opportunity for a District Sales Manager in the Great Lakes Region. The ideal candidate will reside in the Metro-Chicago area and have proven sales record and strong knowledge of the Broadcast/Post Production Industry. Excellent salary, commission and benefits. Fax resumes to Larry Biehl, Regional Sales Manager 810-553-0746.

GSM/Career Opportunity: WJTV, CBS affiliate in Jackson, MS seeks a motivated sales management professional interested in advancing his/her career. Candidates should have a minimum of three years sales management experience along with experience in budget forecasting, inventory management, incentive sales, TV Scan, qualitative research and successful team building. Salary and benefits commensurate with experience. Please rush resume and cover letter to: VP/GM Larry Blackerby, WJTV, 1820 TV Road, Jackson, MS 39204. Fax 601-371-8256. WJTV is an Equal Opportunity Employer.

Established 5 year old independent television station with 40% sales gain this fiscal year wishes to add two motivated sales professionals. Contact Barry Todd, GSM. WBSV-TV, Sarasota, FL (941)379-0062. EOE.

Account Executive: Cable advertising sales. Do these questions describe you? Do you have the talent to be in the top 1% of your profession? Do you have the natural ability to get people to like you? Can you be forceful and persistent when you know what is right for the customer? Are you a disciplined person who always sees things through to perfection? Are you at your best when faced with resistance? Do you always live up to your commitments? Do you have a burning desire to be the best at what you do? If so, we'd like to hear from you! ChicagoLand Television News (CLTV), a member of Tribune Company, has an opportunity for a new business development sales person to join us as part of one of the top multi-media companies. Successful media sales experience is the only prerequisite. Ad agency background also considered. We offer management that appreciates and awards performance; the opportunity to express your creativity; the chance to join a company with integrity and a mission to help businesses through effective cable advertising. Send your resume to CLTV Human Resources, 2000 York, Suite 114, Oak Brook, IL 60521; or fax to 708-571-0489. No phone calls please. We are an Equal Opportunity Employer.

LA based national promotional marketing company looking for person with affiliate relations experience and killer negotiation skills to head TV promo division. Send cover letter and resume to P.O. Box 691353, Los Angeles, CA 90069.

General Sales Manager - CBS affiliate in medium-sized southeastern market has immediate opening for a GSM. Duties include working with local sales staff, handling political, collections and inventory. Previous management experience preferred. Station is part of established ten-station group. Send resume and compensation requirements to Box 00823 EOE.

FOX-22 in Raleigh/Durham, NC has an attractive opening for the position of Senior Account Executive. 3-5 years of television selling a must. Candidates must present a track record of proven success in negotiations, new business development and relationship building. Forward resume to: Eric Schindler, Local Sales Manager, WFL-TV, 3012 Highlands Boulevard, Suite 101, Raleigh, NC 27604.

HELP WANTED PROMOTION

**PROMOTION
WRITER/
PRODUCER**

KABC-TV is currently seeking a cutting edge Promotion Writer/Producer. The successful candidate will have great writing skills and a complete knowledge of graphics and post production. Substantial experience at a local television station is a definite must.

Please send your resume, along with tape to: B. Burton, Director of Creative Services, Dept. PWP/BC, KABC-TV, 4151 Prospect Avenue, Los Angeles, CA 90027. Equal Opportunity Employer. NO PHONE CALLS, PLEASE.



Promotion Manager: WOI-TV, the ABC affiliate in Des Moines/Ames, IA is seeking an individual to oversee our promotion and marketing effort. Responsible for the development and execution of promotion strategies for news, syndicated, and network programming. Strategic plans will include on-air, radio, cable, and print promotion. Ideal candidate will have 3-5 years television production and/or promotion experience. Send resume, tape and salary requirements to: Director of Broadcast Operations, Communications Building, ISU, Ames, IA 50011. EOE.

Assistant Promotion Director: Exciting opportunity with WB affiliate in Austin, Texas. Looking for creative, hands-on supervisor to write, produce and execute station campaigns, contests and sales promotions for on-air, print and radio. Must have strong communication skills and be very organized. 1-2 years supervisory experience preferred. Send resume and non-returnable tape by June 7, 1996 to Box 00820 EOE. No phone calls please.

News Promotion Producer: Do your topicals reach through the screen and captivate the viewer? Do you love news more than the news department? WMBD TV, Illinois' station of the year, is looking for an aggressive topical Producer to join our award winning promotion team. Avid editing, a broadcasting degree and one year experience preferred. Send your resume and reel to Clay Hagedorn, Promotion Manager, WMBD TV-31, 3131 North University, Peoria, IL 61604. No calls please. EOE. M/F.

Executive Producer, KUSA-TV, Denver's NBC affiliate seeks an Executive Producer in its Promotion Department. Ideal candidate will work in conjunction with the news department to develop on-air campaigns for ratings months, proof of performance spots, daily topical and all other news promotion projects. Individual should be an exceptional writer with strong concept ability. Must have a minimum of four years station/industry experience. Please rush a non-returnable tape and resume to: Director of Marketing and Promotion, KUSA-TV, 500 Speer Boulevard, Denver, CO 80203. We are an Equal Opportunity Employer. M/F/V/H.

Director of Creative Services: Broadcast group headquartered in the Midwest is seeking an experienced professional to direct the promotional efforts of its flagship station and to assist its other stations promotional efforts. This position will be responsible for the entire creative look and style of the station. EEO. M/F minorities encouraged to apply. Send resume to Box 00808 EOE.

HELP WANTED RESEARCH

Research/Marketing Director. WTOL-TV is the #1 station in the market. We are seeking a Research/Marketing Director in our Sales Department. This individual will do market research and be instrumental in the growth of database marketing initiative. Successful candidate will be highly organized and possess excellent presentation skills. Computer literate and knowledge of quantitative and qualitative tools (Nielsen, Marshall Mktg.) essential. Respond to WTOL-TV, Personnel Administrator #51, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls please. WTOL is an Equal Opportunity Employer.

O&O Research Director. Growing group of television stations seeks corporate Research Director to coordinate with and oversee local station research departments. Challenging positions for hard-working, dedicated individual. Methodological knowledge and practical application of all syndicated research sources required. Fax resume immediately to (310)348-3698 or mail to: Corporate Research, P.O. Box 45073, Los Angeles, CA 90045-5073.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Business Manager: Mid-size market TV station seeks Business Manager. A solid background in accounting and management is required. Must be computer literate with EXCEL/LOTUS spreadsheet experience. Strong communication skills and ability to interact with all levels of staff and management are necessary. Duties include supervision of station financial and personnel functions. Qualifications: College degree with emphasis in accounting, plus a minimum of 3 years experience in accounting. Reply to Box 00821 EOE.

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

Granted

Crete, Ill. (BALH-960424GF)—Word of Faith Fellowship Inc. for WEMG-FM 102.3 mhz; involuntary AOL to Eugene Crane, trustee in bankruptcy. *May 13*

Dismissed

North Las Vegas, Nev. (BAL-960223EC)—K-G Communications Inc. for KVEG(AM) 840 khz; voluntary AOL to Crescent Communications LP. *May 10*

NEW STATIONS

Dismissed

South Sioux City, Neb. (BPH-930309MJ)—South Sioux City Communicators for FM at 107.1 mhz, ERP 3 kw, ant. 100 m. *May 14*

Las Cruces, N.M. (BPED-870708MA)—Academy of the Crosses for noncommercial educational FM at 89.7 mhz, ERP .55 kw, ant. 232 m. *May 10*

Granted

South Sioux City, Neb. (BPH-930309-

MG)—Chesterman Communications Sioux City Inc. for FM at 107.1 mhz, ERP 2.9 kw, ant. 146 m. *May 14*

Elko, Nev. (BP-950816AD)—Ralph J. Carlson for AM at 1340 khz, ERP 1 kw, TL: 4.1 km NE of Elko, adjacent to Western Pacific railroad tracks. *May 14*

Clovis, N.M. (BPED-950425MA)—American Family Association for noncommercial educational FM at 91.1 mhz, ERP 1 kw, ant. 53 m. *May 13*

Crandon, Wis. (BPH-950427MB)—Eclectic Enterprises Inc. for FM at 103.1 mhz, ERP 21.5 kw, ant. 107 m. *May 10*

Filed/Accepted for filing

Fairhope, Ala. (960509AC)—Radio Frequency Development Corp. (Bennie E. Hewett, president/50% owner, 311 Green St., NW, Ste. 211, Gainesville, GA 30501) for AM at 1160 khz, ERP 50 kw day, 155 kw nights, ant. 74.5 m. *May 9*

Selma, Ala. (BPH-960508MB)—BroadSouth Communications Inc. (James M. Reynolds, president/30% owner, 505 Lauderdale St., Selma, AL 36702-1055) for FM at 105.3 mhz, ERP 50 kw, ant. 150 m., near gravel pit, off dirt road, 3.1 km SSW of Tasso, Ala. BroadSouth owns WDXX(FM) and WHBB(AM) Selma. *May 8*

