

AUG 26

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# Broadcasting Cable

The Newsweekly of Television and Radio

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## C IS FOR CABLE

*Them That Has Gets  
TV Free-Time Schemes*

*Telco Ventures Go For  
\$1 Billion in Set-Tops*



Lucie Salhany



Jamie Kellner

### UPN and WB

Their Year of Living Dangerously



UNIV. OF MICH.]

SEP 06 1996

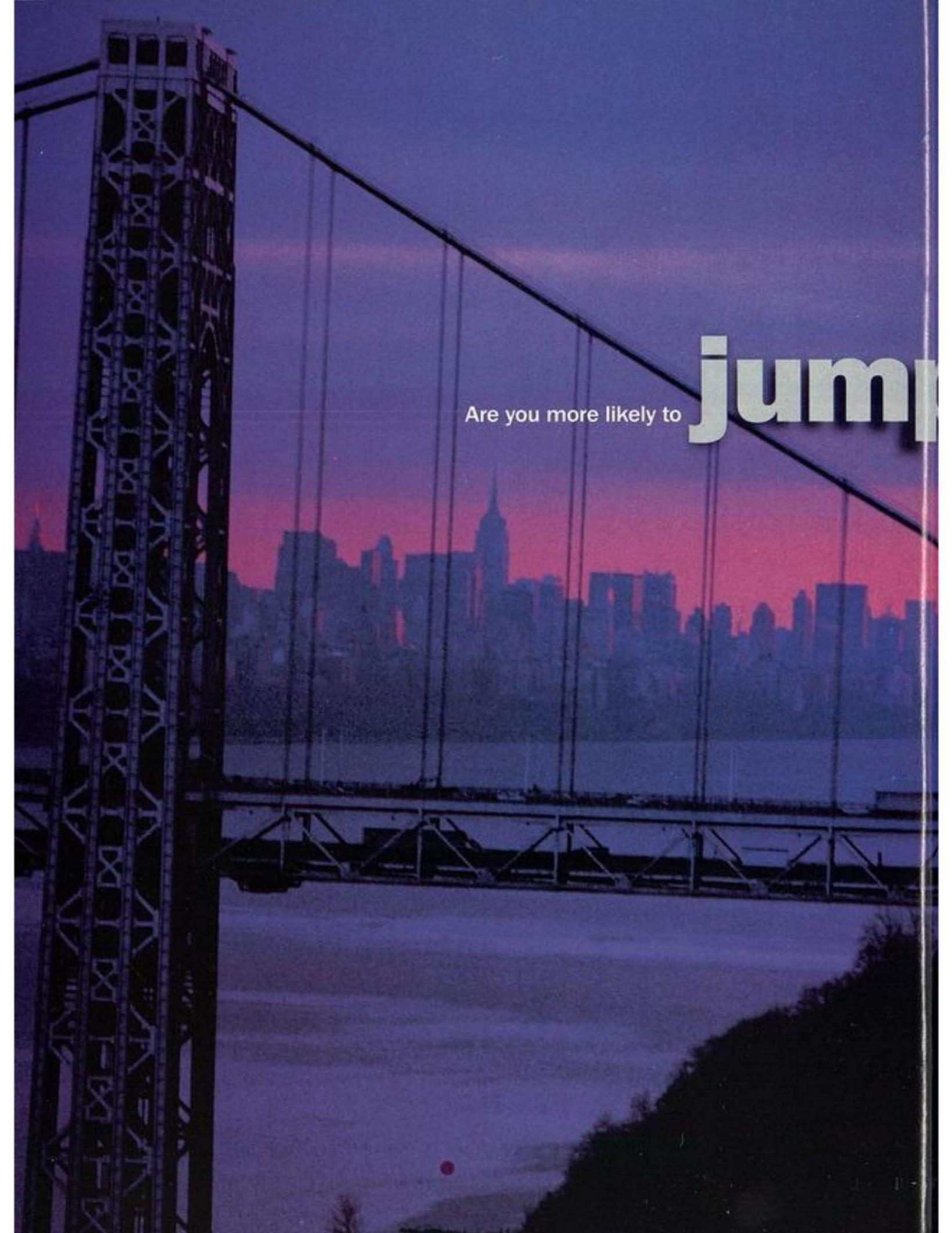
CURRENT SERIALS

GWSC's  
Don Mitzner

No matter  
what, who



TOP OF THE WEEK / 5  
BROADCASTING / 25  
CABLE / 39  
TECHNOLOGY / 55



Are you more likely to

**jump**

# off a bridge

because Tom, Katie and Bryant told you to,

or not jump because we told you  
an extremely high percentage die doing it?  
Presenting the FOX News Channel.  
It's fact time, not face time.

**Think for Yourself.™**



# Fast Track

Must Reading from

**Broadcasting  
& Cable**

August 26, 1996

## TOP OF THE WEEK / 5

**Race for fifth heats up** UPN and The WB Network's performances in the coming year could prove pivotal in the race to establish a fifth network. Most affiliation agreements expire in January 1998. / **5**

**Standardizing free time** Now that the FCC has cleared the way for networks to offer free air-time to candidates, promoters of the idea are trying to get broadcasters to coordinate their efforts. / **11**

**Diller deal slowed** Barry Diller's plans to start a new network may have hit a snag. In a filing with the Securities & Exchange Commission, Diller's Silver King Communications Inc. says its complicated stock/cash swap with Liberty Media Group probably won't be completed by Aug. 30. / **12**

**Twentieth disconnects 'Loveline'** Twentieth Television shook the station community out of its summer slumber last week with the surprising decision to cancel New World Entertainment's late-night strip *Loveline*. The decision came just three weeks before the show was set to premiere. / **14**

**The price of persuasion** Broadcasting and cable companies spent big bucks in the first six months of the year lobbying Congress, the White House and the FCC. The NAB, for one, reported more than \$2.3 million in lobbying expenses, while the NCTA spent about \$1.2 million. / **18**



As Martha Stewart's syndicated show heads into its fourth season, it will become a six-days-a-week strip. / **13**

## BROADCASTING / 25



Steven Bochco has agreed to soften some language in the pilot of his new CBS sitcom, 'Public Morals.' / **26**

**E! supports 'Night Stand'** E! Entertainment Television will co-finance new episodes of the talk-show spoof *Night Stand*. As a result, the show has not been renewed by Chris Craft/United stations in several key cities. / **27**

**'CBS This Morning' doesn't stir** An exclusive interview with Bob Dole wasn't enough to boost the ratings of the revamped *CBS This Morning*. "All the big dogs were at the [Republican] convention," one affiliate's news director complained. / **31**

## COVER STORY

**Mitzner's eye** Don Mitzner, president of Group W Satellite Communications, is out to make Westinghouse a major player in cable. Mitzner reports directly to company chief Michael Jordan, and in this interview, Mitzner outlines his strategy. **Cover photo by Tom Sobolik/Black Star / 42**



## CABLE / 39

**CBS rediscovers cable** CBS's Eye on People cable network will offer a combination of information and entertainment, drawing heavily on past and existing shows and Discovery Communications programs. The network will debut March 31, 1997. / **39**

**DBS gets charter deal for CNN SI** In what could be a sign of overcrowding on cable systems, Turner Broadcasting has made deals with DBS operator Primestar Partners and some C-band affiliates. They will carry Turner's 24-hour sports news channel, CNN SI. / **46**



**Feeding the info animal** Regional and local 24-hour cable news channels are capitalizing on Americans' seemingly insatiable appetite for information. Seven such channels have launched in the past three years. / **48**

## Telemedia Week

**Providers at home with @Home** The @Home Internet access network will be distinguished by content from Discovery Channel Online, the *Wall Street Journal* and E! Online. Launch is scheduled for fall. / **52**

## TECHNOLOGY / 55

**Fox News chooses Digital-S** JVC's Digital-S component digital videotape format will be the house format for Fox's new 24-hour cable network. It's the first large-scale commitment to JVC's format by a U.S. company. / **55**

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## Top of the Week

## Round three: UPN vs. The WB

Upstart networks must impress viewers and affiliates with 1996-97 programming

By Lynette Rice  
HOLLYWOOD

The bout between UPN and The WB to become the undisputed fifth network rages into a critical third season this week.

The two combatants must not only hold on to viewers but also to their prime affiliates. Most of the original three-year affiliation agreements are up in January 1998 and will be renegotiated on the basis of this season's ratings.

"People are now looking at us as the comer, instead of being the underdog," says Jamie Kellner, chief executive, The WB. "We're beginning to get the



**"We're beginning to get the momentum going [and with] a weaker distribution system."**

—WB's Jamie Kellner

momentum going. And we're doing that on a weaker distribution system. It isn't like it's two equals fighting it out."

"Get into the real numbers," counters Lucie Salhany, president of UPN. "We are beating them. We have an extremely strong station base. We have

Paramount. We have Chris Craft. We have some affiliates signed up for the next go-around right now that already puts us in 45% of the country."

UPN has the ratings lead coming into 1996-97. The network finished last season with a 3.1 Nielsen household rating over The WB's 2.4 and bested it in adults 18-34 (1.7/5 share vs. 1.3/4) and adults 18-49 (1.9/5 vs. 1.2/3). UPN also has the strongest affiliate base—156 stations.

But The WB touts an overall 33% increase in household ratings last season—from a 1.8 to a 2.4—with up to 93 primary and secondary affiliation deals with stations. The network also is mounting an ambitious effort to strengthen its reach in smaller markets next year through a cable distribution system known as the WeB.

The WB also enters its second full year of programming with a momentum it says is fueled with upfront ad revenue of \$160 million and an impressive kids lineup backed by Warner Bros. Television animation. A source puts UPN's upfront sales at around \$100 million.

UPN executives point out that The WB has eight more hours of programming to sell for the new season, including seven more hours of kids shows.

Both networks have sold roughly 80%-85% of their ad inventory.

Industry observers say it's too soon to declare a winner. Both networks are proceeding at a pace similar to Fox's when it launched a decade ago, although UPN and The WB face a much more crowded landscape than did Fox in the late 1980s.



**"Get into the real numbers. We are beating them. We have an extremely strong station base."**

—UPN's Lucie Salhany

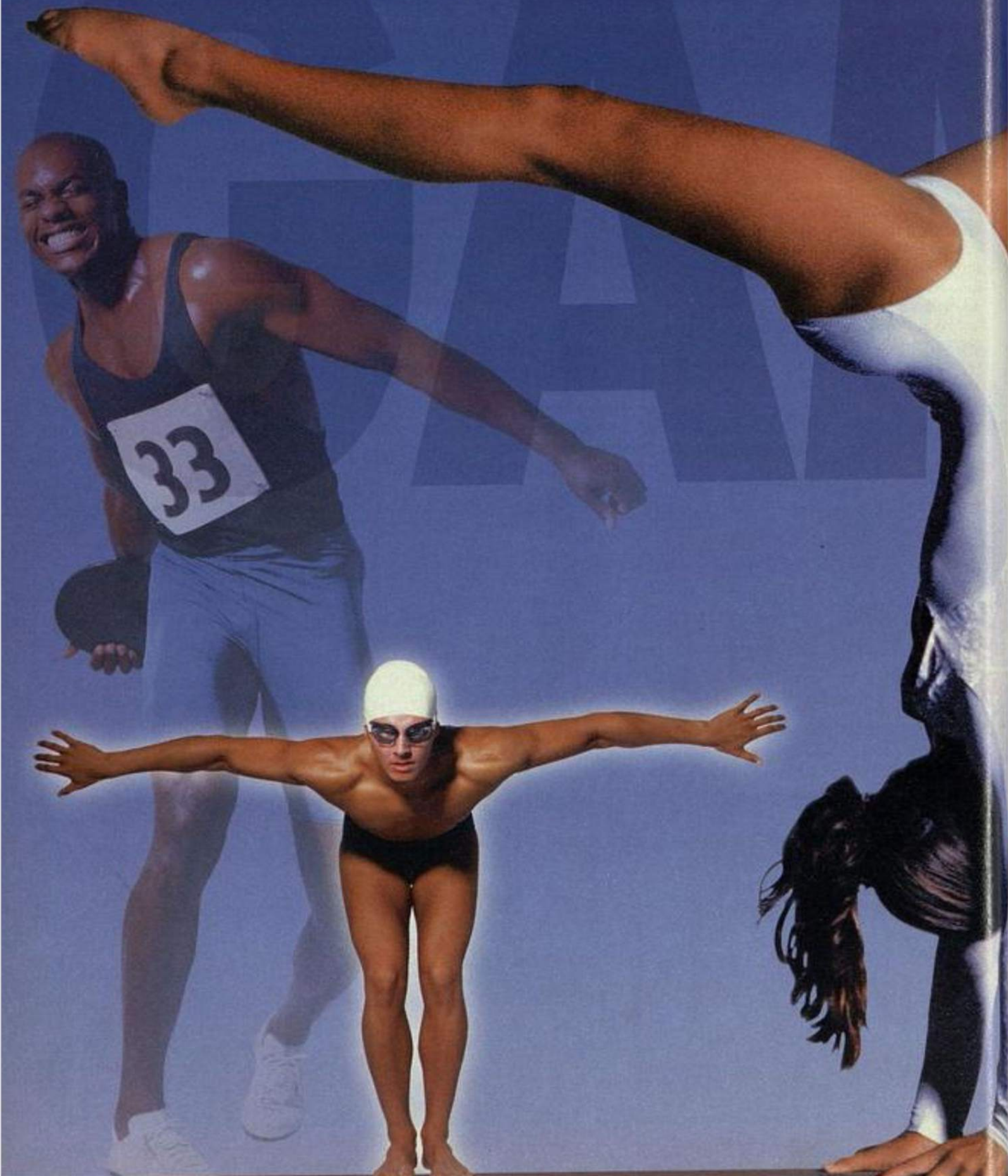
Backers of both networks have said that they are committed to growing the networks, despite the obvious cost.

UPN parent company BHC Communications lost \$128.7 million on the network in 1995; The WB's operating losses totaled \$66 million for 1995. And for the first half of 1996, The WB reported \$36 million in operating losses.

The next few months will be especially important to UPN, as Viacom decides whether to buy a 50% stake in the network—an option that must be exercised by Jan. 15. A Viacom spokesperson declined to comment on the matter last

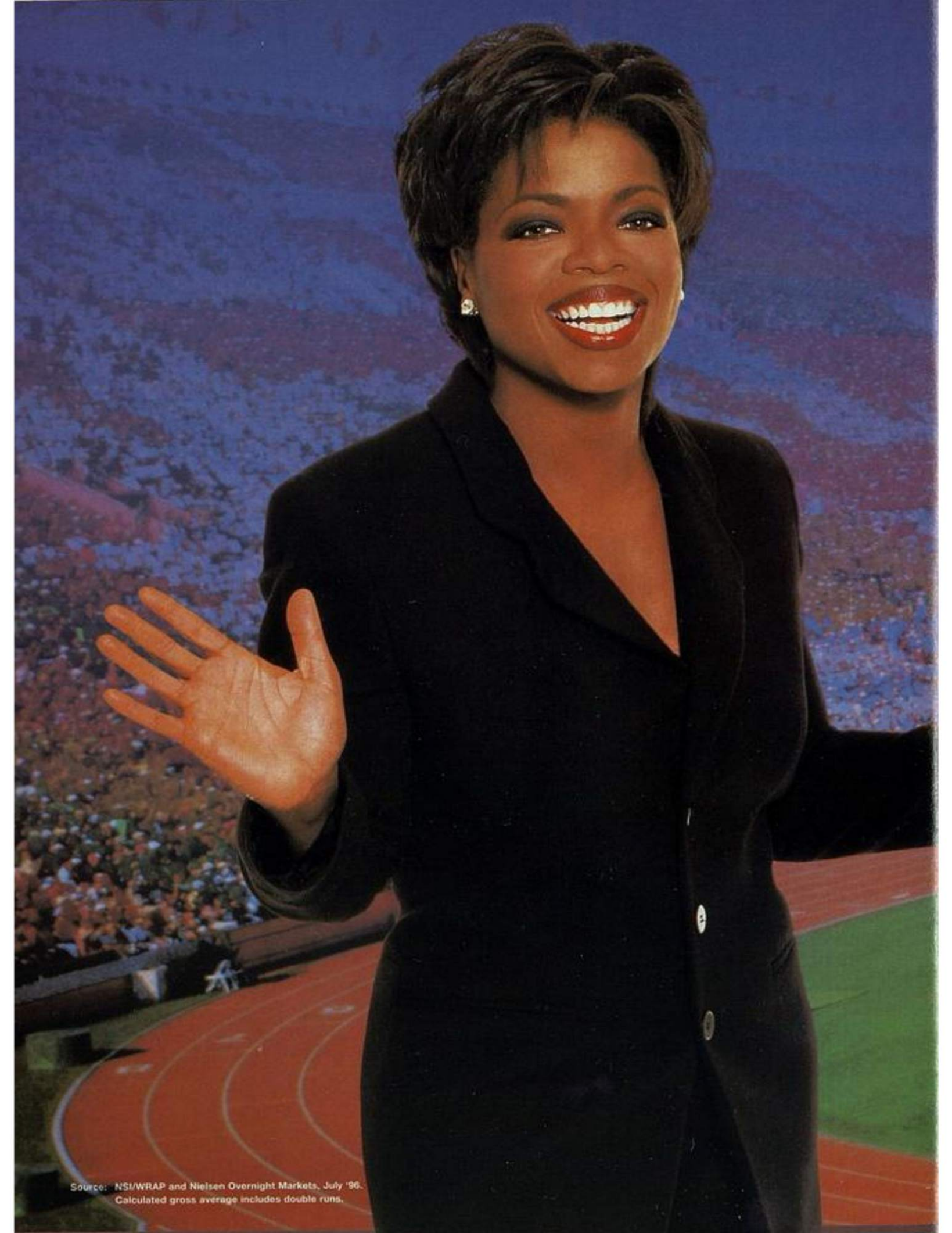
## NEW NETWORK RATINGS: 1994-95 vs. 1995-96







**While The Olympic Coverage  
Captured The Hearts  
Of Millions Of Viewers...**



Source: NSI/WRAP and Nielsen Overnight Markets, July '96.  
Calculated gross average includes double runs.



**Oprah Captured  
Even More Hearts,  
Making Her #1  
In Daytime, Beating  
NBC's Olympic  
Coverage!**



**OPRAH**

THE OPRAH WINFREY SHOW

CAMELOT

PRODUCED BY  
**HARPO**  
PRODUCTIONS, INC.

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week, but insiders expect that the company will buy into the network.

One source close to the networks says that UPN's *Star Trek: Voyager* and The WB's *Savannah* generate a comparable \$40,000-\$60,000 per 30-second spot, something UPN questions, since *Voyager* finished last season with a 5.1/8 while *Savannah* ended with a 2.9/5. Yet ad sales out of New York City may favor *Savannah*, since it was the number-one-rated show with women 18-34 on WPIX(TV).

Nevertheless, media buyers say they're finding more value in The WB's lineup, while UPN, they say, is still trying to "find a niche."

UPN launched in 1995 with hour dramas geared to male viewers—including the centerpiece, *Voyager*—but discovered a younger female audience last season with the sitcom *Moesha*. Now UPN says its emphasis is on urban viewers, with sitcoms such as *Malcolm & Eddie* and *Homeboys in Outer Space*—new comedies that have received tepid reviews from TV critics who find them stereotypical.

"I think they feel that with *Fresh Prince* and *In the House* off the sched-



WB is counting on family shows like *Sister, Sister* to continue ratings growth.

ule at NBC, that audience may be available to them," says media buyer Paul Schulman. "I'm not certain they have the answer."

Still, UPN's Monday night lineup may click, with household names like Malcolm Jamal-Warner in *Malcolm & Eddie* and Sherman Hemsley in *Goode Behavior*. And the network is in good shape on Wednesday, Schulman says, with *The Sentinel* and *Voyager*.

The WB also made a programing shift. After beginning in 1995 with edgier adult sitcoms such as *Muscle* and *Unhappily Ever After*, it found momentum last year with such family-



UPN is hoping a revamped *Star Trek: Voyager* will lead a ratings turnaround.

friendly shows as *The Parent 'Hood* and *Sister, Sister*. Now, The WB has more of an advertiser-friendly Sunday lineup that includes the return of *Kirk* at 7 p.m., followed by family fare *Brotherly Love* and the new *Seventh Heaven*.

"I think it's certainly valid to say that both have changed their strategies midseason. They found something that worked better than what they were doing," says Betsy Frank, senior vice president with Zenith Media Research. "I wouldn't see that as a mistake. What they are both doing is 'right now,' and it seems a lot smarter than what they were both doing a year ago."

Since both networks have yet to see a break-out hit, the battle to be on top continues in the affiliation trenches. The WB says it already is working to increase its distribution by asking UPN broadcasters to include its original programing. Let the better-rated lineup decide the ultimate affiliation, The WB says.

Salhany says that the quest for secondary networks is nothing new: "They've gone to our groups. They've tried to get them. But the groups stuck with us."

Jerry Whitener, vice president/general manager of KLRT-TV, which has an LMA with UPN-affiliated KASN-TV Little Rock, Ark., says he was pitched by The WB last year to be a secondary affiliate but decided against it "because we felt it would confuse networks seeing two networks on one station."

Whitener's thoughts for the new season? "I think it might be a defining season in who is going to be jumping out in front, but I don't think it's an absolute make-or-break situation." ■

## News Corp. revenue up, profit down

**NEW YORK**—Fox parent News Corp. reported a 24% decline in after-tax operating profit for fiscal 1996 (ended June 30), to \$770 million. The results included a \$200 million write-off, which the company attributed to a loss on the sale of one of its book businesses and losses tied to the scaling back of Delphi, an online joint venture.

But the company's revenue was up 10%, to \$9.9 billion, due largely to solid gains from its television and newspaper operations. Company executives told analysts last week that the U.S. television group was the company's largest-gaining segment in both revenue and profit growth—driven largely by the TV group, which added six stations to its portfolio.

Analysts also were told that Fox Broadcasting had a relatively strong upfront—getting advertising prices hikes of 8%-9%, with total commitments of some \$970 million accounting for about 80% of its available prime time inventory. Not included in that figure are sales for its baseball playoff inventory, including the World Series.

Analysts were told that News Corp. chief Rupert Murdoch is negotiating personally with Time Warner concerning the MSO's potential carriage of Fox's 24-hour cable channel, set to launch in early October. The company also is talking with Comcast and Continental and hopes to leverage its recent agreement to buy into their partnership on the Golf Channel into carriage deals for the news channel. It's possible, Sorenson told analysts, that the news channel could have 30 million subscribers at launch. He acknowledged, however, that the only confirmed deal so far is the TCI commitment of 10 million subscribers at launch.

—SM

# FCC says nets can offer free-airtime

Free-TV coalition wants networks to roadblock Presidential programming

By Chris McConnell

## WASHINGTON

Now that the FCC has cleared the way for networks to offer free airtime to candidates, free-airtime promoters are trying to get broadcasters to coordinate their efforts.

The Free TV for Straight Talk Coalition last week was preparing to invite network chiefs, cable industry leaders and campaign staffers to a Sept. 10 meeting in Washington on the issue. The coalition hopes to discuss adding some uniformity to free-airtime proposals and perhaps creating a TV "roadblock" similar to the coverage of the President's State of the Union Address. Last week the FCC said such proposals will not be subject to equal-time rules.

"Hopefully they will move toward a standardized format," said Paul Taylor, the coalition's executive director.

"If the candidates appear simultaneously across all television channels, this opportunity will be much more effective," PBS President Ervin Duggan added in a statement last week. Duggan said PBS will be at the Sept. 10 meeting.

PBS and other broadcasters now plan to air a variety of free-airtime packages during the fall election. Fox Broadcasting, for example, plans to deliver a taped, one-hour prime time show on election eve, with each candidate answering the question "Why should the American voter vote for you?" ABC, too, has said that it will offer candidates a chance to appear on a one-hour prime time special during the campaign's final week. CBS and NBC also plan to devote time to the candidates.

Participants in a June FCC hearing on the free-airtime issue called on the networks to coordinate their efforts so that viewers would be left with little choice but to watch the candidate segments. Senators Bill Bradley (D-N.J.) and John McCain (R-Ariz.) said the networks should create a TV roadblock, and News Corp. Chairman Rupert Murdoch also endorsed the idea.

"It's a sensible ruling," Taylor said of the FCC's decision. "If you have to labor under the same restrictions, it's simply not going to happen."

"We are delighted," PBS's Duggan added.

Broadcasters plan to limit the free-airtime offers to "major" candidates as defined by various factors. Fox has said it will base its decision on who the Commission on Presidential Debates selects to participate in the debates. ABC has said it will look to polling data and the number of states in which a candidate is on the ballot. And PBS has said it may look to either polls or the debates commission in identifying major candidates. ■

## Entertainment firms swell Dems coffers

WASHINGTON—The entertainment and communications industries gave nearly \$7 million to the Democratic Party between January 1995 and June 1996, according to a new Common Cause study.

A sampling of the top givers:

### Entertainment

Seagram/MCA	...\$820,000
Disney	.....532,000
DreamWorks	.....525,000
Time Warner	.....271,918
Haim Saban	.....160,000
Viacom	.....100,000
Sony	.....95,000
Thomas Werner	....50,000

### Communications

MCI	.....\$479,303
AT&T	.....326,680
US West	.....145,500
Sprint	.....137,450
SBC	.....130,500
Nynex	.....127,500
PacTel	.....117,250
M. Bloomberg	....100,000
Norman Pattiz	....100,000
Teleport	.....80,000
Comsat	.....77,500

Note: A separate study by the Center for Responsive Politics found that entertainment and TV executives gave \$442,000 to the Clinton/Gore campaign during the first six months of 1996, \$276,000 more than they gave to the Dole/Kemp campaign. —HF

## Covering political conventions, part 2

CHICAGO—It's déjà vu all over again. The Democrats will put on a carefully orchestrated "made for TV" convention this week, and the networks will nearly duplicate their GOP coverage, despite abysmal ratings.

Following the lead of their Republican rivals, each night of the Democrats' convention will have a theme, with key speakers scheduled for prime time to maximize TV coverage.

"It will be a tight convention program only because when you're talking about being on the air, you want to have the speakers up that you want to highlight and who you think are going to draw the biggest audiences," says Delmarie Cobb, convention press secretary.

The broadcaster coverage will be almost identical to that of the GOP convention: ABC, CBS and NBC will cover the floor proceedings from 10-11 p.m. ET, Monday-Wednesday. On Thursday, CBS will begin an hour earlier, at 9, and NBC will hold off until 9:30, the same as last time. But because of a "scheduling problem," ABC is considering beginning Thursday's coverage at 9:30 instead of 9. "We're disappointed in the [Republican convention's] ratings, but as CBS news, we're here to cover the event," says Sandy Genelius, a CBS spokeswoman.

PBS and NBC will continue their two hours of joint coverage each evening on PBS's *NewsHour with Jim Lehrer* beginning at 8. At 10, PBS will go out on its own for one hour.

CNN's coverage also will be the same, with regular updates throughout the day and complete coverage at 8-11 p.m.

C-SPAN will continue its unfiltered round-the-clock coverage, while MSNBC will air updates throughout the day. —HF

## Americast buys \$1 billion worth of Zenith set-tops

**NEW YORK**—Americast closed a \$1 billion deal for set-top boxes with Zenith Electronics last week, targeting initial deployment of the units in mid-1997.

Americast—the joint telco TV venture of Ameritech Corp., BellSouth Corp., GTE Corp., SBC Communications and The Walt Disney Co.—sealed the deal for at least three million digital boxes; production is expected to start early next year. Zenith will convert its analog set-top plant in Chihuahua, Mexico, to produce the new boxes.

The order was a financial shot in the arm for the struggling Zenith, whose financial woes led it sell a majority stake to South Korea-based LG Electronics last November. Zenith's stock rose \$5.50 last week, to \$16.875, a jump that made it the most active issue on the New York Stock Exchange.

The key to consummating the contract was Zenith's ability to deliver a digital box that meets Americast's requirements for multiple platforms, including MMDS,

hybrid fiber/coax (HFC), switched digital video and direct broadcast satellite. "The box will be capable of supporting the various platforms of our partners and have the power and versatility for what we want to do in programming," says Stephen Weiswasser, Americast CEO.

Initial deployments of the boxes next year probably will be for MMDS service and HFC analog transmissions. Weiswasser says he expects the Americast partners to be active in all four planned transmission modes by the end of next year.

Tele-TV, the competing telco consortium of NYNEX, Bell Atlantic and Pacific Telesis, has issued a request for proposal for a similar multi-tasking set-top, dubbed the 'Unity' box. But Tele-TV already has three million digital MMDS set-tops on order from Thomson Consumer Electronics at a price of \$1 billion, and recently absorbed a \$30 million budget cut that delayed indefinitely its plans for terrestrially-delivered interactive TV. —RT,GD

## HSC sues stations to restore programming

*Roberts executives see move as way to keep stations in line for planned network*

By Price Colman

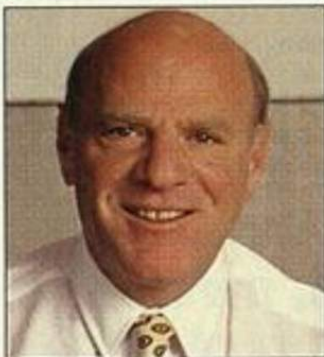
DENVER

**H**ome Shopping Club, the programming arm of Home Shopping Network, has sued two broadcast affiliates, claiming that the stations have dropped substantial amounts of its programming. The suits allege breach of contract and ask for an injunction to restore the HSC service to full time.

Late last year, HSC told affiliates that it planned to reduce their local cut-in time from five minutes per hour to two. The change went into effect April 1, even though some affiliates had not OK'd a contract amendment. Although HSC eventually backed off from the cut-in time reduction following station complaints, KTVJ(TV) Denver and KMCI (TV) Kansas City, Mo., had already begun to effect some changes of their own, replacing some HSC programming with more lucrative services such as infomercials.

HSC's lawsuits seek specifically to have the affiliates honor the contract as amended. But the station heads say there may be a larger agenda at play as Barry Diller—chairman of Home Shopping Network—gears up to start a new broadcast network through his Silver King Communications.

"It may be an effort to keep affiliates inside the barn until the new network



Barry Diller's HSC says Steven and Michael Roberts broke their contract to air HSC on their KTVJ.



opportunity becomes available," says Michael Roberts. Roberts is president of Roberts Broadcasting Co., 55% owner of KTVJ, one of the stations HSC has sued.

A spokesman for HSN declined to comment on the cases, saying the company does not discuss pending litigation.

Keeping current HSN affiliates on board is important for the network and Diller for several reasons, even though HSN is converting from broadcast to cable carriage. First, the more affiliates, the more sales outlets for HSN products. That keeps the money flowing into HSN, which Diller may eventually control, and gives him financing for starting a new network.

Second, Diller has indicated that he wants to start a locally oriented entertainment network and, while Silver King

owns a core group of 12 stations including eight in the nation's top television markets, he'll need wider distribution through affiliation agreements.

Roberts intends to fight the suit, although HSC/Silver King holds substantial leverage over his business.

Through terms of a \$3.7 million loan HSC made to Roberts through Silver King, Silver King owns the other 45% of KTVJ in nonvoting stock. The collateral for that loan is a portion of the stock the Roberts brothers own.

"If I lose the HSN affiliation, they can call the loan," Roberts says.

Monte Miller is president and owner, with his wife, of Miller Broadcasting Inc., parent of KMCI—the other station HSC has sued. Miller says he has received a clear message from HSC that its parent, HSN, wants to keep as many affiliates in the flock as possible as it converts from broadcast to cable carriage.

"One of the things they said in our case was that if [KMCI dropped HSC], it would cause a domino effect and others would follow," Miller says.

At least two other stations—KFTL Stockton and KCMY Sacramento, both California—have dropped HSC, apparently with no legal fallout. WIBC(TV) Indianapolis let its affiliation contract with HSC expire last year.

Miller in June won an initial skirmish

with HSC when a federal district judge in Kansas City, Kan., denied HSC's request for a preliminary injunction that would have forced Miller to abide by the terms of the contract. In making the ruling, the judge said it appeared that HSC "may have breached the contract by its unilateral changing of the length of the hourly breaks."

That's precisely the argument Roberts is using. "HSN is picking up 270 hours a year free of charge [by amending the contract] and leaving the affiliate with nothing," says Roberts. "It was not fair, not equitable, and it was a unilateral breach of the contract." ■

## Silver King/ Liberty snag

**DENVER**—A recent filing with securities regulators suggests that media mogul Barry Diller's plans to start a new network may have a problem.

In an Aug. 13 filing with the Securities and Exchange Commission, Silver King Communications Inc., which Diller heads, said its complicated stock/cash swap with Liberty Media Group probably won't make its self-imposed Aug. 30 deadline.

Either Liberty or Diller can call off the deal if it fails to make the deadline, but the filing said they're working on restructuring the deal to meet FCC requirements.

Under terms of the deal struck last year and outlined in Liberty's recent 10-K filing, Liberty would exchange all of its shares in Home Shopping Network (about 41% of total equity and 90% of HSN voting power) for shares of Silver King. The tax-free transaction would raise Liberty's stake in Silver King from 20% to about 45%.

Silver King's SEC filing cites regulatory delays in transferring control of Silver King to Diller from Roy Speer. Diller has indicated that he intends to use Silver King's 12 O&Os as the springboard for a new network.

The filing also cites the FCC's June order requiring Liberty owner Tele-Communications Inc. to keep its ownership of Silver King at less than one-third, instead of the 45% originally proposed. —PC

# Martha Stewart grows to six days a week

*As program heads into fourth season, new daily half-hour show is unveiled featuring longer, continuing segments*

By Cynthia Littleton  
**HOLLYWOOD**

**L**ifestyles maven Martha Stewart is planning to make TV a bigger part of her publishing and retailing franchise next year by expanding her hit weekly series into a six-day strip.

Eyemark Entertainment, which has a long-term distribution deal with Stewart's production company, will begin pitching the half-hour show to stations next month. Eyemark is expected to unveil a companion half-hour later in the year.

The new version of *Martha Stewart Living* will offer the same eclectic blend of how-to and informational segments on everything from entertaining and decorating to gardening and cooking. With the daily format, the segments may be longer, and some how-to projects may be carried out over several days. The show is being sold on a barter basis with stations and Eyemark each getting 3 1/2 minutes of commercial time.

Stewart, who has launched a successful magazine, mail-order business and syndicated newspaper column during the past five years, thinks daytime is ripe for such a program.

"It's a good move," Stewart says. "We have a viable alternative to existing daytime programs. We've captured an audience that is very devoted, very interested and broadening all the time."

The Emmy-winning *Martha Stewart Living*, which heads into its fourth season next month, averaged a 2.5 household rating in weekend daytime slots during the May sweeps, according to a



**"We have a viable alternative to existing daytime programs. We've captured an audience that is very devoted, very interested and broadening all the time."**

Petry Television analysis of Nielsen data. Stewart's local market shares topped the 50% mark in many instances.

Eyemark is mounting a major sales blitz for the new show, the first strip to be launched by CBS's new syndication unit.

Ed Wilson, president of Eyemark, predicts that the show will play best between 9 a.m. and 2 p.m. It's uncertain whether reruns will continue to run as a strip on Lifetime Television when the current deal expires in fall 1997.

Stewart's production company had been developing a companion show, but the project "never got off the ground," she says. Filming for her second annual CBS holiday special begins next month. Over the long term, Stewart intends to broaden the scope of production efforts at Martha Stewart Living Television.

Says Stewart: "TV is a very powerful medium, we've observed." ■

# Twentieth hangs up on 'Loveline'

Move surprises stations; Twentieth says it's committed to other New World projects

By Cynthia Littleton  
HOLLYWOOD

Twentieth Television shook the station community out of its summer slumber last week with the surprising decision to cancel its late-night strip *Loveline* just three weeks before the show was set to premiere.

Many industry observers said the timing of such a move was unprecedented, although Twentieth just inherited the Stone Stanley Productions/New World Entertainment show last month as part of News Corp.'s merger agreement with New World Communications.

"I don't understand [Twentieth's]

reasoning on this," said Wade Brewer, general manager of KTZZ-TV Seattle, a WB Network affiliate that had planned to replace talk show reruns with *Loveline* at 12:30 a.m. *Loveline* had been cleared for a Sept. 9 debut in more than 90% of the country.

Rick Jacobson, president of Twentieth, declined to discuss the reasoning behind the move but said the company ultimately decided it was "a smarter move to cancel the program now rather than go forward." Twentieth intends to distribute the rest of New World's first-run slate for the coming season, which includes the launch of the magazine strip *Access*

*Hollywood* and the Stephen J. Cannell action-hour *Two*.

Jacobson said that Twentieth is "looking forward" to working on future projects with *Loveline* producers Scott Stone and David Stanley, whose development deal with New World runs through the end of 1997. The pair are already at work on a prime time game show, *The Big Deal*, for the Fox network (see below).

"We want to be in business with Fox," Stone said last week. "But we have concerns about a station group that would rather run sitcom reruns than original programming."

It's no secret that *Loveline* was poor-

# Stone Stanley makes a 'Big Deal'

Producers revive, revamp 'Let's Make a Deal' for Fox

By Cynthia Littleton  
HOLLYWOOD

Although producers Scott Stone and David Stanley may have failed to make a connection with *Loveline* (see above), the two are taking the latest game-show boom to a whole new level next week—network prime time.

*The Big Deal*, Stone Stanley Productions' new twist on Monty Hall's *Let's Make a Deal*, begins a six-episode run Sunday at 7 p.m. on Fox. The fast-paced hour is designed to be easily collapsible to accommodate overruns of Fox's Sunday NFL broadcasts. And *Big Deal*'s games and gambles have been dreamed up with the interests of football and Fox fans in mind.

"You don't have to channel surf when you're watching this show," Stanley says. "The show is always switching channels for you." Mark DeCarlo, of *Studs* fame, is the "funny, likable con man" who presides over the controlled chaos as host, Stone says.

*Big Deal* marks the 12th game show Stone and Stanley have launched in the six-year history of their partnership. The list includes Lifetime Television's *Shop 'til You Drop* and Nickelodeon's *Legends of the Hidden Temple*. With



One of the outrageous stunts on 'The Big Deal,' produced by David Stanley (l) and Scott Stone

*Big Deal*, Stone Stanley builds on Hall's original premise (and throws in a little *Beat the Clock*) by having contestants perform outrageous stunts to win the prizes that may later be traded for whatever may be hidden behind doors (video walls, actually) 1, 2 or 3.

One studio-audience member, for example, was offered a new car if he could total his old one with a sledgehammer in 45 seconds. Using a live satellite hookup, a Southern California family was challenged to break all the windows in their home with 300 baseballs in a minute or less. Winners of an

Elvis look-alike contest got a shot at driving home in a 1970 pink Cadillac convertible if they could land a life-size Elvis dummy in the driver's seat from the roof of the studio.

Although some of the more extreme stunts involve some financial risk to contestants, the show gives such contestants an opportunity to recoup some of that loss (but also the opportunity to gamble that). The producers think that such high-stakes gambling is one of the show's principal draws, particularly with men.

The weekly format of *Big Deal* gives producers time to make their craziest ideas come to life, a luxury they don't have with strips. Stone Stanley is developing a daytime revival of the traditional *Let's Make a Deal* for syndication. Both projects are being produced in association with Hall and his original creative partner, Stefan Hatots.

Separately, Stone Stanley is producing new episodes of *Shop 'til You Drop* to debut next month on the Family Channel. The partners also have game show projects in the works with FX and America Online.



You'll know a  
*good thing* when  
you see it.

# Closed Circuit

ly received by some in the Fox O&O group. It was set to air in the midnight slot on the Fox stations as a companion to the network's upcoming 11 p.m. serial, *13 Bourbon Street*.

New World secured those guaranteed clearances as part of its landmark 1994 affiliation/programming pact with Fox. But the working relationship between the two companies, by many accounts, was rocky from the start. With the network gearing up to take a piece of the stations' late-night inventory, Fox general managers were said to be unhappy with the prospect of giving up seven more minutes of national barter time in the *Loveline* hour. Currently, the Fox stations keep the bulk of their late-night inventory by programming off-network sitcoms and other library product.

But other sources close to the situation said the cancellation had more to do with corporate streamlining as Twentieth begins the process of absorbing New World's syndication operations. Yet the decision to ax *Loveline* had to be approved by New World's top brass, sources said, because Twentieth won't have legal control over any New World shows until the merger transaction is completed early next year.

Still, the news came as a shock to many at New World. Staffers were moving full-speed ahead with marketing and promotional efforts, and New World had hosted a lavish prelaunch party for advertisers in New York earlier this month.

Advertiser concerns also may have played a role in the cancellation of *Loveline*, which was to feature a physician and a comedian dispensing advice to young adults about sex and relationships. National media buyers said that some potential sponsors were waiting to see how the show would handle risqué topics, but KTZZ-TV's Brewer and other broadcasters said they were not having any trouble selling the local spots.

The TV version of *Loveline* was based on the long-running radio show of the same name on Infinity Broadcasting's KROQ(FM) Los Angeles. KROQ officials say that Infinity, which owns the rights to the concept and title, is exploring its legal options as a result of the eleventh-hour cancellation. In the meantime, Stone Stanley is searching for a new distribution outlet, possibly MTV or another cable network. ■

## WASHINGTON

### Media lessons

Word's out that the FCC last year brought in a pair of media consultants to help commission officials deal with reporters. Richard Valeriani and Michael Sheehan tutored the officials on fielding questions and translating technical jargon into plain English, FCC officials say. Valeriani last week said his media training focused on helping the officials to comport themselves on camera and get their message across. Sheehan—who is working at the Democratic National Convention—was unavailable for comment last week. Senator John McCain (R-Ariz.) has asked the FCC to explain the expense, citing estimates that the media lessons cost about \$20,000. FCC officials had no comment on the cost, which is not identified in the FCC's budget. But officials say that paying for the lessons was more cost-effective than beefing up the FCC's public affairs staff.

### FCC in Chicago

FCC commissioners will be among the Democrats gathering in Chicago for this week's convention. FCC Chairman Reed Hundt and Commissioner Susan Ness last week were both planning to attend the convention.

## NEW YORK

### Regent on block

Investment firm Goldman Sachs is looking for a possible buyer for Kentucky-based radio group Regent Communications. Among those said to be interested is Robert F.X. Sillerman's SFX Broadcasting Inc. Regent would bring SFX back to Louisville, Ky. Regent is buying WVEZ(FM) from SFX there (BROADCASTING & CABLE, May 20) and owns three other stations in the market. But Regent's other markets—Kansas City, Mo.; Las Vegas; Charleston, S.C., and Salt Lake City—would be new to Sillerman. Jacor Communications Inc. and Chancellor Broadcasting also may be interested in Regent. Chancellor is owned by the private investment firm Hicks, Muse, Tate & Furst Inc.

Meanwhile, Jacor and Chancellor are said to be discussing a deal of their own. "Attorneys are working on documents," one source says.

### High-flying DBS

DBS makers are working with two commercial airlines to develop a mobile satellite system for airplanes. DIRECTV and EchoStar Communications are working with Boeing on a digital satellite system that hinges on an airplane-mounted satellite antenna. This summer, Boeing tested a full-scale prototype of a "phased-array" antenna mounted atop the fuselage of a Cessna airplane. (In contrast to the 18-inch circular DBS dish used by consumers, the mobile antenna is rectangular, measuring 2 ft. by 3 ft.). The mobile system received DBS signals from EchoStar and DIRECTV via the two companies' orbital satellites. Elsewhere, DIRECTV's co-owned Hughes Avicom is working with Delta Airlines to develop a mobile satellite system designed to receive DIRECTV programming on commercial-airline passenger flights.

### Eye on Hendricks

The seed for CBS's newly proposed cable channel, Eye on People, may have been planted by Discovery Networks Chairman and founder John Hendricks, who, one cable executive says, pitched the idea for a people-based channel to CBS executives in the early '90s. Last week CBS took the wraps off its new infotainment cable channel, which will draw on CBS film libraries as well as original programming from Discovery Networks. Ajit Dalvi, Cox Communications senior vice president, marketing and programming, says Hendricks and CBS held discussions when Laurence Tisch was chairman of CBS about creating a people-oriented channel that would draw on the resources of both companies. (Dalvi, a Discovery board member, was present at some of the discussions.) The idea, Dalvi says, never got off the ground. "The name 'Eye on People' was John Hendricks's idea." Hendricks was not available to accept, or forgo, the credit.



Everyone loves  
*a good thing.*

# Tallying the price of persuasion

Reports on lobbying activity show industry activities in '96; NAB spent more than \$2 million, NCTA over \$1 million

By Heather Fleming  
**WASHINGTON**

**B**roadcast television and cable TV interests are well represented in lobbyist disclosure reports filed this month with the House and the Senate. The documents provide detailed records of lobbying activity and expense information for the first half of 1996.

Although Senate and House record keepers will spend several weeks indexing and filing the new paperwork required by the Lobbying Disclosure Act of 1995, a review of several thousand pages shows that broadcasting and cable companies spent big bucks in the first six months of the year lobbying Capitol Hill, the FCC, the White House and government organizations.

## Trade associations

The National Association of Broadcasters reported more than \$2.3 million in lobbying expenses. In its 22-page report, the NAB said it lobbied the House, the Senate, the FCC, the Patent and Trademark Office and the Antitrust Division of the Justice Department on a variety of issues.

Among the items the NAB addressed in its efforts were: state lottery advertisement legislation, budget and appropriations bills; the Communications Act of 1934 and the 1996 act's implementation; patent and trademark proceedings relating to the protection of producers and performers of sound recordings; the Gambling Impact Study Commission Act, and legislation relating to tobacco products and consumption. The NAB also paid the Davidson Colling Group about \$40,000 to lobby on its behalf on tax and budget issues.

The National Cable Television Association spent an estimated \$1.2 million on its in-house lobbying activities. Three separate lobbying/law firms were identified as working for the association: Downey Chandler Inc., Washington Counsel and Mintz, Levin, Cohn, Ferris,

Glovsky & Popeo.

Washington Counsel said it represented the NCTA on "implementation of telecommunications-reform legislation as it affects cable rate regulation." Dan Crippen, a partner in the firm and lobbyist on behalf of the NCTA, formerly was assistant to the President for domestic affairs and also worked as chief counsel to Senate Majority Leader Howard Baker (R-Tenn.). Mark Weinberger, another partner in Washington Counsel, served as Chief of Staff to the Kerrey-Danforth Bipartisan Commission on Entitlement and Tax Reform and served as Chief Tax and Budget Counsel to Senator John Danforth (R-Mo.).

Mintz, Levin, which estimated that it received \$40,000 from the NCTA this year, listed lawyer Howard Symons as its lobbyist for the NCTA. It also cited him as the lobbyist for its clients Comcast Corp. and TCI.

Downey Chandler lobbied for NCTA on the telecommunications act, violence on TV and FCC oversight. The two principals in the firm are Thomas Downey, a former Democratic congressman from New York, and Rod Chandler, a former Republican congressman from Washington. The firm also represented Time Warner Inc.

The Association of Local Television Stations estimated that it spent about \$20,000 on its in-house lobbying activity, while the Motion Picture Association of America paid Parry & Romani Associates an estimated \$80,000 to lobby on various copyright legislation.

In addition to the lobbying done by the associations, individual broadcasting and cable companies lobbied extensively on their own.

## Broadcasting

CBS spent an estimated \$560,000 on its in-house lobbying activities. It also paid Griffith & Rogers, formerly Barbour & Rogers (as in Republican National Committee Chairman Haley Barbour), about



\$60,000 to lobby on telecommunications reform. Lobbyist Ed Rogers served as deputy assistant to President George Bush and as White House political director. Lanny Griffith, also lobbying on CBS's behalf, was assistant secretary of education for intergovernmental and interagency affairs.

CBS also hired Johnson, Smith, Dover, Kitzmiller & Stewart. Partner David Johnson is a former administrative assistant to Senator George Mitchell (D-Maine); Jack Dover was administrative assistant to Representative Dennis Eckart (D-Ohio), and Larry Smith served as U.S. Senate Sergeant at Arms under Majority Leaders Bob Dole (R-Kan.) and Howard Baker (R-Tenn.).

NBC hired Verner, Liipfert, Bernhard, McPherson & Hand to lobby on its behalf. Lobbyists included Harry McPherson, who served as counsel to President Lyndon B. Johnson and the U.S. Senate Democratic Policy Committee, and Lawrence Sidman, former chief counsel and staff director of the House Subcommittee on Telecommunications and Finance. Verner, Liipfert also lobbies for DIRECTV Enterprises, Pulitzer Broadcasting, Hughes Communications Inc. and the U.S. Telephone Association.

Capital Cities/ABC spent about \$420,000 on its in-house lobbying activities, while News Corp. paid Bergner, Beckoray, Clough & Brain Inc. about \$120,000 to lobby on kids TV, direct broadcast satellites and network/affiliate relationships. Hogan & Hartson also worked for News Corp.

## Cable TV companies

On the cable front, TCI spent about \$800,000 on in-house lobbying, Turner

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*good thing...*

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*great thing.*



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Broadcasting System spent about \$780,000 and Continental spent approximately \$80,000. Turner also paid Williams & Jensen an estimated \$60,000 to lobby on copyright issues, and TCI retained Oldaker, Ryan, Phillips & Utrecht to lobby on "cable and telecommunications" legislative matters.

Christopher Coursen of The Coursen Group lobbied for a variety of cable firms, including Cablevision Systems Corp., Adelphia Communications, Post-Newsweek Cable and Insight Communications. Coursen served as majority communications counsel for the Senate Commerce Committee under former

senator Bob Packwood (R-Ore.).

#### Hollywood

In the entertainment world, Walt Disney Company hired Winston & Strawn to lobby on copyright issues and Viacom paid Winburn & Jenkins about \$10,000 to lobby on its behalf. ■

## Down to the wire on NTSC

FCC announces final deadline for analog TV stations

By Chris McConnell  
WASHINGTON

**W**ould-be broadcasters are looking to procure new TV channels before the FCC closes the book on analog assignments.

The commission last week announced applications for 26 new commercial and 21 noncommercial stations. The applications will be among the last the FCC considers, since the commission has set a Sept. 20 deadline for filing bids for new NTSC stations.

"This is the last hurrah," says John Crigler, a Washington lawyer representing an applicant seeking stations in Phoenix and Coolidge, Ariz. "The deadline sort of galvanized everyone."

"This could be it," says Todd Gray, another lawyer representing new station applicants.

Gray and others expect to see more NTSC applications before the deadline. Most of last week's batch arrived at the FCC this summer, although some date back to earlier in the year. Any further applications will join more than 300 pending applications that the FCC says—if processed—would result in an additional 100 new stations.

FCC television branch chief Clay Pendarvis says that the commission has about 12 more new station applications that it has not yet placed on public notice.

Additionally, the branch is holding on to about 25 requests to establish new NTSC channels and award the corresponding licenses. The new allotment requests were filed before the FCC last month stopped accepting applications for new NTSC allotments. Pendarvis says the branch will wait to see if the commission grants any of the allotments before processing any of the license applications for those channels.

Under the FCC's proposal, none of the pending applications filed after Oct. 24, 1991, will receive a digital TV assign-

ment, even if the commission grants the NTSC application. But the FCC has reserved about 300 digital TV channels for unused noncommercial allotments. Crigler voices hopes that his client can procure one if the NTSC application succeeds: "I don't think I'd rule it out. The table of allotments is a moving target."

Gray says that one of his clients hopes to preserve a translator station by obtaining an NTSC license. Under the FCC's proposal, NTSC stations will be able to continue operations during the transition to digital TV, while translators and low-power TV stations will have to adjust or cease operations if they interfere with the digital channels. "[The applications] represent an understanding that nobody knows how long the transition is going to be," Gray says.

The commission last week said that it will accept petitions to deny and

competing applications to the ones on file though Oct. 1. After that, it will open another window for petitions against any new applications that arrive between now and October.

What the FCC then will do with any mutually exclusive applications is unclear. In 1993 the U.S. Court of Appeals in Washington threw out the commission's criteria for choosing a license winner from among competing applications; the commission has not adopted new criteria.

Last year, commission officials addressed the problem by opening a 90-day window for allowing applicants to pay off competitors for the new licenses. The move resulted in more than 15 settlement agreements for new licenses. The commission since has granted most of those licenses, Pendarvis says.

Pendarvis adds that there have been no discussions at the commission about opening a new window to settle competing applications. Of the 47 stations cited in the new series of applications, 14 have more than one applicant seeking the license. ■

## ASkyB seeking copyright deal

Says delivery of local stations should not cost the same as distant signals

By Chris McConnell

**W**ith a green light from the Copyright Office for its planned satellite retransmission of local broadcast signals, ASkyB now hopes to win some copyright price cuts from pending negotiations on the fees.

"Sometimes you get lucky," ASkyB Chairman Preston Padden says, pointing to the July 1, 1997, expiration date for the current fee schedule.

That schedule calls for satellite broadcasters distributing network affiliate signals to pay 6 cents per subscriber per month per signal. Under the current rules, ASkyB would have to pay the fee if it carries local broadcast signals, says

Bill Roberts of the Copyright Office.

But ASkyB has suggested that it should not be subject to new fees now being negotiated because it will not be expanding the reach of station signals. Rather than retransmitting the signals to "white areas" not reached by other television stations, the company plans to send signals back to the markets from which they originate.

"It does raise the question," Padden says, maintaining that the current rules are aimed at compensating copyright holders for expanding the area in which a given program is shown.

Others question whether the law permits drawing such a distinction between white areas and local TV mar-

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kets for copyright fee purposes. "You might have a statutory question," says one lawyer.

Padden says his company plans to take its case to the group of satellite carrier, copyright holder and network representatives now negotiating the new copyright fees. If those negotiations do not result in an agreement by early next year, the issue will go to an arbitration panel, says John Seiver of Cole, Raywid & Braverman.

ASkyB's work on the fee issue fol-

lows this month's announcement by the Copyright Office that it will not challenge the company's plans to retransmit network affiliate signals back to the markets from which they originate. In an Aug. 15 letter, the office said it could not declare that the plan complies with existing copyright law, but said it would not question it (BROADCASTING & CABLE, Aug. 19).

The plan will allow ASkyB to provide local network affiliates as part of its DBS programming package rather than force

subscribers to buy rabbit ears or rooftop antennas to receive local signals.

Padden says the letter gives his company all the regulatory clearance it needs, although ASkyB still will seek retransmission agreements with all the broadcasters it plans to carry. And the company hopes the stations will kick in some financial support to help defray the costs of transporting and uplinking the signals. Padden says: "We're going to ask them to help." ■

### Parents' responsibility

Former FCC commissioner Andrew Barrett thinks the FCC's new kids TV rules will have limited success in educating children. "The truth of the matter is that children's programming, like the V-chip, is great for responsible parents, but neither will have any significant influence with kids whose parents are not responsible," Barrett said last week at the Illinois Broadcasters Association convention. The rules require TV stations to air at least three hours per week of educational or informational programming for children. Barrett, now with the Edelman PR firm, also suggested that kids TV activist Peggy Charren was a bit naive in saying she would "scream" if she thought broadcasters extracted promises of administration favors in exchange for their grudging support of the rules: "If any of you see Peggy, tell her to call me for a sore throat remedy." Barrett also called on the FCC to adopt a digital TV standard. "Adoption of a single standard with mandatory usage will provide the certainty broadcasters, investors, manufacturers and consumers need."

### Grand glitch

As if the Digital HDTV Grand Alliance didn't already have enough problems with the computer industry, even the group's own computers are conspiring against it. Participants in the seven-company consortium—which is defending its digital TV standard against challenges from the computer industry—last week asked the FCC to accept its comments on the standard even though the group missed the deadline on filing reply comments. The reason for the late filing: "last-minute computer problems."

### DBS drop-in

News Corp. Chairman Rupert Murdoch paid a visit to the FCC last week to talk about satellite TV. In what sources described as a general discussion with International Bureau Chief Don Gips, Murdoch discussed News Corp.'s DBS operations in the U.S. and around the world.

### Answer's still no

Last week the FCC tossed out two challenges to NBC license renewals in New York and Washington. Commission officials reaffirmed earlier decisions to deny petitions filed

against the O&Os by the National Rifle Association and Glenn Heller. The NRA had challenged the renewal of WNBC-TV New York, citing the network's 1993 admission of rigging a crash test of a General Motors truck for a *Dateline* report. Heller had cited guilty pleas by NBC parent General Electric to nonbroadcast-related charges in challenging the New York station's renewal, as well as an agreement to settle a competing application to its WRC-TV Washington. The commission earlier had denied both petitions and last week rejected bids to reconsider the decisions.

### Inflation adjustment

The FCC has released two inflation figures for cable operators adjusting their rates for inflation. Commission rules allow cable operators using the commission's "Form 1240" to adjust a portion of their rates for inflation based on quarterly inflation figures issued by the FCC. This month, the FCC issued an inflation figure of 2.22% for fourth quarter 1995 and 2.39% for first quarter of 1996. The numbers are based on changes in the Gross National Product Price Index, which is published by the Commerce Department's Bureau of Economic Analysis.



# Washington Watch

Edited By Chris McConnell

### Busy year

The FCC's Audio Services Division says it is on a pace to act on more than 3,000 radio assignment and transfer applications this year. Between Jan. 1 and July 19, the division acted on 2,025 applications, the same number it processed in all of 1995. Audio Services Division Chief Linda Blair predicts that the crew "easily" will pass the 3,000 mark before year's end.

### Pole provision

Access to telephone poles and other telecommunications rights-of-way was expanded by the FCC this month. Implementing more provisions of the 1996 Telecommunications Act, the FCC expanded the scope of its rules insuring fair access to the poles and conduits to include "telecommunications carriers." The action amended an earlier rule aimed at clearing obstacles to the cable industry's expansion. The new rule requires equal application of all pole-attachment rates to any utility that provides telecommunications or cable services.



# Broadcasting

August 26, 1996

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—Boston Herald

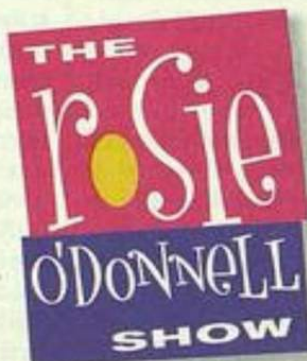
"Good TV Has Returned To Daytime..."  
—TV Guide

"...TV's Hottest New Hostess..."  
—Entertainment Weekly

"TALKER SETS '90's RECORD"  
—Daily Variety

"TALK TV HAS A ROSIE FUTURE"  
—DALLAS MORNING NEWS

"Queen of Nice"  
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**TV'S HOTTEST  
NEWS LEAD-IN**

# Bochco tones down 'Morals' pilot

Agrees to change some controversial language

By Lynette Rice

Steven Bochco has agreed to tone down the language and delete the controversial phrase "pussy posse" from the pilot of his new CBS sitcom, *Public Morals*, about a New York City vice squad, his production company confirmed last week.

Bochco, who created the show with executive producer Jay Tarses, found himself on the defensive this summer after a reported four or five network affiliates expressed concern over the sitcom's racy language. Despite Bochco's argument that the term "pussy posse" is a cliché among vice cops, some affiliates said they would not run the pilot unless the language was softened.

Lee Wagner, general manager of KMTV-TV Twin Falls, Idaho, said last week that he was encouraged by



Racy language in CBS's new sitcom 'Public Morals' will be toned down in response to concerns from some of the network's affiliates.

Bochco's decision, but he added, "It's not over until it's over." KMTV-TV was the first affiliate to announce that it would not air the original pilot if it remained intact.

"We have not made the decision one way or another," Wagner said of whether to air the *Morals* pilot. "We talked with CBS a few weeks ago. They said they have the desire to work with the producers to make the appro-

priate changes and would send a new version to review. Then we'll make up our minds."

At last month's annual TV critics tour in Pasadena, Bochco argued that such racy language is a must if he and Tarses are going to depict a modern-day police squad. *Public Morals* is set to air at 9:30 p.m. Wednesdays.

"The issue is whether 20 years later you want to be doing a show that is reflective of the culture of today versus the culture of 20 to 25 years ago," Bochco told reporters. "Our choice was to say, 'Let's do this show as a reflection of 1996, not as a reflection of 1971.'"

The premiere date for *Public Morals* remains uncertain because of the upcoming presidential debates, tentatively scheduled for Wednesday, Sept. 25, as well as Oct. 9 and 16. ■

## Tomlin & Young join 'Day & Date'

Veteran magazine producers replace Erik Sorenson

By Cynthia Littleton

New executive producers have taken the helm of Eyemark Entertainment's *Day & Date* just a few weeks after the magazine strip revamped its format.

John Tomlin and Bob Young, the veteran producing team responsible for the launches of *A Current Affair*, *Inside Edition* and *American Journal*, are replacing Erik Sorenson, who is leaving CBS after 16 years for a high-ranking post with Court TV (see story, page 46).



Bob Young (l) and John Tomlin

Tomlin and Young are on loan to Eyemark from Twentieth Television in an unusual arrangement that allows the duo to maintain their overall development deal with Twentieth. Eyemark officials say that no major concept changes are in store for *Day & Date*, which last month switched to a solo-anchor format with Dana King. The show also has scaled back its headline-driven cover-

age in favor of in-depth news features with strong emotional appeal to women.

"What's most appealing is the challenge of taking a good show and helping it turn the corner," says Tomlin.

*Day & Date*, designed as a news lead-in for the CBS-owned stations, has been hampered by low ratings and a low 60% national clearance level, yet it was the only freshman first-run strip from last season to return for a second year. Eyemark officials say they are committed to building the show into an early fringe franchise for the CBS group.

Some sources close to the show view the recruitment of Tomlin and Young as a sign of that commitment. Other knowledgeable sources say Eyemark is actively developing replacement projects with the intent of offering a new show to *Day & Date* stations outside the CBS group early next year. ■

## July comes up 'Rosie'

In spite of repeats and stiff competition in many markets from NBC's coverage of the summer Olympics, the *Rosie O'Donnell* express continued to pick up steam in July.

Ratings books for the July sweeps offer the first glimpse of *Rosie's* demographic performance outside of Nielsen's metered markets since the Telepictures Productions' talk/variety strip debuted June 10.

National demo averages for the sweeps were not available at press time, but Nielsen reports for 20 East Coast markets—ranging from 40th-ranked Norfolk/Portsmouth/Newport News, Va., to 198th-ranked Charlottesville, Va.—show *Rosie* delivering double- and triple-digit increases in key female demos over May '96 time period averages.

In head-to-head competition at 4 p.m. with *Oprah* in



Providence, R.I./New Bedford, Mass., *Rosie* came in second in households but topped the reigning queen of talk by slim margins in women 18-34, 18-49 and 25-54. *Rosie* is besting another talk show from the Telepictures/Warner Bros. stable, *Jenny Jones*, in direct competition in the 10 a.m. slot in the Pennsylvania markets of Wilkes-Barre/Scranton and Johnstown/Altoona. *Rosie*, which airs live at 10 a.m. in many East Coast markets, averaged a 49 share of women 18-34 last month in the 10 a.m. slot on WLNS(TV) Lansing, Mich.

*Rosie* also hit a new high on a national scale this month, posting a 4.0 Nielsen household average during the week of Aug. 5. Not surprisingly, Warner Bros. reports the show is due for time period upgrades to lucrative early fringe news lead-in slots in St. Louis, Phoenix, Atlanta, Cleveland and Kansas City, Mo. —CL

## E! buys, co-finances 'Night Stand'

Chris Craft/United drops show in four major markets

By Cynthia Littleton

**D**ick Dietrick is headed for prime time on E! Entertainment Television, but the career move has come at the expense of station switches in key markets for Worldvision Enterprises' first-run talk show spoof, *Night Stand with Dick Dietrick*.

E!, which also will co-finance new episodes of the show, will add *Night Stand* to its prime time lineup Sept. 30. The show is headed for its second season as an hour weekly in syndication, where it is cleared primarily in weekend late-night slots. E! will run a half-hour version as a strip, comprising old and new episodes, sandwiched at 10:30 p.m. between *Talk Soup* and *Howard Stern*.

As a result, *Night Stand* has not been renewed by Chris Craft/United stations in New York, Los Angeles, San Francisco and Minneapolis. Worldvision has found new homes for the show in all but Los Angeles, where a deal was said to be in the works with Tribune's KTLA.

Like many broadcasters, the Chris Craft group as a matter of policy does not carry first-run programming that also has cable exposure. Worldvision first notified Chris Craft of the possible deal with E! back in March, and both sides say the outcome came as no surprise. But it does highlight an industry trend



Fake talk show host Dick Dietrick with the real Jerry Springer.

that many broadcasters find troubling as more and more distributors turn to cable as a secondary revenue source and valu-

able promotional tool for new product.

Cable is becoming serious competition to broadcasters in the off-network marketplace, where Lifetime Television made headlines earlier this month by paying a record price for rights to the Disney sitcom *Ellen*. While that in-house deal (Disney owns half of Lifetime) bypassed broadcasters altogether, dual cable/broadcast off-net launches are planned for *The X-Files* and other hot dramas next year.

In the face of rising production, marketing and distribution costs, syndicators argue that cable exposure can help build a wider audience for a show. Broadcasters counter that cable can steal a niche audience for a first-run show and dilute the mass appeal of off-network reruns.

"In terms of economics, we made

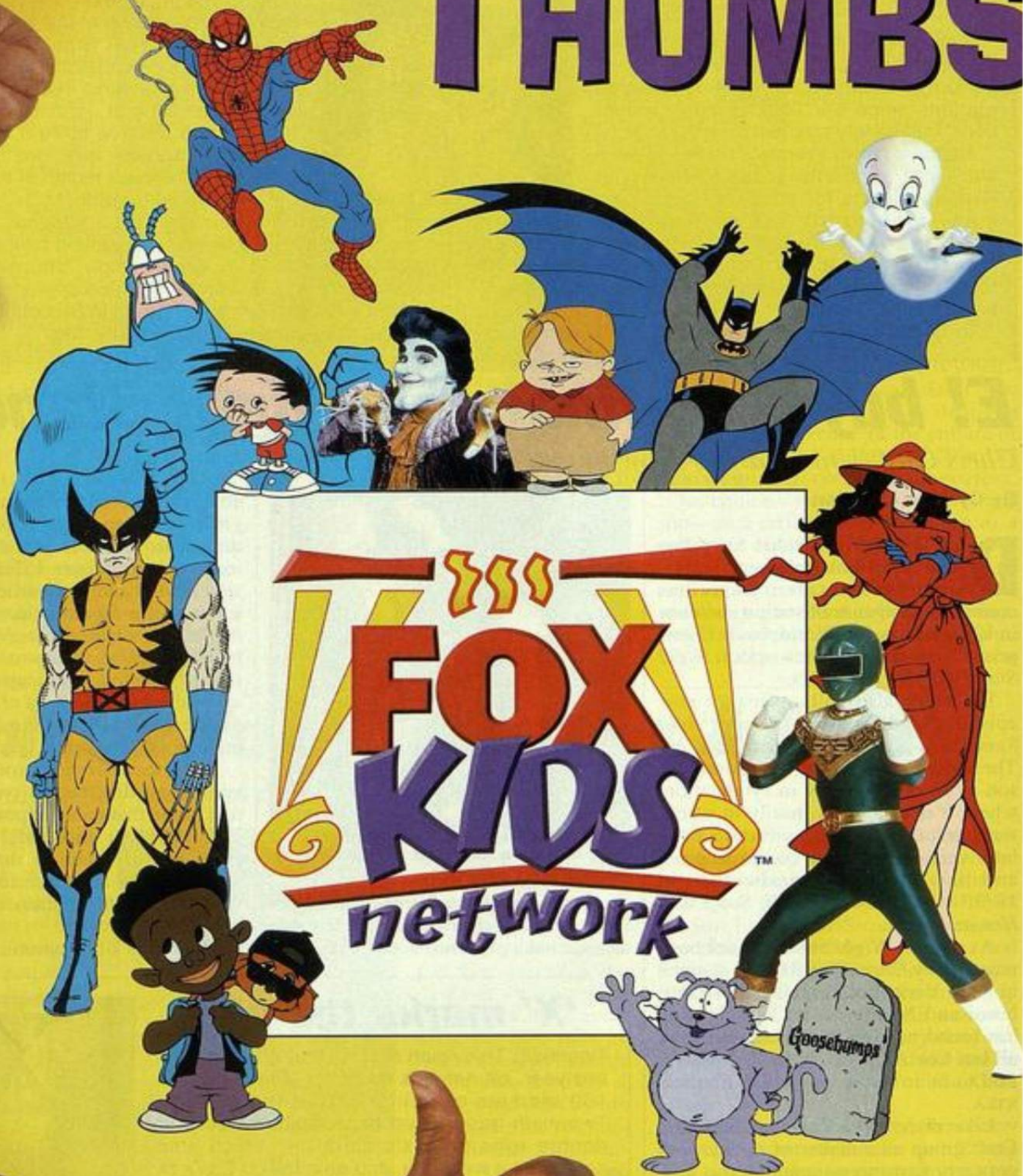
## 'X' marks the spot

Twentieth Television reports that it has sealed two-year, off-network deals for *The X-Files* in 180 markets covering 98% of the country. Twentieth has offered broadcasters weekend double runs of Fox's sci-fi hit, which also debuts as a weekday strip next fall on Fox's fX cable network. Twentieth says 75% of the stations signing on for *The X-Files* have committed to lucrative access time slots for the first weekend run.

—CL



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FCN	X-Men	3.0	15	1	FCN	Spider-Man	3.9	20	2
Nickelodeon	Nick Afternoon	2.9	15	3	FCN	Casper	3.7	21	3
FCN	Bobby's World	2.6	14	4	FCN	Life with Louie	3.7	20	3
FCN	The Adventures of Batman & Robin	2.5	13	5	Nickelodeon	Tiny Toons	3.1	19	5

- **FCN BEAT DISNEY AFTERNOON BY 38%.**
- **FCN'S SATURDAY MORNING AVERAGE WAS EQUAL TO CBS AND ABC COMBINED.**

Source: Nielsen Media Research. % Average of U.S. T.V. Households, 95/96 season to date through July '96. Nielsen Rankings 7/11/96 - 8/7/96, Syndication 7/11/96 - 8/4/96 (P2-17).

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## WNBC logs in to 'TV.COM,' 'Kwik Witz'

San Francisco-based syndicator GGP has sold its new Internet-oriented magazine series, *TV.COM*, to WNBC(TV) New York, bringing the show's national clearance level to 65%, including nine of the top 10 markets. The station has picked up *Kwik Witz*, a new comedy game show from Cleveland's Beau & Arrow Productions, pushing the show's total clearance level to 73%.

## Late-night search

Two years after *The Arsenio Hall Show* faded, syndicators are still trying to field a late-night talk/variety strip to reach those young, urban viewers that frequently prefer sitcom and talk show reruns to *Letterman* and *Leno*. *Hang-in' with Mr. Cooper* star Mark Curry is developing a project with Warner Bros. as the returning ABC sitcom begins its off-network run this fall. A strip hosted by the Chicago Bulls' John Salley, who made his movie debut earlier this year in Whoopi Goldberg's basketball-themed Disney comedy, "Eddie," is in the early stages of development at Disney.

## Love comes to Planet Central

Los Angeles-based Planet Central Television is looking to expand into the first-run marketplace next year with *Real Loving*, a relationship counsel-



## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 11. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	9.5/226/97
2. Jeopardy!	8.1/219/97
3. Home Improvement	7.4/227/98
4. Oprah Winfrey Show	7.2/234/99
5. Seinfeld	6.7/221/96
6. Entertainment Tonight	5.4/179/95
7. Inside Edition	5.0/169/92
7. Simpsons	5.0/196/96
9. NFL on TNT Pre-season	4.8/4/71
10. Hercules, Journeys of	4.6/221/97
11. Home Improvement-wknd	4.4/212/88
11. Jenny Jones Show	4.4/212/97
11. Roseanne	4.4/177/93
14. Fresh Prince of Bel-Air	4.3/159/88
14. Live! w/Regis & Kathie Lee	4.3/234/99
14. Montel Williams Show	4.3/166/89
14. Wheel of Fortune-wknd	4.3/179/82

ing series hosted by therapists Gay and Kathlyn Hendricks, known for the best-sellers *Conscious Loving* and *Conscious Heart*. Planet Central is pitching the series to major distributors for a fall 1997 syndication launch. *Real Loving* is described as a "hands-on" show in which guests engage in "intensive, high-drama, conflict-resolution sessions" focusing on marital and family relationships. Planet Central's other TV credits include a four-hour weekly programming block distributed by Network One, a satellite-delivered programming service mostly carried by DBS providers and low-power TV stations.

## 'Ghostwriter' clears

The FCC's landmark decision to establish a three-hour weekly standard for children's educational programming has helped Tradewinds Television clear off-PBS episodes of *Ghostwriter* on 136 stations covering 93% of the country. The live-action series, pro-

duced by the Children's Television Workshop, is designed to boost reading and writing skills among 7-12-year-olds. Tradewinds is offering 28 half-hour episodes of the live-action weekly series. The package has been cleared for a one-year term in 49 of the top 50 markets, including WWOR (TV) New York, KCOP(TV) Los Angeles and WFXT(TV) Boston.

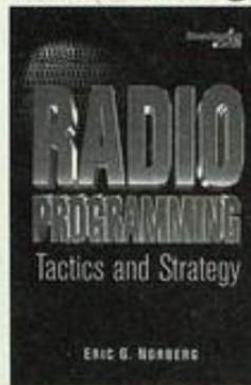
## 'High Tide' additions

Two new faces have joined the cast of ACI's *High Tide*, which is getting a makeover for its third season this fall. David Graf, whose credits include all seven "Police Academy" features, will play a bail bondsman/real estate mogul who helps the lead characters, the beach-loving Barrett brothers—played by Rick Springfield and Yannick Bisson—become established private detectives. Deborah Shelton, who had a three-year stint on *Dallas*, will play a wealthy politician's widow who rents the brothers a guest cottage on her palatial estate.

## Name changes

New names, new host for MG/Perin: MG/Perin has changed the name of its upcoming half-hour weekly from *Prevention's BodyWise* to *Prevention's BodySense* to avoid any association with a vitamin company also known as Bodywise. *Miracles!*, MG/Perin's new hour weekly, has been rechristened *Could It Be a Miracle* because Perin could not clear broadcast rights to the former title. And a new name has also been added to MG/Perin's returning *Coast Guard*: Scott Morris has been tapped as the reality weekly's first host.

## Radio Programming by Eric G. Norberg



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FO102

the best decision we could for *Night Stand*," says Bob Raleigh, senior vice president, domestic sales, for Worldvision, distribution arm for Spelling Entertainment, which also owns *Night Stand* producer Big Ticket Television.

*Night Stand*, which stars Tim Stack as the bombastic host of a dysfunctional talk show, has earned critical praise, but low ratings limit Worldvision's potential to turn a profit with license fees and national barter sales. Financial terms of Worldvision's deal with E! were not disclosed, but sources say the cable network will cover about \$5 million of next season's production costs. ■

**'Hard Copy' sued**

*Hard Copy's* two-part interview with convicted killer Richard Allen Davis prompted Dan Lungren, California's top prosecutor, to sue Davis last week for allegedly violating a state law designed to prevent felons from cashing in on their crimes. Davis was given the death penalty earlier this month for the notorious 1993 murder of 12-year-old Polly Klaas. *Hard Copy* officials steadfastly deny that Davis or his family were paid for the interview, which aired last Monday and Tuesday. The Paramount Domestic Television magazine did pay \$4,000 for rights to air several still photographs of Davis along with the videotaped interview, according to a show spokesperson who would not



reveal the source of the photos. Although Paramount was not named in the lawsuit, Lungren called *Hard Copy's* decision to air the interview "absolutely disgusting" and urged viewers nationwide to stop watching the show. Nonetheless, the jailhouse interview boosted *Hard Copy's* overnight ratings in Nielsen's metered markets.

**Chermol joins 'In Person'**

Talk TV veteran Cathy Chermol has joined Telepictures Productions' new strip *In Person with Maureen O'Boyle* as an executive producer, sharing duties with the previously appointed Mark Hoffman. Telepictures officials say Chermol's experience in entertainment talk shows will complement Hoffman's hard-news

background. *In Person* aims to be a headline-driven talker that blends the in-depth coverage of a news magazine with the traditional talk show Q&A format. Chermol, who most recently served as a supervising producer for *Extra*, had a long career in local television before stints as executive producer of Telepictures' *Jane Whitney* and *Carnie*. *In Person* is cleared in more than 84% of the country for a Sept. 9 debut.