Selma, Ala. (BPH-960507MC)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 105.3 mhz, ERP 50 kw, ant. 116 m., 4 mi. NW of Orrville, S of Rte. 22. Moody owns WMBV(FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI(AM)-FM Chicago,

WDLM(AM)-(FM) East Moline and WGNR(FM) Monee, all Ill.; WWWC(FM) Kokomo, Ind.; WJSO (FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF(FM) Cleveland and WMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW (FM) Chattanooga, WKKW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI(AM)-(FM) Spokane, Wash.; is buying CP for FM in Vero Beach, Fla., and has applied for FMs in Prichard, Ala.; La Crosse and Sebastian, Fla.; Crown Point, Ind.; Wilmington, N.C., and Massillon, Ohio. *May 7*

Selma, Ala. (BPH-960507MS)—Alexander Broadcasting Co. Inc. (Paul Scott Alexander, president/16% owner, 273 Persimmon Tree Rd., Selma, AL 36701) for FM at 105.3 mhz, ERP 50 kw, ant., 150 m. ABCI owns WMRK(AM)-WALX-FM and has LMA with WJAM-FM Selma. *May 7*

Selma, Ala. (BPH-960507MI)—Selma Broadcasting LLC (Robert G. Brennan, 40% owner, 4730 Radio Rd., Montgomery, AL 36116) for FM at 105.3 mhz, ERP 50 kw, ant. 150 m., 6.5 km S of Orrville, Ala. Brennan owns 5.6% of WBAM-FM Montgomery. *May 7*

Strasburg, Colo. (BPED-960508MA)—JPI Radio Inc. (Jearl Pittman, president/40% owner, 12104 Old Hwy 169, Hibbing, MN 55746) for FM at 97.7 mhz, ERP 20 kw, ant. 113.8 m. JPI owns KDAU(FM) Grand Rapids, Minn. *May 8*

Milledgeville, Ga. (BPED-960505ME)—Georgia College/Board of Regents of the University System of Georgia (Ralph Hemphill, vice president of Academic Affairs, Georgia College, Milledgeville, GA 31061) for FM at 91.9 mhz, ERP 6 kw, ant. 100 m., on Hwy 441, 2.5 mi. N of McIntyre, Ga. *May 5*

Sun Valley, Idaho (BPCT-96040554L)—Marcia T. Turner (1460 N. Broadway, Wichita, KS 67214) for TV on ch. 5, ERP 3.5 kw visual, ant. 256 m., near Triumph Mines, 7 km SE of Sun Valley. Turner has applied for TV in Minden, La., and Provo, Utah. *Apr. 5*

Greensburg, Ind. (BPED-960513MA)—Good Shepherd Radio Inc. (Stephen Reising, president/33% owner, 1680 Hwy 62 NE, Corydon, IN 47112) for FM at 89.1 mhz, ERP 4 kw, ant. 128.1 m., off Hwy 3, at Letts, 10 mi. S of Greensburg. *May 13*

Marquette, Mich. (BPCT-9604052L)—Barry Shapiro (c/o Anderson Group, 1533 N. Woodward Ave., Ste. 240, Bloomfield Hills, MI 48304) for TV on ch. 19, ERP 1,355 kw visual, ant. 246.2 m., 14 mi. SW of Ishpeming and 8 mi. SE of Republic, Mich. *Apr. 5*

Vandalia, Mo. (BPH-960508MC)—James C. and Ruth Ann Magee (P.O. Box 85, Eolia, MO 63344) for FM at 104.3 mhz, ERP 6 kw, ant. 100 m., 6.9 mi. N of Vandalia, on Rte. F at Rte. 228. James C. Magee owns KZMM(FM) Troy, Mo. *May 8*

Bridgeport, Neb. (BPH-960506MA)—Tracy Broadcasting Corp. (Michael J. Tracy, president/owner, P.O. Box 532, Scottsbluff, NE 6963-0532) for FM at 101.3 mhz, ERP 100 kw, ant. 301 m., 11.3 km SW of Lisco, Neb.

OpenMike

Kudos on stance

EDITOR: Congratulations on your leadership role regarding opposition to the V-chip and government intrusion into the editorial process.

One congressman told me we were witnessing the greatest compromise of the First Amendment in the history of broadcasting.

By continually demonstrating your concern with your editorials, articles and commentaries, such as the outstanding one by Gene Mater (May 20), it is possible that you may reach those operators who consider themselves professional broadcasters and have them rally against this gross infringement of the First Amendment.

"If not you, who? If not now, when?"—Gene Jankowski, managing director, Veronis, Suhler & Associates Inc., New York

Clarification

EDITOR: In an April 17 article on the RT-SET virtual studio, you said: "Competitor Orad...requires a separate Onyx to control each camera." The truth is that with the Orad Virtual Set (Cyberset), one system and one Onyx serves any number of studio cameras. This is written in all our marketing literature as well as in many publications in the professional literature. —Miky Tamir, executive vice president, Orad Hi-Tec Systems, Ksar Saba, Israel.

Editor's note: Tamir is correct: one Onyx will drive multiple cameras. However, according to ABC technicians testing the system, multiple Onyxes are needed for practical live applications.

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To qualify, you must be a highly-motivated, well-organized and creative professional with 8+ years' on-air promotions experience in broadcast television or cable industry. Effective skills in writing, production, post-production, image campaigns, budgets, editing and producing are also essential.

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Production Manager: WOI-TV, the ABC affiliate in Des Moines/Ames, IA is seeking a person experienced in television production. Responsible for oversight of all program and commercial production. Staff supervision includes directors, production assistants, and master control operators. Position requires excellent communication, scheduling, and budgetary skills. Ideal candidate will have 3-5 years live news production experience, broad knowledge of studio equipment and 2 years minimum supervisory experience. Send resume and salary requirements to: Director of Broadcast Operations, Communications Building, ISU, Ames, IA 50011. EOE.

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A minimum of 7-10 years' experience in a senior management role, preferably in film and tape distribution is required. Familiarity with current video tape and film technology and knowledge of worldwide TV quality standards/formats are essential. Strong managerial, communication and organizational skills are musts, as is familiarity with Microsoft Windows.

Please fax or send resume/cover letter, including salary history, to: **Sony Pictures Entertainment, Dept. BAL/FTO, 550 Madison Avenue, 7th Floor, New York, NY 10022. Fax: (212)833-6249.** We are an equal opportunity employer.



Washington Producer, Court TV. Develop ideas, book guests, write packages and line-produce programs on Washington legal affairs and the Supreme Court. Applicants should have broadcast production experience and knowledge of Washington law and politics. Send resume and cover letter including salary requirements to Court TV Producer, 1730 M Street, NW, Suite 802, Washington, DC 20036.

Wanted: Post Production Director. Southern ABC affiliate has an immediate opening for a creative, skilled professional to technically direct commercials, promos and create graphics. Minimum of three years experience needed with knowledge of Grass Valley switcher, toaster and ADO 1000 helpful. Relationship with clients requires customer service and communication skills. Salary plus benefits. Send resume and demo reel immediately to **Pete Petrawski, Operations Manager, KLAX-TV, 1811 England Drive, Alexandria, Louisiana 71303.** EOE.

Classifieds

Video Editors. Linear online and nonlinear off-line staff and per project positions available. Minimum 3 years experience. Strong client service skills and creativity essential. Immediate openings. Resume to Joe Askins, Scene Three, Inc., 1813 8th Avenue South, Nashville, TN 37203. Fax: 615-383-1026.

Television Graphic Designer for major market network affiliate. Great opportunity for the right person, designing graphics for our late newscast. 3-4 years television experience necessary with a major emphasis on News. Must be highly motivated with extensive knowledge of Quantel Paintbox. Send resume to Box 00818 EOE. M/F. Pre-employment drug testing.

P/T Teleprompter Operator: Entry level position at major market O&O. Television control room and/or production experience preferred. Please send resume to: Bart Feder, WABC-TV, 7 Lincoln Square, 4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Nationally syndicated nature and adventure show seeks Writer/Field Producer. Long form writing and field experience essential. Travel required. Send non-returnable reel and resume to: Joyce Pearson, Spectrum Productions, 2904 Bay to Bay Boulevard, Tampa, Florida 33629.

Leading FOX affiliate with major news commitment and strong promotional effort seeks production professionals to join talented production team. Send resume and non-returnable tape demonstrating your production skills and accomplishments to WWCP, FOX-8 Production Search, 1450 Scalp Avenue, Johnstown, PA 15904. EOE. No phone calls, please!

Art Director: WTNH-TV ABC serving Hartford/New Haven is seeking creative Art Director with take-charge attitude. The ideal candidate will have 3+ years experience in broadcast art. Working knowledge of Quantel Paintbox, Power Mac 9500, Chyron Inifit and Pinnacle Still Store preferred. Understanding of digital compositing and animation is a plus. Send demo tape and resume to: Paul Spingola, Director of Creative Services, WTNH, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

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Candidate should have 3-5 years management experience with proven skills in strategic problem solving. Must have the ability to analyze business operations and seek out economic efficiencies. Background in budget creation and budget management a must. MBA and languages a plus, but not required. Some travel required.