**St. John signs with CTTD**

Producer Scott St. John has signed a development deal with Columbia TriStar Television Distribution. St. John is known for co-creating the hit dating show *Studs* and last year's Generation X-oriented *Swaps*, but he is expected to develop a wide range of projects under the terms of the deal.—CL

**'CBS This Morning' relaunches**

By Lynette Rice

**A**n exclusive interview with presidential candidate Bob Dole failed to stir the otherwise sleepy debut of the revamped *CBS This Morning* that is giving up more time for local news from affiliates.

The premiere week of Aug. 12-16 earned a 1.9 rating/9 share—virtually no change since co-hosts Harry Smith and Paula Zahn left their posts June 14, according to the network. CBS used for comparison the debut week to a similar period from June 17 to July 19, which also averaged a 1.7/7. The week of Aug. 5 earned a 1.8/8.

The week of Aug. 12 began with a Monday exclusive with Dole, but some affiliates complained that it didn't continue with substantial appearances from prime time news correspondents at the Republican convention in San Diego.

"All the big dogs were at the convention—like Rather, Rooney and Bradley. You just didn't see any of those people on the morning program,

debuting the new product," said Kerry Osland, news director for CBS affiliate KOIN-TV Portland, Ore.

Emily Neilson, news director at KLAS-TV Las Vegas, gave the first week a four on a scale of 1 to 10. There were problems hitting the cues with the network on the first day, but the rest of the week proved clean—although not very interesting for the Las Vegas audience, she admitted.

"It was more our stuff, the result of not being 100% sure of what the network has been doing," said Neilson. "But they've given us wonderful information and already we feel 50% better. Now it's up to us to really figure out a way to localize the hour."

On Aug. 12 at least 70% of the nation's CBS affiliates debuted a cooperative *This Morning* broadcast that features a first hour of local news—save for three network news inserts—and a second hour of network programming. The remainder of the affiliates opted for either a blended version—a format that allows some local participation in the first hour of network programming—or to stay with the network's two-hour broadcast that features co-anchors Jane Robelot, Mark McEwen and newcomer Jose Diaz-Balart.

*CBS This Morning* executive producer Jim Murphy was pleased with the first week and argued that many prime time news correspondents contributed to the morning show.

"We got exactly what we were looking for and did exactly what we wanted to do," Murphy said. "It was a lot cleaner than most launches." ■

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## TELEVISION TALK

## Premiere roundup

Fox has announced more premiere dates for its fall season.

*The X-Files* will return Oct. 4 with three new episodes. *Millennium*, another Chris Carter creation, takes over the time slot Oct. 25. *X-Files* then moves to its new slot on Sunday, Oct. 27 (9-10 p.m.). That night also marks *The Simpsons'* annual mini-marathon of Halloween specials at 7-8:30 p.m., followed by the second-season premiere of *Ned and Stacey*. The eighth-season premiere of *The Simpsons* will air in its regular spot Sunday, Nov. 3.

Since Fox is airing the World Series, the Oct. 27 lineup could move to the following Sunday if there is a game 7. Finally, the premiere date of *L.A. Firefighters*—which Fox is now calling a working title—is expected soon. Over at the Children's Network, a portion of the new Saturday lineup that includes the debut of *Big Bad Beetleborgs* and *C-Bear and Jamal* kicks off Sept. 7, while the regular weekday schedule begins Sept. 9. The rest of the Saturday shows debut

the following Saturday.

And there were more premiere announcements/changes from ABC last week. The network's new dramatic series *Relativity* will debut with a special preview from 10-11 p.m. Tuesday, Sept. 24, before premiering in its regular time period at 10-11 p.m. on Saturday, Sept. 28. The drama series *Dangerous Minds* is set to premiere in its 8 p.m. slot Monday, Sept. 30. *Sabrina, The Teenage Witch*, which was previously announced for Sept. 20, will roll out Sept. 27; *Coach*, originally set for debut Sept. 21, now begins Sept. 28, and *Common Law*, previously set for Sept. 21, now debuts Sept. 28. On the kids front, ABC will give a prime time first-look at its Saturday morning lineup at 9-9:30 p.m. on Friday, Sept. 6.

## Convention doldrums

The final ratings for network coverage of the Republican convention Aug. 12-15 proved what news executives were saying all along—there wasn't much hunger for politics in the

television audience (or frankly, much news on the bill of fare). The three networks averaged a 12.4 rating/23 share, collectively, for their coverage of the four-day convention in San Diego—a 26% drop from the 1992 Republican convention and a 33% drop from 1988. NBC reigned, with 279 minutes of coverage that earned a 4.9/9 for the week. ABC offered the most airtime, with 313 minutes earning a 4.1/8, while CBS trailed with 312 minutes garnering a 3.4/6.

## Visual-effects finalists

The Academy of Television Arts & Sciences announced nominations last week for the category of outstanding special visual effects. They are *Family Matters*: "Send in the Clones," Miller-Boyett/Bickely Warren productions, ABC; *Gulliver's Travels*, RHI Entertainment and Channel Four TV, Jim Henson Productions, NBC; *Star Trek: Deep Space Nine*: "The Way of the Warrior," Paramount Pictures, syndicated show; *Tuskegee Airmen*, a Price Entertainment Production, HBO, and *Young Indiana Jones and the Attack of the Hawkmen*, Lucas Film Ltd., Family Channel. The awards will be presented at a non-televised Creative Arts Primetime Emmy Awards ceremony Sept. 7. In other Emmy-related news, *Shakespeare: The Animated Tales*: "The Winter's Tale" will receive an Emmy for outstanding individual achievement in animation. It originally aired Jan. 14 on HBO.

## PSA finalists

The National Academy of Television Arts & Sciences has named seven national and five local finalists for its PSA Emmy awards: *Anything Possible*, NBC; *The More You Know About Violence Prevention*, NBC; *The More You Know*, NBC; *Ethnic Heritage Series*, WNYW-TV New York; *Hispanic Heritage Month*, NBC; *Mother*, Earth Communication Office; *Deception & The Audition*, American Cancer Society/MTV; *Fatherhood*, KOMO-TV Seattle; *Do Something*, WNOL-TV New Orleans; *Stop the Violence*, WBZ-TV Boston; *Join the New Peace Movement*, KRMA-TV Denver; *World Aids Day, Walk/Run for Life*, WZL-TV Hollywood, Fla. ■

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Aug. 12-18

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 48	abc	CBS	NBC	FOX	UPIN	
	7.4/13	7.2/12	5.8/10	4.9/8	1.8/3	
MONDAY	8:00 10. ABC Monday Night	7. The Nanny 9.4/17	38. NBC Monday Night Movie—Gramps 6.5/11	60. Fox Summer Monday Movie—The Invaders, Part 1 4.9/8	97. Man O Man 2.0/4	
	8:30 Movie—The Jacksons: An American Dream, Part 2 9.1/16	15. Almost Perfect 8.5/15			99. Nowhere Man 1.7/3	
	9:00	13. Murphy Brown 8.7/15				
	9:30	12. Cybill 8.8/14				
	10:00 69. '96 Vote: Republican Convention 4.3/8	77. Campaign '96: Repub'n Convention 3.9/7	67. Decision '96: Republican Convention 4.5/8			
10:30						
	7.2/13	5.6/10	6.4/12	4.9/9	1.7/3	
TUESDAY	8:00 25. Roseanne 7.7/15	35. CBS Tuesday Movie— Days of Thunder 6.7/12	26. Mad About You 7.5/15	60. Fox Tuesday Night Movie—The Invaders, Part 2 4.9/9	96. Cop Files 2.1/4	
	8:30 30. Drew Carey 7.4/14		35. NewsRadio 6.7/13		101. Secret of... 1.4/2	
	9:00 4. Home Imprvmt 10.6/19		21. Frasier 7.9/14			
	9:30 9. Coach 9.3/16		16. Caroline in/City 8.3/15			
	10:00 73. '96 Vote: Republican Convention 4.1/8	85. Campaign '96: Repub'n Convention 3.4/6	73. Decision '96: Republican Convention 4.1/8			
10:30						
	6.0/11	4.3/8	6.4/12	3.7/7	2.6/5	
WEDNESDAY	8:00 33. Ellen 7.0/14	41. The Nanny 6.3/13	54. Wings 5.5/11	75. Beverly Hills, 90210 4.0/8	89. The Sentinel 2.8/6	
	8:30 51. The Faculty 5.8/11	43. Dave's World 6.0/12	56. John Larroquette 5.2/10		94. Sister, Sis 2.6/5	
	9:00 20. Grace Under Fire 8.1/15	69. Diagnosis Murder 4.3/8	14. Dateline NBC 8.6/16	82. Party of Five 3.5/6	88. Pt 'Hood 3.2/6	
	9:30 18. Drew Carey 8.2/14		56. Decision '96: Republican Convention 5.2/10		91. Star Trek: Voyager 2.5/5	
	10:00 80. '96 Vote: Republican Convention 3.6/7	91. Campaign '96: Repub'n Convention 2.5/5			85. Wayans 3.4/6	
10:30				78. Wayans 3.8/7		
	4.4/8	4.3/8	8.7/16	5.5/10		
THURSDAY	8:00 65. High Incident 4.6/9	47. Totally Animals 2 5.9/12	4. Friends 10.6/21	62. Martin 4.8/10		
	8:30		3. 3rd Rock fr/Sun 10.8/20	58. Living Single 5.1/10		
	9:00		1. Seinfeld 14.0/25	43. New York Undercover 6.0/11		
	9:30 69. '96 Vote: Republican Convention 4.3/8	82. Campaign '96: Republican Convention 3.5/6	52. Decision '96: Republican Convention 5.6/10			
	10:00					
10:30						
	9.0/18	5.5/11	6.9/14	4.8/10		
FRIDAY	8:00 34. Family Matters 6.9/16	68. Due South 4.4/10	38. Unsolved Mysteries 6.5/14	80. Sliders 3.6/8		
	8:30 32. Boy Meets World 7.2/15					
	9:00 31. Step by Step 7.3/14	42. Diagnosis Murder 6.1/12	18. Dateline NBC 8.2/16	47. The X-Files 5.9/11		
	9:30 26. Hangin' w/Mr. C 7.5/14	43. Nash Bridges 6.0/12	43. Law & Order 6.0/12			
	10:00 2. 20/20 12.5/24					
10:30						
	3.8/8	6.5/14	6.2/13	5.8/12		
SATURDAY	8:00 82. Second Noah 3.5/8	65. Dr. Quinn, Medicine Woman 4.6/10	54. National Geographic Special 5.5/12	47. Fox Pre-season Football—Denver Broncos vs. Dallas Cowboys 5.9/13		
	8:30					
	9:00 37. Saturday Night at the Movies—Born Free: A New Adventure 4.0/8	26. Touched by an Angel 7.5/15	37. NBC Saturday Night Movie—Unsolved Mysteries: Escape from Terror 6.6/13			
	9:30	26. Walker, Texas Ranger 7.5/15				
	10:00					
10:30						
	6.6/12	8.8/16	8.4/16	4.0/8	2.1/4	
SUNDAY	7:00 47. Am Fun Hm Vid 5.9/13	7. 60 Minutes 9.4/20	52. Dateline NBC 5.6/12	85. America's Most Wanted 3.4/7	101. Kirk 1.4/3	
	7:30 38. Am Fun Hm Vid 6.5/13		23. 3rd Rock fr/Sun 7.8/15	59. The Simpsons 5.0/10	100. Brotherly Love 1.6/3	
	8:00 63. Lois & Clark 4.7/9	11. Touched by an Angel 9.0/17	21. Boston Common 7.9/14	63. Married w/Children 4.7/8	97. The Parent 'Hood 2.0/4	
	8:30				95. Sister, Sister 2.4/4	
	9:00 23. ABC Sunday Night Movie—The Doctor 7.8/14	16. CBS Sunday Movie— No Child of Mine 8.3/15	6. NBC Sunday Night Movie—A Friend to Die For 10.1/18	78. New York Undercover 3.8/6	91. Unhap'ly Ever After 2.5/4	
	9:30				91. Unhap'ly Ever After 2.5/4	
	10:00					
	10:30					
WEEK AVG	6.4/12	6.1/12	7.0/13	4.8/9	UPN: 2.1/4; WB: 2.5/5	
STD AVG	9.6/16	8.9/15	11.6/20	6.5/11	UPN: 2.8/5; WB: 2.4/4	

## Paxson buys two TVs; making stock offering

Paxson Communications Corp. fills a hole in the top 15 TV markets with last week's purchase of KBCB(TV) Bellingham/Seattle. With FCC approval of the deal, Paxson would own TV stations in 13 of the top 15 markets. Seattle is ranked number 12. The two Paxson-less markets in the top 15 are Chicago (3) and Detroit (9), and Paxson will go after them, says Seth A. Grossman, Paxson's director of finance. Along with KBCB, Paxson last week acquired KVUT(TV) Little Rock, Ark., and KGLB-TV Okmulgee/Tulsa, Okla. Sellers were World Television of Washington LLC (KBCB), Leininger-Geddes Partnership (KVUT) and Broadcasting Systems Inc. The price paid for the stations was not disclosed. Each station is a high U; one is dark. But Grossman says that "dollars-and-cents-wise, it's worth it" to build up the stations. "What it allows us to do is build a facility to our liking." And once the stations start airing Paxson's home shopping Infomall TV Network, "you make that up pretty quickly," Grossman says.

Also, on Aug. 15, Paxson registered with the Securities and Exchange Commission to sell 150,000 shares of nonvoting stock. The West Palm Beach, Fla.-based company will use the \$150 million in proceeds to buy or enter into time brokerage agreements with TV stations in Phoenix; West Palm Beach; Grand Rapids, Mich.; Minneapolis; Oklahoma City and Tulsa, Okla.; San Juan, P.R.; Providence, R.I.; Dallas, and Salt Lake City.

Also targeted are radio stations in the Florida markets of Miami, Orlando, Panama City, Pensacola and Tallahassee, and Cookeville, Tenn.

Paxson stock closed last Thursday at 11 1/4. The stock price has been bumpy since hitting at 52-week low of 9 1/2 on Aug. 5. On Aug. 15, for example, the day the offering was announced, it fell from 13 to 12 3/4. —EAR

WIRB(TV) Melbourne, Christian Network's WCTD(TV) Miami, and WTVX-TV West Palm Beach, all Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio, and Christian Network's WHKE (TV) Kenosha/Milwaukee, Wis. Paxson is selling WTWS(TV) New London/Hartford, Conn., and owns or is buying 42 radio stations.

**Facilities:** Ch. 66, 5,000 kw visual, 500 w aural, ant. 1,158 ft.

**Affiliation:** Independent

### COMBOS

#### KAMO-AM-FM Rogers/Huntsville, Ark.

**Price:** \$850,000

**Buyer:** Vekony Broadcasting Inc., Goshen, Ark. (Istvan Vekony, president/50% owner); owns KREB(FM) Huntsville

**Seller:** Johnson Communications Inc., Springdale, Ark. (Dewey Johnson, president); owns KCJC(FM) Russellville and KCAB(AM)-KWKK(FM) Dardanelle, Ark.

**Facilities:** AM: 1390 khz, 1 kw day; FM: 94.3 mhz, 5.2 kw, ant. 709 ft.

**Formats:** Both country

#### WVRY(FM) and WPHC(AM) Waverly, Tenn.

**Price:** \$640,000 for stock

**Buyer:** Reach Satellite Network Inc., Nashville (James R. Cumbee, president/70% owner); is buying WBOZ(FM) Woodbury, Tenn.

**Seller:** Joe A. Copley, Waverly; no other broadcast interests

**Facilities:** AM: 1060 khz, 1 kw day; FM: 105.1 mhz, 50 kw, 492 ft.

**Formats:** AM: C&W; FM: oldies

#### WPHB-AM-FM Philipsburg, Pa.

**Price:** \$350,000 (includes \$7,500 noncompete agreement)

**Buyer:** Moshannon Valley Broadcasting Network Inc., State College, Pa. (Laura Shore Mack, president/owner); no other broadcast interests

**Seller:** Moshannon Valley Broadcasting Inc., Philipsburg (Charles Dean Sharpless, president); no other broadcast interests

**Facilities:** AM: 1260 khz, 5 kw day, 34 w night; FM: 105.9 mhz, 4.8 kw, 216 ft.

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

#### WTOT(AM)-WJAQ(FM) Marianna, Fla.

**Price:** \$350,000

**Buyer:** BRO Management Inc., Indianapolis (John W. Biddinger, chairman). Biddinger owns 37% (through SunGroup Inc.) of KKSS-FM Albuquerque, N.M., and KEAN-AM-FM Abilene, KKYS-FM Bryan, KYKX-FM Longview, all Tex. and KMJJ-FM Shreveport, La.; 17% (through BCR Inc.) of KBBX(AM)-

## Changing Hands

The week's tabulation of station sales

### Proposed station trades

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

#### THIS WEEK:

TVs □ \$171,491,000 □ 3

Combos □ \$2,190,000 □ 4

FMs □ \$48,855,000 □ 10

AMs □ \$5,119,125 □ 7

Total □ \$227,655,125 □ 24

#### SO FAR IN 1996:

TVs □ \$5,333,430,845 □ 69

Combos □ \$9,830,145,479 □ 243

FMs □ \$1,824,622,953 □ 275

AMs □ \$149,908,813 □ 159

Total □ \$17,138,108,090 □ 746

#### SAME PERIOD IN 1995:

TVs □ \$2,581,437,000 □ 92

Combos □ \$1,288,499,810 □ 145

FMs □ \$436,559,313 □ 239

AMs □ \$75,319,654 □ 126

Total □ \$4,381,815,777 □ 602

Source: BROADCASTING & CABLE

### TV

#### WFCT-TV Bradenton/Tampa/St. Petersburg, Fla.

**Price:** \$1.491 million (includes loan and option to buy)

**Buyer:** Christian Network Inc., Clear-

water, Fla. (James L. West, chairman; seller Lowell W. Paxson, co-founder/backer); owns WCTD(TV) Miami and WIRB(TV) Melbourne/Orlando, Fla., and WHKE(TV) Kenosha/Milwaukee, Wis.; is buying WOOD(TV) Amsterdam/Albany, N.Y., and KLD(TV) Dallas/Fort Worth

**Seller:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns KWBF(TV) Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles; KUBD(TV) Denver; WTWS(TV) New London/Hartford, Conn.; WPHB-TV Tequesta/Palm Beach, Fla.; WTLK-TV Rome/Atlanta; WGOT(TV) Merrimack, N.H./Boston; WCEE(TV) Mount Vernon, Ill./St. Louis; WOOD(TV) Amsterdam/Albany, N.Y., and WHAI-TV Bridgeport, Conn./New York; WAKC-TV Akron/Cleveland and WTJC(TV) Springfield/Dayton, Ohio; WTGI-TV Wilmington, Del./Philadelphia; KTFH-TV Conroe/Houston; WYVN(TV) Martinsburg, W.Va., and Infomall Television Network; is buying CP for KAJW-TV Tolleeson/Phoenix; KXLI-TV St. Cloud/Minneapolis/St. Paul; WAAP(TV) Burlington/Winston-Salem, N.C., and KNMZ-TV Oklahoma City; and 50% of WSJN-TV San Juan, P.R., and WOST-TV Block Island/Providence, R.I. Paxson has LMA with Christian Network's WIRB(TV) Orlando and time brokerage agreements with WHBI-TV Lake Worth,

KESY-FM Omaha, Neb., and KWSN (AM)-KRRO-FM Sioux Falls, S.D.  
**Seller:** Brewer Broadcasting Corp. Inc., Richmond, Ind. (James L. Brewer, president); owns WERK-AM-FM Muncie, WHON(AM)-WOLK-FM Richmond and WTCJ-AM Tell City, all Ind., and WJTT-FM Chattanooga, Tenn.  
**Facilities:** AM: 980 khz, 1 kw day, 500 w night; FM: 100.9 mhz, 2.5 kw, ant. 331 ft.  
**Formats:** AM: black contemporary; FM: country

**FM**

**WVGO-FM Richmond, WLEE-FM Williamsburg/Richmond, WKHK-FM Colonial Heights/Richmond and WBZU(FM) Crewe/Richmond, Va.**

**Price:** \$37.5 million (\$23 million for WKHK-FM and WBZU; \$14.5 million for WVGO-FM and WLEE-FM)

**Buyer:** SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); owns WMXB(FM) Richmond; KCEE-AM-KWFM (FM) and KNST-AM-KRQQ(FM) Tucson, Ariz.; KMKX(FM) and KYXY(FM) San Diego; WPOP(AM), WHCN(FM) Hartford and WMRO (FM) Waterbury, all Conn.;

**Big deals**

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public last week by the FCC:

■ \$170 million merger of Federal Enterprises Inc., Bloomfield Hills, Mich. (Dale G. Rands, president) into Raycom Media Inc., Boston (Stephen I. Burr, secretary; Burr Family Trust, 33.3% owner). Stations being sold are WDAM-TV Laurel/Hattiesburg, Miss.; WPBN-TV Traverse City/Cadillac-WTOM-TV Cheboygan/Cadillac and WLUC-TV Marquette, all Mich.; KTVO(TV) Ottumwa, Iowa/Kirksville, Mo.; WSTM-TV Syracuse, N.Y., and KNDO(TV) Yakima-KNDU(TV) Richland/Yakima, Wash. Broker: Media Venture Partners (BROADCASTING & CABLE, June 3).

■ Swap of WTOG(TV) Tampa/St. Petersburg, Fla., for WNYT(TV) Albany and WHEC-TV Rochester, N.Y. Swapper of WTOG: Hubbard Broadcasting Inc., St. Paul, Minn. (Stanley S. Hubbard, president/CEO). Swapper of WNYT and WHEC-TV: Paramount Stations Group (Tony Cassara, president)/Viacom International Inc., New York (Sumner M. Redstone, president/66.66% owner).

WOKV-AM-WKQL(FM), WIVY(FM) and WPDQ-AM Jacksonville, Fla.; KNSS(AM)-KKRD(FM) Wichita and KRZZ-FM Derby/Wichita, Kan.; WHFS(FM) Annapolis/Baltimore; WJDS-AM-WMSI-FM, WKTF-FM and WJDX(FM) Jackson, Miss.; WGNA-AM-FM and WPYX(FM), and WTRY (AM) Troy, all Albany, WGVV(AM) Freeport/Long Island, N.Y.; WTDR-FM Statesville/Charlotte, WLYT(FM) (formerly WEZC) Hickory/Charlotte, WZZU (FM) Burlington/Raleigh and WDCG(FM) Durham/Raleigh, all N.C.; WSNE(FM) Taunton, Mass./Providence, R.I., and WHJJ(AM)-WHJY(FM) Providence; WMYI-FM Hendersonville/Greenville/Spartanburg and WGVL-AM and WSSL-FM Gray Court/Greenville/ Spartanburg, all S.C.; WSIX-FM Nashville and WRVW (FM) Lebanon/Nashville; KODA(FM) Houston; is buying WHSL(FM) High Point/Greensboro, N.C.; is swapping WGBB(AM) Freeport/Long Island-WBAB-FM Babylon/Long Island, WBLI(FM) Patchogue/Long Island, and WHFM (FM) Southampton/Long Island, all N.Y., for WFYV-FM Atlantic Beach/Jacksonville and WAPE-FM Jacksonville, Fla.; is swapping KRLD-AM Dallas/Fort Worth and Texas State Network for KKRW-FM Houston; is selling KOLL(FM) Maumelle/Little Rock, Ark., and KTCK-AM Dallas/Fort Worth.

■ SFX also is buying Multi-Market Radio Inc., which owns WPLR (FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WAEG(FM) Evans and WAEJ(FM) Waynesboro, both Augusta, Ga.; WHMP-AM-FM and WPKX-FM Northampton, all Springfield, Mass.; WMJY(FM) Biloxi, WKNN-FM Pascagoula/Biloxi and WZRZ (AM) and WSTZ-FM Vicksburg/ Jackson, all Miss.; WTRG(FM) Rocky Mount/Raleigh and WRDU(FM) Wilson/ Raleigh, N.C.; WYAK-FM Surfside Beach/Myrtle Beach and WROQ(FM) Anderson/Spartanburg, all S.C., and KNUZ(AM)-KQUE-FM Houston; is buying WKSS(FM) Hartford, Conn., and WMYB (FM) Myrtle Beach, S.C.; has LMA with WVCO(FM) Myrtle Beach, S.C.; has joint sales agreements with WYBC-FM New Haven, Conn.; WCHZ(FM) Augusta, Ga.; WYSR(FM) Albany, N.Y., and WMFR(AM)-WMAG(FM) High Point/Greensboro and WTCK(AM) (formerly WWWB) Greensboro, N.C.  
**Seller:** ABS Communications LLC, Richmond (Kenneth Brown, president); no other broadcast interests. Note: ABS recently agreed to buy WVGO-FM and WLEE-FM for \$14.5 million ("Changing Hands," June 10).  
**Facilities:** WVGO-FM: 106.5 mhz, 7.6 kw, ant. 1,233 ft.; WLEE-FM: 96.5 mhz,

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50 kw, ant. 492 ft.; WKHK-FM: 95.3 mhz, 13 kw, ant. 449 ft.; WBZU: 104.7 mhz, 100 kw, ant. 981 ft.

**Formats:** WVGO-FM: AOR, modern rock; WLEE-FM: '70s; WKHK-FM: country; WBZU: country

**KEZA(FM) Fayetteville, Ark.**

**Price:** Approximately \$7 million  
**Buyer:** Gulfstar Communications Inc., Austin, Tex. (John Cullen, president); owns WJBO(AM)-WFME(FM) and WYNK-AM-FM Baton Rouge, La.; KLVI(AM)-KYKR(FM) Beaumont and KKMY(FM) Orange/Beaumont, WTAW(AM)-KTSR(FM) College Station, KRYS-AM-FM and KMXR(FM) Corpus Christi, KIZ-FM Killeen, KKAM(AM)-KFMX-FM and KRLB-FM Lubbock, KKYR-AM-FM Texarkana, WACO-AM-FM Waco and KBRQ(FM) Hillsboro/Waco, KNUE(FM) Tyler, KTYL-FM Tyler and KISX(FM) Whitehouse/Tyler, and KLBV(FM) Bloomington/Victoria and KIXS(FM) Victoria, all Tex.; is buying KRYS-AM-FM and KMXR(FM) Corpus Christi, KNCN(FM) Sinton/Corpus Christi, KNRV-FM (formerly KLTX-FM) Harker Heights/Killeen and KAFX-FM Diboll/Lufkin, all Tex.; is selling KCHX(FM) Midland, Tex.; has time brokerage agreement with KAGG(FM) Madisonville, Tex.  
**Seller:** Communications Corp. of

America, Lafayette, La. (Thomas R. Galloway Sr., chairman/CEO/owner); for holdings see "Changing Hands," June 10

**Facilities:** 107.9 mhz, 1 kw, ant. 1,260 ft.

**Format:** Soft adult contemporary  
**Broker:** Media Venture Partners

**WRBT(FM) Mt. Carmel, Ill./Evansville, Ind.**

**Price:** \$1.3 million  
**Buyer:** Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, president/owner); is buying WGBF(AM) Evansville-WGBF-FM Henderson, Ky. (for other holdings, see "Changing Hands," Aug. 12)  
**Seller:** Old Northwest Broadcasting Inc., Vincennes, Ind. (David L. Crooks, president/25% owner); owns WYER(AM) Mt. Carmel and WAOV-AM Vincennes. Crooks also is 25% owner of WAOV-AM and WWBL-FM Washington, Ind.  
**Facilities:** 94.9 mhz, 50 kw, ant. 425 ft.  
**Format:** Classic rock  
**Broker:** Media Venture Partners

**KBOT(FM) Pelican Rapids, Minn.**

**Price:** \$700,000  
**Buyer:** Washington Radio Inc., Washington, Iowa (Alver Leighton, presi-

dent/83% owner); is selling KCII-AM-FM Washington. Leighton owns KYCK(FM) Crookston, KDLM(AM)-KFGX(FM) Detroit Lakes and KNSI(AM)-KCLD(FM) St. Cloud, all Minn.; has applied to build station in St. Joseph, Minn.

**Seller:** Owen R. Thompson, Pelican Rapids; no other broadcast interests  
**Facilities:** 104.1 mhz, 50 kw, ant. 492 ft.

**Format:** Country

**WZOC(FM) (formerly WLTA) Plymouth, Ind.**

**Price:** \$575,000  
**Buyer:** Plymouth Broadcasting Inc., Plymouth (James C. Kunze, president/51% owner); no other broadcast interests  
**Seller:** Community Service Broadcasters Inc., Plymouth (Kenneth E. Kunze, president/80% owner); owns WTCA(AM) Plymouth  
**Facilities:** 94.3 mhz, 11.5 kw, ant. 492 ft.  
**Format:** Light hits

**KEYW(FM) Pasco, Wash.**

**Price:** \$500,000 (includes \$5,000 noncompete agreement)  
**Buyer:** Deschutes River Broadcasting Inc., Portland, Ore. (Edward T. Hardy, president/2.45% owner; Endeavour Capital Funds LP, 86% owner); owns KDWG(AM)-KCTR(FM) and KKBR(FM) Billings, KBOZ(AM)-KATH(FM) Boseman and KPKX-FM Livingston, all Mont.; KBOY-FM Medford and KAKT(FM) Phoenix, Ore., and KORD-AM-FM Paso/Richland and KNSN(FM) Walla Walla, Wash.; is buying KTMT-AM-FM Medford/Phoenix; KBMJ(FM) Hardin/Billings, Mont., and KCMX-AM-FM Ashland, KUGN-AM-FM Eugene and KLRF(FM) Brownsville, all Ore.  
**Seller:** United Broadcasting Inc., Las Vegas (Andrew Molasky, president); is selling KKSJ(AM)-KBAY(FM) San Jose/San Francisco, Calif.  
**Facilities:** 98.3 mhz, 3 kw, 197 ft.  
**Format:** Adult contemporary, oldies

**KWIC(FM) Topeka, Kan.**

**Price:** \$500,000  
**Buyer:** Transtel Communications Industries Inc., Newburgh, N.Y. (Joerg G. Klebe, president/owner); owns KQTP(FM) St. Marys/Topeka, Kans. Klebe also owns WGNV-AM-FM Newburgh; WCKX(FM) London, Ohio; KNCY(AM)-KOSJ(FM) Nebraska City, KNCY-FM Auburn and KISP(FM) Blair, all Neb. Klebe's wife Irmgard has applied to build FM at Rosendale, N.Y.  
**Seller:** Cordell Broadcasting Corp., Houston (William Cordell, president). William Cordell owns KMAT(FM) Seadrift, Tex.

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



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Continues on page 73

# All ears turn to Chicago

Radio stations, networks plan coverage of Democratic convention

## Radio

By Donna Petrozello

**F**or veteran WLS(AM) Chicago afternoon news anchor Jim Johnson, this week's Democratic convention at United Center may bring back memories of the 1968 convention, but he expects the similarities to be scant.

Soon after joining WLS as a cub reporter in January 1968, Johnson was assigned to cover the Democratic convention. He had not expected to file stories from the front lines of the antigovernment riots and the "Chicago Seven" protests that defined the event. Looking ahead to this week's agenda for convention coverage has made Johnson a bit wistful.

"To think, the biggest story of my career happened in the first six months," Johnson says. "I've spent the past 28 years listening to tapes and wondering, how can we top that?"

Yet, Johnson seems relieved at the prospect of covering a convention now with his years of experience and contacts: "It will be a lot easier this time around. I'll be a lot better than I was as a fresh kid with a mike and a shaky hand."

Johnson has reported news for WLS, now owned by CapCities/ABC, since 1968. He also is a free-lance news correspondent for ABC Radio News.

Other Chicago news stations have planned special convention cover-

age. CBS Radio's WBBM(AM) will broadcast from United Center daily starting at 3 p.m. WBBM and WBBM-TV reporters will deliver team coverage from the floor and a skybox booth.

CBS's sports/talk WMAQ(AM) aired a series of news-perspective reports last week before the convention and has regular newscasts planned for this week. In addition, WMAQ political editor Bill Cameron will anchor a series of offbeat reports.

WBBM-FM will focus its convention coverage on youth-oriented issues as Chicago's designated radio affiliate for "The First National Youth Convention" that runs Aug. 26-28 at United Center to coincide with the general Democratic convention.

Tribune Broadcasting's full-service WGN(AM) Chicago news director Tom Petersen contends that the real convention news for Chicagoans may be the event's economic impact on the city. Petersen intends to track convention-oriented spending at hotels, restaurants and taxis to determine whether Chicago's work force benefited from the event: "Our job will be to see what's left in Chicago after the convention."

Along with live, anchored news coverage from the convention floor, leading radio news networks will provide regular newscasts, special reports,

**"It will be a lot easier this time around."**

**WLS(AM)'s Jim Johnson, who covered the 1968 Democratic convention and is covering this week's gathering.**



news updates and coverage of debates, key speeches and sessions.

A new feature this year from ABC Radio Networks will be the *UNconventional Report*, a series of segments highlighting humorous and offbeat stories circulating around the convention. ABC also will provide preconvention news briefs, a live audio feed from all convention sessions and regular status reports.

In addition to reports from four convention floor correspondents, CBS News Radio reporter Rob Armstrong will travel with President Clinton to Chicago. Four CBS News correspondents will report from the floor with hourly updates and will offer longer, live coverage of news events than at past conventions, CBS officials say.

Westwood One Radio Networks-owned NBC Radio News and Mutual News services will provide special reports twice hourly each day along with unanchored, live feed from the convention podium. Westwood One's CNN Radio News will feature convention news briefs in its hourly newscasts. ■

## Radio stocks post dynamite first half

The market value of radio stocks outpaced all competing media, say Schroder Wertheim analysts, who recorded a 64.1% increase in radio stock value through June 30, compared with the same period last year.

By comparison, television stocks improved 12.4%, Schroder analysts reported in the firm's *Industry Watch* report for July. Stock values fell both for cable networks (down an average 15.2%) and cable operators (down 28.2%), the report stated.

Among the 14 radio groups analyzed, Clear Channel Communications' stock outperformed its peers by generating an average 159.4% increase in market value during the past year. Clear Channel stock's per-share price averaged \$80.25 during the first half of 1996, com-

pared with \$31.50 during 1995, the analysts said.

Other top-performing radio stocks identified by Schroder include Heftel Broadcasting, whose stock market value nearly doubled during the past year, and Emmis Broadcasting, whose stock market value increased by 92.4%. Additionally, the market value of Citicasters, Infinity Broadcasting, Jacor Communications and SFX Broadcasting increased by more than 50%, Schroder reported.

The only radio groups whose stock dropped in market value during the past year were Paxson Communications, Premiere Radio Networks and Westwood One. Schroder said the largest decline in market value was for Paxson stock, whose current per-share trading price averages \$10.75, compared with last year's average \$15.75. —DP

# Arbitron moves to offer audio measuring

Company says court decision clears way for Portable People Meter

By Donna Petrozello

**B**olstered by a recent court victory, Arbitron officials say they will continue fine-tuning their Portable People Meter sound measurement device and gauge international interest in the product.

A patent-infringement suit brought against Arbitron by Pretesting Co. of Tenafly, N.J., in 1993 stalled Arbitron from developing the portable sound-measuring device beyond a working prototype. Last week's ruling by the U.S. District Court against Pretesting's charges clears Arbitron's path for further development, Arbitron officials say.

Arbitron spokesman Thomas Mocarsky says Arbitron wants to reduce the device to the size of a handheld beeper. Mocarsky also says that Arbitron "will work with companies outside the U.S. and within the U.S. about instituting" a portable device that records inaudible signals encoded in television and radio sound transmissions. Mocarsky identified Canada's Bureau of Broadcast Measurement as one agency interested in the meter.

Mocarsky says that despite the court victory, Arbitron has no immediate plans to launch the product in

the U.S. as a radio audience measurement tool alternative to its mail-in diary survey method.

"If you are expecting a rollout of the Portable People Meter in the U.S. now that this case is over, it won't happen," Mocarsky says. "We do not have a specific plan for implementing [the meter] for passive audience measurement in the U.S."

Apparently, Arbitron's testing of the product is not complete—even though the company has field tested the device during the past two years while the suit was pending. If the Portable People Meter is adopted, it could replace the Arbitron diary, which some industry skeptics have criticized as a recall method of audience measurement.

Meanwhile, officials at Pretesting say they will appeal the court's decision by claiming that they still hold a "general theory" patent to a portable sound-measuring device they developed and offered to sell Arbitron in 1992.

Pretesting CEO Lee Weinblatt says that his company holds "seven other patents" for portable sound-testing technology that could prevent Arbitron from marketing its device legally. Weinblatt contends that Arbitron holds a "specific technology patent" for the

Portable People Meter that covers only a "minor modification" of Pretesting's earlier model.

"Anyone can get a patent on a minor modification," Weinblatt says. "But you can't do anything unless the major general theory patent is upheld."

Mocarsky counters by saying, "All I know is the court ruled Pretesting's patent is invalid. We are not infringing on anybody's patent." ■

## Errata

An Aug. 12 story about restructured ASCAP license rates should have reported that ASCAP and the Radio Music Licensing Committee have agreed to the following rate structure: a blanket license fee equivalent to 1.615%, not 1.61%, of adjusted annual gross revenue; a per-program fee equivalent to 2.135%, not 2.13%, of adjusted annual gross revenue; a flat blanket fee of \$450, not \$400, for stations billing less than \$50,000 in adjusted gross revenue annually, and a 49% reduction, not 55%, in per-program license fees for stations that play music for more than 10% of their programming day.

## R I D I N G G A I N

### Spin, Westwood sign affiliates

The Spin Radio Network, a programming collaboration of *Spin* magazine and Westwood One Radio Networks, has signed 38 stations to take its slate of rock-oriented programming, according to Westwood One officials. *Spin* and Westwood formed the partnership last year. Spin Radio's early offerings include the *Spin Fax* daily morning prep service; *Spin Bites* (short interview segments); *Spin Exclusives* (featuring rare and live recordings), and 90-minute music and interview *Spin Sessions*.

### Jones pairs with New MOYL

Jones Satellite Networks has joined with New Music of Your Life to

sign affiliates for New Music's 24-hour adult pop standards format. Jones also will represent New MOYL for national ad sales. New Music features hosts Wink Martindale, the radio and television game show personality; Los Angeles-area radio veteran Chuck Southcott, and veteran radio announcer Gary Owens.