Please respond to:
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Supervising Producer for national cable network. National cable network is looking for a strong Supervising Producer to help in the successful development and launch of hosted wrap arounds, to support and promote the network identity and its programming. Are you a self motivated leader of a production team? Can you take direction? Above all you must get the most out of your talent. If you can answer yes and have 5 years of related experience send your resume and a non-returnable VHS to: Jeff Winn, c/o Maureen Hulett, 4100 East Dry Creek Road, Littleton, CO 80122.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant/Associate Professor of Journalism; Emphasis in Broadcasting; Department of English, Speech, and Journalism; Georgia College; Milledgeville, Georgia 31061. Assistant/Associate Professor of Journalism (Broadcast emphasis). Nine-month position, tenure track. Beginning date: Sept. 1, 1996. Qualified applicant should have professional broadcast journalism experience and hold a Ph.D. in Mass Communication. Courses to be taught include Introduction to Broadcasting, Writing for Radio and Television, Broadcast Production and Broadcast Journalism. Excellent teaching facilities in a newly constructed building that include video and radio production suites, Macintosh and PC based computer labs, and full local area network connections. Also on campus, a fully equipped television studio is available with qualified staff to assist with student training in studio and remote productions. Georgia College is an affiliate of CNN Newsource, and students produce a daily news program that is aired from the campus television studios into the city cable system. The campus radio station also provides a variety of broadcast experiences. Strong relationships with local media, including a news bureau operated from the College's television studio for the local CBS affiliate. Salary competitive. Georgia College (approximately 5700 students) is a senior college in the University System of Georgia with a liberal arts focus. Send letter of application, official transcripts of all college degrees, three letters of recommendation, and vita to Prof. David Muschell, Chair Search Committee, CBX 44, Milledgeville, Georgia 31061. Review of applications will begin June 1, 1996, and will continue until the position is filled. Georgia College is an Affirmative Action, Equal Opportunity Employer, ADA, Women, African-Americans and other minorities are encouraged to apply.

HELP WANTED NEWS

Wanted: TV News Anchor/Producer for News and Public Affairs at award winning Cable Network in a top ten market. Must be excellent on air and a serious journalist. At least 3 to 5 years major market experience and college degree required. Send non-returnable VHS or 3/4 inch Beta tape to Box 00792 EOE.

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Programming and Public Information Director. The Mississippi Educational Network seeks an experienced professional to direct the activities of: preparing and administering a \$1,300,000 budget; collecting and analyzing audience research data (community surveys, Nielsen/TRAC data); directing the acquisition of programs; developing a 24 hour television broadcast schedule; promotion activities including WEB site, audience services, outreach activities, television traffic, master control and dubbing center. Entry salary: \$35,356.20. Requirements: Bachelor's Degree in Radio/Television/Film or a directly related field and six years of related work experience (Or) related education and experience may be substituted. Submit: Resume and salary history to Confidential Personnel, MS ETV, 3825 Ridgewood Road, Jackson, MS 39211 by June 10, 1996. EOE. M-F.

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- Top 250 market AM/FM with CF - \$3.9M
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- MS small market Class A FM with CF - \$700K
- GA small market AM/Class A FM CP - \$650K
- LA small market AM/FM - \$610K
- GA small market Class C-3 FM - \$400K
- MS small market Class C-3 FM - \$350K
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Attention Strangers Reality Show Wants State Police and Highway Patrol Footage. Fax your list and info to (818)-865-6626.

Tracy Broadcasting owns KOLT(FM) and KMOR(FM) Scottsbluff, and has applied for FMs in Pine Bluffs, Wyo., and Kimball and Gering, Neb. Michael Tracy owns KOAQ(AM) Gering. *May 6*

Beulah, N.D. (BPH-960506MB)—Anderson Broadcasting Co. (Alvin A. Anderson, president/98% owner, 3500 E. Rosser Ave., Bismarck, ND 58501) for FM at 97.7 mhz, ERP 5 kw, ant. 110 m., N side of SR 7, 4 km NE of Beulah. Anderson Broadcasting owns KBMR (AM)-KQDY(FM)-KSSS(FM) Bismarck, N.D., KERR (AM) Polson and KORK(FM) Ronan, Mont., has CP for an AM in Bismarck, and has applied for an FM in Hettinger, N.D. *May 6*

Willard, Ohio (BPH-960507MD)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m., E of Ganges Five Points Rd., 1.5 km S of Planktown, Ohio. KM has applied for FMs in Viola and St. John's, Ariz.; Pearson, Ga.; Merced, Calif.; Parkersburg, Iowa; Brigham City, Utah; Neillsville and New Holstein, Wis., and Breese, Ill., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark.; Boise, Idaho; Ames, Iowa City and Newton, all Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade, Batavia and Syracuse, all N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash.; Crandon, Wis., and Jackson, Wyo. *May 7*

Willard, Ohio (BPH-960507MH)—Thomas P. Kilbane (P.O. Box 8, Greenwich, OH 44837) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m., 7836 Willet Rd., Plymouth, Ohio. *May 7*

Willard, Ohio (BPH-960507MI)—Knox Broadcasting Corp. (Walter R. Stampfli, president/60% owner, 2435 Mansfield Rd., Ashland, OH 44805) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m., lot in the rear of 137 W. Main St., Shiloh, Ohio. Knox owns wmvw-QIO-FM Mt. Vernon, Ohio. Stampfli owns 58% of WNCO-AM-FM Ashland, Ohio. *May 7*

Willard, Ohio (BPH-960507MP)—Rick S. Smith (399 Meachem Rd., Ray, OH 45672) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m., on New State Rd., .9 km S of Delphi, Ohio. *May 7*

Willard, Ohio (BPH-960507MN)—Willard Community Broadcasting Corp. (Timothy J. Moore, president, 47 E. Main St., Shelby, OH 44875) for FM at 96.9 mhz, ERP 6 kw, ant. 948 m., Barns Rd., .3 mi. S of Base Line Rd. S., SE of Plymouth, Ohio. Petroleum V. Nasby Corp., 51% owner of applicant, owns wswr(FM) Shelby, Ohio. Robert Ladd, 49% owner of applicant, owns 25% of WNRW(FM) Bellevue, Ohio. *May 7*

Astoria, Ore. (BPED-960509MA)—Columbia Heights Christian Academy (Melvin Doehne, president, 3609 Columbia Heights Rd., Longview, WA 98632) for FM at 89.7 mhz, ERP .200 kw, ant. 313 m., atop Megler Hill, Wash., 9.3 km NNW of Astoria. The Academy owns KZOE(FM) Longview, Wash. *May 9*

Newport, Ore. (BPH-960507MX)—Eric Dausen and Ginna Jones (415 Cliff St., Deepoe Bay, OR 97341) for FM at 92.7 mhz, ERP 3 kw, ant. 291 m., Otter Crest, 14 km N

BROADCAST STATIONS		Service	
Service	Total	Service	Total
Commercial AM	4,906	Commercial VHF TV	559
Commercial FM	5,285	Commercial UHF TV	622
Educational FM	1,810	Educational VHF TV	123
Total Radio	12,001	Educational UHF TV	240
VHF LPTV	561	Total TV	1,544
UHF LPTV	1,211	CABLE	
Total LPTV	1,772	Total systems	11,660
FM translators & boosters	2,453	Total subscribers	62,231,730
VHF translators	2,263	Homes passed	91,750,000
UHF translators	2,562	Cable penetration*	65.3%
Total Translators	7,278		

*Based on TV household universe of 95.9 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

of Newport. Dausen has interests in FMs in Corning, Orland, Colusa and Chico, all Calif. *May 7*

Newport, Ore. (BPH-960507MJ)—Hubert G. and Daniel A. Timmerman (Hubert Timmerman, president/51% owner, 1516 23rd St., Manhattan Beach, CA 90266) for FM at 92.7 mhz, ERP 3.6 kw, ant. 263 m., 1.5 km from Otter Rock, Ore. *May 7*

Newport, Ore. (BPH-960507MZ)—Stewart Broadcasting Inc. (Sande R. Stewart, president/owner, 4850 Don Juan Pl., Woodland Hills, CA 91364) for FM at 92.7 mhz, ERP 3.8 kw, ant. 243.8 m., Otter Crest. Stewart owns KXUX(AM) and KXIX(FM) Bend, and KSLJ(FM) Redmond, Ore. *May 7*

Tazewell, Tenn. (BPCT-960502KE)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St., NW, #200, Washington, DC 20036) for TV on ch. 48, ERP 5,000 kw visual, ant. 113 m., .55 km SSW of intersection of Rte. 33 and US-25E. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