### Hightower resurfaces on UBN

More than a year after being fired from ABC Radio Networks' stable of syndicated talk talent, Jim Hightower has signed with the United Broadcasting Network to host his *Chat & Chew* weekdays starting Sept. 2. Hightower's show is the



Hightower

first of other programming debuts UBN has planned for September, including shows hosted by Angela "Bay" Buchanan, sister of Pat Buchanan, and representatives

Duncan Hunter (R-Calif.) and Marcy Kaptur (D-Ohio). UBN started broadcasting last May after acquiring the assets of the People's Radio Network founded by Chuck Harder. UBN broadcasts 200 hours of news and talk programming to 300 affiliates.—DP

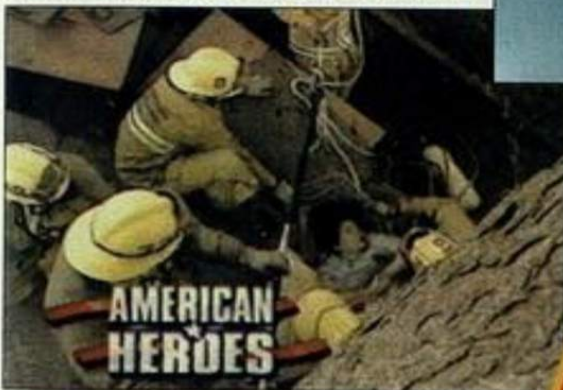
## CBS makes its cable play

Reality cable channel is to launch next spring; initial industry reaction is mixed

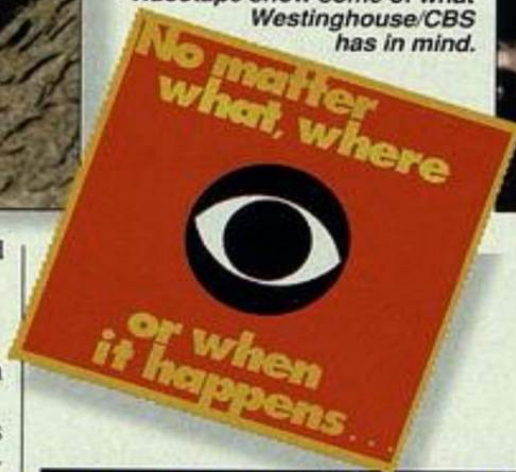
By Jim McConville

**C**BS is back in the cable business with its Eye on People.

Armed with the newfound resources of parent Westinghouse and with the promise that it also has its eye on further cable ventures at home and abroad, CBS will launch



The programming and the logo are far from settled, but these stills from a promotional videotape show some of what Westinghouse/CBS has in mind.



one-third stake in Gaylord's Country Music Television (CMT). Last month Westinghouse bought Spanish-language network TeleNoticias, which is broadcast by cable and satellite. It also owns two regional sports services (see page 42).

Cable operator reaction last week to the channel was mixed. CBS was

its combination entertainment and information network next March 31.

The channel will draw heavily on CBS's past and existing program resources as well as programming from Discovery Communications.

The move comes almost 15 years after CBS's first foray into cable channel operation (see box, page 43) and three years after NBC, ABC and Fox launched channels tied to retransmission consent talks.

Instead of buying a cable network outright or launching all-news channels—as did NBC and Fox—CBS will offer an “infotainment” service that mixes original programming with repackaged shows culled from its own news, sports and entertainment libraries.

The network adds to Group W's other cable interests. Group W markets and distributes The Nashville Network (TNN) per a long-term agreement with Gaylord Entertainment and owns a

applauded for avoiding an all-news strategy in a field already crowded, but many operators have yet to receive the pitch and are reserving judgment on its “infotainment” format. And CBS company is already at loggerheads over carriage terms with at least one major MSO—Time Warner Cable New York.

CBS will promote Eye on People on its CBS network and on more than 80 radio stations, including recently acquired Infinity Broadcasting.

Eye on People will acquire programming from various CBS divisions and also will draw on a new programming alliance struck with Discovery Communications, which will produce nonfiction programming for the new channel.

Some cable industry executives wonder whether Eye on People might serve as a Trojan horse for CBS News to eventually gain entry into the cable news business. But Don Mitzner, president of Group W Satellite Communica-

### EYE ON PEOPLE: THE KEY FACTS

**Description:** 24-hour cable network focusing on political leaders, criminals, celebrities, artists and “ordinary people whose stories move, inspire or instruct us.”

**Launch date:** March 31, 1997

**Cable license fee:** up to 30 cents per sub per month

**Programming sources:** CBS, CBS TV affiliates, Discovery

**Satellite:** Galaxy 7, transponder 9

tions, the Westinghouse division that will oversee the network's cable and satellite distribution, insists that Eye on People isn't news.

"It's not designed as a news program. It is a general entertainment and information channel focusing on people and personalities," Mitzner says.

Eye on People, says Mitzner, may not be the end of CBS's cable plans, hinting that the network is considering other deals such as a cable network purchase or partnership with another network.

Some industry executives praise CBS's idea to launch a more general infotainment network than a straight all-news channel. "Who wants one more news channel? This will be bringing something new to cable," says Ajit M. Dalvi, senior vice president of marketing and programing for Cox Communications.

But CBS appears to be making up the script for the development of the network as it goes along. "The actual management structure hasn't been determined," says Andrew Heyward, president of CBS News. Heyward says that CBS News Productions, which already produces material for cable, will be a key supplier for the channel.

The new CBS network also needs a president. Mitzner says he's searching for an executive to run it. In the meantime, Cathy Lasiewicz, former executive producer of *48 Hours*, will serve as the news division's point person for the channel.

To gain carriage for the network, Group W will offer cable and satellite distributors exclusive rights to the channel in their areas. Mitzner says Group W is negotiating carriage deals with MSOs and satellite operators, but no contracts have been signed. The network is concentrating first on CBS retransmission consent markets, where about 12 million subscribers are at stake.

Original CBS-owned TV stations can use the channel for retransmission negotiations, but original Westinghouse stations cannot because they cut six-year retransmission deals with NBC-owned America's Talking, now MSNBC. Westinghouse is offering participating CBS broadcast affiliates fees of 3 to 5 cents per month per Eye on People subscriber in their markets.

As selling points, Group W will tout



**"People have asked: 'Is it Discovery, A&E, History, People magazine?' It's none of the above, but all of the above."**

— GWSC's Don Mitzner

CBS's vast library of news talent and the promotional clout of CBS Network and Group W's radio stations.

Group W last week sent a 14-page fax to CBS affiliate stations outlining Eye on People and CBS's retransmission consent business plan. But CBS may face problems in smaller markets, where cable systems have already topped out on cable channels.

"In markets like mine, where cable is maxed out, there are not a whole lot of people getting any extra channels of space," says W.D. Corbin, general manager and programing director for CBS affiliate KHSL-TV Chico, Calif. "Here, cable has only 36 channels, and I doubt seriously they're going to take something off the air to put on an additional channel. They didn't do it with CNBC."

But some cable executives say CBS's retransmission consent agreements may give the network a strong hand to parlay with cable operators.

"When you have a position with retransmission consent, you're in pretty good shape," says Patrick J. McCall, vice president and general manager, Garden State Cable, which has existing retransmission consent agreements with Westinghouse-owned stations in Philadelphia. "Things happen because of that leverage," he says.

CBS has offered Time Warner Cable New York a retransmission consent deal to carry the network, but Time Warner spokesman Mike Luftman says deal terms, as of last week anyway, were not acceptable.

"In return for retransmission consent rights, they [CBS] have been asking for cable distribution significantly beyond the markets where we would be retransmitting their broadcast signal," says Luftman. "We don't think that's a very realistic thing to ask for."

Some cable operators, many of whom have not yet seen the network, say they're withholding judgment on carrying the channel. "We haven't got enough information about the CBS launch to react to the network yet," says Falcon Cable TV President Marc Nathanson.

A Tele-Communications Inc. spokesperson says the MSO will decide on the network once it is up and running. "We don't have any current plans for a carriage commitment. But if it's a good channel, we'd love to carry it."

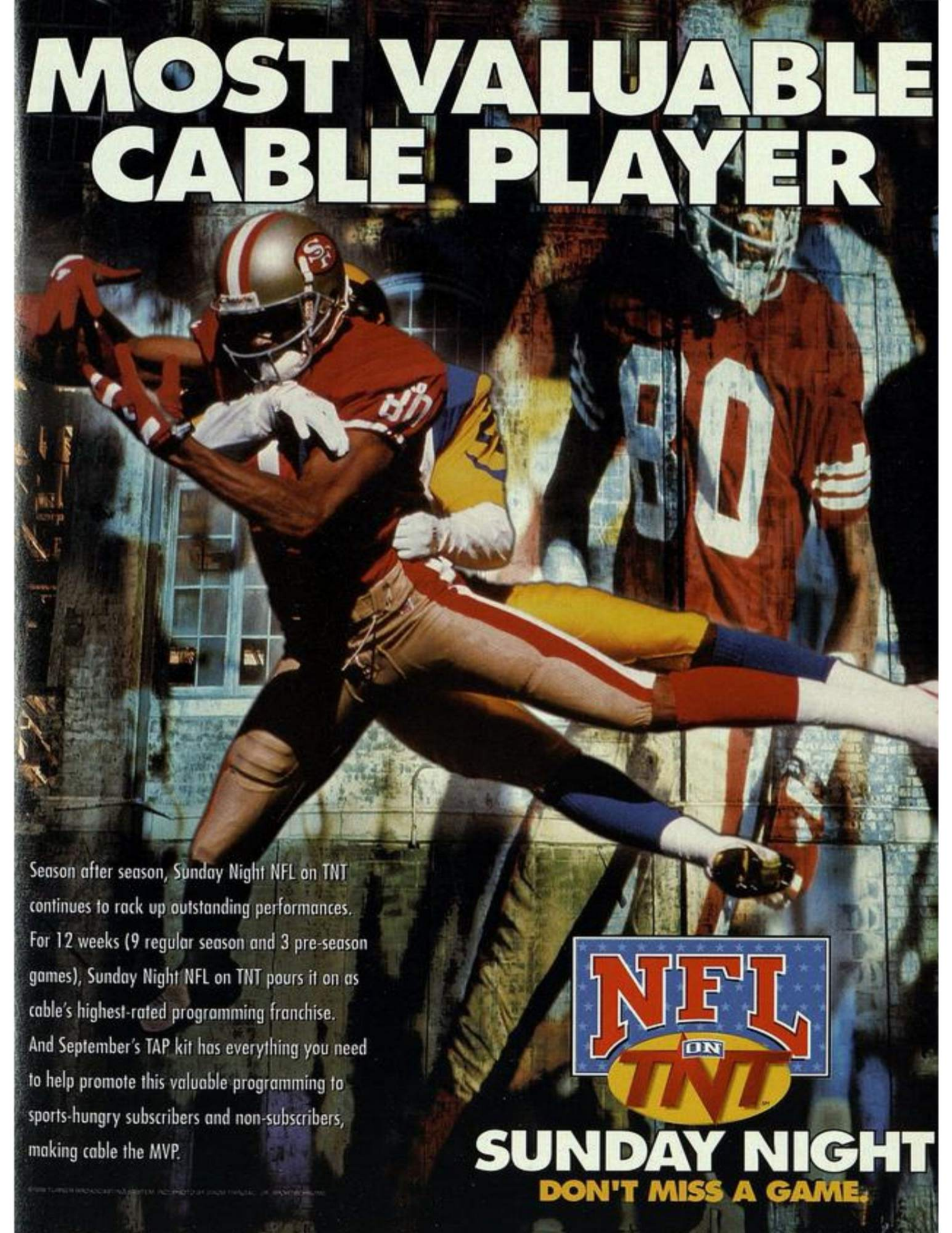
Jones Intercable President Jim O'Brien says the MSO is keeping its eyes and ears open. "We don't have a lot of CBS O&Os relative to the retransmission consent issue, but my gut reaction is if its quality programing, we'd be interested in it."

Marcus Cable Chairman Jeffrey Marcus says he's also taking a wait-and-see approach. "If we can get a quality channel that customers want to see, then that's good, but if it's something that's basically being put up there and just causes us to have one less channel to provide quality programing, then it's a problem."

Besides retransmission consent deals, Mitzner says, CBS has not ruled out offering cable operators cash in return for shelf space. "I wouldn't preclude it, but that is not in our plan at all," he says. "We feel with retrans and the real support of CBS, we have a good driver here. the most formidable marketing tool you can have." ■



# MOST VALUABLE CABLE PLAYER



Season after season, Sunday Night NFL on TNT continues to rack up outstanding performances. For 12 weeks (9 regular season and 3 pre-season games), Sunday Night NFL on TNT pours it on as cable's highest-rated programming franchise. And September's TAP kit has everything you need to help promote this valuable programming to sports-hungry subscribers and non-subscribers, making cable the MVP.



**SUNDAY NIGHT**  
**DON'T MISS A GAME.**



Donald Herman Mitzner,  
president, Group W  
Satellite Communications

Born: Nov. 17, 1941, New  
York City

Education: BS, mechanical  
engineering, City College,  
New York, 1963; MS,  
electrical engineering,  
City College, New York;  
MBA, C.W. Post Center,  
Long Island University,  
New York, 1970

Career: Bendix Corp.,  
1963-66; Fairchild Camera  
and Instrument, 1966-68;  
Reeves Instrument, 1968-  
70; Detweiler Corp., 1970-  
80; Group W Cable, 1981-  
86; Group W Satellite  
Communications, 1986 to  
present

Personal: Married, two  
children

# The Eye on cable

*As part of his quest to transform Westinghouse into a media powerhouse, chief executive Michael Jordan wants the company to be a major player in cable. It's Don Mitzner's job—as president of Group W Satellite Communications—to see that it happens. And a sign of the importance Jordan puts on developing a successful cable strategy is that he has Mitzner, a 15-year cable industry veteran, reporting directly to him. In the following interview with BROADCASTING & CABLE's Harry A. Jessell and Steve McClellan, Mitzner outlines the strategy he's developing to become a key cable player. It's multifaceted and global. Eye on People is the next step, not the last.*

**L**ay out the CBS cable strategy for us.

What we've come up with, and what we think is the right strategy, is using Group W Satellite Communications as a core. GWSC has great strength and skill in sales and marketing and distribution, and involvement in The Nashville Network, Country Music Television, sports and all our technical services in the cable industry. So we want to use that as a core to build networks or relationships, or involvements, in all of the multichannel marketplace.

**So what we've seen so far is only the beginning?**

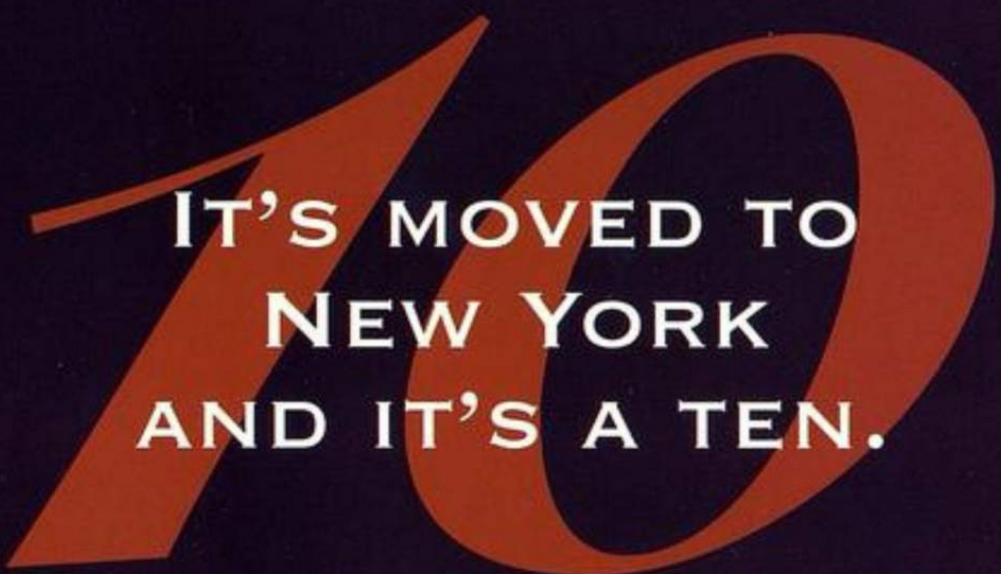
We continue to talk to almost everybody in the marketplace,

## COVER STORY

and if there is an opportunity that we think makes sense for us to get involved in as an investment, acquisition, supplier or customer, we will do it. And GWSC can be the core of all these networks. That is the broad strategy—to grow the Westinghouse-CBS enterprise in cable—not only in the U.S. but in the international arena as well. And the GWSC infrastructure will be the core.

**Who are you now talking to?**

We have talked to almost everybody in order to see what makes the most sense for us. And we continue to talk and evaluate opportunities in the cable or multichannel universe.



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interfaceX





Reed Hundt



Kay Kolovitz



Peter Lund



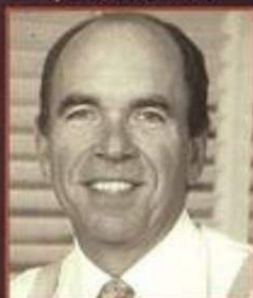
John Malone



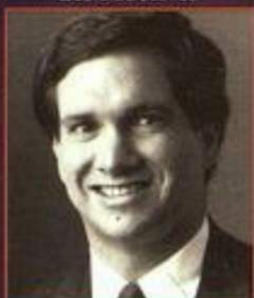
Jim Moloshok



Les Moonves



Dick Robertson



Donald Russell



Paul Sagan



Barry Thurston



Bob Wright

## THE AGENDA

Grand Hyatt Hotel, 42nd & Lexington, New York, NY  
September 24, 1996

8:30-9:00 am *CONTINENTAL BREAKFAST*

9:00-10:00 am *KEYNOTE ADDRESS*  
Reed Hundt, *Chairman, FCC*

10:00-11:00 am *POLICY PANEL*  
Eddy Hartenstein, *DirecTV*  
Peter Lund, *CBS*  
Brian Roberts, *Comcast*  
David Westin, *ABC*  
Robert C. Wright, *NBC*

11:15-12:15 pm *PROGRAMMING PANEL*  
Kay Koplovitz, *USA Network*  
Les Moonves, *CBS Entertainment*  
Dick Robertson, *Warner Bros. TV*  
Barry Thurston, *Columbia TriStar TV*  
Richard Wolf, *Wolf Film*

12:15-2:00 pm *LUNCHEON*  
John Malone, *TCI\**

2:00-3:00 pm *INTERNET PANEL*  
Jim Moloshok, *Warner Bros. TV\**  
Peter Neupert, *Microsoft\**  
Paul Sagan, *Time Inc.\**  
Edmond Sanctis, *NBC\**

3:00-4:00 pm *ADVERTISING PANEL*  
Betsy Frank, *Zenith Media*  
Tim McAuliff, *Blair Television*  
Ed Wilson, *CBS/Eyemark*

4:15-5:15 pm *FINANCIAL PANEL*  
Peter Egersky, *Lazard Freres*  
Dennis Leibowitz, *DLJ*  
David Londoner, *Schroder Wertheim*  
John Reidy, *Smith Barney*  
Donald Russell, *CEA*

5:30-7:00 *COCKTAIL RECEPTION*

\*invited

# interfaceX



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## CBS/Westinghouse: past cable connections

Westinghouse and CBS executives undoubtedly are hoping that Eye on People fares better than the first cable network to wear the CBS brand. Confident it could bring its "Tiffany touch" to cable, CBS in October 1981 launched a fine-arts channel during a glittering gala in the New York Public Library. But all that glitter was not gold; CBS Cable would last less than a year. On Sept. 13, 1982, CBS pulled the plug, cryptically blaming "marketplace conditions." But outsiders who watched the rapid rise and fall say the network's costs were way out of line with potential ad revenue. At the time, CBS admitted losses of more than \$30 million and saw no end to the red ink.

Westinghouse Electric, which purchased CBS last year and is leading it back into cable, has a much more involved cable history—and it's not all good.

In the early 1980s, it plunged headlong into the industry, buying one of the largest cable operators—Teleprompter—and investing in a series of programming ventures.

But almost as suddenly as it entered the business it began backing out. It sold its sizable stakes in the Disney Channel and Showtime, abandoned plans to establish regional sports networks throughout the country, folded Satellite News Channel (a joint venture with ABC), shuttered Home Theater Network (a mini-pay service) and eventually sold its cable operations.

Westinghouse kept one foot in the cable business through Group W Satellite Communications, which markets Washington-based Home Team Sports and The Nashville Network and owns a piece of Country Music Television. But the unit is, in fact, a mere vestige of what Westinghouse was and (what it hoped to be) in cable.



*CBS Cable is best remembered for the extravagant parties it threw to entice advertisers and cable operators. Hosting the June 1981 bash at the Los Angeles Museum of Natural History (l-r): Richard Cox, Charlotte Schiff Jones and Robert Shay.*

As you know, we've taken a couple of steps. The first one is the acquisition of TeleNoticias, which is an economical way to get into the 24-hour, Spanish-language news business in the international marketplace in Latin America. It uses the expertise of CBS News, from a newsgathering and reporting basis, and the expertise of Group W Satellite Communications to distribute, market and sell advertisers that product.

### **GWSC will do the same for Eye on People?**

We'll do the sales, marketing, distribution and administrative services, and the CBS organizations—whether it be news or entertainment or the sports organization or the television stations or the affiliates or other third parties—will be the programmers to the network.

### **Do you prefer to be an owner more than a service provider?**

Yes. I'm not going to be another service provider without being an owner. We, along with our partners in Gaylord Entertainment, have built The Nashville Network, but they own it. In the future, we will own and operate, with partners or without partners. We like partners—it works for us.

### **What's the status of your talks with Gaylord?**

We continue to talk to everybody. And without commenting on anything specific, we're open to lots of ideas.

### **You don't rule out buying something like TNN from Gaylord?**

I don't rule anything out. And we continue to talk to everybody about a number of opportunities. This is not the end of

a process; this is a continued process that we're growing.

### **It's widely perceived that Eye on People is a fallback position from a primary plan to acquire an established service.**

No, that's incorrect and totally unfair. This was not an "instead move." It was an "addition to" move. It is something that we think makes a lot of sense for the entire Westinghouse-CBS organization. And it's something that we would have done in any respect.

### **When you talk about your multichannel strategy, you mean programming services, not ownership of cable systems or DBS.**

Correct. This is programming and services. It's the skill set that we have in place. We do have a technical-services group called Group W Network Services, and we do all of the transmission services for Discovery Channel, The Learning Channel, Arts & Entertainment Network, The History Channel, Outdoor Life, Speed Vision, Viewers Choice, CBS Television Network and NFL Sunday Ticket.

### **As you expand your cable program assets, will there be a need to reorganize?**

No. The way that the organization is, Group W Network Services is a business unit of GWSC under Altan Stalker. The sales and marketing organization under Lloyd Werner is another separate unit although we work together. The sports, under Jody Shapiro, is a third unit. TeleNoticias is a fourth unit, and Eye on People will be a fifth unit within the GWSC organization. And it's a matrix kind of organization, where marketing and services, for example, will work together

across all of the various businesses we're involved in—be it TNN, Eye on People or TeleNoticias.

**Which GWSC business unit is the biggest revenue generator now and will that shift over time?**

Right now the cable programming area is the one that has the highest revenue and the biggest growth.

**If Eye on People is the good news, the bad news has to be Home Team Sports—the regional sports channel serving Baltimore and Washington—and Fox.**

Fox Liberty has bid for the rights we now hold [including the Baltimore Orioles, Washington Capitals and Washington Bullets]. We have a number of opportunities and capabilities. That issue is not over, and we have a number of things that we are evaluating right now. It's a very fluid and changing world.

**Is one of those options litigation?**

All of the above. You mentioned only one. There are four or five. So we're looking at the whole situation. It is fluid. It's a wonderful group of people [at HTS] and a wonderful business, and we do have alternatives.

**Liberty Media is a minority partner in HTS, who, we're told, clearly had access to key financial data before trying to buy HTS first, and then, when that didn't work, made a bid for its key programs. How badly do you feel skunked by Liberty Media?**

No comment.

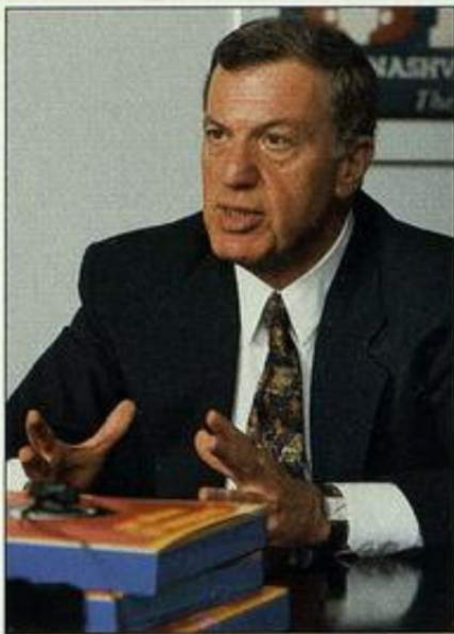
**What's your commitment to the regional sports business generally?**

We have two regional sports networks—Home Team Sports and Midwest Sports Channel. We've tried to put together a little broader sports presence because of the tremendous skill that we have with Group W sports marketing and our ability to sell advertising time—and signage and exposure. And we're stepping back and saying: What makes the most sense? What do we do with those businesses? How do we leverage them within the CBS sports organization? What are the alternatives to use that skill and capability to become efficient in sports and help out the CBS sports people, and vice versa? It's not well-defined, to the degree that, you know, it's part of the overall changing dynamics that we're going through.

**Given Group W's and CBS's starts and stops in the cable business, are you surprised you're sitting here today?**

I'm delighted. We've worked hard to get to this point. We do have a commitment. [Westinghouse Electric Chairman] Mike Jordan is a breath of fresh air, and the people that he

## COVER STORY



**“This is the marriage. So neither company would have done it alone, but the new Westinghouse-CBS brings it together.”**

has brought aboard—Peter Lund and his team—are absolutely superb. I am delighted about working with them. They are very talented, they are very committed, very enthusiastic. The CBS folks are really committed to this, and that's why I feel so confident.

**As to Eye on People, why didn't CBS make a move into cable like this earlier?**

With the sales and marketing of Group W, and the programming and network capability of CBS, neither organization would do this without the other. In reality, CBS had the opportunity, but for whatever reason, didn't do it; Group W did its share, with TNN and CMT, but never had that other side of the programming skill. This is the marriage. So neither company would have done it alone, but the new Westinghouse-CBS brings it together.

**Will there be Eye on People International? Or something like it?**

We hope so, and we've talked about it. But I guess the first mission is to drive the business in the number-one market, the U.S. Of course, in the international business we have TeleNoticias and Country Music Television Latin America, which are going to be marketed and sold together; CMT Pacific; CMT Europe. We cover 90% of the television homes in Europe with Country Music Television, so we have that. And we're moving, but we're moving cautiously. You know, those are tough businesses in the international arena. The market hasn't developed all that much, but we're moving.

**What are advertisers telling you about Eye on People?**

It's too early. I mean, [there's been a] very positive reaction, but it's just words right now. We haven't really showed them programming because the programming is still in the idea stage.

**And you're promising we won't see just reruns. Everything is going to be new series or new shows?**

A lot of it will be new productions.

**In 1993 CBS cable negotiations for retrans didn't go smoothly. Any baggage left over you'll have to deal with?**

I heard a lot of those kinds of stories and, internally, in the hallway, you hear some of the war stories. But we went out with a fresh approach and talked to our customers and asked their advice and their counsel and their support. And we think we're going to continue those kinds of discussions in a cable-friendly way. ■





# Teaching on TV

According to FCC Chairman Reed Hundt, the most "important vote for children and education ever cast at the commission" was passed earlier this month. In an in-depth look at the arena of educational programming, *Broadcasting & Cable* explores the potential impact of this hard-fought new FCC regulation, requiring broadcasters to air three hours of educational programming each week.

And you can be sure that the industry's top decisionmakers will pay close attention to this special report. From programming changes to be implemented across the board, the role of such cable leaders as The Learning Channel and Discovery, and important projects like Cable in the Classroom to current fare on PBS and the Big Four networks, *B&C* has educational programming covered.

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## Special Report: Educational Programming

Issue Date: September 9, 1996 • Ad Close: August 30

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# DBS and C-band get charter deals for CNNSI

Primestar is among first takers for sports news channel

By Jim McConville

In what could be a sign of how tight the space on cable systems has become, Turner Broadcasting's first carriage deals for 24-hour sports news channel CNNSI are with DBS operator Primestar Partners and a handful of C-band affiliates.

With this year's launch of all-news channels NBC-owned MSNBC and Fox's Financial News Channel (FNC) as well as sports channels CNNSI and ESPNEWS, signing DBS deals appears no longer to be cable TV's equivalent of kissing your sister. Turner will launch CNNSI, a joint venture of Turner and Time

## CNN SI

**THE SPORTS NEWS NETWORK**

Warner-owned *Sports Illustrated*, on Dec. 12.

"These are our first agreements; these are our charter deals," says Eleanor Helms, executive vice president, Turner Home Satellite.

Primestar will insert CNNSI into its basic "prime value" package in early 1997, enabling the network to reach "nearly 99%" of Primestar's

estimated 1.4 million subscribers, says Dennis Wilkinson, senior vice president of marketing and programming, Primestar Partners.

Primestar will add CNNSI in anticipation of boosting its channel capacity by another 50 channels to 150 with the launch of a GE II satellite in late December or January, says Wilkinson.

Wilkinson says that Primestar will position CNNSI next to Turner's Cable News Network (CNN). "Customers will be able to look at world news and sports news in the same venue," he says.

Jim Walton, vice president, Turner Broadcasting, says CNNSI officials are talking with other DBS operators and may announce deals in the next few weeks, but he declined to discuss CNNSI's cable distribution plans.

Wilkinson says that a scarcity of cable carriage space has prompted new networks to approach satellite operators first.

"Until those digital boxes in cable become available in mass quantity, you're not going to see a lot of new additional channels [on] cable," says Wilkinson. "You're going to see a combination of channel restrictions from the cable side and the emerging importance of the DBS business."

CNNSI also has signed deals with several C-band satellite operators—including Consumer Satellite, Disney Channel Home Service and HBO Direct—that will give the network another 1 million subs.

Turner executives say that the recently approved Turner and Time Warner merger won't have much impact on whether cable operators pick up CNNSI.

"It's going to be [the] product," says Walton. "If we have a compelling product, we will be carried. We hope we're carried on the Time Warner systems, but we hope we're carried on the other systems that are out there." ■

## Sorenson heads to Court TV



Court TV has tapped veteran CBS News producer Erik Sorenson as executive producer and executive vice president.

Sorenson will spearhead efforts to expand the network's programming slate and boost its newsgathering activities. Court TV is developing regional and international versions of the channel now available in about 27 million domestic TV households.

Syndication is another targeted area of growth for Court TV, which already has cracked the first-run market with the strip

*Court TV: Inside America's Courts*. Sorenson says that some of the network's youth-oriented shows could help broadcasters fulfill the new FCC mandate for three hours of children's educational programming per week.

Sorenson's responsibilities also will include the overall marketing and promotion of the Court TV brand name.

"My job is to look at the possibilities for increasing Court TV's revenue streams and developing new [sources of revenue] wherever possible," he says.

A 16-year CBS veteran, Sorenson most recently served as executive producer of the first-run news magazine *Day & Date*. Before last year's launch of *Day & Date*, Sorenson was executive producer of *The CBS Evening News*. He joined the network as executive producer of *CBS This Morning* after stints in the news departments of several CBS O&Os and affiliates.

—CL

## Jones sells systems for \$140 million

Jones Intercable and one of its limited partnerships will pocket about \$140 million from the sale of three Southern California cable systems to Century Communications.

Jones and Jones Growth Partners II decided to sell the systems because they don't fit with Jones's clustering strategy and because Jones is liquidating its managed limited partnerships.

Jones is selling its directly owned system covering the city of Diamond Bar, Calif., and portions of Los Angeles County, encompassing 19,000 basic subscribers, for \$33.5 million. That translates into an average of \$1,763 per subscriber.

Jones also is selling its 40,000-subscriber system covering Oxnard and part of Ventura County for \$70.5 million, also an average \$1,763.

The Jones Growth Partners system, with 17,000 customers in Yorba Linda, parts of Anaheim and Orange County, went for \$36 million, an average \$2,117 per subscriber.

The financial community uses a benchmark of about \$2,000 per subscriber to value cable systems. The value varies, depending on where systems are located and how important they are in an MSO's strategic mix. —PC

# Cox, TCI come to swap terms

*Approximately 600,000 subs will change hands in clustering consolidation*

By Price Colman

**T**ele-Communications Inc. and Cox Communications have put the finishing touches on an agreement to swap cable systems encompassing some 600,000 subscribers.

The deal, which first was announced late last year, calls for what is essentially a one-for-one trade: TCI will trade systems with about 300,000 subscribers to Cox in return for Cox systems with a like number of subs.

The companies declined to disclose financial details, a common practice in such negotiations. Cox says the deal is an opportunity to augment its cable system clusters in certain areas. "The systems we will receive are in locations [where] we already have significant presence," says Jimmy Hayes, senior vice president and chief financial officer at Cox. "Completion of this transaction will strengthen some of our major operating systems and provide the additional critical mass to successfully compete in the future broadband

marketplace of video, data and voice services."

In contrast, TCI spokeswoman LaRae Marsik says the transaction is part of an effort to strengthen TCI's national footprint. "TCI will be enhancing certain areas but also adding customers in smaller areas."

Where other MSOs have focused on gaining or expanding the mass of subscribers in a specific geographic area by clustering, TCI has sought to grow anywhere and everywhere.

Through the swap, TCI will receive Cox systems in the Pittsburgh area; Spokane, Wash.; Springfield, Ill.; Cedar Rapids, Iowa; the Quad Cities area of Illinois and Iowa, and Saginaw, Mich. Cox will get TCI systems in Bellevue-La Vista, Neb.; Council Bluffs, Iowa; Chesapeake, Va.; Scottsdale, Ariz.; North Attleboro-Taunton, Mass.; Lincoln, R.I., and St. Bernard, La.

The deal is expected to close by year's end, pending legal and regulatory approval. ■

## HEAD ENDINGS

### Raise the Titanic

Discovery Networks appears to have cornered the market on filming rights to the salvaging of a piece of the Titanic. A federal judge in Norfolk, Va., last week issued a stop order against John A. Joslyn, who was hired by NBC to make a documentary on the operation. The court ruled that such photographic privileges are a significant part of the salvage filming rights for which Discovery paid approximately \$3 million.

### 'Penthouse' pulls ads

General Media Inc.'s *Penthouse* magazine has agreed to stop running advertisements selling pay-per-view signal-theft devices known as "black boxes." *Penthouse*, which will stop the ads beginning February 1997, made the decision after discussions between GMI and PPV service Request Television, which represented the PPV Anti-Theft Task Force. GMI is a majority owner of Battlegade Inc., which promotes Extreme Fighting, a PPV combat sport. "One of the major goals of our task force is to educate publishers about the harm these black box advertisements do to our industry," says Request TV President Hugh Panero.

### Game show gets new host

The Game Show Network has hired Dave Nemeth (below) to co-host with Laura Chambers on its daily morning show *Club A.M.*



starting Aug. 26. Nemeth most recently was co-host of Warner Brothers Television syndicated entertainment news show *Extra!*

# Regional news on a roll

Local cable channels try to keep pace with viewer appetite

By Price Colman

**R**egional and local 24-hour news channels may play second fiddle to big-name services such as CNN, MSNBC and Fox News Channel, but they're capitalizing on Americans' seemingly insatiable appetite for information.

Seven local-regional cable news channels have launched in the past three years, bringing the total to more than 16. The oldest, Cablevision Systems' News 12 Long Island, launched in December 1986.

So far, 1995 has been the busiest launch year, with four, although 1996 is on pace to match and maybe even surpass it. Rainbow/Advance, in partnership with the *Newark Star-Ledger*, turned on News 12 New Jersey in March. And in the past month alone, Rainbow Programming Holdings teamed with Lenfest Group to offer a 24-hour news network in Philadelphia, followed by Cox Communications and KGTV/Channel 10, the ABC affiliate in San Diego, announcing a start-up chan-

nel there.

Time Warner, which owns and operates 4-year-old NY1 News with about 1.5 million subscribers in New York City's five boroughs, is planning to launch similar services in some of its larger markets later this year.

"We have been working on a number of markets in which we would be considering rolling out news channels," says Kirk Varner, director of news services for Time Warner Cable Programming.

A key question is whether any of these services are making money. The answer, by and large, is no, although Mike Crew, vice president of news and programming at KNWS Houston, says his channel has been profitable for about a year.

Phil Balboni, president of New England Cable News and chairman of the Association of Regional News Channels, says that for local-regional news channels, like other cable networks, it's typically a five-to-seven-year climb from launch to seeing black.

"None of us trumpet our financial

figures—and not just because of the red ink," says Balboni. "But I can tell you, based on direct knowledge, that a number of my colleagues in this business are showing very much improved financial strength. We're confident about being in the black next year." Aside from the financial challenge, about the only thing the local-regional news channels have in common is a focus on all news, all the time.

"The interesting thing about these operations is that no two are quite alike in format, business structure or basic elements," says David Bartlett, president of the Radio-Television News Directors Association. That's because viewer demographics and tastes and business economics vary among markets. NY1 News, for instance, uses what Varner calls the "one-man videojournalist" approach to cover a lot of news with a limited number of people—a staff of 120 for all of New York.

Newschannel 8, which covers the Washington metro area, "zones" its

## CABLE NEWS CHANNELS

(as of 4-15-96)

Name	Ownership	Subscribers	Launched	News partners
Arizona News Channel	Media America		Not Launched	KTVK-TV Phoenix
Bay TV	Chronicle/TCI	1.2 Million	July 94	KRON-TV S.F.
Chicagoland	Tribune	1.5 Million	Jan 93	WGN-TV/AM & Chicago Tribune
New England Cable News	Hearst/US West	1.8 Million	March 92	WCYB-TV, Boston Globe, Manchester Union-Leader
News 12 Connecticut	Rainbow (Cablevision)	200,000	June 95	
News 12 Long Island	Rainbow (Cablevision)	700,000	Dec 86	
News 12 New Jersey	Rainbow/Advance	400,000	March 96	Newark Star-Ledger
News 12 Westchester	Rainbow (Cablevision)	100,000	Oct 95	
Newschannel 8	Allbritton	1 Million	Oct 91	WJLA-TV Washington
NY1 News	Time Warner	1.5 Million	Sept 92	
Northwest Cable News	Providence Journal	1.3 Million	Dec 95	KING-TV Seattle, KGW Portland,
Orange County Newschannel	Century Comm.	500,000	1990	Orange County Register
Pittsburgh Cable News Channel	Cox Communications	511,600	Jan 94	WPIX-TV Pittsburgh (staff is shared)
R/News	Time Warner	200,000	1990	
Sarasota News Now	New York Times	100,000	July 95	Sarasota Herald Tribune
WRNN-TV	WRNN, Inc.	2 Million	Late 1994	

Source: Time Warner and BROADCASTING & CABLE research

newcasts for varying cable operators in different locales. Kingston, N.Y.-based WRNN-TV, which operates in the New York ADI and is one of only two over-the-air 24-hour news services is putting audio, video and text clips on its web site ([www.mntv.com](http://www.mntv.com)) as well as incorporating e-mail responses from viewers into newscasts.