Tazewell, Tenn. (BPCT-960502KH)—Tazewell Television Corp. (Herbert H. Howard, president/51% owner, 1724 South Hills Dr., Knoxville, TN 37920) for TV on ch. 48, ERP 5,000 kw visual, ant. 196 m., 950 Blackburn Ln., New Tazewell. Glenwood Communications, 49% owner of applicant, owns WKPT (AM)-TV and WTFM(FM) Kingsport, and WKTP (AM) Jonesborough, is buying WOPI(AM) Bristol, and has applied for FM in Jonesville, all Tenn. *May 2*

Pittsburgh, Tex. (BPH-960507MV)—John Mitchell (1939 Bayou Dr., Shreveport, LA 71105) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m., 3.9 km NW of Cason, Tex., in Citus Co., 1.1 km NW of power plant. *May 7*

Brigham City, Utah (BPH-960507MG)—

Trumper Communications II LP (Jeffrey E. Trumper, president/owner, 341 Devon Dr., Burr Ridge, IL) for FM at 100.7 mhz, ERP 89 kw, ant. 631 m., top of Cal Mtn., 9.8 km NW of Tremonton, Utah. Jeffrey Trumper owns WLAP(AM) and WMXL(FM) Lexington and WWYC (FM) Winchester, Ky.; KISN(AM)-FM Salt Lake City and KUMT(FM) Centerville, Utha, and is buying KDZZ(AM)-KTEG(FM) Albuquerque, N.M. *May 7*

Brigham City, Utah (BPH-960507MK)—Rocket City Radio (Tracy Larsson, owner, 4014 Beus Dr., Ogden, UT 84403-3208) for FM at 100.7 mhz, ERP 85.1 kw, ant. 632 m., Cal Mtn. Pk., Riverside, Utah. *May 7*

Brigham City, Utah (BPH-960507MM)—Box Elder Broadcasting Co. (M. Kent Frandsen, 95% owner, 472 South 900 W., Brigham City, UT 84302) for FM at 97.1 mhz, ERP 80 kw, ant. 644.6 m., Cal Mtn., 7 km from Riverside, Utah. Sun Valley Radio Inc., 95% owner of applicant, owns KKEX(FM) Preston, Idaho. *May 7*

Brigham City, Utah (BPH-960507MO)—Sonia A. Humphrey (4129 Van Buren, Cheyenne, WY 82001) for FM at 100.7 mhz, ERP 100 kw, ant. 394 m., Little Mtn., 22 km WNW of Brigham City. *May 7*

Brigham City, Utah (BPH-960507MR)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for FM at 100.7 mhz, ERP 100 kw, ant. 372 m., atop Little Mtn., 4.7 km W of Bear River City, Utah. KM has applied for FMs in Viola and St. John's, Ariz.; Merced, Calif.; Pearson, Ga.; Breese, Ill.; Parkersburg, Iowa; Willard, Ohio, and Neillsville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark.; Boise, Idaho; Ames, Iowa City and Newton, all Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade, Batavia and Syracuse, all N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash.; Crandon, Wis., and Jackson, Wyo. *May 7*

—Compiled by Jessica Sandin

producer, *The Critic*, named VP, production.

Steven Huerta, manager, research, MTM Worldwide Distribution, named director.



Kevin Murphy, director, network sales, Tribune Broadcasting Co., Chicago, named VP/GM, television network sales group.

Anne Murray, director, business operations, TV ventures and new

media, National Basketball Association, joins NFL Enterprises, New York, as VP, international television distribution.

Bob Levy, director, prime time series, NBC Entertainment, New York, named VP.

RADIO

Appointments at CBS Radio: **Richard Rudman**, engineering manager, KFNB(AM) Los Angeles, named director, broadcast operations and engineering, CBS Radio; **Michael Smith**, director, technical operations, named director, broadcast operations and engineering, San Francisco.



Appointments at WGUC(FM) Cincinnati: **Eric Hammer**, programing director/operations director, WKSU-FM Kent, Ohio, joins as program and operations director; **Jim Blalock**, part-time

announcer, named

full-time afternoon announcer. **Robin Rieger**, reporter, Metro Traffic Control, Philadelphia, joins KYW(AM) there as reporter, 5:30-7 a.m. newscast from station's helicopter.

Dana Daniels, afternoon-drive host/music director, WSRR-FM Newton, Mass., named program director.

Marcella Riley, manager, 24-hour formats, clearance department, ABC Radio Networks, Dallas, named regional manager, affiliate marketing, small markets.

Christopher Farrell, economics editor, *Business Week* magazine, joins Min-

nesota Public Radio, St. Paul, as senior economics and business editor, *Sound Money*.

John Ford, sales manager, WOBB-AM-FM Toms River, N.J., joins WJLK-AM-FM Asbury Park and WQNJ(FM) Ocean Acres, both New Jersey, as GSM.

Bob Calandrucchio, president, Vitt Media International, joins CBS Radio Networks, New York, as sales manager, Eastern region.

Ambyr Moats, market research project director, Gilmore Research Group, Seattle, establishes a radio consultancy, Moats Media Formats, Seattle, specializing in niche formats for music radio.

Drew Hayes, operations director, WLS(AM) Chicago, joins ESPN Radio Network, Bristol, Conn., as executive producer.

Dianna Obermeyer, owner, Media Life marketing and promotions company, joins KKBT(FM) Los Angeles as director, marketing and promotions.

John Coulter, GSM, Evergreen Media's WTOP(AM) Washington, named VP/director, National Sales West, Evergreen Media Corp.

CABLE

Doug Joseph, director, engineering, Network Origination Center, USA Networks, New York, joins Lifetime Television there in same capacity.

Carolyn Butler Callan, manager, program information and analysis, Showtime Networks Inc., New York, joins Prime Life Network there as director, research.

David McCoy, VP, affiliate ad sales, Comedy Central, New York, joins International Family Entertainment Advertising Sales there as director, national sales, The Family Channel and FiT TV.

Mark Hale, VP, operations, Home & Garden Television, Knoxville, Tenn., named senior VP.

Appointments at Starsight Telecast Inc., Fremont, Calif.: **Donald Metzger**, director, private label/Pacific Rim sales, Universal Electronics, joins as director, retail sales and marketing; **Troy Winslow**, retail merchandising manager, Interactive Network, joins as subscription marketing manager; **Robert Bustamante**, manager, service area, named national sales coordinator.

Sandra Swain, account executive, alternative distribution, Comedy Central, New York, named director.

Appointments at Nickelodeon, New York: **Ann Sarnoff**, VP, business development, named senior VP, strategy research and finance; **Albie Hecht**,



Sarnoff



Hecht

senior VP, Nickelodeon Productions. has overseen all live-action production and program development, including off-network and syndication. Hecht now adds animation and preschool to his responsibilities.

Appointments at Turner properties:

J. Michael Byrd, senior VP, international syndication, Turner International-Asia Pacific, named president, Hong Kong; **Chip Duffey**, publicist, Cartoon Network, Atlanta, named public relations manager; **Leslie Larrison**, marketing manager, Turner International, Atlanta, named consumer marketing manager, Cartoon Network; **Karen Loewinger** joins Turner Network Television, Los Angeles, as manager, publicity, TNT originals, West Coast; **Jim Walton**, VP/executive producer, CNN Sports, named senior VP, CNN/SI, 24-hour Atlanta-based sports news and information network to launch in December; **Charles Theiss**, VP/Eastern sales manager, fX cable network, joins CNN Sales, New York, as VP/sales manager; **Michael Teicher**, sales manager, marketing solutions group, TBS, named VP.

Appointments at Outdoor Life and Speedvision, Stamford, Conn.: **Cathy Scully**, senior VP, advertising sales, Media Time Sales Inc., joins as VP, direct response and paid programs; **Penny Kelly**, manager, commercial operations, ESPN, joins as director, commercial operations.

MULTIMEDIA

Appointments at Metro Networks: **Andrew Stavast** joins as VP, marketing for television; **Philip Lamka**, VP, Shamrock Broadcasting Inc., joins as GM, Detroit; **Timothy Rea** joins as director, operations, Columbus.

Abby Wallach, manager, special events, Showtime Networks Inc., New York,

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Niching his way to success

John Douglas has a different take on the radio station market.

During a time when many group owners are buying and trading AM-FM combos and FM stand-alone stations at a frantic rate, the president of Douglas Broadcasting Inc. has staked out a quiet corner for himself: owning AM stations.

He's built a group of 10 AMs and one FM in Los Angeles, San Francisco, Chicago, Boston, New York and Houston. Multiethnic formats are employed to appeal to the large Asian populations in those cities. And this winter he launched Personal Achievement Radio (PAR), a 24-hour motivational format. As Douglas puts it, "We believe in foxholes and niches and places nobody else wants."

Douglas came to radio from a unique angle. After graduating with a master's degree in physics from Howard University in Washington, he headed for California and a job as a senior scientist with Lockheed Research Laboratories. It was "the days of Sputnik," Douglas recalls. "God, it was a great time."