If history is any indicator, news channels and retransmission consent would seem to be the perfect pairing for broadcasters seeking cable carriage.

Among those who have used retrans as a bargaining chip are the December 1995 start-up Northwest Cable News, owned by the Providence Journal Co.; the Pittsburgh Cable News Channel, launched in January 1994 by WPXI(TV) and Tele-Communications Inc. (now Cox), and Chicagoland, started by newspaper publisher and WGN-TV owner the Tribune Co. in January 1993.

Retrans is still a tool, but more for the big broadcast networks—notably NBC,

Fox and CBS—seeking to give their O&O stations leverage. “If we weren’t in retrans negotiations now, we would be trying to do this anyway,” says Darrell Brown, station manager at KGTV. “Retrans is part of it, but not the driving force.”

That’s not to say the independents — WRNN-TV and KNWS-TV in Houston—are ignoring opportunities offered by telecommunications policy. WRNN-TV launched its 24-hour service in 1994 with roughly 350,000 cable households in the New York ADI. Using must-carry regulations to gain cable carriage, WRNN-TV has grown to about 2 million cable subscribers in 18 months.

Recently signed must-carry deals with Comcast, Charter Communications and Cablevision Systems are expanding WRNN-TV’s reach into parts of New Jersey and Connecticut.

Must-carry is hardly a plus with cable operators, but Christian French, WRNN-TV’s director of new business ventures, says the relationships with the MSOs

generally have been cordial.

“Obviously, must-carry has been the number-one reason cable systems have put us on,” French acknowledges. “But we have been working diligently with cable operators.... Carrying regional news is valuable to their lineup, and a lot of the cable operators have approached us with open arms.”

The key exception, predictably, was Cablevision Systems, whose group of four News 12 channels covers the same area as WRNN-TV.

KNWS-TV Houston, which launched as the nation’s first broadcast 24-hour local-regional news station/channel in November 1993, also used must-carry as a tool to gain exposure to 600,000 cable subscribers through 17 cable companies.

If must-carry goes away? The strong local-regional news channels will still be around, says Mike Ruggiero of ATV Broadcast Consulting. “It makes good sense,” he says. “It’s just a very good idea.” ■

## Tee-Comm to launch AlphaStar Canada

*Canadian direct-to-home service initially will launch with 20-25 channels squeezed from U.S. service's Telstar 402R*

By Noel Meyer, special correspondent

The direct-to-home satellite field just got more crowded. Tee-Comm Electronics Inc. of Milton, Ontario, has applied to the Canadian Radio-Television and Telecommunications Commission (CRTC) for a Canadian direct-to-home (DTH) license.

Tee-Comm launched AlphaStar Television Network Inc., its U.S. DTH service (97% American owned) July 1.

Tee-Comm President Al Bahnman said at AlphaStar Canada’s press conference last week that the digital service would launch as soon as it received a license. It can do so in spite of a scarcity of Canadian transponders because a 1981 exchange of letters between Canada and the USA that allows for the temporary use of American satellites to beam into Canada.

Landing rights are assured as long as it remains a temporary matter.

Tee-Comm’s application will bring the number of applications for Canadian DTH licenses to three. Direct Choice Television is waiting for a decision, and Shaw Communications has

applied for a DTH license. Two holders of existing DTH licenses have failed to launch: ExpressVu; because of a lack of transponders, and Power DIRECTV, which said that licensing regulations made its business plan untenable.

CRTC licensing usually takes four to five months. Tee-Comm has asked the CRTC to act quickly in an attempt to curb the growing gray market in satellite services, now estimated at 175,000-300,000 subscribers.

It is unlikely that the CRTC will do so because it is now holding extensive hearings to set the regulatory framework for cable and telco competition, which the government has urged the federal regulator to finish before the new year.

Tee-Comm plans to find satellite space for its Canadian operation by squeezing 1.5 transponders from AlphaStar USA on AT&T’s Telstar 402R. Although this would give the Canadian service only 20-25 channels, split between Canadian and American channels to start with, additional transponders on AT&T’s Telstar 5 would be used to provide a full DTH

service when AlphaStar migrates to that satellite in mid-1997.

The interim service would cost \$19.95 with 30 audio channels and pay per view.

Tee-Comm is a one-third partner in yet-to-launch ExpressVu. Original plans called for Tee-Comm to supply ExpressVu’s set-top boxes, but that plan fell apart when integration problems took longer to resolve than anticipated. Tee-Comm declined to meet cash calls during the spring because ExpressVu failed to secure transponders; Tee-Comm announced that if granted its DTH license it would sell its ExpressVu holdings.

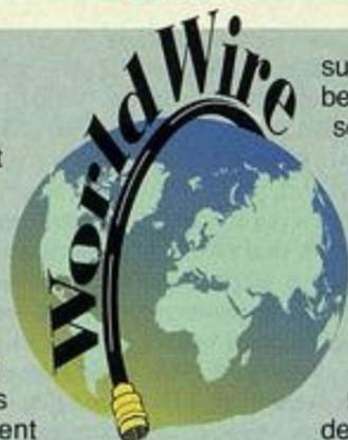
Tee-Comm is now manufacturing 4,000 digital set-top receivers per week, with plans to double that number. The company denies rumors that its AlphaStar USA service is not fully functional and says that any American dealers placing equipment orders will receive them within 24 hours. It also says that subscriber numbers will be included with its third-quarter financial statement, due for release in November. Both services will use a 30-inch dish. ■

## MTV buys into MTV Brasil

Viacom-owned MTV Networks has bought 50% of Portuguese-language music channel MTV Brasil from Abril Group. Abril launched MTV Brasil in 1990 through a licensing agreement struck with MTV Networks. The channel now claims to reach 15 million homes, mainly through Abril's UHF and VHF broadcast networks as well as cable, MMDS and DTH. MTV Networks plans to enhance programming, bring management expertise and secure new channel carriage deals in Brazil as part of its involvement in MTV Brasil. Abril is Brazilian partner in the DIRECTV Latin America platform. Earlier this year, MTV Networks said it would split its Latin American service into Central America and Latin America units. The group's MTV Europe unit will start three regionalized playlists starting Sept. 1.

## Decoder drought

Kirch Group's German digital DTH package claims to have received 130,000 customer inquiries about its service, which launched July 28. But DF1 says it has signed only "several thousand" subscribers, triggering concerns that demand for European digital TV is outstripping early decoder supplies. Sources say UK equipment manufacturer Pace has now signed a decoder supply deal with Canal+'s Canalsatellite Numerique in France. The package, which launched April 27, has revised its year-end



subscriber forecast from 150,000 to 200,000 because of large demand, but only 40,000 subscribers are connected to date.

## BSkyB numbers up

UK pay-TV operator BSKyB posted impressive annual results for the period that ended June 30, with revenue rising 30% to top £1 billion (\$1.55 billion) for the first time. Operating profit jumped 29%, to £315.1 million. Lower interest charges on debt helped profit before tax to soar 66%, to £257.4 million. Cable and DTH subscribers grew 900,000, to 5.5 million. BSKyB's Group Finance Director Richard Brooke said the company had "significant borrowing capacity" to fund further European expansion.

## Australis aid

Affiliate of US MSO TCI, Lenfest Communications says it has kicked in \$40 million as part of a \$105 million short-term equity injection for struggling Australian pay-TV operator Australis Media. The other major backer in the deal, providing \$15 million, was Kerry Packer's Publishing & Broadcasting Ltd., which owns 5% in cable operator Optus Vision as well as equity and options in Australis. Australis for the second time failed to secure approval for a long-term debt offer, led by Salomon Bros. in the U.S. The latest deadline lapsed Aug. 16.

—By Nicole McCormick, special correspondent

# WBIS New York launch delayed

*Programming lineup, philosophy for would-be superstation remains at issue*

By Jim McConville

**S**till trying to define their planned new cable network's identity, Dow Jones and ITT will delay launching proposed business and entertainment news channel WBIS(TV) until later this fall.

ITT and Dow Jones purchased WNYC-TV New York from the city and changed the station's call letters with plans to convert it into a 24-hour business/entertainment superstation. After WBIS's New York launch, Dow Jones/ITT will try to secure national distribution on both broadcast and cable networks.

WBIS's program schedule is to consist of Dow Jones business and financial news during the day and sports/entertainment programming after 7 p.m.

The station will have local rights,

through ITT-owned Madison Square Garden, to local telecasts of New York Knicks basketball, New York Rangers hockey and Yankees baseball telecasts. But Dow Jones/ITT will have to negotiate with all three professional sports leagues for rights to other markets.

The delay in the launch, the second for WBIS since last spring, is in part a consequence of legal disputes with broadcasters of ethnic programming that formerly ran on WNYC(TV), and the fact that the executive to run the channel—Carolyn Wall—was not hired until last month. But the delay also appears to be the result of the differences between owners ITT and Dow Jones over the direction of the network (see BROADCASTING & CABLE, Aug. 5).

Dow Jones/ITT paid \$207 million last year for WNYC-TV. The launch of the station/cable network's revamped

look was originally slated for last spring, but was moved back to early fall after delays in getting FCC approval.

Dow Jones spokesman Roger May acknowledges that WBIS's programming card and format haven't been fully developed. "We just had Carolyn come on July 1, so there are an awful lot of things that need to be done—possibly a few more things than people expected."

WBIS's delay is also a case of clashing corporate personalities. Media giant Dow Jones apparently envisions WBIS as a vehicle for business news, while ITT, owner of hotels and gaming operations, sees the network as a marquee for sports and gaming.

Since it converted to WBIS last July, the station has been airing Classic Sports under a contract that runs through Oct. 16. ■

# Cable looking to triple campaign ad take

By Michael Katz

**W**ith the presidential candidates preparing to do battle through TV, cable television is expected to triple its share of ad dollars from the campaign media blitz.

The Cabletelevision Advertising Bureau is looking toward a record number of political ad dollars to be spent on cable. The CAB projects that spending will be \$30 million-\$35 million in 1996, compared with \$10 million in 1992 and only \$4 million-\$5 million in 1988.

"Over the past couple of years more cable systems have become far more familiar with political advertising and are aggressively seeking it," says Bruce Ferguson, vice president of local and spot sales for the CAB. "The political consultants have also realized the value of cable."

Although cable has been perceived as being of greater value to local and congressional races, it still will play a key role in this year's presidential election. New Jersey, with its 15 electoral votes, is seen by both the Clinton and the Dole camps as an important swing state. Cable Networks Inc. already has been placing cable spots in the state for the Clinton/Gore team and the Democratic National Committee.

"We are geographically targeting just the cable systems in New Jersey and not running spots on broadcast television in New York or in Philadelphia—which would be another way to reach New Jersey voters, but a wasteful way," says Michael Labriola, director of sales for CNI.

Labriola says CNI is roughly 5%-6% ahead of its goal for selling political cable ads through July, and he expects that to increase sharply after the Democratic National Convention. "We're really experiencing a lot of activity from the political advertising agencies," he says.

CNI, says Labriola, anticipates that it will double the amount of political advertising it will represent this year compared with that of the 1992 presidential race. He attributes much of the increase to digital ad insertion equipment, which allows cable operators to update commercials more frequently than they could in previous years. ■

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## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 12-Aug. 18, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	HHs. (000)	Rtg.	Share
1. NFL/New England @ Dallas	ESPN	Mon	8:00p	4,509	6.6	11.0
2. NFL/San Francisco @ Jacksonville	TNT	Sun	8:00p	3,772	5.6	9.7
3. Movie: "Return of the Jedi"	USA	Sun	7:08p	2,957	4.3	7.6
4. NFL/Dakland @ Atlanta	ESPN	Thurs	8:00p	2,915	4.2	8.2
5. Movie: "Kindergarten Cop"	USA	Sat	7:00p	2,771	4.1	9.0
5. NASCAR/Goodwrench Dealer 400	ESPN	Sun	12:30p	2,834	4.1	11.4
5. NFL/Dakland @ Atlanta	ESPN	Thurs	9:25p	2,840	4.1	7.0
8. Movie: "The Empire Strikes Back"	USA	Sun	4:30p	2,597	3.8	8.6
9. Rugrats	NICK	Sun	10:00a	2,442	3.7	12.0
9. NFL Studio Show	ESPN	Thurs	8:54p	2,549	3.7	6.5
11. Rugrats	NICK	Tues	9:00a	2,344	3.5	13.8
11. Clash of the Champions 33	TBS	Thurs	8:05p	2,387	3.5	6.2
13. Movie: "Star Wars"	USA	Wed	8:00p	2,344	3.4	6.0
13. Movie: "Bloodhounds II"	USA	Tues	8:59p	2,311	3.4	5.7
13. World Champ. Wrestling	TNT	Mon	9:00p	2,327	3.4	5.5
16. Rugrats	NICK	Thurs	6:30p	2,215	3.3	7.1
16. Rugrats	NICK	Wed	9:00a	2,224	3.3	13.5
16. I Love Lucy	NICK	Tues	10:30p	2,201	3.3	5.9
16. I Love Lucy	NICK	Tues	10:00p	2,179	3.3	5.5
20. Rugrats	NICK	Tues	6:30p	2,152	3.2	6.6
20. Rugrats	NICK	Mon	6:30p	2,124	3.2	6.3
20. Galapagos: Beyond Darwin	DISC	Sun	9:00p	2,195	3.2	5.3
20. World Champ. Wrestling	TNT	Mon	8:00p	2,147	3.2	5.6
24. Movie: "Return of the Jedi"	USA	Fri	8:00p	2,094	3.1	5.8
24. AAAHH!!! Real Monsters	NICK	Sun	10:30a	2,049	3.1	10.1
24. Rugrats	NICK	Thurs	9:00a	2,042	3.1	12.6
24. Movie: "Return to the Blue Lagoon"	TBS	Sat	4:05p	2,120	3.1	6.6
24. Republican Convention 96	CNN	Thurs	10:00p	2,138	3.1	5.3
29. Movie: "The Empire Strikes Back"	USA	Thurs	8:00p	2,071	3.0	5.2
29. All That	NICK	Sun	1:00p	1,998	3.0	8.6
29. Secret World of Alex Mack	NICK	Sun	12:30p	1,987	3.0	8.7
29. My Brother and Me	NICK	Sat	12:30p	2,017	3.0	9.8
29. The Busy World of R. Scarry	NICK	Fri	9:30a	1,889	3.0	12.3
29. Rugrats	NICK	Fri	9:00a	2,032	3.0	13.1
29. Rugrats	NICK	Wed	6:30p	2,035	3.0	6.6
29. The Busy World of R. Scarry	NICK	Tue	9:30a	2,011	3.0	11.7
29. Doug	NICK	Mon	7:00p	2,014	3.0	5.6
29. Rugrats	NICK	Mon	9:00a	2,011	3.0	12.1
29. Movie: "Rocky III"	TBS	Thurs	10:08p	2,067	3.0	5.8
29. Family Matters	TBS	Thurs	6:35p	2,068	3.0	6.8
41. Movie: "Star Wars"	USA	Sun	2:00p	1,943	2.9	7.3
41. Rocko's Modern Life	NICK	Sun	11:30a	1,911	2.9	9.0
41. Looney Tunes	NICK	Sun	9:00a	1,965	2.9	10.4
41. Rugrats	NICK	Fri	6:30p	1,950	2.9	6.6
41. Clarissa Explains It All	NICK	Thurs	6:00p	1,915	2.9	6.5
41. Are You Afraid of the Dark?	NICK	Wed	5:00p	1,957	2.9	7.7
41. The Busy World of R. Scarry	NICK	Wed	9:30a	1,920	2.9	12.0
41. Jim Henson's Muppet Babies	NICK	Tues	10:30a	1,922	2.9	10.8
41. Rupert	NICK	Tues	10:00a	1,909	2.9	10.9
41. Movie: "A Home of Our Own"	LIFE	Mon	9:00p	1,900	2.9	4.7

Sources: Nielsen Media Research, Turner Research

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Internet Access

## @Home unveils content providers

By Richard Tedesco

Internet access provider @Home has lined up content providers that it hopes will distinguish its Internet access network when it launches this fall.

The list of 65 participants in @Home's media development program includes Discovery Channel Online, E! Online, C:Net, HotWired, iVillage, American Cybercast, the New York Times Electronic Media Co., *USA Today* and the *Wall Street Journal*. @Home is working with as many as 10 of the companies on its list with various technological enhancements, according to Dean Gilbert, @Home senior vice president of sales and marketing.



**"It's model-mania.  
These are models being born."**

@Home plans to enhance its high-speed Internet access service by including @Home SmartCache, a tool to enable caching of video clips and animated graphics on local servers for ready access; @Home M-Cast, continuous downloads of updated sports scores, financial news and weather selected by the user, and @Home Passport, provid-

ing subscribers IDs for automatic access to premium areas on various sites without the need for passwords each time. @Home Passport would logically be used for online publications.

@Home content providers also will be able to replicate material in several locations on its network and give them direct links to users, as well as

permitting users to provide personal demographic data without revealing their names.

Otherwise, relations with the content providers initially will be no different than with other Internet service providers. A source at Discovery says that @Home had planned to put up a home page featuring icon links to content sites, but Gilbert says there are no plans for that.

@Home declined to discuss the business models it is using with the content providers. Will Hearst, former @Home CEO, now a partner with Kleiner Perkins Caulfield & Byers, says that the service might charge some providers for multicasting, or split revenue with others: "It's model-mania. These are models being born."

Kleiner Perkins is a partner in the venture along with Tele-Communications Inc., Comcast Corp. and Cox Communications. The service is expected to launch this fall in TCI systems in Arlington Heights, Ill., and Hartford, Conn.; Comcast likely will launch it in Baltimore and Philadelphia, while Cox likely will launch it in Orange County, Calif., this year and in San Diego next year.

Pricing will depend on specific packages the partner MSOs offer, Gilbert says, adding that a \$30-\$40 monthly fee is in the ballpark. The choice of high-speed cable modems also rests with the individual MSOs. **TMA**

### Mandl's future rests with DEMS

Alex Mandl's imminent departure as AT&T president to join Associated Communications as its chairman centers on technology related to a little-known spectrum dubbed DEMS.

DEMS is the digital electronic message service band, a small slice of spectrum (18-19 ghz) designated by the FCC for licensing in 1981. Associated Communications manages networks licensed to Microwave Services Inc. and Digital Services Corp., two of the few companies who bid on the spectrum when it became available.

Associated Communications, a unit of Pittsburgh-based Associated Group, handles 80-100 mhz in that spectrum in 31 major U.S. markets where the company offers limited service. A major announcement about a full-blown rollout of services, which will include Internet access, high-speed data transmission and video conferencing along with local switched and dedicated phone service, is expected next month.

The service runs off networks of radio "nodal sites" and requires a small receive antenna at the customer's site. A DEMS system can be point-to-multipoint, enabling nodal-sector radios and antennas to be shared by customers. Its one disadvantage is the need for line-of-sight to be maintained between the nodal locales and customers.

Associated Group, a public company, owns 55% of Associated Communications and also holds a reported 20 million shares of TCI and 5 million shares of Liberty Media Corp. as its primary assets.—RT





## Program Guides

# Microsoft strikes \$20 million Starsight deal

It gets non-exclusive rights to electronic program guide

By Richard Tedesco

Microsoft Corp. will pay Starsight Telecast \$20 million for intellectual property related to Starsight's electronic program guide.

Although Microsoft was up front about the cash it was laying out for non-exclusive worldwide rights to the EPG content, it wasn't forthcoming about its plans for it. "Starsight has some unique capabilities. We're in the business of building great platforms," said Tom Gershaw, Microsoft senior vice president. "What we build at Microsoft are open platforms that even our competitors could use. We see this as leading the way



to some exciting products that will open the industry."

The implication clearly is that it will become part of the PCTV service Microsoft is developing, using Starsight's property to create a navigation platform that would serve that hybrid medium. Microsoft has been actively pedaling that concept to MSOs, including TCI and Time Warner, one of Starsight's strategic partners. Brian Klosterman, Starsight president, says that integrating Starsight's property with Microsoft technology in PCTV is a possibility.

Under terms of the memo of understanding between the two companies, Starsight gets to use Microsoft's interactive TV technologies as the two work toward what effectively will be common properties. In addition to the \$20 million up front, Starsight will receive subscription revenue from resulting products.

"This is an opportunity to broaden our market presence," Klosterman says. "That's our goal: to expand our market position."

Gershaw calls the deal "a natural evolution of where the market's going," emphasizing that the lines between the PC and TV are "continually blurring" as

deals between consumer electronics and computing companies proliferate.

Of course, this provides one more opportunity for Microsoft to extend its presence into an arena in which it already

is staking a claim.

The pact, expected to be consummated soon, is non-exclusive for both companies, so there is nothing to prevent Starsight from making deals with other software companies while Microsoft could pursue deals with other EPG creators.

Starsight's strategic partners include Viacom, Cox Communications, Thomson Multimedia, Tribune Co. and the Providence Journal Co. It has licensing deals with Thomson, Sony, Panasonic and, most recently, Uniden America Corp.

TMW

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The Private & Wireless Show is the must attend event of the year. Call 800-555-0224, 713-342-9826 or fax 713-342-2488 for more information.

Internet Access

# Sprint selling Internet Passport

By Richard Tedesco

**S**print plans a phased rollout of a consumer Internet access service, initially inviting 200,000 of its current long-distance customers to test it.

Customers who accept the offer will get use of Sprint Internet Passport free until it goes into general release this fall. Then, it will cost \$19.95 per month for unlimited access, the current going rate from most access providers. Users also can opt for access at \$1.50 per hour with

no monthly minimum or maximum limit.

Jim Dodd, vice president of Internet access services for Sprint's Multimedia Group, says the company intended to make its pricing "simple, predictable and understandable."

Sprint's Passport service will employ Netscape Navigator as its browser, and the company has plans to support other browsers by year's end. Local-dial access to the Internet will be available in 75% of the country at 14.4 or 28.8 kbps, and rebate certificates for 28.8 kbps

modems will be offered. A dedicated Web site featuring e-mail, news and directory services in cooperation with C:Net, Infoseek, Lycos and Netscape is also part of Passport.

By year's end, support for Macintosh machines, access to parental control features, and 1-800 access for traveling users will be added.

Sprint claims to be carrying 40% domestic Internet traffic and 60% international traffic.

Internet Browsers

# Browser battle goes on; Netscape writes to DOJ

By Richard Tedesco

**T**he browser battle between Microsoft Corp. and Netscape Communications Corp. entered an intense second round last week as Netscape released its Navigator 3.0.

With a week's head start, Microsoft was able to claim an early lead in the scrap, as it claimed users had downloaded more than 1 million copies of its Internet Explorer 3.0. But after only two days of the new Navigator release, Netscape reported that more than 140,000 users had selected its browser to download.

An antitrust lawyer for Netscape leaked a letter sent to the Department of Justice alleging that Microsoft is using strong-arm tactics to insure that its browser gets better billing in the marketplace. Gary Reback, a well-known Palo Alto lawyer who has battled Microsoft before, alleged in his letter to the DOJ that Microsoft was offering license discounts to computer makers that featured its browser and made competitors' browsers less accessible to users. He further alleged that Microsoft has sought to buy out contracts that Internet service providers (ISPs) have with Netscape and also has paid some ISPs \$400,000 to encourage them to sell only its Internet software.

Netscape answered Microsoft's strategy of bundling content offers with its

browser by aligning with its own stable of information providers. Netscape struck deals with more than 20 companies to participate in its Inbox Direct feature, enabling customers to customize content they would like to receive in e-mail fashion. Navigator users can choose to have selections from the *New York Times*, *Times Mirror* magazines, *US News & World Report*, Knight Ridder, IDG Publications' computer periodicals and The HotWired Network, among others, delivered to their Netscape Internet Inboxes.

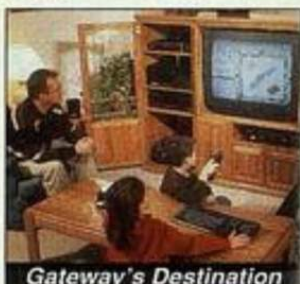
Meanwhile, Microsoft was chasing gremlins that were frustrating many potential users' efforts to download Explorer 3.0. Prospective users were finding that downloading Explorer required 60 megabytes of RAM rather than the 25 megabytes Microsoft figured should be necessary to download the 11 megabytes of Explorer.

That problem was resolved, according to Kevin Unangst, Microsoft product manager for Explorer 3.0. But late last week, Microsoft was about to post patches for two other glitches: computer specialists at Princeton University had detected a security hole in IE 3.0, and users were confronting redundant requests for passwords on some Web sites. Otherwise, Unangst called user feedback "phenomenal."

Whether any feedback filters down from the Department of Justice remains to be seen.

## Big-screen Gateway goes Internet

Gateway 2000 released its Destination PC/TV last week through retail outlets around the U.S.



Gateway's Destination

The Destination, sporting a 31-inch screen and a \$3,999 price tag, is available in The Wiz outlets on the East Coast and CompUSA Computer Superstores throughout the country. It's also available through direct mail from Gateway, which also offers information about the novel unit on its Web site ([www.gw2k.com/destination](http://www.gw2k.com/destination)).

A Pentium 120 mhz processor powers the Destination, which also boasts 16 mb of DRAM and a CD-ROM drive. The unit also comes equipped with a high-fidelity audio adaptor and a software bundle that includes Windows 95.

## RealAudio Plus debuts

Progressive Networks released RealAudio Player Plus last week, an enhanced version of its Player product that offers simple radio-tuning features, including preset and scan buttons. Player Plus can be purchased online ([www.realaudio.com](http://www.realaudio.com)) for \$29.99 and also will be on sale in retail outlets next month. Users can listen to audio off-line by saving audio content to their PC. Users' preferences can be plugged into Progressive Networks' Timecast Web site, which then selects prerecorded audio programs. Copies of Netscape Navigator 2.0 and Internet Explorer 3.0 are included, along with one free month of unlimited connection time.—RT

# Technology

August 26, 1996

## Fox News Channel chooses Digital-S

JVC format will handle studio tasks in New York and Washington

By Glen Dickson

**F**ox Television has chosen JVC's Digital-S 4:2:2 component digital videotape format as the house format for its new 24-hour cable network, Fox News Channel, which debuts Oct. 7. Digital-S will be used to handle all feed recording, editing and playback in Fox News Channel's new all-digital studio in New York and in its Washington bureau.

The purchase represents the first large-scale commitment to the JVC format by a U.S. broadcaster or cable network. (The format debuted at the 1995 NAB convention.) Fox Television is purchasing 120 Digital-S VTRs, including player/recorders, editing recorders with pre-read and play-only models.

Although Fox was reluctant to discuss the terms of the deal, JVC says the Digital-S decks range in price from \$10,500 for a play-only model to \$19,500 for an editing recorder with pre-read, while editing controllers list for \$2,200. (Pre-read facilitates multi-generational layering and A/B roll editing with only two VTRs.)

Andy Setos, executive VP of News Corp.'s News Technology Group, says that Fox evaluated all the new digital formats for studio use before making its choice: "It took us a long time to



A JVC BR-D80 Digital-S editing deck with pre-read

reach a decision. It's a big risk buying a new tape format. It's not like a camera or monitor, where if it doesn't work out, you can replace it in a few months. With a studio format, you've already got a tape library on the first day."

Setos says that Fox originally planned to use analog tape because of budget constraints and the sheer size of a national buy. But Fox decided that Digital-S was a "real breakthrough" in price and performance, he says: "Digital-S's performance surpasses analog, and it competes in the same class as any digital machine. But it's half the price of analog decks. We were able to buy more tape machines, so we can edit more stories and acquire more editorial product."

Digital-S operates at 50 megabits per second, with a mild compression

rate of 3:3:1. Setos says that Fox felt "extremely comfortable" with that level of compression, based on its vast experience using 45 mbps DS-3 fiber back-hauls for sports.

"Additionally, since Digital-S offers 4:2:2 digital signal processing, we are able to do the kind of layering effects and keying that our producers demand," says Richard Friedel, vice president of operations and engineering for Fox News.

Friedel is busy with the construction of Fox News Channel's primary studio on 6th Avenue at 48th Street in Manhattan. JVC has already delivered Fox's initial shipment of Digital-S decks and edit controllers to the site, which features two large studios and 30-foot windows that border the sidewalk for man-on-the-street interviews. By October, Digital-S decks also will be installed in the Washington bureau, which will have 15,000 feet of studio space.

Fox News Channel has yet to disclose what its acquisition format will be or to what extent servers or hard disk recorders may be used in news production. But Setos says that buying Digital-S as the studio format "doesn't preclude anything."

"In the past, broadcasters were very used to one format that [did] everything," Setos says. "Today, there's so much specialization out there, that's an inappropriate perspective. You need to be flexible." ■

### Oceanic launch

Hughes's Galaxy XI satellite is the first spacecraft scheduled to be launched from the oceangoing Sea Launch platform. The multi-national Sea Launch Co. plans to assemble rocket stages and process satellite payloads at its Long Beach, Calif., facility, then set sail for launch sites in the Pacific Ocean. The rockets will be fueled and launched at sea by a mission control crew aboard the assembly and command ship, while the semi-submersible launch platform serves as the seagoing launchpad. Pending FCC approval, Galaxy XI will launch in June 1998. Hughes's long-term contract with Sea Launch calls for 10 launches through 2002.

—GD

# CBS makes million-dollar compression buy

*First use of Tiernan MPEG-2 gear is political conventions*

By Glen Dickson

**C**BS has purchased more than \$1 million worth of MPEG-2/DVB-compliant equipment from Tiernan Communications for digitally compressed satellite transmission. CBS Newspath, the network's affiliate news service, already has used the gear to generate compressed feeds from the Republican National Convention in San Diego and will employ it in the same capacity for this week's Democratic National Convention in Chicago.

CBS also has purchased Tiernan compression gear for use in Europe, and parent company Westinghouse has bought three Tiernan systems for Telenoticias, the 24-hour Spanish-language news network the company has acquired from Telemundo.

CBS News has been testing MPEG-2 systems for two years, including gear from Tiernan, STS Harris, Divicom and Wegener. The Tiernan system was used to transmit live pictures during the O.J. Simpson trial and February's New Hampshire primary. But according to John Frazee, CBS News vice president of news services, the network decided to buy the Tiernan gear for its domestic operations after using it in the European News Exchange (ENEX), a European news cooperative.

"After our experience in Europe, we decided it was ready to deploy here," says Frazee. "It's a good picture—I don't think the average civilian, or even the average television person, would know the difference."

For San Diego, CBS used six Tiernan encoders and Comstream modulators to compress and transmit six 8.4 megabit channels within the 54 mhz of one Ku-band transponder. The compressed feeds were uplinked off one antenna to the Hughes Galaxy IV bird and downlinked to more than 40 CBS



*CBS News Path's Tiernan gear that compressed video, audio and data at the GOP convention.*

affiliates that agreed to purchase Tiernan integrated receiver/decoders for use during the convention.

"We used it for affiliate two-ways and tape feeding on one leased transponder," says Frank Governale, CBS News general manager of operations. "We asked all the affiliates that wanted to take the digital feed in for the convention to purchase the IRDs, which went for around \$2,200."

One stumbling block to implementing satellite compression domestically has been the cost to stations of the receiving gear. But Governale says that considering the space segment savings that CBS passed on to the affiliates, the Tiernan IRDs paid for themselves.

"It worked out for both of us," he says. "The network saved money, and we pushed some of those savings onto the affiliates, which allowed them to pay for the IRDs."

Governale says that in San Diego the compressed channels ran reliably at 53 watts for all paths, and that CBS engineers were able to bring the power down below 40 watts without a problem. The power required for analog transmission would be 175-200 watts, he says.

The Tiernan encoder's performance for C-band transmission is very similar, Governale says, adding that 8 mbps is the lowest bit rate CBS would encode video at; testing showed the picture quality of anything lower than

that to be unacceptable. "But if the algorithms improve and we can lower the bit rate, we'd take advantage of that," he says.

Governale also is quick to add that the purchase of the Tiernan gear doesn't mean that CBS is trying to create a "de facto standard" for its MPEG-2 equipment. "We're still an advocate of full MPEG-2/DVB-compliance, with the ability for our affiliates to intermix decoders and receivers," he says. "We have no final commitment to Tiernan."

He acknowledges that one of Tiernan's selling points was its top-three performance in Intelsat's MPEG-2/DVB interoperability tests this spring (BROADCASTING & CABLE, May 27).

Although CBS is happy to buy Comstream modulators bundled with the Tiernan encoders, Governale hopes to see an overall solution integrated into one box. That would make it easier to implement MPEG-2 news feed delivery on a national scale, which CBS hopes to do gradually during the next few years.

"I see us migrating that way," Governale says. "We're already doing that in Europe in most locations, and we've budgeted funds in '96 and '97 for digital flyaway units and some MPEG-2 gear for network trucks."

CBS also is looking seriously at the AT&T/Sony MPEG-2 fiber transport system that ABC used during the Republican convention (BROADCASTING & CABLE, Aug. 19), and which uses 4:2:2 compression. "Right now, all the systems we're testing are 4:2:0; the 4:2:2 system uses more bandwidth, but we're evaluating it as well," Governale says. "We're trying to do real end-user tests on this equipment to look at the final product; 4:2:2 may look better in the first generation, but we're not sure there's a big enough gain in the final picture to justify the cost differential." ■

## Errata

A chart in the Aug. 12 issue (What's up there: A DTH directory) listed Tele-Communications Inc. and TelQuest Ventures as the parent companies of a TCI/Telesat Canada DBS venture. TCI and TelQuest are pursuing separate DBS ventures with Telesat Canada and are not associated with each other.

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# Keystone, SpaceCom form joint platform for Chicago

*Fiber link to teleport should help ease uplink crunch at Democratic convention*

By Glen Dickson

**K**eystone Communications and SpaceCom Systems have teamed to help the broadcast news media get their feeds off the floor of the Democratic National Convention in Chicago. Since available slots for satellite uplink trucks and satellite transmission facilities at the United Center convention site are 100% booked, Keystone is providing a digital fiber link to SpaceCom's Chicago International Teleport, an uplink facility located just south of Chicago in Monee, Ill.

Keystone is leasing a 2.1-gigabit Ameritech fiber line that will allow for two-way transmissions between the United Center and Chicago International Teleport (10 paths inbound, six on the return). In Monee, customers will be able to park their C-band or Ku-band uplink trucks and connect with Keystone's DS-3 line by coax cable, says Aage Tengesdal, manager of telecommunications for SpaceCom's Chicago International Teleport. The service also will provide clients with 208-volt AC power at the teleport as

well as interconnect cabling at the teleport and the United Center.

The remote uplink will help solve C-band frequency coordination problems at the United Center, says Gabriel Sidhom, Keystone vice president of marketing and business planning: "We'll have trucks parked in the suburbs, hooking into the uplink site with coax to get back into the convention center. The workhorse is the fiber between the two sites."

Occasional-use customers also can uplink off SpaceCom's existing three C-band and three Ku-band antennas. "If we have capacity, they can use that—as long as it doesn't interfere with our full-time feeds," says Tengesdal. "We can interconnect with any production trucks or uplink trucks that are on-site."

But Tengesdal expects most late bookings to park their trucks at the teleport. SpaceCom already provides a full-time C-band uplink for superstation WGN-TV Chicago, and Keystone has booked two full-time C-band uplinks for the Democratic National



Keystone is providing a fiber link to SpaceCom's Chicago International Teleport for convention feeds.



A look inside Chicago International Teleport's network control center

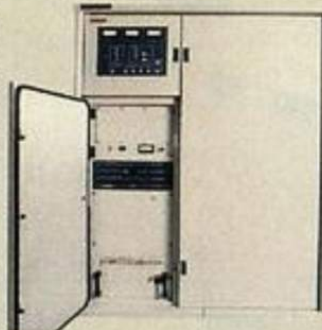
Committee. Tengesdal says the teleport does have some available Ku-band capacity but it's being booked fast.

Sidhom says the Democratic National Committee's news service is the biggest customer for the Keystone/SpaceCom venture, with 30 hours of space segment booked daily. CNN also is a potential customer—it is interested in downlinking into the teleport as a way to connect to the United Center. ■

## Cutting Edge

By Glen Dickson

**Cox Broadcasting** has signed a letter of intent with **Harris Corp.** to provide digital TV transmitters to Cox's stations. Atlanta-based Cox owns or operates 11 stations in nine major markets. According to John Swanson, Cox vice president of engineering, the agreement is "a placeholder" in the purchasing line for ATV transmitters, similar to a deal CapCities/ABC made with



The Harris Sigma CD transmitter with digital exciter Harris for its O&Os in June. Swanson says Cox evaluated digital transmit-

ters from both Harris and Comark and found their performance to be similar. Cox went with Harris based on its experience with the company's VHF transmitters, he says. A Harris HDTV transmitter is now in use at WRAL-HD, an experimental station in Raleigh, N.C., while WRC-HD Washington is on-air with a Comark unit.

**Advanced Broadcast Services** is supplying **NBC News** with four modified RF camera systems for its political convention coverage. The PITA (portable intelligent tracking antenna) systems were

modified to allow the antenna to be extended as high as 15 feet off the ground so the signal to the base antenna isn't blocked by conventioners' banners and signs. Although these "PITA-on-a-stick" systems require two operators (one to hold the camera and the other to hold the antenna), the automatic tracking feature of the system continues to maintain antenna alignment no matter how the antenna carrier moves. The camera operator can move freely up to 15 feet from the antenna carrier to provide flexibility in avoiding signal blockage.

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# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager** wanted for central PA powerhouse WIOV-FM. This station is a billing leader so this job is not for the timid. Responsibilities will primarily be to drive sales in Berks County (Reading), PA working with our seven person staff but you will become the right hand of our GM. We need someone who can continue our tradition and take us to the next level. Rare opportunity. We prefer prior sales management or GM Experience. All replies confidential. Fax your stuff to Alan Beck, Vice President, Brill Media Company, LP. 812-428-4021. Or 420 NW 5th Street, Suite 3-B, Evansville, IN.

**General Manager:** WJHU-FM, a public radio service of The Johns Hopkins University and an NPR affiliate station, is recruiting for the position of general manager. The successful candidate will be experienced in leadership and team-building. He/she will be capable of providing guidance to managers in all areas of station operation, including programming, membership, underwriting, community relations, engineering, finance and administration. He/she will be accomplished at coordinating the efforts of individual departments to achieve the maximum possible performance of the station as a whole. WJHU is a 10-year-old station with strong community support and excellent potential for growth, particularly after a successful switch one year ago to a format that is primarily news and public affairs. Required: bachelor's degree and a minimum of seven years' experience in radio station management. To be considered, submit resume, cover letter with salary requirements, and the names of at least three references. Please mention job number U96-596. Send by Sept. 30 to Homewood Human Resources Office, The Johns Hopkins University, 3400 N. Charles St., Baltimore, Md. 21218. A.A./E.O.E. Women and minorities are encouraged to apply. Excellent benefits, including life and health insurance, and dental and tuition plans for staff member, spouse and dependent children. Smoke-free and drug-free environment.

**Sales Manager** wanted for unique Colorado opportunity. Operator of northern Colorado's leading station, KUAD, is now also operating KTRR-FM, Loveland. KTRR needs a hot sales manager. This is a ground floor opportunity that will allow you to build your sales team and prove you are a revenue generator. Current billings are zero. Markets covered are Ft. Collins, Greeley and Loveland, Colorado. Here's your chance. We are an active, promotional, sales driven company that will give you all the support you want. We prefer prior sales management or GM experience but will carefully consider strong sales people desiring to move to management. All replies confidential. Fax your stuff to Alan Beck, Vice President, Brill Media Company, L.P. 812-428-4021. Or 420 NW 5th St., Suite 3-B, Evansville, IN.

**General Manager Los Angeles Public Radio.** KCSN-FM. California State University, Northridge is seeking a General Manager to plan, direct and supervise the operations of its classical music and news public radio station. Leads station's development activities, maintains extensive liaison with University, community groups and corporations, state and federal governments, CPB and NPR. Overall responsibility for station budget and personnel. Requires BS/BA, or equivalent; master's in related discipline preferred. Minimum of 3 yrs exp. in radio station management required; public radio exp. in medium to large market preferred. Appropriate FCC license required. Knowledge of public radio operation, personnel and fiscal management, marketing and fundraising. Management position with excellent salary and benefits. Submit letter of application and current resume including the names, addresses and phone numbers of three professional references and 5-yr. salary history. Review of applications begins Sept. 16, 1996; continues until filled. Submit to: General Manager Search; Office of the Dean; College of Arts, Media and Communications; California State University, Northridge; 18111 Nordhoff Street; Northridge, CA 91330-8236. An EEO/AA, Title IX, Sections 503 & 504 employer.

### HELP WANTED SALES

#### RADIO EQUIPMENT SALES OPENINGS

Well established East coast broadcast equipment supplier has sales department openings for:

Two sales engineers capable of configuring high end studio systems, hard disc storage systems, and complete transmitting systems. Positions require heavy digital and system design experience as well as good written and verbal communication skills. Hands on experience with Wheatstone consoles Broadcast Electronics transmitters, and digital hard disc storage systems preferred. Positions requires prospecting, seeking out and closing sales and is not a telephone order taking position. Possible relocation and willingness to travel is required.

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### HELP WANTED TECHNICAL

**Assume engineering responsibilities** for 6-8 Central Texas AM and FM radio stations in the same market. Experienced in all aspects of radio engineering including transmitters, studios, computers, FCC regulations. Strong group ownership, competitive salary and great benefits. For more information, contact (817) 772-7100. EOE.

### HELP WANTED NEWS

**Tired of the stressful commute?** Does the great outdoors beckon? If your back ground is broadcast journalism we have a position open for news director for a regional combo in the High Sierra of Northern California. Contact Rod Chambers, 916-257-2121. EOE

**Non-commercial, Christian Family Life Broadcasting Network** is seeking news and public affairs director for its Detroit station. Applicant should have a minimum of two years experience in a similar position. Send tape and resume to General Manager, WUFL, P.O. Box 1030, Sterling Hts., MI 48311. Respond before September 9, 1996. EOE. Women and minorities encouraged to apply.

### HELP WANTED HOST

**FM News/Talk in the West** seeks seasoned AM talk show host. Familiarity with resort communities a plus! Send tape and resume to Box 00915.

### SITUATIONS WANTED MANAGEMENT

**Interested in small to medium market.** GSM or GM position. Experienced. Top references. Top biller. Willing to relocate. Ted - 212-421-7699.

### SITUATIONS WANTED SALES

**Small market salesman/announcer available!** Broadcast professional needs an opportunity ASAP! Midwest, Southwest or South preferred. Dick Hoff (501)967-8788.

**Salesman and/or Air Personality.** 40 years experience. Good street fighter. Seeks position with FM/AM. Non-automated station. Prefer southwest, southeast. Contact: Ken Niles 209-635-7400, 4125 Mineral King Ave. #309, Visalia, CA. 93277.

## TELEVISION

### HELP WANTED MANAGEMENT

**Television Station Manager** for successful NBC affiliate, KYTV, Springfield, Missouri. Superior leadership and marketing skills essential. Prior management experience required. Send resume to: E. Berry Smith, Vice President, Schurz Communications, Inc., 225 W. Colfax Ave., South Bend, Indiana 46626. Please, no phone calls. KYTV and Schurz are Equal Opportunity Employers.

**Station Manager:** KCEN-TV has an immediate opening for a station manager. This position will concentrate on news and operations. Previous experience in news is a must. Send resume to: KCEN-TV Personnel Dept. 24, Attn: Gayle Kiger, P.O. Box 6103, Temple, TX 76703. Equal Opportunity Employer.

To place your classified ad in *Broadcasting & Cable*,  
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**Interactive Services Manager.** If you're a television news person, graphic designer or photographer who's seriously into the Internet, we want to talk to you. We're a major national television and radio news company and we're looking for someone who knows the Internet and interactive technology and also knows television. You don't have to be software programmer and you don't have to know how the inside of a processor works. What you do have to know is the basics of HTML, how web pages and servers work, and, most important, how to effectively package text, audio and video on the Internet. You need to have experience in setting up and/or maintaining a web site, and you need to know how to effectively communicate with editorial and technical people. This is a management position which will be heavily involved in charting and implementing our company's future in the interactive world. Management experience is a definite plus. We are an equal opportunity employer. Fax resumes to (202)736-1188. Attention Interactive Services Manager.

**Human Resources Director:** WJLA-TV is looking for a director with a minimum of 5 years management experience. Collective bargaining/labor relations experience a must. Strong contact administration, compensation, budgeting, employee relations and benefits experience required. Must be fluent in spreadsheet, word processing and HRIS software (preferably Excel and WordPerfect for Windows, and ADP HR Partner). Send resume and salary requirements to: Human Resources Department, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. EOE.

#### HELP WANTED SALES

#### MAGAZINE ADVERTISING SALES POSITION

Leading trade-magazine for the TV and radio industry seeks experienced ad sales person for L.A. based position. Territory is primarily southern California but some travel is required. Candidate must have at least 3 years of sales experience in print or electronic media. Experience in TV programming sales would also qualify. We are a major media company that offers full benefits and opportunities for career growth. Send resume and salary requirements to BCST-04, Cahners Publishing Company, 5700 Wilshire Blvd., Suit 120, Los Angeles, CA 90036. EOE.

**WRAL-TV (CBS) / WRAZ-TV (WB)** in Raleigh, North Carolina - Experienced account executive to handle regional and local business. Strong negotiating and presentation skills, as well as the ability to sell promotional opportunities and develop new business consistently a must. Experience in selling an LMA preferred. Great stations, and a great company in a dynamic market. If you can make a difference in representing the market leader, send your resume to Laura Stillman, Local Sales Manager, WRAL-TV, PO Box 12000, Raleigh, North Carolina 27605. An equal opportunity employer.

**Local Sales Manager:** Excellent opportunity to lead a team of sales professionals in fast growing market. If you're an aggressive negotiator, trainer, motivator, and leader, send your resume and cover letter to HR Dept., Telemundo-40, 2919 Broadway, Tucson, AZ 85716. Spanish bilingual a plus. EOE.

**Sales Account Executive - WFSB,** a Post-Newsweek Station, is seeking qualified candidates with broadcast sales experience. Position is responsible for selling and servicing direct clients, agencies and developing new business. Must possess strong presentation, organizational and communication skills. Knowledge of Tapscan, Stowell and vendor programs a plus. Send resume to Tony D'Angelo, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**National Sales Manager.** WPSG, UPN 57 Philadelphia, a Paramount Station on the move! Seeking a dynamic professional to lead our national sales efforts. Applicants should have five years broadcast sales experience. Prior NSM or rep. experience a plus. Resume to "NSM" Box #579, UPN 57 WPSG, 420 North 20th Street, Philadelphia, PA 19130. Equal Opportunity Employer.

**Local Sales Manager:** WBDC-TV 50, Washington DC's burgeoning WB affiliate (managed by Tribune Broadcasting) is seeking a proven sales performer to lead, motivate and direct our expanding local sales effort. Previous sales management experience preferred but not required if you possess the necessary ability and motivation. D.C. market knowledge and Enterprise Traffic experience a strong plus. New business development and solid broadcast or cable sales experience required. Mail or fax resume and letter detailing qualifications to: Human Resources Dept., WBDC-TV, 2121 Wisconsin Ave., NW, Suite 350, Washington, DC 20007. Fax #202-965-0050. EOE.

**Local Sales Manager:** Portland, Oregon. KATU-TV, Channel 2, ABC affiliate is seeking an experienced leader to head our local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, inventory control and pricing. Minimum five years television sales experience required. Qualified applicants send resume to: Mindy David, 2153 NE Sandy Blvd., Portland, OR 97232. EOE.

**General Sales Manager, News Director, News Anchors, and Creative Services Director** possible openings due to LMA expansion. Previous TV experience, excellent skills, and work well under pressure without supervision. Must have valid drivers license and pass pre-employment drug/alcohol test. Send resume/tape to: Personnel Manager, PO Box 860, Erie, PA 16512. Women and minorities encouraged. EOE.

**General Sales Manager:** KWLL, NBC for Eastern Iowa, seeks experienced broadcast advertising sales manager. Must have strong track record, excellent references, extensive experience in special projects, publications, trade shows. Must know ratings, reps, agencies, traffic, clients and account executives. Start October 1. Letter, resume to Jim Waterbury, General Manager, KWLL, 500 East Fourth Street, Waterloo, Iowa 50703. EOE.

**Account Executive:** Aggressive ABC affiliate in 69th market seeks account executive. Top communication, negotiation, and new business development skills required. Knowledge of special program sales and event marketing. Familiarity with TVScan, VCI, CMR, Nielsen special reports, and qualitative data usage a plus. Must have 2+ years broadcast sales experience; TV experience strongly preferred. Salary requirements and resume to Human Resources, WIXT-TV, 5904 Bridge Street, E. Syracuse, NY 13057. EOE.

**Account Executive:** Looking for a salesperson to sell television commercial time. Prefer two to three years broadcast sales or other media related experience. Strong communications skills, both oral and written are an absolute necessity. Experience in new business development, promotions and marketing preferred. Please send resume to: Todd Wheeler, WABC-TV, 7 Lincoln Square-5th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Account Executive:** WXII-TV has an immediate opening for an individual with a proven track record in broadcast sales. Candidate should have a strong work ethic, tenacity and creativity. High energy individual with a minimum of two years broadcast sales experience preferred. Send resume to: Personnel Director, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE.

**Account Executive:** KWLL, NBC for Eastern Iowa, seeks experienced broadcast sales person for Waterloo office. Need to know ratings, agencies, clients. Excellent references and sales history a must. Start October 1. Letter, resume to Jim Waterbury, General Manager, KWLL, 500 East Fourth Street, Waterloo, Iowa 50703. EOE.

**Account Executive:** WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced account executive for local direct sales. A background in local direct cable sales a plus. WJYS offers a guaranteed training salary, excellent commission plan, production bonuses, full corporate benefits and career growth opportunities. If you are able to demonstrate a proven track record of successful local direct sales, please forward resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

#### HELP WANTED MARKETING

**Marketing Manager:** KWLL, NBC for Eastern Iowa, seeks marketing pro with solid portfolio in special projects, publications, trade shows. TV experience not required, but must be able to make good things happen from scratch on time, on budget. Must know print. Start October 1. Letter, resume, examples to Jim Waterbury, General Manager, KWLL, 500 East Fourth Street, Waterloo, Iowa 50703. EOE.

### WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

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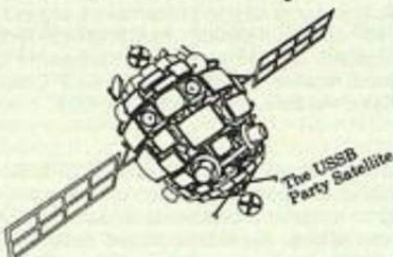
New York, New York 10011

## HELP WANTED TECHNICAL

**SYSTEMS INTEGRATION MANAGER**

United States Satellite Broadcasting is searching for someone to manage and oversee technical operations involving Uplink Signal Processing Subsystem (USPS), Conditional Access Uplink Subsystem (CAUS) and Program Guide Generator Subsystem (PGGS) for the USSB National Broadcast Center in Oakdale, MN.

Applicant should have 3-5 years of engineering project management in a multichannel digital video broadcast environment using digital video compression systems. A minimum of an Associated degree in Electrical/Electronic/Computer engineering. Bachelor's degree preferred. Applicable experience may be substitute for degree. Extensive knowledge of digital video compression systems and local wide area computer networks is required. Knowledge of design and operation of RF and microwave communication systems, both terrestrial and satellite, is preferred. Experience and knowledge of traditional broadcast equipment and broadcast automation systems is a plus. Applicant should be able to operate effectively with minimal day to day supervision. It is expected that applicant will communicate periodically with all vendors and subcontractors to insure that USSB is effectively utilizing all of its hardware and software systems relating to the USPS, CAUS and PGGS subsystems. The applicant should be able to manage timely transitions to new operating systems with little or no disruption to subscriber services.



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**TELEVISION MAINTENANCE ENGINEER**

The City of Chesapeake Public Information Department is seeking an individual to be responsible for the installation and maintenance of all the department's television equipment. Should be familiar with all types of television equipment, including, but not limited to, Betacam SP, non-linear editing, fiber optic cable transmission and studio, edit and remote production equipment. Requires any combination of education and experience equivalent to an Associate's degree in video and audio electronics or telecommunications, minimum of 2 years television experience, thorough knowledge of television test equipment and current computer technology.

Apply:

City of Chesapeake  
Dept. of Personnel  
P.O. Box 15225  
Chesapeake, VA 23328  
Fax (757) 382-8501

Deadline to apply: September 20, 1996.

**TeleCommunications: Satellite Teleport Technician.** San Francisco Bay Area. Experience with transmission of video and audio by satellite microwave/fiber and transmission techniques to broadcast level is required. AA/AS Electronics or equiv. Independent, organized operators must possess exceptional communication and interpersonal skills. Shifts include weekends/nights. Please submit resume and salary requirements to: J.Olow, Spectrum Satellite, Inc. 5200 Huntington Drive, #300 Richmond, CA 94804. EOE.

**Studio Maintenance Engineer.** Engineering department in a major market, state of the art digital broadcast facility seeks motivated, hard working addition to our team. A subsidiary of the A.H. Belo Corporation, we offer a comprehensive benefits package, competitive salary structure and the chance to demonstrate your skills. Seeking candidate with a minimum of three years of television maintenance experience with a thorough knowledge of the electronics of television. Responsibilities include design of technical systems, creation of documentation to put design into practice, installation of equipment and performance of corrective and preventative maintenance. Prefer a candidate with experience in UNIX, programming in C++, and Visual Basic. Send resume to David Carr, Director of Engineering, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. Equal Opportunity Employer.

**Rapidly Expanding Television/Radio News and Information services organization** seeks maintenance engineers in various locations. Requires a minimum of 5 years experience maintaining ENG, microwave, routing and distribution equipment and systems. Some project management and system design experience preferred. Computer experience preferred. This unique and challenging position offers an excellent opportunity for professional growth. Travel required. Fax resume to 713-407-6648.

**Expanding telecommunications/post production company,** moving to D.C. in search of transmission specialist. Candidate must have knowledge of satellite communications; experience with remote production truck, master control/playback facilities; system and installation. Please reply to Box 00906 EOE.

**Off-Line Editor** position for a production company that specializes in Motorsports programming. Require 2-3 years edit experience. Experience on Sony 900, CMX, Grass Valley switcher. A/B Roll System. Willing to work flexible hours with occasional evenings/late shifts/weekends. Room for growth and advancement into our on-line suite. Knowledge of Motorsports programming a plus. EEO M/F. Please send resume and salary history to: Connie Vizaro - Operations Manager, Diamond P Sports, Inc., 9675 4th Street N., St. Petersburg, FL 33702.

**Master Control Operators - SportsChannel New England,** a leading regional cable sports network, is seeking experienced master control operators for on-air switching, satellite-dish operations and videotape recording. An understanding of audio, video, signal routing and commercial insertion systems is required; the ability to work in a fast-paced, live sports environment is a must. SBE certification preferred. Hours include early mornings, evenings and weekends. For confidential consideration, please send resume to: Master Control Manager, SportsChannel New England, 10 Tower Office Park, Woburn, MA 01801. We are an equal opportunity employer.

**Expanding telecommunications/post production company,** moving to D.C., in search of chief engineer. Candidate must be, experienced in managing engineering staff; client friendly; possess extensive knowledge of digital technology; and experienced in system planning and implementation. Please reply to Box 00907 EOE.

**Engineering Supervisor:** Major market Fox O & O TV Station is seeking an individual to provide technical support to the engineering department and other departments as needed. Responsibilities include: management of news technical facilities; and broadcast video and audio engineering. Supervision of union technical personnel. Bachelor degree in electrical engineering or computer science or equivalent experience required. Minimum 5 years related experience. Proficient in state of the art broadcast audio and video equipment. Ability to effectively interact with all levels of personnel required. Send resume and salary history to: Lydia Martinez, Director of Personnel: WTTG/FOX TV 5151 Wisconsin Ave. NW, Washington, DC 20016. EOE/M/F/D/V. No phone calls please.

**Assistant Chief Engineer** for Midwest U.H.F. Must be self-starter with strong R.F. and microwave experience. Excellent opportunity to step-up. Send resume to Box 00908. EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo & Sandra Frey  
TEL: 212.337.7073 • 212.337.6941 • FAX: 212.206.8327 (SAME)  
INTERNET:AFASULO@B&C.CAHNERS.COM • INTERNET:SFREY@B&C.CAHNERS.COM

**Engineer.** Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicant to live abroad. A minimum of 3 years experience is required. Send resume to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-299-4206, to the attention of V. Schwantje.

**Chief Engineer.** Successful candidate must be well versed with news operation and support, capital budgets and all broadcast engineering practices. Hands-on experience with UHF transmitter, microwave systems, satellite systems, M-2 decks and Panasonic products. Should be a "quick thinker", "quick mover" that has the knowledge to get things done on time and within budget. If you are a trainer, a mentor, and a disciplinarian, send cover letter, resume and salary history to Hugh Bresline, WHAG-TV, Dept. W, 13 E. Washington Street, Hagerstown, MD 21740. Comprehensive benefit package, including 401 (K) and section 125 plans. Drug screen required. EOE.

**Assistant Chief Engineer:** KSDK-TV Channel 5 NBC affiliate Gannett Broadcasting St. Louis #1 news station has outstanding opportunity. Qualified person will have strong interpersonal skills, self motivated, organized and an effective communicator. Help plan, design, manage and coordinate all technical aspects of station systems and facilities, including supervision and management of the engineering department. Support for our aggressive news and program operation is essential and requires hard work and dedication. Prefer candidate with 10 years experience with at least 3 years in supervisory position. Familiar with FCC rules and regulations, SBE Certification and General Class License a plus. Send resume to: Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

**Assistant Chief Engineer:** WFFT-TV, the FOX affiliate in Ft. Wayne, IN seeks person with a minimum of five years experience in television broadcast maintenance, including systems troubleshooting and repair of studio video and audio equipment to component level. The successful applicant will assist the Chief Engineer in all aspects of day to day station technical operations including supervision of maintenance and master control. Must be computer literate. Send resume and salary history to: WFFT-TV, Personnel, Dept. LL, P.O. Box 8655, Ft. Wayne, IN 46898. EOE.

**Maintenance Engineer:** Immediate opening for an experienced broadcast engineer with studio, transmitters and associated systems troubleshooting and repair to component level. Computers and networking experience a plus. Minimum 3 years experience in TV broadcasting with FCC or SBE certification desired. Send resume to: Chris Potwin, Chief Engineer, Fox40, P.O. Box 40, Vestal, NY 13850. Fax 607-798-7950. EOE.

## HELP WANTED NEWS

NEWS DIRECTOR  
NBC AFFILIATE - TOP 25

WTHR-TV, a Dispatch Broadcast Group, the NBC affiliate in Indianapolis, just lost the "best news director in the country." What characteristics made him the best?

- \* Innovative and visionary manager
- \* A journalist who respects the viewer and sees his job as a noble pursuit
- \* A responsible journalist who understands the role of television news in the vitality and success of a local community
- \* A investigative specialist who can lead an I-team and have the depth of conscience and conviction of purpose to support and direct difficult stories
- \* A gifted manager who understands that "management is the art of achieving through others" and can teach, lead and inspire creativity, initiative and perseverance
- \* A team player who values and appreciates their fellow department heads by realizing that stations win, not individuals

If you can fill these shoes I want to hear from you. Applicants must have college degree in journalism, minimum 15 years experience, at least 10 years news management experience in top 30 markets, prefer someone with producer background.

Indianapolis is a great news and sports town. You will have all the tools to work with including helicopter, largest news staff, award winning tradition and audience momentum. Send resume, references and news philosophy to:

**Rich Pegram, V.P. & General Manager**  
P.O. Box 1313  
Indianapolis, IN 46206-1313

*Qualified minorities and women are encouraged to apply.  
WTHR is an Equal Opportunity Employer  
We are a smoke-free and drug-free workplace*



## Assistant Director of Broadcast Services

The functions of this position are:

- \* Coordinate NCAA Productions' telecasts of selected NCAA championships, primarily for cable sports networks.

(Duties include conducting pre-event site surveys; hiring production facilities, talent and crews; creating commercial formats, logs; coordination with the television entity; budget management; on-site supervision of telecasts; coordination and communication with host institutions and participating teams.)

- \* Write and coordinate production of NCAA promotional messages and public service announcements for airing on broadcast and cable television networks.

Negotiate rights fees for telecasts of NCAA championships produced by local television entities.

- \* Compile television ratings research.
- \* Coordinate production of special events and videos mandated by the NCAA.

Minimum qualifications: Experience in television production is essential; the candidate must have outstanding interpersonal and organizational skills; the ability to write well is essential; bachelor's degree preferred; knowledge of the function, structure and operation of the NCAA is preferred; knowledge of the Macintosh IIsi computer system is preferred.

Minimum starting salary is \$32,000. All employee benefits, including pension contributions and family coverage for health insurance are 100% employer-paid.

To apply: Send letter of application, resume and at least three references to:

**Suzanne M. Kerley**  
Human Resources Manager  
NCAA  
6201 College Boulevard  
Overland Park, Kansas 66211-2422  
The NCAA is an EOE/AA employer.

## PRODUCERS DIRECTORS WANTED

Are you:

- ◆ Experienced in local commercial production
- ◆ Able to "do it all"
- ◆ Self-Directed
- ◆ Good with clients
- ◆ Looking for a quality of life not available in large markets

Then send resume, demo tape and salary requirements to:

ABC23 - (Missoula, MT)  
c/o Penny Adkins  
118 6th Street South  
Great Falls, MT 59404

EOE

## NEWS PRODUCER

KING 5 TV, the number one station in the Pacific Northwest, has an immediate opening for a News Producer. Successful candidate will have strong writing skills, minimum three years news producing experience, and ability to work under intense deadline pressure.

If you are creative, competitive, and want the challenge of improving our number one rated newscasts, send two copies of your resume and a non-returnable 3/4" or Beta tape to:

### KING 5 TV

Attn: HR Dept.,  
#96R40/41  
333 Dexter Ave. N.  
Seattle, WA 98109



An Equal Opportunity Employer - M/F/D/V

**Weekend Producer/Photojournalist:** KMID-TV, big 2 News, has an immediate need for an experienced newscast producer and photojournalist. This person will be responsible for producing various news shows and general assignment reporting. You will need to possess producing, shooting and editing experience and have a team work ethic. We are a Southwest ABC affiliate. Send your resume, resume tape - no beta tapes - to: Tony Venti, News and Operations Manager, KMID-TV, PO Box 60230, Midland, Texas 79711. We encourage women and minority applicants. No telephone calls.

**Weather Caster:** Aggressive "Out of the Box" NBC affiliate seeks experienced weather caster. Communicates the weather in friendly understandable terms. The ideal candidate will also report occasional feature stories. Kavouris I-7 proficiency a plus. Come work and play in one of the most beautiful places in California. Rush tape and resume to: Kirk Montgomery, KCPM-TV, 180 East Fourth Street, Chico, CA 95928-5412. EOE.

**WKRC TV News** has an immediate opening for a full time photographer. Candidates should have a minimum of two years shooting and editing experience and the ability to perform well under deadline. No phone calls. EOE. Send resumes and/or applications to: WKRC-TV, Attn: Business Office - NP, 1906 Highland Avenue, Cincinnati, Ohio 45219. An Equal Opportunity Employer.

**WDAF-TV** is looking for a dedicated and creative photojournalist. Candidates must be aggressive in spot news coverage with technical skill and creativity for specialized long-form stories. We will depend on you for information as well as pictures. Send tape, resume and references to Mike Lewis, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls. EOE.

**Traffic Manager:** KABB/KRRT - The FOX/UPN affiliates in the 37th ranked TV market of San Antonio, Texas are searching for the best traffic manager ... Join this dynamic "LMA" with Sinclair Communications, Inc. ... but only if you're a team leader - thrive on deadlines - know BIAS inside and out - have a minimum 3 years traffic management experience and are "sales oriented." Rush resume to: Carol Wright, Station Manager, 4335 NW Loop 410, San Antonio, Texas 78229. We are an Equal Opportunity Employer.

**Traffic Manager:** Fox 22 in beautiful Raleigh, N.C. has an immediate opening for a traffic manager, in a total department of four. Attention to detail and knowledge of Bias is a must. Please forward resume and cover letter to: Jim Lapiana, General Manager, WFL-TV, 3012 Highwoods Boulevard, Raleigh, N.C. 27604. EOE.

**Traffic Manager:** Fast paced high volume UPN station, Tampa/St. Petersburg market. Responsibilities include spot placement to log, building formats in scheduling and attaching commercial copy. Candidate must have the ability to work in a very detailed environment and have excellent communications skills as it relates to logs and inventory with sales. Qualifications include a minimum of three years experience, preferably on the Bias traffic systems with independent experience. Thorough knowledge of FCC rules and regulations. Computer skills with MS Word, Excel and Donovan a plus. Interested candidates should submit a resume to: WTOG-TV, Director of Sales, 365 105th Terrace N.E., St. Petersburg, FL 33716. Equal Opportunity Employer.

**Traffic Assistant:** WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced individual for its traffic department. Knowledge of VCI and/or JDS systems a plus. Salary commensurate with experience. Please mail resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

**Top rated NBC affiliate** in North Texas seeking a noon and 5pm producer/anchor. This person needs producing, reporting and some anchoring skills. Ability to interview live a plus. Initiative, teamwork and attitude are essential. A place to learn and grow in an upbeat environment. Send tape (non-returnable) and resume to News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. EOE. No phone calls.

**The WDAF-TV News Department** has an opening for a videotape editor. The person we hire will be part of a 3-person team which edits three-and-a-half hours of news a day. Applicants must have experience in newscast editing on beta equipment. Good organizational skills, attention to detail, and ability to work under pressure are a must. Send tape, resume and references to: Mike Lewis, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

**TV Producer.** Ready for something new? We need a hot producer for the nation's leading syndicated medical news and information show. 2+ years newscast experience a must, good writing, packaging and people skills essential. Significant nationwide travel. Great chance for new opportunities in broadcast and cable. Send resume to Medstar Communications, Inc., Attn: Producer, 5920 Hamilton Blvd., Allentown, PA 18106. No calls, EOE.

**Reporter:** WXIN (FOX affiliate) seeks full-time enterprising, self-starting reporter with great attitude. Looking for risk-taking, visual story teller. Unpredictable hours, including nights and weekends. Previous anchor experience is preferred. Send resume, non-returnable VHS or Beta tape and cover letter, noting desired position and where learned of job, by September 15 to: Human Resources, WXIN, 1440 N. Meridian Street, Indianapolis 46202. EOE. Phone calls will result in disqualification.

**Reporter:** Southeast ABC affiliate seeks experienced reporter to join area's top news team. Send non-returnable tape to: News Director, WTVC, 410 W. 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

**Reporter Trainee:** To produce news stories as assigned, including interviewing, gathering information, finding photo opportunities, writing, and possibly editing, final story. Good broadcast writing skills, videotape editing, and computer skills required. Send non-returnable tape to: News Director, WTVC, 410 W. 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

**Producer/Director:** Position requires strong technical and client skills, concept to completion commercial and program producing, live program and news directing experience and the ability to work within production department. 3-4 years experience, CMX and electronics knowledge a plus. Send resume and tape to KEYT-TV, 730 Miramonte Drive, Santa Barbara, CA 93109, Attn: Don Katich. No phone calls please. E.O.E.

**Producer/Director:** WOOD-TV is seeking a qualified person to join our production department and direct our top-rated morning newscast. Candidates should be experienced directing fast-paced, technically challenging newscasts, as well as producing and directing a variety of live and taped, studio and remote special events. Additional editing, shooting or cg skills are a plus. If you're skilled, versatile and ready to join the number one station in the market, send your resume and non-returnable tape to: Patrick Linehan, Production Manager, WOOD-TV, 120 College Ave. SE, Grand Rapids, MI 49503. WOOD-TV is an equal opportunity employer and actively solicits qualified minority and female applicants for consideration.

**Producer** - Looking for a creative and innovative producer who can organize and format daily newscasts, supervise the evening news crew, and have excellent writing skills. At least one year experience in TV news production, degree from accredited university in broadcast/journalism or related field preferred. Please no telephone calls. Send resume and non-returnable tape to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT TV is an Equal Opportunity Employer.

**Photographer/Editor:** We are seeking experienced and creative NPPA like photographer. Must have 3 years experience and be willing to travel. Spanish helpful. Send tape and resume: Montage Productions, P.O. Box 1169, Washington, DC 20013-1169.

**News Producer:** KGUN 9 is Tucson, AZ (ABC) - A Lee Enterprise. Send us examples of the product you are producing now. We are looking for two years experience along with strong leadership abilities. Nonreturnable tape and resume to Carmen Thomas, KGUN 9, 7280 East Rosewood Street, Tucson, AZ 85710. EOE.

**News Producer.** Are you aggressive, creative, and self-starting? Do you know how to tell a good story with words, pictures and sound? Do you use compelling preproduction to set the tone? Can you entice a viewer into your newscast with irresistible teasers? If the answer to all the above is yes ... then we may have a job for you. Top 40 news leader is looking for a top news producer. At least 2 years experience required. "Stackers" need not apply. Send a resume, references, and tape by September 3, 1996 to: Nancy Sanders, Assistant News Director, WKBW-TV 7, Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an equal opportunity employer.

**News Producer - WFSB,** a Post-Newsweek Station, is looking for a high energy, creative producer who knows news and know how to put together a must-watch newscast. Our candidate must have solid news judgement, terrific writing skills and the ability to communicate effectively with staff. Our candidate must be able to use all the tools available to create a fast paced broadcast filled with the latest information and "talk-about" stories. Minimum 2-3 years experience producing newscasts. Send resume and tape to: Robert Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**News Director** - We're looking for a high energy professional with at least 3-5 years news management experience to lead a team with solid commitment to local news. We are a CBS/AR&D station in a highly competitive area where news is breaking 24 hours a day. We run a beta shop with multiple live capability, two bureaus and five shows each day. If you are bilingual (English/Spanish) or have connections to the Rio Grande Valley, that's a big plus. Qualified candidates must have managed in the last twelve months. Send resumes to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT is an Equal Opportunity Employer.

**Main News Anchor:** Strong, dynamic news anchor needed for midwest network affiliate. Must be a superb communicator at the anchor desk as well as in the field. Looking for a team player to be part of our long-term future. Send videotape, resume, and references to: Rick A. Moll, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

**New Producer.** Applicants must have strong production and journalistic skills. Grow in a newsroom that respects broadcast journalism.

**News Photographer.** Applicants must have strong photography and editing skills, the ability to work with others and a good driving record. Microwave experience is a plus, but not necessary. Send tape, resume, and references to: Michael Castengera, News Director, WINK-TV, 2824 Palm Beach Blvd., Ft. Myers, FL 33916. EOE. DFWP.

**Morning Show Producer:** WGME TV is looking for a producer with vision, creativity, and a strong commitment to news. Can you take us to number 1? We're closing the gap. If you're an excellent writer and love leading a pressure packed hour cast, we need you. Send resume and non returnable tape to: Lois Czerniak, Newschannel 13, 1335 Washington Avenue, Portland, Maine, 04103. E.O.E.

**Morning Producer and Associate Producer:** WSTM, the NBC affiliate in Syracuse has 2 openings. Both positions require a commitment to good story-telling, story development and a passion for hard news. We need a morning producer to oversee all phases of our one hour, top rated morning newscast. Excellent writing skills are a must. The second position is an associate producer position for our early evening news. Again, excellent active voice writing skills are a must as is a passion for detail and follow through. Send resume and non-returnable 3/4 or VHS tape to Lisa Wadsworth, WSTM, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an Equal Opportunity Employer.

**Investigative Reporter:** Top 15 Southeastern affiliate seeks experienced, hard-nosed Investigative Reporter. This is a job for someone who has a great track record as an investigator and a tape to prove it. You must be able to enterprise and produce high-profile pieces all year long on both short and longer turnarounds. If your I-Team work is good enough to take you to the next level, please send resume, tape, salary requirements and a page or two on your philosophy of investigative reporting to Box 00911 EOE.

**General Assignment Reporter:** Three to five years of on-air reporting experience required. Must have strong writing skills and substantial live shot experience. Candidate must be self starter with ability to enterprise stories. Shift includes weekends and nights or early mornings. Send resume and non-returnable VT (no calls/faxes) Dave Davis, News Director, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

**Executive Producer:** KMID-TV, Big 2 News, has an immediate need for an experienced executive producer. This person will be responsible for producing the 6 and 10 pm newscast and be a key manager within a busy news department. If you have experience as a main news producer at a commercial television station and can coordinate and supervise a news team with flair...then send me a tape copy - no beta tapes - of your most recent early and late news with writing samples. Strong writing and organization skills are mandatory. Send you resume, resume tape and writing samples to: Tony Venti, News and Operations Manager, KMID-TV, PO Box 60230, Midland, Texas 79711. We encourage women and minority applicants. No telephone calls.

**Assignment Manager.** WPGH-TV, the Pittsburgh FOX affiliate is looking for a strong manager to run the assignment desk. Responsible for the assignment desk staff and daily news coverage, maintaining story files, pre-planning news coverage, coordinating field crews. Organizational skills second to none. Leadership qualities with a good attitude a must. Minimum of 5 years news management experience. Please send resumes to Dave Janecek, News Director, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214. EEO Employer.

**Design Director:** WPTV, NBC affiliate, is seeking an experienced design director for news, promotions and maintaining on-air image. Quantel Paintbox and MAC experienced required. Send non-returnable tape and resume to: Lori Houston, WPTV5, 622 North Flagler Drive, West Palm Beach, Florida, 33401. No phone calls please. EOE.

**Chief Photographer** - Must have 5 years experience as a network affiliate news photographer. Strong shooting and editing skills, an aptitude for teaching and leading, and strong administrative skills required. Position is the lead photographer in a shop of 13 shooters. We support the ideals of the NPPA, and applicants with history of NPPA participation are preferred. Please send confidential resume with salary history, references and cover letter and 1/2" or 3/4" non-returnable tape of best stories to Personnel Department, Bulletin #292, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. No phone calls. Pre-employment drug testing required. EOE.

**Chief Photographer:** WPGH-TV, the Pittsburgh FOX affiliate is looking for a top-notch Photojournalist to take on the responsibilities of hiring a photo staff. At least five years experience in newsroom management and as many in the field shooting. Leadership abilities in directing staff with shooting and editing. Prefer experience with linear/non-linear equipment. Please send resumes only to: Dave Janecek, News Director, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214. EEO Employer.

**Assistant News Director** - To manage the day-to-day operation of a 60-member newsroom, including 5 microwave-equipped bureaus, dual-path satellite truck, 3 microwave trucks, plus portables. Responsible for all aspects of scheduling and planning as they relate to daily operations and special projects. Must have a minimum of 2 years experience in a management position for a network affiliate newsroom and 7 years experience overall. Please send confidential resume with salary history, reference and cover letter and 1/2" or 3/4" non-returnable tape of best stories to Personnel Department, Bulletin #293, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. No phone calls. Pre-employment drug testing required. EOE.

**5:00pm News Producer:** Must be very responsible, with an eye for detail. Must be a solid writer who can put together a fast-paced, upbeat newscast. Looking for someone with at least one years experience. Send videotape, resume, and references to Rick Moll, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808. EOE-M/F.

## HELP WANTED RESEARCH

FOX BROADCASTING COMPANY

## DIRECTOR

### AFFILIATE RESEARCH & MARKETING

Fox Broadcasting Company is seeking an individual for the Research & Marketing Department to manage the day-to-day operations of the affiliate research and marketing group supporting all FBC departments. Responsibilities will include analyzing all aspects of station performance, reviewing local market audience measurement and developing research and marketing presentations.

The qualified candidate must have a minimum of seven years of experience in television research and marketing; a strong understanding of local television issues; the ability to manage personnel, meet deadlines and create marketing presentations; be detail-oriented; have strong organizational, written and verbal communication skills; work well in a fast-paced environment; and excel under pressure. Experience with local and national Nielsen systems and Windows software programs also required.