In between his tasks in thermophysics, Douglas and his analytic-minded friends played the stock market. Douglas read an article about being a securities analyst and decided to place his name with a headhunter. The profession appealed to him because, like physics, it requires an eye for detail, reading about trends and predicting the future, Douglas says. Physics "is actually a good background for being an analyst."

But eventually he decided that "I wanted my own business. In looking at all the opportunities, [the] oil industry and broadcasting kept popping up." And he wasn't interested in the oil business. He started trying to buy TV stations in 1974, but the deals didn't work out.

In 1978 a construction permit for a UHF in San Jose, Calif., came on the market. Douglas put down only \$3,000, then secured \$4 million from a variety of financing sources to build KSTS(TV). It went on the air in 1981.

Finding a lucrative programming format for the start-up "U" proved difficult. Douglas eventually became the first broadcast affiliate of Financial News Network (absorbed in 1990 by CNBC), and during other hours leased airtime to local stockbrokers and businesses. He held programming expenses down to less than 5% and was able to sell the station in 1987 to Telemun-



"We believe in foxholes and niches and places nobody else wants."

N. John Douglas

Founder/chairman, Douglas Broadcasting Inc., and president, Personal Achievement Radio Inc., both Palo Alto, Calif.; b. Aug. 28, 1938, New York; BS, Bates College, Lewiston, Me., 1960; MS, Howard University, Washington, 1962; senior scientist, Lockheed Research Laboratories, Palo Alto, Calif., 1962-68; security analyst: Bank of America, ISI Corp., Bear Stearns & Co., Reynolds Securities Inc., James Capel & Co., 1968-74; director, investor and public relations, Castle & Cooke Inc., 1974-80; founder/chairman, National Group Television, San Francisco, 1981-87; current position since 1989; m. Hazel Brown, June 1964; son, Greg, 25.

do Group Inc. for \$17 million.

From there, Douglas's quest for station ownership became a quest for putting little money down, but reaping a lot later. "I like to leverage. I hate putting my own money into a deal." He turned to radio, specifically AMs: "One thing I learned on Wall Street: You buy what other people don't want and make something of it."

AMs fit that bill. They can be inexpensive to buy: Douglas takes pride in keeping the cash-flow multiples he pays to as low as two. And more and more aging baby boomers are tuning into AM radio, he says. "Any kind of information...works just as well on AM as on FM." And AMs do it a lot more cheaply: "I like to get unbelievable high [profit] margins. It's possible to hit 95," he says.

Douglas does this by cutting costs to the bone. "We don't spend a lot of money on anything." He does invest in upgrading some stations and their signals, but looks for independent producers, joint ventures and "a cookie-cutter-type format," one that doesn't need a lot of promotion. So, much as he honed a niche format for KSTS, he's turned all but three of his radio stations into channels programed in foreign languages, offering foreign news. Altogether his stations broadcast in 30 languages, he says.

Douglas sees "tremendous growth" in Asian-language formats especially: "It's a market that's sneaking up on people." While the Asian market is one-third the size of the Hispanic market, Asians have higher average incomes and better educations, and the market is growing twice as fast, Douglas says. He keeps a foot in the Hispanic market with his 15.1% interest in Z Spanish Radio Network Inc., the California-based station and network owner.

Douglas is eyeing yet another market with PAR. He recently bought three California AMs to simulcast the format: KGFJ Los Angeles, KPCC Pasadena and KTSJ Pomona. The format is doing well, Douglas says, and he's looking at buying another station in the Seattle area to carry the programming.

The stations will sell traditional ad spots from early morning until early evening, serving up a blend of "personal development" programming such as Deepak Chopra and M. Scott Peck. Paid programming will fill nights and weekends. There's "an amazingly large market [for positive programming] and it's growing," Douglas says, adding: "I love to make money and do good."

—EAR

Datebook

THIS WEEK

May 30—Seminar on FCC implementation of the Telecommunications Reform Act of 1996, presented by the **Federal Communications Bar Association** and **Glasser LegalWorks**. National Press Club, Washington. Contact: (800) 308-1700.

June 2-5—"CABLEXPO '96: New World...New Rules!," Canadian cable convention presented by the **Canadian Cable Television Association**. Edmonton Convention Centre, Edmonton, Alberta. Contact: Christiane Thompson, (613) 232-2631.

June 2-5—"Marketing in the Real World and All That Jazz," 6th annual **Claritas** precision marketing conference. Hotel Intercontinental, New Orleans. Contact: (800) 678-8110.

June 2-5—**Radio-Television News Directors Foundation/University of Missouri School of Journalism** Management Seminar for News Executives. University of Missouri, Columbia, Mo. Contact: (573) 882-4201.

JUNE

June 3-6—"Case Study '96: Reinventing the Way We Do Business," **Women in Cable & Telecommunications** national cable management conference. San Francisco Hilton & Towers, San Francisco. Contact: Tracy Mitchell, (312) 634-2339.

June 4—"Radio: A View from the Top," luncheon and panel discussion presented by the **Broadcast Advertising Club of Chicago**. Hyatt Regency, Chicago. Contact: (312) 440-1970 (fax).

June 4-5—3rd annual **Montreux International Symposium on Digital Audio Broadcasting**. Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 4-8—**American Advertising Federation** 1996 conference. Sheraton San Diego Hotel and Marina, San Diego. Contact: (800) 999-2231.

June 5—Deadline for entries for the **Unda-USA** 1996 Gabriel Awards, which honor radio and television programs that enrich their audiences and uplift and nourish the human spirit. Contact: Colleen Phelan, (513) 229-2303.

June 5-6—Iberica Link, Iberian pay-TV conference presented by **Global Exposition Holdings**. Melia Castilla Hotel, Madrid. Contact: (713) 342-9826.

June 6—"Dreaming Big and How to Get There," luncheon discussion presented by the **New York Press Club** and **Lifedesigns**. Top of the Sixes Restaurant, New York City. Contact: (212) 247-6900.

June 6-9—**Montreux International Radio and Interactive Media Services Symposium and Technical Exhibition**. Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 7-9—**Georgia Association of Broadcasters** Convention '96. Marriott Bay Point Resort Hotel, Panama City Beach, Fla. Contact: (770) 395-7200.

June 7-9—"Tapping the Hidden Stories in Your Community," workshop for journalists presented by the **Radio-Television News Directors Association** and the **Pew Center for Civic Journalism**. Marquette Hotel, Minneapolis. Contact: Cy Porter, (202) 467-5219.

June 9-11—1996 Business-to-Business Marketing Conference, presented by the **Association of National Advertisers**. Ritz-Carlton Palm Beach, Manalapan, Fla. Contact: (212) 697-5950.

June 9-12—**Cable Television Association of Maryland, Delaware and the District of Columbia** annual spring meeting. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

June 9-15—17th annual **Banff Television Festival**. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 10—2nd annual Wireless Communications Summit Conference sponsored by the **Federal Communications Bar Association** and **Warren Publishing**. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 10-13—**Society of Cable Telecommunica-**

tions Engineers 20th annual engineering convention and 14th annual Cabletech Expo. Opryland Hotel, Nashville. Contact: (610) 363-6888.

June 11—**Federal Communications Bar Association** luncheon featuring James Quello. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 11—**IRTS Foundation** awards luncheon honoring Bud Greenspan, Stanley Hubbard, Jack Valenti and **ER**. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

June 12-15—14th annual **National Association of Hispanic Journalists** convention. Sheraton Chicago Hotel and Towers, Chicago. Contact: Zita Arocha, (202) 662-7145.

June 13—**IBA XXXVI**, the 36th annual International Broadcasting and Cable Awards, presented by the **Hollywood Radio and TV Society**. Beverly Hilton Hotel, Beverly Hills. Contact: Neith Stickells, (818) 789-1182.

June 13-14—"Cable/Telco Video Franchising," forum presented by the **Strategic Research Institute**. Washington Hilton and Towers, Washington. Contact: (800) 599-4950.

June 13-15—**INFOCOMM International**, exhibition presented by the **International Communications Industries Association**. Pennsylvania Convention Center, Philadelphia. Contact: (703) 273-7200.

June 16-18—**NIMA International** European conference. The Loews, Monte Carlo. Contact: David Savage, (202) 289-6462.

June 16-20—**UTC '96** annual conference and exhibition. Kansas City Convention Center, Kansas City, Mo. Contact: (202) 872-0030.

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.

June 19-22—**Native American Journalists Association** 12th annual conference. Holiday Inn Bangor, Bangor, Me. Contact: (612) 874-8833.

June 20-23—Talk Radio '96, sponsored by the **National Association of Radio Talk Show Hosts**. Omni Shoreham Hotel, Washington. Contact: (617) 437-9757.

June 22-25—**Cabletelevision Advertising Bureau** local cable sales management conference. Atlanta Marriott Marquis, Atlanta. Contact: Nancy Lagos, (212) 751-7770.