We offer competitive salaries and excellent benefits. For more information, please forward resume to: Fox Broadcasting Company, P.O. Box 900, Personnel Dept. MGR-196, Beverly Hills, CA 90213. EOE.



**Research Director:** WIS, the market leader and one of the nation's top-ranked NBC affiliates, seeks a research director. Ideal candidate will have experience in designing and delivering sales presentations from various research sources, among them Nielsen, Marshall Marketing and TVWorks. Position involves interaction with local and national AE's, including coaching in the use of research tools. Candidate must be a team player with a good understanding of the sales process, organizational ability, a strong grounding in computer applications and some background in broadcast media research. Excellent written and verbal skills are essential. Send resume and letter of introduction to David Harbert, WIS General Sales Manager, PO Box 367, Columbia, SC 29202. EOE.

## HELP WANTED FINANCE

**Financial Services Manager:** KFMB stations (TV/AM/FM) is seeking a financial services manager to manage department that is responsible for day to day accounting functions, financial reporting, budgeting, human resources administration, strategic planning, and other business operation functions. Applicant should have an accounting degree, a minimum of 5 years financial/managerial experience, and should be people-oriented with strong interpersonal skills. Radio/tv/cable experience preferred. EOE. Salary negotiable based on experience and skills. Contact: Ed Trimble, President and General Manager, KFMB Stations, 7677 Engineer Road, San Diego, CA 92111. Fax: 619-495-9363.

## HELP WANTED HOST

**Kids Club Host/Coordinator:** Join one of the fastest growing FOX affiliates in the mid-west! We're looking for an outgoing, dedicated individual to take our kids club to new heights. Ideal candidate should love kids, be personally committed to providing inspirational messages, both on and off the TV, have strong organizational skills, and be able to take initiative. Experience in script writing and live television or theatre is preferred. Will consider full or part-time options. Send resume, tape, and/or photo to Program/Operations Director, 3003 Old Rochester Road, Springfield, IL 62703.

## HELP WANTED PROMOTION

**Wanted: Promotions and Marketing Guru -** Are you a multi-talented creative person looking to work in New York's #1 DMA? Then, this is the chance you have been working for! We are a rapidly growing independent looking to increase our viewer awareness and station identity. We need a promotions and marketing director who will make the station's image shine. A person with at least 3 years of experience in leading a successful promotion and marketing department. A talented writer with the ability to be "hands-on" in all aspects from concept to completion involving contests, print and radio campaigns, sales marketing support, on-air creative for entertainment and news and community activities. Management and budgeting experience a must. We will provide you with an excellent support staff, competitive salary, benefits and a fabulous work environment. Send resume, tape, and salary history to David Feinblatt, GM, WLIG-TV, 270 South

**Promotions Director:** KMID-TV, Big 2 News, needs a top-notch individual who can handle daily promotions, station public relations and oversee our creative services staff. The successful candidate must have marketing experience, be innovative and well organized with a track record which clearly demonstrates creativity. Knowledge of print and radio ad production is also required along with hands-on production skills. Sounds like you...then send a resume and demo reel of your best work on 3/4 or VHS to: Tony Venti, News and Operations Manager, KMID-TV, Big 2, PO Box 60230, Midland, Texas 79711. Women and minority candidates are urged to apply. EOE. No telephone calls.

**Promotion Manager** needed at WWNY-TV7. We are looking for an individual who can take charge and build a promotion department from the ground up. Duties would include news promotion, sales promotion, station sponsorships, and marketing. Creativity is a must. Must be able to meet deadlines. Previous management experience is preferred. Send resume and tape to: Cathy Pircuk, WWNY-TV7, 120 Arcade Street, Watertown, NY 13601, EEO.

**Executive Producer:** KMID-TV, Big 2 News, has an immediate need for an experienced executive producer. This person will be responsible for producing the 6 and 10 pm newscast and be a key manager within a busy news department. If you have experience as a main news producer at a commercial television station and can coordinate and supervise a news team with flair...then send me a tape copy - no beta tapes - of your most recent early and late news with writing samples. Strong writing and organization skills are mandatory. Send your resume, resume tape and writing samples to: Tony Venti, News and Operations Manager, KMID-TV, PO Box 60230, Midland, Texas 79711. We encourage women and minority applicants. No telephone calls.

**News Promotion Writer/Producer:** If you can handle rapid fire deadlines, can translate research into compelling copy and take pride in production values, we want to see your reel! We're looking for an experienced pro who thrives on the pulse of a newsroom. Our top-twenty, metered market is extremely competitive, but our station is one of the most respected in the country. We're located in one of America's most livable cities, and KDKA-TV is now owned by CBS. If you want to join one of the biggest and best broadcast groups today, rush your resume and non-returnable reel to Russell Howard, KDKA-TV2, One Gateway Center, Pittsburgh, PA 15222. No phone calls, please. EOE.

**KTVN-TV has an immediate opening** for a full-time promotion producer for its promotion team. Duties include writing, producing and some editing of news, programming, special event and public service announcements and assisting the promotion manager as needed. One year experience in television promotion, production or creative services required. Some college education required. Send resume and non-returnable tape promptly to Cecilia Adams, Promotion Manager, P.O. Box 7220, Reno, Nevada 89510. No phone calls please. All qualified candidates are encouraged to apply. KTVN-TV is an E.O.E.

## YOUR AD COULD BE HERE!

To place an ad in Broadcasting & Cable  
Classified section, call Antoinette Fasulo

TEL: 212-337-7073

FAX: 212-206-8327

and Sandra Frey

TEL: 212-337-6941

FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM

SFREEY@B&C.CAHNERS.COM

## HELP WANTED PRODUCTION

# PRODUCTION OPPORTUNITIES NEWSPORT

The Sports News Channel has several positions available for professionals who can work well under pressure and have an in-depth knowledge of sports.

## PRODUCERS

3-5 years' experience producing live sports news shows

## DIRECTORS

3-5 years' experience directing live sports newscasts

## SATELLITE COORDINATORS

3 years' experience booking satellites and transmissions

## ASSOCIATE PRODUCERS

2-3 years as AP for sports news shows

## ASSOCIATE DIRECTORS

2-3 years as master control AD

## INFINIT! OPERATORS

5 years Infnit! experience on sports news shows

## TAPE OPERATORS

2 years' experience running tapes for sports news shows

## PRODUCTION ASSISTANTS

A flexible schedule is essential. For consideration, please send your resume and salary requirements to:

Dept SK, 40 Seaview Blvd, Port Washington, NY 11050.

We are an equal opportunity employer.



**Wanted** - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 409, Citra, FL 32113.

**Senior Designer/Harriet/3-D.** WCCO-TV, CBS O&O is seeking super-designer for News, Promotion, and Sales projects. Great station, great people, great salary! Send tape and resume to Mike Radogna, Design Director, 90 South 11th Street, Minneapolis, MN 55403. No phone calls please. EOE.

**Production Manager** - If you still have the direct-ing bug, but want to move up, then consider this. WFSB, a Post-Newsweek Station, and the market leader, is looking for a production manager. Thorough understanding of news, remote production and post a must. Strong leadership, creativity and technical knowledge will be needed to manage news and the varied special programming we do. Send resume to Don Graham, 3 Constitution Plaza, CT 06103. EOE.

**Production Manager:** WALB-TV, a dominate NBC affiliate, has an excellent opportunity for a production manager with strong skills in running studio and control room operations. Good knowledge of news and commercial production. Good people and managing skills. Ability to establish and control budget. Team builder. computer skills and knowledge of Windows, Mac OS, Excel, Media Composer and Image Editing very helpful. Resumes only to: WALB-TV, Attn: JP, P.O. Box 3130, Albany, GA 31707. Equal Opportunity Employer.

**Graphic Designer** - Flint, Liberty, Quantel, creativity, style and great design experience. WFSB, a Post-Newsweek Station, has the equipment, you bring the rest. Join the market and design leader. Send tapes to Don Graham, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**Creative Services Producer:** KCTS-TV, a non-profit organization, seeks a creative services producer to originate tune-in spot material, station image and concept pieces, and other stand-out promotion bits that speak to a public television audience spanning Washington State and British Columbia. The position is integrated into a creative services team including designers, editors, writers and field producers. Candidates should have 3-5 years direct experience in television or advertising with a BA in communications, TV and film production, advertising or a closely related field. Strong writing and hands-on television editing skills a must. Knowledge of S61 matador electronic graphics and post techniques a plus. Must be familiar with both AVID and CMX edit systems. Creative room to grow in a strong production facility. To apply, please send two copies each of cover letter and resume to Margaret Feige, Personnel Coordinator, KCTS/9, 401 Mercer Street, Seattle, WA 98109. Please include a sample VHS videotape. KCTS will not be able to return your tape, so please do not send your only or original copy. All applications must be postmarked or hand delivered by September 13, 1996. No telephone calls please.

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TCI Media Services

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**Writer/Producers** - produce topicals for daily weather stories. P.O.P.s etc. Must be strong copywriter, able to motivate viewers to stay tuned. Ability to keep it fresh day-to-day, as well as to crank into overdrive during major weather events. Minimum 1 year experience in daily news promotion.

**Producer/Directors** - produce marketing and sales demos, on-air promotion and/or commercials. Must be marketing savvy professional with superior writing skills and strong creative execution. Minimum 3 years experience encompassing all aspects of pre-production, directing and post.

Send tape and resume to:

Creative Services Manager  
The Weather Channel  
2600 Cumberland Parkway  
Atlanta, GA 30339  
Fax: 770-801-2522  
EOE/M/V/D

## ALLIED FIELDS

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# Follow the Leader

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

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# Broadcasting & Cable TV FAX

WEDNESDAY □ FEBRUARY 14, 1996

## INDUSTRY ON VERGE OF ADOPTING RATINGS SYSTEM—

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

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

THURSDAY, FEBRUARY 15, 1996 ...

## Networks Consider Ratings System

Plan Said to Flag Sex,  
Violence in Pr

By Paul F  
Washington Post

**E**xecutives from networks are starting a ratings system according to tent, industry source.

The discussions: ABC, CBS, NBC are in the preliminary stage. But several networks came to fruition. But several networks came to fruition. But several networks came to fruition.

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

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

"Family values" and the entertainment industry's role in promoting or destroying them is a potent topic in this election year, the network executives acknowledge.

President Clinton has invited the chief executives of the four broadcast networks and about a dozen cable-network executives to a meeting Feb. 28 on the issue of television content.

The broadcast network executives are hoping to reach a content ratings system before that the Times said. Historically, networks have opposed content concerns but also out of fear that they will be seen as violent or

Article, A9

THURSDAY, FEBRUARY 15,

## 4 NETWORKS PLAN A RATINGS SYSTEM FOR THEIR SHOWS

MOVE IS DEFENSIVE

System Is Seen as a Way  
to Preempt Government

FEBRUARY 15, 1996

TV networks reportedly on verge of program ratings

# For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Socastee, S.C.** (BTCH-960724GE)—Puritan Radiocasting Co. for WMYB(FM) 99.5 mhz; voluntary transfer of control from Robert F.X. Sillerman to Bruce Morrow, Michael G. Ferrel et al. *Aug. 9*

## NEW STATIONS

### Permit canceled (call letters deleted)

**Santa Rosa, N.M.** (BPH-860131MF)—Don R. Davis for KSSR-FM at 95.9 mhz, ERP 3 kw, ant. 8.2 m., 5.2 km WNW of Santa Rosa, N.M. *Aug. 7*

**Seaside, Ore.** (BPH-930902MF)—Ken's Corp. for KULU(FM) 98.9 mhz, ERP 6 kw, ant. 99.8 m. *Aug. 7*

**Winters, Tex.** (BPH-890612MZ)—AFM Associates for KAJL(FM) 95.9 mhz, ERP 3 kw, ant. 100 m. *Aug. 7*

### Returned

**Strasburg, Colo.** (BPED-960508MA)—JPI Radio Inc. for noncommercial educational FM at 97.7 mhz. *Aug. 7*

### Granted

**Arkansas City, Kan.** (BPH-950905MJ)—Third Coast Broadcasting Inc. for FM at 102.5 mhz, ERP 6 kw, ant. 100 m. *Aug. 9*

**Winslow, Me.** (BPH-941122MY)—Light of Life Ministries Inc. for FM at 95.3 mhz, ERP 5.35 kw, ant. 106 m., Cook Hill, 1.4 km N of Oak Grove Rd., 8 km SSW of Winslow. *Aug. 9*

**Shawnee, Okla.** (BPCT-950814KE)—OKC-30 Television LLC for TV on ch. 30, ERP 5,000 kw visual, ant. 255 m., 2,000 ft. NW of Franklin, Okla. *July 30*

**Bonanza, Ore.** (BPH-950203MF)—A and B Broadcasting Inc. for FM at 102.9 mhz, ERP .79 kw, ant. 269 m. *Aug. 9*

**Snyder, Tex.** (BPCT-950724KH)—Prime Time Christian Broadcasting Inc. for TV on ch. 17, ERP 464 kw visual, ant. 134.6 m., 7.2 km NNE of downtown Snyder, 1.85 km E of Hwy 208. *Aug. 2*

### Filed/Accepted for filing

**Havana, Fla.** (960805AA)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational AM at 1180 khz, ERP 10 kw night, 1 kw day. AEB has applied for FMs in Globe and Tucson, Ariz.; Hawthorne, Nev., and Orlando and Okeechobee, Fla., and an AM in Hawthorne, Nev. Auel owns WWLO(AM) Gainesville, Fla.;

50.1% of KKMC(AM) Gonzales, Calif., and CP for WORL(AM) Christmas, Fla.; 50% of WCHP(AM) Champlain, N.Y., and WLVJ(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla.; King City, Hollister and Paradise, all Calif., and Champlain and Rouses Point, N.Y., and a 33 1/3% interest in application for noncommercial FM in Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KKXX(AM) Paradise, Calif. *Aug. 5*

**Americus, Ga.** (BPED-960807MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.3 mhz, ERP 11 kw, ant. 146 m., 1866 Hwy 195 North, Smithville, Ga. Family owns WALN(FM)Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahsokie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 8*

**Ingalls, Kan.** (BPH-960722MI)—Innovative Broadcasting Corp. (Robert Strand, president/25% owner, 1123 A.S. Broadway, Pittsburg, KS 66762) for FM at 96.3 mhz, ERP 100 kw, ant. 149 m., 4 km W of SR 23, 16 km

SE of Ingalls. Innovative owns KWXD(FM) Ashbury, Mo. *July 22*

**Ingalls, Kan.** (BPH-960722MN)—MAS Communications Inc. (Mark A. Swendsen, president/owner, 1124 Westwood Dr., Pierre, SD 57501) for FM at 96.3 mhz, ERP 100 kw, ant. 244.1 m., 5.7 km S of Ingalls. MAS owns KPLO-FM Reliance and has applied for FMs in Belle Fourche, S.D., and at 105.9 mhz in Ingalls. *July 22*

**Larned, Kan.** (BPH-960730MA)—Ad Astra Per Aspera Broadcasting Inc. (Cliff Shank, president/71.2% owner, 106 N. Main St., Hutchinson, KS 67501) for FM at 106.9 mhz, ERP 100 kw, ant. 148.3 m., 2.8 km SE of Timken, Kan. Ad Astra owns KSKU(FM) Lyons and KGGG(FM) Sterling, Kan. *July 30*

**Gibbsland, La.** (BPH-960725MA)—George B. Wilkes (910 North St., Nacogdoches, TX 75961) for FM at 104.5 mhz, ERP 3 kw, ant. 100 m., on existing tower N-84-E, 4.90 km from center of Gibbsland. *July 25*

**Kansas City, Mo.** (BPET-960724KY)—Oral Roberts University (Richard R. Roberts, president, 7777 South Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 34, ERP 2,646 kw visual, ant. 297 m., corner of E 56th St. and Bennington Rd., Raytown, Kan. Oral Roberts owns KWMJ-TV and has applied for TVs on ch. 39, Tuscaloosa, Ala.; ch. 15, Wichita, Kan.; ch. 41, Lake City, Fla.; ch. 34, Senatobia, Miss.; ch. 48, Omaha and ch. 63, Tulsa, Okla. *July 24*

**Albion, Neb.** (BPH-960726MA)—David M. Kelly (P.O. Box 84, West Point, NE 68788) for FM at 92.7 mhz, ERP 50 kw, ant. 143 m., .25 km E of SR 14, 4 km SE of Albion. Kelly is president of Kelly Communications, which owns KWPN-FM and KTIC-AM West Point, Neb., and is wholly owned by his wife, Sharon Kelly. *July 26*

**Omaha** (BPET-960724KX)—Oral Roberts University (Richard R. Roberts, president, 7777 South Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 48, ERP 2,722 kw visual, ant. 327 m., corner

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

of Pflug Rd. and CR 72, Plattford, Neb. Oral Roberts owns KWMU-TV and has applied for TVs on ch. 39, Tuscaloosa, Ala.; ch. 15, Wichita, Kan.; ch. 41, Lake City, Fla.; ch. 34, Senatobia, Miss.; ch. 34, Kansas City, Mo., and ch. 63, Tulsa, Okla. *July 24*

**Hawthorne, Nev.** (960805AB)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for AM at 1090 khz, ERP day .25 kw, night 50 kw. AEB has applied for FMs in Globe and Tucson, Ariz.; Hawthorne, Nev., and Orlando and Okeechobee, Fla., and AM in Havana, Fla. Auel owns WWLO(AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif., and CP for WORL(AM) Christmas, Fla.; 50% of WCHP(AM) Champlain, N.Y., and WLWJ(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla.; King City, Hollister and Paradise, all Calif., and Champlain and Rouses Point, N.Y., and a 33 1/3% interest in application for noncommercial FM in Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KKXX(AM) Paradise, Calif. *Aug. 5*

**Albany-Schenectady, N.Y.** (BPET-960724KU)—WMHT Educational Telecommunications (Matthew Bender IV, chairman, P.O. Box 17, Schenectady, NY 12301) for noncommercial educational TV on ch. 29, ERP 611 kw, ant. 229 m., on Bald Mtn., 2.1 km S of Spiegletown, N.Y. WMHT owns WMHT-FM-TV and WMHO(TV) Schenectady and WRHV(FM) Poughkeepsie, N.Y. *July 24*

**Ahoskie, N.C.** (BPED-960802MD)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.7 mhz, ERP 45 kw, ant. 135 m., Springhill Baptist Church Rd., Windsor, N.C. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 2*

**Fayetteville, N.C.** (BPED-960806MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.1 mhz, ERP 4.2 kw, ant. 117 m., Rte. 1, Box 393AL, Wade, N.C. Family owns WALN(FM) Carrollton and

WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, all Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 6*

**Defiance, Ohio** (BPCT-960722KK)—Pappas Telecasting of America, LP (Harry J. Pappas, president/owner, 500 S. Chinoweth Rd., Visalia, CA 93277) for TV on ch. 65, ERP 5,000 kw, ant. 321 m., WBGU-TV tower, 1.8 mi. N of Townwood, 500 ft. E. Pappas Telecasting owns KMPH-TV Visalia-Fresno and KPWB-TV Sacramento, Calif.; KPTM-TV Omaha and KREN-TV Reno, Nev., and has applied for TVs in Owensboro and Lexington, Ky. Harry J. Pappas owns KMPH(FM) Hanford-Fresno and, together with Stella A. Pappas, has CP for WMMF-TV Fond du Lac, Wis. *July 22*

**Ada, Okla.** (BPED-960802MF)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.3 mhz, ERP 100 kw, ant. 73 m., 900 W. 20th, Ada. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 2*

**Ardmore, Okla.** (BPED-960806MB)—Cameron University (Mark Norman, director of broadcasting, 2800 W. Gore Blvd., Lawton, OK 73505) for FM at 90.3 mhz, ERP 25 kw, ant. 64.5 m., site of existing K210BD translator site, E of National Guard Armory and .6 mi. E of I-35, N side of SR142, Ardmore. Cameron owns KCCU(FM) Lawton, Okla., and has applied for FMs in Wichita Falls, Tex., and at 88.7 mhz, Ardmore. *Aug. 6*

**Woodward, Okla.** (BPH-960801MC)—Shaffer Communications Group/Third Coast

Broadcasting Joint Venture (Joseph W. Shaffer, owner, Shaffer Communications, 3050 Post Oak Blvd., Houston, TX 77056) for FM at 95.9 mhz, ERP 6 kw, ant. 100 m., 3.2 mi. SE of Woodward on Hwy 290. Shaffer Communications owns KYTX(FM) Beeville, Tex. Third Coast has applied for FM in Arkansas City, Kan. *Aug. 1*

**Grants Pass, Ore.** (BPCT-960701KK)—Better Life Television (Robert Heisler, president/5.9% owner, 36505 Ditch Creek Rd., Rogue River, OR 97537) for TV on ch. 30, ERP 9.77 kw, ant. 654 m., Mt. Blue, 5 km SE of Grants Pass. *July 1*

**Grants Pass, Ore.** (BPCT-960717KH)—WBG License Co. LLC (Edgar R. Berner, president/41.67% owner, 405 Park Ave., Ste. 702, New York, NY 10022) for TV on ch. 30, ERP 50 kw visual, ant. 617.1 m., Fielder Mtn. WBG owns WZST(FM) Signal Mtn., Tenn., and is buying WMGL(FM) Ravenel and wwwz(FM) Summerville, S.C., and wyos(FM) Chenango Bridge, N.Y. *July 17*

**Clarksville, Tenn.** (BPED-960729MB)—Cen-Tenn Communications Inc. (Joel Phillips, president/80% owner, 2205 Winder Cir., Franklin, TN 37064) for FM at 88.3 mhz, ERP 6 kw, ant. 65 m., SR 12, 5.56 km from Clarksville reference point. *July 29*

**Elizabethton, Tenn.** (BPED-960723MB)—Milligan College (Dennis Fulk, trustee, P.O. Box 9, Milligan College, TN 37682) for non-commercial educational FM at 90.5 mhz, ERP .5 kw, ant. -87.4 m., on the campus of Milligan College, adjacent to Hart Hall, Elizabethton. *July 23*

**Nacogdoches, Tex.** (BPED-960802MD)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.7 mhz, ERP 58 kw, ant. 115 m., 5.6 mi. N of Nacogdoches. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 2*

**Woodstock, Vt.** (BPED-960730MB)—Christian Ministries Inc. (Alexander D. McEwing, president, P.O. Box 583, Essex Junction, VT 05453) for noncommercial educational FM at 91.7 mhz, TL: summit of Pico Peak, Sherburne, Vt. CMI owns WCMK(FM) Bolton and WCMD(FM) Barre and has applied for FM in St. Johnsbury, all Vt. *July 30*

**Roanoke, Va.** (BPCT-960722KI)—Fant

Broadcast Development LLC (Anthony J. Fant, 98% member, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 60, ERP 5,000 kw visual, ant. 616 m., Poor Mtn. communications site, Roanoke. Anthony J. Fant owns KTVC(TV) Cedar Rapids, Iowa; KNLD-TV Duluth, Minn.; 95% of WWHO(TV) Chillicothe, Ohio; 90% of KHGI(TV) Kearney, KSNB-TV Superior, and KWNB-TV Hayes Center, all Neb.; 80% of WNAL-TV Gadsden, Ala., has CPs for WLWC-TV New Bedford, Mass.; WAGF(TV) Batavia, N.Y., and TV on ch. 18, Albion, Neb., is buying KQDS-AM-FM Duluth, and has applied for TVs on ch. 23, Ames, Iowa; ch. 51, Jackson, Miss., and ch. 51, Lincoln, Neb. *July 23*

**Shelton, Wash.** (BPH-960703MH)—Sound Broadcasting Inc. (Harold Greenberg, president/50% owner, 210 West Cota, Shelton, WA 98584) for FM on 94.5 mhz, ERP .78 kw, ant. 273 m., on Kamilche Ridge, 8.5 km SW of Shelton. Sound owns KMAS(AM) Shelton. *July 3*

**Shelton, Wash.** (BPH-960708MB)—Cherrie P. Reitsch (301 E. Wallace-Kneeland Blvd., Shelton, WA 98584) for FM at 94.5 mhz, ERP 6 kw, ant. 100 m., off Eells Hill Rd. *July 8*

**Walla Walla, Wash.** (BPCT-960625KJ)—Ron and Maria I. Bevins (713 W. Yakima Ave., Yakima, WA 98502) for TV on ch. 9, ERP 316 kw, ant. 175.7 m., Coppei Springs communications site. *June 25*

**Walla Walla, Wash.** (BPCT-960710LB)—Communication Properties Inc. (Birger J. Brinck-Lund, president/owner, 105 Cedar Green Ln., Berkeley Heights, NJ 07922) for TV on ch. 9, ERP 316 kw visual, ant. 455 m., Spout Springs site, 42.5 km SSE of Walla Walla. CPI has applied for TVs on ch. 11, Pendleton, ch. 16, La Grande and ch. 30, Grants Pass, all Ore., and ch. 34, Spokane, Wash. *July 10*

## FACILITIES CHANGES

### Permit canceled

**Paso Robles, Calif.** (BMPH-950714IA)—Sarape Communications Inc. for KNCR-FM 103.1 mhz: change ERP to 1.10 kw, ant. to 232 m. *Aug. 5*

**Hilo, Hawaii** (BMPH-950706ID)—Visionary Related Entertainment Inc. for KAOE(FM) 92.7 mhz: change class to C2, TL to off North Kulani Rd., 12 km SSW of Hilo. *Aug. 7*

**Ketchum, Idaho** (BMPH-930802IF)—Idaho Broadcasting Consortium Inc. for KRMR(FM) 104.7 mhz: change ERP to 100 kw, ant. to 512 m., TL to 6.1 km S of intersection on US Rte. 20 and Thompson Creek. *Aug. 6*

**Cameron, Tex.** (BMPH-950331IF)—Joseph Kent Smitherman for KJKS(FM) 101.3 mhz: change ERP to 3.05 kw, ant. to 141 m., TL to 1 mi. W of Cameron. *Aug. 5*

### Dismissed

**Brownfield, Tex.** (BPH-960508IA)—Southwestern Broadcasting Corp. for KLZK(FM) 103.9 mhz: change class to C2. *Aug. 5*

### Granted

**Los Angeles** (BPH-960411IB)—Bonneville Holding Co. for KBIG-FM 104.3 mhz: change structure height. *Aug. 2*

**New Haven, Conn.** (BMPCT-951208KE)—

K-W TV Inc. for WBNE(TV) ch. 59: change ERP to 5,000 kw visual, ant. to 314 m. *Aug. 6*

**Arcadia, Fla.** (BMPH-960311ID)—Dakos Broadcasting Inc. for WKGF-FM 98.3 mhz: change ant., TL. *Aug. 2*

**Lakeland, Fla.** (BMPCT-960313KF)—WMTV-TV Co. for WMTV(TV) ch. 32: change ERP to 5,000 kw visual. *May 23*

**Honolulu** (BP-960509AB)—Marina Radio Inc. for KIKI(AM) 990 khz: change TL. *Aug. 6*

**Bowling Green, Ky.** (BPH-960402IB)—Daily News Broadcasting Co. for WDNS(FM) 93.3 mhz: change class to C3. *Aug. 12*

**Hibbing, Minn.** (BP-960410AB)—Sounds Unlimited of Red Wing Inc. for WMFG(AM) 1240 khz: change power, ant. system. *Aug. 12*

**Albuquerque** (BP-960410AE)—Guardian Communications Inc. for KKIM(AM) 1000 khz: add night service. *Aug. 12*

**Binghamton, N.Y.** (BP-960724AD)—WBG License Co. LLC for WBNF(AM) 1290 khz: change ant. system. *Aug. 12*

**Jamestown, N.Y.** (BMPCT-951102KG)—Grant Television Inc. for WTJA(TV) ch. 26: change ERP to 5,000 kw visual, ant. to 463 m., TL to 9030 Center Rd., Arkwright, N.Y. *Aug. 1*

**Kannapolis, N.C.** (BPCT-951214KI)—Kannapolis TV Co. for WKAY(TV) ch. 64: change ERP to 1,900 kw visual, ant. to 300 m., TL to N of Plaza Rd. extended, 2.3 km SSE of Newell, N.C. *July 22*

**Okmulgee, Okla.** (BPH-960314IE)—Integrated Broadcasting Co. Inc. for KCFM(FM) 94.1 mhz: change ERP, ant., class. *Aug. 2*

**Utua, P.R.** (BP-951208AC)—Central Broadcasting Corp. for WUPR(AM) 1530 khz: change TL. *Aug. 7*

**Austin, Tex.** (BPCT-951205KE)—KXAN-TV Inc. for KXAN-TV ch. 36: change ERP to 5,000 kw visual, ant. *Aug. 6*

**Ingleside, Tex.** (BPH-940607IC)—BK Radio for KAHX(FM) 107.3 mhz: change class from A to C3. *Aug. 8*

**San Antonio, Tex.** (BPCT-960130KF)—KWEX LP for KWEX-TV ch. 41: change ERP to 5,000 kw, ant. 432 m., 12325 Jolly Rd., Elmendorf, Tex. *Aug. 2*

**Uvalde, Tex.** (BPH-960502IE)—Paradise Broadcasting Co. for KUVA(FM) 102.3 mhz: change ant., TL. *Aug. 12*

**St. Croix, Virgin Islands** (BPCT-951204KF)—WSVI-TV Acquisition Corp. for WSVI(TV) ch. 8: change ant. to 292 m., TL to plot 549A, estate Mon Bijou, 9.7 km W. of Christiansted, St. Croix. *Aug. 6*

### Accepted for filing

**Eufaula, Ala.** (BMPH-960726ID)—McGowan Media LLC for WULA-FM 92.7 mhz: change ERP, class. *July 26*

**Anchorage, Alaska** (BPCT-960703KE)—KTBY Inc. for KTVY(TV) ch. 4: change ERP to 100 kw visual, ant. to 54 m. *July 3*

**Phoenix** (BPCT-960702KO)—Scripps Howard Broadcasting Co. for KNXV-TV ch. 15: change ERP to 4,000 kw visual. *July 2*

**Tolleson, Ariz.** (BMPCT-960710KE)—Hector Garcia Salvatierra LP for KAJW(TV) ch. 51: change overall height of tower to 112 m.,

ant. to 533 m., TL to S Mtn. Park, 3.4 km SE of intersection of Dobbins and Central Ave. *July 10*

**Batesville, Ark.** (BMPH-960718IB)—WRD Entertainment Inc. for KZLE(FM) 93.1 mhz: change structure height, TL. *July 18*

**Jonesboro, Ark.** (BMPCT-960708KH)—Agape Church Inc. for KVTV(TV) ch. 48: change ERP to 1,000 kw visual, overall height of tower to 546 m., ant. to 312 m., TL to .6 mi. NE of Egypt School in Egypt, Ark. *July 8*

**Avalon, Calif.** (BMPED-960805IA)—The Community Services Dept. for KISL(FM) 88.7 mhz: change TL, ant., structure height, ERP. *Aug. 5*

**Madera, Calif.** (960722IC)—Patrick R. Ryan for KMMM(FM) 107.3 mhz: change class. *July 22*

**Santa Ana, Calif.** (BPCT-960711KO)—Trinity Broadcasting Network for KTBN-TV ch. 40: change ERP to 2,674 kw visual, ant. *July 11*

**San Jose, Calif.** (BPCT-960711LC)—Tele-mundo of Northern California License Corp. for KSTS(TV) ch. 48: change ERP to 4,110 kw visual, ant. to 684.8 m., overall height of tower to 133.8 m., TL to Mt. Allison, 11.6 km E of Fremont, Calif. *July 11*

**Ventura, Calif.** (BMPCT-960711KU)—Costa de Oro Television Inc. for KSTV-TV ch. 57: change ERP to 5,000 kw visual. *July 11*

**Denver** (BMPCT-960708KE)—Paxon Denver License Inc. for KUBD(TV) ch. 59: change overall height of tower to 34 m., ant. to 356 m., TL to Mt. Morrison, 2 km E of Idledale, Colo. *July 8*

**South Kent, Conn.** (960722IB)—Monroe Board of Education for WGSK(FM) 90.1 mhz: change structure height. *July 22*

**Boca Raton, Fla.** (BMPET-960624KS)—Palmetto Broadcaster Associated for Communities Inc. for WPPB-TV ch. 63: change ERP to 5,000 kw visual, ant. to 156.5 m., overall height of tower to 164.3 m., TL to .3 km NW of intersection of Rte. 95 and NW 19th St., Lauderhill, Fla. *June 24*

**Daytona Beach, Fla.** (BPCT-960709KS)—35 Club Inc. for WAYQ(TV) ch. 26: change ERP to 5,000 kw visual. *July 9*

**Indian River Shores, Fla.** (BPH-960729-IC)—Indian River Shores Radio Partners for WOSN(FM) 97.1 mhz: change class from A to C3. *July 29*

**Jacksonville, Fla.** (BPCT-960711LB)—Clear Channel TV Licenses Inc. for WAWJ(TV) ch. 30: change ERP to 5,000 kw visual. *July 11*

**Key Largo, Fla.** (BPH-960718IA)—Spanish Broadcasting System of Florida for WZMQ(FM) 103.9 mhz: change structure height, frequency. *July 18*

**Key West, Fla.** (BPCT-960708KJ)—Weys Television Corp. for WEYS(TV) ch. 22: change ERP to 5,000 kw visual, overall height of tower to 137 m., TL to US Hwy 1, Rock Harbor, Fla. *July 8*

**Tampa, Fla.** (BPCT-960702KP)—Tampa Bay Television Inc. for WFTS-TV ch. 28: change ERP to 4,000 kw visual. *July 2*

**Tampa, Fla.** (BPCT-960710KG)—SKTA Broadcasting Partnership for WBSH-TV ch. 50:

change ERP to 5,000 kw visual. *July 10*

**Baxley, Ga.** (BPCT-960709KF)—Upchurch Broadcasting Inc. for WUBI(TV) ch. 34: change ant. to 455 m., ERP to 5,000 kw visual, TL to 3.2 km NNW of Rye Patch, Ga. *July 9*

**Columbus, Ga.** (BPCT-960710KM)—Columbus Family Broadcasting Inc. for WXTX(TV) ch. 54: change ERP to 2,830 kw visual, ant. to 346 m. *July 10*

**Savannah, Ga.** (BPH-960719IA)—Phoenix Broadcast Partners Inc. for WZAT(FM) 102.1 mhz: change structure height, ant., TL. *July 19*

## Changing Hands

Continued from page 36

**Facilities:** 99.3 mhz, 6 kw, 292 ft.

**Format:** Oldies, news/talk

**KWSP(FM) Santa Margarita, Calif.**

**Price:** \$500,000

**Buyer:** Co-owners Garry and Virginia Brill, Atascadero, Calif.; own KIQO-FM Atascadero/San Luis Obispo, Calif.

**Seller:** Hance Communications Ltd., Agoura Hills, Calif. (Tom Hansen, president); no other broadcast interests

**Facilities:** 106.1 mhz, 950 w, ant. 1,467 ft.

**Format:** Easy listening

**Broker:** Exline Co. (seller)

**KHKR-FM East Helena/Great Falls, Mont.**

**Price:** \$210,000

**Buyer:** STARadio Corp., Kankakee, Ill. (Jack W. Whitley, president/13.1% owner); owns WKAN(AM)-WLRT (FM) Kankakee and KMON-AM-FM Great Falls, Mont.

**Seller:** Northwest Broadcasting LP, Helena (Roger Lonnquist, general partner); owns KHKR(AM) East Helena

**Facilities:** 104.1 mhz, 100 kw, ant. 1,896 ft.

**Format:** Country

**KYRX(FM) Chaffee, Mo.**

**Price:** \$70,000

**Buyer:** Dana R. Withers, Benton, Ill.; owns WQRL(FM) Benton and WNSR(FM) Nashville, Ill., and has applied for FMs in Scott City, Marble Hill and Miner, all Mo., and Carthage, Ill.

**Seller:** Chartres Media Inc., Annandale, Va. (Mark Huffman, president); no other broadcast interests

**Facilities:** 104.7 mhz, 6 kw, ant. 328 ft.

**Format:** Hot adult contemporary

### RADIO: AM

**KWNK(AM) Simi Valley/Los Angeles**

**Price:** \$4.2 million

**Buyer:** Lotus Communications Corp., Los Angeles (Howard A. Kalmenson, president); owns KWKW(AM) Los Angeles (for other holdings see

**Valdosta, Ga.** (BMPCT-960709KG)—Hutchens Communications Inc. for WGVP(TV) ch. 44: change ERP to 5,000 kw visual, overall height of tower to 626 m., ant. to 600 m., TL to .5 km S of Dixie, Ga. *July 9*

**Sun Valley, Idaho** (BPH-960719IB)—Alpine Broadcasting Ltd. for KECH-FM 95.3 mhz: change class from A to C1. *July 19*

**Aurora, Ill.** (BPCT-960708KF)—Skil Broadcasting Partnership for WEHS-TV ch. 60: change ant. to 512.4 m. *July 8*

**Indianapolis** (BPCT-960702KK)—Lesea Broadcasting Corp. for WHMB-TV ch. 40:

"Changing Hands," Aug. 5)

**Seller:** Valley Radio 670 Ltd. (Manuel Cabranes, general partner); no other broadcast interests. Note: Noble Broadcast Group Inc. was to buy station last year for \$3.65 million.

**Facilities:** 670 khz, 5 kw day, 1 kw night

**Format:** Sports

**Brokers:** Bergner & Co. (buyer); Foreman & Associates (seller)

**KKDD(AM) North Las Vegas**

**Price:** \$600,000

**Buyer:** Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns KLSQ(AM) Laughlin and KOWA(AM) Las Vegas, Nev.; is buying WHKW-AM Louisville and intellectual rights to WHKW-FM Louisville from seller (for other holdings see "Changing Hands," Aug. 5)

**Seller:** Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, president); is buying KFMS-FM and KSNE-FM Las Vegas (for other holdings see "Changing Hands," July 1)

**Facilities:** 1410 khz, 5 kw

**Format:** children's

**WFLB(AM) Fayetteville/Raleigh, N.C.**

**Price:** \$228,635

**Buyer:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley, president/owner); owns WKML(FM) Lumberton/Fayetteville and WDSC(AM)-WEGX(FM) Dillon, S.C./Fayetteville; also is buying WEWO(AM)-WAZZ(FM) Laurinburg/Fayetteville, N.C. from seller (for other holdings see "Changing Hands," June 24)

**Seller:** Donald W. Curtis, Raleigh, N.C.; owns (through New Age Communications Inc. and Carolina Media Group) WBBB(AM)-WPCM(FM) Burlington, WGBR(AM)-WKTC(FM), WFMC(AM), WEQR(FM) and WGBR(AM) Goldsboro, WPTF(AM)-WQDR(FM) and WKIX-FM Raleigh and WCPA(AM) Tarboro, all N.C.

**Facilities:** 1490 khz, 1 kw

**Format:** Religion

**WIPC(AM) Lake Wales, Fla.**

**Price:** \$90,000

change ERP to 5,000 kw visual. *July 2*

**Jacksonville, Ill.** (BPET-960710LD)—West Central Illinois Educational Telecommunication Corp. for WSEC(TV) ch. 14: change overall height of tower to 328 m., ant. to 318 m. *July 10*

**Macomb, Ill.** (BMPET-960710LE)—West Central Illinois Educational Telecommunication Corp. for WMEC(TV) ch. 22: change ERP to 2,000 kw visual, ant. to 305 m., TL to NE corner of 1st and Cedar sts., near village of Bowen, Ill. *July 10*

—Compiled by Jessica Sandin

**Buyer:** RAMA Communications Inc., Orlando, Fla. (Sabeta Persaud, president/owner). Persaud owns WOKB (AM) Orlando, WXXU(AM) Cocoa Beach and WFIV(AM) Kissimmee, all Fla.

**Seller:** Seggi Broadcasting of Fla., Orlando (Ron Seggi, principal); no other broadcast interests

**Facilities:** 1280 khz, 1 kw day, 500 w night

**Format:** News/talk

**49% of WLOU(AM) Louisville, Ky.**

**Price:** \$490 for stock

**Buyer:** Mortenson Broadcasting Co., Lexington, Ky. (Jack Mortenson, president/owner); owns KGGR(AM) Dallas, and WGBR(AM) Baltimore; 51% of WLOU; 98% of WCGW(AM) Nicholasville-WJMM-FM Versailles, Ky.; WHLO (AM) Akron and WTOF-FM Canton, Ohio, and WEMM(FM) Huntington, W.Va.

**Seller:** Robert E. Emig, Louisville

**Facilities:** 1350 khz, 5 kw

**Format:** Urban contemporary

**WEIC(AM) Charleston, Ill.**

**Price:** Assumption of debt

**Buyer:** We're Eastern Illinois Christian Broadcasting Inc., Charleston (co-owners Gary Dean Lee, president, and Norma Jean Lee, secretary); no other broadcast interests

**Seller:** Com-Stat Communications Inc., Charleston (Stephen H. Gorman, president); no other broadcast interests

**Facilities:** 1270 khz, 1 kw day, 500 w night

**Format:** C&W

**WJSH(AM) Terre Haute, Ind.**

**Value:** Assumption of debt

**Buyer:** Argo Broadcasting, West Terre Haute (co-owners Ronald J. Mott, Terry Tevlin)

**Seller:** Terre Haute Broadcasting Inc., Mims, Fla. (John Burns, president/80% owner.) Burns owns Spinney Broadcasting Corp.

**Facilities:** 1300 khz, 500 w day, 75 w night

**Format:** Country

—Compiled by Elizabeth A. Rathbun and Jessica Sandin

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# Datebook

## THIS WEEK

**Aug. 28-31**—2nd annual VIBE Music Seminar, presented by *VIBE Magazine* and *BMG Entertainment*. Contact: Audrey Addison, (212) 522-1722.  
**Aug. 31**—Deadline for entries for the 10th annual *Achievement in Radio Awards*. Contact: Cynthia Byers, (703) 824-0111.

## SEPTEMBER

**Sept. 4-5**—*National Religious Broadcasters* public policy conference. Capital Hilton Hotel, Washington. Contact: (703) 330-7000.  
**Sept. 5-6**—Career strategies workshop, presented by *Women in Cable & Telecommunications*. Turner Broadcasting, Atlanta. Contact: Janice Alderman, (312) 634-2359.  
**Sept. 6**—International Monitor Awards gala, presented by the *International Teleproduction Society*. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: Cece Lazarescu, (212) 629-3266.  
**Sept. 7**—News coverage seminar presented by *Associated Press TV-Radio Association of California-Nevada*. Monterey Conference Center, Monterey, Calif. Contact: Rachel Ambrose, (213) 626-1200.  
**Sept. 7-8**—ShowBiz Expo Canada, presented by *Variety* and *Reed Exhibition Companies*. Metro Toronto Convention Centre, Toronto. Contact: Janet O'Connell, (416) 491-3999.  
**Sept. 7-9**—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.  
**Sept. 8**—48th annual Prime Time Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.  
**Sept. 10-12**—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.  
**Sept. 10-15**—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.  
**Sept. 11**—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.  
**Sept. 11-12**—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.  
**Sept. 11-15**—CANITEC '96, exhibition and convention presented by *Camara Nacional de la Industria de Television por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva Rosales, (525) 682-02-98.  
**Sept. 12**—HRTS Newsmaker Luncheon featuring network entertainment presidents, presented by the *Hollywood Radio and TV Society*. Century Plaza Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.  
**Sept. 12-13**—Sight & Sound Expo '96, exposition and conference presented by the *International Television Association*, the *Society of Broadcast Engineers* and the *International Interactive Communications Society*. Greater Columbus Convention Center, Columbus, Ohio. Contact: Kevin Thompson, (614) 895-1355.  
**Sept. 12-13**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Offices of Robins, Kaplan, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.  
**Sept. 13-17**—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.  
**Sept. 14**—*NewsProNet* producer forum. Stoufflers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.  
**Sept. 16-17**—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washing-

ton. Contact: Jeannie Bunton, (202) 879-9687.

**Sept. 17**—Fourth annual WICT Achievement (LEA) Awards, presented by *Women in Cable & Telecommunications'* Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.

**Sept. 18-20**—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bollettino, (312) 634-2335.

**Sept. 19**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 19**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

**Sept. 19-21**—77th national convention of the *Society of Professional Journalists*. Hyatt Regency, Crystal City, Va. Contact: (317) 653-3333.

**Sept. 20-22**—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.

**Sept. 23-24**—10th annual *National Association of Minorities in Cable Urban Markets Seminar*. Marriott Marquis Hotel, New York City. Contact: Roxane Yballe, (310) 404-6208.

**Sept. 23-25**—40th annual Eastern Cable Show, exhibition and conference presented by the *Southern Cable Television Association*. Inforum Exhibit Hall, Atlanta. Contact: Nancy Horne, (404) 255-1608.

**Sept. 24**—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

**Sept. 24-27**—SCEC '96, 18th annual satellite communications exposition and conference presented by *Satellite Communications*. Sheraton Washington Hotel, Washington. Contact: (800) 525-9154.

**Sept. 25**—*Federal Communications Bar Association* luncheon featuring Lloyd Cutler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Sept. 25**—13th annual Walter Kaitz Dinner honoring Bob Johnson, presented by the *Walter Kaitz Foundation*. New York Hilton and Towers, New York City. Contact: (510) 451-9000.

**Sept. 25-27**—*Broadcast Technology Society* 46th annual broadcast symposium. Hotel Washington, Washington. Contact: Alan Gearing, (301) 921-0115.

**Sept. 27-29**—*Oregon Association of Broadcasters* 56th annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: (541) 343-2101.

**Sept. 30**—Deadline for entries for the second annual *Advertising Marketing Effectiveness International Awards*, which recognize excellence in global advertising. Contact: (212) 238-4481.

**Sept. 30-Oct. 1**—*Kentucky Cable Telecommunications Association* board of directors/general membership meeting. University Plaza Hotel and Convention Center, Bowling Green, Ky. Contact: (502) 864-5352.

**Sept. 30-Oct. 2**—Digital television and Internet conference and expo presented by *Convergence*. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

## OCTOBER

**Oct. 1**—1996 *National Association of Broadcasters* Service to Children Television Awards. Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.

**Oct. 2**—1996 *National Association of Broadcasters* Service to Children Television Symposium. NAB headquarters, Washington. Contact: Victoria Cullen, (202) 429-5368.

**Oct. 1-4**—Eighth annual *Electronic Industries*

*Association/Consumer Electronics Manufacturers Association* digital audio and video workshop. Holiday Select Inn, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.

**Oct. 3-4**—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

**Oct. 3-5**—SCaT/India Link, conference on Indian cable and pay TV presented by *Global Exposition Holdings and Satellite and Cable TV Magazine*. Nehru Exhibition Center, Bombay, India. Contact: (713) 342-9826.

**Oct. 4-6**—*Women in Communications* 87th international conference on information and technology. Red Lion Inn Hotel, Portland, Ore. Contact: (703) 359-9000.

**Oct. 4-8**—*Association of National Advertisers* 87th annual meeting and business conference. Ritz Carlton, Amelia Island, Fla. Contact: (212) 697-5950.

**Oct. 5-6**—MIPCOM Junior, youth programming convention and exhibition, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

**Oct. 7-8**—Third annual *Frost & Sullivan* Cable Television Conference. The Westin Hotel, San Francisco. Contact: (212) 964-7000.

**Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio-Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100),

and *Television Bureau of Advertising* 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

**Oct. 25-27**—*Community Broadcasters Association* 9th annual conference and exposition. Aladdin Hotel, Las Vegas. Contact: Katie Reynolds, (414) 533-5573.

**Oct. 26-29**—*North Carolina Association of Broadcasters* annual convention and political debate. Grove Park Inn, Asheville, N.C. Contact: (919) 821-7300.

## NOVEMBER

**Nov. 11**—*BROADCASTING & CABLE* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

## DECEMBER

**Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

## 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.

## MARCH 1997

**March 16-18**—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

## APRIL 1997

**April 4-7**—*Broadcast Education Association* 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5254.

**April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## Major Meeting dates in red

—Compiled by Kenneth Ray

(ken.ray@b&c.cahners.com)

## Kids television with attitude

**F**or a man who idolizes British rocker and legendary hotel-room menace Keith Moon, it's only right that Albie Hecht helps to run a network carrying a show with unbridled kids romping in fudge.

Before getting into children's television, Hecht, Nickelodeon's senior vice president, production, wanted to be a rock 'n' roll drummer like Moon and break his drums and "smash things."

Upon entering Columbia University in the early 1970s, Hecht, and his parents, expected him to be a lawyer and go into politics. But that soon changed. Maybe it was the decade, or maybe it was the university, which a generation earlier turned a young man on a football scholarship into madman and Beat poet Jack Kerouac.

"I felt in college that in order to affect people's lives, it would be better to do it through the media," says Hecht. "Politics is a roundabout, bogus means of changing lives." So he told his parents of his shift in plans from law to percussion. "They wanted to kill me," he says. "But after the initial shock they were very supportive."

At Columbia, Hecht had distanced himself from the "rabble-rousing, pseudo-political slackers" and tried to juggle a hectic life that combined music and television, while continuing his studies. "I wasn't at school a lot," says Hecht, who took night courses and worked full time writing newspaper reviews on kids TV. "It was hard, but it was fun."

The writing, says Hecht, was good training for the audio and video production business that he would later get into. After graduating, managing a band and working for record labels, he became a partner in Chauncey Street Productions, a television production company. There he had a working relationship with Nickelodeon before formally joining the network in 1993 as its vice president for production and development. The transition from rock 'n' roll to kids TV wasn't that much of a leap, says Hecht, who describes musicians as "just bigger kids."

At Nickelodeon, Hecht produced the *Kids' Choice Awards*, where kids get to choose their favorite movies and actors. Children, he says, "are one of the largest and [most] disenfranchised groups." One of the things Hecht is most proud of is starting The Big Help-a-thon, a national drive to encourage kids to help rebuild



*"We approach things from a kid's point of view."*

### Alan David Hecht

Senior VP, Nickelodeon Productions, Nickelodeon, New York; b. Feb. 22, 1953, Queens, N.Y.; BA, communications, Columbia University, 1974; writer, TV Key, New York, 1973-74; director of artist development, Lifesong Records, New York, 1974-78; personal manager, Dean Friedman, New York, 1978-80; video editor, Record magazine, New York, 1980-82; production director, Small Biggie Burns, New York, 1982-84; president, Worldwide Biggies, New York, 1984-87; Chauncey Street Productions, New York: managing director, 1987-93; VP, production development, 1993-95; present position since 1995; m. Susan MacLaury, April 16, 1983; children: Kay, 21; Alex, 8.

their communities by raising hours of community service rather than money.

"I have a passion for children's TV," says Hecht. "Changing and affecting people's lives and touching people's lives in a big way. You can make them laugh and make them think and help them create and form opinions. It's a great challenge and a terrific opportunity."

The network may be for kids, but it will be going head-to-head with grown-ups when it expands into prime time this fall. Nickelodeon has plunked down \$30 million to bring the daytime channel into the 8-8:30 p.m. time slot. The network is moving in just as broadcasters are receiving pressure from many quarters to revive the so-called family hour.

"We will be serving kids and family audiences in a place and time that networks have abandoned," says Hecht. "That's been a great challenge, since we've never programed at 8 o'clock before."

The best way to make children's programming, says Hecht, is to think like a kid and find out what they like. He describes Nickelodeon's New York headquarters as at any given time having kids scampering around who are brought in for test groups. "We talk to kids all the time and play games with them," he says. "We approach things from a kid's point of view. I regress my staff on a regular basis. It's a great big sandbox for me."

Although the testing seems like fun and games, kids can be the toughest critics. On the Nickelodeon kids scale of 0 to 100, says Hecht, 0 is boring, 50 is stupid and 100 is funny. "You can work for two years on a show, show it to the kids, and they make burping and farting noises and tell you how bad your show is," he says. "They give you good feedback. It's harsh, but helpful." But Hecht has his own test group at home: his 8-year-old son, Alex. "He's really the head of development for Nickelodeon," says Hecht.

Nickelodeon President Herb Scannell describes Hecht as a tough competitor who likes a good challenge. Hecht is tossing around the idea of an action/adventure show for kids, but without depicting violence. "That's the kind of spirit that makes him special," says Scannell, who has known Hecht since Chauncey Street and plays basketball with him. "He takes on the toughest guy on the other team. He takes on challenges and delivers." —MK

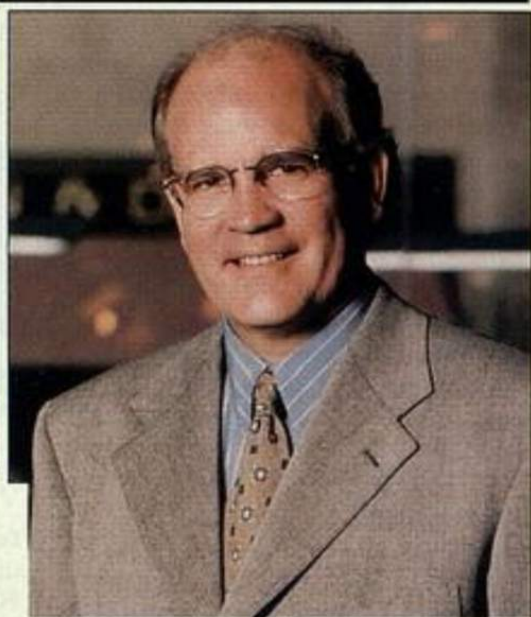
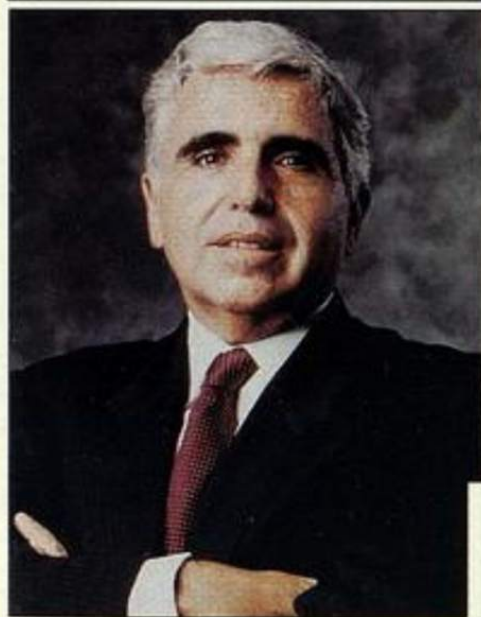


ON NOVEMBER 11

# Broadcasting & Cable PRESENTS



## The Sixth Annual Hall of Fame



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Mel A. Karmazin  
Howard Stringer  
Robert C. Wright



### POSTHUMOUSLY HONORING

Howard Cosell  
Carl Haverlin  
Robert Kintner  
Bill Leonard  
Phillips H. Lord  
Gilda Radner

# Fates & Fortunes

## BROADCAST TV

**Gary Stokes**, president/GM, WIVB-TV Buffalo, N.Y., joins WVTM-TV Birmingham, Ala., in same capacity.

Appointments at *Access Hollywood*, Los Angeles: **Claudia Eaton**, director, legal affairs, KCET(TV) Los Angeles, joins as executive director, business and legal affairs; **Jacqueline Fernandez** joins as manager, legal services; **Carla Soviero**, independent consultant, joins as media supervisor.



Sanders

Appointments at WTVZ(TV) Norfolk, Va.: **Scott Sanders**, general sales manager, named GM; **Jeff York**, research director, WDIV(TV) Detroit, joins in same capacity.

Appointments at KRON-TV San

Francisco: **Richard Cerussi**, VP, sales, named VP/director, sales, KRON, BayTV and KRON Online; **Kevin Walsh**, national sales manager, named GSM; **Al Connor**, national sales manager, adds New York territory to his responsibilities.

**David Lougee**, VP, news, KUSA-TV Denver, joins WRC-TV Washington in same capacity.

**Zvi Shoubin**, president/executive producer, On Air Entertainment Corp., Camden, N.J., joins Maryland Public Television, Baltimore, as program manager.

Appointments at WLIG(TV) Riverhead, N.Y.: **David Feinblatt**, general sales manager, named general manager; **Elliot Simmons**, senior account executive, named LSM; **Betty Zarro**, national sales representative, named NSM.

**Steve Spendlove**, VP/GM, KSAS-TV Wichita, Kan., joins WFTC(TV) Minneapolis in same capacity.

**Matt Pumo**, local account executive, WXLV-TV Winston-Salem, N.C., named local sales manager.

**Daniel Flamborg**, director, marketing, PriCellular Corp., joins the Television Bureau of Advertising, New York, as VP, marketing communications.

**Glenn Pearson**, anchor/weekday reporter, WDAF-TV Kansas City, Mo., joins WFX(TV) Boston as anchor.

**Richard Dyer**, VP/GSM, WUSA (TV) Washington, joins KSDK(TV) St. Louis as VP, broadcast.

## PROGRAMING

Appointments at Saban Entertainment, Los Angeles: **Dana Booton**, executive in charge of production, named VP, animation; **Alicia Rosenfeld**, Eastern regional sales manager, All American Television, joins as regional sales manager, domestic distribution; **Adam Wolf**, senior account executive, named Western sales manager, domestic distribution; **Ynon Kreiz**, director, business development, named VP.



Saxe

**Alan Saxe**, senior VP, labor relations, Warner Bros. Television, Burbank, Calif., joins Telepictures Productions there as senior VP, legal and business affairs.

**Adam Fishman**, manager, creative services, MTM Entertainment, joins Tribune Entertainment Co. as manager, marketing. Fishman will be located at KTLA(TV) lot in Los Angeles.



Darnell

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Mike Darnell**, director, specials, named VP; **Del Mayberry**, VP, finance, named senior VP.

**Geoffrey Harris**, director, story department, NBC

Entertainment, Los Angeles, named VP, story and writer development.

**David Coleman**, free-lance producer/director, advertising and promotion, NBC, New York, named director, on-air promotion, NBC East Coast.

## RADIO

**Sue Bell**, station manager, KLOK(AM) San Jose and KBRG(FM) Fremont, both Calif., named general manager.

**David Nolin**, program director/operations manager/midday personality, WGSY(FM) Phenix City, Ala., joins WAYS(FM)

Macon, Ga., as program director.

**Jim Fain Jr.**, station manager/sales manager, WQBZ(FM)/WIBB-FM Fort Valley, Ga., joins WXGC(FM) Milledgeville, Ga., as general manager.

**Don Tomasulo**, local sales manager, WGRF(FM) and WEDG(FM) Buffalo, N.Y., named GSM, WGRF, WEDG and WHTT-AM-FM Buffalo.

Appointments at Entercom's 5-station Seattle radio group comprising KBSG-AM-FM, KISW(FM), KMTT-FM and KNDD(FM): **Bruce Blevins**, VP/GM, Chancellor combo in San Francisco, joins in same capacity; **Jay Kelly**, program director, KBSG-FM Tacoma, Wash., named station manager; **Chris Mays**, program director, KMTT-FM Tacoma, named station manager.

Appointments at Eastman Radio: **Andrew Rosen** named VP, stations, New York; **Jeffrey Howard**, team manager, named New York sales manager; **Tom O'Brien**, named VP, stations, Detroit; **Diane Nader**, sales manager, Chicago, named VP/sales manager, Detroit; **John Dortch**, sales manager, Minneapolis, joins Chicago office in same capacity; **Steve Alan Dubbels**, account executive, Christal Radio, Minneapolis, joins as sales manager there.

## CABLE

**Gary Garcia**, independent contractor, Prime Sports West, Los Angeles, named executive producer.

**Gretchen Von Stubbe**, marketing manager, Turner International Advertising Sales, London, joins International Family Entertainment, New York, as manager, advertiser marketing.

**Jim Cook**, director, affiliate relations, SportsChannel Ohio, Cleveland, named VP, sales and marketing.

**Will Berryman**, correspondent, Australian Broadcast Corp., Sydney, joins Nickelodeon International as director, international multimedia development.

Appointments at HBO, New York: **Henry Gomez**, director, affiliate public relations, named director, corporate affairs; **Chelsye Burrows**, manager, affiliate public relations, named director. **Dan Fobas**, Atlanta; **John High**, Denver; **Nancy Hom**, San Francisco, and **Jane Moyer**, Chicago, all regional directors, named VPs.

**Janice McCaughan**, legal director/assis-

tant counsel, Time Warner Cable of New York City, joins NBC Cable Networks, Fort Lee, N.J., as associate general counsel.

**Andrew Heeren**, GM, Hauppauge system, Cablevision, Woodbury, N.Y., named GM, Long Island.



**Bharucha**

**Cyrus Bharucha**, GM/executive producer, motion picture division, DSI, joins Asian Broadcasting Network, New York, as CEO.

Appointments at NET, Washington: **Greg Jenkins**, senior producer,

*Youngbloods*, and co-producer, campaign unit, named senior producer, editorial; **Don Dudley**, senior producer, *Dateline: Washington*, named senior producer, programing.

**Damaris Valero**, VP, sales, MTV Latino, Miami, named senior VP.

Appointments at Game Show Network, Culver City, Calif.: **Sandy McGill** joins as VP, national accounts, New York; **Anne Droste**, VP, affiliate sales and marketing, Newstalk Television, joins as VP, national accounts, Los Angeles.

## MULTIMEDIA



**Richards**

**John Richards**, manager, educational technology, Bolt Beranek and Newman, Cambridge, Mass., joins Turner Educational Services Inc., Atlanta, as senior VP/general manager.

Appointments at WSBT-TV South Bend, Ind.: **Roland Adeszko**, general sales manager, named assistant general manager; **Sally Brown**, assistant station manager/director, sales, named radio station manager, WSBT(AM)/WNSN(FM).

**Lawrence Blasko**, special projects director, business development, The Associated Press's AdSEND (digital advertising delivery service), New York, named director, AP Telecommunications.

Appointments at KidStar Interactive Media, Seattle: **Mark Malleck**, assistant program director, named associate pro-

gram director/talent manager; **John Dodge**, program director, named associate program director/music manager.



**O'Leary**

**Robert O'Leary**, senior VP, operations, Cox Communications Inc., Atlanta, named senior VP/CFO, Cox Enterprises Inc.

Appointments at Seals Communications Corp. (Sealsco), televi-

sion production and marketing company and producer of sports programing for ESPN and ESPN2, Atlanta: **Rich Caulfield**, senior program manager, ESPN and ESPN2, joins as senior VP, programing and acquisitions; **John Bonner** named senior VP/chief administrative officer; **Joseph Child**, VP, business affairs, named senior VP, finance and operations.

## TECHNOLOGY



**Huttenburg**

**Debra Buck Huttenburg**, business unit manager, broadcast and earth station antenna systems, Andrew Corp., Orland Park, Ill., named VP, antenna systems.

**Jurgen Brommelhoff**, director,

engineering, video and interactive services products, Digital Equipment Corp., joins Philips Broadcast Television Systems Co., Salt Lake City, as director, engineering, international competency center.

## TELEMEDIA



**Belcher**

Appointments at American Cybercast ad sales unit, Marina del Ray, Calif.: **Eric Belcher**, sales director, Western division, *USA Today*, joins as senior VP; **Gretchen Newcomb**, Western advertising director,

Windows Direct (a direct mail program), CMP Publications, joins as VP;

**Stephen Israel**, VP, new business development, Turner Entertainment Group, joins as senior VP, development and acquisition.

**John Coletta**, associate director, online communications, BMI, New York, named director, online communications and Webmaster.

Appointments at Sony Corp., New York: **Matt Rothman**, VP, online ventures, named senior VP; **Mark Benerofe**, VP/GM, Delphi-Internet, joins as VP, programing.

## DEATHS

**James F. Fleming**, 81, broadcaster and producer, died Aug. 10 in Princeton, N.J. Fleming began at CBS Radio as a network announcer and then was a correspondent in the Middle East and Moscow. He was hired by NBC in 1949, becoming news director in 1952 and then news announcer on the first *Today* show. Fleming returned to CBS in 1963 and produced the series *Woman*. He also produced *The Hidden Revolution* and *Africa*, a documentary that won him an Emmy. Fleming is survived by his wife, four children, a sister and a brother.

**Bob Hannah**, 54, actor/writer, died of a heart attack Aug. 14. Hannah acted in such feature films as "Driving Miss Daisy" and "The Prince of Tides." He also appeared in the television series *Matlock*, *In the Heat of the Night* and *Savannah*.

**Henry Hartzzenbusch**, 73, broadcaster, died of a heart attack Aug. 17 in Arlington, Va. He began his career as a copy boy for Reuters, Shanghai, and later joined the U.S. Information Service. In 1952 Hartzzenbusch joined the Associated Press's Manila bureau after being forced out of China by the Communists. He left AP after 30 years and joined Voice of America. Survivors include his wife and three daughters.

**Robert Eugene Miller**, 76, broadcaster, died Aug. 17 in Pineville, La. Miller was a former VP/GM of KALB-TV Alexandria, La. He began work at KALB(AM) in 1940 as an engineer, then transferred to the television station in 1954. He retired in 1990. Miller is survived by his wife and three children.

—Compiled by Denise Smith  
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**Sinclair Broadcast Group has made its first radio buy** since its \$1.2 billion merger with River City Broadcasting LP in April. The Baltimore-based company is paying \$575,000 for WILP(AM) (formerly WXPX)-WWFH(FM) (formerly WQEQ) Wilkes-Barre/Scranton, Pa. River City had had an LMA with the stations, owned by Eric J. Bock's Friendship Communications Inc. If the deal is approved by the FCC, Sinclair will have four FMs and three AMs in Wilkes-Barre, the nation's 61st-largest market.

**Fox and ABC reportedly have made offers for a sitcom that DreamWorks SKG is developing with actor/comedian Arsenio Hall.** DreamWorks officials confirm that a Hall project is in the works and could be ready to go as a mid-season replacement series by next spring.

**All American Television is expanding into the talk and reality arena with a long-term development deal with writer/producers Paul Buccieri and Robert Weiss,** who have been named senior VPs, non-fiction programming. All American officials hope to launch a talk and reality series in syndication next fall. Buccieri & Weiss Productions' past TV credits include specials and pilots for NBC, Tribune Entertainment, Fox and New World Entertainment.

Ed Markey, NBC's vice president, sports information, said last week that **Bob Costas's apology for his remarks about the Chinese government had nothing to do with an agreement announced last week between NBC parent GE and state-run China**

## Buy Infinity, get Westinghouse

Infinity Broadcasting Corp.'s planned merger with the combined Westinghouse Electric/CBS Radio Division apparently has sparked a steep jump in the average daily trading volume for Infinity stock.

In the six months before the merger, announced June 19, trading volume averaged 267,522 shares daily, according to industry analyst Harry DeMott of CS First Boston. Average trading volume jumped to 809,018 shares daily for June 20-Aug. 20, DeMott says.

Several analysts and brokers say the proposed merger has changed the complexion of investing in Infinity. Shareholders who bought Infinity stock as a pure-play radio group may divest their interests now that buying shares of Infinity is coupled with investing in Westinghouse's diverse media and power company holdings.

More recently, Infinity stock has attracted arbitrageurs looking to make a profit on their investment once the merger is sealed, says Ivan Lustig, media analyst and managing director of Schroder Wertheim. He contends that the trading activity is "a shifting of shareholders from radio and broadcasting buyers to arbitrageurs." —DP

**Telecom** to construct a network in China to provide electronic trading for government organizations, banks and other traders. NBC apologized to Chinese groups who were offended that the network's Olympics anchor (now on vacation) cited China's poor human rights record and pointed out that some of its athletes had been caught in previous years using performance-enhancing drugs. NBC did not apologize for the content of the statement but did say that it was sorry if the comments unintentionally hurt anyone. The statements were "all well-documented," said Markey. "I went through the process of documenting the stuff [that was said]. The apology was because they told us their feelings were hurt, and we wanted to make sure they were clear that that was not our intention." According to the Associat-

ed Press, China's Foreign Ministry complained that the apology wasn't made in public or by Costas.

**The Association of National Advertisers has vowed to fight the Clinton administration's plan to limit tobacco advertising** in an attempt to curb teenage smoking. The new rules allow black-and-white, text-only ads in magazines read by a significant number of teenagers. They also require billboards to follow the same rules and prohibit tobacco billboards within 1,000 feet of schools and playgrounds. "Advertisers will carry this fight all the way to the Supreme Court," ANA Executive Vice President Daniel L. Jaffe says. "We expect to prevail due to the gross violations of the First Amendment."

**The FCC last week announced a pair of proposals for settling cable rate complaints.** In one

proposal, Tele-Communications Inc. said it would pay \$855,000 in subscriber refunds to resolve more than 200 rate complaints against cable systems formerly owned by Viacom. In the other proposed agreement, Century Communications Corp. said it would pay \$1.9 million in subscriber refunds to resolve some 270 rate complaints.

**The judge presiding over the O.J. Simpson civil trial ordered the complete blackout of electronic and visual coverage** of the proceedings, according to an AP report late Friday. Superior Court Judge Hiroshi Fujisaki said he did not want a repeat of the "circus atmosphere" at Simpson's criminal trial. Fujisaki also upheld an Aug. 13 gag order prohibiting all trial participants from discussing the case in the media or in public. The wrongful death trial is scheduled to begin Sept. 17.

**DBS providers DIRECTV and USSB will drop the price on their DBS satellite system to \$199 today** (Aug. 26), according to sources close to both companies. The deal, coming a week earlier than reports had indicated, calls for DIRECTV and USSB to subsidize manufacturers' sales of their 18-inch DBS dishes and receivers. The companies will pay consumers a \$200 rebate when they purchase a basic DBS unit (priced at \$399) and a year's worth of programming from either company for \$350. The price drop essentially matches the deal rolled out by DBS competitor EchoStar Communications on July 31.

**Two broadcasters have signed one-year contracts with Encore**

## Gingrich raises spectrum auction specter

House Speaker Newt Gingrich (R-Ga.) may be a new obstacle in the path of broadcasters' digital TV plans. On CBS's *Face the Nation* on Aug. 18, Gingrich defended GOP presidential nominee Bob Dole's economic plan, which pays for a 15% income tax cut with FCC spectrum auctions. Although Dole has not outlined what spectrum would be auctioned, it is widely thought that he means the spectrum set aside for digital TV.

"I don't think the news media likes [the Dole economic plan] because it's the money that Westinghouse would have to pay; it's the money that Rupert Murdoch would have to pay. So...it's the money that CBS and NBC and

ABC would have to pay," Gingrich said. "Would you rather have the \$45 billion come from the broadcasters, or would you rather have it come from American working families?" he continued.

But Gingrich earlier gave the commission's digital TV plan the green light. Along with Senate Majority Leader Trent Lott (R-Miss.), House Commerce Committee Chairman Thomas Bliley (R-Va.), Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.), Gingrich asked the FCC in a June 19 letter to award digital licenses by April 1, 1997. Gingrich's office did not return calls last Friday. —HF

### Media Corp. to receive three hours a week of free children's programming.

KNXT(TV) Fresno, Calif., will get WAM's *Global Family, F.R.O.G. (Friends of Research and Odd Gadgets), Time Exposures, Kaboom Kazoom, World Youth News* and *Space Journals*. WBSF(TV) Melbourne, Fla., signed up for *Global Family, F.R.O.G.* and *Space Journals*. Encore extended the offer in July during a town-hall meeting in Washington on the future of children's programming. Encore said it has received inquiries from roughly 50 small or medium stations.

Recent polls show that Senate Commerce Committee Chairman **Larry Pressler** (R-S.D.) is narrowly leading his Democratic opponent, Representative Tim Johnson. But Pressler did not score points with local media recently when he accused the Sioux Falls newspaper of bias and refused to participate in debates it was to sponsor this fall. The *Sioux Falls Argus Leader*, along with South Dakota Public Radio,

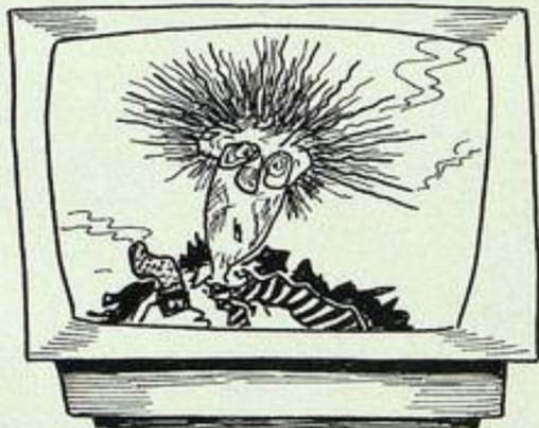
KSFY-TV and KWSN(AM), had planned to host two televised public forums on Sept. 29 and Oct. 20. Pressler declined the invitation: "The *Argus Leader* is a newspaper with a decidedly liberal Democratic point of view," said Pressler campaign manager Karen Dvorak. The paper pulled its sponsorship, and Pressler has now agreed to the forum on Oct. 20. He also has agreed "in principle" to two debates sponsored by KOTA-TV Rapid City, KELO-TV Sioux Falls and KWAT(AM) Watertown.

Fox Television projected that its new morning program **Fox After Breakfast** would get at least a 2 rating in its **debut week**, but the actual numbers for the week of Aug. 12 were a **1.2 Nielsen rating/5 share**. A network spokesperson cited as reasons difficulties in promoting the show's premiere against the heavily watched Olympics and the lower-than-average viewing common to August. Fox has vowed to stick with the one-hour, unscripted live show

broadcast from a New York City apartment. It airs primarily at 9-10 a.m. ET, Monday-Friday. Although the network has a morning cartoon lineup for children, *After Breakfast* is its first foray into daytime adult programming. Close to 80% of Fox's 165 primary affiliates are airing the show in its scheduled time slot, the network says, with the rest taping it for later broadcast because of contractual obligations to other shows.

**Errata:** A chart that appeared in the Aug. 12 special report on children's TV did not include figures

for Turner Broadcasting's upfront sales for the 1996-97 season. Turner reports that it sold \$70 million worth of advertising for its children's programming, behind only Nickelodeon and Fox. Turner's sales were up more than 50% over 1995-96. ■ In the same special report, the titles of two programs on Kids' WB! were incorrect; they are *Waynehead* and *Road Rovers*. ■ Also, Judy Price should have been referred to as the former CBS vice president of children's programs and daytime specials.



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## Enough already

We don't know whether to blame Rupert Murdoch, Paul Taylor or Reed Hundt, but this free time for politicians thing is getting out of hand. Murdoch, of course, threw an hour and more of time into a pot already bubbling over with a year's worth of news coverage. Now the FCC has approved an equal-time exemption for major-party appearances that qualify as news events. Taylor (The Free TV for Straight Talk Coalition) is among those agitating for roadblocks with that coverage so that the public has less choice about watching it. And Chairman Hundt, presumably, has free political time in his TV contract with America.

Could we say a word for the First Amendment here? The FCC has just commandeered three hours a week from every television station in the country for children's educational programming. That precedent isn't lost on other petitioners for television time; the line will soon be forming outside 1919 M Street. It's time for everybody to take a big step back and remember that in the United States you can't expropriate property, you can't meddle with program content and you can't pass a law abridging freedom of the press.

## Right and wrong

The FCC is putting the final touches on its guide to bad programming. The commission's casebook on indecency will attempt to give stations an idea of what passes for bad taste on the banks of the Potomac. (By bad, of course, we mean what won't wash in Washington's do-as-I-say rhetorical mainstream, not the do-as-I-do backwaters of actual political conduct, which would make quite a casebook of its own.) More to the point, the guidelines are meant to give stations an idea of what speech will and won't draw a fine or endanger their licenses and livelihoods.

The guidelines should and shouldn't be must reading.

As a practical matter, broadcasters need help determining that content on which the government will crack down. But, clearly, such a situation gives the lie to speech freedom and should never exist in the first place.

An example, by contrast, of the right arbitration process for matters of media taste was provided last week by producer Steven Bochco. In concert with CBS, and taking into account the concerns of some local stations, Bochco agreed to tone down some of the language in his *Public Morals* pilot. Bochco is TV's Chuck Yeager when it comes to pushing envelopes of taste. But he also is aware that he does not program in a vacuum.

That sensitivity to the medium and its audience need not be an obstacle to fine television and, in a Steven Bochco, could serve to hone a cutting-edge show rather than dull it.

In any case, no government agent is needed, or welcome.

## Afloat at last

CBS used the Queen Mary to help launch its first cable venture back in October 1981. The Titanic would have been more apropos of the effort, which went down under the weight of its own ambition after only 18 months.

CBS is testing the waters again with its new cable channel, Eye on People. A lot has changed since that first effort, not least of which is the network's ownership. In Westinghouse, CBS has a partner with a long—if peripatetic—history in cable and an obvious commitment to being a player once again.

Westinghouse and CBS seem well matched. Group W has the distribution experience—its transmission services clients include Discovery, Arts & Entertainment, History Channel, Outdoor Life and Speed Vision. CBS brings software savvy, marquee news names and an extensive program library. Together, they could be a force to be reckoned with.

These are people worth keeping an eye on.

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