June 22-28—**National Association of Broadcasters** management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: (202) 429-5347.

June 26-28—Global DBS Summit, presented by **Global Exposition Holdings** and **DBS Digest**. Marriott Denver Tech Center, Denver. Contact: (713) 342-9826.

June 27—**Minority Media and Telecommunications Council** third annual luncheon, featuring the Rev. Jesse Jackson Sr. Hyatt Regency, Washington. Contact: Selina Khan, (202) 332-0500.

June 27-30—**American Women in Radio and Television** 45th annual convention. Ritz Carlton Hotel, Naples, Fla. Contact: Kris Weiland, (703) 506-3290.

JULY

July 10-12—**WCA '96, Wireless Cable Association** annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

July 12-13—**Oklahoma Association of Broadcasters** summer meeting. Shangri-La Resort, Afton, Okla. Contact: Carl Smith, (405) 848-0771.

July 14-16—**Florida Cable Telecommunications Association** annual convention. Registry Resort, Naples, Fla. Contact: Cindy Doheny, (904) 681-1990.

July 14-16—35th annual **New York State Broadcasters Association** executive conference. Rye Town Hilton, Rye Brook, N.Y. Contact: Mary Anne Jacon, (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.

July 15—Deadline for entries for the **National Breast Cancer Awareness Month Profiles** in Progress Awards, which honor excellence in reporting on the subject of breast cancer. Contact: Gail Leicht, (312) 464-7901.

July 20-23—49th annual **California Broadcasters Association** convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

July 24-25—Andina Link '96, conference on Andean-region pay TV, presented by **Television Digital de Colombia** and **Global Exposition Holdings**. Cartagena Convention Center, Cartagena, Colombia. Contact: Gerard Herrador, (713) 342-9826.

July 25-27—**Public Radio News Directors Inc.** annual conference and awards banquet. Washington Marriott Hotel, Washington. Contact: Debbie Elliott, (334) 981-5519.

July 25-27—**Southwest National Religious Broadcasters** annual conference. Dallas/Fort Worth Marriott, Dallas. Contact: (318) 783-1560.

July 28-30—**Oregon Cable Telecommunications Association** 25th annual convention and trade show. Inn of the Seventh Mountain, Bend, Ore. Contact: (503) 362-8838.

AUGUST

Aug. 10-13—**Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication** 79th annual convention. Anaheim Hilton, Anaheim, Calif. Contact: (803) 777-2005.

Aug. 11-13—Joint summer meeting of the **North Carolina Cable Telecommunications Association** and **South Carolina Cable Television Association**. Radisson Hotel, Myrtle Beach, S.C. Contact: (919) 834-7113.

Aug. 15-17—50th annual **West Virginia Broadcasters Association** Greenbrier meeting. Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

SEPTEMBER

Sept. 24—Broadcasting & Cable Interface X conference, cosponsored by **BROADCASTING & CABLE** and the **Federal Communications Bar Association**. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

OCTOBER

Oct. 9-12—World Media Expo, comprising the **National Association of Broadcasters Radio Show** (contact: [800] 342-2460); **Radio Television News Directors Association** international conference (contact: Rick Osmani, [202] 467-5200); **Society of Broadcast Engineers** annual conference (contact: John Poray, [317] 253-1640), and **Society of Motion Picture and Television Engineers** 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

NOVEMBER

Nov. 11—**Broadcasting & Cable** 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the **California Cable Television Association**. Anaheim Convention Center, Los Angeles, Calif. Contact: (510) 428-2225.

JANUARY 1997

Jan. 13-16—**National Association of Television Programming Executives** 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Fates & Fortunes

BROADCAST TV



Boyer

James Boyer, VP/GM, KATU(TV) Portland, Ore., named senior VP, Portland Broadcasting, and GM, KATU. Boyer also will oversee Portland radio operations of Fisher Broadcasting Inc.

Lisa Kunz, account executive, Katz Continental Television, Boston, named sales manager.

Maria Reitan, executive news producer, WSVN(TV) Miami, joins WMAQ-TV Chicago in same capacity.

Michelle Black, national sales manager, WROC-TV Rochester, N.Y., named general sales manager.

Jermaine Ferguson, reporter, WTXL-TV Tallahassee, Fla., joins Florida Public Television there as producer/reporter, *Today in the Legislature* and *Florida Crossroads* series.

Appointments at WFOR-TV Miami: **Bobbi Harley**, reporter, WHNT-TV Huntsville, Ala., joins as health reporter; **Leif Pederson**, reporter, WKEF(TV) Dayton, Ohio, joins as nightside reporter.

Aniello Viserto, national sales director, WJLA-TV Washington, joins KMEX-TV Los Angeles as East Coast national sales manager.



Penna

Diana Penna, *Healthbeat* reporter, WBRE-TV Wilkes-Barre, Pa., adds medical correspondent, NBC NewsChannel, to her responsibilities. In her new role she will provide daily reports to more

than 200 NBC affiliates.

Appointments at WBAL-TV Baltimore: **Cindy Sinicrope**, news producer, WFLA-TV Tampa, Fla., joins in same capacity;

Lynne Conlan, senior promotion producer, named assistant promotion manager.

Appointments at KSHB-TV Kansas City, Mo.: **Jim Condelles**, news anchor, weekday evenings, named senior correspon-

dent, Public Defenders news investigative unit; **Tom Lawrence**, news anchor, WSYX(TV) Columbus, Ohio, joins as co-anchor.

Adam Ware, senior VP, network distribution, Fox Broadcasting Co., joins Silver King Communications Inc., Los Angeles, as executive VP, broadcasting.

Gary DeSantis, development manager, WGUV-AM-FM-TV Grand Rapids, Mich., joins WTVI(TV) Charlotte, N.C., as VP, marketing and development.

Elizabeth Vargas, correspondent, *Date-line NBC*, NBC News, joins ABC News, New York, as news anchor/reporter, *Good Morning America*.

Diane Kniewski, NSM, WOOD-TV Grand Rapids, Mich., named GSM.



Butler-Jones

Sandra Butler-Jones, VP, broadcast operations, WUSA(TV) Washington, joins WTNH-TV New Haven, Conn., as director, broadcast operations.

Appointments at WMUR-TV Manchester, N.H.:

Karen Brown, co-anchor/managing editor, named news director; **James Breen**, chief videographer, named director, news operations.

Dan Holm, director, drama programs, on-air promotion, NBC, joins ABC Entertainment, Hollywood, as VP, special projects, on-air promotion.

PROGRAMING

James Bell, VP, marketing and licensing, Rabbit Ears Productions, joins Titan Sports Inc., Stamford, Conn. (parent of World Wrestling Federation), as VP, North American licensing and television marketing.

Jim Benson, reporter, syndication and local market television, *Variety*, Los Angeles, joins MCA Television Group, Universal City, Calif., as VP, media relations.

Appointments at MTM Entertainment, Studio City, Calif.: **Lisa Auerbach**, director, creative services, and **Eden Mitchell**, manager, publicity and promotion, named director and manager, respec-

tively, conventions and special projects.

Adam Fishman, manager, domestic television marketing, Rysher Entertainment, joins MTM Entertainment, Studio City, Calif., as manager, creative services.

Robert Noah, senior VP/head, development, Reg Grundy Productions, joins All American Television, New York, as president, Mark Goodson Productions.

Richard Cervini, director, broadcast operations, WNBC(TV) New York, joins King World Productions there as director, technical operations.

Lauren Leff, public relations consultant, joins MSNBC, New York, as media relations director.

Terry Wood, producer, *60 Minutes*, joins Harpo Entertainment Group, Chicago, as executive director, development.

Cheryl Bloch, supervising producer, Universal Television's *Northern Exposure*, Universal City, Calif., named senior VP, current programing.

Appointments at Paramount Television Group, Hollywood: **Jeffrey Manoff**, VP/Eastern sales manager, Premier Advertiser Sales (in-house advertising



Hirsch

sales unit of Paramount), named VP, advertiser-supported media; **Marc Hirsch**, president, Premier Advertiser Sales, assumes additional responsibilities as director, worldwide advertiser services; **Lynn**

Davis, VP, Kresser Stein Robaire advertising agency, joins as VP, advertising and promotion, domestic television.

Frank Cicha, VP, research and marketing, Twentieth Television and 20th Century Fox Television, named senior VP.

Universal Television, Universal City, Calif., has signed **Jonathan Axelrod** and **James Widdoes** (Axelrod/Widdoes Productions) to a multiyear comedy and drama development deal. The duo developed *Dave's World* and *Can't Hurry Love*.

Appointments at Film Roman, North Hollywood, Calif.: **Emily Kaufman**, licensing manager, named director, sales, domestic licensing; **Miles Horst**,

employe of network parent General Electric, the companies said last week. The announcement was made at the annual affiliates meeting, where NBC President Bob Wright cited Ebersol's efforts to make NBC the dominant sports programmer in the U.S.

Fox Entertainment has appointed Stacey Marks-Bronner, VP/GM of Fox-owned WFLD(TV) Chicago, to the newly created post of executive VP, marketing. She reports to Fox Entertainment Group President John Matoian and takes over marketing and scheduling duties from Fox Senior VP Doug Binzak, who is leaving the network this month for a similar role with Barry Diller's Silver King Communications.

The UK government has confirmed plans to remove all limits on terrestrial broadcast ownership and replace them with a ceiling of a 15% national audience share. As part of the new regime, half of a broadcaster's audience share will be attributed to shareholders with 15%-49% stakes. Newspaper groups with more than a 20% market share will be restricted to 20% stakes in ITV franchises or Channel 5.

V-chip decoders will be available for consumers and cable companies to buy in Canada starting this September, when broadcasters plan a full-scale launch of the V-chip system. Ontario-based Tri-Vision Electronics Inc. has

signed an exclusive licensing agreement to produce a home V-chip decoder, and cable companies have pledged to rent the units for less than C\$2 a month. Canada is the first country to test the technology and has been conducting field trials for more than a year.

Showtime Networks has named **Dalton Belan**, Travel Channel senior VP of programming and production, to the post of executive VP, programming and promotions, for the Sundance Channel. He will oversee new program development for the independent film channel, a joint partnership of Viacom-owned Showtime and filmmaker Robert Redford.

Nynex Corp. is investing \$3 million in VDOnet Corp., a prominent developer and marketer of Internet technologies for content creation. Nynex's interest in the Palo Alto, Calif.-based company was sparked by VDOnet's video compression technologies for Internet development. VDOnet claims that its VDOLive product has been used in the development of nearly 150 Web sites, including sites from PBS, CBS News and Paramount Digital Entertainment.

Ameritech New Media has added Wayne, Mich., to the growing list of Midwest communities in which the Ameritech unit is authorized to overbuild a local cable system. Wayne becomes the 17th municipality in the region—the 10th in the Detroit metro area—to approve cable

service competition from Ameritech. The Americast programming package initially will comprise 80-90 channels, with a basic service package that includes The Disney Channel, The Golf Channel and the PASS regional cable sports service.

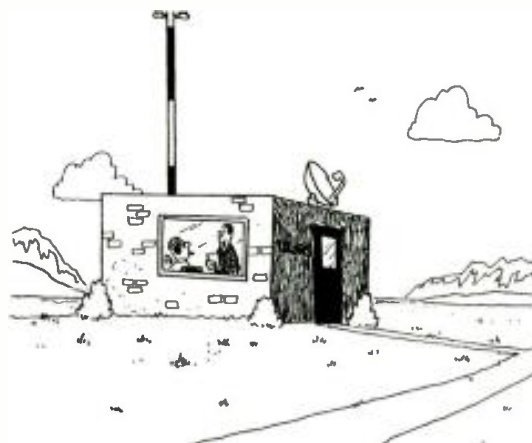
Nickelodeon will create interactive versions of some of its popular shows for carriage on ACTV in Los Angeles. The network becomes the fourth content provider—along with Turner Broadcasting, Sony Pictures Entertainment and Liberty Media—working with ACTV in its regional L.A. rollout. ACTV's technology permits users to access additional information on CNN news stories, play along with Sony's game show or choose camera angles on Liberty's sportscasts.

In Washington, **CAI Wireless Systems has begun testing what it claims is the first Internet-access service created by a**

wireless cable company. The service features high-speed modems (10 mbps) that can accommodate full-motion video and audio as well as data and will provide access to the Navy Computer and Telecommunications Station and several Washington-area schools.

The TNT telecast of the May 21 NBA playoff between the Chicago Bulls and the Orlando Magic reached 5.8 million homes, a record for an NBA game on cable. The game garnered an 8.6 Nielsen rating, the second-highest-rated NBA game on cable. Also setting a record from the game's coverage was Sports Channel Chicago, whose coverage got a 25.3 rating/37 share.

Adelphia Communications is in the final stages of a \$33 million rebuild of its Toms River, N.J., system, which will boost its capacity to more than 100 analog and 200 digital channels.



Drawn for BROADCASTING & CABLE by Jack Schmidt

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The phantom three hours

This page has held for some time that the children's television debate was over and that—in the final analysis—three hours would be the magic number. Last week, in the bottom of the ninth with two on, Commissioner Jim Quello stepped up to the plate and knocked the children's television ball out of the park.

Well, make that an in-the-park homer. Commissioner Quello's compromise proposal would give the broadcaster "general guidelines on the amounts of [children's educational] programing." Between the lines, that would be defined as "the industry norm." And what is the industry norm? Three to four hours. We've come full circle.

The imminence of renewals was always the pressure point on children's TV, and that moment has arrived. Odds are, most of the renewals that will come under the FCC's scrutiny in the next few months will show three hours or more. As Quello, getting to the nub of it, told us last week: "They can

read and write." Moreover, everyone knows that if Chairman Reed Hundt doesn't have the votes now he will later, and he's been in this fight too long to wilt at the 11th hour.

The television industry, as we read the tea leaves, wants to move on to other things. All the networks are already committed to three hours or more, and there's a realization that broadcaster obstinacy on such a "motherhood" issue as children's TV was getting them nowhere. We had proposed our own compromise that called for a "menu" approach, or one from Column A and one from Column B. Column A would have been the Hundt-Ness quantification plan at three hours. Column B would have been the Chong narrative model, under which a broadcaster could describe his own children's plan and hope the FCC would approve. We think the final compromise will parallel the menu approach.

So we're declaring victory and getting out. Or declaring defeat and getting out, if that's more nearly your point of view.

All roads lead to Fox

The revolving door is among Washington's hoariest traditions. Generations of lawyers have started out modestly in the stacks at the FCC to end up prosperous partners in prestigious firms. It's a cozy relationship, and it may even serve the bar and the industry well. Most of the time.

This page has been made increasingly uncomfortable, however, by the relationship between the FCC staff and Rupert Murdoch, and particularly by Fox's relationship with the office of Commissioner Quello.

There's never been any doubt that Jim Quello was Fox Broadcasting's best friend on the FCC—and, indeed, every broadcaster's. When the validity of Murdoch's ownership of the Fox stations was a major issue last year, Quello mobilized the eighth-floor opposition and succeeded, eventually, in voting down the staff recommendation to require reorganization. Since then, two Quello protégés have landed jobs

at Fox: lawyer Daren Benzi, a longtime Quello family friend who was an FCC attorney before joining the Fox Washington lobbying staff then headed by Preston Padden, and Maureen O'Connell, Quello's legal assistant, who has joined Fox parent News Corp. as vice president for regulatory affairs. (Earlier, Fox hired FCC attorney Tom Herwitz as general manager of channel 5 in Washington; he now heads SF Broadcasting, the joint venture of Fox and Savoy Broadcasting. Herwitz was on the FCC chairman's staff when the original Metromedia applications were approved.)

Murdoch has often been accused of buying or rewarding influence, perhaps most notably with a \$4 million book advance to House Speaker Newt Gingrich. We do not suggest a direct link between the Fox ownership issue and Fox's staff acquisitions, but we would be happier if there were more of an arm's-length relationship between the two. Appearances count.

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After six months of study, the **Electronic Media Rating Council gave its blessing to Nielsen Media Research last Friday**, granting first-time accreditation to the company's Nielsen Syndication Service and Nielsen Home Video Index cable-measurement service. Nielsen's peoplometer service (NTI) was granted re-accreditation, and the new NTI recruitment plan also was accredited, Nielsen says.

The FCC last Friday granted Benedek Broadcasting Corp. a six-month waiver of its duopoly rule, allowing Benedek to operate overlapping TV stations in Madison, Wis., and Wheeling, W.Va. The overlaps arose last December with Benedek's \$270 million purchase of eight TVs owned by Brissette Broadcasting Corp. Brissette's WMTV(TV) Madison overlaps with Benedek's WFR(TV) Freeport/Rockford, Ill., while Brissette's WTRF-TV Wheeling overlaps with two Benedek stations: WYTV(TV) Youngstown, Ohio, and WTAP-TV Parkersburg, W.Va. In both cases, the FCC says the markets offer enough multiple media out-

lets and says that the short term of the waiver ensures no "detrimental effect on the public interest." Will Benedek use the six months to find buyers for the overlapping stations, or wait and see if the FCC relaxes its duopoly ban by the end of the year, as anticipated? "We're asking our attorneys the same thing," Benedek President Jim Yager says.

CBS has signed former *Magnum P.I.* star **Tom Selleck** to do a sitcom for the network in the 1997-98 season. The show hasn't been developed yet, but CBS has given it a "multi-episode" commitment. CBS Entertainment President Leslie Moonves says the deal is a continuation of his efforts to bring "A-level talent" back to CBS.

The Federal Communications Bar Association is asking Congress to take another look at the FCC's planned move to the Portals building. "Such a move will reduce the FCC's efficiency in the performance of its economically important functions," the association said in letters last week to House Telecommunications Sub-

committee Chairman Jack Fields (R-Tex.), House Appropriations Committee Chairman Bob Livingston (R-La.) and Representative Harold Rogers (R-Ky.), who chairs the House subcommittee overseeing the FCC budget.

Basic cable viewership was up 6.4% for this year's May sweeps compared with last year's. Basic cable scored a 16.7 rating/29 share (16 million households) for the first 25 days of the 28-day sweeps, according to Nielsen Media Research figures released by the Cabletelevision Advertising Bureau last week. That compares with a 15.7 rating/26 share and 14.9 million-household audience for the 1995 May sweeps. The CAB reports that the four major broadcast networks scored a combined 38.1 rating/66 share and 36.5 million households, compared with the 40.2/67 and 38.3 million households in May 1995.

According to a tentative schedule released last week, NBC's 171 1/2 hours of the 1996 summer Olympic games in Atlanta will begin Friday, July 19, at 8 p.m.

with a four-hour telecast of the opening ceremonies. For the following two weeks, weekday coverage of the games will air from early morning through 1 p.m., picking up again at 7:30 p.m. through 2 a.m., except for a local news break from midnight to 12:35 a.m. NBC's coverage concludes Sunday, Aug. 4, with the closing ceremonies, expected to end by 11:30 p.m.

Cynthia and James McGillen last week filed a "petition for emergency relief" asking the FCC to put a stop to Ackerley Communications Group's local marketing agreement with Harron Television's KCCN-TV Monterey, Calif. (BROADCASTING & CABLE, May 20). "One company—Ackerley—will control the news on all but one of the local English-language stations in the Monterey-Salinas market," the petition says of the LMA's impact.

NBC has renewed the contract of NBC Sports President Dick Ebersol for eight more years (through 2004), the longest contract ever awarded an NBC employee or an

Paxson creating 'superduopolies'

Coining the word, Paxson Communications Corp. last week said it has acquired enough stations to build "superduopolies" in Miami and Panama City, Fla.

In Miami, Paxson paid \$13 million to Cox Broadcasting Inc. for WIOD(AM) (subject to FCC approval). That would bring Paxson to five AMs and three FM's in the nation's 15th-largest market. Paxson already owns WFTL(AM) Fort Lauderdale/Miami and WINZ(AM)-WLVE(FM) and WZTA(FM) Miami Beach; is buying WSRF(AM)-WSHE(FM) Fort Lauderdale/Miami, and owns 49% of WACC(AM) Hialeah/Miami (a previously undisclosed interest). Under the Telecommunications Act of 1996, a broadcaster can own up to eight stations (no more than five of a kind) in markets such as Miami with 45 or more commercial radio stations.

West Palm Beach, Fla.-based Paxson added that it

formed an FM superduopoly in Panama City last week, paying an undisclosed amount for WGNE(AM)-WFSY(FM) Panama City and WEBZ(FM) Mexico Beach/Panama City from B. Radio and Boss Radio Group Inc. (subject to FCC approval). B. Radio originally bought the stations for \$1,312,500. Paxson also is in the process of buying WPAP(FM)-WPBH(FM) Port St. Joe/Panama City, giving it four FM's and one AM there.

In another recent transaction, a joint venture of Paxson and Offshore Broadcasting Corp. will co-own WOST-TV Block Island/Providence, R.I. (ch. 69). Paxson apparently is calling in a loan it had made to Offshore. Terms of that deal were deleted from FCC documents. Paxson owns or is buying 17 other TV stations and has time brokerage agreements with 11 more.

—EAR

joins Nederlander Television and Film Productions Inc. there as executive producer.

Wendell Callaway and **Kelly Haught**, affiliate sales representatives, Jones Education Networks, Englewood, Colo., named regional managers, affiliate sales and relations.

Appointments at KidStar Interactive Media, Seattle: **Mark Malleck**, production associate, named assistant program director; **Allen Goldblatt**, writer/associate producer, named director, concept development and editor.

Appointments at Connecticut Public Broadcasting Inc., Stamford/Hartford, Conn.: **Cynthia Dul**, director, membership, named VP, finance and membership services; **Steve Futernick**, VP, development, named senior VP, community development; **Jay Whitsett**, director, production, operations and engineering, named VP, broadcast operations and production services.

Kevin Darrah, operations supervisor, education student services center, Mind Extension University, Englewood, Colo., named operations manager.

ADVERTISING/MARKETING



LaTorre

Lou LaTorre, VP, marketing, New World Sales and Marketing, New York, named president/COO.

Anne Melanson, executive VP/director, human resources, Bates Worldwide, appointed to the

Bates Worldwide management board.

Gail Kinney, production assistant, Keller Crescent Co., Evansville, Ind., named public relations assistant account manager.

Marcy Haimowitz, assistant producer, Waring & Larosa, New York, named broadcast producer.

SATELLITE/WIRELESS

Lisa Gillette, director, on-air promotion, Action Pay-Per-View, Santa Monica, Calif., joins Primestar Partners, Bala Cynwyd, Pa., in same capacity.

Gary Bertonneau, manager, marketing, commercial communications satellites, Hughes Space Communications Co., joins Hughes Communications Inc., Las

Vegas, as VP, Galaxy International.

ASSOCIATIONS/LAW FIRMS

Leroy Bobbitt, partner, Loeb & Loeb, Los Angeles, and **Virgil Roberts**, president/general counsel, Solar Records/J. Hines Co., have formed Bobbitt &



Bobbitt



Roberts

Roberts law firm, Santa Monica, Calif. The firm's activities will include such areas as television, film, music, theater, licensing and merchandising, home video and new-media technologies, domestically and internationally.

Appointments at the Caucus for Producers, Writer & Directors, Burbank, Calif.: **Jack Haley Jr.**, producer/director, will chair the 2nd Caucus Symposium to be held at UCLA in the fall; **Vin Di Bona**, independent producer, becomes Caucus member; **Brad Radnitz**, television writer/president, Writers Guild of America, elected to membership.

Robert MacNeil, former executive editor/co-anchor, *The MacNeill/Lehrer News-Hour*, and **Ronald Townsend**, president, Gannett Television Group, elected to the board of the Newseum, the nation's first museum focusing on the past, present and future of news and scheduled to open in 1997 in Arlington, Va.

ALLIED FIELDS

Robb Deigh, director, corporate information, Public Broadcasting Service, Alexandria, Va., joins Ryan-McGinn, Arlington, Va., as senior VP.

Victor Pelson, chairman, AT&T's Global Operations Team, joins Dillon, Read & Co. Inc. (investment banking firm), New York, as director/senior adviser.

Appointments at Frontier Communications, Rochester, N.Y.: **Michael Zufall**, VP, client services, named senior VP; **Ed Dunn**, VP, major markets, named senior VP, general business sales.

Eva Jellqvist, senior assistant manager, National Westminster Bank Plc., London, joins Communications Equity Associates there as associate.

DEATHS

Chet Forte, 60, former director, ABC's *Monday Night Football*, died May 18 of a heart attack at his home in San Diego. Forte's heyday of direction during the '70s included such trademarks as innovative camera angles, statistical graphics, and coach, player and fan reactions, all directed from the control room of a production truck. Many of his techniques are now standard in sports broadcasts. Forte left ABC in 1987 after struggling with a gambling problem; he returned to broadcasting in the '90s as a talk show host on XTRA(AM) San Diego. Forte is survived by his wife, Patricia, and a daughter, Jacqueline.

Robert A. Mead, 61, producer, died May 14 in Orange, Va., of a heart attack. Mead joined CBS News as an associate producer of *CBS News with Walter Cronkite*. His production *The Resignation of Spiro Agnew* won an Emmy in 1974. After a stint as television image adviser to President Ford, Mead joined NBC, Washington, and produced *NBC News Overnight*. He became senior producer for the *Today* show and later, director, news coverage. Mead is survived by four children and a brother.

Willis Conover, 75, jazz radio host on Voice of America, died May 17 of lung cancer in Alexandria, Va. For more than 40 years Conover hosted *Music USA*, one of VOA's most popular programs. For a time, Conover worked part-time at wwDC(AM) Washington, but the restrictions of commercial radio—and a desire to produce his own programs—led him to VOA. Better known abroad, since federal regulations prohibit VOA broadcasts within the U.S., Conover was still active as a jazz promoter, emcee and chairman of a jazz panel here at home. He is survived by a brother and a sister.

John Beradino, 79, actor, died May 19 of cancer at his home in Los Angeles. Beradino, a former Major League Baseball player, was probably best known for his role as Dr. Steve Hardy, chief of staff on ABC's *General Hospital*, which has been on the air more than 30 years. Beradino had been with the show since its debut. Before *General Hospital*, he had roles in crime show *The New Breed* and a 1955 episode of *Superman*, as well as the silent *Our Gang* comedies when he was a child.

—Compiled by Denise Smith
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